Analysis of Consumer Attitude, Value, Customer Satisfaction on Interest to Buy in Top Supermarkets

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ABSTRACT

The purpose of this study is to look at how sacrifice affects value, how consumer attitudes affect value, how consumer attitudes affect consumer satisfaction, how consumer attitudes affect buying interest, how value affects consumer satisfaction, how value affects buying interest, and how consumer satisfaction affects buying interest. This study is a hypothesis-testing study using the survey method, as stated in the objectives. The study's target population is 100 people, which includes all Kediri Top Supermarket customers. Purposive sampling is the technique utilized. Pretest, validity and reliability, estimation, and structural model testing were the test instruments employed in this study. It employed Structural Equation Modeling to test it (SEM). The study's findings revealed that: (1) Sacrifice had a significant effect on the value. (2) Consumer attitudes have a significant effect on the value. (3) Consumer attitudes have a significant effect on consumer buying interest. (4) The value has a significant effect on consumer satisfaction. (5) Consumer satisfaction has a significant effect on consumer buying interest.

Keywords: Consumer Attitude, Value, Consumer Satisfaction, Interest

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1. Introduction

The business world today is growing rapidly. In the economic development of our country, the service sector occupies a very significant position that cannot ignore. Therefore, companies operating in the service and goods sectors will consider policies regarding how important the attitude of the given consumer is compared to the satisfaction received by the customer. The company feels that consumers are one of its most valuable assets, so every company tries to give its best to create customer satisfaction.

Consumer attitudes (attitudes) are important characteristics that influence buying interest. The study of customer attitudes determines whether they are consistently liked or hated. In Agustin and Hang, analyzing consumer behavior in all of its forms necessitates paying attention to the factors that influence it, one of which is an attitude, which describes a person's relatively consistent judgments, feelings, and tendencies toward an object or idea (Kotler and Armstrong, 2001, p. 218) in Agustin and Hang (2012).

Empirical research related to the concept of consumer attitudes related to aspects of consumer behaviour (particularly its influence on consumer satisfaction and loyalty) has been widely carried out by academics and practitioners, and this has further strengthened the paradigm of the importance of consumer attitudes or service quality, which is an essential aspect of strategic value for a company engaged in the service sector (Michael-Minor, 2002).

Customers' decision and loyalty can be predicted using value. Buyers who wish to purchase anything in a specific product or service category will select and examine all of the brands or models available in that area. Customers will purchase services or items that they believe are of the best quality (Barnes, 2003: 105). It is widely known that perceived value, which is the crucial determinant of loyalty consists of components taken, namely the buyer's profit obtained from the seller's offer and a given component, namely the monetary and non-monetary costs of the buyer from obtaining the offer (Luarn & Lin, 2003).

Individual behaviors directly involved in purchasing and consuming products and services, including the decision-making process on the preparation and determination of these activities, are referred to as consumer behavior. (Dharmestha & Handoko, 2000; 10). As seen about behaviour, interest can be said to be the thing that underlies behaviour. If it is associated with consumer behaviour, it will be influenced by various factors in determining product decisions. Consumers will make various considerations in making decisions about an item or product. One of the considerations of a consumer is their interests. Buying interest is the stage of the response tendency to act before the buying decision occurs.

Consumer interest is the key to generating intention; many benefits accrue to the company when a high degree of satisfaction is achieved, which can boost cooperative

members' intentions and improve business reputation. (Fornell, 1992).

Formulation of the Problem

Based on the foregoing context, the recommended problem formulation is as follows:

1. Does sacrifice affect value?
2. Does consumer attitude affect value?
3. Does consumer attitude affect consumer satisfaction?
4. Does consumer attitude affect buying interest?
5. Does value affect customer satisfaction?
6. Does value affect buying interest?
7. Does consumer satisfaction affect buying interest

2. Literature Review

The effect of sacrifice with value.

According to (Chapman & Wahlers, 1999), perceived value is the value received by consumers for a product or service, which is a trade-off between the benefits received and the sacrifices that must make to obtain these goods. Therefore, based on the explanation above, the proposed hypothesis is:

H1: Sacrifice effect value.

Influence of consumer attitudes with value.

Research conducted by Harris & Goode (2004) suggests that perceived quality is the main factor forming consumer decisions on value. Therefore, based on the explanation above, the proposed hypothesis is:

H2: Consumer attitudes effect value.

Influence of consumer attitudes with consumer satisfaction.

Research conducted (Harris & Goode, 2004) states that a reasonable consumer attitude has a positive influence on customer satisfaction. Every good service will create a sense of satisfaction and desire to return. Based on the explanation above, the proposed hypothesis is:

H3 : Consumer attitudes effect customer satisfaction.

Influence of consumer attitudes with buying interest.

Meanwhile, according to Bolton (1998), behavioural intention is defined as the result of usage, including the desire to repurchase and recommend it to others. Attitudes are essential determinants of buying interest. Based on the explanation above, the proposed hypothesis is:

H4 : Consumer attitudes effect buying interest.

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The effect of value on customer satisfaction.

According to Kotler (1994) (in Nasution, 2004), customer satisfaction is the level of one's feelings after comparing the performance (or results) that he feels compared to his expectations. Therefore, based on the explanation above, the proposed hypothesis is:

H5: Value effect customer satisfaction.

Influence of value with buying interest.

According to (Vitriani, 1995: 14) seen, about behaviour, interest can be said to be the thing that underlies behaviour. If it is associated with consumer behaviour, it will be influenced by various factors in determining product decisions. Consumers will make various considerations in making decisions about an item or product. One of the considerations of a consumer is their interests. Based on the explanation above, the proposed hypothesis is:

H6 : Value effect buying interest.

The effect of consumer satisfaction on buying interest.

According to Bolton (1998), behavioural intention is defined as the result of usage, including the desire to repurchase and recommend it to others. Based on the explanation above, the proposed hypothesis is:
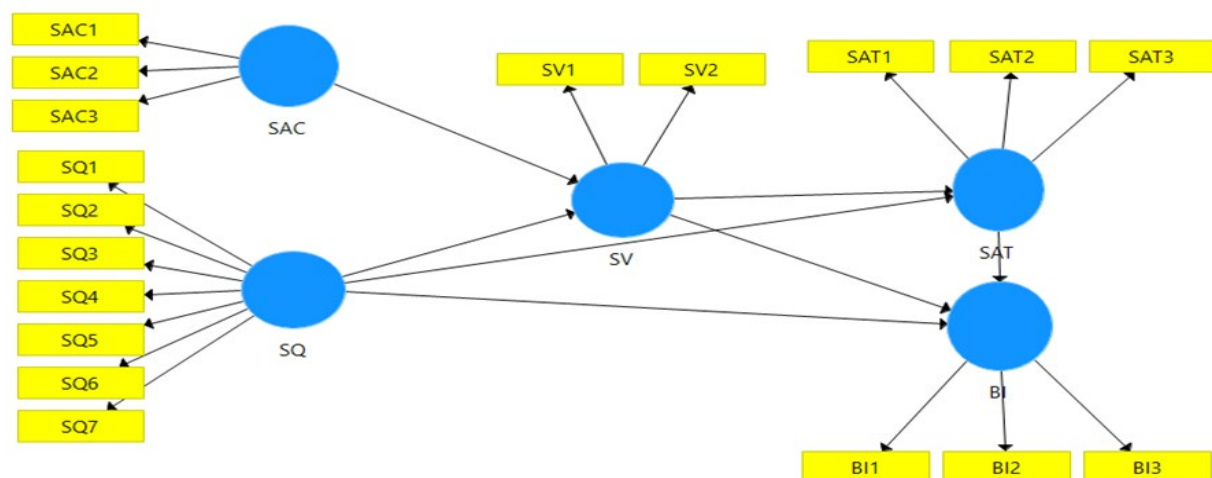
H7: Consumer satisfaction effect buying interest.

Figure 1. Research Frameworks

3. Method, Data, and Analysis

Based on its objectives, this research is categorized into hypothesis-testing research. The method used in this research is a survey method, which is a method of collecting primary data by giving questions to individual respondents (Jogiyanto, 2004). Survey research is generally carried out to make generalizations from observations that are not in-depth (Sugiyono, 1999: 7).

Judging from the relationship between variables, this research is casual or causal, namely research conducted to explain the relationship between variables; one variable causes or determines the value of another variable (Cooper and Schindler, 2006). The unit of analysis is the individual because each respondent's answer represents their income, which in this study is the consumer of Top Supermarket Kediri. The measurement of construct in this study uses an interval scale, which is a scale that states the category, rank and distance of the construct being measured. The interval scale used is expressed in numbers 1 to 5.

Variable Operation

An operational definition is a definition that clearly defines a variable by specifying the activities or actions necessary to measure the variable. An operational definition, is consumer attitude (service quality), customer satisfaction (satisfaction), value (service value), sacrifice, and buying interest (behaviour intention).

Method of collecting data

The analytical method used in this study uses Structural Equation Modeling (SEM). SEM is a multivariate technique that combines aspects of multiple regression and factor analysis to simultaneously estimate a series of dependent relationships (Hair et al., 2006). In addition, hypothesis testing was carried out using the Amos version 6.0 program to analyze the causality relationship in the proposed structural model. Structural Model Estimation and Testing are Sample Sufficiency Assumption, Normality Assumption, Outliers Assumption, and Goodness Of Fit

Population and Samples

The target population of this research is all consumers of Kediri Top Supermarket. The sample taken is 100 people. The sampling technique used is non-probability sampling. The method used is purposive sampling.

4. Result and Discussion

Descriptive analysis is intended to determine the characteristics and responses of respondents to the question items in the questionnaire. Respondents used in this study were consumers of Kediri Top Supermarket. The sampling technique used was purposive sampling.

Validity Test

A validity test shows how real a test measures what should be measured (Jogiyanto,

2004). Because the construct to be tested is a re-examination of research that has been done previously, where previous research has succeeded in identifying the factors that make up the construct, in this study, the analytical technique used is Confirmatory Factor Analysis (CFA), with the help of a software package SPSS 13.0 program for Windows.

Table 1. Results of Phase 1 Factor Analysis Rotated Component Matrix.

	Component				
	1	**2**	**3**	**4**	**5**
SAC1			.564		
SAC2			.694		
SAC3			.757		
SQ1				.540	
SQ2			.540		.518
SQ3				.672	
SQ4				.652	
SQ5				.785	
SQ6	.769				
SQ7		.696			
SV1	.520				.606
SV2					.731
SAT1	.632				
SAT2	.766				
SAT3	.670				
BI1		.651			
BI2		.756			
BI3		.592			

Source: Processed primary data

The analysis results in table 1 show that 4 question items are not yet valid, namely SQ2, SQ6, SQ7, and SV1. Therefore, using the trial and error method, factor analysis was carried out again by excluding the question items SQ2, SQ6, and SQ7. Table 2 shows that all question items are valid because all question items which are indicators of each variable have been extracted perfectly and have a factor loading of 0.50.

Table 2. Results of Phase 2 Factor Analysis Rotated Component Matrix.

	Component				
	1	**2**	**3**	**4**	**5**

SAC1			.604
SAC2			.697
SAC3			.729
SQ1		.583	
SQ3		.757	
SQ4		.678	
SQ5		.698	
SV1			.730
SV2			.836
SAT1	.635		
SAT2	.748		
SAT3	.667		
BI1		.661	
BI2		.829	
BI3		.528	

Source: Processed primary data

Reliability Test

The following stage is reliability testing, which tries to evaluate the consistency of the question items utilized after validating them. The Cronbach Alpha coefficient is used to assess the reliability of this research instrument. A Cronbach's Alpha rating of 0.80 to 1.0 indicates good reliability. Acceptable dependability is defined as 0.60–0.79, whereas poor reliability is defined as 0.60. (Sekaran, 2000). The Cronbach Alpha values for each variable are as follows, based on the results of testing the reliability of variables using the SPSS 13.00 for Windows program:

Table 3. Reliability Test Result

Variabel	Cronbach's Alpha	Description
Sacrifice	0,701	Received
Service Quality	0,784	Received
Service Value	0,897	Good
Consumer Satisfaction	0,750	Received
Buying Interest	0,745	Received

Source: Processed primary data

From table 3, we can see that the Cronbach Alpha coefficient of the sacrificial variable shows a value of 0.701, so the reliability of the variable is said to be accepted, which means that the sacrifice variable has a consistency ability of 70.1% when repeated measurements are made.

The Cronbach Alpha coefficient of the service quality variable shows a value of 0.784, so the reliability of the variable is said to be accepted, which means that the service quality variable has a consistency capability of 78.4% when repeated measurements are made.

The Cronbach Alpha coefficient of the service value variable shows a value of 0.897, so the reliability of the variable is said to be good, which means that the service value variable has a consistency capability of 89.7% when repeated measurements are made.

The Cronbach Alpha coefficient of the consumer satisfaction variable shows a value of 0.750, so the reliability of the variable is said to be accepted, which means the consumer satisfaction variable has a consistency ability of 75% when repeated measurements are made.

The Cronbach Alpha coefficient of the buying interest variable shows a value of 0.745, so the reliability of the variable is said to be accepted, which means that the buying interest variable has a consistency ability of 74.5% when repeated measurements are made.

Model Assumption Test

Univariate and multivariate normality of the data used in this analysis was tested using AMOS 4.00. The results are presented in Table 3. Evaluation of normality identified both univariate and multivariate. Univariately, for the values in C.r skewness, 7 question items show a value > 2. While for the values in C.r kurtosis,

All question items show a value of < 7. Thus, they are generally not distributed univariately. The values listed in the lower right corner in Table IV.9 indicate that generally distributed, the data in this study in a multivariate manner with a C.R kurtosis value of 5.961.

Table 4. Mahalanobis Distance Research Data

Observation Number	Mahalanobis Distance	Critical Mahalanobis Distance (15, 0.001)
23	**42,085**	37,697
15	**37,730**	
19	34,486	
51	33,950	
-	**-**	
-	**-**	

25	0,871

Source: Processed primary data

Hypothesis testing

To test hypotheses and create a good model, hypothesis testing approaches are used. I used Structural Equation Modeling to put it to the test (SEM). Analyze the goodness-of-fit model before interpreting the hypothesis testing outcomes. This guarantees that the model you've built is compatible with the data you've gathered.

Model Suitability Analysis (Goodness-of-Fit)

The goal of the investigation is to create and test a model that matches the data. In this test, a low value of 2 and a significance level greater than 0.05 imply that the data covariance matrix and the calculated covariance matrix are not significantly different. The Chi-Square statistic is extremely sensitive to sample size. In this investigation, the value of 2 is 157.158, with a probability of 0.000. Because the probability threshold is 0.05, this study model's overall fit can be said to be incorrect. Table 5 shows that the overall goodness of fit measurement indicates that the model provided in this study is not accepted. The researcher explores adjusting the error to construct an alternative model because it cannot accept the model proposed in this study.

Table 5. Goodness-of-Fit Model Results

	Indeks	Critical Value	Results	Description
1	Chi-Square (χ^2)	Expected small	157,158	-
2	Probability level	≥ 0.05	0,000	Bad
3	CMIN/DF	≤ 2.0 / ≤ 3.0	1,893	Good
4	GFI	≥ 0.90	0,840	Marginal
5	AGFI	≥ 0.90	0,769	Marginal
6	RMSEA	≤ 0.08	0,095	Marginal
7	CFI	≥ 0.90	0,886	Marginal
8	TLI	≥ 0.90	0,856	Marginal
9	NFI	≥ 0.90	0,792	Marginal

Source: Processed primary data

According to Ferdinand (2002), one of the purposes of error modification is to obtain goodness of fit criteria from an acceptable model. Through the value of the modification indices, it can be seen whether there is a possibility of modification to the proposed model. For example, modification indices that can be seen from the output of Amos 4.01 will show relationships that need to be estimated that were not previously in the model so that there is a decrease in the chi-square value to get a better research model.

To obtain acceptable model criteria, the researcher estimates the correlation between error terms that do not require theoretical justification and have a modification indices value greater than 4. Table 6 is the result of the goodness of fit model that has been modified.

Table 6. Goodness-of-Fit Model After Modification Results

	Indeks	Critical Value	Results	Description
1	Chi-Square ($\chi2$)	Expected small	94,112	-
2	Probability level	≥ 0.05	0,067	Good
3	CMIN/DF	≤ 2.0 / ≤ 3.0	1,255	Good
4	GFI	≥ 0.90	0,897	Marginal
5	AGFI	≥ 0.90	0,835	Marginal
6	RMSEA	≤ 0.08	0,051	Good
7	CFI	≥ 0.90	0,971	Good
8	TLI	≥ 0.90	0,959	Good
9	NFI	≥ 0.90	0,855	Marginal

Source: Processed primary data

The results of the Goodness-of-Fit calculation after the model update are shown in Table 6. The chi-square value of 94,112 with a probability level of 0.067 suggests that the proposed research model is acceptable, as shown in the table. The Chi-Square value divided by the degree of freedom yields the normal Chi-Square (CMIN/DF). The goodness-of-fit relationship between the model and the number of estimated coefficients expected to attain the degree of conformity is measured by this index, which is a parsimonious appropriateness index. The CMIN/DF score in this model, for instance, is 1.255, indicating that the research model is fit.

The Goodness of Fit Index (GFI), which is generated from the squared residual of the predicted model compared to the actual data, measures the model's overall level of fit. A number around 1 suggests that the model under test fits well. With a GFI value of 0.897 and a recommended acceptance rate of 0.9, we can conclude that the model has a minor level of conformance.

The Adjusted Goodness of Fit Index (AGFI) is a GFI that is adjusted for the ratio of the proposed model's degree of freedom to the null model's degree of freedom. The AGFI rating in this model, for example, is 0.835, indicating a low level of conformance.

The Tucker Lewis Index (TLI) is a non-linear incremental fit index that compares the tested and baseline models.

The Model Suitability Metric (TLI) is a model suitability index that is less influenced by sample size. We may infer that the model has a good level of conformance with a TLI value of

0.959, based on the recommended value of 0.9.

The Comparative Fit Index (CFI) is a fit index that compares the tested model to the null model incrementally. The magnitude of this indicator ranges from 0 to 1, with a value near to 1 indicating a high level of conformance in the model. This index is highly recommended since it is relatively unaffected by sample size and is less affected by model complexity. The CFI score of 0.971, for example, suggests that this model has a good fit when compared to the recommended threshold of 0.9.

The Root Mean Square Error of Approximation (RMSEA) is an index used to compensate for Chi-Square values in a large sample. For example, if the recommended acceptance value is 0.08, and then the RMSEA value of 0.067 indicates a good level of conformity.

Norded Fit Index – NFI compares the proposed and null models. With the recommended acceptance value of NFI 0.90, 0.875 indicates this model has a marginal fit value.

The overall goodness-of-fit measurement mentioned above indicates that the model proposed in the study is acceptable.

Path Coefficient Analysis

The importance of the regression weight model reveals this analysis. The significance degree of the causation relationship between constructs in the model is determined by assessing the CR value (z-count) greater than or equal to the z-table value (z-count z-table). Then, by examining the standardized structural (path) coefficients of each hypothesis, particularly the appropriateness of the path relationship's direction with the previously postulated relationship's direction. Assume that the relationship's direction is consistent with the hypothesis, and that the crucial ratio value likewise fits the criteria. In that instance, the hypothesis being tested might be said to be proven. The z table value for the 1% significance level is 2.56, the 5% significance level is 1.96, and the 10% significance level is 1.96.

Table 7. Structural Model Estimation Result

	Estimate	S.E.	C.R.	P
SV <--- SAC	.473	.152	3.103	.002
SV <--- SQ	.570	.127	4.478	***
SAT <--- SQ	.175	.114	1.534	.125
SAT <--- SV	.614	.102	6.022	***
BI <--- SV	.125	.142	.877	.380
BI <--- SAT	.491	.182	2.702	.007
BI <--- SQ	.264	.108	2.434	.015

Source: Processed primary data

The amount of the direct influence, indirect effect, and overall effect of one variable on other variables is shown in table 8 below. The analysis' findings are shown in Table 8 below:

Table 8. Direct, Indirect and Total Effect

Variable		Influence		
Independen	**Dependen**	**Direct**	**Indirect**	**Total**
Sacrifice (SAC)		0.385	-	0.385
	(SV)			
Service Quality (SQ)		0.496	-	0.496
Service Quality (SQ)		0.171	0.342	0.513
	(SAT)			
Service Value (SV)		0.690	-	0.690
Service Value (SV)		0.154	0.372	0.526
Service Quality (SQ)	(BI)	0.283	0.353	0.636
Satisfaction (SAT)		0.539	-	0.539

Source: Processed primary data

It can use Table 8 to determine the direct and indirect effects of each variable being tested. The test results show that five variables have a significant relationship and are indicated by the standardized beta coefficient values, namely Sacrifice (SAC) and Service Quality (SQ) at the service value (SV) of 0.385; 0.496 and significant at $p<0.01$, which means sacrifice and service quality affects service value. The value of the standardized coefficient of service value (SV) on satisfaction (SAT) is 0.690 and is significant at $p<0.01$, which means the value of services affects satisfaction. While the standard coefficient of satisfaction beta (SAT) and service quality (SQ) on buying interest (BI) are 0.539 and 0.283, respectively, significant at $p<0.05$ and $p<0.01$, which means satisfaction and service quality affect interest to buy. In comparison, the relationship that is not significant is the relationship between service quality (SQ) on satisfaction (SAT) and service value (SV) on buying interest (BI), where the significance value is less than 10%.

Table IV.14 shows that service quality has both a direct and indirect effect on buying interest, namely from service quality to service value and satisfaction (as a mediating variable) to buying interest. The direct effect has a magnitude of 0.283, whereas the indirect effect can be calculated by multiplying the indirect coefficient. The magnitude of the indirect effect for the value of services as a mediating variable is $(0.496) \times (0.154) = 0.0764$; for satisfaction as a mediating variable, the magnitude of the indirect effect is $(0.171) \times (0.539) = 0.0922$; and for satisfaction and service value as a mediating variable at the same time, the magnitude of the indirect effect is $(0.496) \times (0.690) \times (0.539) = 0.18447$, resulting in of service quality on purchase intention is 0.353 (0.0764 + 0.0922 + 0.18447).

Data Analysis

The following is a discussion of each hypothesis in this study:

Hypothesis 1: Sacrifice has a positive effect on the value of

The goal of this hypothesis is to see if sacrifice has a beneficial impact on value. Hypothesis 1 is validated based on the findings of the computations in Table 7, where the value of the sacrifice C.r at a value of 3.103 is significant at p 0.01. That is, statistically, sacrifice has a positive impact on value. This means that the greater the sacrifice, the greater the reward. The findings of this investigation are consistent with previous research. (Bolton, 1998).

Sacrifice has a positive effect on value. Consumers expect the cost they spend to buy a product or service is proportional to what they get. Supermarket Top Kediri has did this by providing a waiting time from receiving the order until the order is ready, following the quality provided and consumer expectations.

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Hypothesis 2: Consumer attitudes have a positive effect on the value of

This hypothesis aims to test whether consumer attitudes positively affect value. Based on the calculations in Table 7, where the C.r value of consumer attitudes at a value of 4.478 is significant at $p < 0.01$, we can conclude that hypothesis 2 is supported. That is, statistically, it can show that consumer attitudes positively affect value. This indicates that the higher the consumer's attitude, the higher the value. This study's results align with research conducted (Bolton, 1998).

Consumer attitudes have a positive effect on value. Consumers expect consumer attitudes that can meet consumer needs and desires and follow consumer expectations. This has been done by Supermarket Top Kediri by providing services through Waitress, who are trustworthy, honest, timely, consistent, reliable, always ready to serve consumers, and strive to understand consumer desires.

Hypothesis 3: Consumer attitudes have no positive effect on customer satisfaction

This hypothesis aims to test whether consumers attitudes positively affect consumer satisfaction. They have based on the calculations in Table 7, where the C.r value of consumer attitudes on consumer satisfaction is 1.534 and is not significant at $p < 0.1$, we can conclude that hypothesis 3 is not supported. That is, statistically, it can show that consumer attitudes have no significant effect on consumer satisfaction. Therefore, the results of this study are not in line with the research conducted (Bolton, 1998).

Hypothesis 4: Consumer attitudes have a positive effect on buying interest

The goal of this hypothesis is to see if consumer attitudes have a favorable impact on consumer purchasing interest. We can conclude that hypothesis 4 is validated based on the calculations in Table 7, where the C.r value of consumer attitudes on consumer buying interest is 2.434, significant at p 0.1. That is, statistical evidence suggests that service quality has a beneficial impact on consumer purchasing interest. This means that the more positive a customer's mood is, the more likely they are to buy anything. The findings of this investigation are consistent with previous research (Bolton, 1998). Consumer attitudes influence consumer purchasing desire in a good way. When buying a product or service, customers will think about a variety of factors. Consumer attitudes are a critical aspect in affecting consumer buying interest in services in the service business. Supermarket Top Kediri was in charge of this.

Hypothesis 5: Value Has A Positive Effect On Consumer Satisfaction

According to research (Harris & Goode, 2004), perceived quality is the most important

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factor in forming consumer value decisions. The purpose of this hypothesis is to see if value has a positive impact on customer satisfaction. Hypothesis 5 is supported based on the results of the calculations in Table 7, where the C.R Value Of Consumer Attitudes On Consumer Satisfaction Is 6.022, Significant At P 0.01. That is, statistically, it is possible to demonstrate that the value has a positive impact on customer satisfaction. This means that the higher the value, the more satisfied the customer. The findings of this investigation are consistent with previous research (Bolton, 1998).

Consumer Satisfaction Is Improved By Adding Value. A consumer's assessment of a product's or service's benefits is based on perceptions of what is received and given. Consumers will be satisfied with a product or service if they believe what they receive is proportional to what they give. Top Kediri Supermarket has achieved this through providing facilities that cater to customers' wishes, as well as attempting to satisfy customers' wants and needs in proportion to the costs they have incurred.

Hypothesis 6: The Value Does Not Have A Positive Effect On Buying Interest

This hypothesis aims to test whether the value positively affects consumer buying interest. Based on the calculations in Table 7, where the C.r value of consumer attitudes on consumer buying interest is 0.877 and is not significant at p < 0.1, we can conclude that hypothesis 6 is not supported. That is, statistically, the value has no significant effect on consumer buying interest. The results of this study are not in line with the research conducted (Bolton, 1998).

Value has no significant effect on consumer buying interest. This phenomenon can occur possibly because consumers of Supermarket Top Kediri perceive that what they receive is not proportional to what they give, so consumers do not have the desire to repurchase the product or service. This is thought to impact the pattern of an insignificant relationship between consumer attitudes and consumer satisfaction.

Hypothesis 7: consumer satisfaction has a positive effect on buying interest

This hypothesis aims to test whether consumer satisfaction positively affects consumer buying interest. Based on the calculations in table 7, where the C.r value of consumer attitudes on consumer buying interest is 2.702, significant at p < 0.01,we can conclude that hypothesis 7 is supported. That is, statistically, can show that consumer satisfaction positively affects consumer buying interest. This indicates that the higher the consumer satisfaction, the higher the consumer's buying interest. This study's results align with research conducted (Bolton, 1998).

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Consumer satisfaction has a positive effect on consumer buying interest. Consumers who feel satisfied with the services and facilities provided by the service provider will have a desire to repurchase the product or service and recommend it to others. Supermarket Top Kediri has done this by providing services and facilities following the expectations and desires of consumers.

Conclusion and Suggestion

Based on the findings of research on the effect of service quality, value, and consumer satisfaction on consumer buying interest, and based on the results of the analysis conducted by researchers in Chapter IV using the Structural Equation Modeling (SEM) analysis method, it can be concluded that five of the seven hypotheses tested are significant and supported, while the other two are not significant and not supported. The following are the supported hypotheses: The sacrifice has a statistically significant impact on the value. This suggests that consumers anticipate the costs they suffer to buy items or services to be proportional to the value they receive; in other words, the greater the sacrifice, the higher the value. This indicates that value is a consumer's assessment of the benefits of a product or service based on perceptions of what is received and what is given. When consumers perceive that what they receive is proportional to what they give, consumers will feel satisfaction with the product or service then this will have a positive impact on customer satisfaction; or in other words, the higher the value, the higher the customer satisfaction. Statistically, can show that consumer satisfaction significantly affect consumer buying interest. This indicates that consumers who feel satisfied with the services and facilities provided by service providers will have a desire to repurchase the product or service and recommend it to others then, which will have a positive impact on buying interest or in other words, the higher consumer satisfaction, the consumer's buying interest is also higher.

Suggestions for further research the scope of this research is focused on coffeeshop services so that it impacts the generalization of limited research results. This limitation implies further research to generalize the results obtained in a different and broader context.

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