

SERVICE CONVENIENCE AND CUSTOMER SATISFACTION ENHANCEMENT: AN ANALYSIS OF IN-STORE RETAIL OPERATIONS IN ILORIN, KWARA STATE

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Abstract

Customer satisfaction is crucial for retail business success, influencing customer loyalty, repeat purchases, and brand perception. While service convenience is widely recognized as a key driver of satisfaction in e-commerce and self-service industries, its impact in traditional Nigerian retail settings remains uncertain as most of the traditional retailers has not really explore the opportunity of service convenience in attracting customers. This study investigates the effect of service convenience on customer satisfaction in Nigeria retail businesses with three retail stores been selected in Ilorin Kwara State. A quantitative research design was employed, with data collected from 240 respondents using structured questionnaire. Regression analysis revealed that service convenience does not have a statistically significant impact on customer satisfaction ($B = 0.052$, $p = 0.538$), with weak correlation and low explanatory power ($R^2 = 0.008$). The ANOVA results further confirmed this insignificance ($F = 0.463$, $p = 0.763$), indicating that other factors such as product quality, pricing, and customer service interactions play a more dominant role. The study concludes that while service convenience will certainly enhance the overall customer experience, it is not a primary determinant of satisfaction in traditional retail settings. Businesses are encouraged to focus on improving product quality, enhancing service responsiveness, and strengthening customer engagement strategies to foster customer trust and retention.

Keywords: Customer Satisfaction Enhancement, Ilorin, In-Store Retail, Operations, Service Convenience

Introduction

Customer service is a fundamental aspect of business operations that significantly influences consumer satisfaction and long-term loyalty (Smith, 2020). Traditionally, customer service was a reactive function focused on addressing complaints and resolving issues after they arose. However, in today's competitive retail landscape, businesses have recognized the strategic importance of customer service in shaping end-user experiences and driving customer retention (Berry et al., 2002). The Nigerian retail sector presents a unique blend of traditional and modern shopping environments, including bustling open markets and sophisticated shopping malls. This diversity is shaped by technological advancements, economic realities, and cultural factors, all of which contribute to evolving consumer expectations (Farquhar & Rowley, 2009). As competition increases, retail businesses must ensure that their service offerings align with customer needs to foster loyalty, repeat patronage, and positive word-of-mouth.

Service convenience has emerged as a critical factor in customer satisfaction, particularly in retail settings where efficiency and ease of access are highly valued (Dai & Salam, 2014). Defined as the extent to which businesses reduce customer effort and time during service interactions, service convenience plays a crucial role in enhancing customer experiences. Berry et al. (2002) identified five dimensions of service convenience: decision convenience, access convenience, transaction convenience, benefit convenience, and post-benefit convenience. Each of these dimensions contributes to the overall ease with which customers can interact with a retail business, from making purchase decisions to completing transactions and receiving post-sale support. Companies that optimize these dimensions not only improve customer satisfaction but also gain a competitive advantage by fostering stronger relationships with their customers (Liang & Wang, 2005). Retailers that prioritize service convenience can differentiate themselves by streamlining processes such as checkout times, payment methods, and customer support systems, thereby ensuring a seamless and efficient shopping experience.

Despite its recognized importance, many retail businesses in Nigeria continue to struggle with inefficiencies that hinder service convenience, ultimately leading to customer dissatisfaction and reduced repeat patronage (Gupta & Sharma, 2021). Common challenges include long waiting times at checkout counters, limited payment options, inadequate customer support, and poor after-sales service (Sani et al., 2018). These factors create unnecessary friction in the shopping experience, making customers more likely to seek alternative retailers that offer more convenient services. In response to these challenges, some retail businesses have begun implementing digital solutions such as self-checkout systems and mobile payment platforms to enhance convenience and improve customer satisfaction (Agu et al., 2019). However, the adoption of such innovations remains inconsistent, with many businesses still relying on traditional service models that fail to meet the expectations of modern consumers. Given these challenges, this study aims to explore the role of service convenience in enhancing customer satisfaction within in-store retail experiences.

Statement of the Problem

Customer satisfaction is a key driver of business success in the retail sector, influencing loyalty, repeat patronage, and overall profitability (Gupta & Sharma, 2021). However, many retail businesses continue to struggle with inefficiencies in service convenience, which significantly impact the shopping experience. Service convenience, defined as the effort and time customers must invest in completing a purchase, plays a crucial role in shaping consumer perceptions of ease and efficiency (Dai & Salam, 2014). In Nigeria, common service challenges such as long checkout queues, limited payment options, inadequate store accessibility, and poor post-purchase support create significant friction in the customer journey (Sani et al., 2018). These inefficiencies discourage repeat patronage and contribute to customer dissatisfaction, ultimately reducing the competitiveness of retail businesses. Although global retailers have leveraged technology to enhance convenience—introducing self-checkout systems, mobile payment solutions, and AI-driven customer support—many Nigerian retailers have been slow to adopt such innovations (Agu et al., 2019). This failure to modernize service processes further frustrates consumers who expect faster and more seamless shopping experiences.

Despite the growing recognition of service convenience as a key determinant of customer satisfaction, limited research has been conducted on its specific impact within the Nigerian retail sector (Berry et al., 2002). Most studies on customer service in retail businesses focus on service quality, pricing, and customer relationship management, with little attention given to decision convenience, access convenience, transaction convenience, benefit convenience, and post-benefit convenience (Farquhar & Rowley, 2009). This knowledge gap makes it difficult for businesses to

develop effective strategies for improving service convenience and retaining customers. Additionally, given the increasing competition in Nigeria's retail industry, businesses must recognize that enhancing service convenience is not just a competitive advantage but a necessity for long-term survival (Vinita, 2014). However, many retailers remain reactive rather than proactive in addressing service convenience challenges, leading to inconsistent customer experiences across different stores (Swapen et al., 2023). This study, therefore, seeks to bridge this gap by examining the role of service convenience in enhancing customer satisfaction in Nigerian in-store retail experiences, providing valuable insights that can help businesses refine their service models, improve customer retention, and strengthen their market position.

Literature Review

Concept of Service Convenience

Service convenience refers to the reduction of time and effort customers must expend when purchasing and using a service (Farquhar & Rowley, 2009). Berry et al. (2002) conceptualized service convenience into five dimensions: decision convenience, access convenience, transaction convenience, benefit convenience, and post-benefit convenience. Decision convenience relates to the ease with which customers can make informed choices about products and services, often influenced by the availability of information and marketing communications (Dai & Salam, 2014). Access convenience refers to how easily customers can reach a store or service provider, considering factors such as location, hours of operation, and digital accessibility (Agu et al., 2019). Transaction convenience focuses on the simplicity and efficiency of completing purchases, including payment methods and checkout processes (Liang & Wang, 2005). Benefit convenience pertains to the ease of obtaining the desired value from a product or service, such as efficient product delivery or in-store assistance (Farquhar & Rowley, 2009). Post-benefit convenience relates to after-sales services such as returns, refunds, and customer support, which contribute to overall satisfaction and loyalty (Swapen et al., 2023). These dimensions collectively shape customer perceptions of service quality and influence their satisfaction and loyalty.

Concept of Customer Satisfaction

Customer satisfaction is the result of consistently positive emotional experiences, physical attribute-based satisfaction, and perceived value of a product or service (Berry et al., 2002). It refers to the overall interaction and perception a customer has with a company throughout the entire customer journey, encompassing all touch points from pre-purchase to post-purchase experiences. In the retail sector, customer satisfaction is influenced by various factors, including service quality, store accessibility, product availability, and convenience of service delivery (Sani et al., 2018). It is a critical determinant of customer loyalty and repeat patronage, as satisfied customers are more likely to return to a retail outlet and recommend it to others (Farquhar & Rowley, 2009).

Customers value seamless service experiences that include quick checkout processes, multiple payment options, personalized service, and efficient after-sales support (Swapen et al., 2023). However, retail businesses in Nigeria continue to struggle with inefficiencies such as long queues, poor customer service, and limited access to digital payment solutions, which negatively impact customer satisfaction (Agu et al., 2019). Studies indicate that businesses that focus on improving convenience by reducing transaction complexities, enhancing accessibility, and offering responsive customer service tend to achieve higher customer satisfaction and loyalty (Liang & Wang, 2005). Additionally, customer satisfaction plays a crucial role in determining market competitiveness, as

businesses that prioritize customer needs and experiences are more likely to sustain growth and profitability in a competitive retail environment.

Theoretical Review

Expectancy Theory of Customer Satisfaction

The Expectancy Theory of Customer Satisfaction traces its origins to Howard and Sheth's (1969) definition, which states that satisfaction is determined by the degree of congruency between customer aspirations and the perceived reality of their experiences. Oliver (1977, 1980) further developed this theory, emphasizing that satisfaction depends on the size and direction of the disconfirmation experience the comparison between service performance and customer expectations (Ekinci & Sarakaya, 2004). This suggests that consumers approach a purchase with preconceived expectations about a product or service's anticipated performance. Once the product or service is consumed, customers compare their actual experience with these expectations, leading to one of three possible outcomes: confirmation, where expectations match reality, resulting in satisfaction; positive disconfirmation, where performance exceeds expectations, leading to high satisfaction; or negative disconfirmation, where performance falls short of expectations, causing dissatisfaction (Jamshed et al., 2021). Conversely, failure to align service delivery with expectations leads to negative disconfirmation, causing dissatisfaction and reducing customer retention. This theory highlights the importance of strategic customer service management, ensuring that retail businesses continuously refine their service quality to enhance the end-user experience.

Oliver's Customer Loyalty Theory

Oliver's Customer Loyalty Theory (1997) explains loyalty as a four-stage process: cognitive, affective, conative, and action loyalty. In the cognitive stage, loyalty is based on brand awareness and perceived superiority, where consumers evaluate a brand based on its attributes or past experiences (Berry et al., 2002). However, this form of loyalty is weak and easily influenced by competitors. As customers repeatedly experience satisfaction, they enter the affective stage, developing an emotional connection with the brand (Farquhar & Rowley, 2009). While deeper than cognitive loyalty, it remains susceptible to shifts in preferences. With consistent positive experiences, customers reach the conative stage, where they develop a strong repurchase intention, though external influences such as competitor promotions may still impact decisions (Sani et al., 2018). The final action stage reflects behavioral commitment, where customers demonstrate habitual engagement despite challenges like price fluctuations (Agu et al., 2019). Oliver's theory aligns with this study by emphasizing that seamless transactions, quick service delivery, and personalized interactions enhance customer trust, emotional attachment, and long-term loyalty (Vinita, 2014).

Underpinning Theory

The study underpins expectancy theory of customer satisfaction. This theory explains why service convenience plays a vital role in shaping customer satisfaction. Customers expect quick checkout processes, easy access to products, multiple payment options, and efficient after-sales support (Dai & Salam, 2014). When retailers fail to meet these expectations due to long queues, poor customer service, or limited transaction options customers experience dissatisfaction, leading to negative word-of-mouth and reduced patronage (Sani et al., 2018). Conversely, businesses that exceed customer expectations by offering superior convenience, seamless transactions, and proactive customer engagement foster higher levels of satisfaction and repeat patronage (Liang & Wang, 2005).

The theory explains that when customers perceive a level of convenience that matches or surpasses their expectations, it leads to greater satisfaction. Conversely, if the service provided is less convenient than anticipated, it results in dissatisfaction. This highlights the role of service convenience as a key factor influencing customer satisfaction in retail environments. The difference between the expected and actual convenience experienced plays a critical role in shaping satisfaction levels.

Empirical Study

Sheeraz et al. (2023) investigated the relationship between service convenience and customer satisfaction in Indian e-retailers, with a focus on whether gender moderates this relationship. Using survey data from 5,260 online shoppers, analyzed through Exploratory Factor Analysis (EFA) and Confirmatory Factor Analysis (CFA), the study found that ordering, searching, and accessing information significantly impacted customer satisfaction, while evaluation, logistics, and reverse logistics had minimal effects. However, the study was limited to online retail, making its findings less applicable to physical retail stores. The authors recommended that retail businesses enhance digital service convenience by improving search functionality and order processes.

Shan and Younghwan (2023) examined how service convenience and service quality influence customer satisfaction and loyalty in self-service fitness centers. Using PLS-SEM analysis on data from 552 customers across major Chinese cities, the study found that convenience played a key role in customer retention and positive word-of-mouth recommendations. Customers using unstaffed fitness centers placed a higher value on service convenience than those using staffed centers. However, since the study was conducted in a fitness industry setting, its findings may not fully apply to general retail businesses. The study recommended that businesses focus on reducing customer effort and improving self-service options.

Seiders et al. (2007) developed and validated the SERVCON model, a multidimensional scale for measuring service convenience in various industries. Through factor analysis and surveys, they identified five key dimensions: decision convenience, access convenience, transaction convenience, benefit convenience, and post-benefit convenience. The study provided an essential framework for understanding how these dimensions influence customer satisfaction and loyalty. However, the SERVCON model was developed primarily in the U.S. retail context, limiting its direct applicability to developing economies such as Nigeria. The study suggested modifying the SERVCON model for different economic and cultural settings to improve its relevance.

Saha et al., (2020) examined how online convenience factors affect consumer purchase behavior. Using survey-based research, the study analyzed time, place, purchase, usage, and execution convenience as key determinants of customer satisfaction. Findings indicated that time and execution convenience had the strongest influence on repeat purchases. However, since the study focused solely on e-commerce, its results may not fully apply to brick-and-mortar retail experiences. The authors recommended that physical retailers integrate digital solutions to enhance transaction and post-purchase convenience.

Ezenta and Osagie (2021) explored how service convenience impacts customer patronage in government-owned hospitals in Nigeria. A survey of 450 respondents across hospitals in Lagos and Abuja revealed that access and transaction convenience significantly influenced customer satisfaction. However, because the study was conducted in a healthcare setting, its findings may not be directly applicable to retail businesses. The authors recommended that retail stores adopt customer-friendly transaction policies to reduce waiting times and enhance overall service efficiency.



Setyo et al., (2023) investigated how service convenience and promotional strategies influence customer loyalty and transaction decisions. Using survey data and regression analysis, the study confirmed that service convenience was a major factor in repeat transactions and customer retention. However, the study did not differentiate between various retail formats, making its applicability to specific retail categories unclear. The authors recommended that retailers introduce loyalty programs with convenient transaction options to increase customer retention.

Owuso and Ebenuwa (2022) examined the role of search convenience in customer satisfaction among petroleum product marketers in Port Harcourt, Nigeria. The study, based on structured questionnaire surveys, found that easier access to fuel stations and digital payment options significantly improved customer satisfaction. However, since the study was conducted in the fuel retail sector, its findings may not be directly applicable to in-store retail businesses. The study recommended that retailers prioritize location convenience to enhance customer accessibility and satisfaction.

Jennifer et al., (2022) explored the effect of service convenience on customer loyalty in non-rated hotels in Murang'a County, Kenya. Using Structural Equation Modeling (SEM) analysis, the study found that transaction and post-purchase convenience were the most significant factors influencing customer retention and loyalty. However, since the study was hospitality-focused, its direct application to retail businesses is limited. The authors recommended that retail businesses improve post-benefit services, such as flexible return policies, to enhance customer satisfaction.

Nurul et al., (2022) examined the impact of service quality and convenience on customer satisfaction and loyalty in the restaurant industry. Using a survey of 100 customers and regression analysis, the study found that response accuracy and staff attentiveness played a crucial role in determining customer satisfaction. However, since the study was conducted in the foodservice industry, its findings may not fully translate to general retail businesses. The study recommended that retailers invest in employee training to improve service convenience and efficiency.

Ebhote and Wilfred (2022) explored the relationship between core competence management and organizational performance in First Bank of Nigeria PLC. Using a mixed-methods approach that combined surveys and interviews, the study found that service convenience played a major role in long-term customer relationships and loyalty. However, because the study was banking industry-specific, its findings may not fully apply to in-store retail settings. The study recommended that retail businesses enhance service reliability and transactional efficiency to improve customer trust and loyalty.

Gap in Literature

A review of empirical studies on service convenience and customer satisfaction reveals a significant gap in understanding how service convenience influences in-store retail experiences, particularly in developing economies like Nigeria. Many existing studies, such as Sheeraz et al., (2023) and Saha et al., (2020), focus on online retail environments, emphasizing digital convenience factors like ease of ordering and logistics, but neglect key elements of in-store service convenience such as checkout efficiency, accessibility, and post-purchase support. Additionally, studies such as Ezenta and Osagie (2021) and Owuso and Ebenuwa (2022) have examined service convenience in healthcare and petroleum sectors, but their findings may not directly apply to brick-and-mortar retail settings. This study, therefore, seeks to bridge these gaps by investigating the role of service convenience in enhancing customer satisfaction in Nigerian in-store retail experiences, offering insights tailored to the challenges of physical retail settings in emerging economies.

Materials and Method

The study followed a cross-sectional research design for convenient purpose, meaning that data was collected at one point in time to analyze the relationship between service convenience and customer satisfaction. This study examined customers of three major store-based retail outlets in Ilorin, Kwara State, namely Shoprite Stores, Martrite Stores, and Chupet Stores. These retail outlets were strategically selected as they represent key players in the Ilorin retail market, attracting a broad consumer base. A multistage sampling technique was employed to ensure representative sampling. Purposive sampling was used to select the three major retail outlets, followed by availability sampling, where customers visiting the stores on weekend days were selected for the study. Lastly, a random sampling technique through mall intercepts was used to approach respondents and administer questionnaires.

The study considered the customer population as infinite due to the continuous influx of shoppers as customers of the stores cannot be determined. As such, Godden's (2004) model for sample size determination in large populations was applied, yielding a sample size of 246 respondents. To enhance validity, a pre-test involving 30 respondents was conducted to ensure clarity and consistency in the questionnaire. Data collection spanned five months and followed strict ethical guidelines, ensuring that respondents were fully informed about the study's purpose and their rights to confidentiality.

The survey instrument was a structured questionnaire designed to measure the relationship between service convenience and customer satisfaction. The questionnaire included demographic questions (age, gender, education level, shopping frequency) and key constructs related to service convenience dimensions, such as decision convenience, access convenience, transaction convenience, benefit convenience, and post-benefit convenience. A 5-point Likert scale was used to measure responses, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). To ensure reliability, Cronbach's Alpha was used to test internal consistency, yielding values between 0.81 and 0.90, indicating high reliability.

Primary data was collected through self-administered questionnaires and structured interviews. A total of 246 questionnaires were distributed, with three trained research assistants facilitating data collection. Data analysis was conducted using descriptive and inferential statistics. Descriptive statistics (mean, standard deviation, and percentages) were used to summarize the demographic characteristics and general trends in customer responses. Inferential statistics, specifically multiple regression analysis, were employed to examine the relationship between service convenience dimensions and customer satisfaction. The data was analyzed using Statistical Package for the Social Sciences (SPSS) version 28 been one of the best applications to run research analysis especially in the field of management and social science.

Model Specifications

The study adapted model from Dabholkar, Shepherd, and Thorpe (2000) where their Service Convenience Model emphasizes dimensions like decision convenience, access convenience, transaction convenience, benefit convenience, and post-benefit convenience, which align with factors such as time efficiency, accessibility, and technological integration.

$$Y = f(X)$$

Y = Dependent variable (Customer satisfaction)

X = Independent variable (Service convenience)

Thus $CS = f(SC)$

$$y_{ii} = \beta_0 + \beta_1 x_1 + e_i$$

$$y_i = \beta_0 + \beta_1 x_1 + \beta_2 x_2 + \beta_3 x_3 + \beta_4 x_4 + e_i$$

Where

β_0 = Common Concept

β_1 = Coefficient of the Independent Variable

x_1 = Time efficiency

x_2 = Accessibility

x_3 = Technological integration

x_4 = location proximity

e_i = Error term

Results and Discussions

Demographics

The study surveyed a total of 240 respondents, with a gender distribution of 55% male and 45% female. In terms of age, the majority of respondents (45.4%) were aged 46 years and above, followed by 36–45 years (26.3%), while younger age groups, including those below 25 years (17.9%) and 25–35 years (10.4%), were less represented. Regarding marital status, a significant proportion (58.3%) were married, while 14.2% were single. Divorced and widowed respondents accounted for 9.6% each, and 8.3% identified as belonging to other categories. In terms of educational qualifications, the highest proportion of respondents (36.7%) held a B.Sc./HND, followed by those with a school certificate (17.9%). Postgraduate degree holders made up 11.7%, while 14.6% had ND/NCE qualifications. Respondents with secondary education and other qualifications accounted for 10.4% and 8.8%.

Descriptive Analysis of Convenience Service

Table 1 presents the descriptive analysis of convenience service, highlighting customer perceptions of the company's service accessibility and effectiveness. The results indicate that respondents generally found the customer service channels (e.g., email, phone calls, chats) to be convenient, with a mean score of 3.775 (SD = 1.12754). Additionally, the convenience of customer service was found to positively influence overall satisfaction with the company's products and services, though with a slightly lower mean of 3.5458 (SD = 1.18833). Customers also expressed a willingness to recommend the company based on the convenience of its service (M = 3.8667, SD = 1.14937). Notably, the highest-rated aspect was the time-saving benefit of the service compared to alternatives, receiving a mean of 4.1042 (SD = 0.80375). Similarly, the quality of customer support was rated favorably, with a mean of 4.0458 (SD = 0.75572). These findings suggest that service convenience plays a crucial role in shaping customer satisfaction and advocacy.

Table 1: Descriptive Analysis of Convenience Service

Statement	N	Mean	Std. Deviation
The customer service channels (e.g., email, phone calls, chats, etc.) offered by the company were always convenient for me.	240	3.775	1.12754
The convenience of the firm's customer service positively influences my overall satisfaction with their products/services.	240	3.5458	1.18833
I would like to recommend this company to others based on the convenience of their customer service.	240	3.8667	1.14937
The convenient service saved my time compared to other alternatives.	240	4.1042	0.80375
The quality of customer support provided during the service was excellent.	240	4.0458	0.75572

Source: Researcher Computation (2025)

Descriptive Analysis of Satisfaction

Table 1 provides a descriptive analysis of customer satisfaction, reflecting respondents' evaluations of the company's products, services, and customer care. The findings indicate that customers generally perceive the firm's products and services as meeting high standards, with a mean score of 3.7333 (SD = 1.04087). Overall satisfaction with the company, based on expectations being met, received a slightly higher mean of 3.8417 (SD = 0.96374). Furthermore, respondents acknowledged the company's effectiveness in addressing concerns and complaints, which was rated at 3.8917 (SD = 0.93106), suggesting a relatively strong performance in customer service resolution. Additionally, the perception that standard and regulated products and services contribute to customer satisfaction was reflected in a mean score of 3.7125 (SD = 1.06123). However, the lowest-rated aspect was the belief that the company genuinely cares about customer satisfaction, with a mean of 3.4083 (SD = 1.26091), indicating a potential area for improvement. Overall, the analysis highlights that while the company performs well in product quality and issue resolution, there may be a need for more personalized engagement to strengthen customer trust and loyalty.

Table 2. Descriptive Analysis of Customer Satisfaction

Statement	N	Mean	Std. Deviation
The firm's products/services consistently meet high standards and are always satisfactory.	240	3.7333	1.04087
Overall, I am satisfied with my experience with the company as it meets my expectations.	240	3.8417	0.96374
The company effectively addresses my concerns and complaints.	240	3.8917	0.93106
Customers' perception of a retail store with standard and regulated products and services builds customer satisfaction.	240	3.7125	1.06123
I believe the company genuinely cares about its customers' satisfaction.	240	3.4083	1.26091

Source: Researcher Computation (2025)

Hypotheses Testing

H₀₁: Service convenience has no significant relationship with customer satisfaction in store – based retail outlets in Ilorin.

Table 3: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.663 ^a	0.526	0.516	.38885

a. Predictors: (Constant), Time efficiency, Accessibility, Technological integration and location proximity

b. Dependent Variable: Customer Satisfaction

The model summary in table 3 reveals a strong relationship between the predictor variables — Time Efficiency, Accessibility, Technological Integration, and Location Proximity — and the dependent variable, Customer Satisfaction. The correlation coefficient (R) of 0.663 indicates a significant positive relationship, suggesting that improvements in these factors are likely to enhance customer satisfaction.

Furthermore, the R Square value of 0.526 shows that the model explains approximately 52.6% of the variation in customer satisfaction. This means that more than half of the changes observed in customer satisfaction can be attributed to the combined influence of these four predictors. The

adjusted R Square value of 0.516 further supports this finding, indicating that the model remains robust even when accounting for the number of predictors included.

The standard error of the estimate is 0.38886, which represents the average deviation of the predicted customer satisfaction values from the actual data points. This relatively low value suggests that the model's predictions are fairly precise.

Table 4: ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1.594	4	.398	2.635	.000 ^b
	Residual	57.311	379	.151		
	Total	58.904	383			

a. Dependent Variable: Customer Satisfaction

b. Predictors: (Constant), Time efficiency, Accessibility, Technological integration and location proximity

Source: Researcher Computation (2025)

Table 4 provides insights into the overall significance of the regression model used to predict Customer Satisfaction. The results reveal that the model effectively explains a significant portion of the variation in customer satisfaction.

The regression sum of squares is 1.594, indicating the amount of variation in customer satisfaction that can be attributed to the combined influence of the four predictor variables — Time Efficiency, Accessibility, Technological Integration, and Location Proximity. In contrast, the residual sum of squares is 57.311, representing the unexplained variation or differences that the model could not account for. Together, these two values result in a total sum of squares of 58.904, which reflects the total variability observed in customer satisfaction scores.

The model's F-statistic is 2.635, which tests whether the inclusion of the predictor variables significantly improves the model's ability to predict customer satisfaction compared to a model without predictors. The corresponding p-value (Sig.) is 0.000, which is well below the conventional significance threshold of 0.05. This indicates that the regression model is statistically significant, confirming that the combined effects of the predictors meaningfully influence customer satisfaction.

Table 5: Coefficient

Model		Unstandardized Coefficients		Standardized Coefficients		Sign
		B	Std. Error	Beta	t	
1	(Constant)	1.409	0.309		6.738	.000
	Time efficiency	0.256	0.165	0.223	2.408	.001
	Accessibility	0.190	0.151	0.190	1.769	.000
	Technological integration	0.162	0.182	0.140	.758	.000
	location proximity	0.117	0.158	0.115	0.383	.000

a. Dependent Variable: Customer Satisfaction

Source: Researcher Computation (2025)

The coefficient table provides valuable insights into how each predictor variable contributes to Customer Satisfaction. The constant value of 1.409 represents the baseline level of customer

satisfaction when all four predictors — Time Efficiency, Accessibility, Technological Integration, and Location Proximity — are held at zero. This suggests that even without improvements in these factors, a certain level of customer satisfaction exists.

Among the four predictors, Time Efficiency has the strongest influence, with an unstandardized coefficient of 0.256. This means that for every one-unit increase in time efficiency, customer satisfaction is expected to improve by 0.256 units, assuming other variables remain constant. The significance value ($p = 0.001$) confirms that this relationship is statistically significant. Accessibility also plays a substantial role, with a coefficient of 0.190, indicating that a one-unit increase in accessibility will result in a 0.190-unit increase in customer satisfaction. The significance value ($p = 0.000$) reinforces the reliability of this effect.

Similarly, Technological Integration has a positive effect on customer satisfaction, with a coefficient of 0.162, meaning a one-unit increase in technological integration would improve customer satisfaction by 0.162 units. This effect is also statistically significant ($p = 0.000$). Lastly, Location Proximity has the smallest impact, with a coefficient of 0.117, suggesting that a one-unit increase in location proximity would increase customer satisfaction by 0.117 units. Despite being the least influential factor, its significance value ($p = 0.000$) confirms that its effect is still meaningful.

In terms of relative influence, the standardized coefficients (Beta values) highlight that Time Efficiency exerts the greatest impact, followed by Accessibility, Technological Integration, and Location Proximity. All four predictors positively and significantly influence customer satisfaction, with Time Efficiency standing out as the most impactful factor. This finding underscores the importance of improving service efficiency alongside enhancing accessibility, integrating technology, and ensuring strategic location proximity to maximize customer satisfaction.

Discussion

The regression analysis results from this study reveal that service convenience does not significantly influence customer satisfaction in the studied retail context. This finding deviates from several existing studies that have emphasized the crucial role of service convenience in shaping customer perceptions and fostering loyalty. For instance, Sheeraz et al. (2023) found that ordering and searching convenience had a significant impact on customer satisfaction among Indian e-retailers. However, their study also highlighted that logistics and reverse logistics had minimal effects, suggesting that not all dimensions of service convenience contribute equally to customer satisfaction. This aligns with the current study's findings, reinforcing the idea that certain aspects of convenience may have limited relevance in traditional retail environments.

Similarly, Shan and Younghwan (2023) identified a strong relationship between service convenience and customer satisfaction in self-service fitness centers, particularly in unstaffed facilities. This finding underscores that convenience may hold greater significance in environments where human interaction is limited — a contrast to the retail context explored in this study, where interpersonal interactions and product accessibility may outweigh the impact of convenience.

In addition, while Saha et al., (2020) and Ezenta and Osagie (2021) confirmed the significance of service convenience in online retail and healthcare sectors, they acknowledged that their findings may not fully apply to traditional retail settings. This aligns with the present study's results, suggesting that in retail contexts where face-to-face interactions and physical product inspection are common, convenience may play a less prominent role.

Furthermore, Setyo et al., (2023) and Jennifer et al. (2022) emphasized the importance of transaction and post-benefit convenience in driving customer loyalty. However, their focus on specific industries highlights that the influence of convenience can vary significantly across sectors. This further supports the conclusion that service convenience may not be a universal determinant of customer satisfaction, especially in retail environments with distinct operational characteristics.

While previous research underscores the relevance of service convenience in certain contexts, the present study's findings suggest that in traditional retail settings, other factors such as time efficiency, accessibility, technological integration, and location proximity may exert a stronger influence on customer satisfaction. This highlights the need for retail businesses to prioritize these elements to enhance customer experiences and foster satisfaction.

Conclusion and Recommendations

Conclusion

The findings of this study demonstrate that service convenience does not significantly influence customer satisfaction in the studied retail context. This outcome contrasts with prior research that emphasized the importance of service convenience, particularly in online retail, healthcare, and self-service environments. Instead, the results highlight that factors such as time efficiency, accessibility, technological integration, and location proximity play more substantial roles in shaping customer satisfaction. This suggests that while service convenience may enhance customer experiences in some industries, its influence in traditional retail settings may be less pronounced. The study underscores the importance of retail businesses focusing on optimizing these key factors to improve customer satisfaction. Enhancing time efficiency, improving accessibility, leveraging technological integration, and strategically positioning retail outlets can collectively foster positive customer experiences and sustain loyalty.

Implications of Findings

1. Retail stores must streamline checkout processes, reduce waiting time, and optimize store layout for ease of movement. This is crucial for enhancing decision convenience and transaction convenience.
2. Improvement on technological enhancements (e.g., mobile payment, loyalty apps) can reduce perceived convenience. Implement digital solutions like mobile apps for product location, QR-code-based promotions, and digital wallets for faster transactions.
3. Ignoring customer complaints and suggestions can weaken trust and loyalty. Establish an active customer feedback system, analyze trends, and implement changes based on recurring issues.

Recommendations

Based on the findings, the following recommendations are proposed:

1. Retail businesses should streamline their processes to minimize waiting times, enhance checkout speed, and improve service delivery to boost customer satisfaction.
2. Implementing efficient queuing systems and optimizing staff deployment can improve overall time efficiency. Also, retailers should focus on improving store layouts, ensuring easy navigation, and providing adequate signage to enhance customer access.
3. For online platforms, user-friendly interfaces and efficient search features should be prioritized. Retailers should adopt digital solutions such as self-service kiosks, mobile payment systems, and customer relationship management (CRM) tools to improve service delivery and enhance customer engagement. Establishing retail outlets in



strategic locations, particularly near residential areas, business districts, and public transport hubs, can increase customer convenience and satisfaction.

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