



## **IMPACT OF SALES TRANSACTIONS WITH RETURNS USING CANDY**

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### **Abstract**

Actions of minimarket business actors who provide. Refund of payment is not in the form money or improper cause problems, namely violations of rights consumer. Consumer offenses cause harm, that by replacing it change that is not in the form of money or does not match, then the consumer does not get the right as it should be, change in form money. The sample in this study was customers who received returns with sweets at five stores in Kisaran. The number of samples is 100 customers.

**Keywords:** sales, candy

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### **A. Introduction**

Lately there have been many consumer complaints against the actions of shop operators, supermarkets as well as a minimarket that replaces change with candy. Change that is replaced with candy is a change of hundreds of dollars Rupiah. This often happens because of the value of money hundreds are considered to be of little material value so the consumer is not too concerned about it. Action shop business, supermarket and minimarket who replaced the change with candy is a form of violation of rights consumer. Consumer rights are regulated in the Act Invite No. 8 of 1999 concerning Protection Consumer (hereinafter referred to as UUPK).

Candy is not a legal payment tool in Indonesia. Article 2 paragraph (2) of Law No.23 1999 which was later changed to become Law Law No.3 of 2004 which was later revised become Law No. 6 of 2009 concerning Bank Indonesia (hereinafter referred to as UUBI) states that: "Rupiah is a legal tender in the territory of the Republic of Indonesia ". Next Article 2 paragraph (3) of the UUBI states that: "Any act that uses money or have a purpose for payment or obligation must be filled with money if done in



the Territory The Republic of Indonesia must use Rupiah, unless otherwise stipulated by Bank Indonesia Regulation "

In every payment transaction at the convenience store cashier, there are those who first ask and inform the consumer that the return money that is the consumer's right will be replaced with sweets, and some are not. Second the above conditions can be said to be the same, because the information is only words which gives consumers no choice and consumers have no other choice to accept it.

Loyalty is a commitment that is firmly held to repurchase or subscribe to products/services that are consistently loved in the future, leading to repeated purchases of the same brand or series of brands, even though situational influences and marketing efforts have the potential to cause brand switching behavior. To grow customer loyalty, service providers must first provide satisfaction to their customers. This satisfaction can be achieved by providing optimal service quality, good facilities and adequate rental prices.

Customer satisfaction as the customer's response to the discrepancy between the level of interest before and the actual performance felt after use. Customer satisfaction according to Lupiyodi and Hamdani (2010) is the level of feeling in which someone expresses the results of the comparison of the performance of products received and expected. Kotler (2010) says that customer satisfaction is the level of one's feelings after comparing the performance or results he feels compared to his expectations. If the performance exceeds expectations the quality of service will be satisfied and vice versa if the performance does not meet expectations it will be disappointed Tjiptono (2012) revealed that customer satisfaction is an after-purchase evaluation where the alternative chosen at least gives the same (exceeded) outcome or exceeds customer expectations, while dissatisfaction arises if the results obtained do not meet customer expectations.

## **B. Method**

This study uses survey methods in obtaining research data. The study population was customers in five shops in the Kisaran city, North Sumatra, Indonesia. The sample of this research is customers who get candy instead of coins when returning the remainder of the transaction. The research sample consisted of 100 customers.



### C. Research Finding

In connection with the return of money by business actors to consumers in buying and selling transactions in stores or mini markets, there are several violations of the law against the provisions stipulated in the UUPK, including:

1. Refunds made by business actors violate the consumer rights stipulated in the UUPK, which are the rights of consumers to the store or mini market are as follows;
  - a. The right to choose shopping items and get the shopping items in accordance with the exchange rate and conditions and guarantees promised. Consumers are given the freedom to choose or determine the items to be purchased in accordance with the prices listed by the mini market.
  - b. The right to be heard opinions and complaints on shopping goods used. If the consumer gives a complaint about the loss he suffered, then the business actor can provide the solution the consumer wants.
  - c. The right to be treated or served properly and honestly and not discriminatory. Business actors who give change not using a legitimate payment instrument then have violated this right which has unilaterally harmed consumers and business actors take advantage of consumers who feel or do not feel directly harmed because the nominal value is not too large.

Article 15 of the UUPK states that "Business actors in offering goods and / or services are prohibited from carrying out by force or other ways that can cause both physical and psychological disturbance to consumers." carried out by coercion without giving consumers other options, things like that make consumers inevitably accept candy in exchange for coins returned by business actors and actions like this can make consumers feel uncomfortable in buying and selling transactions.

Table 1. Customer Response To Returns With Candy

<b>Respon</b>	<b>Number of Respondents</b>
No Problem	17
Disappointed But Will Still Shop at the Shop	32
Disappointed and Will Not Shop Again at the Store	43
Don't Want to Receive Sweets	3
Preparing for Change	5
TOTAL	100



## **D. Discussion**

Service is an important thing now and in the future. This is because of developments in the community, but also requires good services. With good service, customers will feel valued and valued. This will make them satisfied and with that satisfaction they will come back if they need the service. Service has a close relationship with customer satisfaction. Service provides an encouragement to customers to establish a strong bond with the company, where the company maximizes a pleasant customer experience and minimizes a less pleasant customer experience.

If a service company has adequate facilities so as to facilitate consumers in using their services and make consumers comfortable using these services, it will be able to influence consumers in purchasing services. Companies that provide a pleasant atmosphere with attractive facility designs will influence consumers in making purchases. This means that one of the factors of consumer satisfaction is influenced by the facilities provided by the seller that are used by consumers so as to facilitate consumers in the purchasing process. If consumers feel comfortable and easy to get the product or service offered by the seller, then the consumer will feel satisfied.

## **E. Conclusion**

The results of the research conducted can be concluded as follows:

1. The existence of an act of a business actor using an illegitimate payment instrument in a sale and purchase transaction in a shop or mini market, in this case in the form of sweets and donations, is an act that harms consumers both materially and materially, and the fulfillment of the rights of consumers in a fair manner in accordance with the provisions Article 4 of the Consumer Protection Act.
2. Consumer response to the actions of cashiers who use illegitimate payment instruments, namely in the form of candy, is said to disagree with a percentage of 78.5% on the grounds that they are too frequent, detrimental to buyers, and unfair, sweets are not a medium of exchange, and there is no clarity about distribution the donation fund. Whereas consumers with a percentage of 21.5% said they agreed with a simpler reason without having to accept coins, shame



with other buyers if they were concerned about small value coins, and because they were forced to.

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