

***INFLUENCE OF STORE ATTRIBUTES TOWARDS CONSUMER PERCEPTION
AT INDOMARET IN MANADO CITY***

**PENGARUH ATRIBUT TOKO TERHADAP PERSEPSI KONSUMEN INDOMARET
DI KOTA MANADO**

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Abstract: *Minimarket has become popular in Manado today's society, such as selling goods directly to consumers for private use which the buyer intends to consume the product sold. This study took place in Manado city, North Sulawesi. The objectives of this research are to analyze the influence of store attributes towards consumer perception to indomaret minimarket in Manado both simultaneously and partially. This research is the causal type of research where it will investigate the influence of elements on consumer perception using Multiple Regression models to answer the research problem. Conclusions of this study are There is a significant influence of store image, product assortment, product availability, discounts, and distance simultaneously. This study reveals that store attributes is a mental decision that made by the consumer has a strong influence factor in order to buy a product, when consumer go for purchasing, they prefer to purchase a product according to customer needs. Indomaret marketing division should be more focused on discount application because according to research prices the most in demand by consumers, so as to increase sales Indomaret in Manado.*

Keywords: *consumer perception, store image, product, discounts.*

Abstrak: Minimarket telah populer di masyarakat Manado saat ini, seperti menjual barang secara langsung kepada konsumen untuk penggunaan pribadi dimana pembeli bermaksud untuk mengkonsumsi produk yang dijual. Penelitian ini berlokasi di kota Manado, Sulawesi Utara. Tujuan penelitian untuk menganalisis pengaruh Atribut Toko terhadap Persepsi Konsumen Indomaret di Manado baik secara simultan dan parsial. Penelitian ini merupakan jenis penelitian kausal dimana akan meneliti pengaruh elemen dari persepsi konsumen menggunakan beberapa model regresi untuk menjawab masalah penelitian. Kesimpulan penelitian ini adalah terdapat pengaruh yang signifikan dari Atribut Toko. Penelitian ini mengungkapkan bahwa Atribut Toko adalah keputusan mental yang dibuat oleh konsumen memiliki faktor pengaruh yang kuat untuk membeli produk, ketika konsumen pergi untuk membeli, mereka lebih memilih untuk membeli produk dengan harga yang sesuai kebutuhan konsumen. Divisi pemasaran Indomaret sebaiknya lebih fokus pada penerapan Potongan Harga karena hasil penelitian menunjukkan penelitian Potongan Harga (Discount Harga) ternyata paling diminati oleh para konsumen, sehingga dapat meningkatkan penjualan Indomaret di Manado.

Kata kunci: *persepsi konsumen, citra toko, produk, potongan harga.*

INTRODUCTION

Research Background

The rapid developments in the world economy nowadays led to many of large companies, one company is in the field of retailing. Retailing is defined as all the activities that involve selling of goods or services directly to the final consumer for their personal, non-business use via shops, market, door-to-door selling, and mail-order or over the internet where the buyer intends to consume the product. Retailing can also be defined as the activity that ensures that customers derive maximum value from the buying process.

This involves activities and steps needed to place the merchandise made elsewhere into the hands of customers or to provide services to the customers. The development of technology and the rapid economic makes changing tastes and lifestyles of consumers fast-paced and practical, leading to the growth of the retail business. Indonesia is one country that cannot escape from the development of this present age, and in Indonesia have also been popping up retail business in almost all corners of the region.

The retail business is a business activity that involves the sale of goods and services directly to end consumers. In its development, is now a retail business in Indonesia began to transform from a traditional retail business towards modern retail business. The development of modern retail business in Indonesia has mushroomed in almost all parts of Indonesia. It can be seen from many modern retailers store opened branches in various regions in Indonesia.

Retail companies in Indonesia at the top of some of the categories are, among others, Matahari Departement Store, Hypermart, Foodmart Supermarket, FoodMart Express (Convenience Store), Boston Drugs Store, Times Books Store, Timezone, Carrefour, Carrefour Express (Convenience Store), Tiptop Supermarket, Griya Supermarket, Yogya Supermarket, Indomaret, Alfamart, Circle K, Ceriamart Minimarket, Alfamidi, Starmart Minimarket (Convenience Store), Giant Hypermarket, Hero Supermarket, Guardian Drug Store, Electronic City, Super Home, Ramayana Supermarket, Sport Station, Warehouse, Gramedia Books Store, GunungAgung Books Store, Super Indo Swalayan, and Disc Tarra.

With the advent of retail companies in Indonesia, makes rivalries among the retail companies. This competition is not only created opportunities but also poses a challenge. Challenges faced by competing companies which are always trying to get the best way to capture and maintain market share. The retail business in Indonesia is facing a variety of challenges that must be faced, and in this study a retail business that is focused is minimarket Indomaret, where Indomaret trademarks held by PT.IndomarcoPrismatama. Company's retail businesses have opened branches in almost all parts of Indonesia and one of them is Manado.

Research Objectives

The research aims are to analyse the influence of :

1. Store image on consumer perception towards Indomaret minimarket partially.
2. Product assortment on consumer perception towards Indomaret minimarket partially.
3. Product availability on consumer perception towards Indomaret minimarket partially.
4. Discounts on consumer perception towards Indomaret minimarket partially.
5. Distance on consumer perception towards Indomaret minimarket partially.
6. Store image, Product assortment, Product availability, Discounts, and Distance on consumer perception towards Indomaret minimarket simultaneously.

THEORITICAL REVIEW

Marketing

Kotler, et al (2005:256) defined marketing as, a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging value with other. In a narrower business context, marketing involves building profitable, value-laden exchange relationship with costumers. Marketing as the process by which companies create value for customers and building strong relationship in order to capture value from customers in return. According to Kotler (2008:175), Achieving organizational goals depends on knowing the needs and wants of target markets and delivering the desires satisfaction. The conclusion, marketing is the management process responsible for identifying , anticipating and satisfying customer requirements profitably, Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

Store Attributes

Anselmsson (2006:125) found that convenience served as the third most important influence over satisfaction and the fifth largest influence over mall-visit frequency. Hence, trading hours appear to exert a salient influence over patronage behavior. However, there are doubts as to whether they serve as an important attribute for all shoppers. Retail establishments can be categorized based on the traits – particular characteristics, there are: Discount stores, is retail store that sells a wide range of goods at low prices and provide a minimum service; Speciality stores, is retail store that sells goods - goods only certain types of product lines that are specific; Departemen stores, is a large-scale retail store management is separated and divided into parts department - the department that sells different kinds of goods – different; Convenience stores, is a retail store that sells a limited type of product items, housed place comfortable and long opening hours; Catalog stores, is a kind of store that much information through media product catalog distributed to potential customers; Chain stores, is a retail store that has more than one outlet and is owned by the same company; Supermarket, is a retail store that sells a wide range of food products as well as a small amount of non-food products to the consumer systems serve themselves (self-service); Hypermarkets, is a retail store that sells the type of goods in large quantities or over 50,000 items and includes many types of products. Dennis, (2005:135) studied the attributes that influence retail spending and found enclosure to be one of the five most important determinants.

Consumer Behavior

Schiffman and Kanuk (2007:37) stated the term consumer behavior is defined as the behavior consumer of consumer display in searching for, purchasing, using, evaluating, and disposing of products and services that they expect will satisfy their needs. According to Griffin and Ebert (2006:283), consumer behavior is the study of the decision process by which people buy and consume product. The behavior of buyer is important things that influence the buying decision process.

Consumer Perception

Perception is the process of sensing, selecting, and interpreting consumer stimuli in the external world. Perception occurs as individuals subjectively organize and interpret sensations. Perception is viewed as the outcome of interaction between characteristics of stimuli, characteristics or conditions of perceivers, and situational factors (Wilkie, 1994:205; 206). Hanna and Wozniak (2001:74) argue that perception depends not only on the physical stimuli, but also on the stimuli's relation to the surrounding field and on conditions within the individual. The key point is that perceptions can vary widely among individuals exposed to the same reality.

Previous Research

Koul and Mishra (2013:90), study about Customer Perceptions for Store Attributes: A Study of Traditional Retail Stores in India. As analyzed above the Indian retail market is strongly driven by the unorganized (Traditional store) retail stores. The purpose was to deal with the importance of store attributes in an unorganized retail scenario. The general customer profile easily reflects that the customers visiting the

unorganized store usually visit it for the purchase of grocery products. Moreover such customers do not travel much to visit the retail store. As per the responses obtained store attributes have a strong relationship with the customer perceptions in unorganized markets. Discounts showed the strongest relation, product assortment and product availability also showed an equally strong relationship with customer perceptions.

The results reflect that the retailers in unorganized markets have to cater to customers who are more price sensitive and get attracted towards the discounts being offered to them. Moreover, typically importance is given to the product assortment in the store and the availability of the desired goods of the customers. Imran, Ghani and Rehman (2013:4), study about consumer perception of store image and store loyalty. The accessible population for this study consisted of store customers. Retail stores were selected from Peshawar, the provincial capital of the Khyber Pukhtunkhwa (KPK), and the actual shoppers were contacted there, as the basic objective of this study was to understand customer perception of retail store image.

Conceptual Framework

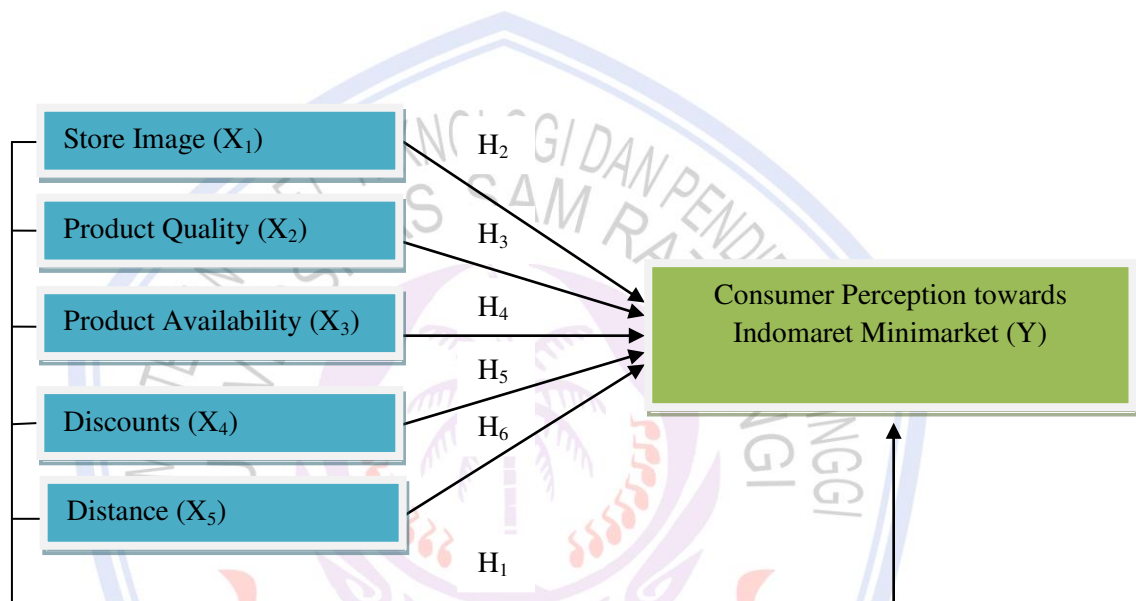


Figure 1. Conceptual Framework Source

Source: Processed Data, 2015

Hypothesis

There are six main hypotheses those can be drawn and further examined, which are:

- H₁: Store image, Product assortment, Product availability, Discounts, and Distance has significant influences to consumer perception towards Indomaret minimarket simultaneously.
- H₂: Store image has significant influences to consumer perception towards Indomaret minimarket partially.
- H₃: Product assortment has significant influences to consumer perception towards Indomaret minimarket partially.
- H₄: Product availability has significant influences to consumer perception towards Indomaret minimarket partially.
- H₅: Discounts has significant influences to consumer perception towards Indomaret minimarket partially.
- H₆: Distance has significant influences to consumer perception towards Indomaret minimarket partially.

RESEARCH METHOD

Type of Research

This research is the causal type of research where it will investigate the influence of elements on consumer perception. There are four elements that relate each other to determine one variable of elements can influence with another variable. This research is a quantitative method since using questionnaire as a tool to gather data and analysis.

Place and Time of Research

The study will be conducted in Manado between April to May 2015.

Population and Sample

Population is the entire group of people, events or things of interest that the researcher wishes to investigate. (Sekaran and Bougie 2009:315). The population in this research is the people who have shopping at indomaret in manado. The sampling design is convenience random sampling models which in random sampling, all items have some chance of selection that can be calculated. Stratified random sampling is help to estimate population parameters, there may identifiable subgroups of elements within the population that may be expected to have different parameters on a variable of interest to the researcher, Sekaran and Bougie (2009:271). The sample of this research is 100 respondents from 9 regions in Manado.

Data Collection Method

Primary data is data originated by the researcher specifically to address the research problem. The researcher also gets primary data from the result of questionnaires. Questionnaires are distributed to respondents so they can respond directly on the questionnaires. There were two sections in the questionnaires that should be filled in by the respondents. The first section about asked about things that related with this variable.

Data Analysis Method

Validity and Reliability Test

To analyse the validity of questionnaire, Pearson Product Moment is used. An instrument measure is valid if the instrument measure what ought to be measured. Reliability test is established by testing for both consistency and stability of the answer of questions. Alpha Cronbach is reliable coefficients that can indicate how good items in asset have positive correlation one another (Sekaran, 2006: 177).

Multiple Regressions Analysis Method

Multiple regressions are used to express the effect of independent variables and the dependent variable. The formula of linear regression (multiple linear regressions) in general as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + e$$

Where:

Y = Consumer perception

X₁ = Store image

X₂ = Product assortment

X₃ = Product availability

X₄ = Discount

X₅ = Distance

α = Constant

b₁, b₂, b₃ = the regression coefficient of each variable

e = error

RESULT AND DISCUSSION**Result****Data Analysis****a. Validity Test**

The validity coefficient for each variable is good, if the values are above minimum level of 0.30 (Sekaran, 2003).

Table 1. Validity Test

		Store Image	Product Assortment	Product Availability	Discount	Distance
Store Image	Pearson Correlation	1	.569(**)	.390(**)	.389(**)	.443(**)
	Sig. (2-tailed)		.000	.000	.000	.000
	N	98	98	98	98	98
Product Assortment	Pearson Correlation	.569(**)	1	.460(**)	.792(**)	.491(**)
	Sig. (2-tailed)	.000		.000	.000	.000
	N	98	98	98	98	98
Product Availability	Pearson Correlation	.390(**)	.460(**)	1	.279(**)	.894(**)
	Sig. (2-tailed)	.000	.000		.005	.000
	N	98	98	98	98	98
Discount	Pearson Correlation	.389(**)	.792(**)	.279(**)	1	.315(**)
	Sig. (2-tailed)	.000	.000	.005		.002
	N	98	98	98	98	98
Distance	Pearson Correlation	.443(**)	.491(**)	.894(**)	.315(**)	1
	Sig. (2-tailed)	.000	.000	.000	.002	
	N	98	98	98	98	98

** Correlation is significant at the 0.01 level (2-tailed).

Source: Data Processed, 2015

The table above shows the validity test of variable Y indicators. The The total value for Y_1 is 0.724, Y_2 is 0.876, Y_3 is 0.746, Y_4 is 0.748, and Y_5 is 0.778. All the indicators are above 0.3 means that the indicators are valid.

b. Reliability Test**Table 2. Reliability Statistics**

No.	Variables	Cronbach's Alpha
1.	Store Image (X_1)	.781
2.	Product Assortment (X_2)	.706
3.	Product Availability (X_3)	.626
4.	Discounts (X_4)	.930
5.	Distance (X_5)	.870
6.	Consumer Perception (Y)	.831

Source: Data Processed, 2015

The minimum value of cronbarch's alpha must be 0.6 or it is better if the value is above 0.6 (Sekaran, 2003). The table above shows the Cronbach's Alpha > 0.6, indicated that all research instrument indicator of variable are reliable.

Testing of Classical Assumption

Tabel 3. Multicollinearity

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	X ₁	.091	9.035
	X ₂	.177	5.662
	X ₃	.373	2.684
	X ₄	.108	9.284
	X ₅	.089	8.266

a Dependent Variable: Consumer Perception

Source: Data Processed, 2015

The table above shows the calculation of multicollinearity, it can be known through the VIF and tolerance. If the value of VIF and tolerance is <10 then the regression model is free from multicollinearity. Based on the results in the table 4.8, the symptoms of multicollinearity do not occur, because VIF value of Store Image, Product Assortment, Product Availability, Discounts, and Distance on Consumer Perception of Indomaret Manado are < 10 or have values of 9.035, 5.662, 2.684, 9.284, and 8.266. It means that there is no connection between the independent variables. Thus, the assumption that there is no multicollinearity is met (free of multicollinearity).

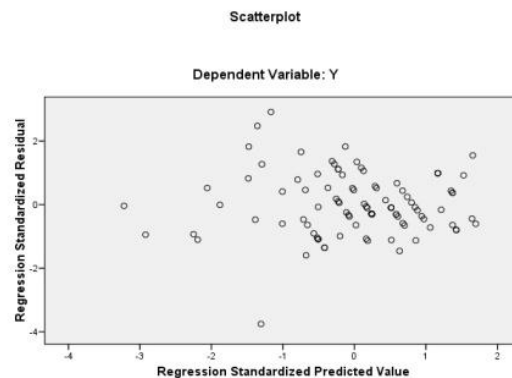


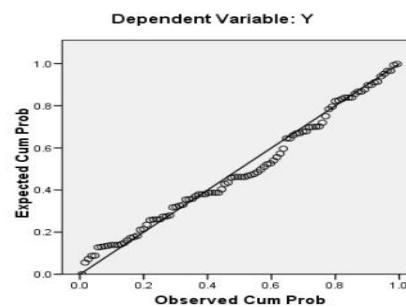
Figure 2. Heteroscedasticity Test Result

Source: Data Processed, 2015

The figure 2 above it can be seen that there is no established pattern. In other words the graph describing the plot spread above and below the number 0 (zero) on the Y-axis. This proves that the independent variables of attractiveness, trustworthiness, and expertise of celebrity endorser are free of heteroscedasticity.

Normality Test

Normal P-P Plot of Regression Standardized Residual

**Figure 3. Normality Test Result***Source: Data Processed, 2015*

The previous figure shows that the points spread around the diagonal line and follow the direction of the diagonal line. This proves that the regression model of the influence of Store Image (X_1), Product Assortment (X_2), Product Availability (X_3), Discounts (X_4), and Distance (X_5) on Consumer Perception (Y) of Indomaret Manado fulfills the normality assumption.

Result of Multiple Linear Regression Analysis

This study analyzes the regression of the influence of Store Image (X_1), Product Assortment (X_2), Product Availability (X_3), Discounts (X_4), and Distance (X_5) on Consumer Perception (Y), with the help of a computer program package of SPSS version 15.0. The result of data processed is shown in Table 4.

Table 4. The Multiple Linear Regression Output

Model		Coefficients(a)				Collinearity Statistics		
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
		B	Std. Error	Beta				
1	(Constant)	.116	.120		.967	.003		
	X_1	.324	.099	.349	3.257	.002	.091	9.035
	X_2	.610	.078	.602	7.854	.000	.177	5.662
	X_3	.163	.052	.167	3.168	.002	.373	2.684
	X_4	.370	.075	.486	4.951	.000	.108	9.284
	X_5	.144	.093	.168	2.551	.004	.089	8.266

a Dependent Variable: Y

Source: Data Processed, 2015

The result in the table 8, can be expressed in regression equation as:

$$Y = 0.116 - 0.324 X_1 + 0.610 X_2 + 0.163 X_3 + 0.370 X_4 + 0.144 X_5$$

The interpretation of the multiple regression equation above is as follows:

1. Constant value of 0.116 means that if all independent variables in this research: Store Image, Product Assortment, Product Availability, Discounts, and Distance on Consumer Perception are equal to zero, then the consumers' purchase decision (Y) of Indomaret Manado is predicted to be 0.116.

2. Coefficient value of 0.324 means that if the variable in this research, store image, increases by one scale or one unit, it will increase consumers perception of Indomaret Manado by 0.324.
3. Coefficient value of 0.610 means that if the variable in this research, Product Assortment, increases by one scale or one unit it, will increase consumers perception of Indomaret Manado by 0.610.
4. Coefficient value of 0.163 means that if the variables in this research, Product Availability, increases by one scale or one unit, it will increase consumers perception of Indomaret Manado by 0.163.
5. Coefficient value of 0.370 means that if the variables in this research, Discounts, increases by one scale or one unit, it will increase consumers perception of Indomaret Manado by 0.370.

Coefficient value of 0.144 means that if the variables in this research, distance, increases by one scale or one unit, it will increase consumers perception of Indomaret Manado by 0.144.

Hypothesis Testing

T-Test

Partial test is used to test the effect of each independent variable the influence of Store Image (X_1), Product Assortment (X_2), Product Availability (X_3), Discounts (X_4), and Distance (X_5) on Consumer Perception (Y) of Indomaret Manado by performing comparisons between the t_{count} values with T_{Table} value at $\alpha = 0.05$ or compare the probability of the real level 95% of the partial coefficient (r) so that it can be seen the influence of the independent variables individually.

Table 5. T-Test Result

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.116	.120		.967	.003		
	X_1	.324	.099	.349	3.257	.002	.091	9.035
	X_2	.610	.078	.602	7.854	.000	.177	5.662
	X_3	.163	.052	.167	3.168	.002	.373	2.684
	X_4	.370	.075	.486	4.951	.000	.108	9.284
	X_5	.144	.093	.168	2.551	.004	.089	8.266

a Dependent Variable: Y

Source: Processed Data, 2015

Based on the calculations in the table above, the interpretation as follows:

1. t_{count} for Store Image (X_1) 3.257 more than the value of 1.660 t_{table} means Store Image variable (X_1) partial influence on consumer perception (Y) of Indomaret Manado. The sig. value at 0.002 means that prediction of Store Image (X_1) on Consumer Perception (Y) of Indomaret Manado doing errors is 3%, thus the confidence of this prediction is below 95%. Therefore, H_0 is accepted and rejecting H_a .
2. t_{count} for Product Assortment (X_2) 7.854 more than the value of 1.660 t_{table} means Product Assortment (X_2) partial influence on consumer perception (Y) of Indomaret Manado. The sig. value at 0.000 means that prediction of Product Assortment (X_2) on Consumer Perception (Y) of Indomaret Manado doing errors is 0%, thus the confidence of this prediction is below 95%. Therefore, H_0 is accepted and rejecting H_a .
3. t_{count} for Product Availability (X_3) 3.168 more than the value of 1.660 t_{table} means Product Availability (X_3) partial influence on consumer perception (Y) of Indomaret Manado. The sig. value at 0.002 means that prediction of Product Availability (X_3) on Consumer Perception (Y) of Indomaret Manado doing errors is 1%, thus the confidence of this prediction is below 95%. Therefore, H_0 is accepted and rejecting H_a .
4. t_{count} for Discounts (X_4) 4.951 more than the value of 1.660 t_{table} means Discounts (X_4) partial influence on consumer perception (Y) of Indomaret Manado. The sig. value at 0.000 means that prediction of Discounts (X_4) on Consumer Perception (Y) of Indomaret Manado doing errors is 0%, thus the confidence of this prediction is below 95%. Therefore, H_0 is accepted and rejecting H_a .

t_{count} for Distance (X_5) 2.551 more than the value of 1.660 t_{table} means Distance (X_5) partial influence on consumer perception (Y) of Indomaret Manado. The sig. value at 0.124 means that prediction of Distance (X_5) on Consumer Perception (Y) of Indomaret Manado doing errors is 2%, thus the confidence of this prediction is below 95%. Therefore, H_0 is accepted and rejecting H_a .

F-Test

Simultaneous testing conducted to determine the Influence of Store Image, Product Assortment, Product Availability, Discounts, and Distance on Consumer Perception of Indomaret Manado hypothesis test is carried out simultaneously by using F numbers in the table below.

Table 6. F-Test Result

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	33.937	5	6.787	174.272	.000(a)
	Residual	3.583	92	.039		
	Total	37.520	97			

a Predictors: (Constant), X_5 , X_3 , X_2 , X_4 , X_1

b Dependent Variable: Y

Source: Processed Data, 2015

Value of 174.272 of F_{Count} significant 0.000. Because the sig <0.05 means the confidence of this prediction is above 95% and the probability of this prediction error is below 5% which is 0.000. Therefore H_0 is rejected and accepting H_a . Thus, the formulation of the hypothesis that the Influence of Store Image, Product Assortment, Product Availability, Discounts, and Distance on Consumer Perception of Indomaret Manado, accepted.

Discussion

This research discover that there are some factors that influence of store attributes on consumer perception of Indomaret Manado. Based on the result of F-test there is a linear relationship in this multiple regression equation model, in other words all the independent variables influence the consumer preference simultaneously. Store image, product assortment, product availability, discounts, and distance on consumer perception of Indomaret Manado. The result of T-test shows that the independent variables such as store image, product assortment, product availability, discounts, and distance partially has very significant and significant influence. This result is supported with the research of Koul & Mishra (2013:95) in India. The result of 240 structured questionnaires shows that there exists a positive relation between customer perceptions and store attributes. The results identified typically stress on the positive relation between customer perceptions and store attributes. These results would help the retailers catering in unorganized markets to meet the customer expectations and hence retain loyal customers.

CONCLUSION AND RECOMMENDATION

Conclusion

There are six constructive findings that can be concluded from the overall result in this research, which are listed as follow:

1. Store Image, Product Availability, Product Assortment, Discounts, and Distance influence Consumer Perception at Indomaret Manado simultaneously.
2. Store Image influence Consumer Perception at Indomaret Manado partially.
3. Product Availability influence Consumer Perception at Indomaret Manado partially.
4. Product Assortment influence Consumer Perception at Indomaret Manado partially.
5. Discounts influence Consumer Perception at Indomaret Manado partially.
6. Distance influence Consumer Perception at Indomaret Manado partially.

Recommendation

There are two practical recommendations that can be concluded from the overall result in this research, which are listed as follow:

1. The marketers of Indomaret manado must consider about the importance of Store attributes, regarding to make indomaret become more better.
2. The other hand, the owner of Indomaret must also evaluate other important factors that affect the Costumer Perception, regarding with the continuity of housing business in the future.

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