
ANALYZING FACTORS THAT DRIVE CONSUMER PURCHASE DECISION OF PRODUCT AT HYPERMART MANADO**ANALISA FAKTOR-FAKTOR YANG MENDORONG KEPUTUSAN PEMBELIAN KONSUMEN TERHADAP PRODUK DI HYPERMART MANADO**

by:

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ABSTRACT: The growth of hypermarket business is enormously fast in Indonesia. Being an original Indonesian hypermarket retailer, Hypermart was able to compete with foreign retailers and become number one with its presence in more than 60 cities across the country. This research is aimed to identify the factors that drive consumer purchasing on Hypermart Manado using Factor Analysis for data reduction that summarizes the observed factors. The population observed is consumers of Hypermart Manado with 100 respondents as the sample size. The result of this study shows that good location, discount, and brand image are three most dominant out of seventeen factors tested. The recommendations for the company are to keep in mind a strategic location when opening new branches, offer discount to attract more purchases and maintain a good brand image, because these three factors are what drive consumer purchase decision in Hypermart Manado.

Keywords: hypermarket, retail business, consumer purchase decision

ABSTRAK: Pertumbuhan bisnis hypermarket di Indonesia sangat cepat. Sebagai toko hypermarket asli dari Indonesia, Hypermart mampu bersaing dengan toko rite lasing dan menjadi nomor satu dengan kehadirannya di lebih dari 60 kota di seluruh negeri. Penelitian ini bertujuan untuk mengidentifikasi faktor-faktor yang mendorong keputusan pembelian konsumen terhadap produk di Hypermart Manado menggunakan analisis faktor untuk reduksi data yang merangkum faktor yang diamati. Populasi yang diamati adalah konsumen Hypermart dengan 100 responden sebagai sampel. Hasil penelitian ini menunjukkan bahwa lokasi yang strategis, diskon, dan citra merek menjadi tiga faktor paling signifikan dari tujuh belas faktor yang diuji. Rekomendasi untuk perusahaan adalah untuk memperhatikan lokasi yang strategis ketika berencana membuka cabang baru, menawarkan diskon untuk mendorong pembelian yang lebih banyak dan mempertahankan citra merek yang baik karena ketiga faktor ini mendorong keputusan pembelian konsumen di Hypermart Manado.

Kata kunci: hypermarket, bisnis ritel, keputusan pembelian konsumen

INTRODUCTION

Research Background

In recent years, there has been a significant growth of retail chains in Indonesia. Retail store is involved both consumer and marketer role. Retail store serves direct contact processes of gaining consumer purchasing power. Retail store is an intermediary of producers to distribute their products to customers. In case of retail store business, Indonesia is one of countries where retail store businesses are well-known and widespread. Some popular and successful retail store businesses sell many product variants to customers that influences people decision to buy products from retail store businesses. The availability of any kind of product especially for daily uses and clean or neat store environment will influence people to buy product from retail store.

Retail stores are recognized because it lists so many strategies to win the consumers interest, heart and grasp consumer attentions to look at its attractions. There are some factors that will influence consumers to go buy products in retail stores such as the comfortable place, music, store cleanliness, lighting, store return policy, price, promotion, variety of product, customer service, store design, good location, parking, discount, quality of product, brand awareness, brand image, store display.

There are many retail stores in Indonesia and the common one is hypermarket. Hypermarket is a vast self-service warehouse-cum-retail outlet that combines the features of a supermarket, department store, discount store and specialty store in one location. The growth of hypermarket business in Indonesia is enormously fast. The hypermarket stores are not hard to find because many outlets have already located in Indonesia. One of the popular hypermarket businesses is Hypermart.

Hypermart was the first successful hypermarket that opens 100 outlets in Indonesia. With a new concept that allows consumers to locate primary and secondary groceries in one place, Hypermart is designed with a concept of warm, pleasant and friendly that brought Hypermart received positive response for customers. Hypermart strides forward to become the leading hypermarket icon in Indonesia. With the largest footprint among the hypermarket retailers in Indonesia, Hypermart has become No.1 with its presence in more than 60 cities across the country. Hypermart continues to expand and aims to capture the growing consumer needs by providing a wide selection of quality household products, a modern shopping environment and the consistency of product offerings with value.

Hypermart outlets in Manado Town Square, North Sulawesi, The opening of these outlets MPPA demonstrated ability and commitment to provide the best of modern retail services through Hypermart G7 throughout Indonesia. Opening back Hypermart G7 Manado Town Square strengthened the position MPPA in the region Eastern Indonesia, especially in North Sulawesi. Store Location hypermart Manado in Manado Town Square, Mega Trade Centre, and Lippo Plaza Manado. This research will undertake because Hypermart is one of the popular retail store in Manado that has many customers so based on the case, this research would like to analyze factors that drive consumer purchase decision of product at Hypermart Manado.

The researcher inclusively intends to explain the factors that will be analyzed as variables in this research. This researcher analyzed the factors that influence the purchase decision of the consumers in this case product of hypermart in Manado. In this research, not only will the researcher discuss the price, promotion, and quality but also other factors such as visual merchandising, parking, space, display of the store and so forth.

Research Objective

The objective of this research is to find out the factors that drive consumer purchase decision of product in Hypermart Manado and how those factors influence consumer purchase decision of product in Hypermart Manado.

THEORETICAL FRAMEWORK

Marketing

Marketing deals with identifying and meeting human and social needs or marketing is meeting needs profitability (Kotler & Keller, 2012:45). Marketing is one of the important elements in triggering and mastering business excellence. It does provide many opportunities to earn profits in the process the goods. Marketing involves activities of delivering value and message of a certain product to target consumers and also activities of a company associated with buying and selling a product or service.

Consumer Behavior

Schiffman & Kanuk (2007:8) defined consumer behavior as the behavior that consumers display in searching for, buying, using, evaluating and disposing of products and services that have expected will satisfy their needs. Pindyck & Rubinfeld (2001:62) explained that consumer behavior is best understood in three distinct steps: (1) finding way to describe the reasons why people prefer an information to another, (2) taking into the fact that consumers do not maintain all information given in the environment, (3) the consumer choice; consumer only select the information that maximize their personal identification. Understanding consumer behavior will help company to determine and meet the consumer needs and wants and it is also helpful to create a desirable product based on the consumer needs and wants.

Consumer Purchase Decision

If no other factors intervene after the consumer has decided on the brand that is intended for purchase, the actual purchase is a common result of search and evaluation. Actually, a purchase involves many decisions, which include product type, brand, model, dealer selection, and method of payment, among other factors. In addition, rather than purchase, the consumer may make a decision to modify, postpone, or avoid purchase based on an inhibitor to purchase or perceived risk. The perceived risk literature emphasizes that consumers generally try to reduce risk in their decision making. This can be done by either reducing the possible negative consequences or by reducing the uncertainty (Peter & Donnelly, 2001:193).

Comfortable Place

Comfortable place is company activities to ensure the availability of the product which later will deliver to the consumers in a comfortable way and proper quantity at the right time and right place (Andreti, et al., 2013) Comfortable place determines the company activities to appropriately provide consumers desired products in a comfy location. It stimulates consumers feeling of happiness, secure/safety, and comfortable when they visit the place and feeling good when they buy the products.

Music

Music is pleasant sound that impacts consumer's conscious and unconscious decision. Music played in retail outlet significantly impacts consumer purchase decision (Banat & Wandebori, 2012). Store with proper music will motivate the customers to visit the store in the future. Music in store creates a feeling that will motivate consumer to come to the store again then it leads to repeat purchases. Music in store creates feeling of pleasure that simultaneously evaluates buyer options to not come, visit and buy products in other stores then it finally would build a behavior of consumers to just come and buy products in only one store without considering the others.

Store cleanliness

Store cleanliness is a store's effort of keeping the dirt away, to maintain environmental hygiene practices. In simple words it refers to the state of being clean (Mehta, 2015). Store cleanliness is one of the important factors that influences the consumer purchase decision of products in a store. Buyers would like to come to the store that has a clean store because buyers also feel that if the store that sells products is clean then it will give an effect of cleanliness itself on image of the products that are offered in store. Buyers will consider the clean factor to buy products in a store because it also will create a comfortableness of buyer when looking for products in a store.

Lighting

Lighting is used to highlight products, it creates excitement and has positive impact on consumer purchasing behaviour (Mehrabian, 1976:159). The lighting used in the retail chain outlets is of good color, consumers are included to touch products to assess quality (Areni & Kim, 1994). The lighting is also considered as one of the factors that influences the consumer purchase decision. Lighting influences the packaging and the look of product. Lighting affects the color of the products that will motivate purchase decision.

Store Return Policy

Store Return Policies are the rules retail merchants establish to manage the process by which customers return or exchange unwanted or defective merchandise that they have purchased previously. Return policies are

an extension of the customer service retailers provide; they tend to be fairly liberal as a consequence (US Legal, Inc). Store return policies is one consideration that will create secure feeling because buyers just worry about the products that they buy.

Price

Price is the amount of money one must pay to obtain the right to use the product. One can buy ownership of a product or for many products, limited usage rights. Economists often assume that lower prices for the same product will result in more sales than higher prices. However, price sometimes serves as a signal of quality. A product priced too low might be perceived as having low quality. Owning expensive items also provide information about the owner. If nothing else, it indicates that the owner can afford the expensive items. This is a desirable feature to some consumers. Therefore, setting a price requires a thorough understanding of the symbolic role that price plays for the product and target market question (Chaipradermsak, 2007).

Promotion

Promotion is a marketing activity that retailers use to bring traffic into stores and generate sales by communicating current offerings to targeted consumers (Dunne et al., 2010, p. 392, in Nguyen, et al., 2015). Specifically, promotion can increase sales through sales switched from other stores and increase in consumption from existing consumers (Ailawadi, Harlam, César, & Trounce, 2006, in Nguyen, et al., 2015). Promotion is used to combat and endure in competition among the competitors. Promotion creates product noise and word of mouth also then will directly lead to the purchase intention.

Variety of Product

Variety of product is the assortment or a range of goods available from a shop. One of the most influential factor of customer satisfaction is variety of product (Ahn et al, 2004). Variety of product determines the availability of products. A retail store needs to consider this variety of product factor to draw the potential consumers. When a retail store has many variants of product to offer then it also will influence how much target market they could pursue. Variety of product will force a retail store to gain large amounts of money from the customer purchases.

Customer Service

The researcher defines a service as an act or a variety of work done for the consumer in the retailing business to satisfy their needs and wants (Kotler & Keller, 2012). Customer service is an activity to improve the relationship with customers. Customer service provides such a way to maintaining the relationship with customers, to make customers continuously buy products in a certain retail store. It is needed to treat customers and to care about them passionately and kindly. A retailer needs to accept the complaints and suggestion from customers in order to keep maintaining a good bond with customers.

Store Design

Store design objective is to show a product at its best advantage. It can attract customers to visit location, increase the time they spend in the store, and increase the amount of merchandise they purchase. An effective store design provide a rewarding shopping experience that encourages repeat visits and have a long term effect on building customer loyalty. There are three elements of store design (Banat & Wandebori, 2012). Retail stores are visually stimulating, engaging experiences. From the arts hanging on the walls to the way the product is displayed, every detail design positively impacts the way a customer feels about the brand, the company and spending time in the store. A good retail design presents a business physical space in the best possible way in order to maximize sales. Consumers are more likely to engage if they enjoy the space and can easily find what they came for.

Good Location

Good Location reflects the ease of driving to the store, store distance from customers' home, time taken to reach the store and the availability of public transport (Wel et al., 2012). Good Location influences consumer eagerness to come to the store. A good location of retail store creates a feeling of consumer to decide to buy the product in the store because the strategic location of a retail store is essential because consumers want something simpler, if a retail store is far from the crowdedness and difficult to reach then it will influence consumers to come and influence also the purchasing power.

Parking

In general, the parking situation is defined as the whole of parking lots surrounding a shopping destination. The available parking lots can be characterised in terms of scale, location, type, tariff, regulation, design, and accessibility (Waerden, Boegers, & Timmermans, 2000). Parking space is one of consideration to come to a retail store. Availability of parking lot creates behavior or attitude of consumer to decide not to come and buy products in retail shops. Difficult to find the empty space to park a vehicle will influence people to go to other store. Money spent also one of the key aspect to consumers or buyer to not come and buy in retail stores that has high cost of parking.

Discount

Discount is a straight reduction in price on purchases during a stated period of time (Kotler & Armstrong, 2010:86). In order to increase the sales, one of the important things is to give a discount on products. It captivates buyers to buy products in a retail store that has discounts on their products. Consumers are always looking for ways to save money and consumers prefer to buy from stores that offer the best deals. This marketing action will increase sales, brand awareness, indirectly improve the reputation, build customers loyalty and also meet sales goals.

Quality of Product

Quality of product is important for the success of store brands (Erdem & Venezuela, 2004; Choi & Coughlan, 2006). The customer expectation includes the quality of the product itself. The quality of product is the key important to strengthen and retain the customer loyalty of using or buying products. The quality of a product gives a contribution on the profitability aspect of a business.

Brand Awareness

Brand Awareness is significantly and positively related to perceived quality (Hoeffler & Keller, 2002). Indicate that brand awareness can be distinguished from depth and width. Depth means how to make consumers to recall or identify brand easily, and width expresses in how many consumers purchase a product, a brand name will come to their minds at once. Brand awareness is actually making the consumers recognized about a product. It indicates that the higher awareness for a product in the market leads to better sales figures. A favorable impression will create an awareness that will encourage the customer to buy. That is why the companies are trying very hard to spread awareness about their products amongst consumers. Brand awareness helps the consumers to connect emotionally with the brand and its values.

Brand Image

Brand Image is a single, but often complex, mental image about both the physical product and the company that markets it (Keegan & Green, 2003:112). The brand helps to make a connection emotionally with consumers and win their loyalty to the product. Brand helps to establish the memorable identity of a specific product especially in the context of advertising and promotion. The memorable identity of a certain product is evolved to be an image of the product itself.

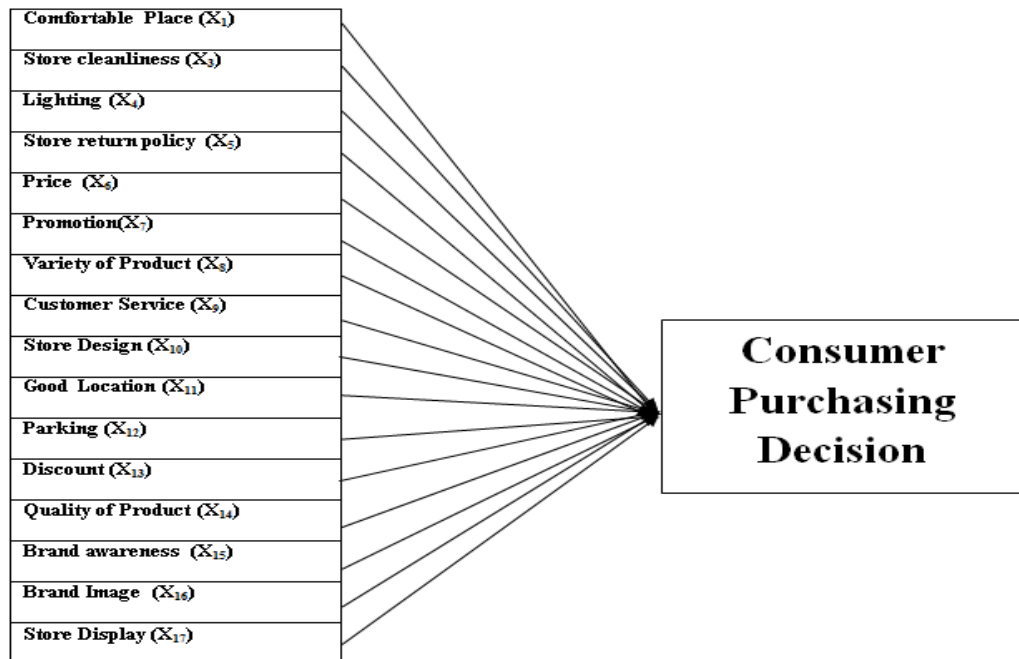
Store Display

Store display is a merchandising display that attractively showcase shop inventory or featured products. Great store display is not only about matching colors and materials harmoniously and using elegant lighting solutions to reinforce a recognizable store branding. Deployment of the optimal display type with appropriate choices of size, shape, material and color can be the single most determining factor for driving purchase conversion (Tran, 2014). Appearance is so important in a retail shop because the display store is essential to grab and to boost consumer interest to be loyal to come and buy products in a certain retail shop. Store display will incur positivism for the prospect of a business.

Previous Researches

Batra (2014) Factors Influencing Consumer Purchase Decisions at Organized Retail Stores in New Delhi showed six major factors that the consumers prefer to enter the retail stores. The knowledge of these factors is helpful to the retailers to formulate new strategies and attract more and more consumers. As it seen in these criteria, non-price factors were more important than price factors in consumer's supermarket choices.

Conceptual Framework



Picture 1. Research Procedure

Source: Data Processed, 2016

RESEARCH METHOD

Types of Research

Quantitative method is used to collect the data in this research. Aliaga and Gunderson (2000: 3) describes quantitative research is explaining phenomena by collecting numerical data that are analyzed using mathematically based methods (in particular statistics). This research in field of marketing management analyzed the factors that drive consumer purchase decision at Hypermart Manado.

Place and Time of Research

This research was conducted in Manado with the period for about two months started from August - October 2016.

Research Procedure

The step of the research conducted are as follows :

1. The questionnaire will be based on validity, reliability and discrimination aspects. 17 factors in this research is gained from previous theories.
2. Photocopy the questionnaire and administer it to 100 people who ever visited franchised coffee shop in Manado.
3. Collect the data after the respondents fill it.
4. Before the collected data is entered onto a computer, it must be coded. Coding involves allocating a number to each of the possible responses provided to a closed question, or allocating a code to the response of an open question.
5. The data collected will be processed by using SPSS (Statistical Package for the Social Sciences)
6. The data will be analyzed by using Confirmatory Factor Analysis (CFA) method.
7. Prepare and present the final research report.

Population and Sample

Population refers to the entire group of people, events, or things of interest that the researcher wishes to investigate (Sekaran & Bougie, 2009). The population is all Hypermart consumers in Manado. A sample is a subset of the population (Sekaran & Bougie, 2009). Convenience sampling is a kind of non-probability or non-random sampling in which members of the target population, as Donyei (2007) mentions, are selected for the purpose of the study if they meet certain practical criteria, such as geographical proximity, availability at a certain time, easy accessibility, or the willingness to volunteer. Gorsuch (1983) recommended that N should be at least 100. So, the sample of this research is 100 consumers on Hypermart in Manado.

Data Collection Method

Primary data is the information obtained first-hand by the researcher on the variables of interest for the specific purpose of the study (Sekaran & Bougie, 2009). This research gets the primary data from the result of questionnaires. Questionnaires are distributed to 100 people in Manado who have purchased from Hypermart Manado. Secondary data used for research that was not gathered directly and purposefully for the project under consideration (Hair et al, 2013:118). The secondary data is taken from journals, textbooks, and relevant literature from library and internet. This data is readily available and can be used in this research.

Data Analysis Method

Validity Test

Validity test is used to measure the legitimacy or validity of a questionnaire. The validity test is the degree to which a test procedure accurately measures what it was designed to measure. Validity is the strength of our conclusions, inferences of prepositions. Validity means the instrument can be used to measure what should be measured (Sugiyono, 2014:203).

Reliability Test

Ridwan and Kuncoro (2012:220), stated that reliability test done to get the level of accuracy data collection tool (instrument is used). To ensure that all questions in the questionnaire is truly reliable, so the measurement of the internal consistency is made. The internal consistency can be seen at the Cronbach Alpha Parameter, with ideal score above 0.6.

Confirmatory Factor Analysis

This research used the Factor Analysis Method. Confirmatory Factor Analysis (CFA) tests whether a specified set of constructs influencing responses in a predicted way. Factor analysis is performed by examining the pattern of correlations (or covariance) between the observed measures. Measures that are highly correlated (either positively or negatively) are likely influenced by the same factors, while those that are relatively influenced by different factors.

RESULTS AND DISCUSSION

Result of Factor Analysis

Table 1. Communalities

	Initial	Extraction		Initial	Extraction
Comfortable Place(X ₁)	1.000	.695	Store Design (X ₁₀)	1.000	.590
Music (X ₂)	1.000	.664	Good Location (X ₁₁)	1.000	.798
Store cleanliness (X ₃)	1.000	.679	Parking (X ₁₂)	1.000	.702
Lighting(X ₄)	1.000	.658	Discount (X ₁₃)	1.000	.784
Store return policy (X ₅)	1.000	.691	Quality of Product (X ₁₄)	1.000	.739
Price (X ₆)	1.000	.731	Brand awareness (X ₁₅)	1.000	.603
Promotion(X ₇)	1.000	.646	Brand Image (X ₁₆)	1.000	.783
Variety of Product(X ₈)	1.000	.638	Store Display (X ₁₇)	1.000	.627
Customer Service (X ₉)	1.000	.687			

Source: Data Processed, 2016

Table 1 shows that those 17 variables has been tested to meet therequirements of communality that is greater than 0.5 (communality > 0.5). If there is a variable with values in the table Extraction Communalities < 0.5, then the variable is not eligible communality. Over 17 factors there are three highest values, which are Good Location (0.798), Discount (0.784), and brand image (0.783).

Discussion

This research finds that there are three main factors that influence costumer purchase decision the most in Hypermart. They are good location, discount and brand image. These three factors are most dominant from seventeen factors that have been tested. Sorted from the highest significance to the lowest significance, the 17 factors are good location (0.798), discount (0.784), brand image (0.783), quality of product (0.739), price (0.731), parking (0.702), comfortable place (0.695), store return policy (0.691), customer service (0.687), store cleanliness (0.679), music (0.664), lighting (0.658), promotion (0.646), variety of product (0.638), store display (0.627), brand awareness (0.603) and store design (0.590).

If the value is higher than 0.700 then the variable is classified as high significance. If the value is between 0.650 and 0.700 the the variable is classified as medium significance. If the value is below than 0.650 then the variable is classified as low significance. So the high significance factors are good location, discount, brand image, quality of product, price, and parking. Medium significance factors are comfortable place, store return policy, customer service, store cleanliness, music, and lighting. Low significant factors are promotion, variety of product, store display, brand awareness, and store design.

Good location is the most dominant factor that influences costumer purchase decision in Hypermart. Most retail customers usually look for the nearest or the most convenient place to buy their everyday needs. This research concludes that costumers have more intention to purchase at Hypermart because the store locations are placed inside popular malls in town that has high foot traffic where people can easily visit without spending so much time and effort. The locations are accessible through private and public transportation, and they are easy to find which is why Hypermart becomes the number one hypermarket retailer in Manado.

Discount becomes the second most important factor of costumer purchase decision. Discounts and rebates influence the customers to shop more. A customer might not need a product, but a discount will encourage him/her to purchase the same as they would now get it at a lower price. Customers love cheapest price product with the similar quality, and it made people love discount, means get same product with lowest price, and it make people love it, economical ability become another concern, people would love to buy a product, but it just too expensive, that is why, when discount come, people start looking for buy the product they wanted, and it made people love discount.

Being the third significant factor of customer purchase decision, brand image becomes a concern of costumers. Costumers appreciate stores that have a good image in the society, as they feel proud to shopping on the market that have a good image. They will feel comfort and welcomed by the store itself. Hypermart has been developing a positive brand image in the marketplace over the years, which is able to influence customer purchase decisions more frequently. People will look at the product, recall what others have said, and choose Hypermart over the competition. In many cases, a positive reputation can even offset deficiencies in other areas.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

Based on analysis and discussion, the factors that drive consumer purchase decision of product in Hypermart Manado are good location, discount, brand image, quality of product, price, parking, comfortable place, store return policy, customer service, store cleanliness, music, lighting, promotion, variety of product, store display, brand awareness, and store design.

This research found that there are three most dominant out of seventeen factors which are good location, discount and brand image. Customers look for the nearest or the most convenient place to buy their everyday needs therefore good location plays the highest significant role. Discount becomes the second highest significant

factor because it encourages customers to shop more even though they might not need it. Last but not least, a good brand image makes customers feel proud shopping at the store and it can even offset deficiencies in other areas.

Recommendations:

The recommendations for Hypermart that can be concluded from the overall result in this research would be to pay attention to these 17 factors especially the 3 most significant factors. Hypermart must keep the popular locations that it already has and if it plans to open new branch store, it should find good location that is near the target market and be easily accessible. Hypermart needs to have regular discount and promotion that can attract customers as it is found to be the second most important factor that affects customer purchase decision. It will make customer buy more product at the store which can be more profitable for Hypermart. Hypermart has to maintain the good brand image that it has now by keep offering quality product and comfortable shopping experience, monitor what drives the target market in terms of purchasing, see how people respond to it and being ready to come back in and actively respond to any issues or multiply the good things.

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