COMPARISON OF RETAIL CORPORATE IMAGE BETWEEN ALFAMART AND INDOMARET IN MANADO

PERBANDINGAN CITRA MEREK PERUSAHAN ANTARA ALFAMART DAN INDOMARET DI MANADO

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Abstract: Retail corporate images are perceived as the mental pictures of an organization. It is the sum total of these perceived characteristics of the corporation that refer to as the corporate image. Every organisation has its image. Corporate image is formed based on the stakeholders' perceptions of specific company actions as well as associated industry and nation issues. An organisation's image to a large extent influences stakeholders' reactions to specific corporate actions and products. Alfamart and Indomaret are the two largest retail companies in Indonesia, which are spread from Sabang to Merauke. In 2017 the two companies experienced a decrease in revenue due to administrative and sales costs. The aim of this study is to analyze the retail corporate image between Alfamart and Indomaret in Manado based on store layout, service quality on store, product, in-store promotion, and physical environment. This research is a quantitative research and uses independent sample t-test. The sample size of this research is 100 customers of Alfamart and Indomaret who have already visited and shopped in both stores. The results showed that there is no significant difference in retail corporate image based on store layout, service quality on store, in-store promotion and physical environment between Alfamart and Indomaret while for product there is a significant difference. The recommendation for the research it better for indomaret pay attention for their product.

Keywords: *retail corporate image, alfamart, indomaret*

Abstrak: Citra perusahan ritel dianggap sebagai gambar mental suatu organisasi. Ini adalah jumlah total dari karakterisik yang dimiliki oleh perusahan yang mengaju pada sebuah citra merek perusahan. Setiap organisasi atau perusahan mempunyai citra merek tersendiri. Citra perusahan dibentuk berdasarkan kepentingan atau tindakan perusahan yang dibentuk berdasarkan masalah industri atau negara tersebut. Citra organisasi untuk sebagian besar mempengaruhi reaksi pemangku kepentingan terhadap tindakan dan produk perusahan tersebut. Alfamart dan Indomaret adalah dua perusahan dan ritel terbesar di Indonesia, yang tersebar dari Sabang sampai Merauke. Pada tahun 2017 kedua perusahan mengalami penurunan pendapatan karena biaya administrasi dan penjualan. Tujuan penelitian ini adalah untuk menganalisis citra peusahan ritel antara Alfamart dan Indomaret di Manado berdasarkan tata letak toko, kualitas layanan di toko, produk, promosi didalam toko dan lingkungan fisik. Penelitian ini merupakan penelitian kuantitatif dan menggunakan independent sample t-test. Ukuran sample dari penelitian ini adalah 100 pelanggan Alfamart dan Indomaret yang telah mengunjungi dan berbelanja di kedua toko tersebut. Hasil peelitian menunjukkan bahwa tidak ada perbedaan yang signifikan dalam citra merek perusahan ritel berdasarkan tata letak tata letak toko, kualitas layanan di toko, promosi didalam toko dan lingkungan fisik, sedangkan untuk produk ada perbedaan signifikan. Rekomendasi untuk penelitian ini adalah kiranya indomaret dapat memberikan perhatian terhadap kualitas produk mereka.

Kata Kunci: citra merek perusahan, alfamart, indomaret

INTRODUCTION

Research Background

Organization is understandably concerned with managing their Corporate Image. This shows that there is a strong positive correlation between how people perceive an organization and the pro-corporate supportive behavior. Corporate images are perceived as the mental pictures of an organization. It is the sum total of these perceived characteristics of the corporation that we refer to as the corporate image. Every organization has its image whether the organization does anything about it or not. Corporate image is formed based on the stakeholders' perceptions of specific company actions as well as associated industry and nation issues. An organization's image to a large extent influence stakeholder reaction to specific corporate actions and products.

Image is a notion which an individual hold with regards to another individual, group or organization. In other words, image is an impression which an individual or a group seeks to create or strike upon others regarding himself/herself/itself. On the basis of these explanations, corporate image, shortly, can be explained as all kinds of impressions that the community makes about a corporation.

Retailing involves the process of selling consumer goods or Services to customers through multiple channels of distribution to earn a profit. Retailers satisfy demand identified through a supply chain. The term "retailer" is typically applied where a service provider fills the small orders of a large number of individuals, who are end-users, rather than large orders of a small number of wholesale, corporate or government clientele. Shopping generally refers to the act of buying products. Sometimes this is done to obtain final goods, including necessities such as food and clothing; sometimes it takes place as a recreational activity. Recreational shopping often involves window shopping (just looking, not buying) and browsing: it does not always result in a purchase.   Corporate image was once advertising jargon but is today a common phrase referring to a company's reputation. The concept is usually associated with large corporations, but small businesses also have a corporate image even if neither their owners nor customers think of it that way. Some of advantages of good corporate image are as follows: a) increased sales because customers believe the company offers the best goods and services b) It is easy for the company to implement development of new products, again this is because customers believe the company is always associated with the best products and services c) Very good relationship with financiers such as banks because they perceive the company as a low risk. This will enable the company to raise finances for expansion at a low cost. d) The company is able to attract and retain the best employees from the market e) It easy for the company to manage any crisis in its business.

PT Sumber Alfaria Trijaya Tbk or Alfamart is a primarily franchised chain of convenience stores from Indonesia, with over 10,000 stores across Southeast Asia. Their business started in December 1989 as a trading and distribution company in Jakarta by its president, Djoko Susanto. Ten years later, Susanto ventured to a convenience store as Alfa Minimart with its first branch at Karawaci, Tangerang, Banten. In 2014, Alfamart has 7000 branches in Indonesia with an average of 2.5 million customers daily.

PT. Indomarco Prismatama or Indomaret is a chain of retail convenience stores from Indonesia, with over 11,000 stores across Indonesia. It is the first and largest chain of this kind of store in Indonesia. Indomaret is a subsidiary of Salim Group. Its headquarters is in Jakarta. Indomaret is a minimarket network that provides daily needs. It has a store area of about $200m^2$. The first official Indomaret store was opened in Ancol, North Jakarta in November 1988. Until 2014 Indomaret reached 10,600 outlets.

The data above showed the profit of Alfamart and Indomaret in 2016 and decreased in 2017. The profit of Alamart in 2016 is IDR 68 million and in 2017 it decreased at IDR 38 million, while Indomaret's profit in 2016 is IDR 53 million has decreased to IDR 21 million in 2017. The effect of the decreasing of the profit between Alfamart and Indomaret is because the administration expenses and selling expense. An alfamart customer feels aggrieved and disappointed with alfamart employee behavior. At the time of purchase credit, alfamart employees serve badly so that the phone number to be filled credit is wrong. When the customer said that the number has not been filled with the pulse and it turns out the employee entered the wrong number. And the employee's attitude is not liable for the loss suffered by such customer.

Research Objective

This is the research objective below:

1. There is significant difference of retail corporate image based on store layout between Alfamart and Indomaret.
2. There is significant difference of retail corporate image based on service quality of store between Alfamart and Indomaret.
3. There is significant difference of retail corporate image based on product between Alfamart and Indomaret.
4. There is significant difference of retail corporate image based on in-store promotion between Alfamart and Indomaret.
5. There is significant difference of retail corporate image based on physical environment between Alfamart and Indomaret

THEORETICAL REVIEW

Marketing

Marketing is the action of a business of promoting and selling goods and services. Marketing is the process by which companies create value for customers and build strong customer relationships in order to capture value from customer. 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 (Kotler, 2012 : 5)

Retail Corporate Image

Image is a notion which an individual hold with regards to another individual, group or organization. In other words, image is an impression which an individual or a group seeks to create or strike upon others regarding himself/herself/itself. On the basis of these explanations, corporate image, shortly, can be explained as all kinds of impressions that the community makes about a corporation. Corporate image is a valuable, tangible entity which is hard to imitate and it can help to obtain superior, sustainable financial performance (Marteson, 2007 : 9-11).

The purpose of the corporate image is to enable the clear, accurate understanding of the firm. Corporate image is about emotions and therefore, the image about the corporation differs from person to person. The important thing for the image is to ensure that a clear and a good will are created regarding the corporation. It is possible for partial or inaccurate information to affect the corporate image in a negative way.

Store Layout

One of the biggest concerns for every store retailer is the store layout. In his research on pathway design, Juel Jacobsen (2015 : 45) argues that well established principles of urban retail designs are very important for retail managers, in particular for supermarkets and larger retail stores.

Service Quality of Store

Dabholkar (1996 : 27), view SERVQUAL as more appropriate for "pure" service settings and not as applicable to the retail setting which they believe requires additional dimensions. The researchers site others with the same viewpoint.

Products

A product is the item offered for sale. A product can be a service or an item. It can be physical or in virtual or cyber form. Every product is made at a cost and each is sold at a price. The price that can be charged depends on the market, the quality, the marketing and the segment that is targeted. Each product has a useful life after which it needs replacement, and a life cycle after which it has to be re-invented.

In-Store Promotion

In-store promotions can influence the sales of different products. Inman and Winer (1999 : 12) study in store consumer behavior using data from about 30 thousands purchase decisions made by more than four thousands consumers. They compare the list of planned products to buy before entering the store and after. As a

result, they find that 59% of people changed their decisions in the store. This suggests there is a lot of room for in-store advertising to play a role.

Physical Environment

The physical means is a matter that significantly affects the consumer's severity to buy and use the services products on offer. The elements included in the physical means include the physical environment, in this case the physical building, equipment, supplies, logos, colors and other items,(Zeithalm, 2010 : 22-23).

Previous Research

Enne (2014) A Study on Corporate Image, Customer Satisfaction and Brand Loyalty in the Context of Retail Store Today, organized retailing is implementing modern retail principles. Among modern retail strategies are customer orientation, strategic planning, target market orientation, integrated communication application and customer-exclusive services/products. Like in any other sector, facilitating competitive edge, establishing corporate image, creating customer satisfaction and increasing brand loyalty is essential for long term profitability. Even though the works that are realized for increasing corporate image and customer satisfaction are initially deemed as expenditure, owing to the loyal customers, there will be a decrease in the advertisement costs of the corporation. Also, increase in loyal customers will enable more flexibility in the price adjustments of the corporation's products.

Adenika (2015) Corporate Image: A Strategy for Enhancing Customer Loyalty and Profitability. The results of this survey suggest that the level of profitability was significantly embraced by employee satisfaction, service offering and physical environment. However, the impact of employee satisfaction on profitability appears to be much stronger than other variables, therefore hypothesis three, which states that employee satisfaction is a function of an effective and good corporate image is accepted.

Sallam (2016) The use of positive corporate image by companies continues to be a popular method to support the customer satisfaction, and to encourage his/her trust on the company, and lead the customer to own more positive word of mouth about the company and its brand. When the customers have the positive corporate image they focus on aspects of a company, in addition, they usually express it by using the positive words of mouth, and which in turn is considered the goal of any company. The reason that lies behind using corporate image is its direct and indirect strong impacts that build customer satisfaction and makes customers more trust to speak positively about the company. This theoretical paper develops a conceptual framework that explains how independent variable (corporate image) effects on dependent variable which is called word of mouth when trust and customer satisfaction are mediating. A study carried out in Saudi Arabia using 150 respondents as consumers who used any kinds of car service.

Saad (2017) The development of convenience store in Petrol Station has seen a dramatic change where all players has now move towards a standardized image to reflect their seriousness in expanding their retails business apart from distribution of petroleum products. This study is unique in the attempt to understand the intricate relationships between store images, corporate image on customer satisfaction. A total of 250 set of questionnaires were distributed to shoppers of convenience stores attached to a selected Petrol Stations in Penang. Out of 250 questions, 205 were received. However, only 203 were usable for the purpose of this study.
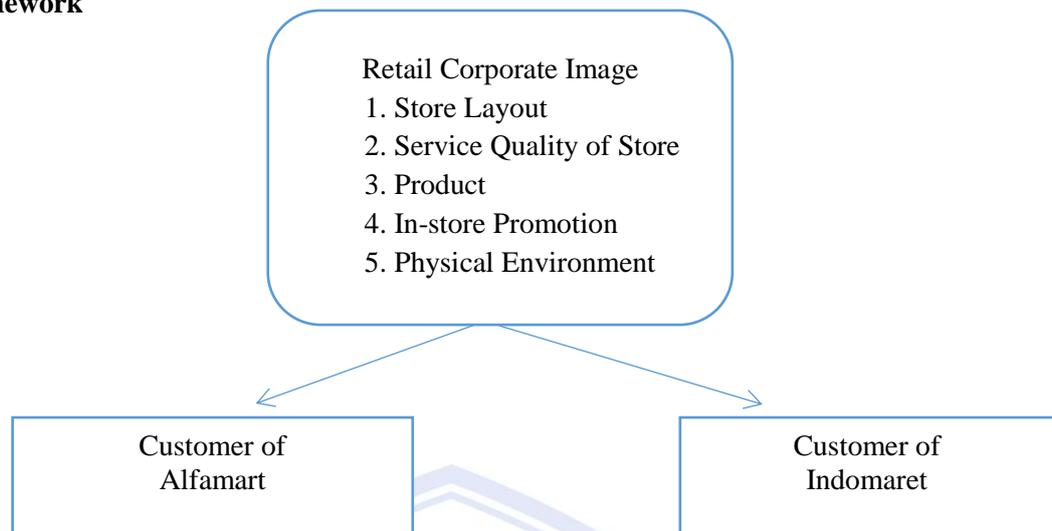
Conceptual Framework

> Retail Corporate Image
> 1. Store Layout
> 2. Service Quality of Store
> 3. Product
> 4. In-store Promotion
> 5. Physical Environment

Customer of Alfamart	Customer of Indomaret

Figure 1. Conceptual Framework
Source: Processed Data (2018)

RESEARCH METHOD

Type of Research
In order to collect data this research uses a quantitative approach. The purpose of this research is to analyzing the difference of retail corporate image between Alfamart and Indomaret in Manado using comparative research. This research used a descriptive type and a quantitative method is applied since there will be questionnaires needed as a tool to gather data and analysis. According to Maholtra (2009), Quantitative research seeks to quantify data. It seeks conclusive evidence based on large, representative samples and typically involving some form of statistical analysis. According to Shields and Rangarajan (2013 : 14), Descriptive research is the type of research that gives description of a characteristic of a population about a phenomenon observed. Descriptive research has the objective to serve the whole picture of social setting.

Population, Sample and Sampling Technique
Population is the entire group of people, events, or things that the researcher desires to investigate. According to Hair (2006) population is identifiable group of elements (people, products and organizations) of interest to the researcher and pertinent to the information. The population of this research is all customers of Alfamart and Indomaret in Manado.

Sample is subset of the population. The sample consisted of the population elements that the researcher could study most conveniently, and was based on the selection of respondents at the place where and the time when the study was performed (Sekaran and Bougie, 2010 : 6).

Sampling technique is classified as either probability or nonprobability. Based on the calculations above, this study uses a sample size of 100 customers (50 Alfamart's customer and 50 Indomaret's customer) in Manado. The sampling method of this research is convenience sampling that is considered as the best way of getting some information quickly and efficient.

Data Analysis Method
Validity and Reliability 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 was designed to measure. Validity is the strength of our conclusion, inferences of preposition. Validity means the instrument can be used to measure what should be

measured (Sugiyono, 2003). Reliability test is the degree to which an assessment tool produces stable and consistent results. Reliability addressed the issue of accuracy of measuring instruments.

Independent Samples T-test

The independent-samples *t*test evaluates the difference between the means of two independent or unrelated groups. That is, we evaluate whether the means for two independent groups are significantly different from each other. The independent-samples *t*test is commonly referred to as a between-groups design, and can also be used to analyze a control and experimental group. With an independent-samples *t* test, each case must have scores on two variables, the grouping (independent) variable and the test (dependent) variable.

The grouping variable divides cases into two mutually exclusive groups or categories, such as boys or girls for the grouping variable gender, while the test variable describes each case on some quantitative dimension such as test performance. The *t* test evaluates whether the mean value of the test variable for one group differs significantly from the mean value of the test variable for the second group .Unlike the dependent samples *t*-tests, the independent samples *t*-test is used to compare two groups whose means are not dependent on one another. In other words, when the participants in each group are independent from each other and actually comprise two separate groups of individuals, who do not have any linkages to particular members of the other group (in contrast to depend-ent samples).

RESULT AND DISCUSSION

This section provides the description of the object of research used in this study. This study is to explain about the comparison of retail corporate image between Alfamart and Indomaret. The object of this study retail corporates. In this research, researcher using convenience sampling that is considered as the best way of getting some information quickly and efficient. Data had found from the questionnaire that distributed to customers Alfamart and Indomaret in Manado. The sample size of this research is 100 respondents (50 respondents of Alfamart and 50 respondents of Indomaret). Researcher calculated the data using SPSS by Independent Sample T-test.

The data collected from 100 respondents that already have visited Alfamart and Indomaret. The data is analyzed with IBM SPSS (Statistical Package for Society Science) version 22.0 program and using Independent Samples *t*-test. There are some characteristics of the respondents in this research discussion. Characteristics of the respondent are discussed in this research include gender, age, status, educational background, occupation and frequency of visiting Alfamart and Indomaret. Every characteristic of gender, age, status, educational background, occupation and frequency of visiting Alfamart and Indomaret, will be shown in a several charts with the explanation.

Implication of Research Result

The results showed that there is no significant difference of store layout between Alfamart and Indomaret. It means that the store layout of Alfamart and Indomaret quite same.
          The results showed that there is no significant difference in term of service quality on store between Alfamart and Indomaret. It means that the service quality on store between Alfamart and Indomaret is the same.   The results showed that there is significant difference in term of product between Alfamart and Indomaret. By looking at the mean result from table 1, the mean value of product of Alfamart is higher than Indomaret. It means that the product sold by Alfamart is better than Indomaret's product. Indomaret must pay attention to the products that they offer to its customer.

The results showed that there is no significant difference in term of in-store promotion between Alfamart and Indomaret. Alfamart and Indomaret give the same promotion to their customer such as discount and bonuses through point redemption.
          The results showed that there is no significant difference in term of physical environment between Alfamart and Indomaret.

Table 1. Independent Sample T-test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
						Sig. (2-tailed)	Mean Differ ence	Std. Error Differ ence	95% Confidence Interval of the Difference	
		F	Sig.	t	df				Lower	Upper
Store_ Layout	Equal variances assumed	,848	,359	,844	98	,401	,30000	,35545	-,40537	1,00537
	Equal variances not assumed			,844	97,106	,401	,30000	,35545	-,40545	1,00545
Servqual On Store	Equal variances assumed	,268	,606	-,565	98	,573	-,26000	,46028	-1,17342	,65342
	Equal variances not assumed			-,565	97,233	,573	-,26000	,46028	-1,17351	,65351
Product	Equal variances assumed	1,974	,163	2,313	98	,023	,92000	,39779	,13060	1,70940
	Equal variances not assumed			2,313	96,019	,023	,92000	,39779	,13040	1,70960
In_Store_ Promotio n	Equal variances assumed	,040	,842	1,111	98	,269	,40000	,36007	-,31454	1,11454
	Equal variances not assumed			1,111	97,970	,269	,40000	,36007	-,31455	1,11455
Physical_ Environt ment	Equal variances assumed	,009	,923	1,281	98	,203	,46000	,35897	-,25236	1,17236
	Equal variances not assumed			1,281	97,891	,203	,46000	,35897	-,25237	1,17237

Source : SPSS 22 (2018)

Table 1 shows the results of the difference test of store layout, service quality on store, product, in-store promotion, and physical environment between Alfamart and Indomaret. From table 4.5 found that sig. (2-tailed) > 0.05. Store layout of Alfamart is 0.401 and on store layout of Indomaret is 0.401. It means that there is no significant difference in term of store layout between Alfamart and Indomaret.

The second point from table 1, Found that sig. (2-tailed) > 0.05. Service quality on store of Alfamart is 0.573 and on service quality on store of Indomaret is 0.573. It means that there is no significant difference in term of service quality on store between Alfamart and Indomaret.

The third point from table 1, Found that sig. (2-tailed) < 0.05. Product of Alfamart is 0.023 and on product of Indomaret is 0.023. It means there is significant difference in term of product between Alfamart and Indomaret. Therefore, Alfamart is statistically better than Indomaret in term of product.

The fourth point from table 1, found that sig. (2-tailed) > 0.05. In-store promotion of Alfamart is 0.269 and on in-store promotion of Indomaret is 0.269. It means there is no significant difference in term of in-store promotion between Alfamart and Indomaret.

The last point from table 1, found that sig. (2-tailed) > 0.05. Physical environment of Alfamart is 0.203 and on physical environment of Indomaret is 0.203. It means that there is no significant difference in term of physical environment between Alfamart and Indomaret.

Result of Independent Sample T-test

A *t*-test is any statistical hypothesis test in which the test statistic follows a student's *t* distribution, if the null hypothesis is supported. It is most commonly applied when the test statistic would follow a normal distribution if the value of a scaling term in the test statistic were known. When the scaling term is unknown and is replaced by an estimate based on the data, the best statistic (under certain conditions) follows a student's *t* distribution. This *t-test* is to analyze the difference of Retail Corporate Image between Alfamart and Indomaret. The criteria of the *t-test* as follows:

   a. Sig < 0.05 means H_0 is rejected and accepting H_a
   b. Sig > 0.005 means H_0 is accepted and rejecting H_a

Group Statistics Result

There are four important findings from this particular result that can be listed in the following points, related with results of this sub-section. The result from this given part can be explained and implemented by comparison the value, which are Mean, Standard Deviation, and Standard Error Mean. If the value of Mean for one category is higher than the remained one, it can be said that the given category has more dominant impact. On the other hand, Standard Deviation and Standard Error Mean can be related with the possible level or error that can be occurred in the research. If the value for one category is lower than the remained one, it can be said that the given category has more dominant impact.

Limitation of Research and Future Research Recommendation

The respondent in this research just for those who have been shopping at Alfamart and Indomaret which is from different, gender, ages, occupation, visiting alfamat and indomaret, education level also status in Manado Area   The future recommendation also for the future researcher it would be better to explore more as long as it related, and can get more knowledge from this research.

Discussion

This research attempts to answer the problem statement as has been expounded earlier in this thesis This research attempts to answer the problem statement as has been expounded earlier in this thesis. Hence, this research has identified the difference of retail corporate image between Alfamart and Indomaret.

Research has considered all sources of theories, books, journals and other supporting sources in constructing the whole research. Questionnaire is used to collect data and Likert scale is used to score the data. Then, the data are analyzed with Independent Sample *t*-Test.

This method is useful to know the difference of retail corporate image between Alfamart and Indomaret. Image is a notion which an individual hold with regards to another individual, group or organization. In other words, image is an impression which an individual or a group seeks to create or strike upon others regarding himself/herself/itself.

On the basis of these explanations, corporate image, shortly, can be explained as all kinds of impressions that the community makes about a corporation. Corporate image is a valuable, tangible entity which is hard to imitate and it can help to obtain superior, sustainable financial performance (Marteson, 2007). The purpose of the corporate image is to enable the clear, accurate understanding of the firm. Corporate image is about emotions and therefore, the image about the corporation differs from person to person. cashier layout is quite same also.

CONCLUSION AND RECOMMENDATIONS

Conclusion

Based on the data analysis and discussion, the conclusion of this research as follows:

1. There is no significant difference based on store layout between Alfamart and Indomaret;
2. There is no significant difference based on service quality on store between Alfamart and Indomaret;
3. There is a significant difference based on product between Alfamart and Indomaret;

R.Tulong.,M.Pandowo.,Comparison of……

4. There is no significant difference based on in-store promotion between Alfamart and Indomaret;
5. There is no significant difference based on physical environment between Alfamart and Indomaret.

Recommendations

Recommendation for this research are:

1. Can be seen on the discussion, Alfamart has higher value than Indomaret in term of product. So, Indomaret should more pay attention to the product which is offered to its customer in order to keep customer satisfaction and create more customer loyalty.
2. For the store layout, service quality on store, in-store promotion, and physical environment between Alfamart and Indomaret, the results showed that there is no significant difference. Recommendation for both store is to keep maintaining the attributes mentioned above in order to keep customer satisfaction and loyalty to visit the store.
3. The results of this study can be used as a reference for the development and deepening of marketing management knowledge, especially in retail corporate image of store.

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