A COMPARATIVE STUDY OF MARKETING MIX AND RETAIL SERVICE QUALITY SCALE (RSQS) ON MINIMARKET (CASE STUDY: INDOMARET AND ALFAMART TATAARAN 2)

STUDI PERBANDINGAN BAURAN PEMASARAN DAN SKALA KUALITAS LAYANAN RITEL DI MINIMARKET (STUDI KASUS: INDOMARET DAN ALFAMART TATAARAN 2)

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Abstract: Changes in lifestyle that demand easiness in meeting the needs and wants of every individuals are one of the reason for the development of retail business in Indonesia. There are two major retailers, which is Indomaret and Alfamart, both competing in their marketing mix and retail service quality scale. The purpose of this research is to compares the marketing mix and retail service quality scale indicators between Indomaret and Alfamart. The population is the customers of Indomaret and Alfamart in Tataaran 2 with the sample of 100 respondents and analyzed using the Independent Sample T-Test analysis. The result shows that there are no significant difference in terms of the marketing mix. Meanwhile, it shows that there are difference in terms of the retail service quality scale based on the physical aspect and policy.

Keywords: *retail corporate image, alfamart, indomaret*

Abstrak: *Perubahan gaya hidup yang menuntut kemudahan dalam memenuhi kebutuhan dan keinginan setiap individu adalah salah satu alasan berkembangnya bisnis ritel di Indonesia. Terdapat dua pemain utama ritel,yaitu Indomaret dan Alfamart, keduanya bersaing dalam bauran pemasaran dan skala kualitas layanan ritel. Tujuan penelitian ini adalah untuk membandingkan bauran pemasaran dan skala kualitas layanan ritel antara Indomaret dan Alfamart. Populasinya adalah pelanggan Indomart dan Alfamart Tataaran 2 dengan sampel sebanyak 100 responden, dan dianalisis menggunakan Uji T Sampel Independen. Hasilnya menunjukkan bahwa tidak ada perbedaan dalam hal bauran pemasaran. Sementara, hasil menunjukkan bahwa ada perbedaan dalam hal skala kualitas layanan ritel berdasarkan aspek fisik dan kebijakan. Indomaret dan Alfamart sebaiknya memperhatikan aspek fisik dari tokonya, yaitu dari papan nama toko dan dari pengaturan produk di rak. Dari aspek kebijakan toko, Indomaret dan Alfamart sebaiknya memperhatikan kebijakan dari tokonya, seperti dari waktu operasional toko yang memadai agar memudahkan konsumen untuk berbelanja.*

Kata Kunci: *citra merek perusahan, alfamart, indomaret*

INTRODUCTION

Research Background

The economic growth lead to changes in people's lifestyle. Changes in lifestyle is due to the increasing amount of income, education is getting better, and also because to the changes to the values of culture. These changes are then triggered a consumptive lifestyle that demand the ease in meeting the needs of every individuals. This is one of the reason for the development of retail business in Indonesia. Based on the Global Retail Development Index (GRDI) released in 2015 by AT Kearney, Indonesia is ranked 12th in the world in terms of the retail development.

The modern market, which is the minimarket, is one of the retail format that are progressing very well in Indonesia. From among so many brands of minimarket in Indonesia, there are two companies that is dominant in expanding their outlets to reach as many customers, which is Indomaret and Alfamart.

Competition between Indomaret and Alfamart can be see in how the two sides expanding their stores. And for the company to win a fierce competition in the business, the retail management has to take advantage and manage their marketing strategy, within the context of marketing mix and retail service quality scale. It is important to maximize the advantages of the marketing mix factors, which is the product, price, promotion, place, people, process, and physical evidence that owned by the company to put the business in the desired position. The quality of the retail service is also not less important as the quality of the service is directly experience by the customers of the minimarket. And the factors from the retail service quality scale that are important to take attention to is the physical aspect, reliability, interpersonal interaction, problem solving, and the policy.

Research Objective

The aims of this research are to know if there is a difference in:

1. Marketing mix based on product between Indomaret and Alfamart
2. Marketing mix based on price between Indomaret and Alfamart
3. Marketing mix based on promotion between Indomaret and Alfamart
4. Marketing mix based on place between Indomaret and Alfamart
5. Marketing mix based on people between Indomaret and Alfamart
6. Marketing mix based on process between Indomaret and Alfamart
7. Marketing mix based on physical evidence between Indomaret and Alfamart
8. Retail service quality scale based on physical aspect between Indomaret and Alfamart
9. Retail service quality scale based on reliability between Indomaret and Alfamart
10. Retail service quality scale based on interpersonal interaction between Indomaret and Alfamart
11. Retail service quality scale based on problem solving between Indomaret and Alfamart
12. Retail service quality scale based on policy between Indomaret and Alfamart

THEORETICAL REVIEW

Marketing

Marketing is a key management discipline that enables the producers of goods and services to interpret customer's want, needs, and desires then exceed their expectations. It can be broadly defined, marketing is a social and managerial process by which individuals and organizations obtain what they need and want through creating and exchanging with others (Kotler, 1988).

Marketing Mix

Marketing mix is the set of controllable, tactical marketing tools that the firm blends to produce the response it wants in the target market (Kotler and Keller, 2006). An effective marketing program blends each marketing mix elements into an integrated marketing program to achieve the company's objectives. The marketing mix constitutes the company's tactical tool kit for establishing strong positioning in target market. The first concept in marketing mix has four elements, which is the product, price, place, promotion (McCarthy, 1960). Later on, the four marketing mix elements extended into seven elements of marketing mix, which includes the people, process, and physical evidence (Booms and Bitner, 1981).

Service

Service as process that are produced and consumed with the involvement of customers in the production and consumption service. Service as the economic activities offered by one party to another most commonly employing time based performances to bring about desired results in recipients themselves of in objects or other assets for which purchasers have responsibility (Lovelock and Wirtz, 2007).

Quality

The word quality means different things to people, according to the context. In the service, where production, delivery and consumption can occur simultaneously, the concept of quality refers to the matching between what customer expect and what they experience. Quality is the totality of relationship between service providers (functional aspects) and the features of retailing (technical aspects), which are related to the delivery of satisfaction (Gilbert, 2003).

Retail Service Quality Scale

In general, service quality is the difference between customers expectations for the service encounter and the perceptions of the service received. Service quality means the customers overall judgement of the excellence of the service or the difference between one's expectations (Parasuraman, Zeithaml, and Berry, 1985). The service quality developed into Retail Service Quality Scale that has a hierarchical factor structure comprising five basic dimensions, which is the physical aspect, reliability, interpersonal interaction, problem solving, and policy (Dabholkar, 1996).

Previous Research

Andreti et al., (2013) studied about the product, price, place, promotion, and service quality on customers buying decision of convenience store in a survey of young adult in Bekasi. It is concluded that the price, promotion, and service quality are having biggest influence on customer buying decision of convenience store. By keeping the price's standard, do more attractive promotion, give more discount, and serve customers well, the convenience store can increase cutomer buying intention.

Azeem and Sharma (2015) studied about the elements of the retail marketing mix in a study of a different retail formats in India. This study affirms that strategy dimensions are of high importance for department store. All these retailers have been studied on similar parameters and dimensions and the result revealed that they show difference in their behavior depending upon the category of retail formats they follow.

Kesornbua (2010) studied about the demographic factors and elements of the retail marketing mix that most influence consumers to shop at Mom and Pop shops or 7 Eleven outlets in Radburana District of Bangkok. It is concluded that the gender, age, occupation, and income of the demographic factors has a similar percentage between Mom and Pop shops and 7 Eleven outlets. The retail marketing mix most influence consumers to shop is the store location.

Conceptual Framework
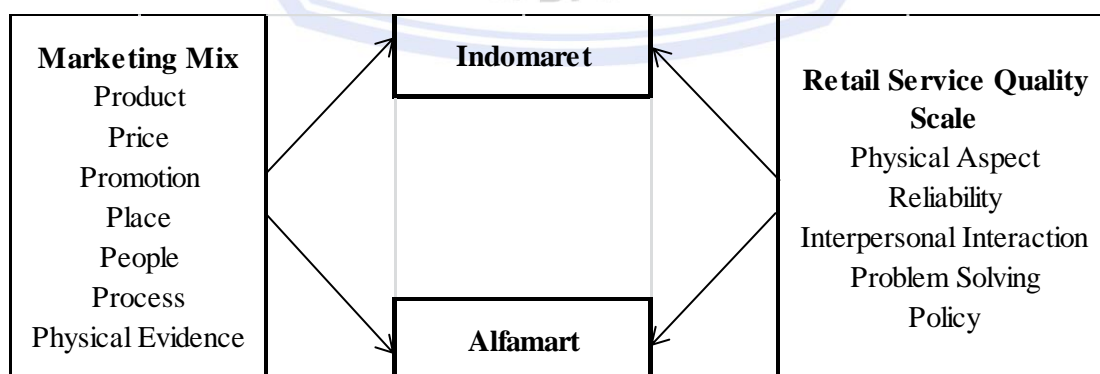
Figure 1. Conceptual Framework
Source: Theoretical Framework, 2018

RESEARCH METHOD

Type of Research
This study is a comparative type of research and in order to collect the data, this research uses a quantitative approach. Quantitative methods is applied since there will be questionnaires needed as a tool to gather data and analysis. According to Maholtra (2004), quantitative research seeks to quantify data. The method used in this research is Independent Sample T-Test.

Population and Sample
The population refers to the entire group of people, events, or thing of interest that the researcher wished to investigate (Sekaran and Bougie, 2009). The population of this research is the customers of Indomaret and Alfamart Tataaran 2. Sample is a subset of a population (Sekaran and Bougie, 2009). The sample of this research are 100 respondents.

Data Analysis Method
Validity and Reliability Test
Validity test used to measure the validity of the questionnaire. To analyze it, Pearson Product Moment is used. If probability of correlation is less than 0.05 (5%) then the research instruments is considered valid. The reliability test used Alpha Cronbach. If Alpha is less than 0.6 then it is considered as unreliable.

Independent Samples T-test
Independent samples *t*-test is used to compare two groupswhose means are not dependent on one another (University of Arizona Military Reach, 2009). Two samples are independent if the sample values selected from one population are not related or somehow paired or matched with the sample values selected from the other population.

RESULT AND DISCUSSION

Validity Test
Table 1. Validity Test of X1 Marketing Mix

Variables	Store	Correlations	Result
X1.1.1 Product	Indomaret	.720	Valid
	Alfamart	.524	Valid
X1.1.2 Product	Indomaret	.720	Valid
	Alfamart	.542	Valid
X1.2.1 Price	Indomaret	.524	Valid
	Alfamart	.554	Valid
X1.2.2 Price	Indomaret	.557	Valid
	Alfamart	.517	Valid
X1.3.1 Promotion	Indomaret	.543	Valid
	Alfamart	.591	Valid
X1.3.2 Promotion	Indomaret	.509	Valid
	Alfamart	.552	Valid
X1.4.1 Place	Indomaret	.521	Valid
	Alfamart	.545	Valid
X1.4.2 Place	Indomaret	.544	Valid
	Alfamart	.521	Valid
X1.5.1 People	Indomaret	.549	Valid
	Alfamart	.507	Valid
X1.5.2 People	Indomaret	.564	Valid
	Alfamart	.542	Valid
X1.6.1 Process	Indomaret	.519	Valid

	Alfamart	.554	Valid
X1.6.2 Process	Indomaret	.524	Valid
	Alfamart	.524	Valid
X1.7.1 Physical Evidence	Indomaret	.516	Valid
	Alfamart	.724	Valid
X1.7.2 Physical Evidence	Indomaret	.527	Valid
	Alfamart	.724	Valid

Source: Data Processed (2018)

Table 1 shows the test of validity for X1 using pearson correlation and all the indicators shows the number of pearson correlation above 0.3, and it is indicates that all the indicators are valid.

Table2. Validity Test of X2 Retail Service Quality Scale

Variables	Store	Correlations	Result
X2.1.1 Physical Aspect	Indomaret	.679	Valid
	Alfamart	.699	Valid
X2.1.2 Physical Aspect	Indomaret	.622	Valid
	Alfamart	.625	Valid
X2.2.1 Reliability	Indomaret	.611	Valid
	Alfamart	.752	Valid
X2.2.2. Reliability	Indomaret	.665	Valid
	Alfamart	.602	Valid
X2.3.1 Interpersonal Interaction	Indomaret	.589	Valid
	Alfamart	.625	Valid
X2.3.2 Interpersonal Interaction	Indomaret	.572	Valid
	Alfamart	.692	Valid
X2.4.1 Problem Solving	Indomaret	.712	Valid
	Alfamart	.643	Valid
X2.4.2 Problem Solving	Indomaret	.606	Valid
	Alfamart	.722	Valid
X2.5.1 Policy	Indomaret	.572	Valid
	Alfamart	.711	Valid
X2.5.2 Policy	Indomaret	.597	Valid
	Alfamart	.558	Valid

Source: Data Processed (2018)

Table 2 shows the test of validity for X2 using pearson correlation and all the indicators shows the number of pearson correlation above 0.3, and it is indicates that all the indicators are valid.

Reliability Test
Table3. Reliability Test

Variable	Store	AlphaCronbach	Result
X1 Marketing Mix	Indomaret	.837	Reliable
	Alfamart	.830	Reliable
X2 Service Quality	Indomaret	.837	Reliable
	Alfamart	.853	Reliable

Source: Data Processed (2018)

Table 3 shows the reliability test using Cronbach's Alpha. All the variables are tested and shows the Cronbach's Alpha above 0.6, means that all the variables are reliable.

Table4. Group Statistics of X1

	Store	Mean
X1.1 Product	Indomaret	8.9600
	Alfamart	8.8300
X1.2 Price	Indomaret	8.9500
	Alfamart	9.0200
X1.3 Promotion	Indomaret	8.9900
	Alfamart	9.0400
X1.4 Place	Indomaret	9.1000
	Alfamart	9.1000
X1.5 People	Indomaret	9.0400
	Alfamart	8.9900
X1.6 Process	Indomaret	9.0200
	Alfamart	8.9500
X1.7 Physical Evidence	Indomaret	8.8300
	Alfamart	8.9600

Source: Data Processed (2018)

Table 4 shows the group statistics result of the X1 Marketing Mix. From the results, the mean of Indomaret is higher than Alfamart in terms of price, promotion, process, and physical evidence.

Table5. Group Statistics of X2

	Store	Mean
X2.1 Physical Aspect	Indomaret	8.7000
	Alfamart	9.0200
X2.2 Reliability	Indomaret	8.8400
	Alfamart	8.8400
X2.3 Interpersonal Interaction	Indomaret	8.9300
	Alfamart	9.0100
X2.4 Problem Solving	Indomaret	8.7700
	Alfamart	8.9400
X2.5 Policy	Indomaret	9.1000
	Alfamart	8.6500

Source: Data Processed (2018)

Table 5 shows the result of group statistics for X2 retail service quality scale. From the result shows that the mean of Indomaret is higher than Alfamart in terms of physical aspect, interpersonal interaction, and problem solving.

Independent Samples T Test
Table6. Independent Samples T Test X1

	Variable	t	df	Sig. (2-tailed)	Mean Difference
X1.1 Product	Equal variances assumed	1.004	198	.317	.13000
	Equal variances not assumed	1.004	190.145	.317	.13000
X1.2 Price	Equal variances assumed	-.605	198	.546	-.07000

		t	df	Sig. (2-tailed)	Mean Difference
	Equal variances not assumed	-.605	197.884	.546	-.07000
X1.3 Promotion	Equal variances assumed	-.428	198	.669	-.05000
	Equal variances not assumed	-.428	197.892	.669	-.05000
X1.4 Place	Equal variances assumed	.000	198	1.000	.00000
	Equal variances not assumed	.000	198.000	1.000	.00000
X1.5 People	Equal variances assumed	.428	198	.669	.05000
	Equal variances not assumed	.428	197.892	.669	.05000
X1.6 Process	Equal variances assumed	.605	198	.546	.07000
	Equal variances not assumed	.605	197.884	.546	.07000
X1.7 Physical Evidence	Equal variances assumed	-1.004	198	.317	-.13000
	Equal variances not assumed	-1.004	190.145	.317	-.13000

Source: Data Processed (2018)

From the table 6, it shows that all the variables of X1 Marketing Mix, which is the product, price, promotion, place, people, process, physical evidence shows that there is no significant difference in all of the variables.

Table7. Independent Samples T Test X2

	Variable	t	df	Sig. (2-tailed)	Mean Difference
X2.1 Physical Aspect	Equal variances assumed	-2.182	198	.030	-.32000
	Equal variances not assumed	-2.182	182.968	.030	-.32000
X2.2 Reliability	Equal variances assumed	.000	198	1.000	.00000
	Equal variances not assumed	.000	197.917	1.000	.00000
X2.3 Interpersonal Interaction	Equal variances assumed	-.626	198	.532	-.08000
	Equal variances not assumed	-.626	197.572	.532	-.08000
X2.4 Problem Solving	Equal variances assumed	-1.263	198	.208	-.17000
	Equal variances not assumed	-1.263	191.865	.208	-.17000
X2.5 Policy	Equal variances assumed	3.106	198	.002	.45000
	Equal variances not assumed	3.106	179.973	.002	.45000

Source: Data Processed (2018)

From the table 7, it shows that there is a significant difference for two variables out of five, and the variables that indicates a significant difference is the X2.1 Physical Aspect and X2.5 Policy. Meanwhile, the table also shows that the X2.2 Reliability, X2.3 Interpersonal Interaction, and X2.4 Problem Solving shows that there is no significant difference in these three variables.

Discussion

The purpose of this research is to find the difference in marketing mix and retail service quality scale between Indomaret and Alfamart Tataaran 2 by comparing the customers from both retails. There are several factors from the marketing mix that were described in the questions given to the respondents. The factors for product indicator were described as to the variances of the products and its packaging. The factors of the price indicator are about the stability of the prices and also the price standards. For the factors of the promotion indicator are about if each of the minimarket give discount for their products and also rewards for the members. The factors of the place indicator are about the location of each of the minimarket and also about the availability of the parking space. For the next factors, which is the people indicator are about the appearances of their employees and their good impressions towards the customers. The factors of the process indicator are about the quickness of the cashier registers in handling the process and about the good treatments of their employees. And for the last indicator, which is the physical evidence the factors are about the brochures given by the minimarket and also about the neatness and cleanliness of the stores environment. From the previous research by Nuthqiyah

(2016), the marketing mix variables, for the products relatively the same, because Indomaret and Alfamart sells daily necessities products. For the price also relatively the same, and for the promotion between Indomaret and Alfamart both uses the catalogs.

There are five variables for the Retail Service Quality Scale, and the first one is the physical aspect. The factors of the physical aspects indicator are about the visibility of each of the stores sign board and also about the arrangement of the products in shelves. The factors of the reliability indicator are about the availability of their productsand also about meeting the promised time of the operating hours. For the interpersonal interaction, the factors are about the hospitality of the employees towards the customers and the sincerity of the employees. The factors of the problem solving indicator are about the accuracy of the cashiers and the ability of the employees in solving the customers problems. And the factor for the last indicator, which is the policy are about providing long operational hours of the stores for full 24 hours and the policy to not asking for any parking fees to the customers. From the previous research by Walangitan (2017) found that there are differences in the quality of the service between Indomaret and Alfamart.

CONCLUSION AND RECOMMENDATIONS

Conclusion

Based on the result of data analysis in this research, it can be conclude that:
1. There is no significant difference in terms of product between Indomaret and Alfamart
2. There is no significant difference in terms of price between Indomaret and Alfamart
3. There is no significant difference in terms of promotion between Indomaret and Alfamart
4. There is no significant difference in terms of place between Indomaret and Alfamart
5. There is no significant difference in terms of people between Indomaret and Alfamart
6. There is no significant difference in terms of process between Indomaret and Alfamart
7. There is no significant difference in terms of physical evidence between Indomaret and Alfamart
8. There is a significant difference in terms of physical aspect between Indomaret and Alfamart
9. There is no significant difference in terms of reliability between Indomaret and Alfamart
10. There is no significant difference in terms of interpersonal interaction between Indomaret and　Alfamart
11. There is no significant difference in terms of problem solving between Indomaret and Alfamart
12. There is a significant difference in terms of policy between Indomaret and Alfamart

Recommendation

Based on the result there are some practical recommendations from this research, which are listed as follows:
1. Indomaret and Alfamart has to keep maintain their marketing mix variables and also their retail service quality scale variables in order to be able competing with their competitors
2. The results of this study can be used as a source of ideas for the development of the study in the future

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