EFFECT OF STORE LAYOUT AND INTERIOR DISPLAY ON CUSTOMER PURCHASING DECISION AT MULTIMART TOMOHON

PENGARUH TATA LETAK TOKO DAN TAMPILAN INTERIOR TERHADAP KEPUTUSAN PEMBELIAN PELANGGAN DI MULTIMART TOMOHON

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Abstract: Today the development of business in this globalization era has increased dramatically. Creative innovation in creating comfortable atmosphere can increase the unity that competes in differentiation strategy and marketing efforts. With rapid business development, in line with the rapid growth of competition. This makes businessman aware of the competitive position of the industry so they must maintain a competitive advantage. This study aims to determine the effect of Store Layout and Interior Display on Customer Purchasing Decision at Multimart Tomohon. This research uses quantitative methods and the total sample is 100 respondents. The results of this study show the effect of Store Layout (X1) on Customer Purchasing Decision (Y) is equal to $0.000 < 0.05$ and the value of t_{count} $3.696 > t_{table}$ 1.98472, the effect of Interior Display (X2) on Customer Purchasing Decision (Y) is $0.880 < 0.05$ and the value of t_{count} $5.051 < t_{table}$ 1.98472. It means that Store Layout and Interior Display have significant influence on Customer Purchasing Decision and simultaneously all variables in this research have significant influence on Customer Purchasing Decision. Recommendation for Multimart Tomohon is to increase the quality and the convenience of the store layout and interior displays.

Keywords*: store layout, interior display, customer purchasing decision*

Abstrak: *Saat ini, perkembangan bisnis di era globalisasi ini telah meningkat secara dramatis. Inovasi kreatif dalam menciptakan suasana yang nyaman dapat meningkatkan daya saing dalam strategi diferensiasi dan upaya pemasaran. Perkembangan bisnis yang pesat, sejalan dengan pertumbuhan persaingan yang cepat dan membuat pengusaha sadar akan posisi kompetitif industri sehingga mereka harus mempertahankan keunggulan kompetitif. Tujuan penelitian adalah untuk mengetahui pengaruh Tata Letak Toko dan Tampilan Interior terhadap Keputusan Pembelian Pelanggan di Multimart Tomohon, menggunakan metode kuantitatif dan jumlah sampel adalah 100 responden. Hasil penelitian menunjukkan bahwa pengaruh Store Layout (X1) terhadap Keputusan Pembelian Pelanggan (Y) adalah sebesar 0,000 <0,05 dan nilai thitung 3,696> ttabel 1,98472, pengaruh Tampilan Interior (X2) terhadap Keputusan Pembelian Pelanggan (Y) adalah 0,880 <0,05 dan nilai thitung 5,051 <ttabel 1,98472. Berarti Tata Letak Toko dan Tampilan Interior memiliki pengaruh signifikan terhadap Keputusan Pembelian Pelanggan dan secara simultan semua variabel dalam penelitian memiliki pengaruh signifikan terhadap Keputusan Pembelian Pelanggan. Rekomendasi untuk Multimart Tomohon adalah untuk meningkatkan kualitas dan kenyamanan tata letak toko dan tampilan interior.*

Kata kunci: *tata letak toko, tampilan interior, keputusan pembelian pelanggan*

INTRODUCTION

Research Background

Today the development of business in this globalization era has increased dramatically. The various types of businesses are very promising, many sellers are competing to attract as many customers as possible to get profit, whether offering a good product quality or a good service quality. Creative innovation in creating comfortable atmosphere can increase the unity that competes in differentiation strategy and marketing efforts. With rapid business development, in line with the rapid growth of competition. This makes businessman aware of the competitive position of the industry so they must maintain a competitive advantage. This is very important for a business in retaining customers and its presence in a business industry. This competitive advantage can be a factor that distinguishes it from competitors. One of ways to achieve the competitive advantage is through differentiation. It is conducted by giving a pleasant shopping experience in order to encourage the transaction or purchase decision (Sophiah and Syihabuddin, 2008:67). The shopping experience is a strategy of differentiation conducted by various approaches; either through the services, personnels, channels, or images.

Today, retail business is one of the most promising business in the world, especially modern retail. This is because modern retail businesses generally selling the basic human needs, such as food and clothing. Thousands of families around the world shopping in retail store every day or every week. Overseas, we know the name of Walmart as one of the largest retail stores in the world. This retail store operates in 9 major countries in the world starting from Argentina, Brazil, United Kingdom (under the name ASDA), Japan (with the name Seiyu), Canada, Mexico (with the name Walmex), Puerto Rico, to the PRC. With the presence of retail stores, it is very helpful and makes it easier for families to meet their daily needs.

Indonesia, there are various kinds of retail stores ranging from kiosks or small shops to hypermarkets. Many retail stores operating in all provinces throughout Indonesia, with store names that are already very familiar to Indonesian people, such as; Hypermart, Carrefour, Giant, PT Indomarco Prismatama (Indomaret & Indomaret point), Alfamart, etc. With the presence of various retail stores in Indonesia, of course, it is very harmonious with the large number of Indonesian population, which ranks 4th in the world on the number of population. With a population of more than 264 million people, the needs of the Indonesian population also demand very much. With many retail stores it is very helpful for Indonesian people to fulfill various kinds of daily needs.

In Tomohon, there are 5 big retail stores (Cool Supermarket, New Grand Central Supermarket, Grand Central Supermarket, Century Supermarket and Multimart Tomohon) and Multimart Tomohon is the most recent retail business in Tomohon City, since it was built at the end of 2014 Multimart Tomohon become the largest convenience store that established in this city and until now it is still a shopping center with the most visitors in this city. Organized by qualified people and have a vision is to be the best retail business company in East Indonesia. First store of PT. Multi Citra Abadi named Multimart was opened on December 2nd 2004. This store has grown rapidly as well as the company. In 10 years, it has been opened 10 groceries & general merchandise stores (8 in Manado, 1 in Ternate, 1 in Tomohon) and 6 department store (4 in Manado, 1 in Tomohon, 1 in Ternate). Compared to other retail stores in Tomohon, Multimart has more advantages that make people comfortable shopping there and prefer Multimart Tomohon than others. The goods that offered are not only food and clothing product but include household equipment and electronic gadget as well, besides the products offered, Multimart Tomohon is also supported by large parking lots, ATM gallery, modern equipment, children's playgrounds and nice and clean toilets which makes people comfortable shopping at Multimart Tomohon.

THEORETICAL REVIEW

Marketing

Kotler and Armstrong (2010:138) said marketing is the social process by which individuals and organizations obtain what they need and want through creating and exchanging value with others. The definition is based upon a basic marketing exchange process, and recognizes the importance of value to the customer.

Consumer Behavior

Kotler and Keller (2011:70) considered that consumer behavior is the study of how individuals, groups, and organizations select, buy, use and dispose of goods, services, ideas, or experiences to satisfy their needs and wants.

Store Atmosphere

Berman and Evan (2007:45) defined store atmosphere is a physical characteristic of a store that can show

a store image and attract consumers. Each store has a different appearance both it is attractive, magnificent, and clean. A store must form a planned atmosphere that fits the target market and can attract consumers to buy in the shop.

Store Layout

Berman and Evan (2007:51) defined store layout is planned based on the space program which is usually arranged in accordance with the observation of the space needs. Each store has different floor area but the most important thing is that how to divide between the allocation of floor space, the classification given by the store, the determination of traffic flow, the determination of space needs, the mapping of location in a store, and the arrangement of individual product.

Interior Display

Berman and Evan (2007:555) stated that an interior display provides all information to the customers that can give an additional value for the store atmosphere and it also provides a very important promotion role in a store. The interior displays consist of assortment displays, theme-setting displays, ensemble displays, rack and cases, cut cases, poster signs and cards.

Customer Purchasing Decision

Kotler (2009:357) stated consumers do not always go through the five stages of purchasing the product entirely, they may skip or reverse several stages. The stages in the activity process of a purchase are namely: **a)** Problem recognition. Where the buying process starts when the buyer recognizes the problem or its needs. These needs can arise due to external or internal stimuli. **b)** Information retrieval (Information research). After recognizing problems, consumers will seek information in advance about a product they need. Information retrieval can be done in various ways, namely by searching for reading material, asking friends, doing online activities, and visiting stores to study the product. **c)** Alternative evaluation (Evaluation of alternatives). In this stage consumers realize their needs to be desires for a particular product or brand. Consumers also evaluate a product as a set of attributes that have different benefits to meet their needs. **d)** Purchase Decisions (Purchase). After evaluating, consumers can form an intention to buy the most preferred brand. The attraction of the product will increase the purchase intention of consumers. **e)** Postpurchasing behavior (Post purchase decision). If consumers are satisfied with the product purchased then they will again buy the product. But on the contrary, if consumers are not satisfied, they will not buy back the product. This can also trigger actions where the consumer will or will not recommend the product to others.

Previous Research

Kusherawati (2013) studied about the influence of store layout and interior displays against a purchase decision. The article aims to find out the respondents' assessment of the implemented store layout and interior displays as well as to find out the store layout and the interior displays influence the purchase decision or not.

Iswadani (2017) stated that the purpose of the research is to analyze how to effect of Store Layout, Interior Display and Human Variable toward Customer Shopping Orientation. This research used a quantitative approach with a sample of 100 respondent. The results showed that store lay out, interior display and human variable make a change Customer Shopping Orientation in Matahari Lippo Plaza Batuthat0,248 or 24,8% whereas the balance is 0,752 or 75,2%are determined by other variable that not be input in model. In this research showed that all independent's variable simultaneously and partial took effect significantly to the customer shopping orientation in Matahari Lippo Plaza Batu.

Andreani (2013) stated that this study is to determine the effects of store layout, interior displays, and human variable toward customer shopping orientation in Dewandaru Restaurant Surabaya. Regression analysis is used to find to show that store layout, interior display, and human variable influence customer shopping orientation simultaneously and partially in Dewandaru Restaurant Surabaya.

Waloejan (2016) stated that this research aim to analyzing the influence of store atmosphere on Kawan Baru Restaurant Mega Mas Manado. The analytical methods of analysis used by multiple linear regression analysis techniques. The data used in this research is primary data obtained through the questionnaire distributed to consumer Kawan Baru Restauran Mega Mas Manado. Based on the analysis the results are store exterior, general interior, store layout and interior display significantly influence consumer's purchase decision on Kawan Baru Restaurant Mega Mas Manado.

Conceptual Framework

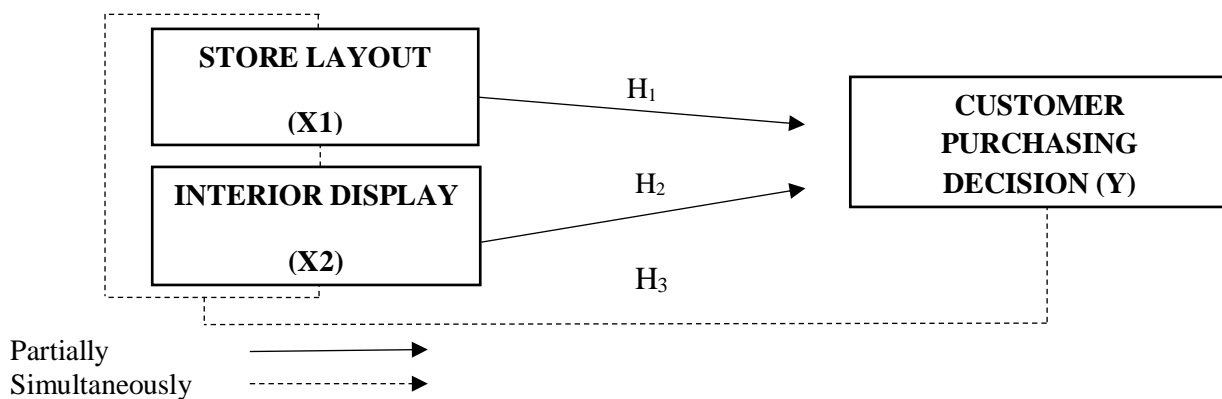Conceptual framework explains about the relation between the variables in this research.

Figure 1. Conceptual Framework
Source: Data Analysis Method,2018

RESEARCH METHOD

Research Approach

This research is quantitative research methodology which is statistical research to explore the effect of store layout and interior display toward consumer shopping orientation at Multimart Tomohon**.**

Population and Sample

Population refers to the entire group of people, events, or things of interest the researcher wishes to investigate**.** Sample is a subset of the population. The sampling method used in this research is purposive sampling, which is where the taking of the elements included in the sample is done intentionally, noting that the sample represents the population (Arikunto, 2007:67).

Data Analysis Method

The method that used in this research is Multiple Regression. Multiple linear regression analysis used for knowing the magnitude of the influence between independent variables against non-independent variables. The multiple linear regression equations specified are as follows:

$$Y = \alpha + b1X1 + b2X2 + e$$

Where:
Y   : Customer Purchasing Decision
α   : constant coefficients
b1, b2 : Regression coefficient
X_1 : Store Layout
X_2 : Interior Display
e   : Error, interference variable

Reliability and Validity

Reliability test is done to get the level of accuracy of the data collection tool (instrument used). Validity test concerning of what is being measured in test and how well the test can be measured (Gay and Airasian, 2000:256).

RESULT AND DISCUSSION

Validity and Reliability Test
To find out the r_{table}, the formula will be:
df   **= n - 2 = 100 - 2 = 98**
Where : df   = degree of freedom

The r_{table} with the 50% (0,05) significant level of 98 is 0.195. if the r_{count} > 0.195 the questionnaire item is valid. The questionnaire reliable if the reliability coefficient or Cronbach Aplha more than 0.6. The Reliability test results can be seen in table 1.

Table 1. Result of Store Layout Validity test

Variabel	Item	Pearson Correlation	Sig. (2-tailed)	R Table	Cronbach α
Store Layout (X1)	X1.1	0.793	0.000	0.195	0.890
	X1.2	0.779	0.000	0.195	
	X1.3	0.823	0.000	0.195	
	X1.4	0.738	0.000	0.195	
	X1.5	0.863	0.000	0.195	
	X1.6	0.876	0.000	0.195	
Interior Display (X2)	X2.1	0.828	0.000	0.195	0.909
	X2.2	0.837	0.000	0.195	
	X2.3	0.898	0.000	0.195	
	X2.4	0.846	0.000	0.195	
	X2.5	0.875	0.000	0.195	
Customer Purchasing Decision (Y)	Y.1	0.823	0.000	0.195	0.907
	Y.2	0.814	0.000	0.195	
	Y.3	0.875	0.000	0.195	
	Y.4	0.876	0.000	0.195	
	Y.5	0.889	0.000	0.195	

Source: SPSS data proceed, 2019

Based on table 1, all of the value of Pearson Correlation is > 0.195 so all the questionnaire's item is valid and all of the value of Cronbach α is > 0.6 so all the variable is reliable.

Classical Assumption Test
Normality Test
Sekaran (2005:215), Normality test aims to test the regression model whether the dependent variable with several independent variables has a normal distribution or not.
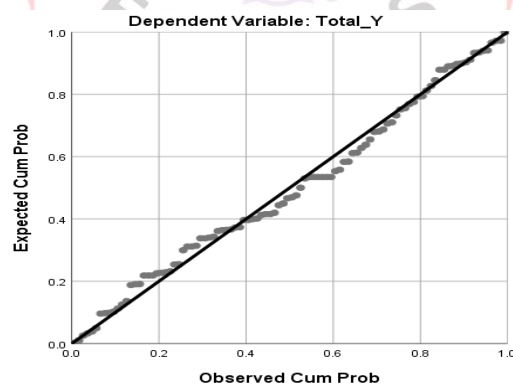

Figure 2. Normal P-P Plot of Regression Standardized Residual
Source: SPSS data proceed, 2019

From Figure 2, it can be seen that data or points spread around the diagonal line and follow the direction of the diagonal line it can be concluded the residuals are normally distributed.

Multicollinearity Test

The multicollinearity test aims to test whether the regression model found a correlation between the independent variables.

Table 2. Result of Multicollinearity test

Variable	Tolerance		VIF	
	Result	Value	Result	Value
Store Layout	0.303	> 0.1	3.302	< 10
Interior Display	0.303	> 0.1	3.302	< 10

Source: SPSS data proceed, 2019

From the table 2, shows that all the tolerance values of the independent variables has > 0.1 and the VIF value of the independent variables are < 10, which means that there is no multicollinearity.

Heteroscedasticity Test

Heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from the residual one observation to another observation.
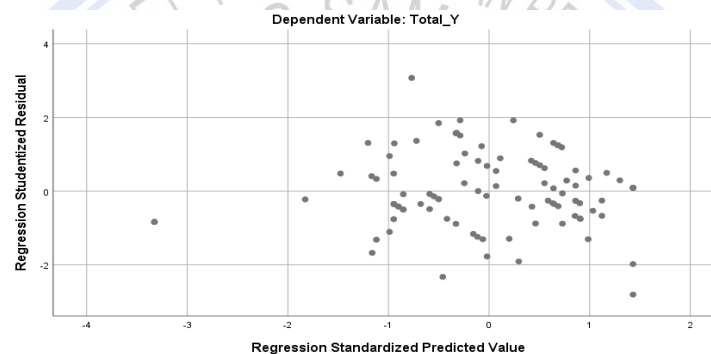

Figure 3. Scatterplot chart
Source: SPSS data proceed, 2019

From figure 3 the data points spread and do not collect in just one area, which means there is no heteroscedaticity.

Multiple Linear Regression Analysis
Table 3. Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
1 (Constant)	2.437	1.206	
Store Layout	.335	.091	.370
Interior Display	.492	.097	.506

Source: SPSS data proceed, 2019

Based on the table 3, it can be determined the multiple linear regression equation, that is:
$$Y = 2.437 + 0.335X_1 + 0.492X_2 + e$$
Based on the multiple linear regression equation above, it can be interpreted as:
1. Constant Value in this equation is 2.437, it means if Store Layout (X1) and Interior Display (X2) has 0 value, then the value of Customer Purchasing Decision is 2.437.
2. Coefficient variable regression of Store Layout (X1) is 0.335, it means if the value of independent variable except store layout not change and the value of store layout increase, then the value of Customer Purchasing

Decision will increase as much 0.335, it means Store Layout has positive influence to Customer Purchasing Decision.

3. Coefficient variable regression of Interior Display (X2) is 0.492, it means if the value of independent variable except interior display not change and the value of interior display increase, then the value of Customer Purchasing Decision will increase as much 0.492, it means Interior Display has positive influence to Customer Purchasing Decision.

Correlation Coefficient and Coefficient Determination Test
Table 4. Result of Correlation Coefficient and Coefficient Determination test Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.840[a]	.705	.699	2.454

Source: SPSS data proceed, 2019

Based on table 4, it is known that the value of R is 0.840 it means Store Layout (X1) and Interior Display (X2) has strong effect for Customer Purchasing Decision (Y).

The value of R Square is 0.705 or 70.5%, it means Store Layout (X1) and Interior Display (X2) has simultaneously significant on Customer Purchasing Decision (Y) with the amount of value 70.5%, while the 29.5% is explained by other factors that not included in this study.

Hypothesist Test
F_{test}

The F_{test} is used to determine the whole effect of all independent variables to a dependent variable.

Table 5. Result of F –test

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1398.230	2	699.115	116.128	.000[b]
	Residual	583.960	97	6.020		
	Total	1982.915	99			

Source: SPSS data proceed, 2019

Table   = F (k : n-k)
k   = Total Independent Variable
n   = Total Sample
F Table = F (2 ; 100-2) = F(5 ; 98) = 2.31

Based on the results of the processed data contained in table 5, the study with the amount of data as much as 100 and a significance level of 5% in the f table value is 2.31. Thus it can be said that value $F_{count} = 116.128 > F_{table} = 2.31$. This means that the independent variables (Store Layout and Interior Display) have a significant effect on Customer Purchasing Decision at Multimart Tomohon.

T_{test}

The T_{test} is used to determine the effect of each independent variable to dependent variable individually, considering the other variables remain constant.

Table 6. Result of T-test

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	2.437	1.206		2.022	.046
	Store Layout	.335	.091	.370	3.696	.000
	Interior Display	.492	.097	.506	5.051	.000

Source: SPSS data proceed, 2019

t Table   = t (α/2 ; n-k-1)
Where : α   = level of confidence
          n   = total sample
          k   = total independent variable
t table   = t (0.05/2 ; 100-2-1) = (0.025 ; 97) = 2.01669
      Based on table 6, that the research variable with the amount of data as much as 100 and a significance level of 5%, the t table value is 2.01669
1. Partially Store Layout has significant influence on Customer Purchasing Decision at Multimart Tomohon. Where t_{count} (3.696) > t_{table} (2.01669) and the significance value is 0.00 < 0.05.
2. Partially Interior Display has significant influence on Customer Purchasing Decision at Multimart Tomohon. Where t_{count} (5.051) < t_{table} (2.01669) and the significance value is 0.00 < 0.05.

Discussion

The effect of Store Layout on Customer Purchasing Decision
      Based on the results of partial testing (t test) shows that Store Layout (X1) has significant effect on Customer Purchasing Decision (Y). It means that Store Layout has influence on Customer Purchasing Decision. This result is certainly in line with the research of Indah Kusherawati (2013) which says there is a good and statistically significant relationship between Store Layout and Customer Purchasing Decision. Store Layout has significant influence on Customer Purchasing Decision in Multimart Tomohon so the hypothesis is accepted, because based on the results of data analysis, most of the respondents who had gone shopping at Multimart Tomohon answered that Multimart Tomohon had a good Store Layout. In this case, it can be said that the customer decides to purchase because Multimart Tomohon offers an attractive atmosphere for customers. This can be seen from the combination of spacious and comfortable spatial layout. With a spacious and attractive layout, Multimart Tomohon provide conveniences for customers to enjoy the shopping atmosphere. Customers with a shopping orientation that leads to recreation, relieving stress and meeting needs will prefer a comfortable shopping spot because while shopping they can also feel a comfortable atmosphere. This also can determine the purchasing decision.

The effect of Interior Display on Customer Purchasing Decision
      Based on the results of partial testing (t test) shows that Interior Display (X2) has significant effect on Customer Purchasing Decision (Y). It means that Interior Display has influence on Customer Purchasing Decision. This result is certainly in line with the research of Neni Iswandani (2017) which says there is a good and statistically significant relationship between Interior Display and Customer Purchasing Decision. Interior Display has significant influence on Customer Purchasing Decision in Multimart Tomohon so the hypothesis is accepted, because based on the results of data analysis, most of the respondents who had gone shopping at Multimart Tomohon answered that Multimart Tomohon had a good Interior Display. In this case, it can be said that the customer decides to purchase because Multimart Tomohon offers an attractive atmosphere for customers. Multimart Tomohon offers an attractive interior display, this can encourage customers to stay in the store for long and also can trigger customers to buy more products in there, because they feel comfortable when in the store. Multimart Tomohon provides conveniences for customers to enjoy the shopping atmosphere. At present, one's purpose is to go to a store, in addition to shopping to meet daily needs. Customers come to a store as a means of entertainment, in addition to making atmosphere felt comfortable by the customers, it also makes the customers interested to liner in Multimart Tomohon. Likewise the use of furniture, modern equipment, arrangement of wall decorations, lightning arrangements, and also music playback increasingly make customers interested in shopping at Multimart Tomohon. Prominent interior display can significantly affect sales. This differentiation strategy is intended so that customers visit stores to make repeat purchases.

The effect of Store Layout and Interior Display on Customer Purchasing Decision
      Based on the results of simultaneously testing (F test) shows that Store Layout (X1) and Interior Display (X2) has significant effect on Customer Purchasing Decision (Y). It means that Store Layout and Interior Display has influence on Customer Purchasing Decision. This result is certainly in line with the research of Fransisca Andreani (2013) which says there is a good and statistically significant relationship between Interior Display and Customer Purchasing Decision. Store Layout and Interior Display has significant influence on Customer Purchasing Decision in Multimart Tomohon so the hypothesis is accepted. In this case, it can be said that the

customer decides to purchase because Multimart Tomohon offers an attractive atmosphere for customers. With these two factors, customers get a comfortable and different atmosphere compared to other store. This will cause customers to continue to come and be interested in making purchases at Multimart Tomohon. Stores that have store layouts, good interior displays can meet customer needs so this will be embedded in the minds of customers when customers will make a repeat purchase.

CONCLUSION AND RECOMMENDATION

Conclusion

Store Layout does have a significant influence on Customer Purchasing Decision at Multimart Tomohon, this is due to the better store layout partially, and then the customer purchasing decision will also be good. Interior Display does have a significant influence on Customer Purchasing Decision at Multimart Tomohon, this is due to the better interior display partially, and then the customer purchasing decision will also be good. Store Layout and Interior Display does have a significant influence on Customer Purchasing Decision at Multimart Tomohon, this is due to the better store layout and interior display simultaneously, and then the customer purchasing decision will also be good.

Recommendation

Researcher suggested in order to maintain and to increase the number of customer in Multimart Tomohon, Multimart Tomohon need to maintain a good store layout and interior display settings, because right now the store layout and interior display settings in Mutlimart Tomohon already has an effect to attract customer purchasing decision and in order to increase the number of customer, Multimart Tomohon need to increase the quality and the convenience of the store layout and for further research, in addition to the two factors above, researchers can develop other factors that influence customer purchasing decisions at the store, for example researching the service quality and human variables. Customers who come to the restaurant prioritize the quality of service in addition to the two factors above.

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