

## The Influence of Retailing Mix to Consumer Attitude

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### Abstract

In Indonesia retail sales has evolved with new shapes and formations. The intense competition, the company should always pay attention to the strategy in setting the retailing mix because it shows a positive response to consumers attitude.

There are some programs were conducted by Minimarket Alfamart Cibaduyut Bandung Indonesia connected with retailing mix that are availability of diverse products, services, pricing and promotion.

Research method used was survey research, retailing mix as independent variable and consumer attitude as dependent variable. Primary collecting data conducted through questioner to consumers of Minimarket Alfamart Cibaduyut Bandung, with random technique sampling to 80 respondents.

Retailing mix and consumer attitude has positive correlation with coefficient correlation 0,623, its influence retailing mix to indicated consumer attitude was determination coefficient 38,9%.

*Keywords:* retailing mix, consumer attitude.

### Introduction

It was estimated that competitive world of business in the future will grow speedy This can be shown by the increasing competition among businesses, especially retail business in Indonesia minimarket. Based on data obtained from Marketing magazine edition of the journal 05/VIII/Mei/2008, that since 2005 the growth of modern retail business reached 15-20%, while traditional retail was 3%.

The facts indicate that there is enthusiasm in general retail entrepreneurs in Indonesia to invest their capital in this business type. The competition of this retail business, causes the increasing number of new actors with new store formats as well so that more and expand cooperation that occurs between businesses.

The exchange of paradigm makes the retailers respond to seek information actively about the market, needs, desires, and added value for consumers so that they can maintain business continuity in the long run and win the competition.

The attitude of consumers concerned related to the value added to their convenience in shopping. Modern retail paradigm will emphasize retail management using modern approach in which the fulfillment of the diversity of

consumer needs in one location (one stop shopping).

One of the effort to prepare of retailing mix is to conduct market research, that the retailing mix should be based on the hoping or expectation of consumers. The retail business is able to provide solutions to consumers.

Alfamart is one of modern retailers who seek to market development by opening outlet into densely residential areas populated either by direct investment or franchise. But the facts indicated that the retailing mix executed by Alfamart Cibaduyut Bandung has not given yet maximal solution in fulfilling the needs of consumers. Its can be seen that from several aspects in which consumers pay more special attention such as the availability of various categories of products, difference product prices among outlets with one another and

questioning whether Alfamart Cibaduyut Bandung is the best among competitors.

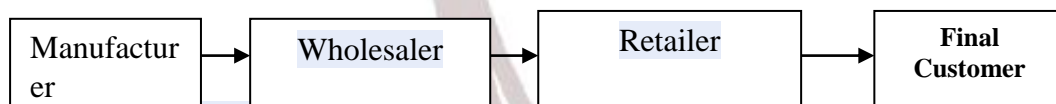
These phenomena make the writer interested in studying "The Influence of Retailing Mix to Consumer Attitudes (a study on the mini Alfamart Cibaduyut Bandung).

## Literature

**Kotler & Keller (2009:164)** said that retailing are all activities covered by the sale of goods or services directly to final consumers for personal and non-business. Retail is the last stage in a distribution channel that contains the people and businesses that are physically involved in moving and transferring the goods and services from producer to final consumer

**Figure 1**

A Typical Channel of Distribution



Source: Berman (2004, 7)

The main function is to provide a wide range of retail products and services, that are assortment products, breaking bulk, entered into inventory, provides services, increasing the value of products and services.

The important principle in retailing is "the right product in the right place at the right time". Based on the principle that a product marketing should be sold at a place

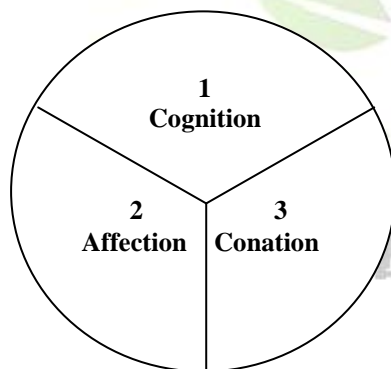
that is accessible by consumers and through promotions

Retailers which focus on the consumer will maintain the culture to always exceed consumer expectations. So retailers need to recruit the right people, and providing learning for employees continuously, thus will increasing consumer interaction with the employees. The elements of retailing mix is a marketing strategy undertaken by retailers. According

Berman (2004:105) Retailing mix strategy is the firm's particular combination of: store location, operating procedures, goods/services offered, pricing tactics, store atmosphere, customer services, and promotional methods.

The three-component model of attitude, the attitude consists of three main components, namely cognitive component, affective component, and conative components. Here's the image model (Figure 2):

**Figure 2**  
**Three Component Attitude Model**



Source : Schiffman dan Kanuk (2004:256)

Information:

- Cognitive components are knowledge and the perception obtained through a combination of direct experience with attitude object and related information from various sources. Knowledge

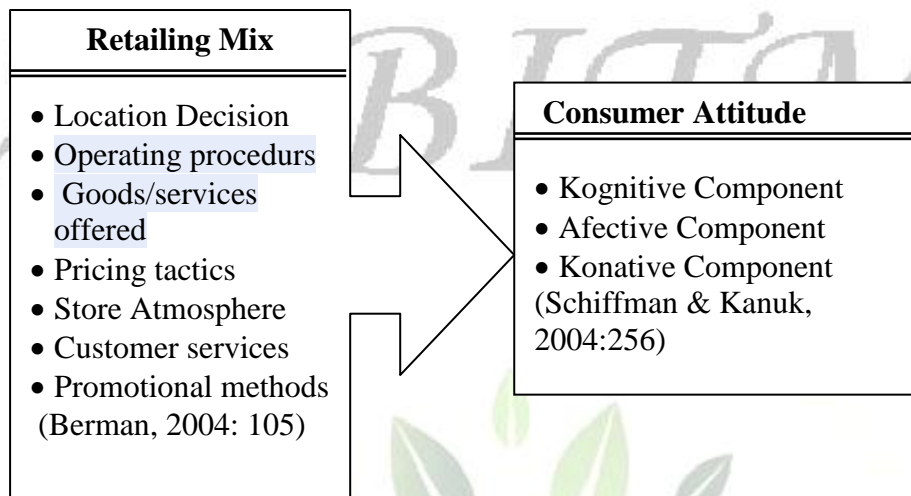
and perception theory is usually takes the form of beliefs, the consumer confidence that the attitude object possesses, various attributes, and that specific behavior will lead to specific outcomes.

- Affective component is consumer emotions or feelings about a particular product or brand constitute the affective component of an attitude. These emotions and feelings are frequently treated by consumer researchers as primarily evaluative in nature, that is, they capture an individual's direct or global assessment of an attitude object

- Conative component is related to the possibility or likelihood that an individual will perform a special act or behave a certain way towards the object of such attitude. According to some interpretations, conative components may include actual behavior itself. In marketing and consumer research, conative component is often regarded as a statement of consumer intention to purchase.

It can be concluded that the retailing mix have an impact on consumer attitudes.

### Paradigm Research



#### Hypothesis

**“Retailing mix influences on end consumer attitudes at Alfamart Cibaduyut Bandung”**

#### Result and Discussion

The diversity of products offered by Alfamart Cibaduyut Bandung consisting of a wide range of daily necessities such as food, beverages, beauty supplies, household goods, stationery, medicine, etc.. Products offered has qualifying kosher or registered BPOM and National Indonesian standards.

The design of front outside of store shown a store signage, stickers, promo board products as well as some x-banner that reads facilities and products offered by Alfamart. Parking area for cars and motorcycles is wide, there is one only entrance and exit gate. Lay out of store has been using vertical grid layout is sequential shelves vertical.

Pricing based on competition that is At-Market level Pricing;

where the price is set based on the provisions of the company by considering the market prices that occurred both suppliers and competitive price

#### Retailing Mix Performance Alfamart Cibaduyut Bandung

Based on the results of the survey respondents, data showed that the location easily accessible Alfamart Cibaduyut Bandung, which offered a variety of product categories and variations of products in diverse product categories as well. In general respondents agree to the Alfamart store atmosphere. It can be seen from the nameplate, flexibility entrance, the view outside the store, tidiness product positioning, wide distance between the shelves, circulation, use of color combinations in the store, lighting, and room temperature are able to provide a comfortable atmosphere. The price of goods of Alfamart cheaper than its competitors, and priced according to quality.

### Consumer Attitudes Alfamart Cibaduyut Bandung

Consumer attitudes to performance of activities retailing mix can be seen from cognitive component, that are store display, variety of product, friendly and fast services, advertising, store signage, inexpensive prices product. The best services give knowledge and direct experience, so that it can create perception and confidence of consumers.

Consumer attitudes to activities retailing mix of affective component that are cleanliness, neatness and security of store, advertising, inexpensive price product it can influence to likely of consumers shopping.

Consumer attitudes to activities retailing mix of conative component that are services, inexpensive price product, diversity of product and good facilities are the factors of the consumers decision to shopping at Alfamart.

### Influence of Retailing Mix to Consumer Attitude Alfamart Cibaduyut Bandung

The correlation between the retailing mix and the attitude of end consumers amounted to 0.623, and the influence of the retailing mix towards the end consumer attitudes shown by the coefficient of determination (KD) was 38.9%. T hypothesis test results, obtained by value t calculate was 6.860. T value  $(6.860) > t$  table (1.9799), then  $H_0$  is rejected. That is, there is a significant influence the retailing mix to consumer attitudes.

### Conclusion

Basically, Alfamart Cibaduyut Bandung has a good executed the retailing mix. This can be seen from the decisions of such aspects:

1. The selection of a strategic location and easy to reach, availability of variety and quality products offered are enough, store atmosphere designs are convenience and easy, cost-efficient and cheaper products, promotional programs are quite effective, and comprehensive retail services.
2. Responder on the performance of the Alfamart Cibaduyut Bandung retailing mix was good, but in practice there are still problems relating to the retailing mix, including:
  - a) Availability of various product categories that not all products sold.
  - b) There are some product prices are still considered expensive.
  - c) The use of debit card payment facilities are not maximized.
  - d) Clerk of less friendly and less responsive in helping consumers.
3. The correlation between the retailing mix and the attitude of end consumers amounted to 0.623, and the influence of the retailing mix towards the end consumer attitudes shown by the coefficient of determination (KD) was 38.9%. T hypothesis test results, obtained by value t calculate was 6.860. T value

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