

THE INFLUENCE OF RETAILING MIX AND CUSTOMER RELATIONSHIP FOR RETAIL IMAGE

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Abstract

This research is conducted to analyze the influence of Retailing Mix and Customer Relationship on Retail Image at Alfamart Minimarket Bandung. The Goal of this research is also to know the Retailing Mix and Customer Relationship that influence the Retail Image, supporting factors and how the problems take place.

The descriptive-verification method is used in this research. Data collection methods are literature and field studies. Field study covers observation, interview and structural questionnaires. The questionnaires are given to 45 consumers at Alfamart Bandung. The systematic sampling is used as sampling technique. Data are analyzed by qualitative analysis and correlation regression statistical.

The analysis confirms that there are Retailing Mix and Customer Relationship influences on Retail Image at Alfamart Minimarket Bandung. That is, if Retailing Mix and customer relationship considered constant, then the retail image will increase.

Key words : Retailing Mix, Customer Relationship, Retail Image

Introduction

Indonesia's economic growth is very promising and very fast and is one of the countries with good growth, this makes Indonesia as a very promising market for international business, Indonesia became the market of so many products in the world, one of the business world who looked at Indonesia and tried to continue to develop its business in Indonesia is foreign modern retail. This encourages the growing modern retail business world competition is very tight. This condition is due to the shifting habits based on people who like goods manufacturers make the flow of the circulation of money in the sector, buying and selling becomes larger and growing number of consumers who shop in modern stores, especially for consumers who live in urban areas.



Figures 1. Indonesia Growth Statistics

Source : <http://bps.go.id>

There are two categories of the fastest growing retail in Indonesia, namely hypermarkets and minimarkets, the journey these two categories currently dominate the Indonesian retail industry, especially minimarket has remarkable growth rapidly. business competition in this category is very tight and hard. a lot of competitors that all the time trying to beat each other. so it is necessary each company to better prepare themselves to face a very tight competition. in the retail business, apply a good of retailing mix strategy and build relationships with consumers will of course increase the retail image and will ultimately have an impact on the sale itself.

Literature Review

Retailing Mix

Retail is often referred to as a chain of the most important distribution channel in the delivery of good product that goods and services to the end consumer. Due to a very important and promising business role in the future Many retail experts discuss this. Some experts proposed definition of retail with relatively similar principles in accordance with the following description.

World renowned marketing expert **Kotler and Keller** (2009: 535) argues, "Retail sales include all activities involving the sale of goods or services directly to the final consumer for personal use and not business (retailing includes all the activities Involved in selling goods or services directly to the final consumer for personal, non-business use)". **David Gilbert** (2003: 3) argues that "Retail is any business that directs its marketing Efforts towards satisfying the final customer based upon the organization of selling goods and services as a means of distribution", while according to other marketing experts that **Sullivan and Dennis** (2002: 3), "Retailer is a dealer or trader sells goods in small quantities or more pedantically one who repeats or relates."

According to **Berman and Evans** (2009: 105), which this definition will be used in this study stated that, for form-based store-based retail stores are retail sales mix strategy consisting of the location of the store (store location), the procedure of purchase / service (operating procedures), products / goods offered (goods offered), the price of goods (pricing tactics), the atmosphere of the store (store atmosphere), employees (customer service), and the method of sale (promotional methods).

Customer Relationship

At present marketing concept switch from transaction marketing to focus more on efforts to get a new customer than to retain an existing customer to the concept of relationship marketing that promotes retaining customers by establishing long-term relationships to achieve long-term benefits as well as the emphasis on a form of mutually beneficial cooperation between parties involved in the marketing.

Regard to the the importance of fostering customer relationship **Vanessa Gaffar** (2007) argues that individual customers can learn and study the company with his knowledge or know the information of other customers. Now customers contribute actively seek out information - information relating to the Company, products, services and others.

Retail Image

Establish a good interaction and relationships with customers in marketing theory these activities will enhance and create value for retail customers, which in turn will build the image of the retail company. This was stated by **Assael** (2007: 162), namely: "An image is a total perception of the subject that this formed by processing information from various sources over time". While the image itself is the whole of one's perception of one thing that was formed through a process of information obtained from various sources.

Kotler and Keller (2009: 161) argues that: "Image is the set of beliefs, ideas, and impressions that a person hold of an object". While **Aaker & Myers** (2000: 116) states that the image is "The total impression of what person a group of people think and know about the object". So it can be concluded that the image can be measured through opinion / impression / response of a person in order to know exactly what is in the mind of every individual of an object.

While **Kim and Jeong** (2003: 56) argues: "An image is the impression gamed According to the knowledge and understanding of the facts". **Solomon** (2002) calls tricomponent as ABC and tricomponent attitude models will be used in research, where A represents the attitude (Affect), B represents the behavior (Behavior) and C expressed confidence (Cognitive). So it can be concluded based on some definition at the top of the image, namely: the image of the results of the evaluation contained in a person based on the perception and understanding of the picture have been processed, organized, and stored in the minds of consumers.

Methods

Calculations using iterative calculations obtained three times the minimum sample used in this study were 115 respondents. The sampling method used in this study is a non-probability sampling, in which each object in a homogeneous population of equal opportunities for the research sample. The sampling technique used was purposive sampling. As the name implies, the sample taken with the intent or purpose. Someone or something is taken as a sample because researchers believe that someone or something that has the necessary information for research

Results and Discussions

Multiple linear regression analysis is used to determine whether there is a correlation between the dependent variable and independent variables. Multiple linear regression analysis was used to demonstrate the extent to which performance retailing mix and retail customers relationship on the retail image of Alfamart Minimarket Cikutra Bandung. Regression analysis was used according **Sujarweni** (2012: 83), which is expressed in the form of the equation:

$$Y = a + bX + e$$

The Results processing simple linear regression analysis with SPSS can be seen in the following table 1:

Table 1.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
		B	Std. Error	Beta			Zero-order	Partial	Part
	(Constant)	1.395	.465		3.003	.003			
1	X1	.593	.098	.502	6.071	.000	.505	.498	.495
	X2	.028	.113	.020	.243	.004	.103	.023	.020

a. Dependent Variable: Y

Based on the above table it can be seen a constant number (a) of 1,395 and (b) koefisein regression X1 for 0,593X1, (b) koefisein X2 regression of 0,028X2. That is where the performance of a retailing mix and customer relationship considered constant, then the retail image will be increased by 1,395 times.

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