

Visual Effect Of Merchandising Store Atmosphere, Price Discount On Impulse Buying Behavior Of Ramayana Malang Customers

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh suasana toko barang dan harga diskon terhadap perilaku belanja impulsif pelanggan Ramayana Malang. Penelitian ini dilakukan di Ramayana department store. Selain itu, tinjauan pustaka tersebut berhubungan dengan aspek pembelian impulsif. Oleh karena itu, tujuan utama dari penelitian ini adalah untuk mengetahui bentuk pengaruh yang diberikan dari visual effect yaitu merchandising store atmosphere, price discount terhadap perilaku impulsive buying pelanggan Ramayana Malang. Metode yang digunakan dalam penelitian ini adalah bentuk metode studi literatur dengan menerapkan unsur metode kualitatif dari berbagai jurnal. Hasil penelitian menunjukkan beberapa pengaruh besar yang terjadi akibat dampak dari perilaku pembelian impulsif yang mengacu pada beberapa hasil, yaitu; (1) Dampak suasana toko barang terhadap perilaku pembelian impulsif (2) Dampak penawaran harga diskon terhadap perilaku pembelian impulsif.

Kata Kunci: *Pengaruh Suasana Toko Barang; Diskon Harga, Perilaku Pelanggan*

Abstract

This research aims to analyze the influence of visual merchandising, store atmosphere, price discounts on impulse buying behavior of Ramayana Malang customers. This research was conducted at the Ramayana department store. In addition, these literature review are connected to the aspect of impulsive buying. Therefore, the main purpose of this study is to find out the form of influence given from the visual effect that of merchandising store atmosphere, price discount on impulsive buying behavior of Ramayana Malang customers. The method used in this study is a form of literature study method by applying elements of qualitative methods from various journals. The results of the study show some of the major influences that occur due to impact of impulsive buying behavior which refer to several results, namely; (1) Impact of merchandising store atmosphere on impulsive buying behavior (2) The impact of price discount offer on impulsive buying behavior.

Keywords: Visual Effect of Merchandising Store, Price Discount, Behavior Customers

Introduction

Recent developments have affected the business world to focus more on meeting the needs and desires of consumers for a product or service. To make it happen, it is necessary to pay attention and understand correctly regarding consumer shopping behavior. This is supported by the statement of Sari and Ikhwan Faizal (2018) that retail is growing rapidly if it is based on the company's desire to meet the needs of its consumers (Miniso et al., 2022).

Retail business in Indonesia can be grouped based on its nature, namely there is retail that is traditional or conventional and there is a modern one. Traditional retailers can be defined as small and simple retailers or retailers, for example grocery stores, roadside retailers or retailers, retail traders in traditional markets, and so on. Traditional retail business groups have much less capital and simple facilities are also limited, while modern retailers can be interpreted as large retailers or retailers, this can be seen from the large number of outlets and have very complete and modern store facilities.(Suriانشa et al., 2008)

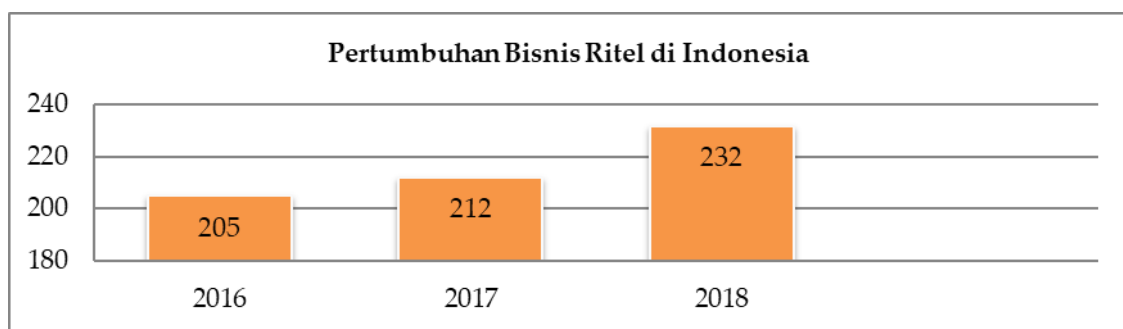


Figure 1. Graph of Retail Business Growth Turnover in Indonesia in Trillion 2016-2018

Based on the graph above, retail growth turnover in Indonesia has increased from 2016-2018. The AT Kearney version of the Global Retail Development Index states that Indonesian retail ranks in the top five among 200 developing countries in 2019. Retail trade growth in West Sumatra, especially in the city of Padang experienced increase every year, one of which is Ramayana Plaza Andalas. The selection of a strategic location is a criterion that is considered by Ramayana department stores as well as the concept of shopping for the needs of a product in one place (one stop shopping) (Isnaini & Rahmidani, 2021).

Tabel 1: Top Brands Kategori Departement store

No	Brands	Year 2018		Year 2019	
		TBI	TOP	TBI	TOP
1	Matahari	58,1%	TOP	48,7%	TOP
2	Ramayana	21,8%	TOP	12,7%	TOP
3	Toserba Yogya	3,4%		4,7%	
4	Centro	2,6%		3,4%	

Based on table 1, it shows that Ramayana has become Indonesia's top brand in the modern retail business for the past few years, but began to experience a decline in 2019 with a TBI of 12.7%. To get potential consumers the strategy is to know and understand consumer behavior, consumer behavior that often occurs, one of which is impulse buying. within the world community, especially Indonesia (Satria & Trinanda, 2019).

Factors that have an important influence on the overall experience that consumers get from a store is the store atmosphere (Sulek & Hensley, 2004 in (Cheng et al., 2014)). Store atmosphere is all the aesthetic and emotional effects that are created through the physical appearance of a store, so that

the physical appearance of the store is directly related to the five senses of consumers and can influence consumers' emotions to make purchases. According to Rossiter and Bellman in (Sukma et al., 2012), consumers describe the atmosphere of a retail outlet in terms of two emotional dimensions, namely pleasure and arousal. These two emotions have a major influence on consumers to spend time at the store and buy more goods. By creating an attractive counter atmosphere and arrangement neat products at Ramayana, can increase the positive emotions that consumers have, so that consumers feel comfortable with the atmosphere offered, feel happy shopping and feel at home for long to see fashion products in Ramayana Plaza Malang

Store atmosphere greatly influences consumer perceptions of retail itself, stores that have a comfortable store atmosphere are able to evoke positive emotions in consumers. This means that a carefully designed store atmosphere can increase the value of the retail itself, so that it can indirectly increase the level of purchases, especially unplanned purchases. Another factor that influences impulse purchases in retail outlets is price discounts. According to (Chen et al., 2012), price discount is a marketing strategy that is used the most both online and offline. By offering a lower price than it should, it will be able to attract consumers to shop more.



Figure 4 above shows that Ramayana has provided discounts of 70% and 50+20%. On initial observations, Ramayana has not been able to apply price discounts to the maximum. depending on the existing clothing racks, so the discount does not apply to the desired clothing. This makes consumers feel disappointed when making payments at the cashier, it cannot be denied that this can also have an impact on the sales level of Ramayana Plaza Andalas Padang. unplanned purchases are not a high priority when shopping, but occur frequently and repeatedly because it is the discount stimulus that encourages unplanned purchases (Asterina & Hermiati, 2013) in (Isnaini & Rahmidani, 2021).

One form of retail business that applies the three designs above today is Ramayana. It should be noted beforehand that Ramayana department store is a retail company that offers a wide variety of goods with various product categories, such as men's, women's, children's, baby clothes, shoes and sandals. There are several things that are considered by the top management of the Ramayana department store in running a retail business, including choosing a strategic location such as being in an office area, school, campus, places to eat and easily accessible by public transportation and applying the concept of one stop shopping consisting of departments store, Ramayana Supermarket, California Fried Chicken (CFC) place, Zone 2000 family playground, and food connection so that the implementation of this strategy will enable consumers to shop for various types of needs in the same place. So that it can have an impact on increasing the volume of visits to the Ramayana department store every day

Based on the above phenomena and previous studies, the authors are interested in knowing more deeply and conducting research entitled visual effects of merchandising store atmosphere, price discounts on impulse buying behavior of Ramayana Malang customers

Theoretical studies and hypotheses

Definition of Visual Merchandising

According (Sari et al., 2015) whose define that visual merchandising can be interpreted as a good and attractive display of a product or merchandise in terms of color, supporting accessories with the right display tool. Dian AS Parawansa, and Abdul Razak Munir (2018) explain that Visual Merchandising is the presentation of stores or brands and merchandise to customers through work teams from shop advertisements, displays, certain events, fashion coordination, and merchandising departments to sell goods and services offered by store outlets (Muthiah et al., 2018).

Dimensions in Visual Merchandising

According to (P. Mehta & K. Chugan, 2013), there are several dimensions needed and can support the procurement process of visual merchandising in a store, namely:

1. Window display
Windows display is defined as a storefront display that helps customers decide whether to enter the store or not
2. Mannequin Display
This display is a form of communication tool for fashion retailers that is used to display or explain current fashion trends by utilizing statues or mannequins.
3. Floor Merchandising
This dimension can be interpreted as an effort to arrange equipment that supports the implementation of retail business in creating space for customers in the store
4. Promotional Tags
This dimension allows you to help increase sales by providing product information and suggesting specific items or purchases.

Store Atmosphere and Discount Prices

Companies need to understand the perspective of consumer behavior with various factors that influence it. One of the strategies implemented by Ramayana Malang retail in understanding consumer behavior is by creating attractive visual merchandising and a store atmosphere that supports shopping convenience. atmosphere is the design of the store or outlet environment through visual communication, lighting, color, music, and fragrance to design customer emotional responses and perceptions and influence customers in buying goods

Features in the Store Atmosphere

Based on the results of research conducted by (Artini, 2019) shows that the atmosphere can be created through several indicators, namely:

1. Outlet design, including the design of the outlet environment, namely exterior design, layout and atmosphere.
2. Store planning, including layout and space allocation. Layout includes a road or aisle plan at the outlet and circulation of people. Store planning is a good layout that will make it easier for consumers to walk and find the desired product in the store
3. Visual communication, visual communication is communication between retail companies and consumers through the physical form of retail entrepreneur identity, graphics, and in-store communication

Impulse Buying

Impulse buying is consumer shopping behavior that is carried out without any prior planning, this behavior is caused by someone's emotional presence which is influenced by various

factors so that they make purchases spontaneously (Nurcaya & Rastini, 2018). In marketing, company promotion strategies such as price discounts are also one that can influence impulse buying behavior so that sales volume increases and the company's competitiveness increases.

Impulse Buying Traits

According to Engel et al (in (Muthiah et al., 2018) who explains that impulsive buying has several or more characteristics, including:

1. Spontaneity, buying is not based on advance planning and generally occurs because of a sudden attraction in response to visual stimuli that are directly at the point of sale
2. Strength, compulsion, and intensity, and there may be an urge to ignore the consequences of a purchase decision
3. Excitement and Stimulation, these two things create a sudden impulse to buy and are often accompanied by a momentary emotion when seeing a product
4. Ignorance of consequences, the urge to buy can be very difficult to resist potentially negative consequences are ignored.

Research Methods

The aspect of method become the one of alternative way in giving the new solutions or the alternatives in solving the questions of the problems that people has. Currently, method of the research are the contextual part that released to giving the progressive or the continual parts in giving the absolute and the art of things that conducted by the human in developing the opinion or the fact that obtained from the phenomenon. In the types of the research, currently are referred to the part that being the one of common situations or from the thought that obtained as usual. Furthermore, on the aspect of the research currently has the characteristics that maked the researcher possibly took. While, on these researcher comprehendly to the thoughts or the aspect that being the mind of the research which are connected to the descriptive. As stated by (Dr. Drs. H. Rifa'i Abubakar, 2020), descriptive research has strong correlations between the source of people imaginations and the another detailed comprehension. Related to the statements, the researcher took the descriptive or qualitative research to figure out the visual effect of merchandising store atmosphere, price discount on impulse buying behavior of Ramayana.

On this research, the researcher took the types of reviewing paper as the main techniques on reviewing and describing the results of the researchs. Generally, reviewing paper or articles such as the conductions on this research are needed the techniques as mentioned by (Wahyudin, 2018), the concept of techniques are giving the aspect of reviewing into the correct strategies. In this part are correlated to the parts of study literature as the techniques on reviewing the type of the articles. While, (Zaluchu, 2020) on his research also stated the strategy and the techniques of descriptions and qualitative parts are includes in the context of study literature review. Whereas, the continuing data on this parts are needed on the research as supportive data.

Data analysis and discussion

Impact Of Merchandising Visuals Towards Impulse Buying

On the aspect of research that ever conducted by (Dwisaktina, 2022), are found out the impulse buying are the factors of the customers that will be attracted to buying or in the other words, it is giving the contributions which are affected to the consuments who is buying the product. This is closely in the practice, are using the emotion rather than logic. Usually, this habit arises are stimulated by something interesting. For example, a discount or promotion that makes the consument interested in buying, because it feel that this opportunity will not be available in the future. Further, on the research that conducted by (Suriانشa et al., 2008) found out the factors of which could be either related to the shopping environment, shopper's personal traits, product itself and the diverse demographic and socio-cultural aspects. Such as, stated by (Bhakat & Muruganantham, 2013), store environmental stimuli positively affect impulse buying behavior especially when the store

environment is perceived as over-stimulating (excitement and stimulation). Stimuli in the retail store environment are likely to affect consumer emotions.

Impact Of Merchandising Visuals Towards Impulsive Buying

The result above in line with preliminary research from (Noor, 2020), impulse buying is the purchase of what happens when consumers see the product or a particular brand, then consumers became attracted to get it, usually due to the motivate who withdraws from the store. According to (Dwisaktina, 2022), impulse buying is a purchase that made by consumers without being intentionally planned before which means shopping impulsive is a its purchase consumers without planned beforehand. Impulse buying often occurs in retail goods low involvement as convenience. But when this impulse buying can also happen to goods who are too expensive for the middle class for. One example is in areas like, goods fashion especially of clothes (Mulyanegara et al., 2009).

Impulse buying is behavior that is practiced accidentally and most likely involving various motives not realized that , and accompanied by a response strong emotional. Behavior the purchase impulse having all the different levels to everyone. But all depends on these individuals, if she can control in the buying an impulsive or not .Impulse buying is something that drives prospective customers to act because of the pull over sentiment or passion certain .Attractiveness here pertaining to display goods compelling that someone hope to do a buyout. The purchase not planned is a the act of purchasing made without planned beforehand, or decision the purchase done at the time when be in the research of (Noor, 2020). The purchase of impulsive usually occurs, when consumers have strong motivation that turns into a desire to buy products directly (Dwisaktina, 2022). Decision making consumers is a process of integrating that combined knowledge to evaluate two or more cognitive behavioral therapy and choose one of them. Based on some definition of above we can conclude that the decision to buy the consumer is an election process one of several alternative resolution of problems were collected by a consumer, and create with further action that real.

Conclusions, limitations, and suggestions

Conclusion

The research results obtained in this study are the independent variables namely Visual Merchandising, Product Display and Store Atmosphere which simultaneously have a significant effect on the dependent variable. Impulse buying is behavior that is practiced accidentally and most likely involving various motives not realized that , and accompanied by a response strong emotional. Behavior the purchase impulse having all the different levels to everyone. But all depends on these individuals , if she can control in the buying an impulsive or not .Impulse buying is something that drives prospective customers to act because of the pull over sentiment or passion certain.

Suggestion

On attractions of the systems marketing that common are being used as usual but in the applying of the newest contextual items. It could be applying the other strategies that are enabled the merchandising store affected to the consumer will be increased.

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