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ANALYSIS OF THE INFLUENCE OF SALES RETAIL MIX ON CONSUMER SATISFACTION AT THE VIVA PET SHOP OF SUKOHARJO

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ABSTRACT
Managing Viva Pet Shop in Sukoharjo Regency realizes that the business provides equipment and everything related to pets, it's very similar to a business that supplies children and toddlers. The emotions of the customer are key there, so sometimes the prices are not so major consideration. Available products, quality of service, the building, the location, and also to determine consumer satisfaction pet shop. So in the purchase of the product for a beloved pet, the consumer will have a lot of consideration to determine the pet shop that he would visit to buy the needs of the pet. The purpose of this study is to determine whether there is an influence on retail sales mi to the satisfaction of the consumer at the Pet Shop Sukoharjo. This research is quantitative descriptive using descriptive statistical analysis, the classical assumption, multiple linear regression, and hypothesis testing. Data collection using a questionnaire with a Likert scale of 5 points. The results of this study stated that there is an influence in retail sales mi to the satisfaction of the consumer at the Pet Shop Sukoharjo.

Keywords:
Customer satisfaction;
pet shop;
sells a retail mix

INTRODUCTION

Pet shop is included in the retail business, where the pet shop sells products from producers to end consumers. To maintain the survival and progress and excellence in the retail business, which is increasingly competitive, the business manager must strive to implement the strategy in the form of a programming mix retail sales are expected to bring up the interest of the consumers to buy. According to Utami (2017: 86), a mix of retail (retail mix) is a marketing strategy that refers to some variable where the retailer can combine these variables into an alternative way to satisfy customers. Variable-the variable of the retail mix consists of price, merchandise, service, store location, promotion, and the atmosphere of the store. The implementation of a retail mix that precisely will be able to satisfy the customer.

Retailers must apply the advertising and retail promotions that will work with the way how retailers can reach the consumer base there, attracting new buyers for their company, and changing them from merely buyers become regular customers (Katole, 2012).

Loudon and Bitta (in the Utami, 2017: 75) states that several factors influence consumers in getting satisfaction while shopping in a store, among others, price, merchandise, service, store location, promotion, and atmosphere of the store. So consumers will choose to shop in-store or just in certain areas if the consumer is a mix of retail stores following the priority of consumers.

Manager Viva Pet Shop in Gayam Sukoharjo Regency realizes that the business provides equipment and everything related to pets, it's very similar to a business that supplies children and toddlers. The emotions of the customer are key there, so sometimes the prices are not so major consideration. Available products, quality of service, the building, the location, and also to determine consumer satisfaction pet shop. So in the purchase of the product for a beloved pet, the consumer will have a lot of consideration to determine the pet shop that he would visit to buy the needs of the pet.

A retail business is a business selling a variety of goods or services for direct consumption or indirectly, and is the last part of the distribution process and makes direct contact with the consumer. With the number of Pet shops, then the shop owner should be able to continue to adapt to changes in lifestyle so that the store can continue to compete.

Retail Mix According to Levy and Weitz (2013: 15) is a tool used to implement, handle the development of a retail strategy that can be used to satisfy the needs of the target market better than competitors. Retail mix, including the variables of decision-making by the retailer to satisfy customer needs and influence their decisions in the decision-making process. According to Marston and Mayer in the book, Foster (2018: 51) mix of retail sales are all variables that can be used as a marketing strategy for competence in selected markets. According to Ma'ruf (2013: 114) retailing mix consists of location, product, price, promotion, the atmosphere in the stores, services, and customer service.

The retail mix has 6 elements in it that all of it combined into a strategy for retail goods that can attract the interest of consumers. The retail strategy is used to satisfy the needs of the target market better than competitors. 6 elements of the retail mix are presented in figure 1 as follows:

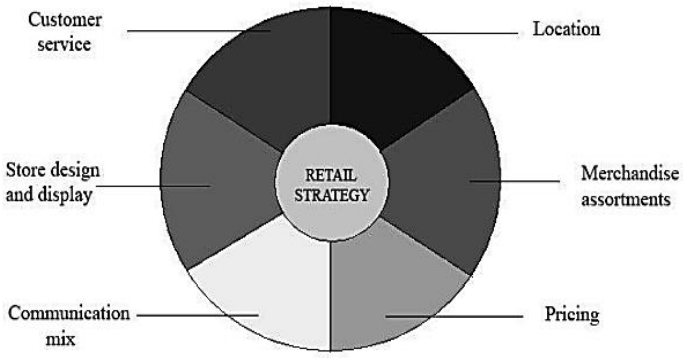

Figure 1. Elements Of The Retail Mix
Source: Levy & Weitz (2013: 21).

The explanation in figure 1, are as follows:

Customer service (Dunne and Lusch, 2012:70) Is a set of activities and programs undertaken by retailers to make the experience more valuable for the consumer as well as the activities carried out by retailers to show the influence of Store design and display according to Dunne and Lusch (2012: 234). Store design a store is an element that is most important in the planning of the neighborhood shops. The environment or atmosphere of the store is a physical characteristic that is very important for any retail business this role is the creation of a comfortable atmosphere following the wishes of the consumer and makes the consumer want to linger in the store and indirectly stimulate the consumer to make a purchase (Moon, 2011). Communication mix, Location, Merchandise Assortment, Pricing, the purpose of this study is to determine whether there is an influence on retail sales mi to the satisfaction of the consumer at the Pet Shop Sukoharjo.

METHOD

Research is done at the Viva Pet Shop in Gayam Sukoharjo especially related to the issue of the marketing mix retail (Retail Mix) to the Satisfaction of the Consumer/ customer. This research is quantitative descriptive research. Respondents in this research are the consumer of Viva Pet Shop amounted to 35 people. Data collection using a questionnaire with validity using Pearson correlation and reliability test using Cronbach's alpha.

Technical analysis of the data using descriptive statistics, classical assumption, multiple linear regression, and hypothesis testing.

RESULTS AND DISCUSSION

Characteristics of respondents

Table 1. Characteristics of respondents based on age, gender, and consumer education Viva Pet Shop Sukoharjo

Description	Number	Percentage
	Age (yo)	
< 25	7	20,00%
26 - 35	13	37,14%
36 - 45	8	22,86%
46 - 55	3	8,57%
> 55	4	11,43%
Total	35	100,00%
	Gender	
Male	16	45,71%
Female	19	54,29%
Total	35	100,00%
	Education	
Private Sector Employees	7	20,00
Notary Public/Staff	4	11,43
Students	7	20,00
Police & Civil servants	7	20,00
Others	10	28,57
Total	35	100,00/%
	Pets	
Meat Eaters	30	85,71
Non-Meat Eaters	5	14,29
Total	35	100,00

Based on table 1 can be seen that a study of 35 respondents indicated the majority of the age of respondents is between 26-35 years a total of 13 people (37.14%), the majority of the gender of the respondents are women that 19 people (45.71%) and the majority of education of the respondents are others including employees of local Enterprises, Bank employees, government employees, and so on numbered 10 people (28.57%). Mayoriyas type of animals are meat eaters were 30 people (87.71%).

The validity of the test is based on the data SPSS, indicating that all the items of the question are valid because the value of r is greater than the value of the Rtable, which is greater than 0,442 with a significance level smaller than 0.01. Thus each question on each of these variables can be done in the calculation of the next. The reliability test shows that all variables have Cronbach Alpha which is large enough that on top of 0.60 so it can be said all the concept of measuring each variable of the questionnaire is reliable so that for the next items on each of the concept of these variables decent used for data collection.

Descriptive Statistical Analysis

Descriptive analysis of each variable with the answers of 35 respondents in this study can be seen in the following table. Table 2 shows the descriptive statistics of each variable of the study. The results of the analysis by using descriptive statistics for customer satisfaction show the minimum value amounting to 19.00 and the maximum value of 35,00. The Mean (average) of 28,26 with a standard deviation of 4.72. The variable service shows the minimum value of 18,00 value of the maximum of 30.00, with a mean (average) of 24,88 with a standard deviation of 3.58.

Table 2. Test Results Descriptive Statistics

Statistics							
		Customer satisfaction	Services	location	The Atmosphere Of The Store	Merchandise	Price
N	Valid	35	35	35	35	35	35
	Missing	0	0	0	0	0	0
Mean		28,2571	24,8857	16,8286	19,9143	20,0000	19,7429
Median		28,0000	25,0000	17,0000	20,0000	20,0000	20,0000
Mode		24,00[a]	22,00[a]	14,00	19,00	21,00	22,00[a]
Std. Deviation		4,72380	3,57912	2,31981	2,57101	2,97044	3,34614
Minimum		19,00	18,00	12,00	14,00	14,00	12,00
Maximum		35,00	30,00	20,00	25,00	25,00	25,00
a. Multiple modes exist. The smallest value is shown							

Source: Processed SPSS Th 2021.

The location variable indicates the minimum value of 12.00 and a maximum value of 20.00, with a mean (average) of 16.83 by the standard deviation amounting to 2.32. For variables atmosphere of the store showed a minimum value of 14,00 maximum value of 25,00 mean (average) of 19.91 with a standard deviation of 2,57. Furthermore, the results of the analysis using the descriptive statistics of the variables merchandise indicates the minimum value of 14,00 maximum value of 25,00 mean (average) of 20.00, with a standard deviation of 2.97 to, For the variable price indicates the minimum value of 12.00 maximum value by 19.74 mean (average) of 33,48 with a standard deviation of 3.35.

Based on the description above can be seen that each standard deviation of research variables is smaller than the average. This shows that the data used in this study has a distribution of small so the deviation of the data in this study can be said to be in either category.

The Results Of The Test, Classic Assumption Test

Normality Test

The normality test aims to test whether, in the regression model, the dependent variable and independency have a normal distribution or not. There are three ways to detect whether the residuals have normal distribution or not, that is,

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with chart analysis, statistical analysis, and Kolmogorov Semenov. The normality test generates a graph of the normal probability plot shown in the image below:

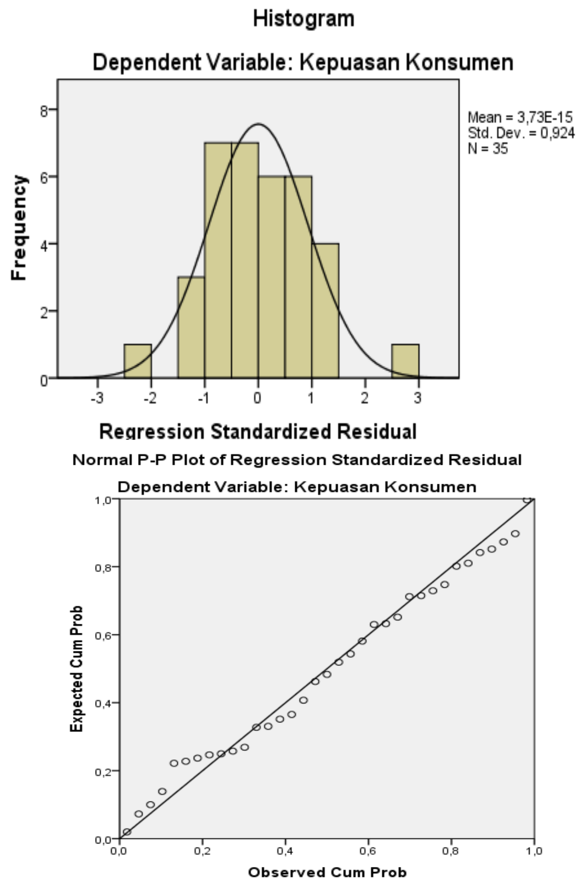

Figure 2. Normality Test P-Plot

A data is said to be normally distributed if the line real data follow a diagonal line. Furthermore, Table 3, shows the results of the Kolmogorov-Smirnov test.

Table 3. Table Kolmogorov-Smirnov Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		35
Normal Parameters[a,b]	Mean	0E-7
	Std. Deviation	1,46293100
Most Extreme Differences	Absolute	,089
	Positive	,074
	Negative	-,089
Kolmogorov-Smirnov Z		,527
Asymp. Sig. (2-tailed)		,944
a. Test distribution is Normal.		
b. Calculated from data.		

Source: Processed SPSS 2021

Based On Table 3. Table Kolmogorov-Smirnov Test shows the value of Asymp. Sig. (2-tailed) of 0,944 wherewith a significance level of 0.05 (5%) obtained the following requirements :

a. If Asymp. Sig. (2-tailed) > 0.05, then the data are scattered in a normal;
b. If Asymp. Sig. (2-tailed) ≤ 0.05, then the data are scattered in a not normal.

Value Asymp. Sig. (2-tailed) of 0,944 is greater than 0.05 so it can be seen that the data are scattered in a normal. Chart analysis and statistical tests give the same result i.e. the data are scattered in a normal, it can be concluded that the model I passed the normality test.

Test Of Multicollonearity

Test of multicollonearity aims to test whether the regression model found a correlation between the independent variable (independent). A good regression Model should not happen correlation among the independent variables. One of the methods to diagnose the presence of multicollonearity is to analyze the value of tolerance and the opponent variance inflation factor (VIF). Tolerance measure the variability of the independent variables selected are not explained by the independent variables in the other. The value of the tolerance to low is equal to the value of VIF is high (VIF = 1/Tolerance). The value of the cut-off used to indicate the presence of multicollonearity is the value of the tolerance ≤ 0,10 or equal to the value of VIF ≥ 10 (Ghozali, 2018). From the results of testing multicollonearity obtained the following results:

Table 4. The Results Of The Test Of Multicoloniarity

Coefficients[a]

Model		Collinearity Statistics	
		Tolerance	VIF
1	Services	,401	2,491
	location	,270	3,699
	The Atmosphere Of The Store	,530	1,886
	Merchandise	,233	4,287
	Price	,294	3,397

a. Dependent Variable: Consumer satisfaction

Source: processed by SPSS

Based on Table 4. the VIF value of each independent variable is not there which exceeds 10. According to Marquardt, if the VIF value does not exceed 10, means there are no symptoms of multicollinearity. Thus it can be concluded in this research, there are no symptoms of multicollinearity on each independent variable.

Heteroscedasticity Test

The heteroscedasticity test is done by using the test scatterplot. Graph Scatterplot of research looks spread out randomly as well as scattered both above and below the number 0 on the Y-axis of the things this show does not happen heteroscedasticity in the regression model so that the regression model is viable and used to predict the performance of the organization based on the input of the independent variable (budget planning, the participation of the budget, the evaluation of the budget and standard cost).

The results of the heteroscedasticity test with the scatterplot show the point-the-point spread irregularly randomly above and below the number 0 on the Y-axis. Thus it can be concluded that there is heteroscedasticity in the regression model so that the regression model is fit for use. More details can be seen in the image below.

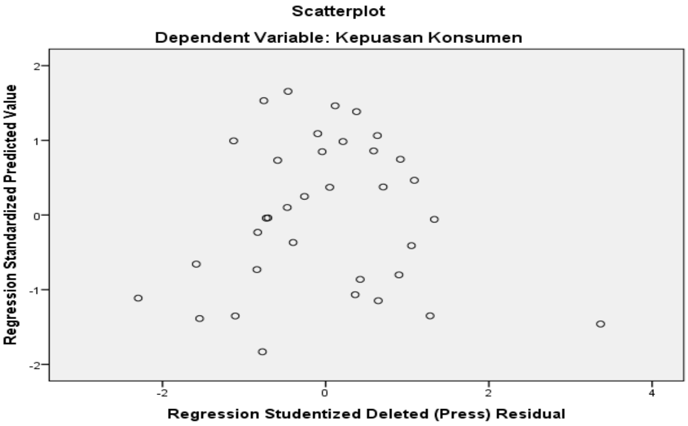

Figure 3. The results of Heteroscedasticity Test – Scatterplot
Source: processed with SPSS, 2021.

Regression Analysis

To test the hypothesis is multiple linear regression. It is intended to test the influence of supervision, teamwork, motivation, and work discipline on employee performance. The following is a table of test results:

Table 5. The results of the Multiple Regression Test and t

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-7,678	2,376		-3,232	,003
	Services	,496	,120	,376	4,138	,000
	Location	,294	,225	,145	1,307	,202
	The Atmosphere Of The Store	,305	,145	,166	2,102	,044
	Merchandise	,982	,189	,618	5,186	,000
	Price	-,358	,150	-,254	-2,393	,023

R = 0,951
R^2 = 0,904
Adjusted R^2 = 0,888
F = 54,673**

a. Dependent Variable: Consumer satisfaction

Source: processed with SPSS, 2021.

Description : *p < 0,05, **p < 0,01

Based on Table 5 it can be determined regression equation as follows :

Y = -7.670 + 0,496 X1 + 0,294 X2 + 0,305 X3 + 0,982 X3 – 0,358 + e

From the equation above can be explained that the:

1. The constant value of -7,670 indicates that if the independent variable (the service, the location, the atmosphere of the store, merchandise, and price) is zero (no), then customer satisfaction will occur by -7,670.
2. The regression coefficient of the variable of service (X1) is positive at 0,496 indicates that if the service is improved, it will enhance customer satisfaction by 0,496.
3. The coefficient of regression of the location variable (X2) is positive at 0,294 indicating that if the location increased then together also improve customer satisfaction by 0,294.
4. The regression coefficient of the variable atmosphere of the store (X3) positive by 0,305 indicates that if the atmosphere of the shop is improved then it also increases customer satisfaction by 0,305.
5. The regression coefficient of the variable merchandise (X4) positive is 0,298 indicates that if the merchandise is enhanced then together also increase the in customer satisfaction is 0,298.
6. The regression coefficient of the variable price (X5) negative by 0,358 indicates that if the price is raised then together also lower customer satisfaction is 0,298.

Hypothesis test (t-Test)

The test statistic t is also called the significance test of the individual. This test shows how far the influence of independent variables is partially on the dependent variable. T-tests were used in this study to determine the influence of the service, the location, the atmosphere of the store, merchandise, and price on customer satisfaction.

Table 6. The results of t Test Analysis (t-Test)

Model		Standardized Coefficients Beta (SCB)	t	Sig.	Discription
1	Services	,376	4,138	,000	H_o rejected
	Location	,145	1,307	,202	H_o accepted
	The Atmosphere Of The Store	,166	2,102	,044	H_o rejected
	Merchandise	,618	5,186	,000	H_o rejected
	Price	-,254	-2,393	,023	H_o rejected

a. Dependent Variable: customer satisfaction

Source: processed with SPSS, 2021.

Referring to Table 6, the results of the t-test can be interpreted as follows:

1. Variable service shows the sig value of 0.000 which is smaller than the alpha value (1%), or the value of t-count (4,138). So the hypothesis of the first successful powered means that guests have a positive and significant impact on customer satisfaction.
2. The location variable shows the value of sig by 0,202 greater than the value of alpha (5%), or the value of t-count (1,307). That location does not affect customer satisfaction.

3. The variable atmosphere of the store showed the value of sig amounted to 0.044 smaller and the value of alpha (5%), or the value of t-count (2,102) That is the atmosphere of the store affects the positive and significant impact on customer satisfaction.
4. Variable merchandise shows a sig value of 0.000 which is smaller than the value of alpha (1%), or the value of t-count (5,186) This Means that the merchandise affects a positive and significant impact on customer satisfaction.
5. The price variable shows the value of sig was 0,023 smaller and the value of alpha (5%), or the value of t-count (-2,393) That price affects a negative and significant impact on customer satisfaction.
6. SCB variable merchandise = 0, 618 is large compared with the SCB other variables. Thus it is said was variable merchandise to the most dominant influence on customer satisfaction.

F Test

The F test is used to test the level of significance of the influence of the independent variable on the dependent variable together-Sarna. The technique used is to compare the F-count with Ftable at the level of significance of 5% (0.05). Test results can be seen in appendix 4, and a summary is shown in Table 7 as follows.

Table 7. The Results Of The Analysis Of The F Test (F Test)

F_{count}	F_{table}	Significance	discription
54,637	3,13	0,000	H_0 rejected

Source: processed with SPSS, 2021.

The results of the analysis of the F test obtained the value of F-count 54,637, and F-table by 3.13 and sig value of 0.000, in this case, F-count is greater than Ftable and the significance value is smaller than the significance level of 1% (0,01), then Ho is rejected and Ha accepted. Thus it can be concluded that there is an interaction effect significant jointly between the independent variables of the service, the location, the atmosphere of the store, merchandise, and prices to the satisfaction of the customers. It can be stated that the regression model is "fit".

The magnitude of the effect together can be seen from the coefficient of determination refer from Table 7, it is known that the value of the coefficient of determination (Adjusted R square) is 0.888. So it can be interpreted that the variables of service, the location, the atmosphere of the store, merchandise, and the price of disturbing customer satisfaction by 88.80 per%. While the rest is 11,20%. (100 – 88.80 per) is influenced by other variables outside this research.

Discussion

From the results of the data analysis that the researchers do and have passed the test prerequisite analysis or classical assumptions, it can be a discussion for each of the hypotheses that have been formulated in the previous chapter as follows:

To test the first hypothesis which stated that the alleged customer service affects customer satisfaction in Viva Pet Shop in Gayam Sukoharjo has been tested with the t-test.

Based on the regression analysis, it was found that the variable role has a significant positive effect on customer satisfaction. This can be shown from the magnitude of the regression coefficient of the customer who is positive that 0,496. This means that if the service gets a better and better experience for consumers, then it will result in increased customer satisfaction by assuming other factors constant.

To test the second hypothesis which stated that the suspected location of the effect of consumer satisfaction on the Viva Pet Shop in Gayam Sukoharjo has been tested with the t-test as in table 6.

From the regression equation, it was found that the location variable does not affect customer satisfaction. This means that the location of the enhancement or not, will not affect customer satisfaction, assuming other factors are constant.

To test the third hypothesis which stated that the alleged atmosphere of the store affects customer satisfaction in Viva Pet Shop in Gayam Sukoharjo has been tested with the t-test (see Table 6).

From the results of the regression analysis, it was found that the variables of the atmosphere of the store have a significant positive effect on customer satisfaction. This can be shown by the magnitude of the regression coefficient being positive, i.e. 0,305. This indicates that if the atmosphere of the store is getting better, then it will result in increased customer satisfaction by assuming other factors are constant.

To test the fourth hypothesis which states that allegedly merchandise effect of consumer satisfaction on the Viva Pet Shop in Gayam Sukoharjo has been tested with the t-test (see Table 6).

From the results of the regression analysis, it was found that the variables of merchandise have a significant positive effect on customer satisfaction. This can be shown by the magnitude of the regression coefficient being positive, i.e. 0,982. This indicates that if the merchandise is improved, then it will result in increased customer satisfaction by assuming other factors constant.

Test the fifth hypothesis which states that the alleged price affects customer satisfaction in Viva Pet Shop in Gayam Sukoharjo has been tested with the t-test (see Table 6).

From the results of the regression analysis, it was found that the price variable has a negative influence significantly to customer satisfaction. This can be shown by the magnitude of the regression coefficient which is -0,358. This indicates that if the price is raised, then it will result in reduced customer satisfaction by assuming other factors constant.

To test the hypothesis of the sixth stating that the suspected variation of goods sold (merchandise) is the most dominant influence towards consumer satisfaction on Viva Pet Shop in Gayam Sukoharjo. It can be known from the value of Standardized Coefficients Beta (SC Beta) note that the SC Beta the largest of which is the variation of goods sold (merchandise) that is 0,618. Thus the variable variation of the sold goods (merchandise) is the most dominant influence on increasing customer satisfaction.

CONCLUSION

The conclusion can be drawn based on the results of research and discussion in the previous chapter as follows: 1) It is proved that the service has a positive and significant effect on customer satisfaction in Viva Pet Shop Sukoharjo. This means that the higher the level of service given to customers, the satisfaction would be increased. 2) It is not proven that the location affects customer satisfaction in Viva Pet Shop Sukoharjo. This means that the better or not the location of the business then it will not affect customer satisfaction. Because something needed by the customer is not the location but the goods on sale. 3) It is proved that the atmosphere of the store positive and significant effect on customer satisfaction in Viva Pet Shop Sukoharjo. This means that the better the atmosphere of the shop Viva Pet Shop, the more customer satisfaction will be increasing. 4) It is proved that merchandise has a positive and significant effect on customer satisfaction in Viva Pet Shop Sukoharjo. This means that the better the merchandise in Viva Pet Shop, the more customer satisfaction will be increased. 5) It is proven that the prices have a significant effect on customer satisfaction in Viva Pet Shop Sukoharjo. This means that if the price is raised, then it will cause a decline in customer satisfaction. 6) It is proved that the variation of goods sold (merchandise) is the most dominant influence on consumer satisfaction at Viva Pet Shop in Gayam Sukoharjo. It means that all the independent variables increased, then the variable variation of the sold goods (merchandise) was the most dominant influence in increasing customers satisfaction.

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