

International Shopping Environment Variables to Increase Customer Satisfaction and Repurchase Intention of Furniture Store in Indonesia



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ABSTRACT: The retail industry sector is one of the marketing products which selling goods directly to consumers. In general the retail industry is a business activity selling various kinds of goods for direct and indirect consumption. In the trade chain, retail business is at the very end of the distribution process of goods and services. Therefore the presence of Mitra10 is very influential in the development of the retail industry, particularly in Surabaya. This study aims to analyze the effects of variables such as Merchandise Value, Internal Shop Environment, Interaction With Staff, Merchandise Variety towards Repurchase Intentions through Customer Satisfaction of the customers of the Mitra10 in Surabaya. The sample in this study is men and women, aged 18-50 who live in Surabaya. Total respondents who make purchase for personal needs and have made purchases within 2 times in the last 3 months. Data were analysed using the SPSS 22, according to the characteristics of respondents using snowball technique. Based on data analysis is that from six proposed hypotheses, all hypotheses are supported

KEYWORDS: Merchandise Value, Merchandise Variety, Interaction With Staff, Internal Shop Environment, Customer Satisfaction, Repurchase Intention.

I. INTRODUCTION

Today, the development of the retail industry in Indonesia is growing rapidly. Retail business in Indonesia is among the fastest growing in comparison to other countries. Since 2000s, the retail business development in Indonesia has grown a lot which can be proved through the increasing number of retail companies that settled in Indonesia. This business arises because of the growth that occur in middle class society which causes demand towards supermarkets and departments store (convenience store) especially in the urban area. In general the retail industry is a business activity selling various kinds of goods for direct and indirect consumption. In the trade chain, retail business is at the very end of the distribution process of goods and services. One of the foreign retailers that have settled in Indonesia is Mitra10, the presence of Mitra10 is very influential in the development of the retail industry, particularly in Surabaya.

Mitra10 designs and sells ready-to-assemble furniture, kitchen appliances and home accessories, among other useful goods and occasionally home services. PT Catur Mitra Sehati Sentosa (CMSS) with the brand Mitra10, which is a subsidiary of PT Catur Sentosa Adiprana (CSA), is the first modern retailer that gave birth to the concept of shopping for building materials and home appliances under one roof in Indonesia. At its inception, in 1997-1998, Mitra10 opened 10 supermarkets in the Greater Jakarta area. Furthermore, with aggressive business expansion, Mitra10's total stores to date have reached 42 stores, spread across Greater Jakarta, Cibarusah Cikarang, Karawang, Cirebon, Tegal, Yogyakarta, Solo, Semarang, Sidoarjo, Surabaya, Malang, Bali, Lampung, Palembang, Medan, Batam, Lombok, Makassar, Banjarmasin, and Balikpapan. Mitra10 will also be present in a number of other strategic locations. The expansion of the business wing will continue with the target of reaching a total of 50 stores in the next few years in Indonesia.

In the midst of increasingly business competition in Indonesia it is important for Mitra10 to always increase Repurchase Intention from Mitra10 customer, so this research will focus on examining the effect of Merchandise Value, Merchandise Variety, Interaction With Staff, Internal Shop Environment to Repurchase Intention through Customer Satisfaction Mitra10 customer in Surabaya.

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II. LITERATURE REVIEW

2.1 Merchandise Value

According to Baker et al. (2002) merchandise value is the result of the perception of product prices, merchandise quality and that merchandise value has a positive influence on repurchase intention and customer satisfaction. Boonlertvanich (2011) supports this statement by stating that merchandise value has a positive and significant effect on customer satisfaction. Sivadas and Jindal (2017) also agree that merchandise value has a strong influence on customer satisfaction. From these statements, we can make hypotheses that:

H1: Merchandise Value has a positive significant effect on Customer Satisfaction

2.2 Internal Shop Environment

According to Levy & Weitz (2001) in Lili Harlina Putri (2013), the internal shop environment aims to attract the attention of consumers to visit, make it easier for them to find the items they need, keep them in the store for a long time, motivate them to plan carefully. suddenly, influencing them to make a purchase, and causing customer satisfaction in shopping. Zeithaml and Bitner (1996) suggest that customer satisfaction is influenced by several factors including service factors. The services provided by a retailer can be in the form of providing a comfortable physical environment for consumers. This physical environment is known as the internal shop environment or store atmosphere. Marques et al. (2013) also emphasize the importance of the internal shop environment because it creates opportunities for customers to explore more, while also having a positive relationship with customer satisfaction. From these statements, we can make hypotheses that:

H2: Internal Shop Environment has a positive significant effect on Customer Satisfaction

2.3 Interaction with Staff

According to Bitner et al. (1994), customer satisfaction is often influenced by the quality of interpersonal interactions between consumers and employees who are in direct contact. Interaction with staff with consumers that improves relationships and responsiveness has an impact on greater customer satisfaction (Menon et al. 2000). Marques et al (2013) stated that interaction with staff is the most important factor when consumers assess customer satisfaction with environmental stimuli. Puccinelli et al. (2009) stated that of all atmospheric elements, the interpersonal nature of interactions with staff and employees may be the key to customer satisfaction in a retail environment. From these statements, we can make hypotheses that:

H3: Interaction with Staff has a positive significant effect on Customer Satisfaction

2.4 Merchandise Variety

Donovan et al. (1994) found that cognitive factors, such as merchandise variety, lead to positive customer behaviors such as spending more money and time than planned in the store, that is, if the customer is satisfied with the merchandise variety. Marques et al. (2013) determined that the variety of merchandise offered emerged as the most influential factor on customer satisfaction. From these statements, we can make hypotheses that:

H4: Merchandise Variety has a positive significant effect on Customer Satisfaction

2.5 Customer Satisfaction

This direct significant relationship between customer satisfaction and repurchase intention is supported by various product and service studies (Patterson and Spreng, 1997). Pusparani and Rastini, (2014) found that there are two main variables that determine customer satisfaction, namely expectations and perceived performance. will feel dissatisfied and there will be a transfer of brands or goods and services that have been commonly used. According to research conducted by Fang, et al (2011) showed a positive influence on customer satisfaction on repurchase intention. From these statements, we can make hypotheses that:

H5: Customer Satisfaction has a positive significant effect on Repurchase Intention

2.6 Repurchase Intention

According to Hellier, et al. (2003) repurchase intention is a person's planned decision to repurchase certain services, taking into account the situation that occurs and the level of preference. According to Ike Kusdyah (2012) repurchase intention or repurchase intention is one of the consumer buying behavior where there is a match between the value of goods or services that can generate consumer interest to consume them again in the future. Ndubisi and Moi (2005) say that the definition of repurchase intention or repurchase is varied depending on the level of durability (durability) of a product. For non-durable products, repurchase is defined as the act of buying again after the first purchase or trial. As for durable products, it is defined as the willingness of consumers to repurchase or give at least one suggestion to others to make a purchase.

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III. RESEARCH ISSUE AND METHODOLOGY

The type of approach used in this study is a quantitative approach. The population used is customer of Mitra10 Surabaya. The sampling technique used is non-probability sampling using a questionnaire as a tool major in data collection. In this study, researchers will use snowball sampling techniques, where researchers choose respondents who will help researchers to distribute and fill out questionnaires. In this study respondents collected were 100 customer of Mitra10 Surabaya according to the characteristics of respondents. Research model can be seen below.

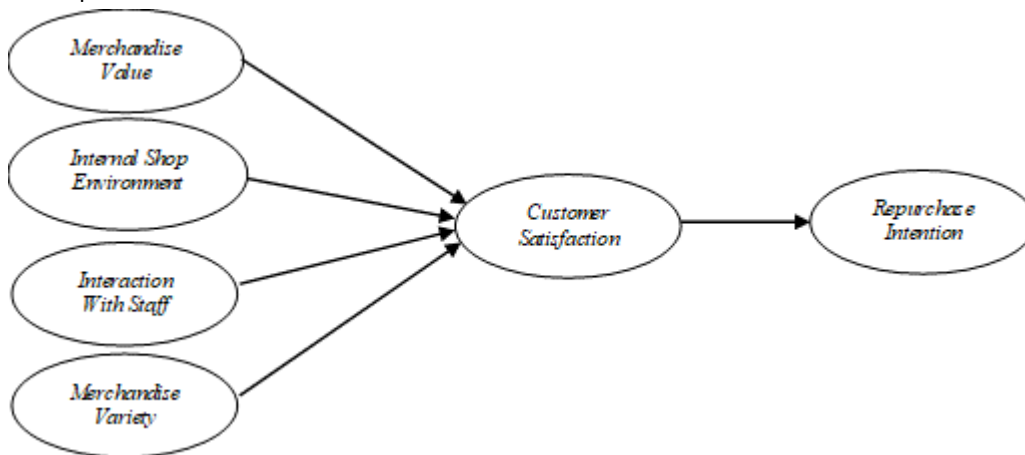


Figure 1. Research Model
Source: Terblanche (2018)

IV. FINDING AND DISCUSSION

4.1 Findings

This study used Multiple Regression in testing between the variables. Statistical analysis tool used to answer the problem formulation of this research is SPSS 22.0. Once the questionnaires were returned, the next step that must be conducted is descriptive statistic-analysis. In Table 1, it shows that respondents who fill out questionnaires are mostly done by women, this can be seen from 55 respondents (55%) of respondents are the customer of Mitra10 Surabaya while 45 respondents (45%) are men. This indicates that customer of Mitra10 Surabaya mostly is female.

Table 1. Respondents Characteristic by Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	55	55.0	55.0	55.0
	Male	45	45.0	45.0	100.0
	Total	100	100.0	100.0	

Source: own calculation

From the results in Table 2, it can be seen that the characteristics of respondents based on age are dominated by age group 18-35 which is 90 respondents (90%), followed by 36-50 age group which is 10 respondents (10%). This shows that the majority of respondents are in the age subgroup of generation X and Y.

Table 2. Respondents Characteristic by Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 - 35	90	90.0	90.0	90.0
	35 - 50	10	10.0	10.0	100.0
Total		100	100.0	100.0	

Source: own calculation

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Table 3. Descriptive Statistics

	N	Mean	Std. Deviation
MV1	100	3.77	.694
MV2	100	4.12	.573
MV3	100	4.08	.580
MV	100	3.986666667	.4517580075
IS1	100	3.97	.731
IS2	100	4.07	.607
IS2	100	4.1	.732
IS	100	4.046666667	.5276209229
IW1	100	4.07	.685
IW2	100	4.07	.607
IW3	100	4.16	.615
IW4	100	4.09	.621
IW	100	4.0975	.47527
MVr1	100	4.06	.617
MVr2	100	3.78	.660
MVr3	100	3.82	.716
MVr	100	3.886666667	.5237780391
CS1	100	4.07	.685
CS2	100	4.07	.607
CS3	100	3.98	.724
CS4	100	4.07	.671
CS	100	4.0475	.55924
RI1	100	3.91	.637
RI2	100	3.86	.636
RI3	100	3.96	.602
RI	100	3.91	.5357164769
Valid N (listwise)	100		
Source: own calculation			

Based on the results from data processing in table 3, it shows that all average score of the mean for overall indicator is above 3.61 means that all indicators of variables can be perceived agree by all respondents. Also, the standard deviation is under 2.0 means that the answers given by respondents are homogeneous. The highest mean average is Customer Satisfaction is 4.0475. This may indicate that respondents are agree with indicators of Customer Satisfaction than other variables. Customer Satisfaction has the highest score for standard deviation, that is .55924 this may indicate that the respondents give answers for merchandise value least homogeneous compared with other variables.

4.1.1 Validity Test

The criteria is if the value of the factor loading is higher than 0.196, then the statement is considered valid. Based on the test of the data validity, all indicators used to estimate each variable are valid, because the factor loading for every indicators are more than 0.196.

Table 4. Validity Test

Indicator	FL	Indicator	FL	Indicator	FL	Indicator	FL	Indicator	FL	Indicator	FL
Merchandise Value		Internal Shop Environment		Interaction with Staff		Merchandise Variety		Customer Satisfaction		Repurchase Intention	
MV1	0.355	IS1	0.422	IW1	0.514	MVr1	0.460	CS1	0.703	RI1	0.585
MV2	0.455	IS2	0.445	IW2	0.609	MVr2	0.471	CS2	0.696	RI2	0.718

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MV3	0.453	IS2	0.488	IW3	0.541	MVr3	0.603	CS3	0.707	RI3	0.722
				IW4	0.484			CS4	0.661		
Source: own calculation											

4.1.2 Reliability Test

Reliability test is do by comparing cronbach's alpha value, if the value is higher than 0.6, then the statement is considered reliable.

Table 5. Reliability Test

Variable	Cronbach's Alpha Based on Standardized Items
Merchandise Value	0.686
Internal Shop Environment	0.642
Interaction With Staff	0.744
Merchandise Variety	0.691
Customer Satisfaction	0.852
Repurchase Intention	0.820
Source: own calculation	

From the table 5, it is proven that the variable of Merchandise Value, Internal Shop Environment, Interaction With Staff, Merchandise Variety, Customer Satisfaction and Repurchase Intention having the Cronbach alpha value higher than 0.60. So, it can be concluded that the statements develop the variables can be said to be consistent/reliable and can be used for further analysis.

4.1.3 Results of Multiple Regression

Merchandise Value, Internal Shop Environment, Interaction With Staff, Merchandise Variety to Customer Satisfaction

The results of multiple regression are as follows:

Table 6. Coefisien Regression Model 1

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.837	.223		-3.749	.000
	MV	.305	.074	.247	4.100	.000
	IS	.268	.062	.252	4.320	.000
	IW	.452	.080	.384	5.638	.000
	MVr	.188	.064	.176	2.922	.004
a. Dependent Variable: CS						
Source: own calculation						

From table 6, the regression equation can be written as follows:

$$CS = b_1MV + b_2IS + b_3IW + b_4MVr$$

$$CS = 0.305 MV + 0.268 IS + 0.452 IW + 0.188 MVr$$

Based on table 6, all the independent variables have positively influence towards customer satisfaction. Interaction with staff has the greatest regression coefficient compare to other variables, that is 0.452. Therefore, Interaction with staff is the most influence to customer satisfaction. In the other side, merchandise variety has the smallest effect on customer satisfaction, that is 0.188.

4.1.4 Results of Simple Regression

Customer Satisfaction to Repurchase Intention

The results of simple regression are as follows:

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Table 7. Coefisien Regression Model

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
2	(Constant)	2.536	.370		6.860	.000
	CS	.339	.090	.354	3.752	.000
a. Dependent Variable: RI						
Source: own calculation						

From table 7, the regression equation can be written as follows:

$$RI = b_1CS$$

$$RI = 0.339 CS$$

Based on table 7, the independent variable have positively influence towards Repurchase Intention. Customer Satisfaction has the greatest regression coefficient that is 0.339. Therefore, Customer Satisfaction is the most influence to Repurchase Intention.

4.1.5 F-test

Based on the calculation of SPSS, the significance of F test value in the model 1 and model 2 are 0.000, so it can be concluded two model's independent variables together influencing dependent variable significantly.

Table 9. Result of F-test 1

Model		Sum of Squares	Mean Square	F	Sig.
1	Regression	0.000	0.000	0.000	0.000
	Residual	0.000	0.000	0.000	0.000
	Total	0.000	0.000	0.000	0.000
a. Dependent Variable: CS					
b. Predictors: (Constant), MV, IS, IW, MVr					
Source: own calculation					

Table 10. Result of F-test 2

Model		Sum of Squares	Mean Square	F	Sig.
2	Regression	0.000	0.000	0.000	0.000
	Residual	0.000	0.000	0.000	0.000
	Total	0.000	0.000	0.000	0.000
a. Dependent Variable: CS					
b. Predictors: (Constant), RI					
Source: own calculation					

4.1.6 t-test

1. Merchandise Value, Internal Shop Environment, Interaction With Staff, Merchandise Variety to Customer Satisfaction

The F test used to determine whether the independent variables merchandise value, internal shop environment, interaction with staff, merchandise variety to customer satisfaction partially (independently) have significant influence on customer satisfaction. If the value of t test is below 0.05, then it can be stated that the variable is significantly influenced partially. From table 6, it can be seen that Customer Satisfaction have significant influence on Repurchase Intention.

2. Customer Satisfaction to Repurchase Intention

The F test used to determine whether the independent variables Customer Satisfaction partially (independently) have significant influence on repurchase intention. If the value of t test is below 0.05, then it can be stated that the variable is significantly influenced partially. From table 7, it can be seen that Customer Satisfaction have significant influence on Repurchase Intention.

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V. DISCUSSION

The results of this study shows that the variables which Merchandise Value, Internal Shop Environment, Interaction With Staff, Merchandise Variety have positive and significant effects on Customer Satisfaction. Also, Customer Satisfaction have positive and significant effect on Repurchase Intention. So, the conclusion is that from six proposed hypotheses, all hypotheses are supported.

The first hypothesis stating that Merchandise Value has a positive significant effect on Customer Satisfaction is supported. The first hypothesis stating that Merchandise Value has a positive effect on Customer Satisfaction is supported because the t test value is 0.000, below 0.05. This shows the consistency results of this study with Sivadas and Jindal (2017) that states that Merchandise Value have a significant positive effect on Customer Satisfaction.

The second hypothesis stating that Internal Shop Environment has a positive significant effect on Customer Satisfaction is supported. The second hypothesis stating that Internal Shop Environment has a positive effect on Customer Satisfaction is supported because the t test value is 0.000, below 0.05. This shows the consistency results of this study with Marques et al. (2013) that states that Internal Shop Environment have a significant positive effect on Customer Satisfaction.

The third hypothesis stating that Interaction With Staff has a positive significant effect on Customer Satisfaction is supported. The third hypothesis stating that Interaction With Staff has a positive effect on Customer Satisfaction is supported because the t test value is 0.000, below 0.05. This shows the consistency results of this study with Puccinelli et al. (2009) that states that Interaction With Staff have a significant positive effect on Customer Satisfaction.

The fourth hypothesis stating that Merchandise Variety has a positive significant effect on Customer Satisfaction is supported. The fourth hypothesis stating that Merchandise Variety has a positive effect on Customer Satisfaction is supported because the t test value is 0.004, below 0.05. This shows the consistency results of this study with Marques et al. (2013) that states that Merchandise Variety have a significant positive effect on Customer Satisfaction.

The fifth hypothesis stating that Customer Satisfaction has a positive significant effect on Repurchase Intention is supported. The fifth hypothesis stating that Customer Satisfaction has a positive effect on Repurchase Intention is supported because the t test value is 0.000, below 0.05. This shows the consistency results of this study with Pusparani and Rastini, (2014) that states that Customer Satisfaction have a significant positive effect on Repurchase Intention.

VI. CONCLUSION

This model was developed in order to research Repurchase Intention for Mitra10 in Surabaya. This research model formed an influence relationship between Merchandise Value, Internal Shop Environment, Interaction With Staff, Merchandise Variety have positive and significant effects on Customer Satisfaction. Also, Customer Satisfaction have positive and significant effect on Repurchase Intention. So, the conclusion is that from five proposed hypotheses, all of the hypotheses are supported.

As derived from the research outcomes, variables such as Merchandise Value, Internal Shop Environment, Interaction With Staff, Merchandise Variety and Customer Satisfaction have been the factors that are important to note as those variables have critical influence toward Repurchase Intention on Mitra10 customer in Surabaya. Therefore, the managerial implication must be concentrated upon those variables.

The managerial implications of these findings can be based on the theories that have been developed as follows. First, Customer Satisfaction is one of the important variables that affects the level of Repurchase Intention. Good customer satisfaction will be seen from user satisfied with the services provided, provides a satisfying shopping experience, satisfied with the products. Intention to repurchase of customer can also be seen from customer consider Mitra10 to be first choice store for home appliances, intend to shop in the future and will continue to shop for more home appliances in the future. One of the forming indicators of Customer Satisfaction is Overall satisfied with Mitra10, where this indicator gets the highest results among other indicators. For this reason, Mitra10 need to be develop this indicator by giving rewards or awards to the 5 most loyal customers measured by the most purchases and the most frequent use of member cards. Repurchase Intention will automatically increase with increasingly satisfied customer.

Second, the Interaction With Staff Variable is the variable that most influences the Customer Satisfaction variables. Employees are always willing to help, employees served customer quickly, has courteous employees and employees have good knowledge about the products sold, is very important and affects the satisfaction of customer. One indicator of Interaction With Staff is employees have good knowledge about the products, where this indicator gets the highest results among other indicators, so it is important for Mitra10 to develop this indicator by provide a button at least on each product shelf that is useful for calling the nearest employee, the button in question is connected to the walkie talkie of the nearest employee so as not to disturb other consumers.

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Third, the Merchandise Value Variable is the second variable that influences the Customer Satisfaction variables. Offers products with guaranteed quality from well-known brands in the community, products are free from damage so that they are in accordance with the price paid, and product prices represent good product value is very important and affects the satisfaction of customer. One indicator of Merchandise Value is offers products with guaranteed quality from well-known brands in the community, where this indicator gets the highest results among other indicators, so it is important for Mitra10 to pay attention to this. For this reason Mitra10 needs to develop this indicator by educate customers by making a list on every product from the most famous brands to those that are not well known to the public.

Fourth, the Internal Shop Environment variable is the third variable that influences the Customer Satisfaction variable. Has an attractive in-store promotion setup, has an interesting decoration., has attractive in-store physical facilities is very important and affects the satisfaction of customer. One indicator of Internal Shop Environment is has an attractive in-store promotion setup gets the highest results among other indicators, so it is very important for Mitra10 to improve the indicator by decorate the shelves of products available in the store which shows that the product has an attractive and profitable promotion for customers

Fifth, the Merchandise Variety is one of the variable that influences the Customer Satisfaction variable. Offers a wide selection of good quality product categories, offers a variety of brands available in various sizes, offers a variety of good quality imported products is very important and affects the satisfaction of customer. One indicator of Merchandise Variety is offers a wide selection of good quality product categories gets the highest results among other indicators, so it is very important for Mitra10 to improve the indicator by minimizing possible damage when shipping goods to each existing branch. By providing double protection.

VII. RESEARCH LIMITATION

This study has limitation which is only examining in Indonesia. Future study can conduct on other countries where there are geographical differences that can be additional research attractiveness. Specifically, we take respondents residing in Surabaya only. Future research can develop for other areas. Also, this research only uses Mita10 as research object. Using other object can produce different results.

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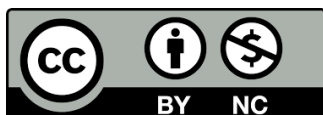
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