Comparing the Determining Factor on Consumer Visits at Convenience Store in Palembang

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Abstract—*Convenience stores become an essential part of modern society. They can fulfill their daily needs in a way that is easier and more convenient. There are several brands of convenience store available, that can affect their decision. This study aims to determine the factors that influence consumer visits to two brand convenience store. The data used is ordinal data obtained from questionnaires distributed to 200 visitors convenience store. Convenience store which is the object of this research is Alfamart and Indomaret. Sample method used was purposive sampling. The results showed there are 4 factors that formed on each brand. Each factor is named and formed by similar variable items or related one and another. On factors 1 and 3 the two brands have the same final factor, but on factor 2 and 4 produce different final factor. The results show the factors that determine a visit to the convenience store is generally same, differences happen only at certain items. When the final factors can be identified, then marketing strategy may be adjusted based on these factors.*

Keywords: *Convenience store, Factors analysis*

INTRODUCTION

Convenience stores are an important part of modern society. The product sold are a daily product, or we call "convenience goods" (Guberman, 1971). These products such as toiletries products, snacks, drinks, eggs, milk, ice cream.etc. (Cheng et al., 2009).This product provided by a store called "convenience store"(Richard, 1958). Consumers go to the convenience store does not always for fulfilling their daily needs in quickly and easily, but also want to get the comfort and pleasure in shopping (Bansal, 2014; Garg & Steyn, 2015; Gupta & Sharma, 2014; Yip et al., 2012).The shop owner realizes that give pleasure to the consumers can produce a consumer's lovely feeling to the shop, and the lovely feelings will form consumer's loyalty(Lloyd et al., 2014).

There are several factors that determines visits to convenience stores, which are: ease of access, store atmosphere, promotions and price, and the human resources factor. First factors related to the magnitude of physical effort by the consumer to reach locations. Ideally, the store is located in a place that is very easy to reach, so that consumer have an easiness in access, parking lots, and security. The second factor is the store atmosphere factors, where these factors are

aimed at the consumer senses that give positive feelings towards the store. Promotions and price factors considered have correlation because of sales promotion activities became a bundling strategy. The bundling strategy is implemented as discounts and rewards. The last factor is the human resources where the convenience store is actually a service business, and human resources play an important role in the successful delivery of services

The first factor is location. The choice of location for the convenience store is very crucial. Selection of the right location can help increase store sales (Litz & Rajaguru, 2008). Stores can easily change the pricing policy, promotion, services and product variants, but not with the location (Levy & B., 2004). Consideration of the development of the store in the future should also be taken into account, such as an urban development plan (Terasaka, 1998). The location must be easy to access, both for consumers or for suppliers. For convenience products, consumers will choose the most accessible store(Baltas et al., 2010). Ease of access also simplifies the supply process for a supplier to supply the merchant's products.

The second factor is the store atmosphere or also called the store environment(Park et al.,

2011). Convenience store creates store atmosphere to give satisfaction to the consumer (Hussain & Ali, 2015; Massara, 2003; Wilson, 2005). Store atmosphere may be the facilities provided by the store, such as interior and exterior design is attractive, temperature is cool (Lina & Chiang, 2010), the place is clean (Chen & Hsieh, 2011; Nguyen et al., 2015), the layout of the store comfortable (Grewal & Levy, 2007), neat shelves (Keel & Padgett, 2015), adequate lighting(Baker et al., 1992; Verma, 2014), played the right music(Hosseini & Jayashree, 2014), the diversity of choice (Kwak et al., 2015), until the store's aroma (Bradford & Desrochers, 2009). All these stimuli can be a consumer experience (Borghini et al., 2009; Hosseini et al., 2014; Puccinelli et al., 2009).

Consumer experience can be obtained from the responses of the five senses. The sense of sight catching visual elements of the experience. Several attempts were made by stores, such as designing an attractive interior (Elottol & Bahauddin, 2011; Orth et al., 2012; Yip et al., 2012), so that attract buyers. Visually, consumers prefer stores with an attractive appearance, neat and clean because it will cause a sense of fun and convenient when visited. The temperature can generate negative emotional feelings if is too high or low (Hussain & Ali, 2015). The smell (aroma), if is very strong, can influencing consumer emotions too (Hosseini & Jayashree, 2014). Consumers will feel comfortable and have a pleasant mood when the smell is fragrance. Music played as background sound to influence the shop feeling (mood) of the buyer, and persuade them to form an opinion with respect to shops and services (Herrington & Capella, 1994).

Promotions and prices become the third important factor. In accordance with the products offered, and price promotion strategy adopted is a strategy for the products of daily necessities. Promotional activity only focusing on promotional discounts, gifts, product catalog, and the privileges given to members (giving member card). The principal may have a "seeding product program", by giving discounts or free for a special particular product (Nejad et al., 2015). The impact of seeding product is a store indirectly would benefit the promotion, such as the program "Buy baby milk product gets a bonus of oil 1 liter". When stores advertise this program, and consumers will come to get the sales promotion.

The fourth factor is the performance of employees. According to Berry (1986), the retail business is a service business, so that the core of the business is the services that are offered to consumers. A crucial element of the service is the man as a conveying of services. The employees are the company's front group to conveying services for consumers. They interact directly with consumers who want to satisfy their needs in getting a product. In order to provide the best service, it needs several elements that should be owned by the employees. There are five dimensions that can be used to measure the quality of service, ie: Tangible, Responsiveness, Reliability, Assurance and Empathy (Parasuraman et al., 1991; Yu et al., 2008). Selection of wrong employees can result in the bad services delivery, so it can lead to customer dissatisfaction.

These four factors are an important factor in determining consumer interest towards convenience store. When it appears the desire to visit a convenience store, direct consumers to imagine the convenience and ease of shopping (Jain et al., 2014). Changes in consumer behavior began to consider shopping is part of the lifestyle will keep growing convenience store market. Along with changes in consumer behavior and the growth of convenience store, raising the question of "What is the crucial factor that determining consumer visit to the convenience store?", whether these factors are the same or different to every brand of convenience store?

METHODOLOGY

The design of this research using exploratory research and conclusive descriptive research in the form of a single cross-sectional. Exploratory research is used for obtaining more detailed information on category data types, while the conclusive research is used to test specific hypotheses and test the connection. Researchers use this type of research because they can describe existing conditions are intact and easy to analyze. The population in this study is the general public in the city of Palembang visitor convenience store. The definition of a convenience store is a convenience store with a brand Indomaret and Alfamart, whereas what is meant by the general public in this study is the population aged between 19-64 years. The analyzed data derived from primary data collection with data collection using questionnaires. The number of respondents who participated by 200 people. The amount may also

have considered the minimum threshold for factor analysis.

The method in the sample collection is Non-Probability sampling, that every member of the population does not have the same opportunities of being selected into the sample. The sample selection using purposive sampling that is selected according to the needs of research. There are 4 main variables in this study, namely: location, atmosphere Store, promotion & pricing, and employee services. Explanation of research variables, namely: identification of variables, indicators. The main analytical techniques used by researchers in this study is the analysis of factors, to do factorization of items variables studied. Factor analysis is used to provide an overview and understanding of the issues based on the examined sample. As for the use of data processing software IBM SPSS for Windows ver. 22.0

RESULT

This part is a result of research. This section will contain the analysis of factors related to factors that determine a visit to Indomaret, factors that determine a visit to Alfamart, and a comparison of both convenience store's determining factors.

A. *Analysis of the factors that determine a visit to Indomaret (as portrayed in table 1)*

- Factor 1 consists of items: Employees are attentive to the customers (F.16-Indomaret), The employees are very helpful (F.15-Indomaret), Employees show their empathy to the consumer (F.18-Indomaret), If consumers need help on shopping activity, employees quickly respond (F.17-Indomaret), Employees provide a comfort service when serving the consumer (F.14-Indomaret), and Shopping membership has many benefits (F.13-Indomaret)

- Factor 2 consisted of items: Located in the crowded population (F.02-Indomaret), Store location neighbors with the similar store (F.01-Indomaret), Located in a place where a lot of people walking around (F.04-Indomaret), Interesting interior design (F.05-Indomaret), Near with your residence (F.03-Indomaret), and The temperature setting is comfortable (F.06-Indomaret).

- Factor 3 consists of items: Frequent do promotional sales activity (such as: buy 1

get 1 free, buy "Product A" free "Product B", etc.) (F.11-Indomaret), Product's promotional posters is available (F.10-Indomaret), Catalog shopping is always available (F.09-Indomaret), and A special discount is offered often (F.12-Indomaret).

- Factor 4 consists of items: Played favorable music (F.08-Indomaret), and Store's aroma is fragrant (F.07-Indomaret).

B. *Analysis of the factors that determine a visit to Alfamart (as portrayed in table 2)*

- Factor 1 consists of items: Employees are attentive to the customers (F.16-Alfamart), The employees are very helpful (F.15-Alfamart), Employees provide a comfort service when serving the consumer (F.14-Alfamart), If consumers need help on shopping activity, employees quickly respond (F.17-Alfamart), Employees show empathy to the consumer (F.18-Alfamart), and Shopping membership has many benefits (F.13-Alfamart).

Table 1: Analysis of the factors that determine to visit Indomaret

Variable's item	Component			
	1	2	3	4
Employees are attentive to the customers (F.16-Indomaret)	**0,876**	0,145	0,096	0,193
The employees are very helpful (F.15-Indomaret)	**0,865**	0,182	0,150	0,032
Employees show their empathy to the consumer (F.18-Indomaret)	**0,820**	0,151	0,060	0,212
If consumers need help on shopping activity, employees quickly respond (F.17-Indomaret)	**0,816**	0,233	0,025	0,232
Employees provide a comfort service when serving the consumer (F.14-Indomaret)	**0,793**	0,117	0,191	0,082

Table 1, cont.

Shopping membership has many benefits (F.13-Indomaret)	**0,718**	0,195	0,322	-0,11
Located in the crowded population (F.02-Indomaret)	0,067	**0,843**	0,191	0,003
Store location neighbors with the similar store (F.01-Indomaret)	0,388	**0,758**	-0,04	0,219
Located in place where a lot of people walking around (F.04-Indomaret)	0,121	**0,710**	0,387	0,034
Interesting interior design (F.05-Indomaret)	0,150	**0,659**	0,253	0,346
Near with your residence (F.03-Indomaret)	0,368	**0,636**	0,042	0,247
The temperature setting is comfortable (F.06-Indomaret)	0,199	**0,612**	0,277	0,397
Frequent do promotional sales activity (such as: buy 1 get 1 free, buy "Product A" free "Product B", etc.) (F.11-Indomaret)	0,112	0,155	**0,824**	0,124
Product's promotional posters is available (F.10-Indomaret)	0,017	0,191	**0,794**	0,197
Catalog shopping is always available (F.09-Indomaret)	0,245	0,093	**0,679**	0,255
A special discount is offered often (F.12-Indomaret)	0,407	0,332	**0,621**	-0,09
Played favorable music (F.08-Indomaret)	0,168	0,226	0,149	**0,858**
Store's aroma is fragrant (F.07-Indomaret)	0,150	0,222	0,245	**0,784**

Notes: The number of people has participated are 200 peoples

- Factor 2 consists of Store location neighbors with the similar store (F.01-Alfamart), Located in the crowded population (F.02-Alfmart), Located in place where a lot of people walking around (F.04-Alfamart), Near with your residence (F.03-Alfamart), and Interesting interior design (F.05-Alfamart)

- Factor 3 consists of: Product's promotional posters is available (F.10-Alfamart), Frequent do promotional sales activity (such as: buy 1 get 1 free, buy "Product A" free "Product B", etc.) (F.11-Alfamart), A special discount is offered often (F.12-Alfamart), and Catalog shopping is always available (F.09-Alfamart)

- Factor 4 consists of The temperature setting is comfortable (F.06-Alfamart), Played favorable music (F.08-Alfamart), dan Store's aroma is fragrant (F.07-Alfamart).

Table 2: Analysis of the factors that determine to visit Alfamaret

Variable's item	Component			
	1	**2**	**3**	**4**
Employees are attentive to the customers (F.16-Alfamart)	**0,858**	0,133	0,087	0,156
The employees are very helpful (F.15-Alfamart)	**0,856**	0,220	0,137	0,081
Employees provide a comfort service when serving the consumer (F.14-Alfamart)	**0,745**	0,130	0,383	0,111
If consumers need help on shopping activity, employees quickly respond (F.17-Alfamart)	**0,734**	0,130	0,052	0,439
Employees show empathy to the consumer (F.18-Alfamart)	**0,712**	0,132	0,048	0,421
Shopping membership has many benefits (F.13-Alfamart)	**0,641**	0,113	0,528	-0,02
Store location neighbors with the similar store (F.01-Alfamart)	0,149	**0,815**	0,213	0,090
Located in the crowded population (F.02-Alfmart)	0,202	**0,790**	0,269	0,146

Table 2, cont.

Located in place where a lot of people walking around (F.04-Alfamart)	0,026	**0,757**	0,212	0,174
Near with your residence (F.03-Alfamart)	0,149	**0,729**	0,088	0,194
Interesting interior design (F.05-Alfamart)	0,278	**0,564**	0,245	0,334
Product's promotional posters is available (F.10-Alfamart)	-0,02	0,275	**0,741**	0,300
Frequent do promotional sales activity (such as: buy 1 get 1 free, buy "Product A" free "Product B", etc.) (F.11-Alfamart)	0,183	0,367	**0,710**	0,146
A special discount is offered often (F.12-Alfamart)	0,349	0,273	**0,704**	0,088
Catalog shopping is always available (F.09-Alfamart)	0,217	0,140	**0,653**	0,405
The temperature setting is comfortable (F.06-Alfamart)	0,208	0,223	0,207	**0,871**
Played favorable music (F.08-Alfamart)	0,226	0,219	0,203	**0,866**
Store's aroma is fragrant (F.07-Alfamart)	0,215	0,331	0,287	**0,616**

Notes: The number of people has participated are 200 peoples

C. Comparing the Determining Factor on Consumer Visits at Convenience Store in Palembang (Indomaret and Alfamart)

In this section, we will compare the factors that have been generated in the previous analysis. Each store has a form factor, these factors may contain items that are the same or different. The items come from "The beginning factor" that is based on theory. The beginning factors illustrated in Table 3. The results of the factor analysis collate such items into the new arrangement, as illustrated in Tables 1 and 2. The comparison of these factors are as follows:

Table 3: Questions Items and "The Beginning Factors"

No	Items	Code	The Beginning factor
1	Store location neighbors with the similar store	F.01	Location factors
2	Located in the crowded population	F.02	
3	Near with your residence	F.03	
4	Located in place where a lot of people walking around	F.04	
5	Interesting interior design	F.05	*Store atmosphere*
6	The temperature setting is comfortable	F.06	*Factors*
7	Store's aroma is fragrant	F.07	
8	Played favorable music	F.08	
9	Catalog shopping is always available	F.09	Promotion and price factor
10	Product's promotional posters is available	F.10	
11	Frequent do promotional sales activity (such as: buy 1 get 1 free, buy "Product A" free "Product B", etc.)	F.11	
12	A special discount is offered often	F.12	
13	Shopping membership has many benefits	F.13	
14	Employees provide a comfort service when serving the consumer	F.14	Employee service factors
15	The employees are very helpful	F.15	
16	Employees are attentive to the customers	F.16	
17	If consumers need help on shopping activity, employees quickly respond	F.17	
18	Employees show their empathy to the consumer	F.18	

Notes: the beginning factor referred from theory, as a mention in Introduction

According to Table 4, there are four factors in each convenience store. Each of these factors is named according to the items that make it up. There are similarities and differences in form factor to each factor. On the factors that have items forming the same, it can be given the same name. These factors are a factor of 1 and 3, where the first factor is named: Employee and Membership factors and the third factor was named: In-store promotional sales factors. Differ by a factor of 1 and 3, the factor 2 and 4 are different one and other between 2 brands of convenience stores (Indomaret and Alfamart). At

the second factor in Indomaret named Location and Store atmosphere, while the second factor in Alfamart named: Location and interior design. In fourth factors in Indomaret named by Music and store aroma factor, while the fourth factor Alfamart named with Music, aroma and temperature store factor.

According to the table 4, there is similarities formation of factors on both the convenience store. The similarities have occurred in first and third factor. In the first factor (Employee and Membership Factor), composed by items: Employees are attentive to the customers (F.16), The employees are very helpful (F.15), Employees show their empathy to the consumer (F.18), If consumers need help on shopping activity, employees quickly respond (F.17), Employees provide a comfort service when serving the consumer (F.14), and Shopping membership has many benefits (F.13). While the third factor (In-store promotional sales factors), consisting of: Frequent do promotional sales activity (such as: buy 1 get 1 free, buy "Product A" free "Product B", etc.) (F.11), Product's promotional posters is available (F.10), Catalog shopping is always available (F.09), and A special discount is offered often (F.12).

Based on Table 4, there are two factors that have a difference in constituent items, ie the second and fourth factor. On 2nd factors in Indomaret (Factor location and ambiance stores) consists of six items, namely: Located in the crowded population (F.02), Store location neighbors with the similar store (F.01), Located in place where a lot of people walking around (F.04), Interesting interior design (F.05), Near with your residence (F.03), and The temperature setting is comfortable (F.06). While for the Alfamart brand consists of 5 items: Store location neighbors with the similar store (F.01), Located in the crowded population (F.02), Near with your residence (F.03), Located in a place where a lot of people walking around (F.04), and Interesting interior design (F.05).

According to the table 4, there are four main factors that are arranged based on the theory that there is. The first factor is the location factor, based on the theory of items forming these factors are: Store location neighbors with the similar store, Located in the crowded population,

Near with your residence, and Located in a place where a lot of people walking around. The second factor is the factor of store atmosphere, items forming these factors are: Interesting interior design, The temperature setting is comfortable, Store's aroma is fragrant and Played favorable music. The third factor is the factor of promotion and price consists of: Catalog shopping is always available, Product's promotional posters is available, Frequent do promotional sales activity (such as: buy 1 get 1 free, buy "Product A" free "Product B", etc.), A special discount is offered often, and Shopping membership has many benefits. The fourth factor is: Employees provide a comfort service when serving the consumer, The employees are very helpful, Employees are attentive to the customers, If consumers need help on shopping activity, employees quickly respond, and Employees show their empathy to the consumer.

Based on table 4, there is information that shows the relationship between factors starters, item-forming and new factors that have been named. Factors starters consist of variable items that make it up after factor analysis was then formed a new factor that can be filled by items from the beginning of the same factors, or can also be filled by a combination of several items originating from different starters factor.

On the first factor, both of them has same factors, ie factors formed from the item: "Areas of service of employees" and "Factors promotion and price". On the second factor, the two brands have distinction items and forming a new factor. Factor 2 newly formed from the beginning of factors: "Location Factor" and "Factor Store atmosphere". In Indomaret there are 2 items from store atmosphere factor (F.05 and F.06), whereas in Alfamart there is only one item of store atmosphere factor (F.05). At a factor of 3, two brand new convenience stores have the same factor that is formed on the item: "Factors promotion and price". And to a factor of 4, the second brand of convenience stores also have differences in the items that make up the new factor. Factor 4 is formed of factors beginning "Store atmosphere". In Indomaret brand, item starters factor "Store atmosphere" constituent contained two items, while the Alfamart brand there are three items.

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Table 4: Recapitulation Naming a new factor, Item forms and beginning Factor

Factor	Indomaret			Alfamart		
	New Factor	Code	The Beginning factor	New factor	Code	The Beginning factor
1	**Employee and Membership Factor**	F.16, F.15, F.18, F.17, F.14	Employee service factors	**Employee and Membership Factor**	F.16, F.15, F.18, F.17, F.14	Employee service factors
		F.13	Promotion and price factor		F.13	Promotion and price factor
2	**Location and Store atmosphere**	F.01, F.02, F.03, F.04	Location factors	**Location and interior design**	F.01, F.02, F.03, F.04	Location factors
	Factor	F.05, F.06	Store atmosphere factor	**factor**	F.05	Store atmosphere factor
3,	**In-store promotional sales factors**	F.09, F.10, F.11, F.12	Promotion and price factor	**In-store promotional sales factors**	F.09, F.10, F.11, F.12	Promotion and price factor
4	**Music and store aroma factor**	F.07, F.08	Store atmosphere factor	**Music, Aroma and Temperature factor**	F.06, F.07, F.08	Store atmosphere factor

Notes: For code information, see table 3. The new factor is the factor arranged by factor analysis provided by SPSS. The Beginning factor is The factor was referred by related theory in this research.

DISCUSSION

The diversity of backgrounds visitor becomes an important thing that must be understood. Stores considering the demographic factors in the strategy. For example obtained the fact that most of the visitors are coming from young people is aged around 20-25 years (50.5%), then the matters relating to young people must be accommodated as the availability of related products segments. Many consider the convenience stores to provide seating outside the store to accommodate the needs of young children who like to enjoy the time while chatting with each other. Factors visitors. In general, variable items grouped in accordance with the existing theory, only some of which are not appropriate. Supposedly on the theory of location factors exist, factors store atmosphere, promotion and price factors and factors of employee service.

At a factor of 1 for both brands of convenience stores: the factors that form filled out by all of the items that come from employee service factor and the membership factor (which should be in the price). At this factor means for both brands convenience store can apply the same strategy that is focused on serving employees coupled with a focus on membership.

On the second factor there is a difference in the convenience store brand: In Indomaret factor 2 is filled with all the items related to the location and the second item from the store atmosphere, while for Alfamart also filled by all of the items associated with the location and the first item of the store atmosphere.

At the third factor, both of convenience store brands have in common are the determining factors of promotions and price factors. The similarity of these factors can be interpreted that generally visitors regard the promotion and offer prices of both branded convenience stores are the same. At the 4th factor, both of convenience store brands have in common origin factor is factor store atmosphere, but there is little difference forming items. In Indomaret items forming factors consisted of musical items and aroma store, while at Alfamart item forming factors is the music, aroma, and temperature of the store. This indicates that there are Alfamart's visitors more aware about temperature setting.

FUTURE WORKS

- Do regression analysis to examine the effect of the factors which are formed with other variables

such as buying interest, satisfaction, as well as the purchase decision.

- Due to the heterogeneity of its community or society still adheres to the local culture, it is necessary to study about cultural factor values.

- Keep investigated the influence of modernization on people's behavior, such as the impact of technology, social media, lifestyle, etc.

- Results showed that 71% of visitors do not prepare a shopping list, this needs further investigation regarding the consumer decision-making process in the convenience store, whether it is impulse buying or not.

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