



Bisma: Jurnal Bisnis dan Manajemen

<https://jurnal.unej.ac.id/index.php/BISMA>

Vol. 15 No. 2, 2021, Hal. 116 - 122

CUSTOMER SHOPPING DECISION IN GAJAHMADA BATANG RESTAURANT

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Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh tata letak toko, tampilan interior, manusia, dan kebersihan terhadap orientasi belanja pelanggan pada Restoran Gajahmada yang terletak di Kabupaten Batang. Metode pengambilan sampel yang digunakan adalah *accidental sampling*. Metode analisis data yang digunakan dalam penelitian ini adalah analisis regresi berganda. Hasil penelitian menunjukkan bahwa variabel tata letak toko berpengaruh negatif dan tidak signifikan terhadap orientasi belanja pelanggan ($\beta = -0,046$ dan *Sig.* = 0,634). Sedangkan variabel tampilan interior berpengaruh positif dan signifikan terhadap orientasi belanja konsumen yang ditunjukkan dengan nilai = 0,266 dan *Sig.* = 0,003. Pengaruh variabel manusia terhadap orientasi belanja pelanggan juga menunjukkan pengaruh yang positif dan signifikan ($\beta = 0,346$ dan *Sig.* = 0,000). Disamping itu, variabel kebersihan ditemukan berpengaruh positif dan signifikan terhadap orientasi belanja pelanggan ($\beta = 0,320$ dan *Sig.* = 0,000). Selanjutnya hasil analisis regresi berganda menunjukkan bahwa semua variabel bebas yaitu tata letak toko, tampilan interior, manusia, dan kebersihan, secara bersama-sama berpengaruh terhadap orientasi belanja pelanggan yang dibuktikan dengan nilai $F = 32,929$ dan *Sig.* = 0,000.

Kata Kunci:

Layout toko, display interior, manusia, kebersihan, orientasi belanja

Abstract

*This study aims to determine the influence of store layout, interior display, human, and cleanliness on customer shopping orientation at Gajahmada restaurant in Kabupaten Batang. The sampling method used was accidental sampling. The data analysis method adopted in this study was multiple regression analysis. The results showed that the store layout variable has a negative and insignificant effect on the customer shopping orientation ($\beta = -0.046$ and *Sig.* = 0.634). Meanwhile, the interior display variable was found to positively and significantly affect the customer shopping orientation indicated by the value of $\beta = 0.266$ and *Sig.* = 0.003. The impact of the human variable on the customer shopping orientation also demonstrated a positive and significant impact ($\beta = 0.346$ and *Sig.* = 0.000). The cleanliness variable was found to positively and significantly influence customer shopping orientation ($\beta = 0.320$ and *Sig.* = 0.000). Furthermore, the multiple regression analysis results also indicated that all independent variables, which were store layout, interior display, human, and cleanliness, simultaneously affect the customer shopping orientation proved by the value of $F = 32.929$ and *Sig.* = 0.000.*

Keywords:

Store layout, interior display, human variable, cleanliness, customer shopping

Introduction

Today there are many restaurants that offer and serve food and beverage products in various forms and variants, from simple to luxurious. This is because food is a basic need that humans must meet. The growth of the food and beverage business is still recorded as high growth in various parts of the world (Norton, 2010). They are seeing the condition of the increasingly fierce competition in the business entrepreneurs who need to increase the strength in their company by increasing the image or the characteristics of the different and unique compared to competitors to increase consumer appeal. This competitive advantage is significant for a business in maintaining customers and their existence in the food industry.

One way or strategy to always excel in competing is to differentiate by doing up-to-date and innovative marketing to increase sales and consumer interest. One of the ways to be innovative in this case is to use creative ways by creating a pleasant environment or atmosphere of deposit. It is important because store layout design can affect the perceptions of consumers or potential consumers and the public to increase purchasing power. Shopping is not only a functional activity to buy goods or services, but an activity to fill time, recreational entertainment or even to relieve stress. (Ma'ruf, 2006)

Gajahmada Restaurant which is on Jalan Slamet Riyadi no. 14 in the District. Batang is one of the many restaurants that have a unique image. This restaurant has been around since three years ago. By favouring image and characteristics, it is expected to increase sales profit. The remarkable image that Gajahmada restaurant has is an attractive store layout by providing ample parking space and safeguarding, adequate dining space, other good layouts, and regular customer traffic. Another unique image conveyed through its interior design is that this restaurant is designed using elements of traditional culture. The installation of clear directions in the restaurant is also crucial.

Interior displays and humans must make updates from time to time/update with good

room arrangement, additional air conditioning facilities, smoking areas, wall colour arrangement, arrangement with the right arrangement of items, good lighting or lighting, and back sound or music are part in strategy. A competent business actor should have high creativity in innovating and planning designed so that consumers do not get bored, maintain customer loyalty, and can compete with competitors (Hennig, 2013 & Wilson, 2012). If consumers feel bored with the atmosphere of a restaurant that is just like that, they are likely to move to another restaurant to spend time and shop there. Gajahmada Restaurant also pays attention to the appearance of employees and the level of customer and employee density (human variable). Humans are divided into two, namely, the influence obtained from consumers and the positive influence obtained from employee service, meaning that consumers will provide plus value for the products sold and respond to what the restaurant owner wants to convey through the creation of human beings. fun. (Turley and Milliam, 2000) Gajahmada Restaurant also never leaves one of the most important factors in it, namely cleanliness. Cleanliness is very concerned about both the environment and cleanliness in serving food.

Of course, with the existence of several factors in increasing consumer attractiveness, the shopping orientation of its customers will also increase. Customer shopping orientation or commonly called customer shopping orientation, is a form of interest from someone who motivates him to make purchases. Many experts argue that shopping orientation reflects consumer's views on social, economic, cultural and personal goals in shopping (Zietsman, 2016). Shopping orientation is an important indicator in purchasing decision making (Ling *et al.*, 2010). Shopping orientation can also be called general behaviour towards shopping activities, a form of motivation that makes someone purchase. (Solomon, 2011)

Using the concept of store layout, interior display, human variable, and cleanliness, very important to research to determine the dominant influence and significance level of the four aspects on customer shopping

orientation at Gajahmada restaurant in Kab. Batang.

The store layout is a store layout planning that includes arranging space placement to fill the available floor area, classifying the products to be offered, managing traffic within the store, setting the required space width, mapping store space and arranging the products provided individually.

Posters, signage and other interior displays can influence a store's atmosphere, as they provide clues to consumers. In addition to giving instructions for consumers, interior displays can also stimulate consumers to make purchases.

Research of (Kotni, 2016) performed on the data of customer perception towards store layout design characteristics to find out most important factors and to eliminate some characteristics which are not important for good shopping experience according to the respondents. Store layout can affect the emotional state of customers. The emotional state of the customer consists of feelings of pleasure and feelings that can arouse desires, both those that arise psychologically or a sudden (impulsive) desire to make a purchase.

Another factor related to the atmosphere of the object of this research is the interior display. Display is one of the sales promotion tools that has a function to attract the attention of customers in order to make a purchase. Turley and Milliman (2000) stated that a good interior display can significantly have an effect on customers to make a purchase. This can happen either when the product quality is on par with competitors. Even when the product quality is not on par with competitors, a good and complete interior display can also affect customers.

Human variables are crowd or customer density, privacy, customer characteristics, personnel/employees, and employee uniforms. Human variables refer to the crowd or customer density, privacy, customer characteristics, personnel/employee characteristics, and employee uniforms. The level of density of customers and employees in a place can affect purchase orientation and

customer satisfaction (Mardiah, 2019). The level of customer and employee density in a place can affect purchase orientation and customer satisfaction. A study conducted by Bateson and Hui (Turley & Milliman, 2000) revealed that some customers did not like the impact of negative environmental modulation associated with customer density (for example, restaurant conditions were too crowded and very crowded). Furthermore, it is also found that customer adaptation strategies to the level of density in a place have a high effect on shopping satisfaction (Turley & Milliman, 2000). Several scholars also have conducted studies about restaurant cleanliness, and a relationship between customer satisfaction, service quality evaluation, and restaurant cleanliness has been found (Kim, 2019)

According to Aritonang (2005), in determining customer satisfaction, especially regarding restaurants, the hygiene factor also has a huge influence because customers everywhere also have the same desire where the food they eat, cook, food ingredients, process, and place must be correct. Really clean, healthy and free from germs.

Solomon (2011) explains that shopping orientation can also be called general behaviour towards shopping activities, a form of motivation that makes someone purchase. According to Ling *et al.* (2010), shopping orientation is a broad influence on shopping activities. This is manifested in the form of information search, evaluation of alternatives, to product selection. Shopping orientation is believed to be part of the consumer's lifestyle that comes from their activities, interests, and opinions about the shopping activity itself. Many experts argue that shopping orientation reflects consumers' views on social, economic, cultural and personal goals in shopping. Therefore, it is believed that the shopping orientation of consumers can also skip the circumstances and values of the economy, society, culture, and the consumer's environment. Shopping orientation is an essential indicator in purchasing decisions (Ling *et al.*, 2010).

Method

The sampling method is done by accidental sampling, a form of unintentional selection where anyone who happens to meet the researcher and is deemed suitable to be the source of the data to be the sample of this study (Indriantono and Supomo, 2002). In this study, population elements are selected based on a limited model to features that provide information based on consideration. Data collection methods are documentation and questionnaires. The data is processed based on the number of filled out questionnaires, which are 150 visitors to Gajahmada Restaurant

Result and Discussions

The data analysis method used in this study is multiple regression analysis, namely the regression equation involving 2 (two) or more variables (Sugiyono, 2009). Multiple regression is used to determine the effect of changes in an independent variable on the dependent variable.

After processing the data with the help of the SPSS 16.0 for Windows program, the following results were obtained:

Table 1. Multiple Regression Test Result

| Model | Coefficients | | | t | Sig. |
|------------------|-----------------------------|---------------------------|-------|-------|------|
| | Unstandardized Coefficients | Standardized Coefficients | | | |
| | B | Std. Error | Beta | | |
| 1 (Constant) | 2.468 | 2.307 | | 1.070 | .288 |
| Store.Layout | -.046 | .096 | -.034 | -4.79 | .634 |
| Interior.Display | .266 | .095 | .237 | 2.799 | .003 |
| man | .346 | .079 | .373 | 4.382 | .000 |
| Kebersihan | .320 | .075 | .363 | 4.237 | .000 |

Source: Processing Data

From the regression equation, it can be explained that:

1. Constant 2.468 (positive) stated that in the absence of changes (remain) on the variable Independent Store Layout (X1), Interior Display (X2), Human Variable (X3) and Cleanliness (X4), then Variable

Customer Shopping (Y) is expressed has not changed.

2. The regression coefficient of the Store Layout variable (X₁) is -0.046 (negative); this means that the Store Layout variable has a negative effect on Customer Shopping Orientation. The lower level of Store Layout who owned it would be lower anyway Customer Shopping Orientation.
3. Variable regression coefficient Interior Display (X₂) amounted to 0.266 (positive), which means that the variable Interior Display has a positive influence on the Customer Shopping Orientation. The more good level of the interior display will the higher the Customer Shopping Orientation.
4. Variable regression coefficient Human (X₃) amounted to 0.346 (positive), which means that the variable Human Variable positively influences Customer Shopping Orientation. Getting good levels of Human Variable then it will be the higher of Customer Shopping Orientation.
5. Variable regression coefficient Cleanliness (X₄) amounted to 0.320 (positive), which means that the variable cleanliness positively influences Customer Shopping Orientation. The more reasonable the Cleanliness level it will be, the higher of Customer Shopping Orientation.
6. Based on the above analysis, it can be seen that the Human Variable (X₃) has a more dominant influence than the Store Layout, Interior Display and Cleanliness variables.

This test is used to determine how much influence the independent variables collectively on the dependent variable. But the fundamental weakness of using the coefficient of determination (R²) is biased against the number of independent variables (free) incorporated into the model. Therefore, many researchers recommend using the value of Adjusted R² when evaluating which best regression model (Ghozali, 2009). The Adjusted R² values can be seen in the following table:

Tabel 2. Determinant Coefficient Test Result

| Model Summary | | | | | |
|---------------|-------------------|-------------------|----------------------------|---------------|-------|
| Model | R | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson | |
| 1 | .798 ^a | .637 | .618 | 1.97829 | 1.934 |

Source: Processing Data

This shows that 0.61.8% of changes that occur in Customer Shopping Orientation are influenced by Store Layout, Interior Display, Human Variable and Cleanliness variables.

The rest is 0.48.2%, influenced by other variables that are not included in the variables studied.

The t-test is used to determine the extent to which the independent variable partially influences the dependent variable, with an error rate of 5% ($\alpha = 5\%$). If t count < t table means that Ho is accepted and Ha rejected t count > t table means Ho is rejected and Ha accepted.

Tabel 3. T-Test Result

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|------------------|-----------------------------|------------|---------------------------|-------|------|
| | B | Std. Error | | | |
| 1 (Constant) | 2.468 | 2.307 | | 1.070 | .288 |
| Store.Layout | -.046 | .096 | -.034 | -.479 | .634 |
| Interior.Display | .266 | .095 | .237 | 2.799 | .003 |
| Human | .346 | .079 | .373 | 4.382 | .000 |
| Cleanliness | .320 | .075 | .363 | 4.237 | .000 |

Source : Processing Data

Based on table results of the t test for Variables Store Layout , obtained by value t count = -0.479, while t table ($a = 0.05, df = n-4, df = 80-2 = 76$) is 1.66 t count (-0.479) < t table (1, 66) t test for Store Layout Variable on Customer Shopping Orientation.

Significance number = 0.634 > $a = 0.05$ (Ho is accepted and Ha is rejected). Based on the above criteria, at the 5% level, variable Store Layout does not significantly influence the Customer Shopping Orientation.

Based on the results table t-test for variables Interior Display , the value t count = 2.7998

while t table ($a = 0.05, df = n-4, df = 80-4 = 76$) was 1, 66

t count (2,799)> t table (1, 66) t-test for Interior Display Variable to Customer Shopping Orientation

Significance number = 0.003 < $a = 0.05$ (Ho is rejected and Ha is accepted). Based on the above criteria, it can be seen that at the 0.05 significance level the Interior Display variable has a significant effect on the Customer Shopping Orientation variable.

Based on the results table t-test for variables Human Variable , the value t count = 4.382 while t table ($a = 0.05, df = n-4, df = 80-4 = 76$) was 1, 66

t count (4.382) > t table (1, 66) t-test for Interior Display Variables on Customer Shopping Orientation

Significance number = 0.000 < $a = 0.05$ (Ho is rejected and Ha is accepted). Based on the above criteria, it can be seen that at the 0.05 significance level, the Human Variable variable has a significant effect on the Customer Shopping Orientation variable

The hypothesis proposed is:

Based on the results table t-test for variables Cleanliness , obtained by value t count = 4.237 while t table ($a = 0.05, df = n-4, df = 80-4 = 76$) was 1, 66

t count (4.237) > t table (1, 66) t-test for Interior Display Variables to Customer Shopping Orientation

Significance number = 0.000 < $a = 0.05$ (Ho is rejected and Ha is accepted). Based on the above criteria, it can be seen that at the 0.05 significance level, the Interior Display variable has a significant effect on the Customer Shopping Orientation variable

The F test is used to determine and test the effect of the independent store layout (X_1), exterior display (X_2), human variable (X_3) and cleanliness (X_4) variables on the dependent variable Customer Shopping Orientation (Y) simultaneously (together - same).

Hypothesis:

Ho: $b_1 = b_2 = b_3 = b_4 = 0$; There is no significant influence between Store Layout, Interior Display, Human Variable and Cleanliness on Customer Shopping Orientation.

Ha: $b_1 \neq b_2 \neq b_3 \neq b_4 \neq 0$; There is a significant influence between Store Layout, Interior Display, Human Variable and Cleanliness on Customer Shopping Orientation.

Tabel 4. F-Test Results

| | | Sum of Squares | df | Mean Square | F | Sig. |
|---|------------|----------------|----|-------------|--------|-------------------|
| 1 | Regression | 515.479 | 4 | 128.870 | 32.929 | .000 ^a |
| | Residual | 293.521 | 75 | 3.914 | | |
| | Total | 809.000 | 79 | | | |

Source: Processing Data

Based on the table of statistical test results using SPSS 16, the calculated F value = 32.929 while the F table value ($\alpha = 0.05$), df numerator = k = 5, df denominator = n-k = 80-5 = 75 is (2,33)

F count (32,929) > F table (2, 33) The number of significance = 0.000 < $\alpha = 0.05$

With the above criteria, Ho is rejected, and Ha is accepted

Based on the multiple linear regression analysis results, which shows that the Interior Display, Human Variable and Cleanliness variables affect the Customer Shopping Orientation at Gajahmada Restaurant in Batang Regency.

Results study indicates that the variable Store Layout has negative and not significant to the Customer Shopping Orientation At Gajahmada Restaurants in Batang.

This is indicated by the regression coefficient value of -0.046. As for the value of t count (-0.479) < t table (1, 66) and sign (0, 634) > sign α (0.05), so that the first hypothesis proposed has no positive and significant effect Store

Layout on Customer Shopping Orientation at Gajahmada Restaurants in Batang not be accepted.

This study indicates that the Interior Display variable has a positive and significant effect on Customer Shopping Orientation at Gajahmada Restaurant in Batang Regency.

This is indicated by the regression coefficient value of 0.266. Whereas for the value of t count (2.799) > t table (1, 66) and sign (0.003) < sign α (0.05), so that the first hypothesis proposed has a positive and significant effect of Interior Display on Customer Shopping Orientation at Gajahmada Restaurant in Batang regency is acceptable.

This study shows that the Human Variable variable has a positive and significant effect on Customer Shopping Orientation at Gajahmada Restaurant in Batang Regency.

This is indicated by the most significant regression coefficient of 0.346. Whereas for the value of t count (4,382) > t table (1, 66) and sign (0,000) < sign α (0.05), so that the third hypothesis proposed has a positive and significant effect of Human Variable on Customer Shopping Orientation at Gajahmada Restaurant in Batang regency is acceptable.

This study indicates that the hygiene variable has a positive and significant effect on Customer Shopping Orientation at Gajahmada Restaurant in Batang Regency. This is indicated by the regression coefficient value of 0.320. Whereas for the value of t count (4.237) > t table (1, 66) and sign (0.000) < sign α (0.05), so that the fourth hypothesis proposed has a positive and significant effect on cleanliness on Customer Shopping Orientation at Gajahmada Restaurant in Batang regency is acceptable.

Conclusion

Based on the results of hypothesis testing and the discussion previously described, it can be concluded from this study are The effect of Store Layout on Customer Shopping Orientation based on multiple linear regression has a negative value of -0.046 towards Customer Shopping Orientation,

which means that H₀ is accepted. H_a is rejected based on the results of the t-test hypothesis is rejected. Variable Interior Display of the Customer Shopping Orientation by multiple linear values has positives that 0,266 to Customer Shopping Orientation means H₀ rejected and H_a accepted based on the t-test of variable Human Variable is most dominant in the amount of 0.346 against the Customer Shopping Orientation. This means Human Variable has a positive value in influencing Customer Shopping Orientation on In Spanish Gajahmada in Batang. The influence of the cleanliness variable on Customer Shopping Orientation based on multiple linearities has a value of 0.320, which is positive for Customer Shopping Orientation based on the t-test. The hypothesis is accepted. The influence of Store Layout, Interior Display, Human Variable and Cleanliness on Customer Shopping Orientation has a positive and significant effect. This can be evidenced by the F test of 32.929 and a significant number of 0.000 at Gajahmada Restaurant in Batang Regency.

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