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Consumer's Perception Analysis toward the Marketing Mix Strategy in Indomaret on Imam Bonjol Street Tebing Tinggi



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ABSTRACT

This aim of this research is to know the consumer perception by implementing the analysis hotchpotch of marketing Indomaret branch on Jl. Imam Bonjol Tebing Tinggi. The field of marketing mix consists of Product (product), Price (price), Place (place), and Promotion (promotion), and also to get the empirical evidence of consumer perception to strategy of marketing hotchpotch at restaurant Indomaret Branch the Jl. Imam Bonjol Tebing Tinggi Field. The research method used is descriptive analysis and mean calculate the (mean score). As reference sum up the population taken away from a consumer amount paying a visit during September month come up with the November 2009, so that obtained by amount sample as much 100 responders, with the method of withdrawal sample that is consumer which is visiting Indomaret which incidentally meet used by responder. To test the validity and reliability used an application program of computer SPSS 18.0 for Windows. Result of research obtained that product variable with the indicator of product quality represent the single indicator owning consumer perception " Very Whether" namely equal to 4,31, while other indicator only own the consumer perception which is " Whether". Product Variable own the best consumer perception compared to [by] a price variable, place, and promotion. Consumer perception to strategy of hotchpotch of marketing of Indomaret Jl. Imam Bonjol Tebing Tinggi Field pertained by a goodness and positive.

INTRODUCTION

1. Background of the study

The growth of franchise business is so rapidly in Indonesia. The existence of franchise business cannot be denied in some years later. Franchise is an effective strategy to develop the business system by not deleting the available company characteristic as a special characteristic of the related franchise. The business agent should have the strategy to compete in business competition field which is getting tighter and the short product cycle condition.

The franchise which has the great potency in Indonesia is the franchise like mini market because the Indonesian population growth per capital which is high and the food readiness in minimarket is more needed as the society mobility improvement, especially around the dynamic and practical lifestyle urban area.

Indonesia has around 40.000 outlets from more than 1000 franchise with the number of the worker is 700.000 up to 1 million people till now. This information was taken from the national exhibition *Roadshow Franchise and Business Concept 2009* result which held by AFI (Asosiasi *Franchise* Indonesia). The foreign franchise in the form of fast food restaurant which becomes the market leader and gains the highest brand point in Indonesia is Indomart (www.franchise-indonesia.com. October 2013).

Indomart is the mini market which comes from Jakarta and continuously expands their number for the whole Indonesia. In Tebing Tinggi there are more or less than ten retail stores spread in every area.

In marketing their product, the producer compete each other to get the optimal market part, therefore the company has to produce the product that well accepted in the market by creating the marketing mix effectively and learn the consumer attitude which becomes the target market. The marketing mix consists of the whole things that can be done by the company to influence the product demand.

Marketing mix is the controlled variables by the company, which consists of product, price, distribution and promotion. This research is focused on the 4P (Product, Price, Place, and Promotion).

To know whether Indomaret has established its marketing program good or not, it needs the

consumer perception analysis about the offered product. This consumer's perception creates certain point of view of the product that the company offered. There are so many things can create the consumer perception of one product, from individual characteristic, the circumstances, even form the offered product. Those factors play an important role in decision making for the consumer to buy or consume a product. The positive consumer behavior toward one product shows the consumer gain the satisfaction within the product offered by the company.

2. Problem Formulation

Based on the background of the study, the writer formulates the problem as follows: "Does the consumer perception affect the Indomaret marketing mix perception on Iman Bonjol Street Tebing positively or not?"

3. Hypothesis

Based on the problem formulation, the hypothesis of this study is "The marketing mix in Indomaret Iman Bonjol Sreet Tebing Tinggi branch office gives the positive/good consumer's perception"

4. Problem Limitation

This research discusses the consumer's perception toward the Indomaret marketing mix strategy on Iman Bonjol Street Tebing Tinggi branch office consist of product variable, place, price, and promotion with the limited research respondents they are the consumers who visit the Indomaret Iman Bonjol Street Tebing Tinggi branch office for twice.

5. The Research Purpose

This research purpose is to know the consumer perception by analyzing the Indomaret marketing mix Iman Bonjol Street Tebing Tinggi branch office which consists of product, price, place, and promotion, and also to gain the consumer's perception empirical evident toward the Indomaret marketing mix on Iman Bonjol Street Tebing Tinggi branch office.

MATERIALS AND METHODS

1. Variable Operational Definition

This research variable is the consumer’s perception and marketing mix. Each variable is defined as follow:

1. Consumer Perception is the significance that we relate based on previous experiences, we accept the stimulus through our five senses (Stanton, 2003:160)

2. Marketing mix is the controlled and tactical marketing instruments that the company gathers to produce the target market response (Kotler and Amstrong, 2008:62). Marketing mix consists of some variables; those are product, price, place, and promotion.

Operational Definition

Sr. No.	Variable	Variable Definition	Indicator	Measurement scale
A	Perception	Selecting process, organizing, interpreting on the accepted stimulus	1. Selective attention 2. Selective distortion 3. Selective retention	Likert scale
B	Marketing Mix			
1	product	The product and service combination that the company offers to the target market.	1. Varieties 2. Quality 3. Features 4. Brand 5. Package 6. Service	Likert scale
2	Price	The total of the money that the customer spent to get the product.	1. Price list 2. Discount	Likert scale
3	Place	The company activities making the available product for the target customer.	1. channel 2. Location 3. stock 4. Transportation	Likert scale
4	Promotion	The activity that delivers the product benefit and persuades the customer to buy.	1. Advertisement 2. Individual marketing 3. Marketing promotion 4. Public relation	Likert scale

Source: Kotler and Armstrong (2008:62)

2. Variable Measurement

The consumer's perception toward the Indomaret marketing mix dimension is measured by using Likert scale. There are five alternatives that used in scoring, such as:

Strongly agree (SA) = 5

Agree (S) = 4

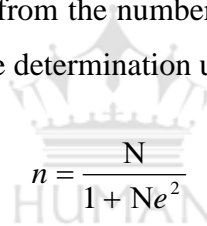
Fair (F) = 3

Disagree (D) = 2

Strongly disagree (SD) = 1

3. Population and Sample

This research population is the consumers of Indomart Iman Bonjol Street Tebing Tinggi branch office. The sample was taken from the number of the population from September till November 2013 per week. The sample determination used the Slovin formula (2013: 37).



$$n = \frac{N}{1 + Ne^2}$$

Whereas:

n = the total of the sample

N = the population size

e = inaccurate opportunity percentage because of the wrong sample that still can be accepted

Therefore, whenever using the inaccurate opportunity (e) for 10% it obtained the sample score is.

$$n = \frac{75.608}{1 + 75.608 (0,1)^2} = 99,9$$

Therefore, the sample that gained is around 100 people. The sampling decision applied the accidental method, that is the sampling decision based on the accidentally, that is whoever

meet with the researcher accidentally can be used as sample, if the people who met is appropriate as the data source (Sugiyono, 2013:77).

Data Analysis Methodology

1. Descriptive Analysis

The descriptive analysis is the method that applied by collecting, classifying, analyzing, and interpreting the data that related with the problem and comparing the technical knowledge (secondary data) with the real condition on the company so it gained the clear image about the consumer's perception toward the Indomaret marketing mix strategy Iman Bonjol Street Tebing Tinggi branch office.

2. Statistic Analysis Method

The method that applied to serve the data in the form of number. In this method, the writer applied the mean score. This tool is used to know how deep the scoring point given by the consumer toward the Indomaret Iman Bonjol Street Tebing Tinggi branch office marketing mix dimension. For the basic calculation applying the formula (Supranto, 2013:86) as follow:

$$\bar{X} = \frac{\sum f_i x_i}{\sum f_i}$$

Direction:

f_i = the number of frequency

x_i = score/variable point

\bar{x} = mean

The result of the mean will be converted to scale range that considering the interval information as follow.

$$\text{Interval} = \frac{\text{The highest score} - \text{the lowest score}}{\text{The number of class}}$$

$$\text{Interval} = \frac{5-1}{5} = 0,8$$

After the number of the interval got, next, the scale range is to know where the consumer's perception means toward the Indomaret Iman Bonjol Street Tebing Tinggi branch office marketing mix strategy is put on. The scale range is:

1,00 – 1,80 = very poor

1,81 – 2,60 = poor

2,61 – 3,40 = fair

3,41 – 4,20 = good

4,21 – 5,00 = very good

The scale range will show the result of the consumer's perception toward the marketing mix dimension (product, price, place, and promotion) so it categorized whether on very poor scale, poor, fair, good, or very good (Supranto, 2013:89).

RESULTS AND DISCUSSION

This research applied two methods to analyze the primary data those are the descriptive analysis method and statistic analysis, mean score. The mean score statistic analysis is used to know the score that given by the consumer toward the marketing mix dimension that will be analyzed.

In analyzing the data, the researcher applied the *Software* SPSS (Statistical Product and Service Solution) 18.00 version for Windows.

In this research, the validity and reliability test applied the (one shot method), where the measurement through this method done in once. Based on the criterion, if r_{sum} (for r_{sum} each particle can be seen in Correlated Item-Total Correlation column more than r_{table} and r point is positive, therefore the point or the question is valid (Imam Ghozali, 2001:132).

The r_{table} with the total respondent is 100 persons and alpha 5% is 0,195. The researcher did the validity test within the 24 questions related to the consumer perception on the Indomaret Iman Bonjol Street Tebing Tinggi branch office marketing mix strategy. From the 24

questions in the questionnaire, it obtained the lowest r sum is 0,367 and the highest score is 0,508, where the whole questions have r sum point over 0,195. It means the whole parts are valid.

Based on the data analysis result and data interpretation it obtained the mean of the consumer perception is as follow:

The mean score of consumer's perception is between 3,47 (the lowest) and 4,31 (the highest). These scores categorized to the highest score because the highest interval is only 5,00. Generally, the mean score is on interval 3,41-4,20 with "good" category. There are two indicators which have the mean score on interval 4,21-5,00 those are product quality and quality product stimulus that offered by the Indomaret based on the consumer point of view, so the two indicators categorized "very good" based on the consumer's perception.

In this research, the product variable gets the good perception at the consumer's point of view rather than the price variable, place, and promotion. This can be seen through the product variable indicators has the highest mean score. Some indicators that gain score almost 4, those are: product quality is 4,31 (very good), product quality stimulus offered by Indomaret is based on the consumer's sight is 4,28 (very good) and the product varieties is 4,18 (good), meanwhile the price variable achieve the highest mean on discount product indicator is 3,98 (good). The place variable has the highest mean score on location indicator is 3,99 (good), and promotion variable achieves the mean score 4,04 (good) on advertisement indicator (message content) promotion.

The promotion variable has the lowest mean score rather than other marketing mix variable, on the salesmen service indicator is only 3,47 (good).

Based on the perception analysis toward the four marketing mix variables, it concludes that the product variable in Indomaret Iman Bonjol Street Tebing Tinggi branch office has the best rather than price, place, and promotion variable. Overall, it concludes that the consumer's perception toward the marketing mix strategy in Indomaret Iman Bonjol Street Tebing Tinggi branch office is well categorized, it proved based on the mean result is on the 3,41-4,20 interval with "good" category.

CONCLUSION

1. The product quality is the only one indicator which has the “very good” consumer’s perception rather than other marketing mix variable, where the quality product has the mean score 4,31 with “very good” category. The salesman service has the lowest mean score rather than other marketing mix variable, that is 3,47 with “good” category. The product variable gains the best consumer’s perception rather than the price, place, and promotion variable.
2. Consumer’s perception toward the Indomaret Iman Bonjol Street Tebing Tinggi branch office marketing mix strategy is good because the analysis result shows the mean score interval 3,41-4,20 with “good” category.
3. Through questionnaire then calculated by using the mean score, it can be said that Indomaret Iman Bonjol Street Tebing Tinggi branch office has the excellence on the product quality (4,31). The second excellence is the product quality stimulus offered by Indomaret is suitable with the consumer’s point of view on that product (4,28). Then, the third is the product varieties (4,18). Based on some conclusion above it can be seen that generally, the meticulous respondent has positive perception toward the Indomaret Iman Bonjol Street Tebing Tinggi branch office marketing mix strategy.

SUGGESTION

1. For the Indomaret management, it suggested to improve the marketing mix strategy, especially on the salesman service which has the lowest mean score rather than the other marketing mix variable. As everyone knows that the salesman service is contacted directly with the consumer even it gives the first impression before the consumer start shopping in Indomaret. The best salesman service will create a good perception so the consumer feels comfortable in enjoying the service and will create the willingness to buy more the product that offered by Indomaret.
2. For the next researcher, to expand this research by including some units or other Indomaret branch office in Tebing Tinggi, so the result can be generated for the Indomaret consumer in Tebing Tinggi. Moreover, it also expand this research by comparing the consumer perception toward Indomaret and the consumer’s perception toward the same product like Alpa midi and Alfamart, so the information of the variable weaknesses and strength of each marketing mix

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