

Analysis of the Effect of Location on Consumer Behavior Shopping (Case study : At Grandlucky Superstore Jakarta)

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ABSTRACT

This Study to determine the effect of location on Consumer Shopping Behaviour of Grandlucky Superstore Jakarta. The formulation of the problem in this study is whether there is an influence between the location of consumer shopping behavior at grandlucky Superstore Jakarta . The Population in this study were consumers at Grandlucky Superstore Jakarta , the determination of the number of samples using the slovin formula obtained a sample of 50 people. The variables examined in this study consisted of location factors as independent variables and consumer behaviour as dependent variables. The data used in this study were collected using a questionnaire that had previously been tested for the level of validity and reliability. Analysis of the research can be done using a linear regression formula and test the coefficient of determinant by using the help of SPSS 23 Software the result of the correlation coefficient of 0.859 indicate the relationship between location/ place against consumer behaviour. The determinant test obtained by R Square is 0.737 or 73 %of the variables of consumer behaviour are influenced by location / place variables, while remaining 27 persen is influenced by other factors.the same regression test is obtained by the regression equation $Y=7.105+0.794X$, if the location/place coefficient is 0, then the consumer behaviour is 7.105

Keyword : Location/ Place, Consumer Behaviour

INTRODUCTION

The process of developing the business world which is increasingly rapid has led to increasingly fierce market competition. With this market competition, a company's business organization is required to be able to take appropriate steps to adapt to the dynamic climate change, retail business or retail business in Indonesia has experienced rapid progress in recent years. This can be seen from the number of shops, offices, factories and other types of businesses. The location factor has a major influence on consumer behavior and is a fairly open market opportunity due to the impact of the rapid economic condition of the community.

This development resulted in the occurrence of companies that affect people's lives, including purchasing decisions in big cities. The number of consumers who switch to supermarkets and supermarkets is an interesting case to be studied. Factors of consumer behavior can be used as material for solving problems and assisting companies in marketing goods and services. In choosing a location, it is necessary to consider the environmental factors of the community, proximity to markets or consumers, proximity to workers, proximity to suppliers and proximity to public transportation facilities.

The locations occupied by supermarkets are mostly in residential areas, government agencies, education terminals and sports centers. store atmosphere plays an important role in attracting consumers to make them comfortable when choosing goods. Grandlucky superstore Jakarta is one of the supermarkets under the Sudirman business center which already has a strategic location because it is located in the city center. The consumers in Grandlucky Jakarta are mostly middle and upper class people and office workers who want to shop practically without any bargaining like what happens in traditional markets. Based on the above background, the formulation of the problem in the influence of location factors on consumer shopping behavior location on consumer behavior in Grandlucky superstore Jakarta.

LITERATURE STUDY

Definition of Marketing

According to Kotler (2014:27) Marketing is a process by which companies create value for customers and build strong relationships with customers, with the aim of capturing value from customers in return. Location determination according to Heizer (2015) location is a driver and revenue, location often has a the power to make the company's business strategy. A very strategic location aiming to maximize the company's location advantage. According to Berman (2013) location is a very important factor in the retail mix, choosing the right and strategic location at an outlet where the business location determines the success of the business. Consumer Behavior, according to Priansa (2017; 450) states that studying consumer behavior is not only studying what is bought or consumed, but also where the habits are and under what conditions goods and services are purchased so that companies will easily achieve targets in marketing their products.

METHODOLOGY

The research uses three methods, namely (1) Questionnaire Method (2) Observation Method or observation (3) Literature Study Method. The scope of the research conducted is to limit the discussion related to location factors that influence consumer shopping behavior at Grandlucky Supermarket Jakarta so that this research is more specific. The data obtained were then processed using SPSS version 23. To measure the answers of the respondents, the writer used a Likert scale and the formula used in this study consisted of validity and reliability tests, correlation coefficient tests and coefficients of determination tests and multiple linear regression tests. Data collection techniques were carried out by simple random sampling technique. With a location at Grandlucky Supermarket with a population of all consumers shopping at Grandlucky using the slovin technique, the sample we use is 50 samples.

RESEARCH RESULTS

Characteristics of Respondents

To determine the characteristics of the respondents, the authors group them into several characteristics based on

a. Gender

Based on research in the field, respondents with female sex are 33 people with a percentage of 66 percent, with the remaining 17 men with a percentage of 34 percent.

b. Age

Based on the results of research in the field, respondents aged <20 years were 4 people with a percentage of 8 percent aged 21 to 30 years as many as 16 people, the percentage was 42 percent, while those aged 41-50 years were 7 people, the percentage was 14 percent and > 50 were 2 people total percentage of 4 percent.

c. Last education

Based on the table above, it can be seen that respondents with the latest education in SMA/D3 were 11 people with a percentage of 22 percent, S1 were 21 people, the percentage was 42 percent, masters were 10 people, the percentage was 20 percent, and S3 were 8 people, the percentage was 16 percent.

d. Marital status

Based on the table above, respondents with unmarried marital status were 21 people with a total percentage of 42 percent with the remaining married status as many as 29 people with a total percentage of 58 percent.

Analysis of Location/Place Variables on Consumer Behavior

Before entering into the calculation of the correlation and determination test and the Regression equation, the instrument was first tested to ensure that the data used was reliable. The instrument test consists of a validity test and a reliability test

Validity test

The test is done by comparing the calculated r value with r table. The calculated r value is the result of the correlation of respondents' answers to each statement in each variable which was analyzed by the SPSS program with the Pearson correlation method. The value of r table can be seen in table r with a significance level of 5 percent or equivalent to 0.05 of 0.371. From the results of data processing, it shows that the calculated r value of all indicators is greater than the value of r table. This means that all indicators are reliable measuring tools to get valid data

Reliability Test

Reliability is an indicator or questionnaire from calculations using SPSS which can be seen from the table of existing Cronbach alpha values. SPSS output reliability results can be seen in the following table

Table 4.1: Reliability Test Results

Variabel	Cronbach Alpha	Information
Location/place	0.752	Reliabel
Consumer behavior	0.719	Reliabel

the data source is processed by the author 2020

From the table above, it can be concluded that the Cronbach alpha value of all variables is in the very reliable category, so it can be concluded that the questionnaire used in this study can be trusted as a variable measuring instrument.

Correlation Coefficient Test

After knowing that the items in the instrument are valid and reliable, the next step is to find the direction and the strength of the relationship between the location / place variables on consumer behavior using the correlation formula because the data is interval data, then product moment correlation is used through the help of the SPSS program. location/place on consumer behavior can be seen as follows.

Table 4.2: Correlation test results

		Location/Place	Behaviour Consumer
Location/Place	Pearson Corelation	1	0.859**
	Sig		0.000
	N	50	50
Consumer behavior	Pearson Corelation	0.859***	1
	Sig	0.000	
	N	50	50

Correlation is significant at the 0.01 level 2 tailed the data source is processed by the author 2020

From the table above, it can be concluded that the correlation value of the relationship between location and place on consumer behavior is 0.859 based on the interpretation guide table. The correlation coefficient value is included in the very strong category so that it can be concluded that there is a positive relationship of 0.859 between location/place on consumer behavior.

Coefficient of Determination Test

After finding the results of the correlation coefficient, the next step is to find the coefficient of determination used to find out how much the ability of the independent variable location / place to explain the dependent variable of consumer behavior seen through R Square from calculations through SPSS the following is a table of processing results

Table 4.3: Coefficient of Determination Results

Model summary				
Model	R	R square	Adjusted square	R Std error of the estimate
1	0.859	0.737	0.732	1.758

**Predictor
Dependent variable**

The results of the research table above show the coefficient of determination adjusted for R Square is 0.737, meaning that 73 percent of consumer behavior variables at Grandlucky Superstore Jakarta are influenced by location/place variables while the remaining 27 percent are influenced by other variables not included in the study.

Table 4.4: Anova Results

Annova	Sum	Of	df	Mean square	F	Sig
Model	Squares					
Regression	416.503	1		416.503	134.793	0.000
Residual	148.317	48		3.090		
Total	564.830	49				

the data source is processed by the author 2020

Based on the annova table, it can be seen that the significant value is $0.000 < 0.0005$, so the H1 decision is accepted, meaning that there is a relationship between location / place and consumer behavior shopping at Grandlucky Superstore Jakarta

Regression equation test

Simple regression is used to predict how high the value of the dependent variable is if the value of the independent variable is manipulated based on the results of the analysis using the SPSS program SPSS version 23, the results of the regression between locations and consumer behavior are shown in the following table

Table 4.5: Results of the Location Regression Equation on Consumer Behavior

Model	Unstandardized Coefisien	Standardized Coefisien	t	Sig
Constan	B	Std Error	Beta	
	7.105	2.849		2.494
Lokasi/tempat	0.794	0.068	0.859	11.610

the data source is processed by the author 2020

Based on the SPSS calculation table above, the equation can be obtained, namely $Y = 7.105 + 0.794 X$. From the above function equation it can be interpreted that if the location / place is constant then $Y =$ consumer behavior is 0.7105, the regression coefficient is 0.794. place will increase consumer behavior by 0.794 otherwise if location and place experience a decrease of 1 then consumer behavior increases . For the location and place of 0.794 . so the direction of the location relationship experienced a decrease of 0.794 .

CONCLUSION

A. Based on the results of the analysis and discussion then

1. Location / Place with consumer behavior has a very strong and positive relationship. This is shown based on the calculation of the correlation coefficient using the SPSS program with a result of 0.859 and this value is in the very strong category.
2. The variable of consumer behavior is influenced by location/place by 73%, it is shown from the calculation of the coefficient of determination of KD of 0.737, which means that

the variable of consumer behavior can be influenced by location/place and the remaining 27 percent is influenced by other variables not included in the study. .

3. From the results of the linear regression equation, the equation is $Y = 7.105 + 0.794 X$ from the equation it can be interpreted that if the location / place is constant or has a value of zero then Y consumer behavior is 7.105 The regression coefficient of 0.794 states that each addition is due to a positive sign 1 the unit value of location / place will increase consumer behavior by 0.794, so the relationship between location / place on consumer behavior is proven to have a positive and significant effect.

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