Joint Conference
Sungkyunkwan University
and
Universitas Indonesia

FEUI

The 8th International Conference on Business and Management Research

PROCEEDINGS

"Trade, Business and Investment in the Global Economic Recovery"

7th – 8th November 2013
Sungkyunkwan University, Seoul, South Korea

Proceedings

8th International Conference on Business and Management (ICBMR)

Trade, Business and Investment in Global Economic Recovery

Joint Conference Sungkyunkwan University and Universitas Indonesia

Supported by ABEST 21

7 – 8th November 2013

CONFERENCE AGENDAS

Thursday, November 07, 2013

11:00 am - 11:05 am	Opening Ceremonies MC: Hongjoo Jung, SKKU			
11:05 am - 11:10 am	Opening Declaration UI Host			
11:10 am - 11:15 am	Greeting SKKU President			
11:15 am - 11:20 am	Greeting Ambassador of Indonesia in South Korea			
11:20 am - 11:40 am	Keynote Speech 1: Secretary of Labor Department, South Korea			
11:40 am - 12:00 pm	Keynote Speech 2: Sylvia Tiwon, South East Asian Studies, UC Berkeley			
12:00 pm - 1:00 pm	Lunch Break			
1:00 pm - 2:20 pm	Stephanie Octavia and Lita Nattaya (The influence of Economic Sharia to the Global Economy)	Triza Mudita and Tengku Ezni Balqiah (The Effect of Country Image on Perception of Product Image: Study of South Korea's)	Sung-Min Ryu (Distribution Channel of Korea : Today and Future?)	Young-Han Kim (The Future of Korea-Indonesia Economic Cooperation: Bilateral Investment Cooperation & Investment Risk)
3:00 pm - 4:20 pm	Concurrent Session 1			
4:40 pm - 6:00 pm	Concurrent Session 2			

Friday, November 08, 2013

9:00 am - 10:20 am	Concurrent Session 3
10:40 am - 12:00 pm	Concurrent Session 4
12:00 pm - 1:00 pm	Lunch and Award Ceremony
1:15 pm - 1:25 pm	Get on a Bus
2:30 pm - 3:30 pm	Company Visit 1 (Samsung Electronics)
4:30 pm - 6:00 pm	Company Visit 2 (Agricultural Cooperative Headquarter & Museum)
6:30 pm - 7:30 pm	Individual City Tour & Dinner
8:00 pm - 9:30 pm	Nanta Show

MARKETING

RETAIL TRADE PERFORMANCE EFFECT ON PURCHASE DECISION PROCESS IN DEALING WITH GLOBAL COMPETITION (CASE STUDY IN YOGYA GRIYA ANTAPANI)

ANNY NURBASARI

Economic Faculty, Maranatha Cristian University
Indonesia.

ABSTRACT

Development of the business environment, science, technology, and information systems are growing rapidly, led to the birth order of the business world that knows no boundaries, associated with global competitiveness, the company that manages both local and international level should be able to follow the global competition. The competition requires the ability to adapt creatively, and the anticipation of an increasingly dynamic market changes, so that the retail industry is able to continue growing and developing as well as sustainable. Retail industry continues to change along with changes in technology, business development and customer needs.

To succeed in the competitive retail market in the face of global competition, retailers must be able to offer the proper performance of the retail trade and have competitiveness. Therefore, understanding the characteristics of the target market to be serviced is very important, so that the company can establish appropriate measures and strategies to face global competition. One step that can be done is to perform analysis of retail trade at companies based on benefits sought by consumers are expected to increase consumer purchasing decisions that are part of the design of marketing strategies.

This study aimed to analyze the influence of the performance of the retail trade on purchasing decisions in the face of global competition in the Lion Superindo Antapani Bandung. The method used is the method of survey, carried out in the descriptive analysis and verification.This study uses primary data and secondary data. Validity testing is done with the Pearson Product Moment Correlation. Used for testing the reliability Cronbach alpha formula. To examine the effect of the performance of the retail trade on purchasing decisions used simple linear regression equation.

This study uses a regression analysis, correlation, hypothesis testing with the t-test, and coefficient of determination. The data Processing uses SPSS software program for Windows 20.0.

The results illustrate that Retail trade performance that has been done has a significant impact on consumer purchasing decisions.

Keywords: performance mix of retail trade, purchasing decisions.

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Sungkyunkwan University (SKKU), Seoul

FEUI

Letter of Acceptance
8th International Conference on Business and Management Research
Seoul, South Korea

Dear Dr. ANNY NURBASARI
Maranatha Cristian University
Indonesia

I am pleased to inform that the paper titled "RETAIL TRADE PERFORMANCE EFFECT ON PURCHASE DECISION PROCESS IN DEALING WITH GLOBAL COMPETITION
(CASE STUDY IN YOGYA GRIYA ANTAPANI)
" submitted for the 8th International Conference on Business and Management Research, Seoul, South Korea, November 7th 2013 has been accepted to be presented in the conference. Please be advised that this acceptance is conditional to the submission of your full paper.

Please send your final full paper, including the abstract of approximately 200 words, by October 1st 2013 at the latest. Paper's length should not exceed 6,000 words or 15-20 single-spaced pages (including tables, figures, and references), paper A4, font Times New Roman 12, and should be submitted in soft copy (by e-mail as an attachment). The Conference Secretariat may contact you later for modifications if your paper format does not fulfil the requirement in the "submission of paper guidelines" specified. For your paper to be included into the conference proceedings, you must attend the conference

The conference organizer will provide laptops and LCD for the presenters in addition to the normal overhead projectors. However, we do understand that some presenters may be more comfortable with their own equipments. As such, if you do not need any of the above equipments, please let us know during the registration reception. Please note that the conference fee payment will be conducted on site during registration reception.

We look forward to meeting you at the conference. If you need further information, please contact the Management Research Center, Faculty of Economics University of Indonesia at (62-21) 7272425 ext. 503 with Mr. Imam / Mr. Arief via email: mrc@ui.ac.id / mrc.icbmr@gmail.com or you can visit our website http://fe.ui.ac.id/index.php/agenda/696 for the latest updates on the conference.

Best Regards,

Rofikoh Rokhim, Ph.D
Head of ICBMR 2012 Committee

PS: This Acceptance Letter can be used for Visa application

THE INFLUENCE OF RETAIL BUSINESS IN PURCHASE DECISION IN GLOBAL COMPETITION

(A CASE STUDY IN GRIYA SUPERMARKET AT ANTAPANI BANDUNG)

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ANNY NURBASARI

ABSTRACT

The development of business environment, science, technology, and information systems are growing rapidly, leading to the birth of unlimited business world, related to global competitiveness. A company that manages both local and international levels should be able to follow the global competition. The competition requires the ability to adapt oneself creatively, and to anticipatate an increasingly dynamic market changes, so that the retail industry can continually grow and develope as well as becoming sustainable.

This study aims to analyze the influence of the performance of the retail marketing mix on purchase decisions and the performance of the retail marketing mix of the most dominant influence on purchase decisions in Antapani Griya Bandung.

To test the hypothesis of the influence of the performance of the retail trade purchasing decisions, multiple linear regression equation. The results illustrate that the performance of the retail marketing mix at Antapani Griya Bandung has a significant influence on consumer purchasing decisions by 36.3%, while the remaining 63.7% is influenced by other factors.

The most dominant performance of the retail marketing mix that influences purchasing decisions is the retail service aspect, namely 17.2%.

Keywords: Merchandise, price, location, atmosfhere in outlets, location, promotion and purchasing decision.

1. INTRODUCTION

In the last five years, modern retail turnover has Increased rapidly, which is supported by the rapid growth in the number of retail outlets, reaching 18,152 in 2011, compared to 10,365 outlets in 2007. According to the Association of Indonesian Retailers (APRINDO), the growth of retail business in Indonesia is between 10-15% per year. Retail sales in 2006 still amounted to Rp 49 trillion, but Increased to Rp 100 trillion in 2010. While in 2011 the growth of retail was expected to remain the same i.e., 10% -15% or Rp 110 trillion, resulting from the economic conditions and purchasing power that were relatively good. The largest revenue contribution came from hypermarkets, followed by mini-markets and supermarkets.

Retail business competition in Indonesia tends to be unhealthy lately, not only because of large-scale influx of foreign retailers, but also due to the ineffective government policies. For example, triggered by the Presidential Decree 96/2000 (subsequently amended by Decree 118/2000), which excluded retail business from the negative list of FDI (foreign Direct Investment), foreign retailers begin to florish in Indonesia. The entry of foreign retailers in this business shows that business is very profitable. But on the other hand, the entry of foreign hypermarkets with their outlets is increasingly growing, which can be a threat to local retailers.

With the improvement of economy in Indonesia in the coming years, it is expected that more foreign retailers will enter Indonesia. Likewise, local long- established retailers such as Borma, Yogya Griya, Lion Superindo and others become more expansive in managing the existing market potential. As a result, the competition will be more intense as all retailers strive hard to run a variety of retail marketing mix strategies to beat the competitors, which is sometimes not fair as they hope that consumers will be satisfied and loyal to them.

1.2. Identification of Problems

Departing from the above context, explicitly the issues to be addressed in this study are as follows:

1. How much is the influence of the performance of the retail marketing mix to the purchasing decision?

2. Which performance of the retail marketing mix is the most dominant in influencing purchase decisions?

2. LITERARY RIVIEW

2.1. Understanding Retail

"Retail" is the sale of a small number of commodities to consumers. "Retail" comes from a French word "Retailer", which means "cut into tiny pieces" (Risch, 1991). Whereas, according to Gilbert (2003), "retail" refers to all businesses that directly drive the ability to market goods and services and satisfy the last consumer, based on the organization of selling goods and services as the core of distribution. In the English - Indonesian Dictionary, "retail" can also be understood as "retail".

Retailing refers to all activities that incude the marketing of goods and services directly to customers. Retailer is related to all business organizations that earn more than half the proceeds of the sale of retailing (Lucas, Bush and Gresham, 1994). According to Hair, and Mc Daniel (2001), the retail marketing mix is a combination of elements of product, price, location, promotion, shop design,and retail service to sell goods and services to last consumers who become the target market. Meanwhile, according to Zeithaml and Bitner (2001), the concept of the traditional marketing mix consists of 4Ps (product, price, place, promotion). Therefore, companies must be able to combine the elements of the retail mix proportionally in order to satisfy the target market and keep in line with the target company in the field of marketing as a whole.

2.2. Retail Marketing Strategy

Retail marketing strategy refers to a variable that retailers can combine into an alternative path as a marketing strategy to attract consumers. The variable generally includes several factors, such as: a variety of merchandise and services, pricing, advertising, promotion, spatial planning, store design, store and merchandise site (Berman, Berry and Evans, Joel R. 2007). To maintain the viability as well as progress and excellence in an increasingly competitive retail business, business managers should strive to implement strategies in the form of retail sales mix program raises which are expected to arouse the consumer interest.

A good marketing strategy should also be supported by an excellent service. Christopher H. Lovelock et.al (1996) stated that the quality of service is a form of service that must be tailored to the expectations and customer satisfaction in meeting their needs and desires. One way for companies to remain competitive is by providing a superior service with higher quality than its competitors consistently.

2.3. Purchase Decision

According to Kotler and Keller (2009:240), purchase decision is defined as follows:

> "Purchase decision is in the evaluation stage, the consumer forms preferences among the brands in the choice set. The consumers may also form an intention to buy the most preferred brand."

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This means that a consumer's decision is an evaluation stage where consumers form a preference for brands in the collection of choice. Consumers may form an intention to buy the most preferred brand.

According to Alma (2007:96), "The decision is a response generated purchase of multiple stimuli that predispose a person to buy a product."

According to Peter and Olson (2008:162), *"Purchase decision is the integration process by which knowledge is combined to evaluate two or more alternative behaviors and select one."* In other words, purchasing decision is a combined process of integration knowledge to evaluate the behavior of two or more alternatives and choosing one of them.

Meanwhile, according to Kanuk (2007:547), purchase decision is: *"Purchase decision is the selection of an option from two or more alternative choices. In the other words, for a person to make a decision, a choice of alternatives must be available."* Thus, purchase decision is a choice of two or more alternative options. In other words, when one can make a decision, some alternatives should be available. "

It can be concluded that the purchase decision can be defined as the process through which consumers make purchases through stages of the selection of two or more alternatives, so as to make the most preferred option.

Consumer purchase decisions are influenced by the situation in which a consumer takes a decision. In purchase decisions, there are six sub-decisions for consumers to take, namely:

1. Product Selection is in an act of purchase in which a consumer will be faced with several options of a product or service.

2. Brand choice is one of the elements that will become the identity for a product. Therefore, the decision of creating the brand will get the consumers' attention that eventually influences purchase decision.

3. Distributor selection and location of a supplier company are crucial in determining the market position. Good positioning is the way of approaching where the consumers live. Therefore, it will be easy for consumers to reach the place and finally make purchase decision.

4. The amount of the purchase after one purchases a product of their choice is based on their needs, and it l will decide the amount of the purchase of the product they make.

5. Time of purchase in an act of a consumer purchase determines the appropriate time to make purchases of products or services that are needed according to the state or condition of the right to perform the acts of their consumption.

6. In terms of method of payment, a person will be confronted to a stage where they decide how to pay for the products or services.

3. METHODOLOGY

The method in this study is a survey method, while in the analysis of this study is conducted by means of description and verification.

The method used for sampling in this study was a non-probability sampling method, using purposive sampling technique.

The questions raised to the respondents are 35, consisting of 26 questions regarding the performance of the retail marketing mix, and 6 regarding purchase decisions.

According to Maholtra (1996), selecting a sample of a population shopping at Griya Yogya is done by multiplying the number of questions with 5, so the number of respondents is ideally 175 respondents (35 questions x 5 = 175).

This study uses primary data and secondary data, the answer to each item uses a Likert scale instrument. Secondary data was collected from relevant journals, books, and other published data.

The quantitative validity measurement and confirmatory factor analysis (CFA), as well as the validity of the test are performed by using SPSS 11 software for Windows.

Reliability test was calculated by using Cronbach Alpha method in SPSS 11.

To examine the influence of the performance of the retail marketing mix on purchase decision, Regression Analysis is used. Multiple regression analysis is used to determine the effect of independent variables on the dependent variable (bound) regarding with any increase or decrease in the independent variables which will affect the dependent variables. The following is a multiple linear regression analysis model:

$$Y = a + \beta 1\ X1 + \beta 2\ X2 + \beta 3\ X3 + \beta 4\ X4 + \beta 5\ X5 + \beta 6\ X6$$

• Goodness of Fit Test

The accuracy in estimating the regression function can be assessed with the actual value of goodness. Statistically, at least this can be measured by the coefficient of determination, the value of the F statistic and t statistic values (Ghozali, 2006). Statistical significance can be measured by using:

1. T- test

T-test is done to show whether the independent variables partially affect the dependent variables (Ghozali, 2006). The test criteria are:

H0: b1, b2, b3, b4, b5, b6 = 0, indicates that there is a partial positive and significant effect of the independent variables on the dependent variables.

Ha: b1, b2, b3, b4, b5, b6 ≠ 0, indicates that there is a partial positive and significant effect of the independent variables on the dependent variables.

Decision criteria are:
H0 is accepted if t <t table at α = 5%
H0 is rejected if t> t table at α = 5% 2.

2. F-Test

This test is intended to determine whether there are significantly joint independent variables, namely independent variables (merchandising, promotion, atmosphere in the stores, retail service, price) on dependent variables (purchase decisions). Testing criteria are as follows:

a. Making a hypothesis for testing the F-test case above, namely:
H0: b1, b2, b3, b4, b5, b6 = 0
Thus, there was no significant effect of the independent variables, namely merchandise (X1), price (X2), the atmosphere in the store (X3), location (X4), retail services (X5), and promotion (X6) simultaneously on the dependent variables is purchasing decisions (Y).

Thus, there was a significant effect of the independent variables, namely merchandise (X1), price (X2), the atmosphere in the store (X3), location (X4) retail services (X5), and promotion (X6) simultaneously on the dependent variables in the purchase decision (Y).

b. Determining table F and F count with a confidence level of 95% or 5% of significance level (α = 0.05), thus, If F count> F table, then Ho is rejected and Ha is accepted, which means that each of the independent variables jointly has a significant effect on the dependent variables.

3. Coefficient of Determination (R²)

The coefficient of determination aims to measure how far the model's ability explains variation in the dependent variables. The coefficient of determination is $0 < R^2 < 1$. Small R^2 values means that the ability to explain the independent variables in explaining the dependent variables is very limited.
The following is the calculation of the coefficient of determination: $Kd = r2 \times 100\%$.

4. DISCUSSION

Modern retail has a lot of formats which develop in accordance with the market situation in the country as well as the impact of changes in the world market. Modern retail format is still growing along with the changes. In Indonesian retail format has not been standardly arranged, or sometimes the existing regulations do not reflect the existing retail business.

In general, the current format of retail business that is growing rapidly in Indonesia is hypermarkets, supermarkets, mini stores or convenience stores, department stores, and specialty stores.

Hypermarkets, supermarkets, and mini markets basically develop from traditional markets, therefore they are often called modern markets. The main difference lies in the size of the room, range of products and services. In this paper, modern retail is restricted to the supermarket.

4.1 The Influence of Retail Performance Marketing Mix on Purchase Decisions

To know the effect of variable performance and the Retail Marketing Mix and purchase decisions, multiple linear regression analysis is used by looking at the correlation coefficients, and hypothesis testing. In calculation, statistical software SPSS 11 for Windows is used.

4.1.1. Testing of Research Instruments

➢ Results of Validity Test

Quantitative measurement validity with confirmatory factor analysis (CFA) is done by using SPSS 11 for Windows software, the results of which are as follows:

Table 1. KMO and Bartlett's Final Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.794
Bartlett's Test of Sphericity	Approx. Chi-Square	1795.978
	df	351
	Sig.	.000

Based on Table 1, it can be concluded that the level of intercorrelation between variables has already met the requirements and the factor analysis can be continued because the resulting KMO value is equal to 0.794 with a significance level of 0.000 ($\leq 0,05$).

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Table 2. Rotated End Component Matrix

Rotated Component Matrix

	Component						
	1	2	3	4	5	6	7
M			.645				
M2			.730				
M3			.644				
M4			.677				
M5			.626				
H2						.437	
H3						.776	
A4						.699	
A2							.710
A3							.626
L1		.837					
L2		.742					
L3		.782					
L4		.593					
PR1					.788		
PR2					.757		
PR3					.607		
P4					.661		
P3				.636			
P4				.812			
P5				.684			
P6				.616			
KP1	.729						
KP2	.716						
KP3	.665						
KP5	.758						
KP6	.657						

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.

Rotation converged in 7 iterations.

Based on Table 2, It can be concluded that the performance of the retail trade (variable x) includes merchandise, price, atmosphere in the stores, retail services, promotions have respectively 6,4,4,5,4,4 questions, but not all the questions can be used. Only a few are able to use the M1, M2, M3, M4, M5, H2, H3, H4, A2, A3, L1, L2, L3, L4, PR1, PR2, PR3, PR4, P3, P4, P5, P6, KP1, KP2, KP3, KP5, and KP6 because they are already invalid. For the purchase decisions indicator (variable Y) questions, KP1, KP2, KP3, KP5, KP6 are used, while the rest is invalid.

4.2. Reliability Test

Reliability Test was administered by using Cronbach Alpha method in SPSS 11. The result is as follows:

Table 3. Summary of Reliability Test Results

Variabel	Nilai Alpha	Keterangan
Merchandise	0,7416	Reliabel
Price	0,7604	Reliable
The atmosphere in the store	0,7302	Reliable
Retail services	0,7915	Reliabel
Promotion	0,7148	Reliabel
Purchasing decisions	0,8169	Reliabel

Sources: Processed data (2013)

4.3 Hypothesis Testing Results

4.3.1 Testing the influence of the performance of the retail mix on purchase decisions

Based on Table 4. Coefficient of Determination on the summary model show that the value of Adjusted R Square is equal to 0.363, it can be concluded that the ability of the independent variables performance of the retail marketing mix is used to explain variation in the dependent variable purchase decisions of 36.3%, the remaining 63.7% is influenced by other factors.

Table 4. Determination of Test Results

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.618[a]	.382	.363	1.61058

a. Predictors: (Constant), M, H, A,L,PR, P

b. Dependent Variable:KP

In table 5, simultaneous significance test (F test) shows that the significant value of 0.000 indicates results (<0.05) so that it can be concluded that the variable performance of the retail marketing mix (merchandise, price, atmosphere in the store, location, service retail, promotion) at the same time influence purchase decisions.

In Table 6, Coefficient and Partial Effect Significance Test (Test T) show that the dimensions of Merchandise indicate a significance value of 0.049, while the price dimension indicates a significance value of 0.072, the atmosphere in the booth dimensions indicates a significance value of 0.061, the dimensions of location indicate a significance value of 0.015 locations, dimensions of retail service shows a significance value of 0.052 , promotion dimensions

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indicate a significance value of 0.033, thus, all dimensions have positive influence on purchase decisions at Griya Antapani Bandung, because all significance value is <0.05.

Table 5. Model Test Results

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	309.584	6	51.597	19.891	.000[a]
	Residual	500.636	193	2.594		
	Total	810.220	199			

a. Predictors: (Constant), M, H, A,L, PR, P

b. Dependent Variable: KP

Table 6. Regression Analysis Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.815	1.370		.595	.553
	M	.140	.071	.127	1.985	.049
	H	-3.56E-02	.101	-.023	-.352	.072
	A	.274	.145	.117	1.887	.061
	L	.211	.086	.153	2.455	.015
	PR	4.892E-02	.076	.172	.640	.052
	P	.619	.084	.137	7.338	.033

a. Dependent Variable: L

4.3.2. Regression Equation

Multiple regression equation between purchase decisions and performance components of the retail marketing mix produces:

$$Y = 0,815 + 0,127\ X1 + (-0,023)\ X2 + 0,117\ X3 + 0,153\ X4 + 0,172\ X5 + 0,137\ X$$

4.3.3. Interpretation

After calculating the influencing parameters and all the necessary regression coefficients, as well as hypothesis testing with statistics, the final step is to interpret the meaning of the parameters and the coefficients associated with the objectives and hypotheses of the study.

From the analysis that has been done, it is proved that there is an influence between the retail marketing mix performance variables and the variable of purchase decisions. Coefficient of determination, R2, was 36.3%, implying that 36.3% of the variation in rise and fall of the purchase decision variables may be affected by changes in the retail marketing mix performance variables, while the remaining 63.7% is beyond the influence of other variables

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performance of the retail marketing mix. Based on the above conditions, the argument can be explained that other variables influence the performance beyond the retail marketing mix are seen as follows: The success of a retail business entity in the placement of its position in the market, both consumer markets and resource markets, are greatly influenced by the power of the internal factors. The internal factors include assets aspects, financial aspects, and aspects of the human resources and aspects of merchandise. These four aspects are interrelated and they reinforce each other so that there is no alternative but to strengthen all aspects of the performance.

In addition to the four aspects of the internal, market position in the retail business entities in both sides of the market (market resource and consumer markets) is also determined by some other factors. These factors are (1) market orientation, (2) the ability of competing / competitive position, (3) acquisition of information and technology, and (4) the ability to put themselves according to the demands of global markets.

The degree of influence and its amount described by the parameter influence b is 0.815. This figure implies that with the improvement of performance of the retail marketing mix of 1%, it can be expected to affect the purchase decisions increase by 8%.

Individual testing also shows that there are significant effects of these variables with the performance of the retail marketing mix and the degree of influence of different magnitudes. The direction of the relationship and the magnitude of each influence can be explained as follows:

The effects of changes in merchandise to the purchase decision are positive at 0.127 , which means that the addition of 1 % in the diversity of product or product quality purchasing decisions is followed by an increase of 12.7 % as large as assumed when other variables are constant ; arguments that can be described is as an enforcement of retail merchandising internal power retail of business entities. In the present context it is defined as a series of efforts to retailers, the distribution of goods and services from manufacturers, suppliers / distributors to last users as needed. The approach is a form of collaboration through simultaneous action by suppliers in the supply and management system format categories of goods oriented to the needs of consumers.

There are four functions in retail merchandising, namely purchasing, codification (data management), handling merchandise and sales functions . Purchasing functions are related to procurement efforts through business relationships that are forged with our suppliers. This is the orientation of function in the resource market. Codification functions associated with all items data management efforts with the principles of category management. In relating functions to the handling of merchandise, every effort is made in the process of incoming and outgoing goods in the store inventory. While the sales function to a market -oriented consumption is a source of revenue and profits.

Products, according to Kotler and Armstrong (2001), is anything that is offered to the market for attention , possessed , used , or consumed to satisfy the desires or needs . According to Porter (1996), the benefits of a product to be accepted and survive in the market is

determined by the characteristics or uniqueness of the product compared to other products available in the market .The marketer must be ready with the next generation product. Needs will be boring. This is what happens in Indonesia if we go to the grocery store, the contents and the atmosphere are initially not seen as attractive, so a new concept is needed immediately. Growth in FMCG (fast moving consumer goods) is not as comfortable as it used to be, because consumers pursue a life style. How to shop and store concepts should become a pursued life style. Soon, we will see that the personal care becomes a star, starting from a mini grocery store to hypermarket as well as convenience stores . New concepts will be created. Grocery department stores will compete more with department stores than with other grocery department stores.

The effect of price changes on purchasing decisions has a negative correlation of -0.023. When other variables are held constant, the above figures imply that the increase in price by (-0.023%) alone will result in a reduction of 2.3% of purchase decisions. And conversely, if the price may be reduced by 1%, then there is an increase of 2.3% purchase decisions.

Prices are still important in the retail world, especially when the world economic situation is uncertain and everyone is cautious, including Indonesian consumers. But in the global competition, the price now is not the main factor, instead experience has become an important factor, both product experience and brand experience. All famous restaurants are always full when you consider them in this era. Apple Store is as not crowded as five years ago. Basic goods which are always competing in price have become more like a commodity, and its value fades. They only become needs, and probably basic needs. Now what people seek is "want", as consumers have better purchasing power. Probably they cannot buy the goods now, but whenever the opportunity comes they will buy them. They will loyally wait for the new version if rumors are already circulating.

Strategies in pricing can be done in several ways; for example, price bundling, predatory prices, price-based competition, price cost plus, price-oriented market, premium rates, the psychological price, and dynamic pricing (Kotler and Armstrong, 2010). There are three parties to be a basic consideration in determining the price by a consumer retail company, namely the consumers, the company itself, and the competitors.

Changes in store atmosphare positively influence on purchase decisions by 0.117. With the changes in store atmosphare of 1%, rising purchasing decisions are obtained by 11.7%, assuming other variables unchanged; the atmosphare in good outlets can bring comfort to the visitors as well as to stimulate them to spend time and shop at the store; for example, regarding convenience in shopping, store layout, nice display of products, lighting, color, music, and perfume. The importance of store atmosphere has been   proven that 70-80 percent of the purchase decisions are made in the store (Lewinson, 1994). In other words, it can be concluded that the atmosphere of outlets is able to influence the buying behavior of consumers.

Location positively influences purchase decisions of 0.153. If the value of location stores rises 1%, the purchase decisions are expected to increase by 15.3%, assuming that other

variables are unchanged; arguments that can be explained in the location are related to the accessibility of a convenience for the consumer to come in or go out from the location; for example, by assessing the arrangement of streets, road conditions, obstacles, traffic flow, parking, and crowds.

Retail service has a positive influence of 0.172. This figure shows that the addition of 1% of retail service can be followed by the purchase decisions of 17.2% with the assumption that other variables are constant. This fact shows that the retail service plays a strategic role in the management of the retail trade. The argument that can be explained is that good marketing strategy should also be supported by well-qualified waiters. According to Christopher H. Lovelock et.al (1996), the quality of service is a form of service that must be consistently tailored to the expectation and satisfaction of customers in meeting their needs and desires. One of Griya strategies to remain competitive is to provide a superior service with a higher quality than its competitors. Consumer expectation is shaped by the past experience, talks of mouth and promotion done later on.

According to Zeithaml and Bitner (2003), evaluation of service quality reflects the consumer perception of service elements (interaction quality, physical environment quality, and quality of results), then the elements of service will be evaluated based on the specific dimensions of service quality, such as: reliability, capture power, security, ease of relations, and direct evidence.

From the research sponsored by the National Council of Physical Distribution Management, it is discovered that the elements of customer service are all categorized into three, namely:

The element before transaction (Pre-transaction elements), presents a good climate for customer service, provides a written statement of policy regarding customer service, holds alternative plans on special occasions, such as natural disasters, or labor strikes that could disrupt the normal services,and creates organizational structures to implement customer service.

Elements at the time of the transaction (Transaction elements) are directly the result of the delivery of products to customers, inventory levels determination, transportation mode selection procedure and booking process procedure. These elements in turn affects the delivery time, order fulfillment accuracy, condition of the goods and availability of goods.

The element after transaction (post-transaction elements) represents the number of services required to support the product in the field, to protect customers from product defects, provides a place for items to be repaired and packaged and for handling complaints and returns. This happens after the transaction, though it must actually be planned before the transaction.

Promotion has a positive effect of 0.137. This figure shows that the addition of 1% campaign can be followed by the purchase decision of 13.7% with the assumption that other variables are constant.

According to Philip Kotler (1997, p.153), the process of purchase decisions are influenced by marketing stimuli and other stimuli. Promotion mix includes advertising (advertising), personal selling (personal selling), public relations (public relations) and publicity (publicity), sales promotion (sales promotion), and direct marketing (direct marketing) that is part of the marketing stimuli is a variable which can be controlled by the company.

The study findings suggest that the variable performance of the retail trade has a dominant influence on purchase decisions in Antapani Griya Bandung retail service. The aspects of retail services include personal service and employee interaction, diversity of product, reliability of retailer transaction procedures, availability of employees before the transaction, reliability of retail policies, a large parking area. Regarding overall service items, such as ease of exchange of goods, packaging, alternative means of payment, punctual opening and closing hours, public telephone facilities, and restaurants are able to influence the buying behavior of consumers.

5. CONCLUSION AND IMPLICATION

5.1. CONCLUSION

Based on the results of research and discussion, it could be concluded as follows:
1. The amount of influence in the Retail Marketing Mix Performance at Griya Bandung Antapani influences the purchase decision of 38.5% and the remaining 61.5% is influenced by other variables beyond the Retail Marketing Mix Performance strategy.
2. The most influential marketing Retail Marketing Mix Performance on purchase decision at Antapani Griya Bandung is retail service.

5.2. MANAGERIAL IMPLICATIONS IN FACING GLOBAL COMPETITION

Based on the results of the study, it is found out that variables merchandise, atmosphere in the stores, retail and promotional service are variables that have a positive effect on purchase decisions except price variable. Thus, the implication of the results for managerial which can be developed by Antapani Griya Bandung supermarkets in facing the global market are as follows:

1. In modern retail concepts, retail business entities should be viewed as one part or system of goods distribution chain from upstream to downstream. As an intermediary between the supplier / distributor to last customers. Characteristics of the retail business is characterized by the presence of unit sales in the smallest and in small (small enough quantity) and the presence of impulse buying, as well as factors that influence the condition of the store on the image of the store.

2. Location is the most important factor in retail marketing. In the right location, a booth will be more successful than other outlets less strategically located, although both of them sell the same product with the same skillful salespeople and a good image of the store.

3. The more crowded and dynamic a store is, the higher will be the demand for innovation. The process continues in line with the change of consumers and purchasing power. The format is required to change in order to create new segments. A convenience store which used to be a grocery store that was once visited by men have now become a place to hang out for younger consumers, not to mention women. Minimarkets have become more premium. Hypermarkets have become medium-sized (compact). All those changes indicate that they are struggling to survive for the future. What is basic now has become a life style. Product range used to cover only the daily needs, but now they sell what modern human life style needs, such as mobile phones, mobile cards, toll cards, and others.

4. Retail trend has entered the realm of life style in accordance with the development of the middle class, strengthening of purchasing power, distribution improvements, and speed of information. The middle class is now looking for a quality instead of cheap goods or services. They have a budget for quality, so what they look for is quality goods at affordable prices, not cheap but "affordable premium" from restaurants, personal care products, foods to others show the same trend. Those utilizing this trend will gain an excellent growth rate.

In the past, goods were so hard to find that even goods with little quality were sold well. Now the supply of goods increases, so goods with little quality are gradually abandoned along with the ever increasing appearance of goods in terms of content and brand. Good brands will sell well and enjoy a fast growing market. Middle-class consumers are willing to spend a little more money for quality goods and brands.

5. It takes a more creative program to support the shopping atmosphere that meets consumer tastes and lifestyle now. Main shoppers (husband-wife) will get a tough task in the future, because they are more inclined to spend time in the prestigious places like Ace Hardware, Starbucks, Sport Station, the Apple Store, and others.

6. The growth of the middle class will have an impact on the increase in grocery needs. Minimarket is the right format so we see a rapid growth in minimarket. In the 1990s, hypermarkets soared as upper-middle class looked for a family recreation while shopping. The class has now moved the goal from the needs of grocery shopping to retail grocery shopping with a life style, such as: sports gears, cafes, entertainment, karaoke, and others.

7. Things that Griya should observe in order to remain globally competitive is the next period, the format will be required to change not only the format but also the content of the store. Grocery would be boring for consumers with high purchasing power. They will reduce the allocation of time doing grocery shopping if the content and process of shopping remain as they are. Consumers with high purchasing power will spend more time for fun and entertainment rather than doing grocery shopping. If they are bored, the main buyers, husband and wife, will rarely go to the store. Consequently, impulse purchase and retail business will go down. If the shopper is a servant or an assistant, the impulse does not occur. So, retailers must have a life style factor in their store. You will see the trend for shops to introduce a life style and premium ambience with affordable price.

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