

Influence Of Shop Spatial, Product Variation, Product Design And Service Quality Repurchase Interest In Zero Outlet Garut

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Abstract

The purpose of this study is to ascertain the impact of store design, product diversity, product design, and service quality on consumers' desire to make additional purchases at Zero Outlet Garut. Structural Equation Modeling (SEM), also known as visual rendition 3.0 Partial Least Square (PLS), was utilized in this investigation as a method of information verification. The conclusion of this study demonstrates a positive and significant relationship between store layout and repurchase intention, with a t-count > 1.96 and a result of 0.215. Where the result is 0.285 with a t-statistic value > 1.96, which is 2.769, and a big level of 0.002, the effect of product variation on repurchase intention is positive and substantial. Effect of product design on repurchase intention with a positive value and sig., where the coefficient is 0.235 and the t- statistic is greater than 1.96, with a critical level of 0.049 to 0.050. The coefficient is 0.203, the t statistic is 2.147, the standard t table value is 1.96 with the sign being 0.032 0.050, and the influence of service quality on repurchase intention is positive and significant.

Keywords: Store Layout, Product Variation, Product Design, Service Quality, Repurchase Intention.

Introduction

Given that we are aware that the customer or lover cannot likely be located using only the goods or services provided by the business owner. Entrepreneurs must thus consult their clients while marketing the products or services they offer. One of the methods used by business owners in the field of advertising to boost consumers' interest in purchasing a product is through store layouts, product variety, plans, and administration quality. Unquestionably, one of the components required for progress is the store design area (Ujud Rusdia, 2020).

Every retail firm needs a shop design, which is a spatial layout that caters to the needs of customers, creates a welcoming environment, and makes customers feel compelled to wait in the store, which can inspire them to make purchases (Arnipianti, 2021). The buyer's interest in repurchasing the goods is additionally determined by the variety of goods sold. While variety of goods refers to the breadth, depth, and nature of the goods presented as well as their accessibility at all times in the store, variety of goods is the variety of goods that concerns the affordability of various kinds of goods that are proposed to be owned, used, or consumed by buyers made by the manufacturer.

The size, price, appearance, or quality of a variety of goods can be used to identify a brand or product offering (Nur Arfina Agustin, 2019). The strategy for selling goods is another factor that affects the variety of commodities. By configuring an item, a company can offer its customers a new product. A very broad concept that simply advances thought through the development of new things in an advanced and strong period. Each entrepreneur puts out effort to ensure administrative quality in order to satisfy clients and satisfy the buyer's expectations.

Immanuel Adhiity (2017) asserted that help is an action or movement undertaken to provide items to various groups, which are in fact challenging to comprehend and do not give rise to ownership. Quality of administration is something that can be changed and customized but is not something that is highly hard or enduring. Based on the volume of sales over the past three years, from 2019 to 2021, there has consistently been a reduction; in 2020, it is Rp. 32,000,000, or 5.99%, and in 2021, it is Rp. 7,000,000, or 1.39.

Business layout, according to Riyanto (2020), is the planning of the merchandise, personnel, and development of the customer area in the business. The business owner must design an item that efficiently draws customers in and opens up to them. Every retail establishment needs a store design, a spatial layout that caters to the needs of the customer and creates a welcoming environment that makes people want to shop there. 2019 (Martiani). Given some of the knowledge presented above, it is reasonable to believe that the store's layout determines how an item appears to the clerk and the customer. Budi Lestari noted in 2021 that a product variety is a brand or a product offering that can be distinguished by its size, price, appearance, or quality. According to Tjiptono (2018), product design is a unique component of a brand or product offering that can be distinguished by its price, size, appearance, or other features.

By presenting a range of goods with the intention of encouraging customers to visit and purchase the items they need, it is generally thought that product variety is an organizational system based on the understanding of the various experts mentioned above. According to Kurniawan (2019), product design is the entire process of influencing an item's capabilities and look in order to meet consumer needs. 2019 (Syamsul) Product design is a thorough and distinctive process of item configuration. According to this definition, product design is a factor or item that affects consumer interest during the buying cycle of a good or service. identified in conjunction with the product's design, which can help you distinguish it from rival products.

Tjiptono (2018) claims that the task of providing information to answer customer problems and needs, as well as the accuracy of delivery to match the buyer's expectations, constitutes the concept of service quality. According to Jaka Atmaja (2018), the degree of service that is given to consumers without interruption can be compared to their expectations or wants. In light of the experts' assessments above, it is generally believed that service quality is a cycle for resolving the issues and wishes of customers for an item and can give an indication of the degree of service offered to customers.

Repurchase intention, according to Nurhayati and Murti (2012), is the customer's purpose to buy the same thing again after having their wish granted. (2019) Randika Repurchase intention is the buyer's desire and action to repurchase an item after receiving the fulfillment that they had hoped for. According to the references mentioned above, repurchase intention is the desire that customers have to buy the same product again after having just consumed it.

RESEARCH METHODS

This study was carried out at Zero Outlet Garut, which is situated in the Buleleng District's Jalan Ahmad Yani Baktiseraga. 100 participants made up the sample, with 300 Zero Outlet Garut customers serving as the population. The data analysis methods employed in this study included the measurement model, also known as the outer model, inner model, and hypothesis testing.

RESULTS AND DISCUSSION

The research's findings are connected to the data gathered through distributing questionnaires to clients. When it was determined that 100 of the survey's 100 respondents could be used, SEM using Partial Least Square (PLS) was used to analyze the data.

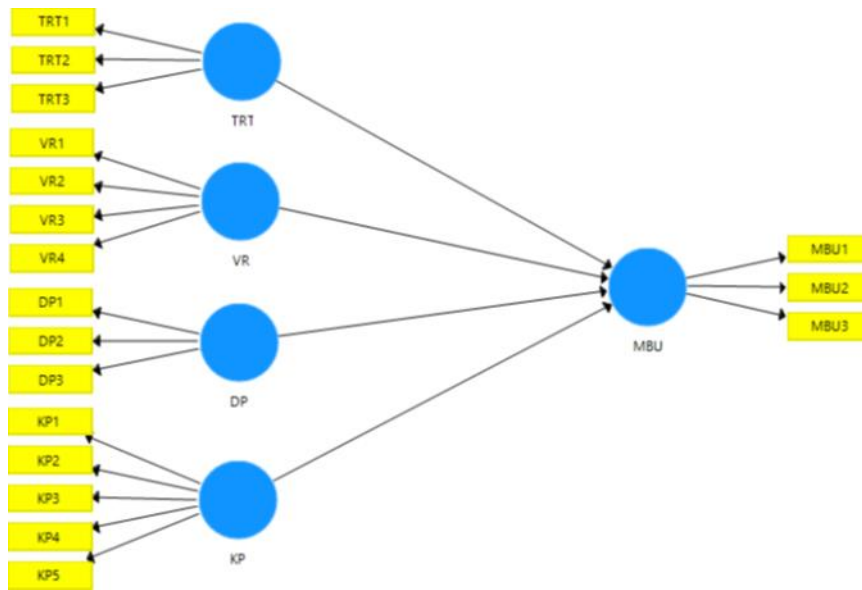


Figure 1. Structural Model

Three indicators are used to measure the Store Spatial Variable (TRT) in Figure 1. TRT 1, 2, and 3. Four indications for Variable Product Variation (VR) are VR1, VR2, VR3, and VR4. Three indicators—DP1, DP2, and DP3—are used to quantify product design (DP). Five indications of variable quality of service (KP) PK1, PK2, PK3, PK4, PK5. Repurchase Interest (MBU), meanwhile, comprises three indicators: MBU1, MBU2, and MBU3.

Table 1. Factor Loading Value

Variable	Product Design	Service Quality	Repurchase Interest	Shop Layout	Product Variation
DP 1	0,804				
DP 2	0,764				
DP 3	0,804				
KP 1		0,766			
KP 2		0,777			
KP 3		0,727			
KP 4		0,726			
KP 5		0,801			
MBU 1			0,872		
MBU 2			0,833		
MBU 3			0,857		
TRT 1				0,853	
TRT 2				0,828	
TRT 3				0,832	
VR 1					0,750
VR 2					0,766
VR 3					0,761
VR 4					0,790

Because the correlation is more than 0.70 and the study indicators are legitimate or have satisfied convergent validity, convergent validity has a loading factor value that indicates that all indicators' results are high. Because the indicator of Repurchase Interest (MBU1) has the highest correlation value between indicators (outer loading), 0.872, it can be demonstrated that the indicator of Repurchase Intention is the highest measure of all the indicators of research variables.

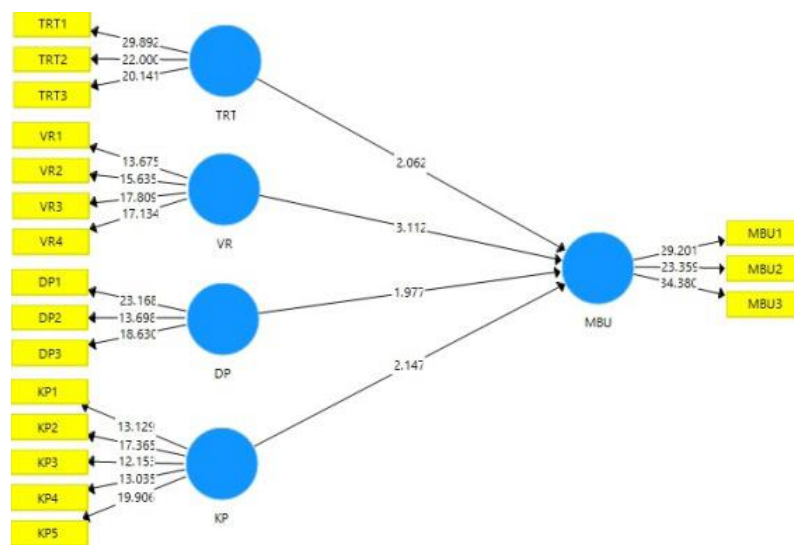
Discriminant Validity is considered to be valid if it is greater than 0.70, Store Layout (0.838), Store Layout related to Repurchase Interest (0.742), Product Variation (0.767), Product Variation on

Repurchase Interest (0.7770), Design Product (0.791), Product Design is related to Repurchase Interest (0.768), Service Quality (0.760), and Repurchase Interest is variable (0.851).

Table 2. Value of Average Variance Extraced (AVE)

Variable	Average Variance Extraced (AVE)
Product Design	0,625
Service Quality	0,578
Repurchase Interest	0,730
Shop Layout	0,702
Product Variations	0,588

All research variables have an average variance extrapolated (AVE) value over 0.50, which indicates that all variable values meet the criteria or are considered valid. The variable interest in repurchasing is the one with the highest Cronbach alpha and composite reliability values. All of the research variables employed have valid values, it can be said. The R-Square for the t-test of the dependent variable and the significance of the parameter coefficients are used to evaluate the sig and R-Square values of the underlying model testing model.



Inner Model Values in Figure 3

The Repurchase Interest (MBU) variable's R-Square value is 0.714, and the R-square for the variables' influence on repurchase intention of store design, product diversity, product design, and service quality is 71.4%. The issue of unusual exploratory information is also anticipated to be limited by testing with bootstrap. The PLS investigation's bootstrap test results are as follows:

Table 3. Value of Path Coefficients

Variable	Original Sample (O)	T Statistic	P Values
Product Design > Repurchase Interest	0,235	1,977	0,049
Service Quality > Repurchase Interest	0,203	2,147	0,032
Shop Layout > Repurchase Interest	0,215	2,062	0,040
Product Variations > Repurchase Interest	0,285	3,112	0,002

The results of the hypothesis test show a positive value and significant relationship between store layout variables and repurchase intention with a value of 0.215, a positive and significant relationship between product variation and repurchase intention with a value of 0.285, a positive and significant relationship between product design and repurchase intention with a value of 0.235, and a positive and significant relationship between service quality and repurchase intention with a coefficient value of 0.203. The t counts for the four independent variables are greater than 1.96.

CLOSING

Conclusion

The following conclusions can be reached by taking into account the results of the completed research: 1. There is a positive and significant relationship between store layout and repurchase intention, with a t-statistic value > 1.96 , exact value of 3.445, and sig 0.040 as the outcome. 2. Repurchase interest-related product variation results show a result of 0.285 with a t-measurement value > 1.96 , specifically 2.769, and a sig level of 0.002. 3. There is a positive correlation between product design and repurchase intention, with a coefficient of 0.235, a t-statistics value of > 1.977 , a standard t-table value of 1.96, and a sig 0.049 0.050. 4. There is a positive value and positive coefficient of 0.203, a t-count value of 2.147, a standard t-table value of 1.96, and a sig 0.032 0.050 effect of service quality on repurchase intention.

Suggestion

1. The increased interest of customers in repeat purchases is aided by store layout, product diversity, product design, and service quality. Therefore, through store architecture, product diversity, product design, and service quality, retailers must work to promote customer interest in repurchasing.
2. Concentrating on variables that affect consumers' propensity to repurchase in order to meet Zero Outlet Garut's predetermined objectives.
3. This study can analyze how Zero Outlet Garut's store layout, product variety, product design, and service quality affect customers' intentions to make additional purchases. The authors also advise detailing the numerous aspects with different demographics.

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