

THE INFLUENCE OF DISPLAY PRODUCTION TOWARDS CONSUMER SATISFACTION AT TOGAMAS SUPRATMAN BANDUNG

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Abstract:

The purpose of this research is to determine the effect of display production to consumer satisfaction at Togamas Supratman Bandung. The research method used descriptive analysis method. Data collection techniques used library research and field research in the form of non-participant observation, structured interviews, and distributing questionnaires to 60 respondents. For data analysis used validity test, reliability test, hypothesis testing, correlation coefficient X on Y, significant test, simple linear regression, coefficient of determination. The obstacles faced at Togamas Bandung are the lack of space and making it difficult to arrange displays, product especially interior displays which are used to organize various types of products in one display with large quantities and the lack of employee attention regarding product in inputting or scanning product. While the efforts made at Togamas Supratman Bandung, namely by reducing the number of displays, returning to distributors, checking scanned of products.

Keywords: product arrangement, display, consumer satisfaction, togamas

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INTRODUCTION

The rapid development of the business world has led to competition for every company in marketing their products, especially the current market conditions full of various kinds of products offered. In facing this competition, the company is expected to be able to determine the right marketing strategy, including by carrying out marketing mix activities which include activities to make products, set prices, distribute products and promote products.

The company must establish a marketing system as a managerial direction of useful resources. To realize the opportunities of the marketing environment by recognizing that consumers have limited needs and wants. The success of a marketing is also supported by the success of promotions carried out by the company without neglecting other marketing activities, one way to do this is through the use of promotional tools more effectively. There are several promotional tools that are often used by companies, one of which is display product.

Display Product is a promotional tool in marketing merchandise from a store by displaying or displaying its merchandise by utilizing the existing space in the store to attract the attention of consumers. It takes creativity and imagination in arranging a room. It doesn't have to be excessive, but it is eye catching and as much as possible makes it easier for consumers to choose, find and get the products they need.

Consumer satisfaction is a person's feeling of pleasure or disappointment that comes from the comparison between his impression of the performance (results) of a product and his expectations. Customers are satisfied when their expectations are met, and are very happy when their expectations are exceeded. Satisfied customers tend to stay loyal longer, buy more, are less sensitive to price changes and talk in favor of the company. Consumer satisfaction is the company's main goal to maintain the viability of its business because with satisfaction there will be repeat purchases which will increase company profits. The arrangement, presentation and appearance of the product can produce anwork display attractive. Therefore, displays store need to be considered, with the hope that customer satisfaction can be improved.

The theoretical basis for the independent variables, the following researchers put forward the definition of display according to Buchari Alma (2014: 189) as follows: Display is the desire to buy something, which is not driven by someone, but driven by attraction, or by sight or by other feelings. Displaying product in stores and in storefronts, has a big influence on sales. Usually we see one way to sell product is to let the prospective buyer see, feel, taste, drive and so on. According Buchari Alma is said to attract the attention of consumers that can lead to the desire to buy and eventually arise satisfaction to consumers, so Buchari Alma (2014: 189) classifies the purpose of display and classified the various displays as follows:

a. The purpose of display

1. to attract attention (attention interest) the buyer. This is done using colors, lights and so on.
2. To be able to generate a desire to have the product on display in the store (attention, interest) then consumers enter the store and make a purchase (desire + action).

b. Types of Display

a. Window Displays,

Displaying product, pictures of price cards, symbols and so on at the front of the store which is called a storefront. Thus, prospective customers who pass in front of the store are expected to be attracted by these items and want to enter the store. The face of the shop will change if the window display is changed. The function of this window display has several purposes as follows:

1. To attract the attention of passers-by.
2. Stating good quality, or low prices, as a hallmark of the store.
3. Draw attention to the special items that the store sells.
4. To cause impulse buying (immediate urge to buy)
5. To create an appeal to the overall atmosphere of the store.

b. Interior Display

Namely displaying products are pictures, price cards, posters in the store for example on the floor, on tables, on shelves and so on interior displays. There are several types of, namely:

1. Merchandise display Merchandise displays are displayed in the store and there are 3 forms of display:
 - a. Open display; product are displayed in an open place so that they can be approached and held, seen and examined by potential buyers without the assistance of officers, for example shelf displays, island displays sales (product are placed on a floor that is arranged nicely like islands and etc.
 - b. Closed display; product are displayed in a closed environment. These products cannot be approached and held or examined by prospective buyers except with the assistance of officers. Obviously, it aims to protect product from damage, theft and so on.
 - c. Architectural display; pay attention to product -product in use for example in the living room, bedroom furniture, kitchen equipment, etc. This method can increase the attractiveness because the items are displayed realistically

2. Store Sign and Decoration

Signs, symbols, symbols, posters, pictures, flags, slogans and so on are stored at axes or hung in the shop. The store design is used to guide prospective buyers towards merchandise and provide information to them about the use of these product. "Decoration" is generally used in the context of special events such as sales at the time of Hari Raya, Christmas and New Year and so on.

3. Dealer Display

This is carried out by the Wholesaler consisting of symbols, instructions on the use of the product, all of which come from the manufacturer. By showing the usefulness of the

product in pictures and instructions, this display also warns sales officers so that they do not provide information that is not in accordance with the instructions in the picture.

c. Exterior Display

This is done by displaying product outside the store, for example at the time of holding a sale, night market. This display has several functions, including:

1. Introducing a product quickly and economically.
2. Help producers distribute their product.
3. Help coordinate advertising and merchandising.
4. Building relationships with the community for example on Hari Raya, Birthdays, and so on.

Carrying out the arrangement (display) of attractive products is one of the efforts made by the company so that consumers feel satisfied. This customer satisfaction will help the company survive in running its business and be able to compete with other companies.

Here's proposed definition of customer satisfaction according to Kotler and Keller (2009: 138), namely: Satisfaction is feeling happy or disappointed someone arising from comparing the perceived performance of the product (or result) to their expectations". Customer satisfaction is the difference or gap between expectations (expectations) and perceived performance or results (perceptions of performance). If the product performance matches expectations, the customer will be satisfied. If the product's performance exceeds expectations, the customer is very satisfied.

The definition above explains that satisfaction arises when consumer desires are fulfilled in accordance with their expectations. Customer satisfaction is very important, because the key to a company's success is to retain consumers or customers. To retain these consumers, companies must keep these consumers satisfied, as stated by Philip Kotler (2004:56-57) quoted by Rusli A Ronny that consumers or customers who are very satisfied will:

1. Stay loyal longer for repeat purchases made consumers because of a commitment to a product.
2. Buy more when the company introduces new products and upgrades existing products
3. Gives favorable comments about the company and its products
4. Gives less to competitors' brands and advertisements and is less sensitive to price
5. Gives the company product or service ideas
6. A cost for the service is smaller than the cost of a new customer due to routine transactions.

Based on this description, it can be seen that a company would be wise to measure customer satisfaction regularly. Companies can call back buyers and investigate how many customers are highly satisfied, satisfied, dissatisfied, and very dissatisfied. Companies must strive to exceed consumer expectations, not just meet them. Togamas is a company engaged in the retail sector. It is quite complete and has many customers. The arrangement of books is adjusted based on each category including religious books, lecture books, novels, comics, motivational books, magazines, children's books, office stationery and so on, each of which has its own room. Togamas offers the concept of "Lifetime Discount". The discount offered is quite attractive at least 15% to 25%. This is designed to increase the number of sales and increase public interest.

Based on the results of the assessment, the researchers found problems, including the following:

1. Consumers gave unfavorable comments about the display, which tends to be boring. For example, displaying products or books on shelves, on tables, and also on less clean floors.
2. Lack of response to the idea of information, attention and friendliness of Togamas employees to consumers who visit Togamas. For example, when consumers search for books, Togamas employees are not responsive to consumer needs, and do not provide information about consumer needs.

The problems above are caused by the arrangement (display) of products that are not optimal, namely in the following cases: The arrangement or placement of products on the Interior display

has limited space/ where the distance between shelves is too close together, the products placed by the company in the arrangement not optimal and the lack of air temperature in the room. For example, the layout of the comic rack with the novel rack is too close together, this makes consumer feel uncomfortable and confused when looking for books.

METHODS

The research method used in this study is a descriptive method (theory) analysis according to Sugiyono (2014: 86) stated the containing an explanation of the variables studied, through definitions, complete and in-depth descriptions of various reference of the position and prediction of the relationship between the variables to be studied will be clear and directed. The research paradigm aims to facilitate the research objectives that have been set. According to Sugiyono (2014: 63) defines that:

"The research paradigm can be interpreted as a mindset that shows the relationship between the variables to be studied which will also reflect the type and number of problem formulations that need to be answered through research, the theory used to formulate hypotheses, types and number of hypotheses, and statistical analysis techniques to be used".

The form of the research paradigm or quantitative research model uses a simple paradigm which consists of 2 (two) variables, namely the independent variable (independent variable) and the dependent variable (the dependent variable). According to Sugiyono (2014: 199) suggests that: "Questionnaire is a data collection technique that is carried out by giving a set of questions or written statements to respondents to answer". Respondents in this study were consumers of Bandung Togamas which were determined based on the time formula. From the entire population, the researcher drew a sample using the time function formula from Tjahjo Sutisna Widjaya (1998:13)

RESULT AND DISCUSSION

Implementation of displays product at Togamas Supratman Bandung

The success of a company is strongly influenced by consumers. Given that the company and consumers directly interact. So, consumers can be referred to as a pillar of hope for the sustainability of a company. This is because the position of consumers is very meaningful and plays an important role in measuring the success of a company. Without realizing it, product displays in companies can affect consumer satisfaction. A neat and attractive arrangement will automatically attract the attention of consumers so that consumers feel like entering the company.

Based on the framework of thought, that the display product includes several indicators including Window Display, Interior Display, and Exterior Display. Then the researchers tried to examine these indicators as a measuring tool and elaborated in the form of statements to respondents, so that from the answers obtained an overview of the display product at Togamas Supratman Bandung.

1. Window Display

In accordance with the purpose or function of the window display, namely, to attract passers-by, and cause impulse buying (immediate urge to buy), the window display from Togamas Supratman Bandung Discount Bookstore is the first impression that will be seen by potential consumers.

a. The front of the store attracts the attention of consumers to shop.

Based on the results of observations that researchers did at Togamas, that in the deoan section the store did not attract the attention of consumers to enter it. Based on the results of interviews that researchers conducted with the Supervisor of Togamas Supratman Bandung Discount Bookstore, it was obtained information that the company had tried to make Togamas Supratman is

more attractive from the outside. Based on the respondent's questionnaire about the front of Togamas Supratman, attracting consumers' attention to shopping can be seen in the table below: Respondents' responses to the front of the store attracting consumers' attention to shopping

Table 1. Characteristics Of Respondents

Alternative Answers	Frequency	Percentage
Strongly Agree (SS)	2	3.33%
Agree (S)	38	63.33%
Disagree (KS)	17	28.33%
Disagree (TS)	2	3.33%
Strongly Disagree (STS)	1	1.67%
Total	60	100.00%

Based on the results of the questionnaire, it showed that 63.33% of the majority of consumers at Togamas answered agreeing to the statement on the front of Togamas in Bandung that attracted the attention of consumers to shop.

Based on the results of observations, interviews, and questionnaires, the researcher can analyze that the store really pays attention to the arrangement of the front / front of the store so that it becomes a driving force for consumers to enter the store. Therefore, Togamas Supratman Bandung is never empty of consumers who come to shop.

b. Completeness of products offered in accordance with consumer needs

Based on observations made by researchers at Togamas, that the completeness of the products offered by the company is not optimal so that many consumers do not find the products they want. Based on the results of interviews that researchers conducted with the Supervisor of Togamas, it was obtained information that Togamas had provided completeness of its products so that it could meet consumer needs. Based on the results of the questionnaire, it shows that 65.00% of the majority of consumers at Togamas answered agree on the statement of completeness of the products offered according to consumer needs. Based on the results of observations, interviews, and questionnaires, the researcher can analyze that the completeness of the product has fully met consumer expectations.

2. Interior Display

Interior display can be interpreted as displaying product, pictures, pictures of price cards, posters in the store, for example on the floor, on tables, on shelves and so on. So that in displaying these items, it can attract consumers to approach and look at the items on display.

a. The layout of Togamas Supratman Bandung Discount Bookstore makes consumers free to shop.

Based on the observations made by researchers, the room arrangement of Togamas Supratman Bandung Discount Bookstore is very limited because the room is not spacious enough so that it is less flexible in shopping, so that product displays are not arranged optimally and the impression is crowded. The results of interviews conducted by researchers with the Supervisor of Togamas Supratman Bandung, consumers are less flexible in shopping due to limited space so that the distance between displays is product close to each other. Based on results The questionnaire showed that 48.33% of the majority of consumers at Togamas answered that they did not agree with the statement that the room arrangement of Togamas made consumers free to shop. The results of observations, interviews, and questionnaires, researchers can analyze that the arrangement (display) of their products has not fully met consumer expectations, due to limited space for product displays causing close distances between displays so that consumers are less flexible in shopping.

b. The arrangement of products on the shelves is easy for consumers to reach.

Based on the observations made by researchers, the products arranged on the shelves at Togamas Bandung are not easy for consumers to reach because the shelves used are rather high, making it difficult for consumers to get the desired product.

Based on the results of interviews that researchers did with the Supervisor of Togamas that the preparation of products on the shelves is easy for consumers to reach, where the height of the shelves is approximately 1.5 meters so that they can be reached by consumers and make it easier for employees to return and check product. Based on the results of the questionnaire, it shows that 58.33% of the majority of consumers at Togamas answered agree on the statement of product arrangement on shelves that are easy for consumers to reach. The results of observations, interviews, and questionnaires, the researcher can analyze that the store is very concerned about the size of the shelves used to arrange products that are not too high to be easy for consumers to reach, this shows that the store always provides convenience to consumers when they shopping.

c. Provide price tags on products offered

The observations made by researchers at Togamas Supratman Bandung Discount Bookstore regarding the installation of price tags on the products offered, it has been carried out optimally by Togamas Bandung. The results of interviews that researchers conducted with the Supervisor of Discount Bookstores Togamas Supratman Bandung, it was obtained information that the price tag on each product was to distinguish the price from one product to another.

a. Coefficient of Determination

The coefficient of determination is needed to see how much the dependent variable (X) contributes to the independent variable (Y). The calculation is obtained by squaring the correlation coefficient that has been found above, so that the results obtained are as follows:

Table 2. Coefficient of Determinant

Model	R	R Square	Adjusted R Square	Std. Error Estimate
a	.802 ^a	.643	.636	2.7287

Thus, the contribution of the product arrangement variable to the consumer satisfaction variable is 64.3% and the rest of amounting to 35.7% of consumer satisfaction variables are given by other unidentified factors.

CONCLUSION

Based on the discussion that researchers have done regarding the Effect of Display Producton Consumer Satisfaction at Togamas Supratman Bandung, after being analyzed the researchers drew the following conclusions:

1. Product display includes several factors, namely window displays, interior displays, and exterior displays. The implementation of displays product at Togamas Supratman Bandung Discount Bookstore is basically in accordance with the factors display as above, but there are several factors that have not been implemented optimally such as the factor, interior display this can be seen by the number of consumers who feel that they have not fully met expectations of the consumers since the displays production the inside (interior displays) are too close together due to the limited space for displays products so that consumers are not free and do not feel comfortable when shopping.
2. Consumer satisfactions conducted by researchers, consumers are not free and feel uncomfortable when shopping. Consumers do not agree about the arrangement (display) of the product is better than other bookstores. The correlation value or relationship between product arrangement and consumer satisfaction of 0.802, in accordance with the guidelines for interpretation of the correlation coefficient, the correlation number of 0.802 is included in the category of relationship very strong so that it can be said that the relationship between product arrangement and satisfaction consumers have a strong and unidirectional relationship level,

meaning that if the product arrangement is good then consumer satisfaction will be good and vice versa if the product arrangement is not satisfactory then consumer satisfaction will decrease, then testing the significance of the relationship and the obstacles at the Togams Bandung are lack of space and also it makes difficult to arrange displays, product especially interior displays that are used to organize various types of products in one display in large quantities. There is only one display of the remaining books that employees pay less attention to, so that when consumers want to buy books, they are not available on the computer screen. This is caused by employees who do not directly input or scan the product so it is difficult to find.

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