

**THE IMPACT OF REFERENCE
GROUPS AND ORGANIZED
RETAIL ON MARKETING
PERFORMANCE THROUGH THE
IMAGE OF MODERN
RETAILS IN MEDAN CITY
(CASE STUDY OF ALFA MART,
ALFA MIDI AND INDO MARET)**

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ABSTRACTS

At this time modern retail grows rapidly and will compete with fellow modern retailers and even online retail in Medan city. Competition of retail business can not be dammed, modern society nowadays as advances in information technology and production technology cause rapid economic growth. People's lifestyle shifts towards the modern, in fulfilling the daily needs of society leads to the concept of excellent service and fulfillment needs at retail organized. The purpose of this study is to analyze the influence of reference groups on modern retail image in Medan City, analyze the effect of retail organized retail) to the modern retail image in Medan City, analyzing the influence of reference group on retail marketing performance in Medan City, analyzing whether there is an effect of organized retail on retail marketing performance in Medan City, analyzing the influence of modern retail image on retail marketing performance in

Medan City, reference group through modern retail image to retail marketing performance in Medan City, analyzing the effect of organized retail through modern retail image to retail marketing performance in Medan City. The population of this study are consumers who shop at modern retailers Alfa Mart, Alfa Midi and Indomaret in Medan City with a sample size of 204 respondents. Based on consideration of study objectives, this research is descriptive and verifikatif. Descriptive research aims to obtain a description of the variable reference group and retail organized. While verification research aims to determine the relationship between variables through a hypothesis testing using statistical calculations. The result of this research are (1) Reference group have positive and significant influence to modern retail image variable. (2) Organized retail has a positive and significant impact on modern retail image.(3) Reference group has positive and significant influence on retail marketing performance in Medan City (4) Organized retail has positive and significant impact to retail marketing performance in Medan City. (5) Modern retail image has a positive and significant impact on retail marketing performance in Medan City. (6) variabel reference group indirectly have a positive and significant impact on the performance of retail marketing, through modern retail image variables. (7) Retail variables are organized indirectly have a positive and significant impact on the performance of retail marketing, through modern retail image variables.

**Keywords: Reference Group, Organized Retail, Retail Image, Performance
Retail Marketing.**

CHAPTER I : INTRODUCTION

1.1 Background Issues

Retail market is now a marketing alternative in the midst of society. The organization of marketing in the form of modern retailing becomes something of interest today. Retail business is a business activity related to the sale and delivery of services to consumers for the use of an individual nature as a person or family. In the modern era, now the growth of modern stores such as Indomaret, Alfamart and Alfa Midi very rapidly in the spread of the city of Medan. Modern stores can almost be found in every region of certain areas and even coincide between one retail to another retail. Indonesia is currently in the middle of a positive cycle of economic growth. Lifestyle changes in Indonesia continue to drive demand for modern retailers, with 18.5% growth in the 2009-2016 Commulative Average Growth Rate (CAGR) for modern retailers in various formats, compared to 8.5% for traditional retail. Marketing performance is a construct that is often used to measure the impact of strategies and orientations that companies apply from environmental marketing factors (Ferdinand, 2000: 116). Marketing performance by Johnson and Arunthanes (1995: 37) formed by three indicators namely: sales growth, customer growth, and sales volume. Marketing performance is a factor that is often used to measure the impact of a company's

strategy. Company strategy is generally always directed to produce superior marketing performance (Pelham, 1997: 55). The modern retail image will be influenced by reference groups as well, as Dawson & Chatman (2001) finds that reference groups have a positive and significant impact on agency image. Reference groups can provide prospective customers with good information about the recommended modern retail conditions, so potential customers will assume that the modern retail image is positive. Organized retail with sustainability marketing pattern has received little attention in the field of retail study. El-Adly, (2007) found six factors that influence the mall or retail consumer organized namely: convenience, diversity, entertainment, mall essence, luxury and comfort. The rapid growth of e-commerce market in Indonesia is no doubt. Data from ICD research institutes predict that e-commerce market in Indonesia will grow 42% from 2012-2017. Based on the above background the authors want to examine the title "The Influence of Reference Groups and Organized Retail Against Modern Retail Image And Its Implication On Retail Marketing Performance in Medan City".

1.2. Formulation of the problem

The formulation of this research problem is:

- (1).Does the reference group have a positive and significant impact on modern retail image?
- (2).Does organized retail (Retail organized) have a positive and significant impact on modern retail image?
- (3).Does the reference group have a positive and significant impact on retail marketing performance in Medan?
- (4). Is the retail organized (organized Retail) positively and significantly affect the performance of retail marketing in Medan city?
- (5). Does the modern retail

image have a positive and significant impact to retail marketing performance in Medan city.(6).Do reference groups through modern retail image have a positive and significant impact on retail marketing performance in Medan City.(7).Is the effect of retail organized through modern retail image positively and significantly influence the performance of retail marketing in Medan City.

1.3. Research purposes

After observing the background of problem in this research, problem limitation and problem formulation, hence this research aim to:(1). Analyze the influence of reference group on modern retail image in Medan City.(2). Analyzing the effect of retail organized (organized retail) on modern retail image in Medan City.(3). Analyze the influence of reference group on retail marketing performance in Medan City.(4). Analyzing whether there is an effect of organized retail on retail marketing performance in Medan City.(5). Analyzing the influence of modern retail image on retail marketing performance in Medan City.(6). Analyze the influence of reference groups through modern retail image to retail marketing performance in Medan City.

(7).Analyzing the effect of retail organized through modern retail image to retail marketing performance in Medan City.

1.4. Benefits of research

This research is expected to provide benefits to various parties, among others:

(1). For researchers useful for improving the ability to conduct scientific research, power analysis and problem solving as well as decision making in the field of marketing management science. (2).For other researchers in the context of reference theories that may be used in a

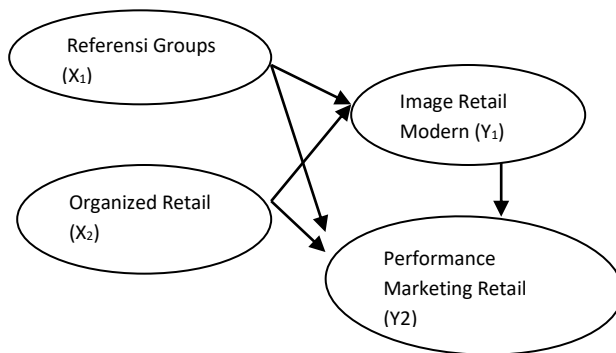
subsequent research that adds or enhances similar studies related to the development of marketing management sciences. (3).The results of this study are expected to contribute thoughts for modern retail companies in Medan City in connection with reference groups and retail organized on retail marketing performance in the city of Medan.

CHAPTER II: LITERATURE REVIEW

According to Kotler and Keller (2000), the reference group as a group has a direct or indirect influence on one's attitudes and behavior. The influence of reference groups according to Hawkins, et al. (2007), there are three influences of reference groups: (1) Informational influence occurs when an individual uses the behavior and opinions of a member of the reference group as a useful contribution of information.. (2). Normative influence, sometimes referring to utilitarian influence, occurs when individuals meet group expectations for immediate rewards to avoid sanctions. (3) Identification influence, also referred to as Value-Expressive influence, occurs as individuals have experienced internal values and Norma groups. El-Adly, (2007) found six factors that influence the mall or retail consumer organized namely: convenience, diversity, entertainment, mall essence, luxury and comfort. Howard (2007) believes shopping became a leisure pursuit and with the rapid development of shopping centers, both retailers and developers are trying to make it more of a pleasure activity. Gray's (1986) definition of agency image in Long-Yi Lin and Ching-Yuh Lu (2010: 18) states, "That corporate image is the combination of consumers' perception and attitude towards a business entity. Robertson and Gatignon (1986) states that, further proposed that corporate image helps facilitate consumers'

knowledge on products or services offered by a certain company and reduces uncertainty while making buying decisions. Marketing performance is a construct that is often used to measure the impact of the strategies and orientations applied by the company in terms of marketing environment factor variables formed by three indicators: sales growth, customer growth, and sales volume, Johnson and Arunthanes (1995: 37). Although object measurement would be more ideal, the research evidence suggests that managerial determination of financial and marketing performance is consistent with the measurement of object performance. Further Ferdinand, A.T. (2000) states that the measurement of marketing performance with the variable of the number of sales units, customer growth, customer turnover, more stated marketing performance and competition.

A. Framework for Thinking AND HYPOTESIS



B. Research Hypothesis

Based on conceptual framework of direct influence and conceptual framework of indirect influence, hence hypothesis of this research is as follows: (1). The reference group has a positive and significant impact on the image modern retail? (2). Retail organized (Organized Retail) positively and influence significant to modern retail image?(3).The reference group has a positive and significant influence on retail marketing performance in Medan city? (4) Organized Retail (Organized Retail) positively and significantly influence (5). Modern retail image has a positive and significant impact on.(6).Retail marketing performance in Medan city.(6). Reference groups through modern retail images are positively influential and significant to retail marketing performance in Medan City (7). Organized retail through modern retail image has a positive and positive effect significant to retail marketing performance in Medan City.

CHAPTER III: RESEARCH METHOD

A. Methods Used

The study of economics in this research is management science, especially marketing management with focus on retail marketing related to the influence of reference group and retail organized to modern retail image and its implication and implication to retail marketing performance in Medan city. The object of research which is endogenous variable (dependent variable) is retail marketing performance in Medan City. Based on consideration of study objectives, this research is descriptive and verifikatif. Descriptive research aims to obtain a description of the variable reference group and retail organized. While verification research aims to

determine the relationship between variables through a hypothesis testing using statistical calculations (Nazir, 2011: 63), because this research is descriptive and verification research conducted through data collection in the field, the research method used is the method descriptive survey research and explanatory survey methods. The type of investigation used is causality, the type of research that states a causal relationship. The analytical unit of this study is the selected Modern Retail limited to Alfa Mart, Alfa Midi and Indo March in Medan City, while the observation unit is a consumer who shopped at modern retailers Alfa Mart, Alfa Midi and Indo March as well as shopkeepers (modern retail).

B. Population and Sample Research

1. Population Research

Population is the whole unit of analysis that becomes the focus of attention in research. The population in this study are consumers who shop in modern retail (focus on Consumer Alfa Midi, Alfa Mart and Indo March) Medan city in 21 District. The total population in this study is 1.642.410 people, the number of residents who are consumers starting from the age of 17 years to 65 years.

2. Sample Research

Determination of sample using technique of proportional purposive random sampling. This research is a survey research, so in this study not all members of the population used as sample research. Furthermore, as a basis for the calculation of the sample of this study is based on personal considerations. According to Nazir (1999: 325) if the population selection as a respondent is based on personal considerations, then the sample is called judgment sample. Formulated as follows: Researcher interesting sample fraction of 0.0124% of 1,642,410 inhabitants then the number of samples obtained for:

n

$$f = \frac{n}{1.642.410} \times 100\% = 0.0124\% = 204.$$

C. Operational Variables

The problems studied were sourced from five construct variables namely reference group, perceived value, organized retail, store atmosphere and consumer psychography as exogenous variables in the model. Modern retail image as intervening variable, retail marketing performance as endogenous variable. The research variables consist of Exogenous variable (X), Intervening variable (Y1) and Endogen variable (Y2). In this study the variables observed are:

1. Exogenous Variables (Independent Variables) : a) Reference Group (X1) that is: Individuals or groups that encourage customers to purchase a particular product consisting of a normative reference group include friends from consumers or neighbors and colleagues from consumers and families, comparative reference groups covering entrepreneurship or entrepreneurship groups.(b) Organized Retail (X2) that is: Organized retail is a sustainable marketing pattern with a retail concept organized with three important factors: first, retailers must engage in sustainable retailing, they must both do it differently, the three retail chains are chosen rather than smaller ones. **2. Intervening Variable** : Institutional Image Variables (Y1), namely: Institutional Image as the creation and development of positive image for a brand, can be measured through indicators on brand value dimensions, brand characteristics, and brand associations. **3. Endogen Variables** (dependent variable) : Retail Marketing Performance Variables in Medan City (Y2), namely: consumer growth, sales growth and modern retail sales volume in Medan City.

D. Instrument Testing.

Questionnaire as an instrument of data collection is a translation of the indicator variable. According to Sekaran (2010), reliability test is aimed at knowing stability and consistency in measurement, and validity test is to know whether the concept is measured correctly.

1. Validity Testing

The validity of the instrument

(questionnaire) shows a measure that actually measures what will be measured. If the questionnaire is valid then the questionnaire will be good if used as the primary data collection instrument. The following table presents the loading values of each question indicator. Based on the loading results above, it is known that all loading values above 0.4, which means it has fulfilled the validity requirements based on the loading size. Based on loading results known: (1). Number of indicators from X1 as many as 5 indicators. Given all loading values of the indicator on the variable xx1 above 0.4, which means it has fulfilled the validity requirement based on the loading value. (2). Number of indicators from X2 as many as 5 indicators. Given the entire loading value of the indicator on the variable X2 above 0.4, which means it has fulfilled the validity requirements based on the loading value. (3). Number of indicators from Y1 as many as 5 indicators. Given the entire loading value of the indicator on the Y1 variable above 0.4, which means it has fulfilled the validity requirement based on the loading value. (4). Number of indicators from Y2 as many as 5 indicators. Given all loading values of the indicator on the Y2 variable above 0.4, which means it has fulfilled the validity requirement based on the loading value. For validity testing with AVE, the recommended AVE value is 0.5. Based on the picture above, the AVE value of X1 is 0.716, X3 0,708, Y1 0,769 and Y2 0,749. It is known that all AVE values are above 0.5, which means it has met the validity requirements based on AVE size

2. Evaluation of Cronbach Alpha Value and Composite Reliability (Reliability)

1. The cronbach alpha value of X1 is 0.901, X2 is 0.897, Y1 is 0.925 and Y2 is 0.915. All cronbach alpha

values above 0.7 are known to have qualified reliability based on alpha cronbach size.

2. The composite reliability value of X1 is 0.927, X2 is 0.924, Y1 is 0.943, and Y2 is 0.937. Given all values

of composite reliability above 0.7 which means it has qualified reliability based on composite reliability measure.

CHAPTER IV: RESULTS AND DISCUSSIONS

4.1 Testing the Hypothesis of Direct Influence (Inner Model)

From the results of testing outer model shows that has fulfilled the validity and reliability requirements. Furthermore, inner model testing is done, which includes direct significance test (direct effect) and significance test of indirect effect / influence of mediation (indirect effect).

From the result of significance test of direct effect in, the following results are obtained.

1. Hypothesis 1 (Direct Effect) The value of the path coefficient of the reference group variable (X1) to the modern retail image (Y1) is 0.151, which is positive. The value can be interpreted that the reference group (X1) has a positive effect on modern retail image (Y1). While the value of P-values of reference group (X1) to modern retail image (Y1) is 0.014 < 0.05 (or 5%) significance level, the reference group (X1) variable significantly affects modern retail image (Y1).
2. Hypothesis 2 (Direct Effect) The path coefficient value of the organized retail variable (X3) to the modern retail image (Y1) is 0.234, which is positive. The value can be interpreted that the organized retail variable (X2) has a positive effect on modern retail image (Y1). While the value of P-values of organized retail variable (X2) to modern retail image variable (Y1) is 0.009 < 0.05 (or 5%) significance level, then the organized retail variable (X2) has significant effect to modern retail image variable (Y1) .
3. Hypothesis 3 (Direct Effect) The value of the path coefficient of the reference group variable (X1) to the retail marketing performance variable (Y2) is 0.136, which is positive. The value can be interpreted that the refensible group variable (X1) has a positive effect on retail marketing performance (Y2). While the value of P-values of the reference group variable (X1) to the retail marketing performance variable (Y2) is 0.022 < 0.05 (or

- 5%) significance level, the reference group (X1) variable significantly influences the retail marketing performance (Y2) .
4. Hypothesis 4 (Direct Effect) The path coefficient value of the organized retail variable (X2) to the retail marketing performance variable (Y2) is 0.138, which is positive. The value can be interpreted that the organized retail variable (X2) has a positive effect on retail marketing performance (Y2). While the value of P-values of organized retail variable (X2) to retail performance marketing variable (Y2) is 0,034 <0.05 (or 5%) significance level, makavariabel eceran organized (X2) have significant effect to retail marketing performance (Y2).
 5. Hypothesis 5 (Direct Effect) The value of path coefficient from modern retail image (Y1) to retail marketing performance variable (Y2) is 0,217, that is positive value. The value can be interpreted that the modern retail image (Y1) has a positive effect on retail marketing performance (Y2). While the value of P-values of modern retail image variable (Y1) to retail marketing performance (Y2) is 0,003 <0,05 (or 5%), modern retail image (Y1) has significant effect to retail marketing performance (Y2).
 6. Hypothesis 6 (Indirect Influence 2 Paths) It is known that the indirect effect of reference group variable (X1) on the retail marketing performance variable (Y2) through modern retail image (Y1) is 0.102 with P-values 0.017 < or 5%), then the reference group variable (X1) indirectly significantly affects the retail marketing performance (Y2), through the modern retail image variable (Y1). In other words, the modern retail image variable (Y1) is significant in mediating the relationship between reference group variables (X1) on retail marketing performance variables (Y2).
 7. Hypothesis 7 (Indirect Effect of 2 Paths) It is known that the indirect effect of the organized retail variable (X3) on the retail marketing performance variable (Y2) through the modern retail image variable (Y1) is 0.159 with P-values 0.011 < (or 5%), then the organized retail variable (X3) indirectly significantly affects the retail marketing performance (Y2) variable, through the modern retail image variable (Y1). In other words, modern retail image variables (Y1) are significant in

mediating the relationship between organized retail variables (X3) on retail marketing performance variables (Y2).

CHAPTER V : CONCLUSIONS AND SUGGESTIONS

A. CONCLUSION

Based on the results of the analysis and discussion of the research that has been described in the previous chapter, then some conclusions can be put forward as follows: (1). The reference group has a positive and significant influence on the image variable modern retail.(2). Organized retail has a positive and significant impact on modern retail image.(3). Reference group has a positive and significant impact on retail marketing performance in Medan City.(4). Organized retail has a positive and significant effect on performance retail marketing in Medan City.(5). Modern retail image has a positive and significant impact on retail marketing performance in Medan City.(6). The reference group variables indirectly have a positive and significant impact on the performance of retail marketing, through modern retail image variables. In other words, modern retail image variables are significant in mediating the relationship between reference group variables to retail marketing performance variables in Medan City.(7). Retail Variables Organized indirectly have a positive and significant impact on retail marketing performance, through modern retail image variable. In other words, modern retail image variables are significant in mediating the relationship between organized retail variables to retail marketing performance variables in Medan City.

B. ADVICE

Taking into account the findings in data collection and analysis of research results, the suggestions that need to be put forward in this research are:(1)To maintain the modern retail image remains good, the company should pay attention to the group of referensi in its marketing programs. (2). The performance of modern retail marketing must be maintained through a continuously updated program of marketing programs to offset the on-line retail growth rate.

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