

Design And Implementation Of Store Atmosphere At Kharisma Swalayan

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Abstract

The establishment of the Kharisma Swalayan business is motivated by the opportunity to establish a branch of the old Kharisma store which still uses a shop system that is not modern to modern shops or what is commonly called supermarket by paying attention to various aspects of modern shops such as structuring store atmosphere in accordance with the times. Store atmosphere as a marketing communication tool that is designed in such a way as to meet the needs and desires of consumers and as an effort to understand consumer behaviour in modern retail stores in order to stimulate the desire to shop. Kharisma Swalayan is located in Petanahan, Kebumen. The development of kharisma Swalayan business includes operational, marketing, human resources, and financial plans. Some of the problems faced in the implementation of this business include how to keep optimising the store atmosphere to increase customer satisfaction and marketing strategies that are not easily copied by competitors. This implementation report covers the entire 6 months of business since the business idea was designed.

Keywords: Business Design, Retail Business, Swalayan, Store Atmosphere, Marketing Strategy.

INTRODUCTION

Swalayani is one of the means of marketing company products. Swalayan companies engaged in retail with the concept of selling food products (food) and outside food (non-food), among others: rice, sugar, oil, bread, snacks, and household needs and so on. Swalayan in terms of marketing has an important role, as one of the marketing institutions (retailers) in the product marketing distribution channel, in these marketing

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functions, efforts are made which include increasing product sales and creating more and more customers and marketing is very important to ensure continuity and development in the future. (Gusrizaldi et al., 2016). Marketing is a social and managerial process in which individuals and groups get what they need and want by creating, offering and exchanging products and services of value with other parties. (Sari et al., 2017). Meanwhile, in Lestari et al., (2021) marketing is the overall system of business activities aimed at planning, pricing, promoting and distributing goods, services, ideas to target markets in order to achieve organizational goals. The marketing activities carried out by Swalayan are by providing various types of products from various companies, but Swalayan can also be referred to as a company because it carries out various kinds of product sales activities and services to consumers by providing consumer needs which aim to get profit from the sale of products optimally. In order for these goals to be achieved and to win the competition in this business field, every Swalayan competes to provide the best service in order to satisfy consumers and get as many consumers as possible by fulfilling the needs and desires of consumers, because consumers are a source of income and are the most important factor for self-service. In addition, there are several factors that can influence consumers to shop at Swalayans, as described by Hariyadi (2016) including: service speed factor, variety of goods factor, location proximity factor, family influence factor, and price influence factor.

However, some of the problems that occur in Swalayans are when the place, service, or Swalayan facilities are not as expected by consumers. For example, such as a large parking lot, a bitchy waiter, a lot of dusty selling goods, goods that are not neatly arranged and many things. And the presence of the modern retail industry or what is commonly called a Swalayan basically utilizes the shopping patterns of the community, especially the upper middle class who do not want to jostle in traditional markets which are usually muddy or not neatly organized. (Soliha, 2008).

The development of shopping places such as Swalayans at this time is very rapid, so that shopping place competition has become very competitive. Various ways are applied through effective marketing strategies with one goal, namely to win in the competition. Mastery of the market in the business world is a very important factor so that the business being run exists and even if possible can develop more widely. The concept of shopping includes many accompanying variables that were previously less highlighted. For example, comfort, image and prestige of the place where we shop, store atmosphere, place, accessibility and others. These factors are now the main concern of



entrepreneurs because they are the spearhead in competition with other retailers. This is in accordance with changes in the shopping patterns of modern society, namely going shopping with families to one-stop shopping outlets that are complete and versatile and are very concerned about aspects of comfort, cleanliness and efficiency in shopping.

The existing potential causes many industries engaged in the retail sector to try to capture the existing market in Kebumen such as Rita Pasaraya, Jadi Baru, Pusaka Indah, Indomaret, Alfamaret are examples of retailers that enliven the competitive market in Kebumen. The number of retailers playing in the market requires them to have a competitive advantage and characteristics that are not owned by their competitors. For the short term this is intended so that consumers make their place a place of choice for shopping, while for the long term it is intended that the competitive advantage and characteristics possessed can build a positive image of the company which leads to the emergence of loyalty for consumers.

Store atmosphere as a marketing communication tool that is designed in such a way as to meet the needs and desires of consumers and as an effort to understand consumer behavior in modern retail stores in order to stimulate the desire to shop. Changes to the store atmosphere must always be designed so that it is not boring, subscriptions remain loyal, and overcome competitors. If consumers are bored with the store atmosphere, they are likely to switch to another store. Store atmosphere is an atmosphere or store that can stimulate or encourage consumers' five senses and influence their perceptions and emotions about a store (Afiani, 2019). As for other opinions put forward good store atmosphere planning can attract consumers to buy (Afiani, 2019). Today's consumers also consider the store atmosphere factor in choosing a place to shop, if consumers are bored with the store atmosphere, they are likely to switch to another store.

Likewise, what is stated in the journal Store Atmosphere is the status of affection and cognition that consumers understand in a store, even though it may not be fully realized when shopping. (Meldarianda et al., 2010). As for the broader definition explained in the journal that Store Atmosphere includes broad things such as the availability of air conditioning (AC), store layout, use of paint colors, use of carpet types, carpet colors, shelf materials for storing goods, shelf shapes and others. (Meldarianda et al., 2010).

The scope of the Store Atmosphere strategy can be grouped into Instore and Outstore. Store Atmosphere can be understood as the arrangement of space inside



(Instore) and space outside (Outstore) that can create comfort for customers. As according to those in the journal Store atmosphere consists of two things, namely Instore atmosphere and Outstore Atmosphere (Meldarianda et al., 2010).

Instore atmosphere is the arrangement in the room that is concerned:

1. Internal Layout is the arrangement of various indoor facilities consisting of the layout of visitor seat tables, cashier table layout, and layout of lights, air conditioners, sound.
2. Sound is the overall sound that is presented in the room to create a relaxed impression consisting of live music served by the restaurant and the sound of music from the sound system.
3. Smells are aromas that are presented in the room to create an appetite arising from the aroma of food and beverages and the aroma generated by room deodorizers.
4. Texture is the physical appearance of the materials used for the tables and chairs in the room and the walls of the room.
5. Interior design of the building is the arrangement of spaces in the restaurant suitability includes the suitability of the area of visitor space with roads that provide comfort, bar counter design, table settings, arrangement of paintings, and indoor lighting systems.

Outstore atmosphere is the settings outside the room that are concerned:

1. External Layout is the layout of various restaurant facilities outside the room which includes the layout of visitor parking, signage layout, and strategic location.
2. Texture is the physical appearance of the materials used in buildings and outdoor facilities, which includes the texture of the walls of outdoor buildings and the texture of outdoor signage.
3. Exterior design of the building is the arrangement of the outer rooms of the restaurant including outdoor signage design, entrance placement, building shape seen from the outside, and outdoor lighting system.

Based on the background of the problems described above, the following problems can be identified:

1. How do business owners create a store atmosphere that is in accordance with consumer desires?



2. How to implement Store Atmosphere?
3. How does the development of modern people's shopping concepts, such as the need for convenience, image, and other aspects, affect competition in the Swalayan industry?

Then, the purpose of the business model created is:

1. To explain how business owners create a store atmosphere that suits consumers.
2. To explain how to implement store atmosphere.
3. To explain the development of modern people's shopping concepts, such as the need for convenience, image, and other aspects, affecting competition in the Swalayan industry.

In addition, this research also includes several research benefits, including theoretical benefits and practical benefits. This research is expected to be useful for the development of knowledge about self-service, especially related to consumers related to comfort, service, facilities, and those related to consumer comfort in shopping. Furthermore, the practical benefit is that this research can be taken into consideration for Swalayan owners or those who will open a Swalayan in terms of consumer comfort in the Swalayan.

LITERATURE REVIEW

Retail environment is a concept that explains how physical and non-physical elements can influence consumer behavior, which is divided into two main categories. The first is physical elements. This element includes store layout, interior design, product display, air temperature, music and aroma. While non-physical elements include customer service, security, cleanliness, friendliness and product information.

In the retail environment, there are several theories that are suitable for designing retail environments such as atmospheric theory developed by Philip Kotler and emphasizes the importance of creating a pleasant store environment to increase the likelihood of purchase. Atmospheric theory in the retail or Swalayan industry focuses on how the atmosphere and physical environment of a store can affect customer behavior and satisfaction in this context, atmosphere refers to the design and management of the physical environment that can affect the mood and work environment in the store. atmospheric theory in retail combines psychology, sociology, and environmental design to create an efficient and effective physical environment.



In practice, this theory is used to optimize the design of store spaces, using color, light, sound, and smell to create an atmosphere that meets organizational goals. In the retail industry, atmosphere is used to improve the quality of life of customers, increase productivity, and improve customer satisfaction. Therefore, the theory of atmosphere in retail has important implications for how stores can achieve their goals and improve the quality of life of their customers.

RESEARCH METHOD

This research focuses on the design and implementation of Store Atmosphere at Kharisma Swalayan in Petanahan, Kebumen, Central Java. This research is divided into 2 stages: program preparation and program implementation. In the program preparation stage using market research with survey methods and in the implementation stage using



observation and case studies.

Result

Kharisma shop was first established in 2006 with a land area of 600m² which at the beginning of its establishment was still so simple and only sold various consumer needs such as clothing, pottery, various textiles, carpets and also still used a simple shop system, besides that the Kharisma shop still uses a transaction system that has not been computerized due to limited resources so it is very difficult to input incoming goods and outgoing goods.

Then in 2022, precisely from May to January 2023, the Kharisma shop expanded its business by building a shop and working with a new contractor, Putra, who wanted to build a modern self-service-based Swalayan with a computerized system with a land area of 1300m² and started operating in March 2023.



Based on the implementation of the business design that has been carried out, during the 6 month period of implementation in the Kharisma Swalayan business. The author makes every effort to carry out marketing management at the Kharisma Swalayan effectively. by maximizing various supporting facilities for marketing itself such as friendly service, affordable prices, store atmosphere which includes good instore or outstore, and being able to take advantage of existing technology and social media.

Kharisma Swalayan is very focused on caring for the store atmosphere in the store, both instore atmosphere which includes a neat layout of items that make it easier for customers to find the items they want, then the clean, fragrant, cold Swalayan and accompanied by melodious music that makes customers feel at home for a long time then for the outstore atmosphere where Kharisma Swalayan has advantages such as buildings located across the inter-city road, a large parking lot that can accommodate dozens of cars and also a good store design.

In the realization of the implementation of the kharisma Swalayan business, there are several things that we can conclude regarding the long-term sustainability of this business such as improving in terms of employee service to customers, adding the number of stock items that were previously not in kharisma Swalayan, establishing a close relationship with customers by using direct marketing so that customers will feel they have a connection and will always shop here. In the industrial era 4.0 the use of social media for promotion is very influential, utilization through instalgrams, facebook and whasapp to introduce kharisma Swalayan products more widely. which will make it easier for customers to get information related to promos and discounts in kharisma Swalayan and will also strengthen the relationship between kharisma Swalayan and customers.

DISCUSSION

Identification of problems that occur at Kharisma Swalayan is divided into 4 aspects:

1. Operational Aspects

In the operational aspect, Kharisma Swalayan estimates the occurrence of technical problems in the ordering section such as late orders coming in so as to make goods out of stock. the existence of depleted stock will affect the image of Kharisma Swalayan because it will seem unprofessional in providing supplies for consumers and also sometimes there are still frequent differences between the number of stock items in

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stores and warehouses and those in the computer system. and sometimes there is damage to the instore and outstore atmosphere such as damage to air conditioners, electricity that suddenly dies, dirty merchandise and parking areas that are overflowing due to crowds of customers.

2. Marketing Aspects

In the marketing aspect, we have anxiety about the marketing strategy we use, namely that the strategy has been used by competitors or the strategy does not work according to our expectations. Unattractive product photos or poster displays uploaded on social media are also a factor in this. And also retail or retail business competition is getting tougher in the Kebumen area, based on the current situation the Swalayan business itself is getting more and more. Consumers are now more selective in choosing a place to shop. and many of the competitors have imitated the store atmosphere setting in the Kharisma Swalayan which makes customers switch to shopping elsewhere.

3. HR Aspects (Human Resources)

Problems in the aspect of human resources faced by Kharisma Swalayan include the existence of human resources that are still limited and less professional, so that this hampers Kharisma Swalayan in providing the best service to consumers and makes it difficult to develop. The existence of problems that sometimes occur between personal employees also affects their performance and there is also frequent miscommunication between departments which makes employee performance not optimal.

4. Financial aspects

In the financial aspects faced by Kharisma Self-Service, the risk that arises is the difference that occurs between the cashier's section and the system used in Kharisma Swalayan, which often makes it difficult to input financial reports, then also about the management of monthly financial reports that are less structured and less organized by the admin. In addition, it is also related to the inventory of goods that are not managed properly which affects the turnover of money in Kharisma Swalayan.

Then in the problem solving carried out from each of these aspects are:

1. Operational Aspects

Based on the three problems from the operational aspects that the author has summarized, the solutions that Kharisma Swalayan takes are:

- Kharisma Swalayan will improve the service section, especially in the ordering of goods. so that it can maximize the amount of existing stock of goods. and kharisma swalayan also always evaluates the admin ordering section and



employees in each department so as not to forget to record items with limited stock and then order goods back to the supplier.

- Kharisma Swalayan will always anticipate obstacles in the technical computer system and also record goods manually so that there are no mistakes in the process of checking goods.
- Then to minimize damage to the instore and outstore atmosphere, Kharisma Swalayan has various anticipations, one of which is a genset that can be used when the electricity dies, as well as having personal staff who specifically take care of Kharisma Swalayan's assets. To overcome the full parking lot, Kharisma Swalayan has a solution by borrowing vacant land around the Kharisma Swalayan store area as an additional parking lot.

2. Marketing Aspects

Based on the two problems from the marketing aspect that the author has summarized, the solutions that Kharisma Swalayan takes are:

- Kharisma Swalayan will first study the marketing techniques or strategies used by competitors before Kharisma Swalayan uses these strategies. In addition, Kharisma Swalayan will also be consistent and carefully design marketing actions so that Kharisma Swalayan can minimize the risks it will face. Kharisma Swalayan also makes posters as attractive as possible for marketing and tries to provide enough discount products to meet consumer demand so that they are not disappointed shopping at Kharisma Swalayan.
- Kharisma Swalayan always tries to have innovations in the instore and outstore atmosphere to be different from competitors and become superior by following the development of the concept of shopping for modern society, such as the need for comfort, image, and other aspects, which affect competition in the Swalayan industry. The instore innovation applied by Kharisma Swalayan is with bright wall paint colors so that it is not boring, also given decorative decorations to make it look aesthetic and comfortable to look at which are adjusted to the theme of holidays or certain days, such as red and white decorations for independence day, Islamic decorations for Ramadan, and so on. For outstore innovation that Kharisma Swalayan applies is the provision of seating for customers as a place to rest after shopping. There are also several children's games using coins provided so that customers who bring toddlers can be entertained by the game.



3. HR Aspects

Based on the two problems from the HR aspect that the author has summarized, the solutions that Kharisma Swalayan takes are:

- The problem solving that will be taken from the problems in the HR aspect is to hold training for all employees so that their quality will increase and they can work professionally.
- The number of human resources at Kharisma Swalayan will be paid attention to their needs and always conduct evaluations as well as briefings before employees come to work so that there will be no more miscommunication between human resource departments at Kharisma Swalayan so that employees can work optimally without problems between individuals or others.

4. Financial Aspects

Based on the two problems from the financial aspect that the author has summarized, the solutions that Kharisma Swalayan takes are:

- From the problems in the financial aspects that have been identified, the solution that Kharisma Swalayan makes is to maximize the financial statements that will be reported once a week so that the difference that occurs between the cashier and the system can be avoided.
- Kharisma Swalayan will check how many goods in and goods out which will later be matched with the financial statements, so that it will be balanced between the two. Thus Kharisma Swalayan can minimize risks related to finance.

CONCLUSION

During the implementation of the design of the kharisma Swalayan business located at JL. Petanahan-Guyangan, RT 005 / RW 001 Petanahan District, Kebumen Regency, Central Java Province, the author concluded that Store athmoshere is an important element that influences customer shopping experiences and ultimately has an impact on purchasing decisions. A positive store atmosphere can increase customer satisfaction, increase the desire to shop longer in the store, build brand image and also increase customer loyalty. A negative store atmosphere will actually create the opposite. To create a positive store athmoshere, you must pay attention to various elements such as good spatial layout, attractive store design and in accordance with the brand image, sufficient lighting that matches the type of product being sold, the music chosen must be in accordance with the target consumer and the atmosphere you want to present,

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pleasant odors that do not interfere with customer comfort and friendly service staff that help improve the customer's shopping experience.

The development of modern people's shopping concepts, such as the need for convenience, image and other aspects has brought significant influence on competition in the Swalayan industry. Modern society increasingly wants a convenient and easy shopping experience. This encourages Swalayans to innovate in various aspects such as neater and easier to navigate store layouts, better customer service. which has brought significant changes to the Swalayan industry. Swalayans that want to survive and thrive must continue to innovate and adapt to the evolving needs of customers.

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