

THE IMAGE OF MALL RETAILS AS A MEDIATION OF CONSUMER'S BEHAVIOR

by

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ABSTRACT

Produk organik saat ini belum menjadi perhatian penting konsumen di Jawa Barat Indonesia. Hal ini disebabkan penerimaan risiko konsumen atas produk masih dirasakan oleh konsumen yaitu kebijakan atas harga. Hal ini secara tidak langsung berdampak pada kepercayaan konsumen. Mengingat produk organik dominan ada di ritel swalayan, maka dilakukan kajian dengan fokus pada efek moderasi citra ritel swalayan pada hubungan penerimaan kualitas dan risiko konsumen atas produk organik dengan kepercayaan konsumen. Penelitian dilakukan melalui kajian teori dari penelitian sebelumnya. Temuan penelitian disampaikan bahwa citra ritel swalayan disinyalir memediasi hubungan penerimaan kualitas dan risiko konsumen atas produk sayuran organik, dalam rangka meningkatkan kepercayaan konsumen. Hasil penelitian sejatinya mendukung upaya menghadapi isu “global warming”, melalui kajian pada produk ramah lingkungan.

Keyword: *Acceptance, Consumer's, Consumer's trust, Image of Mall retails*

INTRODUCTION

The development of consumer's behavior is getting faster signed by the fast creation in forming products and it is also offered by a company (Wan and Topinen, 2016). It affects on the high competition among companies (Chen, Wang & Shen, 2016) so, the companies need to know more details of what consumers need. (Perez & Bosque, 2015). Consumers choose the products and services offered by the company, because the value of those products and services are high than devotion that will be done by consumers (Yee, San, & Khoon, 2011). The value of products and services become absolutely needed by their consumers (Chi, Yeh, & Jang, 2008). That value is as the need for consumer's satisfaction, and according to the motivation theory Maslow, that value is included the very basic needs i.e the philosophy need or the highest need i.e self actualization (Kamphorst, & Swank, 2013). The higher the value of products and services evaluated by consumers, the lower the devotion of the consumers will be. To confirm that description, automatically the companies are urged to elevate the value of products and services offered.

The trust given by consumers is one of consumer's behavior (D'Alessandro, Girandi & Tiang soonngnern, 2012) In which this behavior relates to consumer's behavior for products and services offered by companies. When the consumers trust the products offered, then raise the interest of consumers to possess that product (Chinomona, Okoumba & Pooe, 2013) and vice versa. Some previous research explained the importance of trust from consumers for company's development (Chinomona, et al, 2013: Hu & Chen, 2010: Noor, 2012: Zanin & Migueles, 2013) This matter is starting from the impact of trust of company's performance automatically (Charness, Du, & Yang 2013). When the consumers have a trust to products and services offered by the company, it is automatically having an impact to consumer's interest to buy the products and services offered by the company at the end. Besides that it is slowly the trust of consumers not caused by products and

services but caused by the company that made (Martinez & Bosque, 2013). Description of that study conveys the trust of consumers is able to create a good image to the companies. In fact, now the consumer's trust is not only measured for the products offered to consumers, but to the company and even for online transactions in selling process (D' Alessandro et. Al, 2012) so, it is considered important to increase the trust of consumers through, product, service, transaction process or company's image. This research is focusing on the increase of consumer's trust through the existing value of products. It becomes general when the value of products become the mainstay of company in developing the companies (Dana & Spier, 2015: Wan & Toppinen, 2016). The value of products and services can be created in some ways, one of them is to add features out of the normal for the products created (K.H.Chen et.al, 2016). For some previous research found addition of product value and form of packaging (Horvat & Dosen, 2013: Khan, 2005). There is a pattern of added value of products from the contents which are higher than other products ((Dana & Spier, 2015). One product today that attracts the attention is organic products that have added value because it is free from chemistry (Alamsyah & Angliawati, 2015). So the nutrition of that product can stay and it is healthy to consume (Tang, Wei & Chen, 2012). The added value of the organic product today is not a new one. It seems the research has been done before, relating to consumer's buying decision which was done in Indonesia (Alamsyiah & Angliawati, 2015). Friendly ecology products have become the attention of the world. It is as an impact of global warming issue, where there is a lot of chemistry substance that disturbs the earth either the resource is from air pollution or waste from the conventional products (Romirez, 2013) so the related research of friendly ecology product becomes a trend (Wan,& Toppinen, 2016).

Friendly ecology product is one of them is an organic product in Indonesia, but the situation is not as it is expected. As the example in West Java the people consume the organic product is still low (Alamsyah and Angliawati, 2016). So the organic

products do not get a lot of attention for consumers. It is said that the consumers do not fully believe about the contents of the organic products. The previous research and study discovered that there is a relation between the acceptance of consumers to the value of product with the consumer's trust (Chinomona et. Al, 2013). That acceptance of consumers emerges with two assumptions, they are; quality and risk (Chi et. Al,20008). Explicitly , consumers will see which acceptance is the highest from the products offered by the company (Hidayat & Ahmad,2016).Finally, the companies are urged to get higher benefit than the risk of products offered (Danilov, Blemann, King and Sliwka, 2013). It has been said that organic products have benefit that is friendly ecology. However, it is not yet fully aware by the consumers in West Java – Indonesia (Alamsyah & Angliawati, 2015). So it needs a strategy to increase the value of products which consumers view as a benefit. If we learn from the previous, it is known that the organic product is considered as a premium, it is clear in Indonesia that is sold in a certain place that is Supermarket (Kanppinen, Raisanen, Rindell & Abeng, 2014). Being aware of the characteristics of organic products which are always clean tidy, and more expensive than conventional products (Wirth, Stanton, and Willey, 2011). Self service retail in this context is Mall retail, of course it has value for the consumers because it has good image of the Mall. Often time, image of Mall retail becomes one marketing strategy to increase the performance of company (Qin & Prybutok, 2013). This is not only happened in self service or the Mall but it also happens in the company in general. It appears in the consumer's interest in choosing products and services based on the image of the company (Hosseini, Jayashree & Malarvishi, 2014). And study from that description and relates to the organic products, then we can take the conclusion that image of Mall retail can increase the performance of company (Gapta & Pirsech, 20008). Beside that, the image of Mall retail also has an impact to consumer's behavior when the consumers are in the Mall / Supermarket.

Based on the phenomena that there is an impact from the image of Mall retail though it is on consumer's behavior that is the acceptance of quality, risk and consumer's trust. So the focus of study is on the support of retail image of Mall in increasing the trust through the acceptance of quality and consumer's risk on the organic products. The study of this research is beneficial to support the government to face an issue of global warming (Meijden, Ploeg & Withagen, 2015), in increasing research on friendly ecology products. Beside that, it is also to increase the consumer's trust to organic products, so consumers can prioritize healthy products rather than conventional products. The impact of mediation of Mall retail image to the relation of consumer's acceptance to the quality and risk toward the trust is interesting to study. Whereas, other research usually focus on direct impact of Mall retail image on company performance (Qin & Prybutok, 2013) or on the consumer's trust (Orth & Green, 2009), however, not to study from the side of quality acceptance and consumer's risk. So the study will mediate image of Mall retail on quality acceptance and consumer's risk especially for organic products to increase the consumer's trust, it becomes the position of research today.

METHODS OF RESEARCH

The Study of theory of research focuses on organic products with the study that relates to quality acceptance of consumers, acceptance of consumer's risk, consumer's trust and image of Mall retail. That analysis can be described on the frame work (Picture 1). This study theory raises expectation in the form of research hypothesis.

RESULT AND ANALYSIS

The acceptance of consumers on Quality and Risk of Organic products.

An Organic product is the product which is produced without chemistry substance (Alamsyah & Angiliawati, 2015). That product is healthy to consume, because the nutrition is not lost caused by the chemistry and friendly ecology (Tou, Olsen, & Linh, 2011). Organic product is one the organic products that means that product has its attribute that is more than convention product (Othman & Rahman, 2014). That means an organic product has added value. Added value on the product and the consumers think that it is a benefit (Tou et.al, 2011). Through the acceptance of quality on organic products, it is hoped consumers choose organic products from commercial vegetables. Beside benefit, consumers also often think from the side of risk that they will be faced (Tou & Olsen, 2012). The fairness must be given by the consumers when they choose organic products, that is more costly than conventional vegetables. And the effort to get it because not all shops sell organic products (Aertsens, Mondelaers, Huylenbroek & Huylenbroeck, 2009). In Indonesia, organic products are only sold in the supermarket, whereas, the consumers in Indonesia still dominate to buy vegetables in traditional market (Alamsyah & Angiliawati, 2015). The acceptance of consumers about quality and risk of organic products created not only because the character of products but environment where the products are sold (D'Alessandro et al, 2012). The idea of the acceptance of quality and risk of customer perceived value, where customer perceived value as a correlation between benefit and risk (Zeithaml, 1988). To read the theory of Beneke, Flynn, Greig, & Mukaiwa (2013), that the acceptance of quality of consumers "as the way in which a customer views a product's brand quality and overall superiority compared on the available alternatives". The point is the acceptance of quality is based on the result of consumer's track, one product compared with other products, in this context the value of more qualified organic product with conventional products (Yaseen, Tahira, Gulzar, & Anwar, 2011). When one company is able to create products with more qualified and it is explicitly the companies have been well accepted either their products or their customers. Whereas, the acceptance of consumers on risk for the products they are choosing (Horvat & Dosen, 2013). Consumers need information

from the products they face, however, often time the company as a sale is not sensitive (Bandyopadhyay & Barua, 2016). The result, how good the value of products created will not be accepted fully by consumers. So introduction of marketing science is needed and the contents of the products as well to the consumers (Gelaw, Speelman, & Van Huylbroak, 2016). In order the consumers accept the quality better and it influences the acceptance of negative consumers which is called risk (Beneka et, al, 2013). Where the acceptance of risk can be pressed down when the company is able to increase the acceptance of consumer's quality through the value of qualified product. The acceptance of quality for consumers on organic products has the difference, beforehand, the research was done by Pozzo, Saak, & Hanawa- Peterson (2009) there are being safer, healthier, tastier, and more environmental friendly, as a measurement of acceptance of product quality. Development of measuring products of environmental friendly viewed from guarantee (origin, brand, label, variety, or analeptic, characteristic: (firmness, color, flavor, aroma) and external factors (damage, size, price, freshness) (Martinez Carrasco, Brugarolas, Martines- Poveda, Ruiz, & Garcia- Martinez, 2012). The flow of consumer for quality acceptance dealing with organic products is for the increasing product value. It shows if the product value is decreasing then, the acceptance of risk from consumers will increase. The guarantee risk from consumers will be increasing. The guarantee risk of consumers is more expensive in effort to get the products. It can be measured from financial risk, performance risk, and psychosocial risk (Tou & Olsen, 2012, Yee et,al, 2011). Often time the acceptance of quality from the products viewed by the consumers will become a measurement of the company in evaluating product performance (Chinomona et, al, 2013). Because the success of marketing is one to increase good image from consumers for the products accepted (Gogelova, Ponisciakova & Ivankova, 2015)

Besides, all consumers trust that if they get sure with the benefit got from higher quality of products from the sacrifice they have given, so the consumers also will

trustfully choose it (Beneke et al, 2013). Organic product has a value in the eye of the consumers (Alamsyah, Angliawati, 2015) the value itself from is from the quality and risk that becomes the consideration of consumers in choosing organic products to be consumed. Where basically the value is as a trust of consumers on a certain condition of the organic products. Some benefit obtained from organic products surely as a desired benefit by consumers (Mohan, 2016). The acceptance of consumers on qualified products depend on attribute of the innovative products one of them is the environmental friendly product (Kim and Chung, (2011), based on that description , variable of acceptance of consumers about the organic products is very appropriate to use evaluate consumer's understanding to the superiority of organic products compared with other conventional products. This complies with theory made by Parasuraman, Zeithami, & Berry (1985), where the acceptance of quality and all evaluation given by consumers to the products being evaluated by consumers. When it is related to the organic products which has characteristic of environmental friendly. So it stresses on consumer's products about the products which are more superior to similar products which are environmental friendly. This idea is based on characteristic and added value off organic products that is without dangerous chemist and the product must be friendly to environment and conserve the environment. It must be healthy if it is consumed by consumers in a long term (Kim & Chung, 2011). Based on this phenomena for the quality acceptance and consumer's risk and relate to study of organic product, and first hypothesis of research.

Hypothesis 1 (H1): Quality acceptance of consumers for the product has negative with risk acceptance on organic products.

Consumer's trust on Products of environmental friendly

Consumer's trust basically relates to the value needed by consumers to the product and services. It meets the consumer's need (Kausel & Connoley, 20114). If

the that need is not fulfilled the trust will be low. Less trust of consumers will have a bad impact to the interest of the products from consumers (Chinomona et, al,2013). The producers in this context companies need to keep and increase the trust of consumers to the products offered. The trust itself can be recited from any disciplines , not only from the side of consumers (Knight, Holdsworth, & Mather, 2007), the difference is from the disciplines and assumption used by researchers for the object of research (Bulbul, 2013). However, on the study of researchfocus on consumers, by considering the consumer's trust is very much needed by companies, in relation to marketing performance of the companies (Guenzi, Johson, & Castaldon, 2009). Besides, some companies use the trust not only for performance but also to evaluate the superiority of products of company's competitors (Huo, Ye, &Zhao, 2015).

Morgan & Hunt (1994) said that "a group of people trust in a reliable exchange of interties of partner" But more deeply to organic product, the consumer's trust is a feeling that immerges on product or service from consumers based on the result and credibility, benevolence and product ability on the performance of environment friendly (Chen, 2010). It is clear that the customer's trust as dependant consumers on the products that they evaluate have a good acceptance (Kim, Zhao, & Yang, 2008). The organic products have added value compared with conventional products. However, still many consumers do not trust the organic products, that is all depend on the performance of marketing manager to ensure the consumers to believe their product creativity. On this research study, mentioned before that the consumer's trust which has some levels of trust that is the level of sales, products and shops (Guenzi et.al,2009). But on this research focus on the consumer's trust on the products that is organic products. That means the consumers of level of trust on organic products which they find in the supermarket. Though all consumers' problems and sometimes the retails is not responsible, this becomes an opportunity for the company in giving a commitment to build the consumer's trust on the

products (Albabeeb, 2005). The consumers sometimes hesitate with the value of trust on the product faced, because the trust is not visible or can not be seen by eyes (Sandu, 2015). However, the consumer's trust really can be studied from some points, they are: competence, credibility, reliability, integrity, benevolence, and providing information (yee e al. 2011). That evaluation does not focus on the products only, but in general either from sides of products, sales, or shops. It is different from what was said by Chen (2010), that for "green products" can be seen from four important points that is reliable, dependable, trustworthy and expectation. And it developes on special research on organic products, consumer's trust can be added with environment protection and safer (Alamsyah, 2016). The evaluation from consumer's trust on environmental friendly eventually leads to the attribute to environment, where the products produced don't affect bad environment /ecosystem. It is considered important because the consumer's trust will increase when the value of organic products is reliable (Kim et al, 2008). Evaluation of consumers has been previously discussed relate to the quality acceptance and product risk. So there is a realization of consumer's acceptance on quality and product risk in creating consumer's trust (Chinomona et al, 2013: D'Alessandro et al, 2012). That means that the consumer's trust can also increase the value when the company is able to increase consumer quality acceptance on the products and stress the trust acceptance of the consumers. Learning more detail from the phenomena of consumer's behavior on trust, and value of acceptance, so the hypothesis is delivered as follows:

Hypothesis 2: Consumer's acceptance on the quality of organic products has a positive relation to consumer's trust on products.

Hypothesis 3: the consumer's acceptance on organic product risk has negative relation with consumer's trust on products.

Mediation to the Image of Mall retails for Consumer's Behavior

The retails cover all activities that involved in product sales or services directly to the last consumers to use for private not business. Retails are a business enterprise in which the volume of sales especially is from retails sales (Guenzi et al, 2009). It is said by Lin & Liao (2012) ” *store image is the sum of information and emotional of a consumer to a store characteristics, and other impression form long time* ” Whatever organization that sells to the last consumers, either producer, grocer or retailers , is not a problem how products and services are sold or where to sell (Kotler & Keller, 2012). Products and services offered to the last consumers, certainly has value, where that value and that value is highly expected by consumers when visited Mall retails (Utami, 2010). The types of Mall retails are currently various, but for organic products is usually in retail with the type of supermarket.

Many suppliers give products and services through Mall retails by looking forward to the image from the targeted supermarket increasing the need of the consumers to buy (Parnell, 2011). The fact is, some consumers buy products in Mall retail because of the Mall is open not because of the products (Guenzi et, al. 2009; Wardhana, 2016). That means the Mall retail influence the consumer’s behavior in choosing the products. So the reputation of Mall retail is very much needed to be evaluated by consumers (Ko, Hwang, & Kim. 2013). More retails like supermarket and Mall it is increasing the economy in Indonesia. So some retails of supermarket is increasing the retail quality either from the variation of products or price strategy and strategy of other promotions (Aertsens et al; 2009). To make the value of retail increase, it is usually called Mall retail image. The image of Mall retail itself is influenced by the situation of consumer purchase in the Mall (Solomon, 2007). Organic products is basically is more in the Mall (Aertsens et al, 2009), because it has different characteristic with conventional vegetables. Price and packaging becomes an important reason of organic products exist in Mall retails. The image of Mall retail is not automatically utilized to increase the sales of the organic products (D’Alessandro et al, 2012). The value in organic products becomes a support that attract the

consumers to make purchasing (Shaharudin, Pani, Mensor, & Elias, 2010). Besides, Mall retail is considered important to use marketing strategy through organic products as one effort for innovative products (Aertsen et al; 2009). So it seems that some Mall retails in Indonesia make organic products as one choice of product.

Some dimensions of measurement of retail image is delivered earlier by Martineau in 1958 in his first research, among others *layout, and architecture, symbols and colors, advertising and sales personnel*. Then it is developing which is complied with retail types and the need of research in which it is basically related to three main points they are; merchandise, store atmosphere and promotion (Hsu, Huang & Swanson, 2010; Theodoris & Chatzipanagiotou, 2009; Visser, Preez, & Noordwyk, 2006; Yoo & Chang, 2005). Image of Mall retail is one effort of company's marketing in differentiation of competition (saraswat & Mammen, 202010). Many related research to image of Mall retail dealing with consumer's behavior, in which there is a relation between retail image and consumer's behavior (Peter & Olson, 2009). The acceptance of quality and risk are consumer's behavior need to be faced by companies (Beneke et al, 2013). Where the value followed by consumers on benefits and risk on the products will change when consumers get direct information from the internal Mall retail (Grewal, Levy, & Kumar, 2009). In the previous study explained that Image of Mall retail has a good relation the acceptance of quality from consumers. (Chen & Hsieh, 2011), acceptance of risk from consumers (Gocek, & Beceren, 2012) or even from consumer's trust (Orth & Green, 2009). Based on that stud , then research hypothesis is delivered for the current research.

Hypothesis 4: acceptance of consumers on the quality of organic products has appositve relation with the image of Mall retails.

Hypothesis 5: acceptance of consumers on risk of organic products has a negative relation with the image of Mall retail.

Hypothesis 6: Image of Mall retail has a positive relation to increase the consumer's trust on organic products.

CONCLUSION

Organic products basically has an acceptance value from consumers, that evaluation is from the side of quality and risk. The decrease of interest from consumers on organic vegetables caused by comparison of quality and risk from consumers to the organic products. Consumers of Indonesian retails still has high sacrifice when they have organic vegetables, that is price policy which is not appropriate with what the consumers need. It is shown from the study of relation between acceptance of risk and consumer's trust. Beside that, there is a good relation between quality acceptance from consumers and the trust of consumers. However, Findings of research are able to answer the problems of research that is an effort to increase the trust from consumers can be done by the help of mediation of retail image. Where it is shown that there is a relation between acceptance of quality and risk from consumers on the products of the image of Mall retails, and relation between image of Mall retail with consumer's trust.. It can be assumed that to increase the consumption of consumers on organic products need the trust of consumers that comes from the consumer's behavior (the acceptance of quality and risk of products), through mediation from the image of Mall retails. The trust of organic products are sold in Mall retails.

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