

THE INFLUENCE PERCEIVED STIMULATION AND PERCEIVED CROWDING AGAINST IMPULSE BUYING AND CUSTOMER SATISFACTION RAMAYANA DEPARTMENT STORE IN SURABAYA

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ABSTRACT

The retail business growth that is increasing concurrent with the increase purchasing power which increased. Ramayana Department store Surabaya is counters that able to give the added value for its customers by selling some cosmetic products, clothing, shoes and the need to work divide in full branded. Purchasing decisions can back onto factors individual customers who tend to behave affective and perceived stimulation and perceived crowding. In addition, the research aims to learn more marketing impact relational databases and commitment relational databases on customer loyalty Ramayana Department store in Surabaya.

Samples of this research 105 person and data analysis with the model analysts track mingled with the program SPSS. Results of the discussion can be concluded that (1) significantly influenced satisfaction to our commitment relational customers in perceived stimulation partially affect impulse buying Ramayana Department store in Surabaya, (2) Perceived stimulation partially affects impulse buying Ramayana Department store in Surabaya, (3) Impulse buying influence on customer satisfaction Ramayana Department store in Surabaya, (4) Perceive stimulation partially influential to customer satisfaction Ramayana Department store in Surabaya with impulse buying variables as mediation and (5) Perceived stimulation partially affected impulse buying Ramayana Department store in Surabaya.

Keywords: Perceived Stimulation And Perceived Crowding, Impulse Buying And Customer Satisfaction

INTRODUCTION

The growth Department store in Indonesia, increase that is quite significant. This was marked with the increasing glow Department store found in some big cities. Some Department store as the Sun, SOGO, Ramayana and others, tried to attract customers to come to travel. The competition was forcing some peritel buyback strategy aimed to be able to compete with other peritel. One of the strategy to be able to compete with applying visual merchandise sales strategies with the way display products of the aim to attract buying interest consumers. This strategy is very effective, because products

offered have been prepared for displaying a pattern, a light, and the organization colors that support and the diverse products and service quality that is offered.

One of the Department store, popular among people of Surabaya is Ramayana Department store, a well-known Entrepreneurs and medium enterprises class person in Indonesia. During the time period in 2013 to 2014, the turnover sales continue to increase, as seen below:

Table 1 The cycle sales of PT Ramayana Lestari Sentosa (RALS) in 2013-2014

Year	In The Sales In Trillion (Rp)
First Semester of	2,48
First Semester of	2,66

Source: <http://www.tribunnews.com/bisnis/2014/08/18/ramayana-kejar-target-2014>

Based on The table 1 shows that Ramayana Department store, the increase sales of first one year from 2013 until 2014. first one Sales increases utilized in line with economic growth. Therefore, Ramayana incessantly expanding throughout Indonesia. Another advantage in Ramayana Department store that are convenient, is the place and friendly service cool and diversity products with items that vary, also have a space that makes it easier for consumers and free shopping. Purchasing decisions can back onto factors individual customers who tend to behave affective at a level where individuals feel good fun, happy or satisfied in a situation (Semuel, 2005). While other factors perceived stimulation is customer perception of impulses that can affect impulse buying consumers and perceived crowding is a perception environmental shops that received or perceived as excessive stimulation that cause the low self-control. Its population density felt that shows that the density negatively correlated with customer satisfaction and the number of will (Grossbart dkk., 1990).

This condition can cause impulse buying consumer Ramayana Department store in Surabaya. Perceive stimulation that positive consumers will be able to impulse buying Ramayana Department store in Surabaya and vice versa perceived stimulation that negative impacts will encourage consumers to not interested in the Ramayana Department store Surabaya. In addition, perceived crowding has also been part consumers interested in buying Ramayana Department store in Surabaya, because consumers feel fulfilled their needs and obtained satisfaction. The Election Ramayana Department store because counter that has a good image of the eyes consumer services such as a satisfactory, variety a comprehensive product as well as product quality with an affordable price. Thus, the authors are attracted to examine the influence perceived stimulation and perceived crowding against impulse buying and customer satisfaction Ramayana Department store in Surabaya.

Formulation of problems which is proposed to this study included: (1) What is perceived stimulation and perceived crowding partially affect impulse buying Ramayana Department store in Surabaya?. (2) What is impulse buying influence on customer satisfaction Ramayana Department store in Surabaya? (3) What is perceived as well as stimulation perceived crowding affect consumer satisfaction Ramayana Department store in Surabaya with mediation impulse buying?. While the purpose of this discussion is: (1) To find out the influence perceived stimulation and perceived crowding partially to impulse buying Ramayana Department store in Surabaya (2) To find out the influence impulse buying to customer satisfaction Ramayana Department

store in Surabaya and (3) To find out the influence perceived stimulation and perceived crowding to customer satisfaction Ramayana Department store in Surabaya with mediation impulse buying.

LITERATURE REVIEW

Theoretical Approach

The attitude is most important concepts in their studies consumer behavior, with influence the consumers, the marketer hope to be able to influence on will consumers. According to Schiffman and Kanuk (Simamora, 2002:152) the attitude is an expression feelings (Inner feeling), which reflects what is a happy/not happy, like/dislike and agree or not to a subject. Mowen and Minor (2002:319) define this attitude as efeksi or feeling for or against a stimulus. Mowen and Minor (2002) presents the attitude:319 is at the core of liked and did not want to, the group, the situation, objects, and ideas did not come into existence.

1. Perceived Stimulation were categorized into three categories based on individual comment about the scale stimulation (Mattila and Wirtz, 2008):

- a. Stimulation becomes a less (the 0 to 3.5);
- b. Neutrals (the scale 3.6 to 4.5); and
- c. Stimulation becomes a higher rate (4.6 to 7).

Or previously in psychology shows that a self-decreases when their ability to self-decreases (Muraven et al,1998). Self-Control that cannot be controlled also applied for the consumer (Mattila and Wirtz, 2008).

2. Perceived Crowding is a perception reaction affective consumer behavior and the reaction to the crowded the physical environment (Mattila and Wirtz, 2008).

Research on the density and the number of will that he felt it shows that the density man is correlated with satisfaction from a negative buyer (Mattila and Wirtz, 2008). Direct effect of crowding on the room will affect the satisfaction of buyer's shopping and indirectly led to the emotional changes of the buyer.

3. Impulse Buying

Kotler & Armstrong (2001:195) refers to on will ends the households and individuals buy goods and services for personal consumption is one of the forms are impulse buying. According to Bitner, Booms and Tetreault (in 1990), the implications of the environment shopping toward the behavior will support the assumption that physical services provide an environment affect consumer behavior. Rook (1998:191), impulse buying as it happened when consumers suddenly, a strong desire and firm to buy something as soon as possible.

4. Consumer satisfaction

Wyckop that was quoted from Fandy Tjiptono (2008:59) quality of service as a measure how good high service that is given to be able to in accordance with ekspetasi customers. Parasuraman in Precatorius Lupioadi and A. Hamdani (2008:180) quality of service is a comprehensive assessment on high a good service, the service quality (service quality) as a result perception of a comparison between hope customers with the actual performance service. Kotler (2005:36) satisfaction is a joy or disappointed seseorang

that comes from a comparison between the effect on the performance of a product and his expectations. Engel, et al (1995:273) customer satisfaction as evaluation after consumption where an alternative that was chosen at least to meet or exceed expectations. Kotler and Armstrong into (2000:546) defines a customer satisfaction as a certain level in product which was felt in accordance with the hope that buyers. Consumer satisfaction to buy depending on performance actual products, so that in accordance with the hope that buyers.

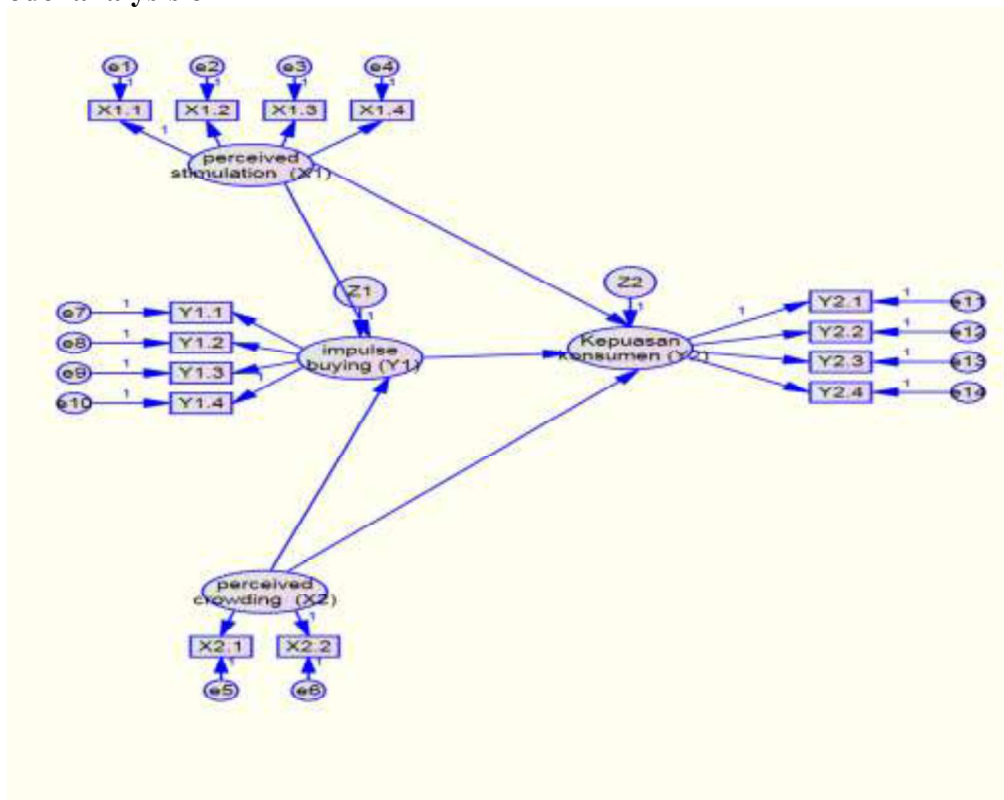
5. Relations with Perceived Stimulation Impulse Buying

The excessive (that is, higher than the illusory happiness of the) will cause them to the loss just self-control, and then increase the possibility will berimpuls. Baumeister (1998) and Muraven, et al, (1998), "Prior research in psychology shows that self-regulation is reduced presiding over the self-'s crucial resources have been depleted". Baumeister (2002) shows that people's capacity to withstand temptations are in high at least low.

6. Relations with Perceived Crowding Impulse Buying

Machleit et al. (2005), Conversely, researched on perceived crowding postulates that human density is negatively correlated with satisfaction". In other words, the hostility towards staff shops that he felt it can reduce negative impact on density that is felt to be not particularly planned.

7. Model analysis of



8. The hypothesis

H1 : Perceived stimulation partially affect impulse buying Ramayana Department store in Surabaya.

H2 : Perceived crowding partially affect impulse buying Ramayana Department store in Surabaya.

H3 : Impulse buying influence on customer satisfaction Ramayana Department store in Surabaya.

H4 : Perceived stimulation and perceived crowding affect impulse buying Ramayana Department store in Surabaya with impulse buying variable as moderation.

H5 : Perceived stimulation and perceived crowding affect impulse buying Ramayana Department store in Surabaya with impulse buying variable as moderation.

RESEARCH METHOD

The loading technique samples are non-probability samplings. The withdrawal samples of using sampling techniques aksidental that is determining samples based on chance. According to Sugiyono (2005:55) population is a region that are composed generalization; objects or subjects that have certain characteristics quantity and determined by researchers to be learned and then drawn to conclude".

The population of this research is that people who have to use and buy Ramayana Department store in Surabaya. Sugiyono (2005:56) samples are part of the number and characteristics which is owned by populations that were as many as 105 respondents. Samples taking do during the week on 15-24 july, 2014 in Ramayana Department Store THR Mall, Jl. Kusuma Bangsa 116-118, and Ramayana Department Store JMP Plaza, Jl. Jayengrono 2 Surabaya.

1. The identification variables

Formulated four variables which is to be determined to do and be categorized as follows:

- a. The free variables, namely:
 - a. Perceived stimulation (X1)
 - b. Perceived crowding (X2)
- b. Variables bound as:
 - a. Impulse buying (Y1)
 - b. Consumer satisfaction (Y2)

2. Operational Definition.

- a. The Perceived stimulation (X1), Perceived stimulation is stimulation of consumer perception of positive or negative ransangan (Mattila's and Wirtz, 2008).
- b. Perceived crowding (X2), Perceived crowding is a perception reaction affective consumer behavior and the reaction to the crowded the physical environment (Mattila and Wirtz, 2008).
- c. Impulse buying (Y1), Impulse buying is done by the consumer Ramayana Department Store Surabaya in this research impulse buying, presented by Stern (1962)
- d. consumer satisfaction Variable (Y2), The consumer satisfaction is a feeling happy or upset someone who comes from the comparison of the

effect on performance or outcomes of a product and his expectations in the store (Kotker, 2005: 36).

3. Data Sources.

To obtain the relevant data, collecting data through survey questionnaires by spreading in ways that give you a questionnaire that is closed to the consumer in accordance with the specified characteristics.

4. Data Analysis techniques.

a. Test Validity.

According to Sugiyono (2005: 267), "Valid means the instrument can be used to measure what is measured". If the value of the probability of less than 0.05 so that statement is said to be valid.

b. Test Reliability.

According to Ghazali (2009: 45) is a device used to measure reliability a questionnaire that is an indicator of variable or invalid constructs. An invalid constructs or variables are said to be reliability if cronbach alpha value above 0.6 (Nunnally, 1960) in Ghazali (2009: 46).

c. Test Path Analysis.

According to Al-Rashid (2005), before noticing some assumptions need to be analysed as follows: (1) the relationships between variables to be linear and additive, (2) all residue variable had no correlation to each other, (3) patterns of relationships between variables is recursive or relationship that does not involve a reciprocal influence direction, (4) the level of measurement interval is at least all the variables. Based on a conceptual framework, then this research uses techniques of path analysis is a technique for analyzing causal relations occurring on multiple regression - free if the variable affects variables depends not only directly, but also indirectly (Rutherford 1993 in Sarwono 2007:1). As for the analyst pathway is:

- a. Determine the path diagram model based on the paradigm of relationships between variables.
- b. Make a diagram of the route parallels its structure.
- c. Analyze by using SPSS to equation substructure analysis of 1 to 4.

1) substructure Equations 1

$$Y_1 = \alpha_0 + \alpha_1 X_1 + \alpha_2 X_2 + \varepsilon_1$$

Description: Y1	=	Impulse buying
X 1	=	Perceived stimulation
X 2	=	Perceived crowding
α_0	=	constants
$\alpha_1, 2,$	=	regression Coefficient associated with the variable free
ε_1	=	Variable outside of the model (error)

2) substructure Equations 2

$$Y_2 = \alpha_0 + \alpha_1 X_1 + \varepsilon_3$$

Description: Y_2 = customer satisfaction
 X_1 = Perceived stimulation
 Y_1 = Impulse buying
 α_0 = constants
 $\alpha_1, 2$ = regression Coefficient associated with the variable free
 ε_3 = Variable outside of the model (error)

3) substructure Equations 3

$$Y_2 = \alpha_0 + \alpha_1 + \varepsilon_3 X_2 Y_1$$

Description: Y_2 = customer satisfaction
 X_2 = Perceived crowding
 Y_1 = Impulse buying
 α_0 = constants
 $\alpha_1, 2,$ = regression Coefficient associated with the variable free
 ε_3 = Variable outside of the model (error)

4) substructure Equations 4

$$Y_2 = \alpha_0 + \alpha_1 Y_1 + \varepsilon_3$$

Description: Y_2 = customer satisfaction
 Y_1 = Impulse buying
 α_0 = constants
 $\alpha_1, 2,$ = regression Coefficient associated with the variable free
 ε_3 = Variable outside of the model (error)

5. Hypothesis Testing Procedure

The procedures hypothesis used the influence significant test track perceived stimulation and perceived crowding against impulse buying and customer satisfaction Ramayana Department Store in Surabaya, include:

- a. The hypothesis test 1 and 2 with equations test line 1
 1. H1 : Perceived stimulation partially affect impulse buying Ramayana Department store in Surabaya.
 2. H2 : Perceived crowding partially affect impulse buying Ramayana Department store in Surabaya.
- b. The hypothesis test 3 of the equation test line 2.
 1. H3 : Impulse buying significantly affect to customer satisfaction Ramayana Department store in Surabaya.
- c. The hypothesis test 4 and 5 with equation test line 3.
 1. H4 : Perceived stimulation and perceived crowding affect impulse buying Ramayana Department store in Surabaya with impulse buying variable as moderation.
 2. H5 : Perceived stimulation and perceived crowding affect impulse buying Ramayana Department store in Surabaya with impulse buying variable as moderation.

DISCUSSION

1. Description Respondents

Description of the Sexes Respondents

Table 1. The percentage of the Sexes

No	Gender	Amount	Percentage
1	Men	38 people	36,2%
2	Women	67 people	63,8%
Total		105 Total	100%

Source: data questionnaire processed

In the table can be seen that respondents most of the opposite sex women are 67 respondents or of and the lowest 63.8 percent of the sexes men as much as 38 respondents or by 36.2 percent.

Description Domicile Respondents

Table 2.percentage Domicile

No	Gender	Amount	Percentage
1.	Surabaya	105 people	100%
2.	Outside Surabaya	-	-
Total		105 people	100%

Source: data questionnaire processed

In table 2 can be seen that all respondents is domiciled in Surabaya or of 100% and there is no respondents who came from outside Surabaya.

2. Results of Research Analysis

Testing the validity

Testing the validity here will be done in 105 respondents are chosen. The validity obtained at the significance that is when the value significantly less than 0.05 then said to be valid. While tests reliability Malhotra (2004:310) a powerful instruments can be said that when the alpha cronbach, that is more than 0.6 which means reliabel. Table 3 below shows results of the analysis validity and reliability data.

Table 3. Validity Test Instrument Perceived variable stimulation (X1), Perceived crowding (X2), Impulse buying (Y1), and Customer Satisfaction (Y2)

Instrument	Pearson Correlation	Significan	Note
X _{1.1}	0.559	0.000	Valid
X _{1.2}	0.708	0.000	Valid
X _{1.3}	0.738	0.000	Valid
X _{1.3}	0.815	0.000	Valid
X _{2.1}	0.842	0.000	Valid
X _{2.2}	0.888	0.000	Valid
Y _{1.1}	0.855	0.000	Valid
Y _{1.2}	0.846	0.000	Valid
Y _{1.3}	0.767	0.000	Valid
Y _{1.4}	0.716	0.000	Valid
Y _{2.1}	0.753	0.000	Valid
Y _{2.2}	0.656	0.000	Valid
Y _{2.3}	0.794	0.000	Valid
Y _{2.4}	0.734	0.000	Valid
Variable	Coefficient Variations	Alpha	Note
X ₁	0.664	0,600	Reliabel
X ₂	0.662	0,600	Reliabel
Y ₁	0.799	0,600	Reliabel
Y ₂	0.713	0,600	Reliabel

4. Analysis of the line (the path Analysis)

Structural Model

test result coefficient line (the path greatly enhanced by) the influence directly served in table 4.

Table 4. Coefficient Direct Path

Exogenous Variables	Endogenous Variables	Standardize Coefficient	Sig.	Decesion
Perceived	Impulse buying	0,413	0,000	Significant
Perceived	Impulse buying	0,470	0,000	Significant
Impulse buying	Customer	0,811	0,000	Significant

table 4 above, it shows that Impulse buying a sphere of influence dominant to customer satisfaction with the coefficient standardize direct effect of 0.811 (p = 0.000).

Following the path analysis as seen at the bottom of this page.

Y₁ = Impulse buying

X₁ = Perceived stimulation

X₂ = Perceived crowding

α₀ = constant

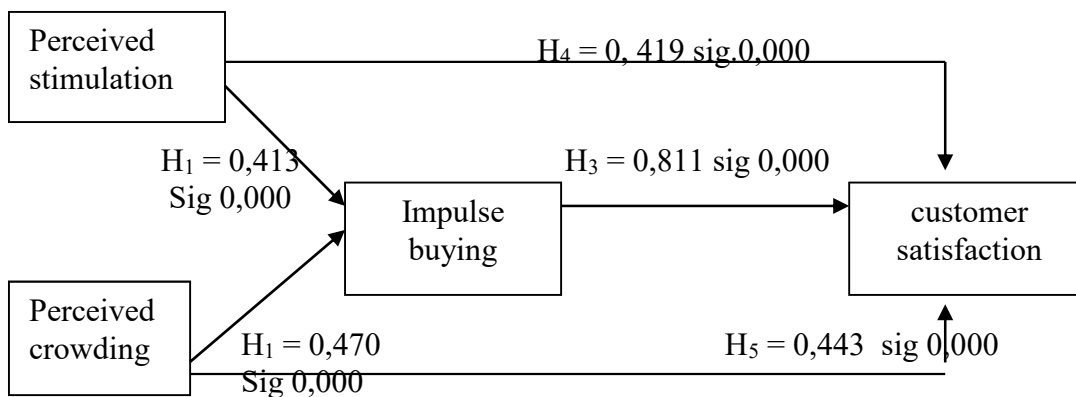


Figure. Analysis of the Track

Testing influence does not immediately be carried out by looking at test result tracks which is passed by, if all the path that is travelled significantly so the influence does not directly also signifikan, and if there are at least one line that non-significantly so the influence does not directly said non-significantly. Coefficient track influence can be served in the table 5.

Table 5. Coefficient not Directly influence the Path

Exogenous	Intervening	Endogenous	Standarize	Decision
Perceived	Impulse buying	Customer	0,335 [*])	Significantly
Perceived	Impulse buying	Customer	0,381 ^{**})	Significantly

Note :

* = 0.413×0.811

**= 0.470×0.811

Based test result coefficient routes such as in the table 4 and table 5, then models in the form path diagram test result coefficient line will be served in the picture 1 above. Model was also can be declared in the form simultaneous equation system (equal). Path analysis in the form common served as follows:

$$Z_{\text{impulse buying}} = 0.413 Z_{\text{Perceived stimulation}} + 0.470 Z_{\text{Perceived crowding}}$$

$$Z_{\text{Customer stisfacion}} = 0.419 Z_{\text{P.stimulation and Impulse buying}} + 0.443 Z_{\text{P. crowding and Impulse buying}}$$

$$Z_{\text{Customer stisfacion}} = 0.811 Z_{\text{impulse buying}}$$

5. Discussion Results of Research

The results of the analysis research has shown that the relationship Perceived stimulation, Perceived crowding and Impulse buying and customer satisfaction Ramayana Department Store Surabaya in that vary as a result vindication for the hypothesis proposed in this study. Empirical Research done by researchers before all will be used as a comparison in a discussion results of research, whether theory or empirical research result that will support or contrary to test result that will be done in this research, so that by impact and significant on a new theory or development theory that has been there.

1).influence perceived stimulation to impulse buying

Based on test track coefficient direct effect that is served in the table 4 produced a hits that perceived stimulation to significantly affect impulse buying Surabaya, because the value significantly 0,000 (<0.05). These research results in the direction of the research done by Simamora (2004), which shows that the behavior buy consumer is influenced by store environment or environmental shops. Or Mattila and Wirtz (2008) shows that such an environment shops are very stimulating and fun so that it will cause an increase in the drive.

2).influence perceived crowding against impulse buying

Based on test track coefficient direct effect that is served in the table 4 produced a hits that perceived crowding significantly affect to impulse buying Surabaya, because the value significantly 0,000 (<0.05). This research is contrary to the statement Stokols in Vaske and Shelby (2008) that defines a jostled as negative evaluation of its population density and involves consideration that the density or the number of meetings with other visitors too much.

3).influence impulse buying to customer satisfaction

Based test track coefficient direct effect that is served in the table 4 produced a hits that impulse buying significantly affect to customer satisfaction Ramayana Department Store Surabaya, because the value significantly 0,000 (<0.05). More consumers get what he hoped at the time it, then it is very likely that consumers will buy back (Wong and Sohal, 2003).

4).influence perceived stimulation to customer satisfaction with impulse buying variable as mediation.

Based on test track coefficient influence not directly served in the table 5 produced a hits that perceived stimulation significantly affect to customer satisfaction with impulse buying variable as mediation, because the value significantly 0,002 (<0.05). From test result can be concluded that the hypothesis 4 stating that perceived stimulation significantly affect to customer satisfaction with impulse buying as mediation is proven. This research is supported with the research done by Mattila and Wirtz (2008) shows that such an environment shops are very stimulating and fun so that it will cause an increase in the drive. Consumer decision to buy impulsif can resulted by the high level of comfort that was created by the stimulus environmental shops (Chen, 2008).

5).influence perceived crowding to customer satisfaction with impulse buying variable as mediation.

Based on test track coefficient direct effect that is served in the table 5 produced a hits that perceived crowding significantly affect to impulse buying Surabaya, because the value significantly 0,000 (<0.05). From test result can be concluded that the hypothesis 5 (five) stating that perceived crowding significantly affect to customer satisfaction with impulse buying as mediation is proven. This research is contrary to the statement Stokols in Vaske and Shelby (2008) that defines a jostled as negative evaluation of its population density and involves consideration that the density or the number of meetings with other visitors too much.

Baumeister (1998) and Muraven, et al, (1998), "Prior research in psychology shows that self-regulation is reduced presiding over the self-'s crucial resources have been depleted". Baumeister (2002) shows that people's capacity to hold the most humble is at the level at the end of the day when the spirit to shop more decreases.

THE CONCLUSIONS, , IMPLICATIONS AND LIMITATIONS

1. The conclusions

Based on the results of the analysis and discussion on, so it can be concluded as follow:

- a. Perceived stimulation affect impulse buying Ramayana Department store in Surabaya with the value of 0.413 coefficient standardise and significantly of 0.000.
- b. Perceived stimulation affect impulse buying Ramayana Department store in Surabaya with the value of 0.470 coefficient standardise and significantly of 0.000.
- c. Impulse buying influence on customer satisfaction Ramayana Department store in Surabaya with the value of 0.811 coefficient standardise and significantly of 0.000.
- d. Perceived stimulation influential to customer satisfaction Ramayana Department store in Surabaya with impulse buying variable as mediation have the coefficient standardise of 0.419 and significantly of 0.000.
- e. Perceived stimulation affect impulse buying Ramayana Department store in Surabaya with the coefficient standardise each of 0.443 and significantly of 0.000.

2. The implications

After these variables in analysis that is observed in this research and her conclusion, there are several implications:

- a. The policies that when it comes to perceived stimulation and perceived stimulation that had been implemented by Ramayana Department store in Surabaya in marketing, especially in in policies to influence on buy impulsif put must be maintained and improved so that intention consumer spending will increase.
- b. Customers to be satisfied with the environment that is comfortable and cool and not jostled shopping time that given by Ramayana Department store in Surabaya.
- c. Advanced researchers should be added variables which are used to measure, so or become more perfect

3. Limitations

limitation in this research is:

- a. In this research did not discuss customer loyalty Ramayana Department store in Surabaya in terms of the life style that results of research is only focused relationship marketing. This means that the loyal customers this research to Ramayana Department store in Surabaya, due to the fact that the relationship between customer and Ramayana Department store, it is not because customers require Ramayana Department store because to follow the trend or lifestyle.
- b. In this research respondents only who lived in Surabaya.

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