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Conference Paper

Analysis of the Attributes That Affect the Preference of Consumers Towards Hajj and Umrah Offline Store in Bontang City

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Abstract

The fashion business has vastly grown and has created a high demand for some consumers in Bontang. The increased number of fashion stores has also changed some business strategies applied by B&B Collection store. One of the strategies is market development by opening a new store of Hajj and Umrah products that could create positive retribution to some of the new competitors. This is a great opportunity instead of opening clothing branch stores only. This study examined consumers' preferences towards attributes of the Hajj and Umrah store in Bontang. The study conducted a quantitative-descriptive analysis of conjoint analysis. Previous studies and surveys stated that there are four attributes of Hajj and Umrah stores, which are customer service, the store's facility, the store's atmosphere, and its lighting mode. Each attribute has two levels and sixteen stimuli which were analyzed by SPSS 24. There were 100 respondents out of 177,722 people in Bontang City. Purposive sampling was applied. The consumers prefered full costumer service and a coffee shop with a developed assortment display. In addition, general lighting was highly preferred. The most critical attribute was customer service, followed by the store facility, the store atmosphere, and the lighting mode.

Keywords: offline store attributes, consumers preference, conjoint analysis, Hajj and Umroh product

1. Introduction

The B&B Collection store is a business that is engaged in retailing women's and men's fashion. The turnover of the B&B Collection Stores is quite good, as shown by the achievement of the turnover target for the last four years, where the turnover target has always been achieved in 2015 to 2017 even though there is a gap in 2018, which

shows that the turnover target trend cannot be achieved in the following years, so a new strategy the company needs to do. The strategy that can be done is to open a branch which business has not been chosen by many new competitors that have sprung up in the Bontang City, namely by opening a Hajj and Umrah product store. Therefore, before opening a new branch or store, it is necessary to conduct analysis or research first in order to get a research result that is useful, measurable, and planned. Research that is deemed necessary is related to consumer preferences for offline stores for Hajj and Umrah product that are interesting to visit and buy their products.

2. Methods

2.1. Research Approach

In this study, the research method approach used descriptive quantitative research methods.

2.2. Place and Time of Research

The place of research used in the study is the Bontang City. Researchers chose respondents who are domiciled in Bontang City because researchers need the results of an analysis of the attributes of consumer preferences for offline Hajj and Umrah product stores in the Bontang City. The researcher, who is also the next generation of the B&B Collection business, wants to take advantage of the shophouses in downtown Bontang that have not been used optimally, for example, by opening Hajj and Umrah product stores that still have a chance to be developed.

This research was conducted from March to April 2020 by giving a questionnaire to 100 respondents. The questionnaire was distributed to respondents via WhatsApp or on the spot when visiting the store to make it easier to get answers.

2.3. Sampling Method

2.3.1. Research Population

The population in this study used purposive sampling with population criteria, namely, the people of Bontang city who were visiting the B&B Collection store, were Muslims with the criteria of 20-65 years of age and middle/upper-middle consumers because these population groups were potential consumers targeted by management. B&B Collection.

According to Statistics Indonesia data for the Bontang City in 2020, the total population recorded in the Bontang City with these criteria is 107,468 people from a total population of 177,722 people, and for the number of the population who were Muslim reaches 88.96% so that the population according to the criteria that have been mentioned is as many as 95,604 inhabitants [1].

2.3.2. Research Samples

Sampling in this study using a non-probability sampling method. Furthermore, the sampling technique used in this study was purposive sampling. The sample criteria that will be research respondents were:

1. A respondent is a man or woman aged 20-65 years

2. Respondents are Muslim and middle/upper-middle finance

3. Respondents who are visiting the B&B Collection Store

The sample size calculation in this study was carried out using the formula from Slovin with a tolerable sample error rate of 10% (in Laili, 2011; 38) as follows:

$$n = \frac{N}{N \cdot e^2 + 1}$$

Where,

n = sample size

N = population size

e = 10% tolerable error rate (0.1) So,

$$n = \frac{95.604}{(95.604) \cdot (0,1)^2} = \frac{95.604}{957,04} = 99,89 \approx 100$$

From the calculation of the Slovin formula above, it is known that the number of samples in this study were 100 respondents.

2.4. Method of Collecting Data

2.4.1. Type of Scale

The type of scale used in this study is an ordinal scale. The ordinal scale has a rank-ordered relationship with the number of attributes it has. The ordinal size indicates a difference, plus the sorted categories (Silalahi, 2015: 335)[2].

2.4.2. Data source

There are 2 types of data sources used in this study, namely primary data and secondary data. The first type of data sources were primary data using a questionnaire method, this method is done by distributing questionnaires to respondents. The second type of data sources were secondary data in this study is a data collection method that is carried out by processing literature, articles, journals, previous research results and other written media related to the topic of discussion in this study.

2.5. Variable Measurement

The variables used in this study were the attributes of the offline hajj and umrah product stores. The first attribute were Customer Service (X1) and the following were the levels attribute that represent the service quality attributes (Kotler & Keller, 2016: 551) [3], namely Self Service and Full Service. The second attribute were Store Facilities (X2) and the following were the levels attribute that represent the store facilities attributes (Haspari, 2005: 75) [4], namely Coffee Shop and Playground. The third attribute were Store Atmosphere (X3) and the following were the levels attribute that represent the store's atmosphere attributes (Berman and Evans, 2007: 544) [5], namely Assortment Display and Theme-Setting Display. The fourth attribute were Lighting Model (X4) and the following are the levels attribute that represent the lighting model attributes (Aliqa & Sari, 2014) [6], namely General Lighting and Decorative Lighting.

2.6. Data Analysis Method

The data analysis used in this research is conjoint analysis. This is based on the premise that consumers value products/services/ideas (real or hypothetical) by combining each separate attribute's total values. Utility as a measure of value in the conjoint analysis is a subjective judgment of the unique preferences of each individual. (Ghozali, 2011) [7]. In the conjoint analysis, according to Ghozali (2011), there were five steps, namely:

2.6.1. Problem Formulation

In formulating problems in conjoint analysis, researchers must identify attributes with their respective levels or levels that are used to open the stimulus. The attribute level shows the value assumed by the attribute.

2.6.2. Formation of Stimuli

The product combination was formed using the full profile procedure method and using software SPSS version 24 Generate Orthogonal Design. In this study, there are four attributes that consist of 2 levels for each attribute. So that the stimuli that can be formed are 2 x 2 x 2 x 2 = 16. The total stimuli in this study were 16 stimuli.

2.6.3. Input Data

In this study, there are 16 combinations of stimuli that have been obtained using software SPSS version 24. Then the combination of stimuli will be sorted based on the ranking or ranking by the respondent by giving a value using a ranking scale from 1 to 16 for each stimulus. Number 1 is defined as the choice most preferred by the respondent, while number 16 is defined as the choice that the respondent least likes.

2.6.4. Perform Conjoint Analysis

The conjoint analysis method used in this research is as follows (Supandi, 2012) [8]:

$$\mu(x) = \sum_{i=1}^{m} \cdot \sum_{j=1}^{ki} \cdot a_{ij} x_{ij}$$

Where,

μ (x) = All utilities from all alternatives

aij = The contribution part-worth or utility associated with the level of the j-th attribute (j, j = 1, 2,...., ki) from the i-th attribute (i, i = 1, 2,, m)

i,j = 1,2,..... ki from the i-th attribute (i,j = 1,2, m)

ki = Number of levels of the i-th attribute M = Number of attributes

xij = The dummy variable of the i-th level the j-th attribute (worth 1 if the j-the attribute level from the i-th attribute occurs and 0 if it does not occur)

The importance of an attribute, suppose that li is defined and expressed in the part-worth range and crosses the levels of the attribute, namely:

$$li = \{\max(a_{ij}) - \min(a_{ij})\}, \quad \text{for each } i$$

To determine important value i, the level of importance for the i (Wi) attribute is determined through the following equation:

$$Wi = \left(\frac{li}{\sum_{i=1}^{m} li} \right) \times 100\%$$

This conjoint analysis was processed using SPSS version 24 software.

2.6.5. Results Interpretation

Interpreting the results of conjoint analysis, according to Bafadal (2013) is as follows [9]:

1. Utility,

2. Important Value

3. Pearson's R and Kendall's Tau

Hypothesis:

H0: There is no strong correlation between the estimate and the actual conditions

H1: There is a strong correlation between the estimate and the actual conditions.

Guidance: If the value of probability (significance) is> 0.100; then H0 is accepted if the probability value (significance) <0.100; then H1 is accepted.

3. Results

3.1. Descriptive Statistics

This study used a grouping of frequency distribution to describe the research subject of the identity of the respondent and respondent characteristics. Based on the research results of gender, it can be seen that female respondents dominate the filling of the questionnaire with a total of 73 people or 73%. Based on the results of age, it can be seen that respondents aged 26-30 years dominate the filling of the questionnaire with a total of 39 people or 39%. Based on the research of last education, it can be seen that respondents with the latest education from academies or universities dominate the filling of the questionnaire with a total of 65 people or 65%. Based on the reseacrh results of occupation, it can be seen that respondents with private employees dominate the filling of the questionnaire with 41 respondents or 41%. Based on the research results of monthly income, it can be seen that respondents with monthly income of Rp. 5,000,000 - Rp. 10,000,000 dominated the filling of the questionnaire with 78 respondents or 78%.

There are several factors that make consumers still make purchases offline, namely because the price factor can be negotiated which is the main factor in filling out the questionnaire with 48 respondents or 48%, while other factors such as reducing the

risk of being deceived, checking goods directly and being able to ask for advice has a number of respondents respectively 19%, 18% and 15%. It can be seen that there are several reasons why consumers visit B&B Collection stores, including the main reason is complete products and friendly service with a total of 76 respondents or 76%, while other reasons such as recommended relationships or friends and spacious and comfortable stores have a number of respondents. 15% and 9%, respectively. Meanwhile, the results of the data from a total of 100 respondents who have filled out a questionnaire related to the estimated budget for buying Hajj and Umrah product, it can be seen that most of the respondents budgeted Rp. 500,000 - Rp. 800,000 with 42 respondents or 42%.

Based on the research results attribute of customer service, it can be seen that the attribute level of full service which is the highest choice of respondents is as many as 71 people or 71% and the level of the attribute of self-service gets the lowest results with 29 respondents or only 29%. Based on the research results of strore facilities, it can be seen that the attribute level of coffee shop is the highest choice of respondents, namely 64 people or 64% and the attribute level of playground gets the lowest results with 36 respondents or only 36%. Based on the research results attribute of store atmosphere, it can be seen that the attribute level of the display assortment is the highest choice of respondents, namely as many as 86 people or 86% and the level of the attribute of theme-setting display gets the lowest results with 14 respondents or only 14%. Based on the results attributes of the lighting model, it can be seen that the attribute level of general lighting is the highest choice of respondents, namely 70 people or 70% and the attribute level of decorative lighting gets the lowest results with 14 respondents or only 14%. Based on the research results of the most important attribute in the offline Hajj and Umrah product stores, it can be seen that of the four attributes in the shop for offline Hajj and Umrah product, the most important attribute is customer service with 59 respondents or 59% of the total 100 respondents who filled out the questionnaire, while the attributes of shop facilities, shop atmosphere and models lighting by 21%, 12% and 8% respectively.

3.2. Conjoint Analysis

The first attributes were customer service can be interpreted as a way for employees to provide an action that is needed or not needed by consumers. This attribute has 2 levels, namely self service and full service. Based on research results level attribute of self service was consumers do not want to be accompanied by employees when shopping. Meanwhile, the level atribute of full service was consumers want to be accompanied

by employees when shopping. The second attributes were store facility, it was a tool both physical and non-physical which functions to increase the feeling of comfort for consumers, in this attribute it has 2 levels, namely coffee shop and playground. Based on research results level attribute of coffee shop was a place to relax and wait with a coffee drink. Meanwhile, the level attribute of playground was a place to play for toddlers and children. The third attributes were store atmosphere, it was something that consumers could feel the benefits of, either directly or indirectly, in this attribute it has 2 levels, namely assortment display and theme-setting display. Based on research results level attribute of assortment display was providing supported products other than Hajj and Umrah product with shop interiors in general. Meanwhile, the level attribute of theme-setting display only provided Hajj and Umrah products with thematic interiors according to the product being sold. The fourth attributes were lighting model, a type of lamp that will be used in a shop, in this attribute it has 2 levels, namely general lighting and decorative lighting. Based on research results level attribute of general lighting was a lamp model that is used like a shop lighting model in general. Meanwhile, the level attribute of decorative lighting was the lamp model used is a unique model and is tailored to the shop's theme.

The result value in the Pearson's R test was 0.990 and the result value in the Kendall's Tau test was 0.933. This shows the value of both > 0.500 which explained that there was a strong correlation between the estimate and the actual condition of the respondent, or it can be said that the conjoint analysis carried out in this study has predictive accuracy a strong. It can be seen from the research results that the significant value obtained from the results of the Pearson's R and Kendall's Tau tests was 0.000 which indicates that the significant value was <0.100. From these results it is clear that there was a strong correlation between the estimate and the actual condition of the respondent or it can be said that H1 is accepted. The number 0.100 is the 10% error rate used in this study.

4. Discussion

The combination of the highest attributes was an offline Hajj and Umrah product that provides full service, has coffee shop facilities with support for an atmosphere assortment of displays and lighting models using general lighting. The results of this study also show the combination of attributes most preferred by respondents in choosing offline Hajj and Umrah product stores, namely offline Hajj and Umrah product stores that provide service customer service full, have coffee shop facilities with support for an assortment display

atmosphere and used lighting models, general lighting. This provided information that the priority of respondents in choosing an offline store for Hajj and Umrah products was the feeling of comfort they get when buying products in a shop by providing the best service to consumers and supported by other supporting shop attributes. The results of this information are reinforced by Jin and Kim's research in Budiani, et al (2015) [10] that offering different concepts in general stores such as the layout of goods and service systems will attract consumers' attention because something new and different will always be sought by consumers, where There were 5 elements of shop attributes including convenience of facilities and location, convenience of service, spacious and tidy atmosphere, prices and fashion items.

5. Conclusion

Based on the results of this study, it can be concluded that:

1. The combination of attributes that become consumer preferences for offline Hajj and Umrah stores is offline Hajj and Umrah product stores that provide full service of customer service, have coffee shop facilities with support for an atmosphere assortment display, and use a general lighting model.

2. The attributes that consumers consider the most important for offline Hajj and Umrah product stores are customer service, followed by store facilities, then store atmosphere, and finally, the lighting model.

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Conflict of Interest

The authors have no conflict of interest to declare.

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