The Influence of Location, Products, Promotions, Services with Respect to Consumer Behavior

(Studies in the Indo March Raya Darmo Surabaya)

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Abstract

The purpose of this research is to know and test the influence of the location of businesses, products, promotions, services, consumer behavior towards Indomaret Point Raya Darmo Surabaya.

This research is explanatory study, which explains the influence between variables through hypothesis testing. The research was held in Indomaret Point Raya Darmo Surabaya. The sample in this study were 80 respondents. The independent variables are: location (X_1), product (X_2), promotion (X_3) and services (X_4), the dependent Variable is the consumer's behavior (Y), while its analysis technique using multiple linear regression analysis are used as statistical methods.

The results of data analysis in this study is there is a very strong relationship between location (X_1), product (X_2), Promotion (X_3), services (X_4) to consumer behavior, the value of the coefficient of determination (R square) of 0,936. This figure shows that the variable location (X_1), product (X_2), Promotion (X_3), services (X_4) can account for the variation or able to contribute to the performance of variable 93.6%, while the rest amounted to 6.4% due to other variables that are not included in the study.

Keywords: location, products, promotions, services, and consumer behavior

1. Introduction

In an organization in the field of Services, the saleswoman is one of the most reliable employers representatives (Crosby, Evans, & Cowles, 1990) and the saleswoman was dealing directly with customers, and the sales clerk is considered one of the most important determinants of customer loyalty (Grönroos, 1990). However, as dishonest or saleswoman cannot be trusted in the exercise of his duties (Kelly & Schine, 1992). This doesn't just affect the customer perspective, but also detrimental to customer commitment, trust, and loyalty. Many of the studies previously mentioned with the ethics of sales under the supervisor's perceptions (e.g. Marshall, Ramsey, Johnston, & Deeter-Schmelz, 2007). However, the current study focuses on the concept of ethics behavior of the sales from the perspective of customers

The key to win the competition is to provide value and satisfaction to the consumer through the delivery of a quality product at competitive rates. Currently consumers have great power in determining what products or goods they want. According to Kotler and Armstrong (2001, p. 354) product quality is a potential strategic weapon to beat competitors. So just company with the best quality products that will grow rapidly, and in a long period of time the company will be more successful than the other companies. A company in issuing products should be adapted to the needs and desires of consumers

One of the ways to form a good perception of consumer satisfaction by giving the best services. How that is done by each business is different to each other. There is a business person that determines the facilities and services in accordance with the tastes and business skills, but also give priority to the quality and the more interesting and

quality and costs that are a bit more expensive than the other. According to Zeithaml, Parasuraman, Berry in Joon (2008, p. 56) quality of service acceptable to the consumer stated in large size mismatch between expectations and desires of consumers with their perception of the level of

Customer satisfaction is the extent to which customers are happy with the products or services of any company. It is used as a benchmark for the performance of the company. If the customer is satisfied of the products or services of any company, then they will show the behavior of the loyal to the products or services of the company. Satisfied customers will buy back these products and they are willingly going to create positive word-of-mouth about that particular company (Bennett & Rundle-Thiele, 2004). Kasper (1988) argues that satisfaction is often used as a predictor of consumer purchases in the future.

Ristiawan (2009), showing that the product has a positive influence on purchasing decisions by consumers and research conducted by Aviv Shoham and Vassilis Dalakas in the journal of Marketing, argues for the Consumer 7 primary factors affecting purchasing decisions by families, i.e. (Shoham & Dalakas, 2005): 1) The attractiveness of the price. 2) The appeal of the place. 3) The appeal of the brand. 4) The attractiveness of the product. 5) Options on new products (product promotion contenders). 6) Habits in purchasing (a habit in the family). 7) The influence of parents.

Proponents of this theory, such as Yi (1990), Bloemer et al. (1998), Bastos and Gallego (2008), Chai et al. (2009). So far, several studies discusses the influence of customer service and product quality in customer satisfaction Wesolowsky (1996) and see how satisfaction with quality products and services at the same time affect the intention of the owner in the automotive industry (Chai et al., 2009). In this case, Bastos and Gallego (2008) provide evidence that the quality of customer service and satisfaction directly affects customer satisfaction directly affect positive behavior intentions.

Koskela (2002) in his research were discussed about the difference between the perception of customers and customer expectations and defining customer satisfaction. Chilamantula (2009) discusses the different methods that are used by companies to measure customer satisfaction. These methods are: complaint and suggestion system, customer satisfaction surveys, analysis of customer, consumer behavior, Behavior Vs Consumer.

Previous studies (Hansen & Riggle, 2009; Lagace et al., 1991; Roman & Ruiz, 2005) States that the short-term behavior of salespeople that can allow people to get and sacrificing the relationship customers considered unethical to conduct the sale. To be more specific, activities which take advantage of a product/service with the purposes of lying or exaggerating product availability information, or competitors; sell a product that is expired; responding to customers with answers that are unfriendly; and implement and push sales techniques (Cooper & Frank, 2002; Futrell, 2002), which can lead to frustrated customers, bad pictures, lost sales and profits (Burnett et al., 2008). Current research using a definition Roman (2003) that focuses on the ethical behavior of the seller felt by customers during the interaction. The aim of this research is to know and test the influence of the location of businesses, products, promotions, services, consumer behavior towards Indomaret Point Raya Darmo Surabaya.

2. Materials and Methods

2.1 The Study of Theory

2.1.1 Location

According to Sunyoto (2013) market is the people or organizations that have a need for products that we market and they have enough buying power to satisfy their needs it. While Philip Kotler said Place (place) is a variety of the company's activity to make products that are produced or sold are affordable and available to the target market. It includes the channel, coverage, location, inventory, and transport.

Some of the factors to be considered in the location or place of the outlets will be opened or created namely (Hendry Ma'ruf, 2005): (1) pedestrian traffic, (2) vehicular traffic, parking Facilities (3), (4) transport, (5) the composition of the shops, (6) the establishment of the position of the outlet, (7) overall Assessment if the company succeeds in acquiring and maintaining a strategic location, then it can become an effective barrier for competitors to gain access to the market (Tjiptono & Chandra , 2005).

2.1.2 Products

Kotler and Armstrong (1994) defines a product is anything that can be offered to satisfy a need and desire. While conceptually Tjiptono (2000) States that the product is a subjective understanding of manufacturers over something that can be offered as an attempt to achieve the objectives of the Organization, through the fulfilment of the needs and desires of consumers in accordance with the competence and capacity of the Organization as

well as the purchasing power of the market. A product must have the competitiveness to attract consumers.

The different product attributes such as product quality, reliability, novelty and uniqueness gives more concrete figures will be the company's ability to meet the needs of consumers (Susanto, 2004).

In order to always attract the attention of consumers, the application of product strategy need to be always noted by the company. In the retail business, product strategy can be applied through (c. Widya utami, 2006): 1) Variations, 2) Diversity, 3) Availability of Goods.

The influence of the quality of customer service and quality products to the customer satisfaction theory proponents include researchers like Yi (1990); Bloemer et al. (1998); Bastos and Gallego (2008); Chai et al. (2009). So far, several studies discusses the influence of customer service and product quality in customer satisfaction. Using the critical incident technique, Archer and Wesolowsky (1996) see how satisfaction with quality products and services at the same time affect the intention of buying (Chai et al., 2009). In this case, Bastos and Gallego (2008) provide evidence that the quality of customer service and satisfaction directly affects customer satisfaction directly affect positive behavior intentions.

2.1.3 Promotion

Kotler and Armstrong (1997) States that the sales promotion comprising short-term incentives to encourage the purchase or sale of a product or service; They argue that "sales promotions include a wide variety of promotions ranging from implementing and is designed to stimulate the market response in order to become stronger. ONU (2000) says that the sales promotion is a marketing activities in addition to personal selling, advertising and publicity so that consumers buy that evokes either through exhibitions, demonstrations and various current sales efforts that are not in the usual routine.

Richard j. Semenik stated Promotion is the process of communicating a brand of goods/services, one's personal ideas, used to target communications have a positive position/best brand.

According to Yupitri (2012) the promotion of the efforts made by banks to introduce more of the bank to the public either through electronic media and print media.

According to Swastha and Dunlap (2002), "promotion is the communication activities undertaken by the buyers and sellers and is an activity that helps in decision making in the field of marketing as well as direct exchanges to be more satisfying in a way where all the parties to do better."

Schultz and Robinson (1998) says that, sales promotions are generally works directly from the influence of consciousness or attitude. Dwyer and Tanner (2006) stated that, the consumer business is larger than the individual consumer; that means that any consumer business is more important to the economic situation of the company business marketers. There are also some business, so any consumer business is also more important to the economic situation of the company; consumers are thrilled when business can affect the business in a way that marketers ought to be. Given the importance of increased sales promotion as a percentage of Total advertising and promotional budgets (growth from 59% in 1976 to 72% in 1992 and is increasing at a rate of 12% per year over the last 10 years), Gardener and Trivedi (1998) studies seek to understand the impact of sales promotion on consumer behavior and how important they are

An increase in direct sales of goods are promoted when it is stored in a substantial promotion. A meta-analysis by Bijmolt, van Heerde, and Pieters (2005), Pan and Shankar (2008) puts short-term promotional price elasticity of average-and-2.55 2.62, respectively. Of course, the whole sales through promotions are not incremental to the retailer or manufacturer whose products are being promoted. Starting with Gupta (1988), much attention has been paid to this sale. Recent years have seen a new emphasis on this, as researchers have moved on from the decomposition of the elasticity of the promotion (for example, Gupta, 1988) to the decomposition of the unit sales (e.g., van Heerde Wittink and Gupta, 2003). One of the main empirical findings from van Heerde and colleagues is that switching brands promotion fraction was significantly smaller than previously thought. Approximate displacement of the brand, in a study published after 2002 is around 30-45% (for example, Sun 2005 Sun, Neslin, and Narasimhan Tuesday 2003 van Heerde, Gupta, and the 2003 van Heerde Wittink, Leeflang, Wittink and 2004), compared to earlier estimates of about 80% (e.g., Bell, Chiang and Chiang Padmanabhan in 1999, 1991; In 1993, Gupta, 1988). Van Heerde and Neslin 2008, gives a good discussion of the methodological reasons for this decline in the trend estimate of the fraction of the brand.

2.2 Service

Basically every human being needs a service, even in the extreme can be said that the Ministry cannot be separated with human life (Sinambela, 2010, p. 3). Service fulfillment process is through the activity of others

who directly (Moenir, 2006, pp. 16-17). Discuss Ministry means to discuss a process activity that connotation is more to the abstract (Intangible).

Some of the experts who provide understanding of the Ministry include Moenir (Harbani Pasolong, 2007, p. 128). Harbani Pasolong (2007, p. 4), the services are basically can be defined as the activity of a person, a group and/or organization either directly or indirectly to meet the needs

The conventional definition of the qualities usually describe the characteristics directly from a product, such as: performance, ease of use, reability, esthetics, etc. While it lies in the definition stated that quality is something that is able to meet customers ' needs or desires (meeting the need of costumers). (Sinambela, 2010, p. 6) 20 this is in line with the expressed and Vincent Gasperz (2006, p. 1), that the quality is defined as everything that determine customer satisfaction and changes in efforts towards continuous improvement so that known term Q = MATCH (Meets Agreed Terms and Changes).

3. ConsumerBehavior

Consumer behavior focus on how consumers decide what to buy, why to buy, when to buy, where to buy and how often they buy, how often they use them, "How do they evaluate after purchase and the evaluation of the impact on future purchases, and how they throw" (Schiffman & Kanuk, 2004). There are a variety of factors such as social and economic factors that influence consumer behavior but the culture is "a fundamental determinant of" consumer behavior (Kotler, 2003).

The characteristics of consumers and their influence serves as the main ingredient in the buyer's perception of stimuli and their purchase decision making process, then Hawkins et al. (1989), stating that marketing managers need to see consumers as a problem solver for the fact that the consumer is a unit of decision making that takes the information, process it in the light of the existing situation,

take action to reach a contentment that improve lifestyle. It is clear that consumer behavior is the soul of marketing concepts. We must not forget the specific factors that influence consumer behavior as a factor of cultural, social, personal, psychological and situational all comprehensive approach to buying behavior recognition that makes human beings are complex.

According to Hokanson (1995) there are many factors or dimensions that affect customer satisfaction. These factors include the employees are friendly, courteous, knowledgeable employees, employees assist employees, Bill accuracy, timeliness of billing, competitive prices, quality service, good value, clarity of billing and services quickly. This study concentrates on eight factors of customer satisfaction that site, additional services, facilities, products and services of quality, reliability, value for money (product price), processes and service staff

3.1 A Conceptual Framework

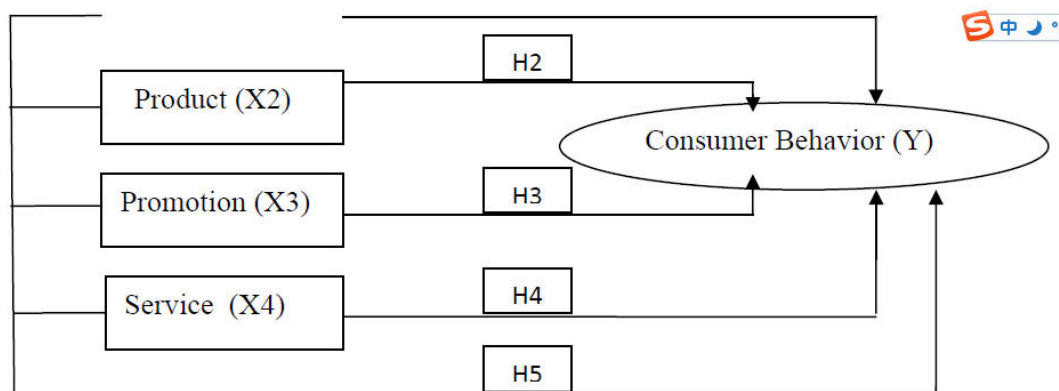Framework concept in this research can be described as follows:

Figure 1. A conceptual framework

4. Research Methods

Research on the type of research is explanatory research and this research using a quantitative approach to the survey method. According to Singarimbun (1995), 18 research survey is a method of research that takes samples

from a population and use questionnaire as the principal means of data collection. This research will be aware of the influence of variables that have the specified explains the influence of location, products, promotions and services consumer behavior in indomaret point raya darmo Surabaya

This research was conducted in Indomaret point raya darmo Surabaya. The population in this study was consumers indomaret. Samples taken as many as 80 people, based on Slovin formula with technique of proportional stratified random sampling procedures. Engineering data collection method survey using a questionnaire.

The instruments that are used in collecting data by using the likert scale and the results should all be valid and reliability. So that the instrument can be used in the research. Methods of analysis in this research is descriptive and statistical analysis analysis of inferensial using Multiple Linear Analysis, and test the hypothesis (F-test and t-test).

4.1 Variable

4.1.1 The Independent Variables

Free variables used in the research this is the site (X 1) place all sales activities conducted by the seller and the consumer in search of goods and services to be used to meet his needs, product (X 2) goods or services marketed by the company to the consumer according to the needs required by consumers, promotion (X 3) any act committed by the seller in its efforts to introduce and attract the interest of consumers to purchase goods and services sold and Services (X 4) vending business gives a sense of comfort and safety to the consumer to maintain consumers ' assessment of the seller.

4.1.2 Variables Bound

The variable his bound is the consumer's Behavior (Y) both positive and negative response from consumers against acts of marketing done by the seller as a bound variable.

5. Results

5.1 Characteristics of Respondents

Characteristics of respondents most respondents were male with the number of respondents (37 percent), whereas 46.25 for women amounted to 43 respondents (53.75). Data characteristics of respondents most age-based on the range with a total of 20 years as many as 47 people (58.75 percent), followed by respondents aged up to 30 years by as much as 21 people (26.25 percent) and the rest of the respondents (as many as 12%) were aged 15.31-40 years

5.2 Data Analysis

5.2.1 Descriptive Analysis

A descriptive analysis was intended to describe the frequency distribution of answers respondents based on a questionnaire that was distributed at 80 respondents. descriptive analysis show that variable locations, products, promotions and services consumer behavior in Indomaret point raya darmo responded well by Surabaya employees.

5.3 Statistical Analysis of Inferensial

5.3.1 Regression Analysis

Of multiple linear regression analysis results obtained the magnitude of constants and the magnitude of the coefficients of the regression for each variable is as follows:

Table 1. Multiple linear regression analysis and hypothesis testing

Variable	*Unstandardized Coefficients* (B)	*Standardized Coefficients Beta*	t count	Sig.	information
Constant	0.334				
Location	0.656	0.367	8.751	.000	Significant
Product	0.116	0.125	3.278	.002	Significant
Promotion	0.811	0.575	14.605	.000	Significant

Service	0.309	0.511	12.733	.000	Significant
R				= 0.967	
R Square				= 0.936	
Adjusted R Square				= 0.933	
F count				= 273.980	
Sig. F				= 0.000	
Specification:					
- The amount of data				: 80	
- Dependent variable				: Consumer Behavior	

Source: Appendix SPSS Output Linear Multiple regression analysis, the data is processed

From table 5.11 retrieved regression equations are:

Y = 0.334 + 0.116 0.656 x 1 + x 2 + X 3 + X 4 0.309 0.811

Based on these equations, it can be described as follows:

a. a constant (a) = 0.334, indicating the magnitude of consumer behavior, if location, products, promotions, and services amounting to zero, then will consumer behavior of 0.334 units.

b. Location of regression Coefficient, indicates the magnitude of the influence 0.656 Location against the behavior of consumers, the regression coefficient marked positive showing the location of direct effect on consumer behavior, which means any increase in Location one unit will cause a rise in consumer behavior of 0.656 units.

c. Product of regression Coefficient 0.116, pointed to the Product consumer behavior influences, the regression coefficient marked positive direct effect of showing the product consumer behavior, which means every one unit of Product improvement may lead to increased consumer behavior of 0.116 units.

d. Promotion of regression Coefficient 0.811, shows the magnitude of the influence the promotion of consumer behavior flagged positive regression coefficient showed a direct impact on the promotion of consumer behavior, which means that any increase in the promotion of one unit will cause increased consumer behavior amounted to 0.811 units.

the regression Coefficient e. Ministry of 0.309, shows the magnitude of the effect of service of consumer behavior flagged positive regression coefficient, indicates the direction of the influential Ministry of Consumer Behavior, which means every one unit increase in Services will result in increased consumer behavior of 0.309 units.

f. the correlation Coefficient (R) of 0.967; indicates that there is a very strong relationship between locations, products, promotions, and service of consumer behavior.

g. determination coefficient Values (R square) of 0.936. This figure shows that the Site, products, promotions, and services may explain the variations or capable of contributing to the variable $ 93.6% Consumer Behavior, while the rest amounted to 6.4% due to other variables that are not included in the study.

5.4 Results of Hypothesis Testing

5.4.1 Hypothesis Testing 1

Testing conducted with respect to hypothesis which reads "there is the influence of variable location of consumer behavior in Indomaret Point raya darmo Surabaya" this hypothesis Testing using the test-t, which aims to see the relationship in partial.

From hypothesis testing using the test-t t count = Location variables obtained 8.751 value sig. 0.000 so (0.000 < 0.05). Does the Site have an impact on consumer behavior.

Then it can be inferred that Testing done against the hypothesis that reads "there is the influence of variable location of consumer behavior in Indomaret Point raya darmo Surabaya" Received significantly.

5.4.2 Hypothesis Testing 2

Testing conducted with respect to hypothesis which reads "there is the influence of variable products for consumer behavior in Indomaret Point raya darmo Surabaya" this hypothesis Testing using the test-t, which aims to see the relationship in partial.

From hypothesis testing using the test-t obtained variable count t Product = sig-value 3,278,0.002 so (0.002 < 0.05). Does the product have an impact on consumer behavior.

Then it can be inferred that Testing done against the hypothesis that reads "there is the influence of variable products for consumer behavior in Indomaret Point raya darmo Surabaya" Received significantly.

5.4.3 Hypothesis Testing 3

Testing done against the hypothesis that reads "No promotional variable influence on consumer behavior in Indomaret Point raya darmo Surabaya" this hypothesis Testing using the test-t, which aims to see the relationship in partial.

From hypothesis testing using the test-t t variable count obtained Promotion = 14.605 value sig. 0.000 so (0.000 < 0.05). That Promotion has an impact on consumer behavior.

Then it can be inferred that Testing done against the hypothesis that reads "No promotional variable influence on consumer behavior in Indomaret Point raya darmo Surabaya" Received significantly.

5.4.4 Hypothesis Testing 4

Testing done against the hypothesis that read "there is a service of variables influence consumer behavior in Indomaret Point raya darmo Surabaya" this hypothesis Testing using the test-t, which aims to see the relationship in partial.

From hypothesis testing using the test-t obtained variable count t Service = value sig 12,733,0.000 so (0.013 < 0.05). It means the service has an impact on consumer behavior.

Then it can be inferred that Testing done against the hypothesis that read "there is a service of variables influence consumer behavior in Indomaret Point raya darmo Surabaya " Received significantly.

5.4.5 Hypothesis Testing 5

Testing conducted with respect to hypothesis which reads "there is the influence of variable locations, products, promotions, and service of consumer behavior in Indomaret Point raya darmo Surabaya" Testing this hypothesis using the F-test, which aims to see relationships simultaneously.

F test results obtained F count = 273.980 with a value of sig. = 0.000 (0.000 £ 0.05), then Ho Denied and Ha is received. That means that the hypothesis which States that "there is the influence of variable locations, products, promotions, and service of consumer behavior in Indomaret Point raya darmo Surabaya." Received significantly.

6. Discussion

There is the influence of variable location of consumer behavior in Indomaret Point raya darmo Surabaya Evidenced by the location of the variable t count = sig-value 8,751,0.000. Does the Site have an impact on consumer behavior.

In line with the opinion of Kotler (2003, p. 238) posited that Place (place) is a variety of the company's activity to make products that are produced or sold are affordable and available to the target market. It includes the channel, coverage, location, inventory, and transport.

Can be interpreted as the location is a very important factor because it is a place that is easy to reach with a smooth transportation provide ease consumers to reach the venue. The existence of the reason consumers need a little time to arrive at the place and can support the needs of the other. If the company succeeds in acquiring and maintaining a strategic location, then it can become an effective barrier for competitors to gain access to the market.

There is a product of variables influence consumer behavior in Indomaret Point raya darmo Surabaya. Evidenced by the count variable Product t = value of sig 3,278,0.002. Does the product have an impact on consumer behavior.

In line with the opinion of Kotler (2003, p. 305): "a product is anything that can be offered to the market in order to note, requested, used, or consumed so it may satisfy a desire or need".

Of the opinion can be interpreted as the company expected to be able to satisfy the desires of consumers by creating products with superior value. Even if consumers don't just trust the superiority of the product from the company without any concrete evidence, because consumers will compare factors of quality and reliability of the product with a product that has been around as proof they are. The initial reason for consumers to go to the store is the necessity of the desired product.

There are promotional variable influence on consumer behavior in Indomaret Point raya darmo Surabaya

evidenced by Promotional variable count t = value of sig 14,605,0.000. That Promotion has an impact on consumer behavior.

This can be interpreted as a promotion relating to various company activities performed to try to arrange communication between the goodness of the product and persuade the customers as well as target consumer to buy the product. Between product promotion and cannot be separated, there has to be a balance, a good product in accordance with the tastes of consumers, coupled with the right promotion techniques will greatly help the success of marketing efforts to influence consumer behavior.

There is a service of variables influence consumer behavior in Indomaret Point raya darmo Surabaya. Evidenced by the t count variable = value with 12.733 Services sig. 0.000. It means the service has an impact on consumer behavior.

Lovelock et al. (2003) Customers compare between what they expect and what they actually received in the purchase process.

Does that mean the success of marketing products very determined by whether or not the service provided by a company in marketing its products. Services provided in the marketing of a product includes services as product offerings, product purchase and after-sales service after the warranty covers all defects of products within a certain period.

There is the influence of variable locations, products, promotions, and service of consumer behavior in Indomaret Point raya darmo Surabaya. F test results obtained F count = 273.980 value = 0.000 GIS.

Conditions that must be met by a single company in order to be successful in the competition is trying to achieve the goal of creating and retaining customers. This can be achieved by a company through its efforts to produce and deliver goods and services that consumers want. In the face of competitors, companies must have strategies and decisive steps that should be implemented in accordance with the nature and shape of the market which it faces. Market strategy that includes satisfying service, cheaper rates plus discounts when purchasing in large quantities, more quality products, attractive packaging, as well as supported a strategic location and convenient place will affect the decision of consumers to shop. For that the company should be able to influence the buyer is willing to buy the goods offered by the company or the store.

7. Conclusions and Suggestions

Based on the study and analysis of statistical data obtained in order to test the hypothesis presented in this study, the author eventually concludes the following things:

1) There is the influence of variable location of consumer behavior in Indomaret Point raya darmo Surabaya. Evidenced by the location of the variable count t = value of sig 8,751,0.000. Does the Site have an impact on consumer behavior.

2) There is a product of variables influence consumer behavior in Indomaret Point raya darmo Surabaya. Evidenced by the count variable Product t = value of sig 3,278,0.002. Does the product have an impact on consumer behavior.

3) There is a promotional variable influence on consumer behavior in Indomaret Point raya darmo Surabaya evidenced by Promotional variable count t = value of sig 14,605,0.000. That Promotion has an impact on consumer behavior.

4) There is a service of variables influence consumer behavior in Indomaret Point raya darmo Surabaya. Evidenced by the count variable t = value with 12.733 Services sig. 0.000. It means the service has an impact on consumer behavior.

5) There is the influence of variable locations, products, promotions, and service of consumer behavior in Indomaret Point raya darmo Surabaya F test results obtained F count = 273.980 value = 0.000 GIS.

Recommendation

As for the suggestions put forward in this study researchers are as follows:

1) Should the Indomaret Point raya darmo Surabaya continues to improve product variations, so that consumers do not feel bored on the products sold from Surabaya Darmo Indomaret Point Kingdom. So that the Botanic Point of Indomaret can maintain good sales results.

2) The Indomaret Point raya darmo Surabaya should provide a suggestion box on the front of the store, it is aims to make it easy for consumers who have a desire to give suggestions and criticism to Indomaret Point raya darmo Surabaya

3) On the side of promotion should be improved by not only putting up a banner in front of Indomaret Point location but also disseminate a brochure on the community around or brochures that can be taken home by consumers after a visit, thus not only promotional coverage depends on the banners of which plastered in front of Indomaret location Point.

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