

Why do millennials still shop at department stores?

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ABSTRACT

Regarding to the crowd of the department stores, millennial generations of Bali especially in Denpasar, currently had factors that play a role in their interest in the Department Store. In addition, the purposes of this research were to study influential shopping factors of the millennial generation in the city of Denpasar. The factors were tested such as recent fashion, sales promotion, and store atmosphere. In this study, quantitative and qualitative were used to collect the data. The samples of the research were 100 respondents. The technique of data collection was using a set of questionnaires. Factor analysis was used as the technique of data analysis. As the results of the research, it was found that the influential shopping factors of the millennial generation were such as recent fashion factors, consisting of buying products from famous brands, shopping with the latest models, and shopping as needed. Besides, sales promotion factors consisted of shopping because of a special offer, a special advertisement, a coupon, a discount, and a bundle pack. In store atmosphere, it could be divided into two classes of factors namely exterior and interior factors. Exterior factors have consisted of cashier instructions, clear room fittings, signs with attractive designs, and vehicle security systems. General interior factors consisted of playing the latest songs, comfortable facilities; lighting that makes it easy to see products, poster images, and attractive discounts.

Keywords: Matahari department store, recent fashion, sales promotion, store atmosphere

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INTRODUCTION

Business development in Indonesia is growing rapidly. One of them is known as a modern retail business. The Indonesian Retail Business Association (Aprindo) reveals about retail business growth in Indonesia reaches 10 percent to 15 percent annually. According to Levy and Weitz (2009), retail is a business that helps in adding value to goods and services which will be sold to consumers for personal and household consumption.

The promising retail business is a retail business that has a large scale. Examples of retail businesses are malls, supermarkets, general stores, chain stores, and department stores. Retail institutions offer a variety of product lines with quality choices. Usually, such stores have large business volumes, stronger, and financial conditions, and legal entities are limited liability companies or at least CV. Matahari Department Store. The store has the most Department Store in Bali. In increasing the number of visitors to the department store, retail Business Companies should conduct a strategy by implementing a retail marketing mix strategy. According to Levy and Weitz (2009), the retail mix strategy is a marketing strategy that uses several variables as a reference for satisfying the needs of the target market and influencing consumers in the decision-making process. The retail marketing mix strategy consists of products (merchandise assortments), pricing, promotion, customer service, location, as well as store design and display.

The growth development of the retail business is also felt on the island of Bali. Bali as one of the world-famous tourist destinations has not escaped the attention of investors. In Bali, there are four famous Matahari Department Stores among millennials. The outlets are not always crowded with malls or other department stores now popping up. From the situation, it can be seen that the millennial generation has factors that are considered in influencing their interest to visit the Matahari Department Store.

This generation is the first generation to know social media and has integrated technology into their lives. According to Zemke et.al., (2000) in Putra (2016). The millennial generation was born from 1980 to 1999. Millennial generation is currently aged 20 to 39 years.

Based on the background of the problems above, the main problem raised in this study is whether the factors of Recent Fashion, Sales Promotion, and Store Atmosphere are factors that influence the millennial generation in Denpasar City to keep shopping at the Matahari Department Store.

In accordance with the formulation of the problem above, the purpose of this study is to confirm the Recent Fashion, Sales Promotion and Store Atmosphere Factors that influence the millennial generation in Denpasar City to constantly shop in Matahari Department Store.

LITERATURE REVIEWS

Retail Marketing Mix

According to Beneke in Fadly (2014) said that the retail marketing mix is the variable used to satisfy and can influence consumer purchasing decisions. According to Levy and Weitz (2009), the digital marketing mix consists of the product (merchandise assortment), price (pricing), promotion (customer service), customer service, store design and display, and location (store) location).

According to Clark and Mayer (2008), the retail sales mix are all variables that can be used as marketing strategies to compete in selected markets. Meanwhile, according to Foster (2008), the retail mix consists of strategic elements that are used to encourage buyers to carry out business transactions with certain retail traders. The definition of Foster (2008), the retail mix is a strategic element to encourage consumer interest. So that the retail mix is one of the factors that influence buyer behavior and consumer purchasing decisions. According to Dunne and Lusch (2008), a combination of merchandising, price, advertising and promotion, customer service and sales, as well as store atmosphere and store design are used to satisfy consumers.

Recent Fashion

Fashion is anything that is worn on the body, both to protect the body and beautify the appearance of the body. In general, an expression of personal expression is not always the same for everyone. Changes in fashion mode occur more quickly than changes in culture as a whole. The habit of constantly changing clothing styles has occurred throughout the world. Fashion experts can position fashion as something that can be used to increase self-confidence. The trend of fashion models that continue to develop and change, of course, will affect the fashion trends that will be selected in the current year and predict future fashion fashions. According to Urquhart (2003), recent fashion is a fashion that is a trend among the people so that if someone wears the mode it will be considered fashionable (modern). Also, in the world of fashion, there are terms of fashionable and unfashionable to explain whether someone is following the latest fashion developments or not.

Sales Promotion

According to Simamora (2007: 614), promotion is a company's effort to influence prospective buyers through the use of all elements or marketing mix. Meanwhile, according to Griffin and Ebert (2002), Promotion is any technique designed to sell a product. According to Djaslim and Oesman (2002), promotion is a communication of information between sellers and buyers that aims to change the attitudes and behavior of buyers, who previously did not know to become familiar to become buyers and remember the product. Also, Kotler and Armstrong (2012) say that sales promotion consists of short-term incentives to encourage the purchase or sale of products or services. Based on the above statement, Sales Promotion is one technique that is designed to sell products and influence potential buyers through a marketing mix to encourage the purchase or sale of a product or service. These incentives relate to rewards, it relates to refunds in the form of discounts, guarantees, or can in the form of product samples and so on. Sales promotion in a store can be in the form of discounts or discounts, shopping coupons, cashback programs or member cards. Member cards today are considered to be beneficial by some consumers. Member cards are also used as a means for marketers to retain loyal customers. Discounts are the most effective factor in consumer intentions and purchases. This will make buyers continue to shop at the company again.

Store Atmosphere

Store Atmosphere is one of the elements of the related retail marketing mix in terms of creating a shopping atmosphere. The atmosphere is key in attracting and impressing consumers with the experience of shopping in outlets (Coley and Burgess, 2003). According to (Ma'ruf, 2006) The atmosphere of the store should be made and

arranged in such a way that it aims to increase customer visits, increase sales, and build a positive image of the store (Ma'ruf, 2006). The atmosphere of the store should be made and arranged in such a way that it aims to increase customer visits, increase 17 sales, and build a positive image of a store. The atmosphere of the store can influence consumers not only based on thought but also emotionally. An important strategy for creating an atmosphere that will make customers feel at home in a store and can attract consumers to buy is Store Design (Ma'ruf, 2006). Based on the opinion of Sopiah and Syihabudhin (2008), the atmosphere of a retail store must create a combination of the following elements:

1. Store Design
2. Store Planning
3. Visual Communication
4. Presentation of Merchandise

Buying Decisions

According to Schiffman and Kanuk (2007), a purchasing decision is a selection of two or more choices. In other words, alternative options must be available to someone when making a decision. Every consumer makes various decisions about the search, purchase, use of various products and brands at any given period.

Operational Definition

1. Recent Fashion
Based on previous research conducted by Lee and Cho (2005) explains that recent fashion can be measured by four indicators which are (1) Brand prestige, (2) Personality, (3) Practical, and (4) Informational.
2. Sales Promotion
Kotler and Armstrong (2012) state that there are several indicators that can be measured by (1) Coupons, (2) Rebates, and (3) Price Packs / cents-off-deals.
3. Store Atmosphere
According to Berman and Evan (2001: 604) in Nofiauwaty and Yuliandi (2014), dividing store atmosphere elements into 4, namely (1) Exterior, (2) General Interior, (3) Store Layout, and (4) Interior Display.
4. Purchasing Decisions
To examine purchasing decision, there are several indicators according to Soewito (2013) in Harahap (2015) which are (1) Activities before buying, (2) Behavior when wearing, and (3) post-purchase behavior.

Empirical Studies

There were several empirical studies related to the topic. Firstly, it was a study conducted by Kurniawan Denny, and Kunto Sondang Yohanes in 2013. It showed that the effect of promotion and store atmosphere influences shopping emotion, in the Matahari Department Store consumer of the Surabaya Supermall branch. Secondly, Nofiauwaty Yuliandi (2014) showed that store atmosphere, promotions, and services have a significant influence on purchasing decisions at Matahari Depart Store in Tunjungan Plaza Surabaya. Thirdly, Selvie Nangoy, Silvy L. Mandey, and Lotje Kawet conducted a study in 2017 related to the effect of promoting, price, and distribution. It showed that promotion, price and distribution of purchasing decisions have a positive and significant influence on clothing purchasing decisions in Matahari Department Store. Fourthly, a study conducted by Diana Puspitasari and Ikhada Fatati in 2014. It found that there were four factors that influence mall selection. These factors were entertainment, comfort, lifestyle, and facilities. Lastly, a study was conducted by Temaja, I Rahanatha, Gede Yasa, and Ni in 2015. The results of the study indicated that fashion involvement had a positive and significant effect on the impulse purchase of fashion products at Matahari Department Store, and the atmosphere of the store had a positive and significant effect on the impulse of buying fashion products at Matahari Department Store, and sales promotion had a positive and significant effect.

METHODS

The location of this research was carried out in Denpasar City, considering that Denpasar City is the Capital of the Province of Bali which has the most population compared to other Regencies in Bali which experienced an average population growth of 4.05% annually and besides that Denpasar City as an Education Center, Government, Business and Health in Bali. Based on data from the Badan Pusat Statistik (BPS) in Bali Province in 2019 the millennial generation in Denpasar is 366,700 lives, with this more than any other regency. Therefore, the Millennial Generation in Denpasar City is a potential or dominant market for making purchasing decisions for a product.

According to Sugiyono (2010), the population is a generalization area consisting of objects or subjects that have certain qualities and characteristics determined by researchers to be studied and then drawn conclusions. Meanwhile, according to Arikunto (2013), the population is the whole subject of research or the total number of a sample which is a very important data source. The population in this study is the generation of millennials who

live in the Denpasar area, amounting to 366,700 lives (based on data cited from bps.go.id).

According to Sugiyono (2017), the sample is part of the number and characteristics of the population. This subset was taken because in many cases, it is not possible for researchers to examine all members of the population. Therefore, researchers formed a representative population called a sample. The population of this study is the millennial generation in the city of Denpasar, amounting to 356,700 inhabitants. The sampling technique uses non probability namely accidental sampling. Accidental sampling is a sampling technique based on coincidence, ie anyone who accidentally meets a researcher can be sampled if it is seen by the person who happened to be found suitable as a source of data (Sugiyono, 2011). The sample categories used in this study are millennials who live in Denpasar City and have shopped more than twice a month at the Matahari Department Store in Denpasar City.

The type of data used by researchers in this study is Quantitative data. Quantitative data is data in the form of numbers and analysis using statistics (Sugiyono, 2017). In terms of data collection techniques, researchers used the Questionnaire Distribution technique. Distributing questionnaires is a series or list of questions that are arranged systematically, then sent to be filled in by respondents. After completing, the questionnaire is sent back or returned to the researcher or data searcher. The questionnaire in this study was given to millennials who live in the Denpasar area and have shopped more than twice a month at the Matahari Department Store in Denpasar City. 25 The questionnaire used here is a closed model because the answers have been provided and measurements using a Likert scale. Likert scale is used to measure the attitudes, opinions, and perceptions of a person or group of people about the phenomenon of the problem (Sugiyono, 2008).

The analysis technique used in this study is factor analysis. Factor analysis is a method of modeling variation among a set of inter-variable relationships observed as a function of one or more latent constructs, that is, a number of relatively small factors can be used to explain a large number of interrelated variables (Agus et al., 2016). The steps of factor analysis are problem formulation, data tabulation, description statistical analysis, a test of the validity and reliability of research instruments, variability feasibility test, extraction method, Determination of the number of statement factors, Factor rotation, Naming factors, and determination the accuracy of the factor analysis model.

RESULTS AND DISCUSSION

Result

TABLE 1. KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,808
Approx. Chi- Square		1072,550
Bartlett's Test of Sphericity	df	351
	Sig.	,000

The KMO measure of sampling adequacy is 0.808 with a significance of 0,000. Figures 0.808 are greater than 0.5 and significance values of 0.00 are smaller than 0.05. Thus, the variables and data above can be further analyzed.

TABLE 2. MSA Score

No	Variable	Instrument	Pearson Correlation (Counting R Alpha)	R Alpha Table	Information
1	Recent Fashion	X1.1	0.553	0,195	Valid
		X1.2	0.472	0,195	Valid
		X1.3	0.415	0,195	Valid
		X1.4	0.780	0,195	Valid
2	Sales Promotion	X2.1	0.730	0,195	Valid
		X2.2	0.750	0,195	Valid
		X2.3	0.729	0,195	Valid
		X2.4	0.816	0,195	Valid
3	Store Atmosphere	X3.1	0.457	0,195	Valid
		X3.2	0.519	0,195	Valid

27 indicator factors tested all meet the requirements ie. above ≥ 0.5 then all the variables ie factors can be further analyzed.

TABLE 3. Extraction Communalities Score Communalities

	Initial	Extraction
Prestige brand	1,000	,716
Fit to character	1,000	,717
Based on their needs	1,000	,596
Recent Fashion	1,000	,652
Ads	1,000	,652
Coupon	1,000	,671
Dickon	1,000	,663
Special ads	1,000	,724
bundle pack	1,000	,679
Clear sign	1,000	,511
Interesting Design	1,000	,734
Has many access	1,000	,560
Safety guaranteed vehicle	1,000	,652
Reachable	1,000	,765
Large area	1,000	,649
Easy to lighting	1,000	,738
Interesting coloring	1,000	,673
Playing song	1,000	,612
Scent of room	1,000	,642
Convenient facilities	1,000	,692
Interior cleanliness	1,000	,473
Space of product	1,000	,692
Categorial products	1,000	,555
Right position cashier	1,000	,751
Clear sign	1,000	,590
Interesting sign	1,000	,757
Interesting poster	1,000	,608
Extraction Method: Principal Component Analysis.		

The access indicator (X1.1) is 0.716, indicating that around 71.6% of the variance of the access variable (X.1) can be explained by the factors formed, and so on with the 26 other factors tested in this study.

TABLE 4. Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	8,025	29,724	29,724	8,025	29,724	29,724
2	1,970	7,295	37,019	1,970	7,295	37,019
3	1,607	5,953	42,972	1,607	5,953	42,972
4	1,416	5,245	48,216	1,416	5,245	48,216
5	1,396	5,171	53,387	1,396	5,171	53,387
6	1,208	4,474	57,861	1,208	4,474	57,861
7	1,058	3,920	61,780	1,058	3,920	61,780
8	1,044	3,866	65,647	1,044	3,866	65,647
9	,946	3,504	69,151			
10	,823	3,048	72,199			
11	,785	2,909	75,107			
12	,773	2,863	77,970			
13	,707	2,617	80,587			
14	,677	2,506	83,093			
15	,601	2,226	85,319			
16	,568	2,105	87,423			
17	,514	1,904	89,327			
18	,449	1,662	90,989			

19	,397	1,471	92,460
20	,377	1,398	93,858
21	,316	1,172	95,030
22	,284	1,052	96,082
23	,276	1,022	97,104
24	,254	,941	98,045
25	,198	,734	98,779
26	,186	,687	99,467
27	,144	,533	100,000

After knowing that eight factors are the most optimal amount. Then the Matrix Components table shows the distribution of the 27 variables on the eight factors formed. While the figures in the table are factor loading, which shows the magnitude of the correlation of a variable with factor 1, factor 2, factor 3, factor 4, factor 5, factor 6, factor 7, and factor 8.

TABLE 5. Rotated Component Matrixa

	Component							
	1	2	3	4	5	6	7	8
Playing up to date	,458	-,024	,317	,049	,418	,312	,016	,091
Comfortable facilities	,869	,146	,100	,182	,208	,065	-,033	,202
Great cashier desk	,168	,288	,062	,192	,042	,695	-,030	,261
Clear Cashier sign and fitting room sign	,273	,384	,119	,085	,398	,294	,355	-,185
Attractive cashier sign and fitting room sign	,460	,278	,006	-,087	-,279	,260	,176	,475
Product with famous brand	,054	,484	,398	,367	-,303	,029	-,232	-,097
Shopping with the latest product	,091	,123	,052	,950	,071	,088	,116	,024
Shopping caused offering ads	,091	,123	,052	,950	,071	,088	,116	,024
Shopping caused special ads	,159	,138	,476	,009	,467	,241	,163	,284
Cleanliness interior	,162	,001	,215	,055	,117	,819	,048	-,064
Clear sign	,105	,094	,238	,063	,187	,054	,035	,766
Attractive sign	,167	,488	,315	,165	,183	,060	,256	-,258
Vehicle safety system	,063	,738	-,069	-,028	,041	-,042	,107	,158
Attractive coloring room	,322	,253	,518	,071	,429	,081	-,121	-,003
Easy to find location	,290	-,029	,639	,072	,006	,259	,223	,175
Easy lighting to see the product	,679	-,002	,222	-,074	,001	,202	,122	-,206
Scent of room	,869	,146	,100	,182	,208	,065	-,033	,202
Based on their needs	,089	-,001	-,114	,056	,700	-,016	,141	,009
Coupon	,064	,553	,177	,421	,062	,126	,080	,057
Attractive poster and discount poster	,081	,626	,239	,189	,190	,318	-,257	,159
Discount	,149	,390	,187	,058	,578	,170	-,060	,157
Bundle pack	,085	,471	,333	,279	,374	,302	-,100	,011
Large area	,237	,097	,463	,063	-,074	,018	,508	,292
Has many access	,053	,175	,792	,058	-,002	,092	-,126	,077
Fit to character	-,040	,010	-,079	,174	,143	,002	,823	017

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 10 iterations.

From the table above there are several factors whose variables are less than 3. Because they are less than 3,

they must be re-rotated. So, the results there are 4 factors. And each factor consists of 3 variables.

TABLE 6. Rotated Component Matrixa

	Component			
	1	2	3	4
Playing up to date song	,094	,300	,413	,544
Comfort facilities	,244	,101	,086	,917
Clear sign and fitting room	,368	,216	,535	,250
Product with famous brand	,663	,050	,247	-,462
Shop cause by special offering	,214	,589	,269	,360
Attractive design.	,293	,085	,470	,255
Vehicle safety system	-,124	,056	,599	,115
Attractive coloring	,329	,335	,284	,501
shopping with latest product.	,707	,324	,048	,007
Good lighting to find the product	-,051	,049	,258	,629
Special ads	,244	,917	,086	,101
Based on their needs.	,778	,069	-,035	,015
Coupon.	,104	,714	,126	,037
attractive poster and discount	,077	,144	,237	,754
Discount	,448	,492	,252	,194
bundle pack	,146	,647	,367	,249
Has many accesses.	,228	,024	,793	-,108

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 5 iterations.

From the table above there are several factors whose variables are less than 3. Because they are less than 3, they must be re-rotated. So, the results there are 4 factors. And each factor consists of 3 variables.

Thus, the 27 variables reduced only consist of 4 factors, namely:

1. Factor 1 consists of: buying products with famous brands, shopping with the latest models, shopping as needed,
2. Factor 2 consists of: shopping because of a special offer, a special ad, a coupon, a discount, a bundle pack
3. Factor 3 consists of: cashier instructions and clear room fittings, signs with attractive designs, vehicle security systems, have lots of access
4. Factor 4 consists of: playing up to date songs, comfortable facilities, attractive coloring, lighting makes it easy to see the product, poster images and attractive discount.

TABLE 7. Multiple Linear Analysis Test Results

Model	Unstandardized Coefficients	
	B	Std. Error
1	(Constant)	1,327
	X1	,575
	X2	-,007
	X3	,021
	X4	,052
		,037
		,045

While, based on count magnitude of influence of the variable;

1. A constant coefficient of 1,327 which means that if the variables are recent fashion, sale promotion, exterior, interior at zero (0) then the purchase intention (Y) is constant at 3,963.
2. Recent fashion regression coefficient value of -0.07 means that any increase in the recent fashion variable can improve purchasing decisions. If recent fashion has increased by 1 unit, the purchasing decision will increase by -0.07.
3. The sales promotion regression coefficient value is -0.46 meaning that any increase in the variable sales promotion can improve purchasing decisions. If sales promotion has increased by 1 unit, purchasing decisions will increase by -0.46.
4. The exterior regression coefficient value is 1.561 meaning that any increase in exterior variables can improve purchasing decisions. If the exterior has increased by 1 unit, the purchasing decision will increase by 1.561.
5. The value of the interior regression coefficient is 1.876 meaning that any increase in exterior variables can

improve purchasing decisions. If the exterior has increased by 1 unit, the purchasing decision will increase by 1.876.

Discussion

1. Recent Fashion Factors consist of: buying products with famous brands with a loading factor of 0.6633, shopping with the latest model with a loading factor of 0.707, shopping as needed with a loading factor of 0.778.
2. Sales Promotion Factors consist of: shopping because of a special offer with a loading factor of 0.917, a special advertisement with a loading factor of 0.589, a coupon with a loading factor of 0.714, a discount with a loading factor of 0.492, a bundle pack with a loading factor of 0.647.
3. Exterior factors consist of: cashier instructions and clear room fittings with a loading factor of 0.535, an attractive design sign with a loading factor of 0.470, a vehicle safety system with a loading factor of 0.599, have plenty of access with a loading factor of 0.793.
4. General Interior Factors consist of: playing up to date songs with a loading factor of 0.544, convenient facilities with a loading factor of 0.917, an attractive coloring room with a loading factor of 0.501, lighting makes it easy to see products with a loading factor of 0.629, poster images and attractive discounts with loading factor 0.754.

CONCLUSIONS

Based on the analysis and discussion of data dated factors - factors that influence millennials still shop at the sun Department store, then a conclusion can be drawn. Thus, the 27 variables that are rotated only consist of 4 factors, namely:

1. Recent Fashion Factors consist of: buying products with famous brands with a loading factor of 0.6633, shopping with the latest model with a loading factor of 0.707, shopping as needed with a loading factor of 0.778.
2. Sales Promotion Factors consist of: shopping because of a special offer with a loading factor of 0.917, a special advertisement with a loading factor of 0.589, a coupon with a loading factor of 0.714, a discount with a loading factor of 0.492, a bundle pack with a loading factor of 0.647.
3. Exterior factors consist of: cashier instructions and clear room fittings with a loading factor of 0.535, an attractive design sign with a loading factor of 0.470, a vehicle safety system with a loading factor of 0.599, have plenty of access with a loading factor of 0.793.
4. General Interior Factors consist of: playing songs up to date with a loading factor of 0.544, convenient facilities with a loading factor of 0.917, an attractive coloring room with a loading factor of 0.501, lighting makes it easy to see products with a loading factor of 0.629, poster images and attractive discounts with loading factor 0.754.

Meanwhile, based on the calculation of the magnitude of the influence of variables X1, X2, X3, X4 on Y that:

1. Variable X1 has a significance of 0.732 which means that there is no effect on the Y variable.
2. Variable X2 has a significance value of 0.383 which means that there is no effect on the Y variable.
3. Variable X3 has a significance value of 0,000 which means that there is an influence on the Y variable.
4. Variable X4 has a significance value of 0,000 which means that there is an influence on the variable Y.

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