

Akan dipresentasikan pada konferensi internasional di Korea pada September 2014

HYPERMARKET LAYOUT ANALYSIS IN HYPERMARKET BANDUNG

ABSTRACT

Ria Arifianti

(ria_arifianti@yahoo.co.id)

This encourages the development of modern retail business competition is very tight. This condition occurs because of the tendency of modern retail as a means of relaxation that is needed by the people of the city, because it is easily accessible without sacrificing a lot of time. Therefore hypermarket trying to develop one strategy is the strategy layout.

Layout strategies undertaken to generate profits, and to provide comfort for visitors. Although in reality it is not so run smoothly. It is seen from customers complaining about the layout done by the company. They sometimes have to rotate or back and forth looking for the desired item, so it takes a long time to get the desired goods. They complained boards or information about the desired item placement is too high or there is no other clues.

The approach taken in this study is a qualitative approach, the research done inductively to obtain data that is comprehensive or holistic and deep. The research method is descriptive method. Observation techniques used in data collection and in-depth interviews. Interviews were conducted to hypermarket managers and consumers / customers.

Mennunjukkan research results that use this type of layout Hypermarket retail. Structuring based layout to provide convenience for consumers when shopping. Other than that penempatan good layout will give impact and improve competitiveness particularly Hypermarket. The advice given is a clear indication of the existence of the placement of items, so it does not confuse consumers when shopping

Keywords : Modern retail, layout strategy, Hypermarkets

I. INTRODUCTION

Background Research

The retail business is the overall activity of selling goods or services directly to consumers who are used to make ends meet. To meet this need for a technology and strategy to facilitate the service, process, and service delivery.

One is the hypermarket retail form. Hypermarket controls 88.5 percent share of the turnover of hypermarkets in Indonesia (Sapu Jagat, 2010). Hypermarket outlets have sprung up in major cities in Indonesia. One is the city of Bandung, which is a shopping and tourism in particular has the power in the economy.

The existence of large retailers, especially hypermarkets impact for producers, companies and governments. Angle manufacturers and marketing companies is to increase the capacity of its distributors and related actors, but on the side of competition adversely affecting small retailers. On the other hand the emergence of large retailers such as hypermarkets socially able to provide a positive impact for the government, especially in the city of Bandung, especially in absorbing labor force of about 17 million people (18 percent) worked in the retail sector, economic growth, and increase local revenues at 86 percent of the total national trade. Local governments use tax

instruments / levy that generates revenue (PAD) in the development of speed compensates hypermarket (Deny Juanda and Lukman Ismail, 2009: 73, Ria Arifianti, 2010)

This encourages the development of modern retail business competition is very tight. This condition occurs because first, the tendency of modern retail as a means of relaxation that is needed by the people of the city, because it is easily accessible without sacrificing a lot of time. Second, they seek comfort in shopping activities. (Edwin Japarianto, 2010: 76). Therefore Hypermarket develop one strategy in the field of operation in order to attract customers to shop. This operating strategy is one layout strategy. This strategy is to attract customers or subscribers. The businessman trying to make a dynamic layout and can provide convenience for customers. This is done to maintain its own retail presence and provide convenience to consumers in finding the desired item.

Hypermarket managers organize their products by the supplier agreement. In this case they introduce new products that will enhance the consumer's curiosity to try something new, It can drive profits for the company in financial terms.

But sometimes customers have complained that the layout is done by the company. They sometimes have to rotate or back and forth looking for the desired item, so it takes a long time to get the desired goods. They complained boards or information about the desired item placement is too high or there is no other clues.

It is the basis for researchers to examine the causes of it. The layout has a strategic impact and can determine the competitiveness of enterprises. Therefore, the author tries to pick a theme related to the layout done by Hypermarket.

Identify the Problem

How Layout used in Hypermarket Bandung

Research Objectives

To examine and analyze the layout used in Hypermarket

II. LITERATURE, THINKING FRAMEWORK

Library Studies

Concept Layout (Layout)

Determination of the layout (layout) layout settings include machinery, materials, personnel, equipment for the operation, and all the equipment and facilities for the implementation of the production process smoothly and efficiently. The design layout should be designed to allow displacement of the people economically and materials in a variety of processes and operations. Determination layout / layout of production facilities is closely hubungannyadengan establishment buildings / factories.

Determination of the layout is an important step or decision that determines the efficiency of a long-term operation. The layout has a strategic impact because it determines the competitiveness of the company in terms of capacity, process, fleksilitas, cost, and quality of the work environment, customer contact, as well as the company's image. Effective layout can help an organization achieve a strategy that supports differentiation, low cost, or rapid response. (Heizer, Render, 2004: 450)

Proper layout, will contribute to the increase company productivity. This will facilitate the flow of production / services to be processed, ranging from prepared and submitted to the processing until the product / service end, In addition, employees can work freely, safely and away from feeling pressure. (Haming, Nurnajamuddin., 2011: 433)

The purpose of the placement of this layout is to minimize material handling costs, improve the efficiency of space utilization, improve labor utilization efficiency of the plant, reducing the constraints of the process, and facilitate communication and interaction among workers, workers with a supervisor, and the employee with the company's customers (Russel and Taylor (2001), Chase., Richard, Aquilano., Jacobs (2001), Dervisiotis (1981), and Haming, Nurnajamuddin., 2011: 442)

Letakpun system design according to Heizer and Render (2004: 450), should consider how to achieve:

1. Utilization of space, equipment, and people higher.
2. Flow of information, goods, or a better person.
3. Better employee morale, as well as the working environment safer.
4. Interaction with customers better.
5. Flexibility (how the condition of the existing layout, the layout will need to be changed).

Other than that, the layout (Render and Jay, 2001) and (Haming, Nurnajamuddin., 2011: 433) can assist companies in achieving:

1. Utilization more effective over the room, equipment, and human;
2. Flow of information, materials, and better human beings;
3. More empower consumers;
4. Improved employee morale and safer working conditions.

In essence, this layout is used to develop an economical layout and can assist the achievement of the fourth to meet the needs of the company to operate effectively, efficiently, economically, and productive.

In general layout planning and modifications required each company. This modification needs caused by several factors, namely: (Haming, Nurnajamuddin., 2011: 442)

1. Occurrence of product design changes continuously.
2. Presence of changing demand.
3. Possible replacements to keep the new facility.
4. Due to the addition of new products.
5. Existence of working conditions unsatisfactory
6. Risk of accidents at work in the production process
7. Supplies cost savings will
8. Supports shift / expansion of the company's market locations.

Types of Layout

Type layout is divided into six approaches (Heizer, Render, 2004: 451):

1. Fixed-position layout - the layout to meet the requirements of large projects and the manufacturing process takes place such as ships and buildings.
2. Layout process-oriented - relates to the production of low volume, high and variable (job shop or production disconnected).
3. Layout office - putting workers, their equipment, and room / office that smooth the flow of information.
4. The retail layout - putting the shelves and to respond to customer behavior.
5. Warehouse layout - look at the advantages and disadvantages between space and material handling systems.
6. Layout-oriented products - look for utilization of employees and machines is the most excellent in the production of continuous or recurrent.

Type layout above said traditional layout, and in fact has been inadequate. So that operations managers develop. And adapted to current conditions. In modern layout, has been integrated with a computerized both in terms of production machinery and equipment. Therefore, the traditional layout has changed and become more flexible (adjusted to market demands or current conditions). So the traditional layout to be dynamic and not rigid anymore.

While modern layout types according to Russell and Taylor (2001), Chase., Richard, Aquilano., Jacobs (2001), Render and Heizer (2001), and Krajewski and Ritman (1987), Haming, Nurnajamuddin (2011: 462-467) suggests that a basic form layout mentioned previously developed into a modern layout called a layout Hybride (hybrid layout). The layout of this hybrid can be divided into: a. cellular layout (cellular layouts) is the production of machinery and equipment needed to do a grouped product in a machine cell. This type is a mixture of development and product layout and process layout.

b. Flexible manufacturing system, is a refinement of the previous layout that integrates machines used in processing with automated material handling tools. And c mixed model assembly lines, is a layout designed to make the line more than one type of model or the various types of products.

Framework

The layout is a way of setting facility or office or retail fabric that is useful for the smooth production / operations. The setting is done by utilizing the area to put the machines, goods or other supporting facilities, the smooth movement of materials, storage of materials either temporary or permanent. In other words, decisions about the layout has contributed a very large and has a good relationship with the process of production and service operations.

One approach is the layout of the retail layout. The layout of the retail space allocation associated with the flow and respond to customer behavior. Approach the layout is done by Hypermarket in particular, other forms of retailing such as supermarkets, mini and others in general.

This is done Hypermarket to capture customers / consumers so as to bring profit to the company concerned. Placement is based on the layout of the products that can attract the attention of customers. If this is done then the level of sales will be higher, and the return on investment will also be higher.

Retail layout is used to show the products to customers as much as possible. More and more of the products or can be seen by the customer / consumer, the sales will be higher, and the return on investment will be higher. This relates to the placement of frequently purchased items of customers, a strategic location that can attract customers or consumers, seeded products, placement of the halls and the retail company's mission, especially hypermarkets.

Although the placement of the layout associated with a profit, the manager hypermarketpun consider first, with respect to environmental conditions such as lighting, sound, smell and temperature. Second, spacious layout and has the function associated with customer circulation, aisle characteristics (width, direction, angle, and distance between racks), as well as the grouping of products. The third relates to the signs, symbols, which are characteristic of the design.

In particular Hypermarket retail layout, arrangement adapted to the characteristics of the consumer. This is done because the consumer / customer likes shopping activities by means of self-service and can be around the hallways there. So shopping was an adventure. Hence the layout should ensure all visitors (consumers or customers) feel relieved, comfortable in the room,

that air is cool, bright lights, display yang interesting, and the existence of freedom for consumers to move, the strains of music are interesting and pleasant to hear, and so on.

Based on this, the operations manager must make arrangement Hypermarket whole store into a slick, beautiful, comfortable, so that visitors had enough room to maneuver. Placement of goods based on the placement of the most frequently purchased products, using a display cabinet products are easily seen by the customer, placing specific items that the reason a person shopping, use the hall and put the position of the department that will be the initial expenditure.

In addition to the placement of a good layout have a strategic impact and have competitive value or sale value is very high with regard to the capacity, adequacy, fluency, fleksibilita. This is because if the layout can satisfy the consumer, in terms of comfort, flexibility, and so it can provide a material benefit to the Hypermarket

III. RESEARCH METHODOLOGY

The approach taken in this study is a qualitative approach, the research done inductively to obtain data that is comprehensive or holistic and deep. The method used in this research is descriptive. Descriptive research is conducted in this study aims to make a description or picture of systematic, factual and accurate about the facts. (Aaker. David A., V. Kumar, George S. Day., 2004, 71-73).

Data collection techniques using:

1. Observation, ie look at the layout used by hypermarkets.
2. Depth interviews using direct interview techniques .. The main information obtained from the management Hypermarkets (Carrefour, Hypermart, Giant) and of the consumers / shoppers pdelanggan. They provide information that is complete in this study. This interview was conducted by using the interview guide aims to steer the interview in accordance with the desired.

The process of data analysis performed well in the ongoing data collection as well as after completion of data collection. As for the activities in the data analysis includes data reduction, data display and conclusion. Data reduction is done by way of summarizing the data, select the data from the principal findings of field and focus on the data that is important to the specified theme. Further presentation of data is done by presenting all the data important outcome data derived from the field in the form of images and narrative. Make a final conclusion on the findings in the form of the description field.

IV. RESULTS AND DISCUSSION

Hypermarket is a supermarket which has an area of between more than 18,000 square meters with a combination of 60-70 percent of food products and general products 30-40 percent. Lodging in Bandung new hypermarket space reaches 14,600 square meters. Hypermarket is one form of supermarkets that have an inventory of more than 25,000 items that include food products, tools (hardware), sports equipment, furniture, home appliances, computers, electronics, and so on. The basic approach of the hypermarket is a great look and minimal handling by the shop assistant, with discounts given to customers who are willing to carry household appliances and heavy furniture out of the store. Hypermarkets also provides a cafeteria, bank, bakery, and a beauty salon. Thus, a hypermarket is a retail store which combines a supermarket and discount providers.

Other than that, Hypermarkets do marketing income. Marketing income derived from the rental of space, shelf space (selling space) as well as advertising space (media advertising / branding space). The two are not directly related to the level of sales at the time, especially the last.

Hypermarkets generally seeks to maximize this revenue source, due to the almost unlimited potential depending on the level of creativity of its merchandising. The proportion of marketing income could reach 9-11% of total net sales.

With in-store promotional activity (below the line), Hypermarket explore the potential of every inch of space that can be leased. Leased space associated with the display space as an end-cap / top gondolas, floor display, dancing up and blocking the regular shelves. Other than that Hypermarkets rents for brand promotion or new goods. This is done to get a promotion fee.

It is usually associated with one of which is the placement of the layout. This placement is related to: (Heizer, Render, 2004: 466-467)

1. Placement of items frequently purchased by customers / consumers around the outer limits of the store. Usually the placement of dairy products or milk-based products in place with bread or cake.
2. Uses a strategic location for the items of interest and provide great benefits, such as the placement of household appliances, cosmetics, shampoo.
3. Distributing powerful product that goods be reason to shop visitors, on both sides of the aisle, and put it in a spread to make visitors look over the other stuff. Usually associated with the item that is easily recognizable and small. For example, placement near the cashier with regard to cigarettes, batteries, candies, chocolate and so on.
4. Uses location at the end of the hall because it has a high level of exposure. Usually the end of the hallway is related to the placement of items that will be given special discounts. This is done by all the hypermarkets. This can be explained by the following picture:



5. Convey mission of store by selecting the position of the part that will be the first stop for customers. If at Hypermart, first placement is usually associated with items that have a higher rebate. While Carrefour, the placement or position of the first stop is the goods that undergo discounts. While the Giant, with regard to food.

Placement is also adapted to the demand of goods suppliers. This relates to the registration of new items (listing fee). In terms of layout called a slotting fee. The cost of slotting (slotting fees) are fees paid producers / suppliers to put their new products on shelves in retail chains or supermarket. (Heizer, Render, 2004: 466-467)

Seen from the point of hypermarkets, listing fee is a compensation to be paid the supplier because it provides a chance / opportunity for the items / goods in question to be sold as an assortment of retail stores. They always emphasize to our suppliers to view the listing fee as part of the investment which must be implanted. Usually the placement is in front of or near the cashier.

Payment of the listing fee for each item fairly paid once only and applies to the entire store, and with a reasonable rate, then the supplier can also consider it as a natural thing anyway. The range between 1,000,000 rupiah per item. But these costs can be changed up or down depending on the policy of the hypermarket. But when the listing fee is charged for each item and each time open new stores at a rate that is the greater; then it can be considered outside the bounds of reasonableness.

In arranging the goods sold managers make the hallways to facilitate consumer shopping. This is done to make it easier for someone to go shopping. The average consumer / customer has his own emotional when circling the hallways there. Adventure shopping is preferred by the consumers / customers themselves. It can be seen from the hallway and placement as follows:



Hypermarket managers consider first, with respect to environmental conditions such as lighting, sound, smell and temperature. Second, spacious layout and has the function associated with customer circulation, aisle characteristics (width, direction, angle, and distance between racks), as well as the grouping of products. The third relates to the signs, symbols, which are characteristic of the design.

Hypermarkets also put the goods based on terms of lighting. Placement of goods black or dark colored usually placed under the shelves, and a light-colored items placed on top. The position of the goods must be affordable to the consumer. If not terjangkau, it is only as a display item only. Placement of small items placed on top, the greater the further down.

To make it easier for consumers looking for goods, usually using arrows or instructions or put writing on a board attached to the top or on the aisle shelves. This is done to facilitate the consumers / customers in finding the desired item. Prices of goods placed under barag concerned. Sometimes there are consumers / customers who do not want to ask the location of the desired items to the existing employees. This situation can be seen from the instructions on the rack as follows:



Other than that change or shift Hypermarket layout, which aims to provide freshness, a new and exclusive impression for visitors. Customers / consumers should move further and spin to get all the required items. With the relocation of the display and the display changes to display items on the shelves, is expected to affect consumers' views so as to create the perception for consumers, at least it was thought that the old goods are sold and new items obtained in the other displays. (Haming, Nurnajamuddin., 2011: 460)

This is according to the consumer / customer is something interesting. They can feel the comfort and flexibility to shop. This raises the distinct impression to them. They find adventure and feel less hunted by the time in shopping. But there are also who think they do not like change because it can provide difficulties for them.

Based on this, Hypermarkets usually change place or placement of goods related to the goods being promotion. Usually the placement is near the payment.

In the placement of any food, Hypermarkets make its own restaurant inside the store. Usually the placement is in the back or on the side close to the sales of fresh vegetables or traditional foods, or related to bread. It can be seen from the image of fast food restaurants Giant:



V. CONCLUSIONS AND RECOMMENDATIONS

conclusion

Layout (Layout) Hypermarkets use this type of layout (layout) retail. Structuring layout (layout) based to provide convenience for consumers when shopping. In addition to the placement of a good layout will give impact and improve competitiveness particularly Hypermarket.

suggestion

The existence of a clear indication of the placement of items, so it does not confuse consumers when shopping

REFERENCES

- Aaker. David A., V. Kumar, George S. Day. 2004. *Marketing Research Seventh Edition*. John Wiley & Sons, Inc. New York pg. 71-73.
- Chase., Richard B., N.J. Aquilano., F.R. Jacobs. 2001. *Operations Management for Competitive Advantage*, 9th Ed. Mc. Graw-Hill Irwin, Boston Burr Ridge.
- Dervitsiotis, Kostas N., 1987. *Operations Management*. Mc. Graw Hill International Book Company. Aukland.
- Edwin Japarindo. 2010. Analisa Faktor Type Hedonic Shopping Motivation dan Faktor Pembentuk Kepuasan Tourist Shopper di Surabaya. *Jurnal Manajemen dan Kewirausahaan*. Universitas Kristen Petra. Hal 76-85
- Haming., Murdifin. Mahfud Nurnajamuddin. 2011. *Manajemen Produksi Modern, Operasi Manufaktur dan Jasa*. Jakarta. Bumi Aksara.
- Hani Handoko,2000. *Dasar-dasar Manajemen Produksi Dan Operasi*,Edisi 1,BPFE Yogyakarta.
- Heizer Render, 2006. *Operations Management*, 8th Edition, Pearson International Education.
- Henky Njoto Widjaja. 2008. *Mengungkap Sukses Hypermarket Asing*. -----
- Krajewski, Lee, J. Lary P. Ritzman, 1987. *Operation Management Strategy and Analysis*. Addition Wesley Publishing Company. Massachusetts.
- Render, Barry. Jay Heizer. 2001. *Prinsip-Prinsip Manajemen Operasi*, Diterjemahkan oleh

Krenohadi Ariyoto. Jakarta. Penerbit Salemba Empat.
----- 2005. *Manajemen Operasi*, Edisi Ketujuh, Jakarta. Salemba Empat.
Ria Arifianti. 2010. *Gaya Hidup Hedonis*. UNPAD PRESS. Bandung
Russell, R.S., B.W.Taylor III. 2000. *Operation Management Multimedia Version*. The Prentice
Hall Inc., Upper Saddle River, Nj.
Sapu Jagat, 2010. *Menelisik Geliat Bisnis Ritel Modern*. Jakarta.
Yin, Robert K. 2005. *Studi Kasus : Desain dan Metode*. PT. Raja Grafindo Persada. Jakarta.