

UDC 338

**STORE IMAGE AND CONFIDENCE AS FACTORS TO DETERMINE PURCHASING INTEREST FOR PRIVATE LABELS: A STUDY ON GIFT STORE CUSTOMERS IN TOURISM AREA MALANG RAYA, EAST JAVA, INDONESIA**

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**ABSTRACT**

The purpose of this study is to analyze and explain how much the direct and indirect influence of Store Image variables on Purchasing Interests with Confidence in Private Label and Confidence in Non-Private Label as mediating variables. This research is categorized as explanatory research. The sampling method is purposive sampling. The population is customers in 7 gift stores in the tourism area of Malang Raya, East Java, Indonesia. The respondents were 325 adults aged 18 years and older. The method of analysis is GSCA SEM. The research findings stated that Store Image has a significant positive effect on Buying Interest, Confidence in Private Label and Confidence in Non-Private Label. Confidence in Private Labels has a significant positive effect on Buying Interests while Confidence in Non-Private Label has no significant positive effect on Buying Interests. Store Image has a significant effect on Buying Interest through Confidence in Private Labels. Store Image has no significant effect on Buying Interest through Confidence in Non-Private Label.

**KEY WORDS**

Store Image, Confidence, Buying Interest, Private Label, specialty souvenirs, Malang, Batu.

This research conducted based on the phenomenon of growth and development in stores which sell specialty food as gift from Malang and Batu, especially in Malang Raya, East Java, Indonesia. Malang Raya is the largest tourism area in East Java (<http://wisatajatim.info>, 2017) and included in priority tourism destinations in the work program of the Indonesian tourism ministry in 2016 until 2019 (Dadang and Kemenpar, 2016; PPN/Bappenas, 2016). This has triggered the development of the tourism buffer industry, one of which is the business of specialty food products from Malang and Batu.

Souvenirs are important part of a travelling experience. Most tourists will bring souvenirs when going home as evidence that the person has made a tour and as a reminder of the special moments of the trip (Wilkins, 2011).

Timothy (2005) said that what was meant by souvenirs from regional area are specialty food and beverages produced by locals such as Greek olive oil, tortillas from Mexico, cheese from Switzerland, wine from France. Malang's local products are very diverse, including tempe chips, fruit chips, potato chips, dodol, jenang, fruit juice etc.

For gift store owners, this research can help to see trends in customers' buying interest in products using Private Labels and Non-Private Labels on the stores they manage. The study was conducted at 7 large gift stores in the Malang Raya region on 2018 year-end holidays, including: Malang: Bu Noer Aneka Rasa, Ciliwung; Malang Strudel, Semeru; Pia Cap Mangkok, Suhat. Kota Batu: Brawijaya Istana Oleh-oleh, Diponegoro. Malang Regency: Wisata Petik Madu, Lawang; Malang Strudel Singosari; Keripik Lumba-lumba, Turen.

Empirical studies show that Store Image has a significant positive effect on Buying Interest. The latest research conducted by Garrett et al. (2017), supporting previous studies conducted by Grewal et al. (1998), Park and Lennon (2009), Bao et al. (2011), Wu et al. (2011), Diallo et al. (2013), Agheshlouei et al. (2014), Chien et al. (2014), Das (2014), Karampour and Ahmadinejad (2014), Erdil (2015). Dunne et al. (2011) said that the key factor influencing customers' initial perceptions of sellers, is that sellers must be able to present an effective Store Image and provide a conducive shopping environment to increase sales. The principles are effective store planning, product presentation, and design, therefore

more customers are exposed to the product, which leads to increased tendency of Buying Interest.

The relationship between Store Image and Confidence in Private Label and Confidence in Non-Private Label is a novelty in this study. The foundation of this relationship theory was first stated by Bruce, et al. (2004), that customers form a series of Confidence in the store and decide whether the shopping environment reflects the type of store in which they want to buy from. Therefore, if the seller can identify the attributes of the Store Image which could attract the consumer segment, it is possible to manipulate both physical components and psychological images without losing the existing customer base.

Empirical studies show that Confidence (Private Label and Non-Private Label) have a significant positive effect on Buying Interest. The latest study conducted by Calvo-Porrall and Lévy-Mangin (2017), supporting previous research by Howard et al. (1988), Laroche et al. (1996), Geringer et al. (2014). Peter and Olson (2010), revealed that when customers are exposed to promotion as information in their environment, the cognitive processing model of decision making will run as an effect of promotion on customers. After customers exposed to promotional information, they will then process promotional communications and understand their meaning. Eventually, knowledge, meaning, and confidence resulted from promotional effects are integrated with other knowledge to create brand attitudes (buying interest) and lead to purchasing decisions.

Based on the background, theory and previous research, the research objectives can be formulated as follows:

- To find out the significant effect of Store Image on Buying Interests;
- To find out the significant effect of Store Image on Confidence in Private Labels;
- To find out the significant influence of Store Image on Confidence in Non-Private Label;
- To find out the significant influence of Confidence in the Private Label on Buying Interests;
- To find out the significant effect of Confidence in Non-Private Label on Buying Interests.

## LITERATURE REVIEW

The Grand Theory in this study is Marketing Management. This is the art and science of choosing target markets and acquiring, maintaining and growing customers through the creation, delivery and communication of superior customer values (Kotler and Keller, 2016).

Middle Range Theory in this study is Consumer Behavior. It emphasizes the way our minds work in formulating confidence, attitudes, and intentions in guiding our market choices (Foxall, 2016).

This research's Applied Theory is Buying Interest. Currently, Buying Interest is one of the most frequently examined problems at various universities and other institutions since many scientific problems are still being debated and still left unanswered (Mandhachitara and Poolthong, 2011; Hafezi et al., 2016). According to Shao et al. (2004) buying interest refers to efforts to buy products or visit stores to get services and offers.

Private Label Brands are built and developed by powerful retailers who market their own store brands, to differentiate from other brands (Kotler and Keller, 2016). Private Labels are also called Store Brands (Hawkins and Mothersbaugh, 2010). In this study, Private Label defined as a brand used by stores to sell food specialty as souvenirs from Malang and Batu in Malang region. In other words, the product brand is the same as the store brand. Whereas Non-Private Label is the brand listed on the product not the same as the seller's store brand. Products using Non-Private Label come from other manufacturers or other retailers who put their products to sell in gift stores in Malang.

The initial concept of Store Image was first put forward by Martineau (1958) who stated that Store Image was defined in the mind of each consumer, partly by functional attributes and the other by psychological attributes. In this study, Store Image is defined as the perception in mind of each consumer regarding the attributes of the store whether it is visible

or not, in relation to stores selling Malang and Batu specialty food products in Malang Raya region.

In the field of social psychology, Confidence is considered as a moderator of the relationship between attitude and intention (Ajzen, 1988; Bergkvist, 2004). In the field of marketing, Confidence is considered as a predictor of Buying Interest, not as a moderator of the relationship between attitude and intention (Howard and Sheth, 1969; Howard, 1989; Bergkvist, 2004). Confidence Constructions were first proposed by Howard and Sheth (1969) as one of the determinants of buying interest. They concluded that Confidence is positively related to interest (Laroche et al, 1996)

Confidence is different from trust. Confidence is a predictor and determinant of Buying Interest (Howard and Sheth, 1969), while trust is a predictor and driver of Buying Interest (Wiedenfels, 2009). Confidence is based on rationality and hope, while trust is based on cognitive, affective and moral (Smith, 2005). Confidence is supported by external references, while trust is more likely to be supported by internal references (Smith, 2005).

The definition of Confidence has been conveyed by experts, one of them according to Laroche et al. (1996), is the subjective certainty of customers in assessing the quality of a certain brand. In this study, Confidence is defined as the level of consumer valuation towards the ability to assess a product whether using a Private Label or Non-Private Label attached to a souvenir product of Malang and typical Batu food in the Malang Raya region.

Definition of Buying Interest according to experts, one of them Shao et al. (2004), Buying Interest refers to an effort to buy a product or to visit a store that offers services. In this study, Buying Interest defined as the consumer's intention to buy products with Private Label or Non-Private Label after making an assessment related to a store which sells Malang and Batu specialty food souvenir products in the Malang Raya region.

Based on the background, literature review and previous research, hypotheses can be formulated as follows:

- H1: Store Image has a significant effect on Buying Interest;
- H2: Store Image has a significant effect on Confidence in Private Labels;
- H3: Store Image has a significant effect on Confidence in Non-Private Label;
- H4: Confidence in Private Label has a significant effect on Buying Interest;
- H5: Confidence in Non-Private Label has a significant effect on Buying Interest.

Based on hypotheses above, research conceptual framework could be depicted as follows:

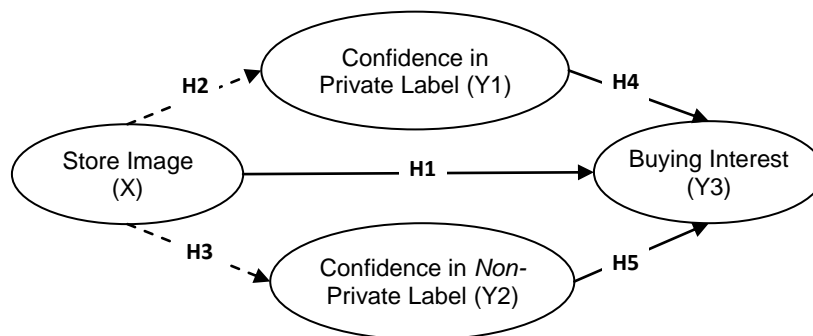


Figure 1 – Conceptual Framework (Source: Researcher, 2019)

## METHODS OF RESEARCH

The type of this research is explanatory research, which aims to gain an understanding and explanation on the relationship of the influence of independent variables and the dependent variable used in this study (Mouton and Marais, 1996). The study used quantitative survey approach, specifically by asking the same questions to the tested samples and later will be analyzed using mathematical calculations related to statistics and probability theory applied to the population and samples until conclusions in general could be drawn (Goerz and Mahoney, 2012).

The population characteristics in this study are infinite, because the number of customers of Malang and Batu specialty food stores in Malang Raya could not be identified. Sample criteria include: 1) Respondents are adult customers. According to Hurlock et al., (1990) adult age range from 18 years and older; 2) Respondents are customers who have purchased products at 7 different gift stores in the Malang Raya region.

The sampling technique is purposive sampling. Offline data collected from 7 gift stores on 2018 year-end holidays. Out of the 350 distributed questionnaires, 325 fulfilled the criteria. Thus, the sample size was considered ideal and met the criteria required by Hair et al. (2014) and GSCA (Generalized Structured Component Analysis) can be utilized.

## RESULTS OF STUDY

Table 1 – Goodness of Fit Analysis

Model Fit	
FIT	0.503
GFI	0.992
SRMR	0.093

Table 2 – Hypotheses Test by GSCA

Path Coefficients			
	Estimate	SE	CR
store_image->buying_interest	0.328	0.092	3.54*
store_image->confidence_pvt_lbl	0.164	0.080	2.04*
store_image->confidence_non_pvt_lbl	0.217	0.086	2.53*
confidence_pvt_lbl->buying_interest	0.200	0.086	2.33*
confidence_non_pvt_lbl->buying_interest	0.032	0.071	0.45

CR\* = significant at .05 level

Descriptive analysis result towards 325 respondents showed that most respondents were male (68%), as many as 42.2% were aged 18-30 years, 83.4% earned under 5 million rupiah per month, 60.6% visited in group, 77.8% stated its their first time visiting the store, and 44.3% received information about the store from a friend.

Based on the results of the Goodness of Fit analysis in Table 1., the FIT value is 0.503. This shows that the Buying Interest diversity can be explained by the overall model by 50.3% or in other words the Store Image and Confidence variable contribution (Private Label and Non-Private Label), to the Buying Interest of 50.3%. While the remaining 49.7% is the contribution of other variables not discussed in this study. The Global Optimization Index (GFI) is 0.992 > 0.9 (cut-off value), thus based on criteria, the construct formed is approved or feasible. SRMR value is 0.093 < 0.08 (cut off value), thus based on criteria, the construct formed is declared appropriate or feasible.

According to the GSCA analysis (Table 2.), H1: Store Image has a significant effect on Buying Interest, showing a Critical Ratio (CR) value of 3.54\* ( $CR > t_{table} (t = 2.00, \alpha = 5\%)$ ) and positive Estimate value (0.328). Therefore, it can be concluded that there is a positive and significant influence between Store Image and Buying Interest. This finding supports the theory and previous studies conducted by Dunne et al. (2011), Grewal et al. (1998), Park and Lennon (2009), Bao et al. (2011), Wu et al. (2011), Diallo et al. (2013), Agheshlouei et al. (2014), Chien et al. (2014), Das (2014), Karampour dan Ahmadinejad (2014), Erdil (2015), Garrett et al. (2017).

This means, according to the computer, the better the Store Image, the higher the Buying Interest for them. With the findings of this study, it is expected that gift store can further enhance the elements of Store Image, such as the variety of products, improved service, proper promotion, physical facilities, i.e. storefronts, parking area, bathrooms, rest

area, prayer room and convenience store atmosphere so that customers are more interested in buying at that time and will return in the future and are willing to recommend to people they know.

H2: Store Image has a significant effect on Confidence in the Private Label, resulting in a Critical Ratio (CR) of 2.04\* ( $CR > t_{table} (t = 2.00, \alpha = 5\%)$ ) and a positive Estimate value (0.164). Therefore, it can be said that there is a positive and significant influence between Store Image and Confidence in Private Label. The findings of this novelty study support the theory from Mazursky and Jacoby (1986), which stated that there is an attachment of the relationship between Store Image and Confidence in which the seller will try to adjust the Store Image to suit consumer perceptions so that customers have confidence in the product promoted at the store and will eventually lead to purchasing decisions and customer satisfaction. This indicates that the better the Store Image, the higher the Confidence in the Private Label. According to the findings, gift stores are expected to further enhance the elements associated with Store Image to raise customers' confidence about the products using their store brands (Private Label).

H3: Store Image has a significant effect on Confidence in Non-Private Label, with the value of Critical Ratio (CR) of 2.53\* ( $CR > t_{table} (t = 2.00, \alpha = 5\%)$ ), and positive Estimate value (0.217). This shows that there is a significant positive influence between Store Image and Confidence in Non-Private Label. This novelty supports the theory presented by Bruce et al. (2004), stated that there is an attachment of the relationship between Store Image and Confidence where the seller will create and shape the Store Image to meet consumer expectations so that customers have confidence in their store resulting in customers' interest and loyalty. The finding indicated that the better the Store Image, the higher the Confidence in Non-Private Label. If store owners want to increase consumer confidence in the product with another brand (Non-Private Label) in their store, then they must improve the elements associated with the Store Image.

H4: Confidence in Private Label has a significant effect on Buying Interest, resulting in a Critical Ratio (CR) value of 2.33\* ( $CR > t_{table} (t = 2.00, \alpha = 5\%)$ ), with a positive Estimate value (0.200). This can be said that there is a positive and significant influence of Confidence in the Private Label towards Buying Interests. This finding supports the theory and previous research conducted by Peter and Olson (2010) and Laroche et al. (1996). This indicates that the higher the Confidence in the Private Label, the higher the Buying Interest is. For this reason, store owners are expected to be able to increase consumer confidence in products using Private Label to raise the customer interest in buying.

H5: Confidence in Non-Private Label has a significant effect on Buying Interest. The research findings do not support the hypothesis because the results of the analysis produce a Critical Ratio (CR) value of 0.450 ( $CR < t_{table} (t = 2.00, \alpha = 5\%)$ ) and a positive Estimate value (0.032), which means there are positive effect that are not significant between Confidence in Non-Private Label towards Buying Interests. The findings of this study do not support the theory and previous studies conducted by Howard (1989), Howard et al. (1988), Geringer et al. (2014), Calvo-Porrall and Lévy-Mangin (2017). This is because the results of the descriptive analysis show that most respondents (60.6%) visited the store together in group, besides many respondents also visited for the first time (77.8%). Based on this analysis, the hypothesis is not significant because those who came for the first time in crowded groups still cannot establish their confidence, especially on products which do not use the same brand as the store name (Non-Private Label). Based on interviews with several visitors, they also showed that they were not sure about the Non-Private Label products, either from the display or the packaging, because they needed quality assurance from the store.

Based on the results of the analysis of indirect effects as shown in table 3., the effect of Store Image on Buying Interest through Confidence in Private Label produces  $t_{statistics}$  value of 3.144 ( $t_{statistics} > t_{table} (1.96)$ ). This means, there is a significant effect between Store Image and Buying Interest through Confidence in Private Label. Furthermore, test on the effect of Store Image towards Buying Interest through Confidence in Non-Private Label shows  $t_{statistics}$  value of 0.470 ( $t_{statistics} < t_{table} (1.96)$ ). Hence, it can be said that there is an

insignificant effect between Store Image on Buying Interest through Confidence in Non-Private Label. Furthermore, the model of the research results depicted in Figure 2.

Table 3 – Regression Analysis of Indirect Influence Test

Coefficients <sup>a</sup>					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	3.311	1.058		3.131	.002
Store Image	.243	.039	.325	6.270	.000
Confidence in Private Label	.543	.173	.203	3.144	.002
Confidence in Non-Private Label	.086	.182	.031	.470	.639

a. Dependent Variable: Buying Interest

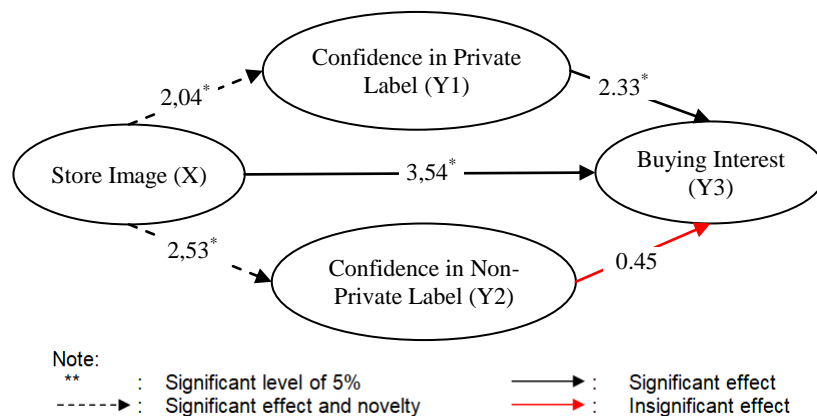


Figure 2 – Research Result Model

### CONCLUSION

Based on the results of data analysis, findings, and hypothesis testing, it can be concluded that:

- Store Image has a positive (0.328) and significant effect (3.54\*) on Buying Interests;
- Store Image has a positive (0.164) and significant effect (2.04\*) on Confidence in Private Labels;
- Store Image has a positive (0.217) and significant effect (2.53\*) on Confidence in Non-Private Label;
- Confidence in Private Label has a positive (0.200) and significant effect (2,330\*) on Buying Interests;
- Confidence in Non-Private Label has a positive (0.032) and insignificant effect (0.450) on Buying Interests;
- There is an indirect significant effect between Store Image and Buying Interest through Confidence in Private Label of 3.144;
- There is an indirect and insignificant effect between Store Image on Buying Interest through Confidence in Non-Private Label of 0.470.

This study was limited to only on customers in 7 stores that sell Malang and Batu food specialty as gift from the area of Malang Raya, East Java, Indonesia. So, the results of the study cannot be generalized to other store models or other geographical areas other than this study.

Suggestions for further research, researchers may add information, brand recognition, attitude and purchasing decisions variables as proposed in the theory of the Consumer Decision Model by Howard et al. (1988) or other variables.

As for local governments, the findings from this research could be used as a reference in developing policies specifically on tourism management and tourism development.

For store owners, the findings of this study may be used as a basis in developing business strategies, especially in the field of marketing.

## APPENDIX

Store Image variable indicator:

- Products: So many variations of products available in this store;
- Services: Salespeople at this store provide very good service;
- Promotion: This store has carried out promotional activities (business cards, brochures, banners, etc.);
- Physical Facilities: Product layout/arrangement, shelves, storefronts are very good;
- Convenience: Parking lots, bathrooms, rest areas and mush olla in this store could be found very easily;
- Shop atmosphere: The atmosphere of the store is very comfortable.

Private Label Confidence variable indicator:

- Confidence in branded products with the same name as the store: If there are similar products in this store, I am more confident about the products using this store brand (for example: if there are two brands of banana chips, I will choose the one using this store brand).

The Non-Private Label Confidence variable indicator:

- Confidence in other brand products which name is different from the store name: If there are similar products in this store, I am more confident about the products using other brand name (example: if there are two brands of banana chips, I choose the one using another brand name).

Buying Interest variable indicators:

- Possibility of buying currently: I tend to buy in this store;
- Possibility of buying in the future: I will return to this store in the future;
- Possibility to recommend to friends: I will recommend this store to my friends.

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