

5. SUMMARY AND RECOMMENDATION

5.1. Summary and Conclusions

Based on the discussion in the previous chapter, below are the summaries of this research:

- Validity and Reliability tests show that there are several indicators, which need to be deleted. In the beginning of this research, the writers have 21 indicators those are grouped into 3 variables. The three variables are Store Layout, In-store stimuli, and also Store Location. While after conducting the validity and reliability tests, the writers have to eliminate 6 indicators, which are: product grouping based on size, product grouping based on price, color, scent, product information, and availability of public transportation.
- Rodalink Jurong East in Singapore does have a poor store environment management. This statement is proving the hypothesis one in this research. This result is supported by Gap Analysis between Current and Ideal Condition Evaluation in Rodalink Jurong East, as described in the previous chapter. From that model, it can be seen that all of the indicators have negative gap, which means that the current condition is still below the ideal evaluation.
- The result of multiple regression model analysis answers the research statement that good store environment significantly influences the customer buying intention in Rodalink Jurong East Singapore toward Polygon product. From the adjusted r square, 32.2% of the independent variables can explain the customer's buying intention in Rodalink Jurong East. However, the writers realized that there are still 67.8% of other factors which might explain the customer's buying intention, which is the other 3Ps in Marketing Mix model those are Product, Price and Promotion.

- From the F-test result, the F-value is proven significant since the Sig is less than 0.05 ($0.000 < 0.05$). Thus, the writers accept that good store environment does significantly influence customer's buying intention in Rodalink Jurong East.
- From the t-test result, the writers conclude that Store Layout significantly influences the customer's buying intention in Rodalink Jurong East. It means hypothesis 2 is accepted. However, from the t-test, In-store Stimuli and Store Location do not significantly influence the customer's buying intention in Rodalink Jurong East. It means that hypothesis 3 and hypothesis 4 are rejected.

To conclude, there are two hypotheses in this research that are accepted and proven from the result of the analysis using Multiple Regression and Customer's Evaluation toward Current and Ideal Condition of Store Environment in Rodalink Jurong East. While the hypothesis 3 and hypothesis 4 are rejected since t-test failed to prove that In-store Stimuli and Store Location significantly influence the customer's buying intention in Rodalink Jurong East.

5.2. Recommendations

In order to solve the fact that Rodalink Jurong East has poor store environment management as stated in the proven hypothesis one, the writers would like to propose the Shop in Shop Concept for Rodalink Jurong East. This concept aims to improve the store environment, especially the store layout variable, since it is the most significant factor in this research. In addition, from the second stage questionnaire, the writers also have asked about this proposed concept. From the result, 43% (43 out of 100) of the respondents very agree that this proposes concept is more attractive than the current condition and 31% (31 out of 100) of the respondents agree that this proposes concept is more attractive than the current condition. It means that most of the respondents have positive response toward this proposed concept. Thus, the current concept needs to be improved as the proposed concept. It is supported by 46% (46 out of 100) of the

respondents who very agree and 24% (24 out of 100) of the respondents who agree that the current concept needs to be improved as the proposed concept.

Firstly, this new Shop in Shop concept will be applied into Polygon counter in Rodalink Jurong East, since it is the main product of PT. Inera Sena, which is the parent-company of Rodalink. For this concept, the writers propose 2 plans of Polygon booth design. The first plan is the two-storey Polygon booth, while the second plan is one-storey Polygon booth. Besides proposing the sketch, the writers also explain the material, color, and also number of the material needed for the booth, flooring, and also for the product displays. This proposal is expected will be able to increase the sales performance of Polygon in the end, since this concept will classify and group Polygon's products way better than the current condition. This will make customers to feel comfortable and easier to find their desired products, which will lead to higher buying intention simultaneously. Besides, this concept of counter also will attract more customers to visit Polygon's booth, since it will be the most eye-catching and biggest spot in Rodalink Jurong East. Therefore, confidently, the sales per square meter index will be higher, and the sales target from the company will be able to be achieved.

Here below is the detailed proposed concept for the improvement of Rodalink Jurong East store environment as a whole.

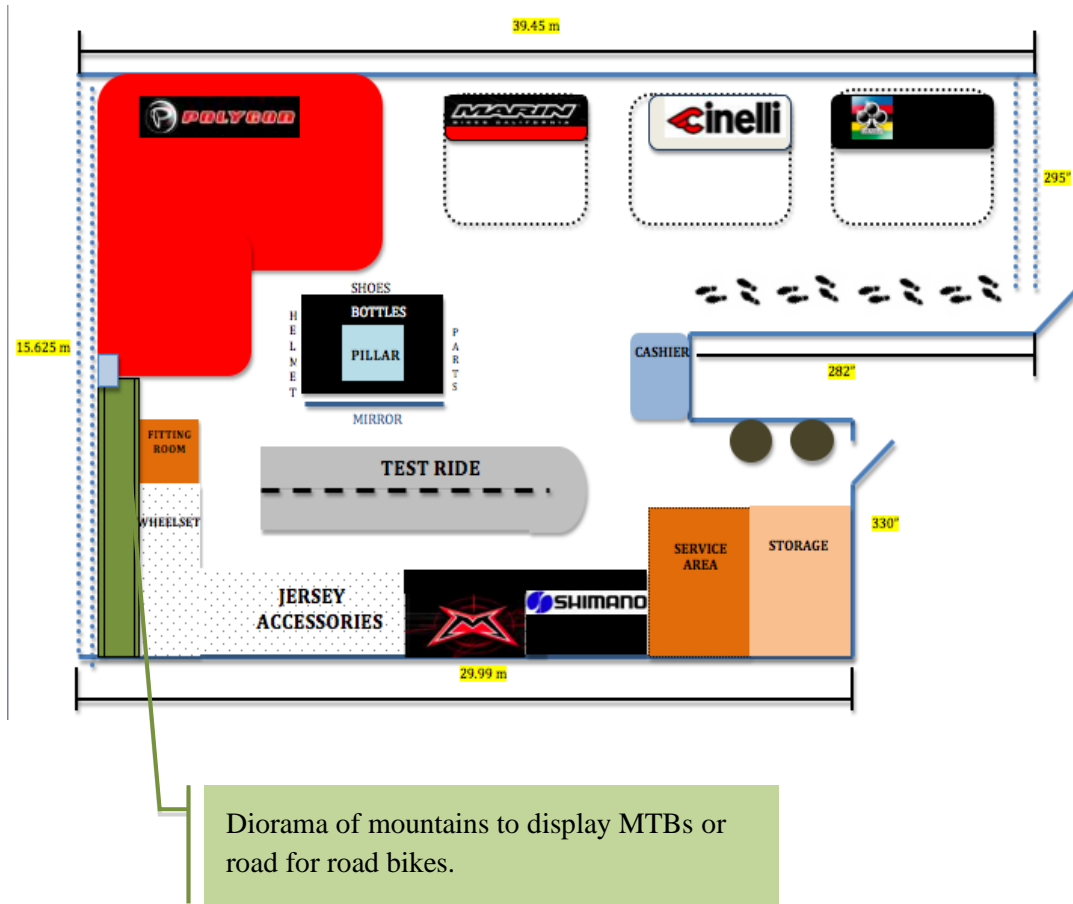


Figure 5.2.1 Proposed Store Layouts

This new store layout is proposed based on several considerations as follows:

- The location of each booth.
 - Colnago

The location of Colnago is put at the front of the store, since it sells the upper-end road bicycle. The eye-catching Colnago bicycles will attract people to come and visit the store.
 - Cinelli

The location of Cinelli is put near to Colnago, since it sells the same type of bicycle, which is road bicycle.
 - Marin

This booth is located between Cinelli and Polygon, since Marin is specialized in selling mountain bicycles, which is different from Cinelli and Colnago.

- Polygon

It is important to build special booth for Polygon, which displays all of Polygon's products, including parts and accessories. This booth should be the biggest and most eye-catching one, compared to the other brands' booths. Besides, although the location of Polygon booth is at the back of the store, the sites of other brands' booths should not limit the sight of visitors to see Polygon booth. Additionally, the size of Polygon's logo also must be bigger than the size of other brands' logo, so there will be a distinction between Polygon and other brands' booth-logo. Therefore, this booth will attract and catch visitors' attention to come and visit once they enter the store. Later below there will be a detailed explanation about proposed Polygon booth.

- Fitting Room

There is a fitting room at the back of the store, near to the location of apparel display. In this fitting room, the visitors who want to try wearing the apparels will be able to try fitting them.

- Mirror

The mirror is located near to the jersey and helmet display, so the visitors who want to try wearing those apparels will be able to look at themselves in the mirror.

- Parts and Accessories

It is located near to the service center, so it will ease the repairman to take the parts or accessories in repairing the bicycles.

- Service Center

This is located in the corner, near to the storage, so the store will be looked clean and not messy.

- Test Ride

The test ride site is located among the center of the store, cashier, storage, and also the service area. Thus, it will attract more visitors to try riding and possessing the bike. This site is crucial since trying before buying a bike is necessary.
- Cashier

Cashier is located in the center of the room, so it will ease all visitors who want to do transaction, either they want to buy products or to get service of their bicycles.
- Chairs

There are also chairs near to the service center, so the customers who are waiting for their bikes to be assembled or repaired will be able to sit down.
- The product display location

For a better spatial arrangement and a nicer look of product display and layout, the empty wall should be utilized for hanging the bicycles or parts. Moreover, the ceiling height of this store is very high, which is 10 meters. Therefore, it will not create a crowded impression.
- The booth boundary lines

There should be additional lines on the floor to differentiate each booth from different brands, so the visitors will be able to know which products are from which brand.
- The dimension of each booth

The size or dimension of each booth is different, depends on the amount of products to be displayed in each booth.
- The revenue per square meter

This should be considered also so Rodalink will be able to utilize the area inside the store optimally.

Besides, there are also several other things to be contemplated, such as:

- The wallpaper on the upper wall

The upper wall of Rodalink seems very empty with white paint, while the height of the upper wall is very high. Thus, it can be utilized to put wallpaper of bicycles with scenery or the pictures of athletes, which can create sporty and elegant environment inside the store.

- The cleanliness of the store

There should be no boxes of the bicycles put around the store, so the appearance of the store will be tidy and clean. Boxes should be located inside the storage room.

Those above are the proposed general concept related to Rodalink Jurong East as a whole. To be more specific, the writers also propose detailed descriptions of Polygon booth concept for Rodalink Jurong East.

PLAN A

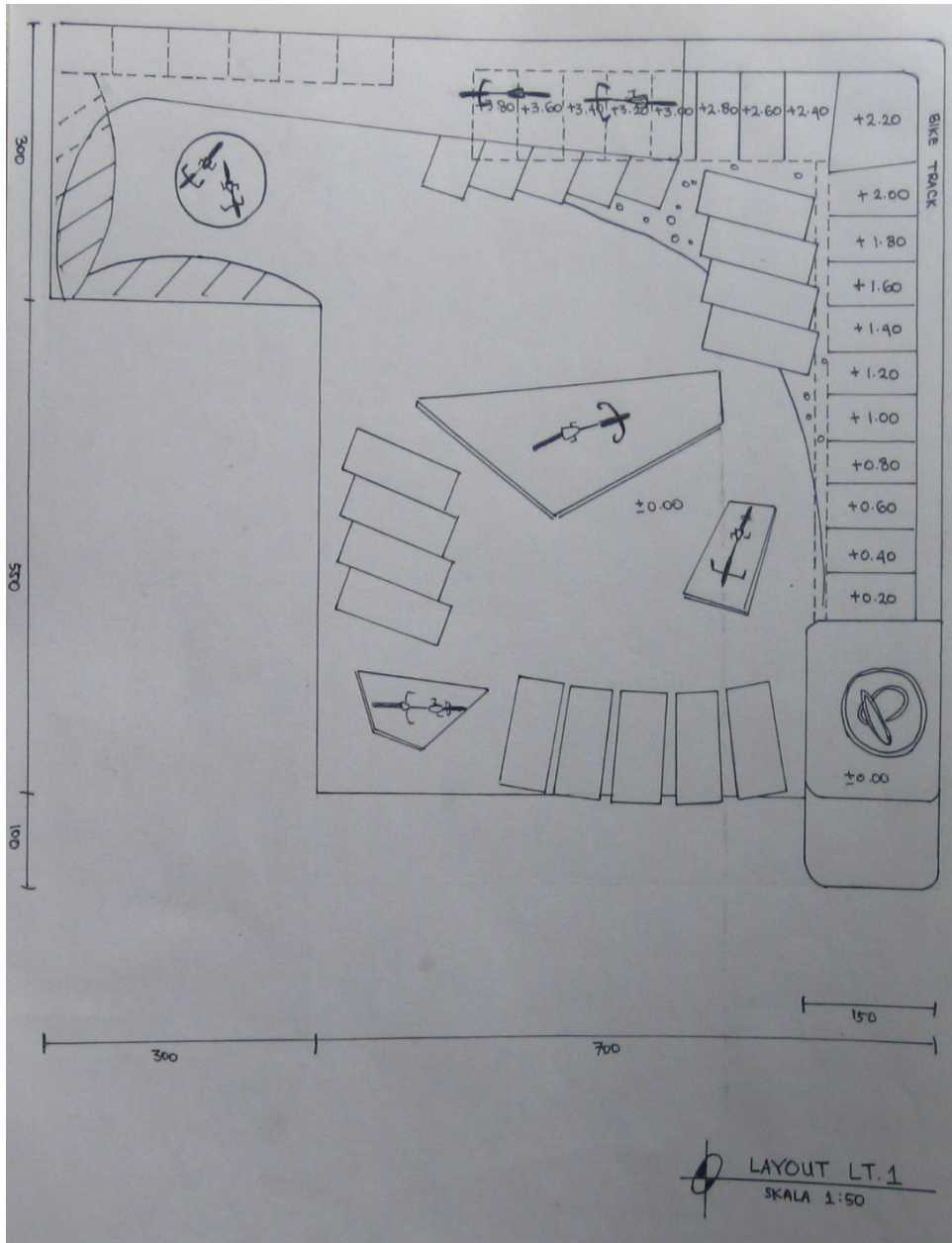


Figure 5.2.2 Main Entrance Perspective (Plan A)

Main Entrance Perspective

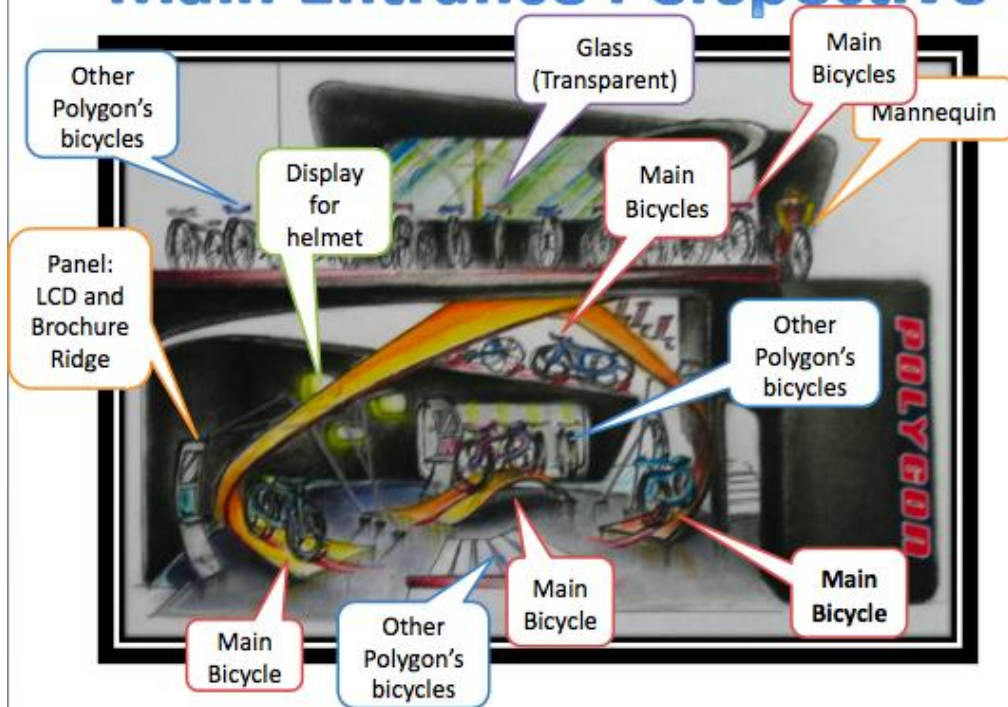


Figure 5.2.3 Plan A: First Floor (Main Entrance Perspective)

- The main booth
 - Color : Black
 - Material of wall and stair : Plywood/ Multiplex 6 mm (painted in Matt Black or covered by Black carpet)
 - Frame of the wall of Booth : Steel (“Besi siku”) and Hollow Steel
 - Frame of the stair : Steel (“Besi siku”) and Canal-C Steel

- The main product display
 - Color : Yellowish orange
 - Material : Hollow Pipe (d = 10 cm) with Plywood/ Multiplex 6 mm (above and below the pipe), then covered by carpet or painted in matt yellow
 - Example of the display:



Figure 5.2.4 Displays for Main Products (Plan A)

- The other product display (in the shelves)
 - Color : White
 - Material : Plywood/ Multiplex 6 mm (painted in white)
 - Example of the display:



Figure 5.2.5 Displays for Other Products (in the Shelves)

- The other product display (out of shelves)
 - Color : Black and Silver
 - Material :
 - The seating : Steel
 - The frame : Steel pipe and steel plate
 - The feet : Doubled Plywood/ Multiplex 18 mm, covered with Finished Acrylic in Marble motive
 - Example of the display:



Figure 5.2.6 Displays for Other Products (Out of Shelves)

- The shelf for helmet
 - Color : White
 - Material : Plywood/ Multiplex 6 mm (painted in white)
 - Example of the display:

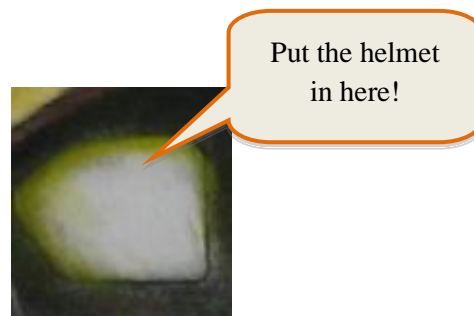


Figure 5.2.7 Shelves for Helmet (Plan A)

Kids Corner + Other Bicycle Display

- The display for Kids Gloves (acrylic hands)
 - Color : Cream colored or Silver
 - Material : Acrylic
 - Example of the display:



Figure 5.2.8 Displays for Kids Gloves (Plan A)

- The display for Kids Bikes
 - Color : Different color for every circle
 - Material : Acrylic
 - Example of the display:



Figure 5.2.9 Displays for Kids Bikes (Plan A)

- Other bicycle display
 - Color : Yellow
 - Material : Plywood/ Multiplex 12 mm, with wooden frame, then covered by carpet or painted in matt yellow
 - Example of the display :



Figure 5.2.10 Displays for Other Bicycles (Plan A)

Lighting:

- 6 lamps for the main booth
- 5 bulbs for the all main product display
- 4 bulbs for the other product display (in the shelves)
- 5 bulbs for the other product display (out of shelves)
- 3 bulbs for the shelves of helmet

Flooring:

- Granite Tile in Black

SECOND FLOOR

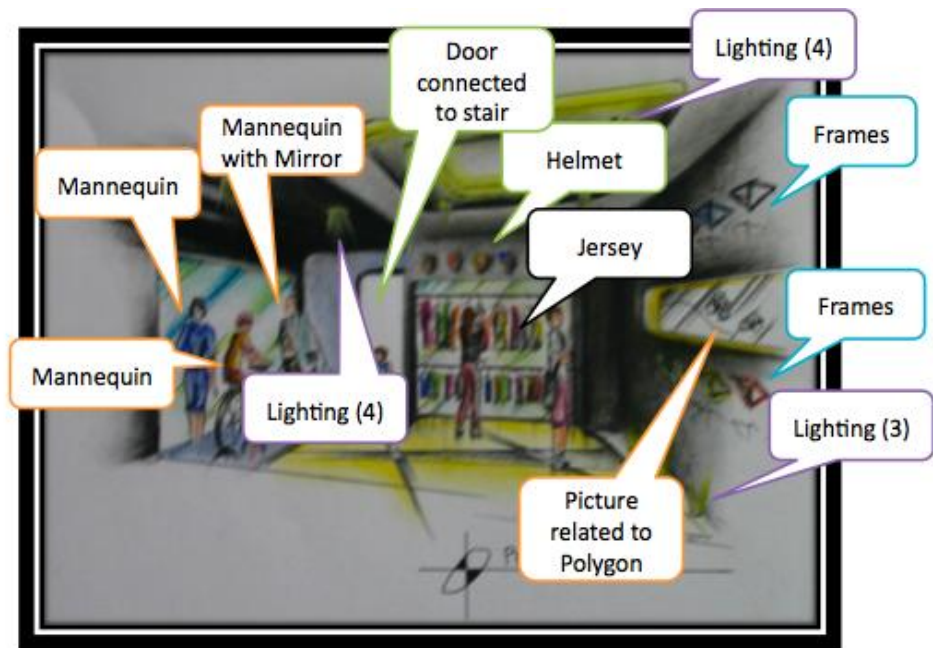


Figure 5.2.11 Second Floor Perspective

- The main booth
 - Color : Black
 - Material of wall : Plywood/ Multiplex 6 mm (painted in Matt Black or covered by Black carpet)
 - Frame of the wall : Steel (“Besi siku”) and Hollow Steel

- The main shelves for jersey and shorts
 - Color : White with Yellow List
 - Material : Plywood/ Multiplex 6 mm (painted in white)
 - Example of the display:

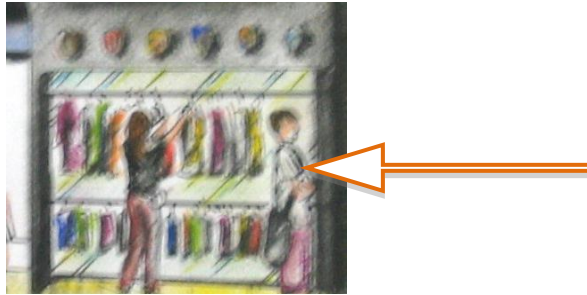


Figure 5.2.12 Shelves for Jersey and Shorts (Plan A)

- The display for helmet (hanging on the wall)
 - Color : Black or Silver
 - Example of the display : (like current display in Rodalink)



Figure 5.2.13 Displays for Helmet (Plan A)

- The display for frame
 - Color : Black
 - Example of the display: (like current display in Rodalink)



Figure 5.2.14 Displays for Frame (Plan A)

- The shelves for parts
 - Color : Black
 - Example of the display: (like current display in Rodalink)



Figure 5.2.15 Shelves for Parts (Plan A)

- The display for Gloves (this rack is put on the shelves for parts)
 - Color : Black
 - Material :Stainless Steel
 - Example of the display:

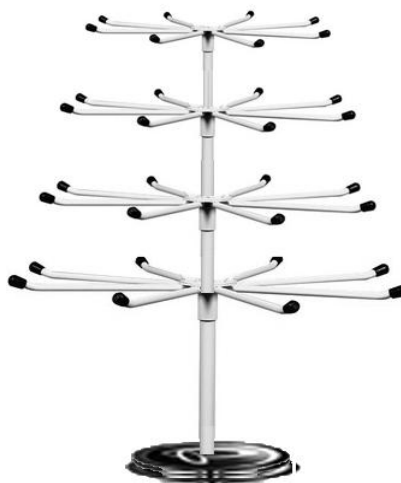


Figure 5.2.16 Displays for Gloves (Plan A)

- Special display for New-Arrival Gloves (this display is put on the shelves for parts)
 - Color : Black or Silver
 - Material : Acrylic
 - Example of the display:



Figure 5.2.17 Displays for New-Arrival Gloves (Plan A)

- The display for Handlebar (This rack is put on the corner, between the shelves for parts and the mannequins)
 - Color : Black
 - Material : Stainless Steel Pipe
 - Example of the display: (Standing Columns)

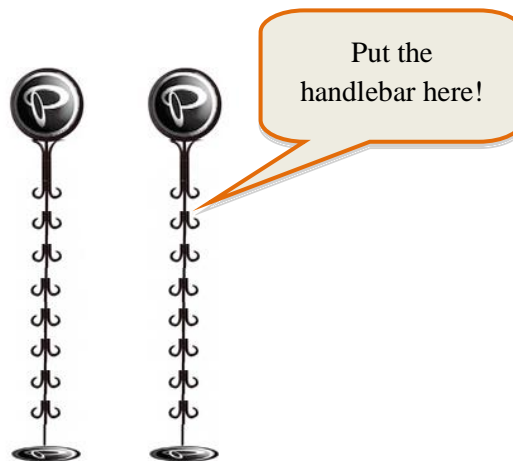


Figure 5.2.18 Displays for Handlebar (Plan A)

Lighting:

- 8 bulbs for the main booth (4 in the center, 4 in mannequin area)
- 3 bulbs on the floor, in frame display area
- 3 bulbs above the glove display area

Flooring:

- Yellow and Black Granite Tile

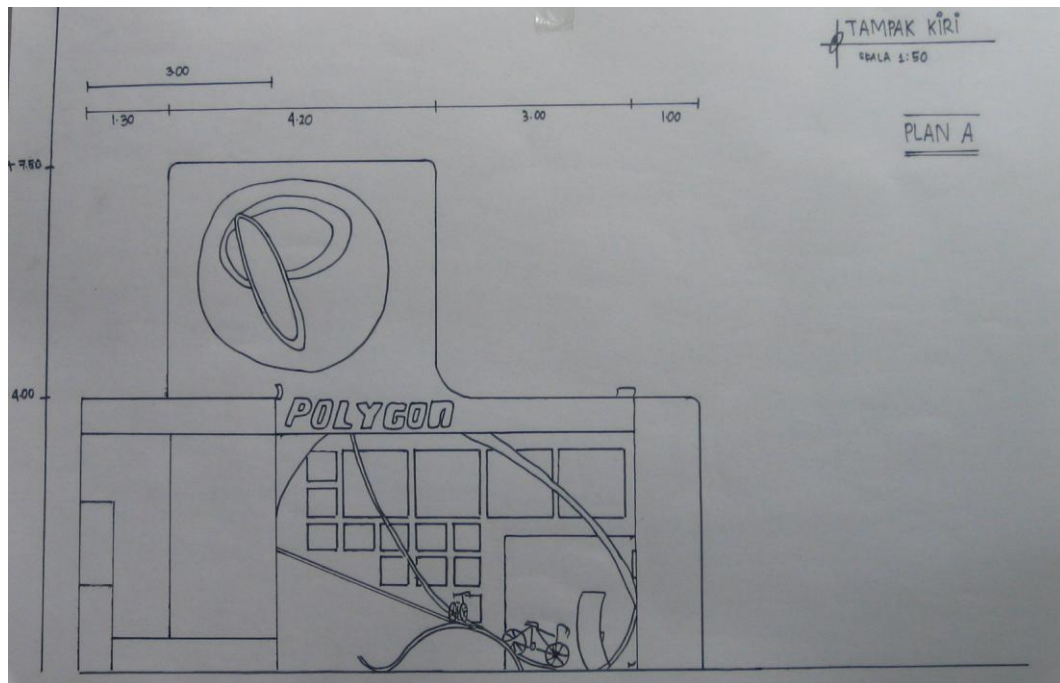


Figure 5.2.19 First Floor (Left Side Perspective)

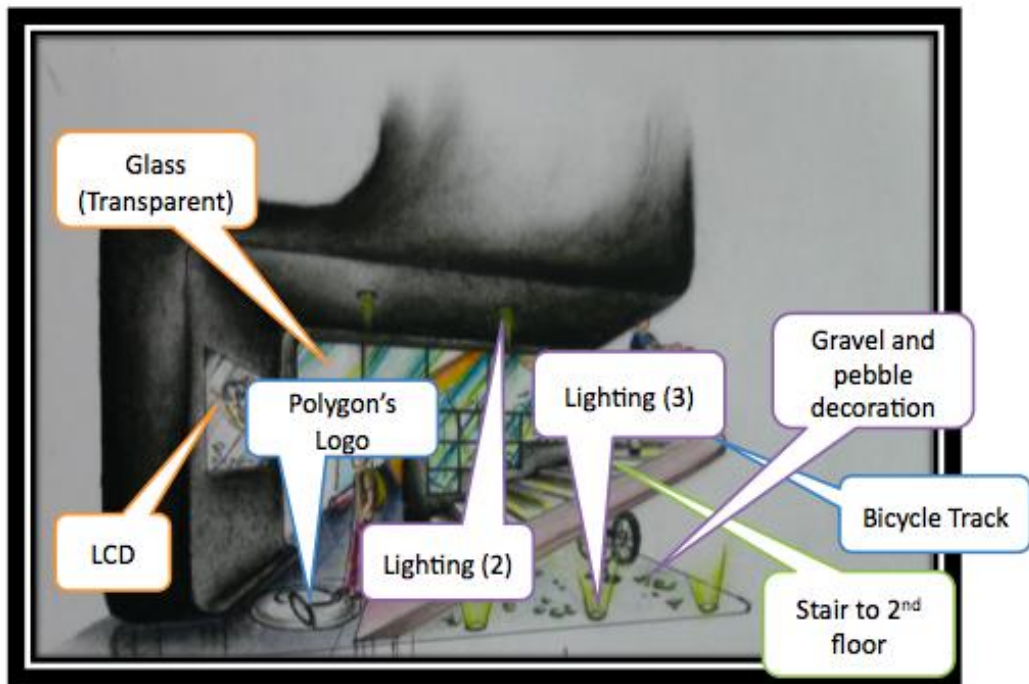


Figure 5.2.20 First Floor (Right Side Perspective)

Here below is the detail plan B of “Shop in Shop” concept in Rodalink Jurong East, Singapore.

PLAN B

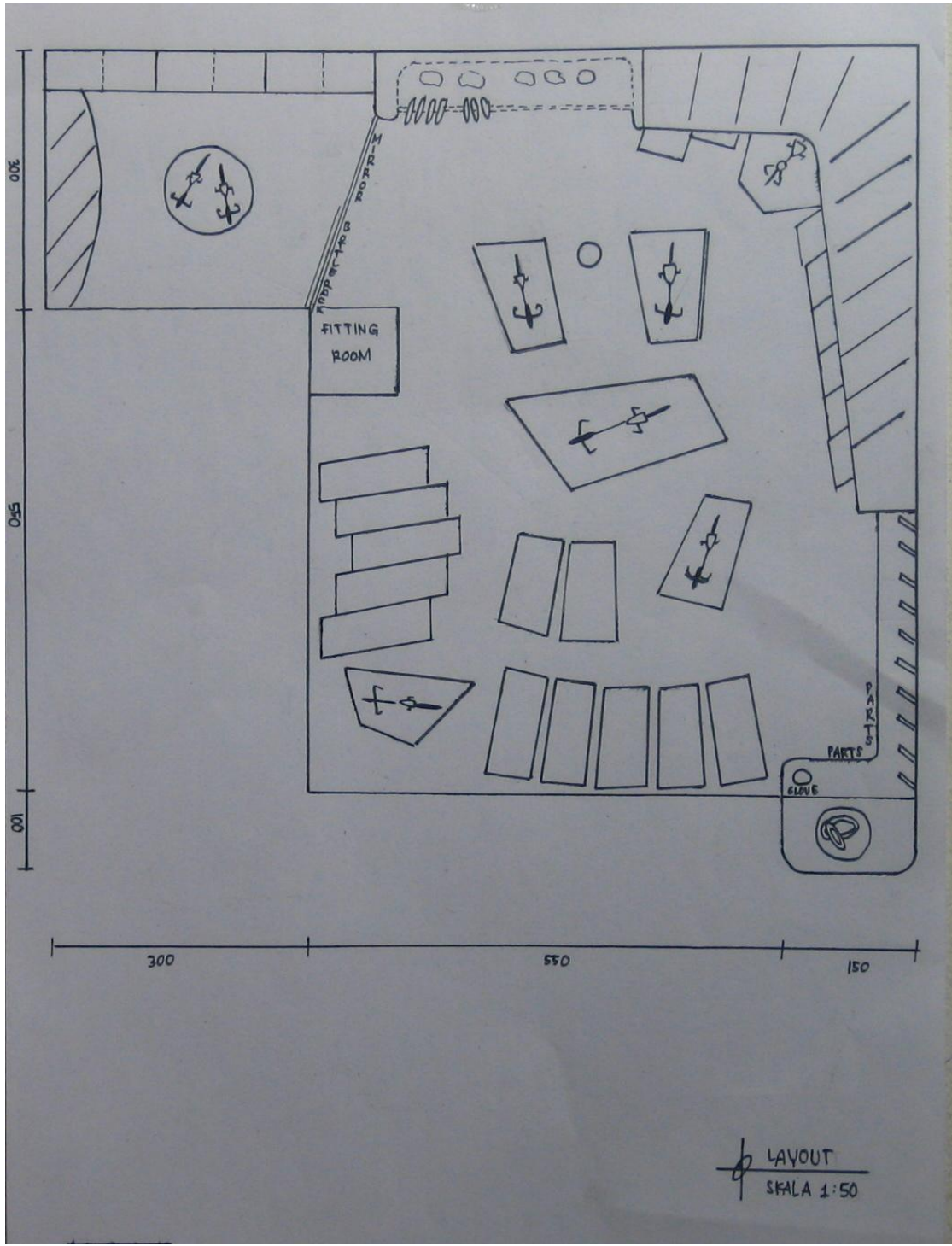


Figure 5.2.21 Main Entrance Perspective (Plan B)

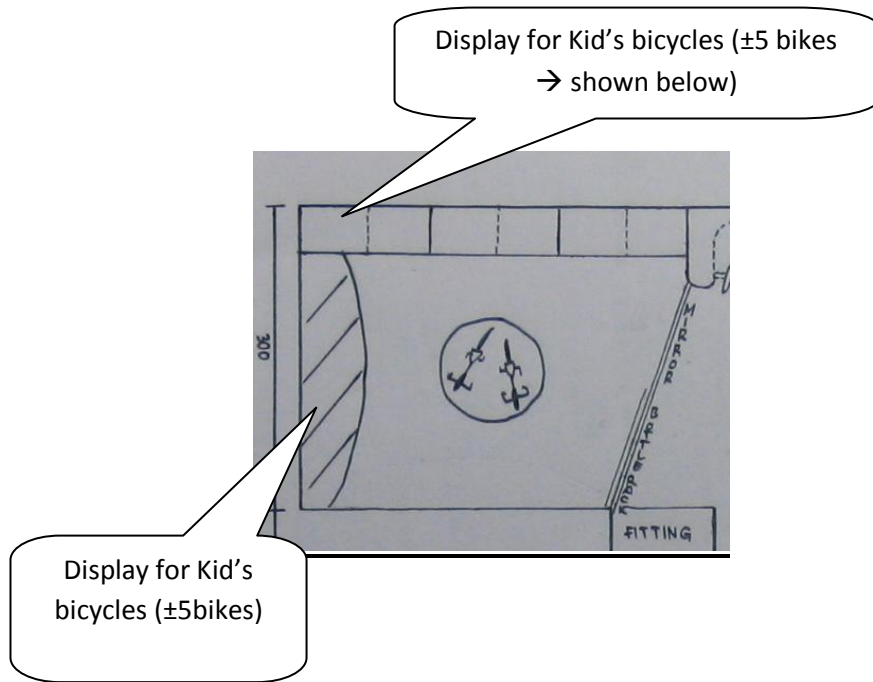


Figure 5.2.22 Kid's Area



Figure 5.2.23 Main Entrance Perspective (Plan B)

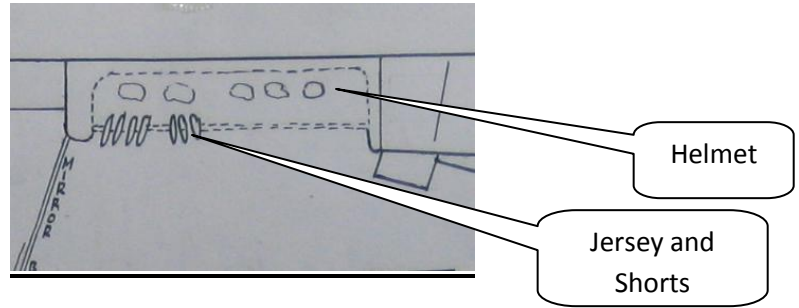


Figure 5.2.24 Main Entrance Perspective (Plan B)

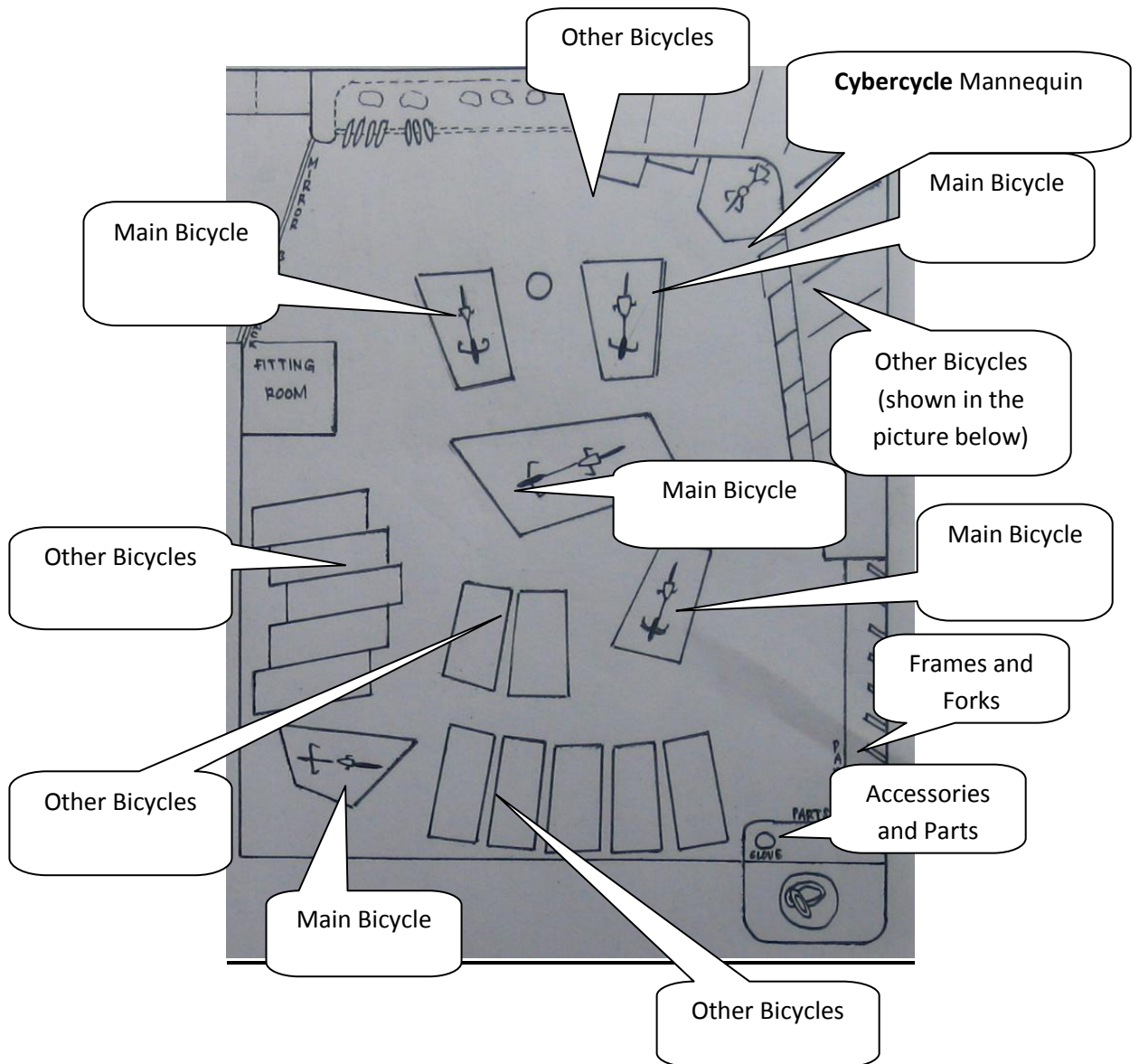


Figure 5.2.25 Main Entrance Perspective (Plan B)

- The display for gloves

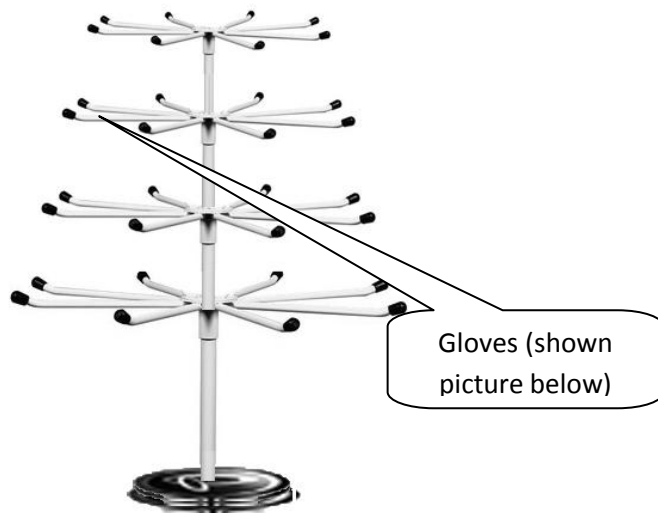


Figure 5.2.26 Displays for Gloves (Plan B)

- The display for other bicycles (put them standing on the wall)
 - Color : Black
 - Material : Plywood/ Multiplex 6 mm with Steel Frame (“Besi siku”)
 - Example of the display:



Figure 5.2.27 Displays for Other Bicycles (Plan B)

- The other detailed information (such as the colors and also materials) about other displays are the same as those in PLAN A



Figure 5.2.28 CyberCyle or Moving Mannequin

The Cybercycle can be used to merchandise all bikes, bike wear, sports wear, casual clothing and accessories. The Cybercycle movement is smooth, lifelike and entertaining. Cycling Moving Mannequins are a powerful marketing tool for any retail bike store, brand distributor or manufacturer.

The Cybercycle base mechanism can be adjusted to hold and display virtually any mountain bike. The mechanism that drives the bicycle is contained within the base mechanism. The base mechanism drives the bicycle peddles which in turn drives the legs of the Cybercycle mannequin. The peddles, legs and wheels all move together to create a dynamic display. Cybercycle is produced by ADM (UK) LTD, which manufactures high quality life-size, robotic, animated, and moving mannequins called Cyberquins.

Cyberquins are the only running, walking and cycling mannequins in the world. Their incredibly smooth lifelike motion attracts maximum attention making the moving mannequins a powerful marketing tool. Cyberquins create a dynamic entertaining animated display ideal for visual merchandising in retail stores, exhibitions and theme parks. Animatronic Cyberquins (moving

mannequins) not only have realistic human movement but they are durable and easy to use. Cyberquins have now been used in over forty countries by some of the world's biggest companies to successfully promote their products. Cyberquins are used by Multiple retailers, Independent retailers, Brand distributors, wholesalers, Marketing agencies, Visual merchandising organizations, Exhibition companies, museums, Theme parks, Stadiums and Sports cafes.

5.3. Limitations of the Research

Firstly, this research is conducted toward a store, which is located in different country from the writers' locality. It analyzes the store environment of Rodalink Jurong East, which is located in Singapore. Thus, the writers found difficulties in describing the actual condition of Rodalink Jurong East, since the writers did not have a chance to visit the store directly due to the limited time and funds.

The next limitation of this research is the location of the respondents, which is in Singapore. Thus, it limits the direct interaction between the writer and the respondents, since the writers cannot directly spread the questionnaires and interact with the respondents. Thus the results of the questionnaire might not be really clear as the respondents might be misunderstood the questions. Besides, it also prevents the writer to explore the respondents deeper, which can only be done through direct interaction such as interview.

Additionally, the number of the sample of the respondents is only 10% of the total visitor of Rodalink Jurong East in a month. Hence, this sample might not represent the response of the total population.

Last but not least, this research covers only toward Place factor out of all 4Ps Marketing Mix Model. There are two reasons that support the writers in analyzing only this factor. Firstly, the writers found the reason from the result of interviewing the Polygon International Marketing Manager and staffs. It is known that the main issue faced by Rodalink Jurong East is related to Place factor. Another reason, PT. Insera Sena as the parent-company of Rodalink and Polygon

also requests the writers to analyze and propose the new concept of store environment for Rodalink Jurong East. Thus, the writers only analyze the Place factor specifically.

5.4. Suggestion for Further Research

After conducting this research, the writers have some suggestion for further research:

- The next research can have more number of samples to get an overall wider overview.
- Since this research only covers the Place factor out of 4Ps in Marketing Mix Model, the writers suggest for further research to also analyze about the relationship of other factors in Marketing Mix, such as: Product, Price and Promotion toward the customer's buying intention.
- Besides, the writers also suggest the further research to target the members of the store only as the sample, since the members are the ones who know deeper about the detailed store environment, rather than the visitors who are not members.
- Last but not least, the writers would like to suggest to analyze the impact of store environment toward the customer's buying decision in Rodalink Jurong East as the further research. It is because customer's buying decision is the one, which directly affects the sales performance of Rodalink Jurong East.

The result of suggested research may give the company better understanding to solve the problem faced by Rodalink Jurong East.