

## Store Layout and Purchase Intention: Unraveling a Complex Nexus on Indonesian Minimarket

Elkana Timotius <sup>1\*)</sup>; R Dimas Widya Putra<sup>2)</sup>

<sup>1\*)</sup> [mr.elkana@gmail.com](mailto:mr.elkana@gmail.com) / [elkana.timotius@ukrida.ac.id](mailto:elkana.timotius@ukrida.ac.id), Universitas Kristen Krida Wacana, Indonesia

<sup>2)</sup> [r.dimaswidyaputra@gmail.com](mailto:r.dimaswidyaputra@gmail.com), Institut Teknologi Bandung, Indonesia

\*) Corresponding Author

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### ABSTRACT

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**Objectives:** The store layout in a minimarket is a strategy to encourage repeat purchases from customers. This study attempts to assess the layout design of the minimarket in Indonesia and comprehend its contribution to purchase intention.

**Methodology:** This research observed two well-known minimarkets in Indonesia, namely Alfamart and Indomaret. A literature review associated with field findings was conducted to find their relationship to consumer purchase intention.

**Finding:** Consumers' shopping behavior in minimarket retail stores in Indonesia does not show much difference from the behavior of consumers in other countries. Consumers will not linger in a store that is generally not too large. They come to minimarket retail stores not for "window shopping" but have planned beforehand on the products that they will buy.

**Conclusion:** A grid design in the minimarket is effective to shape consumer behavior by directing their movement, shopping effectiveness, and control. However, it needs a product display management that arouses interest in buying that invokes the feeling of completion and diversity, but also does not look too full and messy.

**Keywords:** Retail Business; Minimarket; Store Layout; Purchase Intention; Shopping Behavior.

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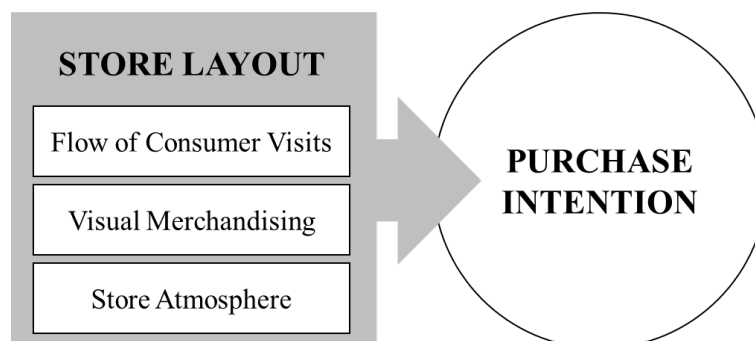
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## INTRODUCTION

Retail business has been formed since the beginning of human life. As social beings, humans have needs that must be met and are interdependent. However, along with technological developments and shifts in consumer spending patterns, the retail business continues to experience changes. Currently, the retail business is not only a process of buying and selling products in retail from producers to consumers through retail stores but also has an essential role in the economy of the community in their areas (International Finance Corporation, 2021; McGreevy, 2016; PricewaterhouseCoopers, 2014; Williams, 1997). Amadeo and Brock (2021) mention that the availability of products in the community will make the wheels of the economy spin and make life move in harmony.

The retail store layout arrangement regulates the flow of consumer visits and visual merchandising, and the store atmosphere (Stock & Lee, 2013; Štulec et al., 2016). Elements related to the five senses, such as wall color, lighting intensity, display rack shape, background music, and air freshener are believed by Lewison (1994) to stimulate positive emotions that affect consumer behavior and interest in shopping. However, not all retail stores can apply the same store layout concept. Retailers must consider the limitations of the store area, the variety of products displayed, and the consumer's shopping goals. Retail stores with a boutique concept in a mall can arrange their store layout optimally, but it will not be easy to apply it to retail stores with a minimarket concept. Research conducted by El-Murad et al. (2012) found that retail stores with minimarket formats have difficulty to freely design the store's layout due to the narrow shopping area in the store. The products sold are not very diverse and tend to be monotonous. Consumers who shop at minimarkets prioritize speed and practicality. Compared to consumers who shop at hypermarkets, they put more emphasis on product assortment, quality variance, trust, and private labels. That is why their purchase intentions differ from those who shop at hypermarkets and smaller stores (Najib & Santoso, 2016). However, retail stores with a minimarket format still have to pay attention to the layout of the store in order to become convenience stores. This logic thinking is shown in Figure 1 as the conceptual framework of the research.



**Figure 1.** Conceptual Framework

According to World Bank (2019), as a developing country with the 4th largest population globally, the Indonesian economy depends on retail, especially shops with the minimarket format. Kementerian Perdagangan Republik Indonesia (2020) optimistically stated that retail

trade always contributes more than 10% of the Gross Domestic Product and even continues to grow during the COVID-19 pandemic. This finding shows that the retail business in Indonesia indeed has the potential to drive the national economy. Lestari (2018) states that 95% of the minimarket market share in Indonesia is dominated by the Alfamart and Indomaret retail store chains. Alfamart owns 15,434 outlets until the end of 2020 and 18,708 Indomaret outlets as of April 2021 spread across cities in Indonesia (Bisnis Indonesia, 2021). Since starting their work in the trading and distribution business in 1988-1989, both have been running a franchise business model in the form of a minimarket with the concept of a modern retail store with self-service, fixed price, and open display.

The phenomenon of the rapid growth of retail stores with minimarket formats in Indonesia is interesting to study. For more than 30 years, the Alfamart and Indomaret minimarket retail store chains have continued to grow and even survived in the face of the 2008 global financial crisis and the 2020 COVID-19 virus pandemic. Considering the results of theoretical studies on store layout and empirical data on the growth of minimarkets in Indonesia, the layout of stores in Alfamart and Indomaret serves as the object of a critical review of this research. The research findings are expected to answer the question of whether the layout of the retail store in the minimarket format can increase consumer interest in shopping. The views of architectural scholarship and retail business management are combined through scientific studies with a literature review approach to answering the formulation of the problem.

The research object in Indonesia becomes the research novelty. So far, studies on retail store layouts published in various journals tend to use objects from western countries. There are differences in social behavior, economy, and consumption patterns in developing and developed countries (Vykopalová, 2014; Baranski et al., 2017; Karoui & Khemakhem, 2019; Kremer et al., 2019). In actuality, the proper store layout encourages purchase intention, both for current purchases and the potential for future purchases (Kusumawardani et al., 2018). In addition, many retail stores tend to arrange their store layouts with traditional and repetitive designs that look outdated (Juel-Jacobsen, 2015). Both of these debates will be proven through this research. Western theories about the influence of store layout on consumer behavior are compared with the concept of store layout in Indonesia while proving whether the store layout is still a traditional design or a more modern one.

## **LITERATURE REVIEW**

### ***Retail Consumer Behavior***

Consumers who shop at retail stores have their uniqueness. The pattern of consumer shopping in modern retail stores is different from shopping in traditional retail stores where sellers primarily serve consumers, there is a price bargaining process, and there is no flexibility for consumers to choose their goods. In modern retail stores, consumers have the freedom and independence to find, choose, and determine the products they want to buy (self-service concept). Products are displayed on display shelves regularly, in groups, and openly (open display concept). All products must sell themselves with the help of supporting information in the form of a Point of Promotion, and the selling price is listed on the Price Tag. There is no bargaining process in modern retail stores (fixed price concept). Based on the unique characteristics of shopping patterns in modern retail stores, purchasing intentions highly depend on the strength of product displays and the retailer's ability to provide a store atmosphere that triggers shopping interest and impacts consumers' shopping experience (Akram et al., 2016).

Information disclosure in the global digital technology era makes it easier for consumers to get product information before going to a retail store. Several decades earlier, consumer purchasing intentions were influenced by the verbal power of sales teams in retail stores to persuade consumers (Kawa et al., 2013). Furthermore, Tunjungsari and Lunardy (2016) found that purchase intention is influenced by the perceived value that is mediated by customer satisfaction. It is in line with the findings of Ayuni (2017) that indicate shopper satisfaction and shopping value affect their desire to revisit and repurchase. However, today's retail consumer behaviors have changed. They tend first to dig up information related to products, promotions, and stores on the internet. Sometimes, consumers make purchasing intentions just because a product or store goes viral, even though nothing is exceptional. Specifically, Schiffman and Wisenblit (2015) distinguish retail consumer behavior based on the purpose of shopping: trendsetter consumers who always want to get the product early to create new trends, trend-conscious consumers who buy products when they become a trend, and trend-follower consumers who only buy products when necessary to keep up with existing trends. This behavior further reinforces that modern retail consumers are no longer just fixated on low prices, the best quality products, the most famous brands, and the most luxurious stores. For them, shopping at retail stores is fun entertainment while trying to fulfill their needs.

Modern retailers have exploited the sensitivity of the five human senses affecting a person's emotions. According to Park et al. (2015), visual merchandising in retail stores not only aims to make a product display attractive but must be able to persuade consumers to imagine if the product is used. This strategy must be supported by the ease with which consumers find and pick up the product on the display rack, the products visibility, and the consumers' convenience when walking around the store. Therefore, retailers need to prepare an effective planogram to optimize selling capabilities in their stores.

### ***Store Layout***

Amir (2004) defines that store layout as the concept of arranging and displaying products on shelves, including adjusting the position of the shelves in the store. According to him, the design of the store layout must consider all related aspects in an integrated manner, including the suitability of the store layout with the target market, the variety of sold products, product availability, product movement flow, cleaning care, and goods classification arrangements. All of the previously stated factors must support each other. According to Lewison (1994), store layout is an essential element to influence consumer behavior by creating a shopping atmosphere and fostering interest in shopping. This argument is in line with Baker et al. (1993) and Simonson (1999), who say that store layout has a crucial role in satisfying the needs of shoppers and influencing their wants and preferences.

Sumarwan (2004) asserts that the store layout consists of product layout, cashier position, and the flow of consumer movement in the store. Stores must be designed to have a consumer movement path that makes it easy to find and get products quickly and easily. The advantages of a good store layout include helping retailers display products attractively, making it easier for consumers to shop, increasing store staff efficiency, increasing store profits, and stimulating consumer buying interest. Another view is put forward by Elbers (2016) which distinguishes store layout into two variables, namely: physical and non-physical variables. Physical variables in the form of design or layout models which include aisle and shelf design. Non-physical variables relate to a retail marketing strategy where retailers display products as a sales

communication technique, including product allocation on shelves and efficient product display management.

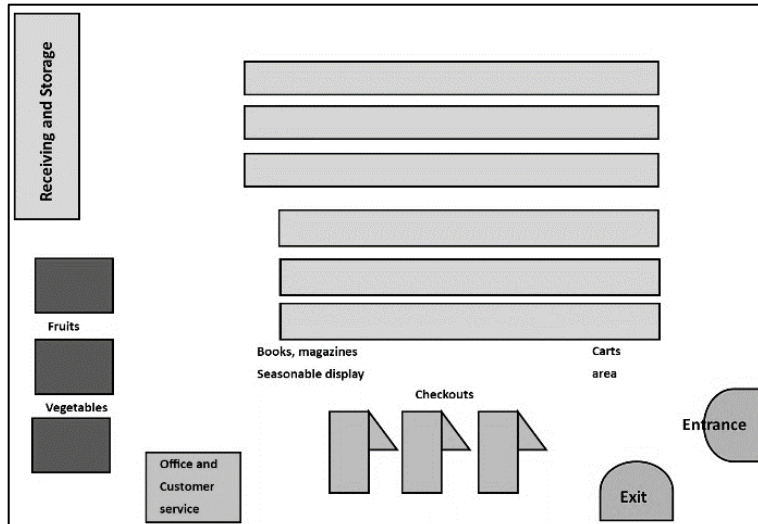
### *Store Aisle*

According to Elbers (2016), the shape and design of the aisle affect consumers' comfort when they are in and around the retail store, including spaces that provide freedom of movement. According to Bitner (1992) and Turley and Milliman (2000), the availability of personal space will increase consumer comfort while in the store. Levav and Zhu (2009) found the influence of space on purchasing intentions in their research on the effect of space experience on purchasing behavior. They conclude that consumers who are in spatial confinement are more likely to seek variety in their purchases. When the high density within the store generates this spatial limitation, consumers tend to 'reaffirm their identity as independent and unique individuals' (Levav & Zhu, 2009; Xu et al., 2012). Consumers tend to choose more products that they can use as the embodiment of their own distinctive identity.

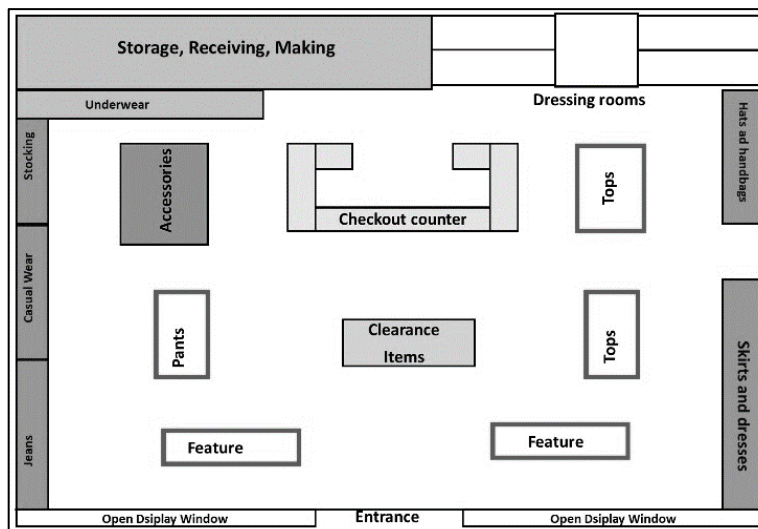
Store density is divided into store traffic and customer traffic. The difference is that store traffic involves the number of consumers who visit the store in a particular time duration, whereas customer traffic is determined by the movement of consumers within the store. A study conducted by Anic et al. (2010) found that store traffic and customer traffic are determinants of overall store performance. However, a well-regulated flow of customer traffic does not guarantee an increase in sales (Lam et al., 1998; Beemer, 2003). Likewise, low store traffic does not mean low sales, as long as retailers can still manage customer traffic in the right way (Hasty & Reardon, 1997).

Anic et al. (2010) found a positive influence of store traffic and customer traffic flow on consumer spending interest in supermarkets, reflected in the number of money consumers spend. However, they have stated that other factors may influence it. If retailers want to get more significant consumer spending opportunities, retailers must ensure consumers pass through the store aisles as long as possible and down all the aisles in the store. Retailers are encouraged to consider their in-store layouts carefully.

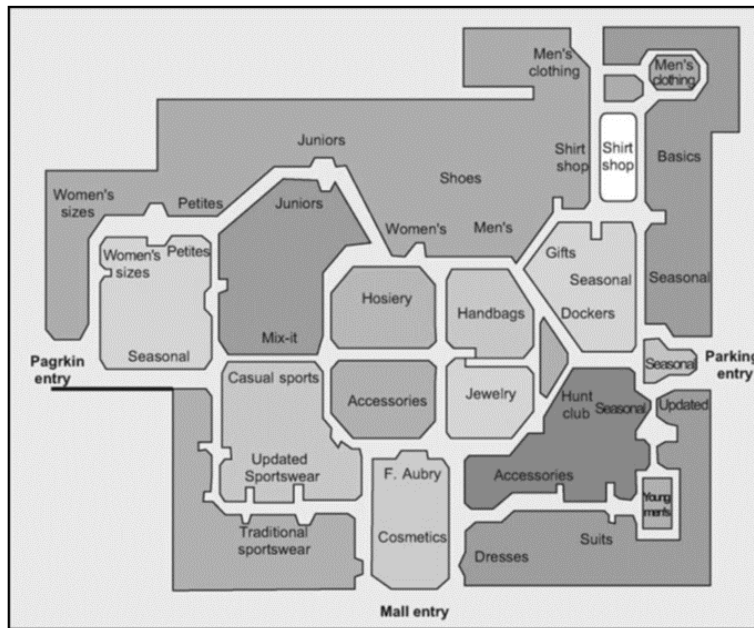
There are at least three types of conventional layouts that are commonly applied in retail stores, namely: grid (Figure 2), freeform (Figure 3), and racetrack layouts (Figure 4) (Vrechopoulos et al., 2004). Each store layout has its characteristics which are summarized in Table 1. The store layout is one of the essential factors that need to be considered in a modern retail store because it is related to creating store image (Baker et al., 1994). The inherent store image is believed to influence consumer behavior (Erdem et al., 1999), contribute to consumer satisfaction (Cil, 2012), and have the opportunity to change consumer preferences (Simonson, 1999). Choosing a suitable store layout will help retailers achieve store operational efficiency.



**Figure 2.** Grid Layout Model  
Source: Weitz and Levy (2001)



**Figure 3.** Freeform Layout Model  
Source: Weitz and Levy (2001)



**Figure 4.** Racetrack Layout Model

Source: Weitz and Levy (2001)

**Table 1.** Summary of Store Layout Model Typology

Concept	Grid	Freeform	Racetrack
Shelf setting	The shelf has a rectangular model placed in a structured manner	Shelves are placed asymmetrically or randomly unstructured. The shape, size, and model of the shelves may vary from store to store	Shelves and displays are grouped by theme.
Shelf height	Most shelves are tall.	Most of the shelves are low in size.	Shelf height varies (high and low).
Line between shelves	It has a long hallway and a clear square pattern. This aisle allows the movement of consumers to be planned while in the store.	There is no particular path pattern, and it is set on a fixed basis. Consumers are free to move in any direction.	There is one main line that guides and connects all areas in the shop.
Store characteristics	Most are applied in retail stores that sell basic/basic needs, such as minimarkets, supermarkets, and hypermarkets because consumers generally already have a purchase plan.	Most are primarily applied in stores that sell lifestyle products, such as department stores.	Most are implemented in stores with large areas that provide various product categories and prioritize consumer shopping experiences.

### *Shelf Design*

Chandon et al. (2006) believe that consumer behavior is influenced by visualization through the shelf position and the way the product is displayed. If a product has a visual advantage, it will be more considered by consumers. This argument is reinforced by several other studies related to product visibility on shelves that actively influence consumers' purchase considerations (Pieters & Warlop, 1999; Allenby & Ginter, 1995; Elbers, 2016).

Attractive and well-structured shelf designs are beneficial for increasing consumer shopping interest and positively impact sales earned by retail stores (Fancher, 1991; Elbers, 2016). Drèze et al. (1994) found that only one-third of consumer purchases had been planned before visiting the store, which means that most consumer purchases are made practically after being in the retail store. Purchase intentions made by consumers are made quickly after conducting product searches and price comparisons (Hoyer, 1984; Dickson & Sawyer, 1990; Elbers, 2016). This behavior reinforces the suspicion of Drèze et al. (1994) that the way the product is displayed significantly impacts consumers' shopping behavior in-store.

### *Lighting Elements*

Lighting is one of the crucial elements forming the atmosphere of indoor and outdoor spaces, both architecturally and interiorly. The shape and size of the room, materials, and details within a room are greatly influenced by the lighting presence. Light is not always applied to structural innovations. What is more often the case is that the structure itself is developed to create the desired lighting possibilities and spatial effects (Lam, 1977). Lighting is an essential environmental stimulus that influences individual perceptions and psychological responses and changes the appearance and atmosphere (Summers & Hebert, 2001).

Lighting is one way to create an experience that can consciously or unconsciously influence consumers' moods and behavior in the retail environment. Good lighting can attract consumers' attention and interest in merchandise and positively influence consumer behavioral intentions. Good lighting not only attracts consumers' attention to merchandise, affects their emotions, and increases their satisfaction, but can also increase their approach intention and shopping desire (Baker et al., 2002; Steffy, 2002). In a retail environment, lighting should facilitate the efficiency and satisfaction of the customer's shopping experience by visually displaying the space and merchandise (Russell, 2008; Pae, 2009). Low contrast lighting is known to have a noticeable effect on enjoyment. Studies have found that people in bright ambient lighting environments have higher levels of pleasure (Fleischer et al., 2001; Russell, 2008). High contrast lighting creates a strong visual image that leads to a higher level of passion and approach in retail spaces (Gordon, 2003; Summers & Hebert, 2001).

## **METHOD**

This study applies a literature review approach which is then compared with primary and secondary data. Primary data in this research is in-depth unstructured interviews with informants working at the head office of Indomaret and Alfamart, two minimarket retail store chains in Indonesia that are the object of this research. The informants were selected by purposive sampling in order to obtain accurate information regarding the retail operational process. The secondary data used in this study are the findings of studies that have been published relating to the cases of the two retail stores from various points of view. The



differences in product diversity strategies applied in residential areas, traffic areas, and transit areas are ignored in this study because the store layouts still have fundamental similarities.

Primary and secondary data collected are then analyzed and synthesized according to a literature review approach to obtain new meanings (Baumeister & Leary, 1997). According to Tranfield et al. (2003), the literature review method can help provide a broader picture for interdisciplinary research. This study combined interior architecture studies, optimization of industrial engineering systems, and retail business management science. The findings from the literature review are compared to empirical conditions, namely: retail consumer behavior and standard models of Indomaret and Alfamart minimarket store layouts. Webster and Watson (2002) stated that a compelling and well-done review would create a solid foundation for advancing knowledge and facilitating theory development. Therefore, the combination of theoretical synthesis and empirical data is helpful to analyze and draw conclusions.

## RESULTS AND DISCUSSION

### *Results*

**Display Settings.** Although the display area in minimarket retail stores is minimal, the layout of minimarket retail stores must still make it easier for consumers to get their expected products. The merchandising characteristics of minimarket stores are wide and shallow, meaning that minimarket stores provide a variety of products but are limited in the choice of colors, sizes, and brands. The products that minimarket retail consumers are looking for are very diverse, so retailers must be selective in their merchandising arrangements. The products that are sold must indeed be diverse to meet most of the needs of consumers who come, but not all variants must be provided. Only specific sizes, colors, and brands are sold to represent each product variety.

The layout of the observed minimarket retail stores, Indomaret and Alfamart is formed using a grid model (Figure 5). However, they still allocate an area for floor displays that non-permanently display products that are being promoted. The display rack is rectangular structured with a height of 160 cm. The flow of consumer movement is a clear square pattern to direct consumers around the store and see all the products on display. According to Levy and Weitz (2001) and Lewison (1994), although minimarket retail consumers generally already have a purchase plan, the layout of the minimarket retail store with a grid model is considered the most suitable to be applied because of the limited display area it has. To increase consumer shopping interest, retailers take advantage of the area near the cashier by displaying impulse buying products to persuade consumers to consider them when queuing in front of the cashier. In line with Samosir's finding (2009), the layout design of Indomaret and Alfamart retail stores has a significant influence on impulse buying.

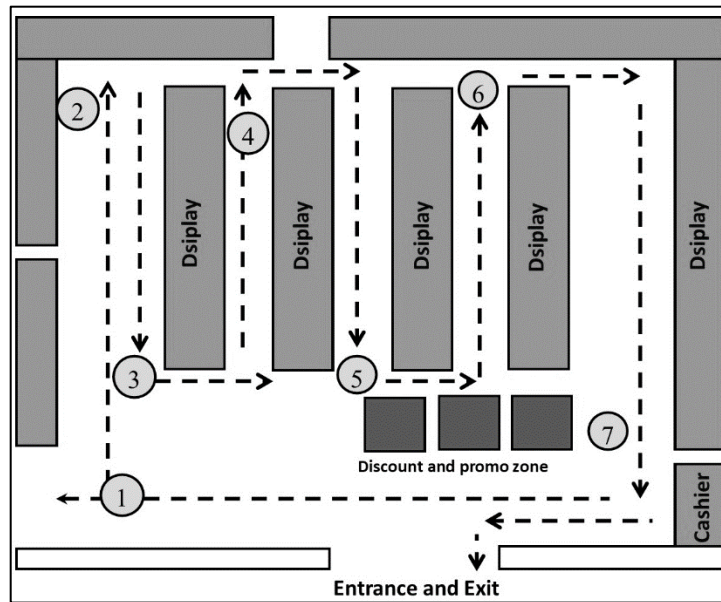


Figure 5. Layout Analysis of Indonesian Retail Stores

The density of the display racks and the lack of store staff are at risk of high levels of product loss and shrinkage, significantly when the height of the shelves exceeds the eye level, thus blocking the view for supervision. Therefore, products that have a high risk (small size, high selling value, and commonly used) are placed on the back shelf of the cashier or at least must be monitored by the cashier. These products are cigarettes, batteries, baby milk, candy, medicine/vitamins, etc. In addition to facilitating monitoring, the purpose of the display technique is for ethical or restrictive purchases, such as cigarettes and contraceptives that adult consumers can only purchase. The opposite condition occurs for large products that have low selling value placed on display racks in the corner or back of the store, the most common being cleaning aid products, such as brooms, buckets, insect repellent, and others.

The product arrangement on each shelf must be grouped based on its merchandising category to remain optimal and have the opportunity to generate consumer buying interest. The layout of minimarket retail stores is divided into two major areas: food merchandising and non-food merchandising. Based on sales data, food merchandising contributes more to minimarket retail store sales, both in quantity and value. When viewed in more detail, fresh food products, especially the beverage category, have many purchases. This fact can be interpreted that many minimarket retail consumers are buying beverage products. Although the value is small, the frequency is high. Therefore, retailers take advantage of this by placing food category products on the left side of the store, starting from the ready-to-eat, beverage, and instant food to dry food categories. This strategy effectively attracts consumers more profoundly into the store and increases the opportunity to buy other products as they move from the entrance, pick up the product, pay at the cashier, and exit at the door near the cashier. It is very essential for retailers, particularly those whose clientele is dominated by millennials. Simangunsong (2018) reminds retailers that Indonesia's generation-Z customers exhibit distinctive buying habits when shopping for food and beverage.

Other products purchased mainly by consumers at minimarket retail stores are in the personal care category, such as shampoo, soap, perfume, and the like. However, unfortunately, the level of risk of losing these products is very high. These products cannot be displayed on the shelves behind the cashier because of the large number of products, making it difficult for consumers to choose products. As a solution, retailers place them on the shelves transitioning between food merchandising and non-food merchandising and face the cashier directly to keep them under control. Another strategy implemented to remain effective is to display impulse buying products with a mixed merchandising strategy, meaning that related products are displayed close to each other. For example, chili sauce and soy sauce are partially displayed in near-instant noodles. It complies with the recommendation from Soelton et al. (2021) that retail stores should have a store design that may attempt impulse buying.

***Zoning Settings and Typology Formed.*** The grid layout model applied in Indomaret and Alfamart has become the standard in all retail stores. The layout of the shelves and the pattern of movement of consumers in the store are always the same. Likewise, the entrance door position is always on the right side, and the cashier is next to it. This design is adjusted to the habit of movement of consumers who use their right hand when opening the door. Traffic lanes influence the direction of a consumer movement that is more to the left in Indonesia. However, some adjustments must still be made if the shop's shape, size, and condition do not apply standard standards. Empirical findings through direct observation were also confirmed through interviews with informants in the two minimarkets observed.

*"There is a standard for determining the layout for Alfamart stores. Store layouts are generally in the form of a grid because the physical shape of the store is a box. Grid separated by shelves. The shelves number is determined by the size of the store, based on the number of products as well." (Informant 1)*

*"There is a standard for determining the layout for Indomaret shops. The determination of the layout design of the Indomaret store is the result of a study by a central retail advisor from Japan, where every store has the same shape, and consumers must also memorize the layout of this Indomaret. If you enter Indomaret to the right of the entrance, you will meet the cashier, if you want to find a drink, it can be found on the left of the entrance, and if you are looking for milk, you can walk straight from the entrance." (Informant 2)*

The form of grid design applied in Indomaret, and Alfamart retail stores (Table 2) has directed the movement of consumers through spaces or paths formed from the restrictions on display shelves in the store as stated by Berman and Evans (2001) regarding movement patterns. The straight (gridiron) pattern has indirectly directed consumers to go around all areas of the store (Levy & Weitz, 2001; Lewison, 1994). Consumers find it easier when self-service shopping and can choose goods without confusion and retailers who are easier to manage inventory, monitor stores, and reduce operating costs. The perceived trust of customers in the product displayed in a minimarket encourages their purchase intention. This argument is also supported by Adi et al. (2022). However, consumers who already have a purchase plan will go directly to a specific shelf without spending time going around each aisle.

**Table 2.** Summary of Indonesian minimarket design typologies

Variable	Description
Shelf Arrangement	Using rectangular shelves and shelves are arranged in a row.
Circulation Pattern	Apply a straight pattern (gridiron) to direct the movement of consumers in the store.
Line in Shelf	Has a square pattern and a long hallway.
Shelf Height	It consists of shelves with a height of 1.2 meters and 1.8 meters

Although Indomaret and Alfamart's layout design has been standardized in all stores, the planogram is not the case. A planogram is a structure and guide for placing products on a shelf to maximize sales. This planogram is prepared based on consumer behavior toward practical and profitable shelf layouts (Nielsen, 2020).

*"Planogram differences in Alfamaret are usually determined based on location, whether in residential areas, rest areas, or maybe at airports or stations, etc. Because when compared between islands, the settlements may be similar. At the airport, it may also be similar, even though it is a different city or different island." (Informant 1)*

One of the informants revealed that the planogram could differ in each store depending on the consumer's character. The informant said that minimarket retail store planograms in transit areas such as airports, stations, terminals, and toll road rest areas have more food products than non-food products.

**Lighting Quality.** Based on the results of the analysis and findings in the field, it was found that Indomaret and Alfamart stores prefer to apply bright one-color lighting and have strong characteristics in their store outlets. Both stores chose this design instead of a play of dim colors and contrasts by emphasizing its artistic elements. Most shops use standard white lights or LED lights. The reason for using these LED lights is because they are environmentally friendly through strategies to save energy. This finding is also supported by the statement of the Chief Executive Officer of Sumber Alfaria Trijaya company.

*"The LED energy-saving lamp is a lighting solution for the entire Alfa Group store network." (Informant 1)*

Standard white LED lights are considered simple bright lights, where bright lighting can provide direction and view towards the product by consumers. It is just that this lamp is considered to lack artistic and elegant elements that give rise to the branding or image of the store as an exclusive brand because low contrast lighting is known to have a natural effect on pleasure. High-contrast lighting creates a strong visual image that leads to a higher level of passion and approach in retail spaces (Gordon, 2003; Summers & Hebert, 2001). In other words, as Rohman et al. (2019) also argued, better lighting quality improves product attributes, which then enhances the purchase intention of consumers.

However, the interior theory reveals that the bright lights to show all the products are enough to please consumers. Study Fleischer et al. (2001) and Russell (2008) found that people in bright ambient lighting environments had higher levels of pleasure. This finding can answer that the quality of LED lights at these two retail outlets has provided convenience and consumer shopping interest.

Lighting at Indomaret and Alfamart stores in Indonesia has implemented efficiency, optimization, and energy-saving elements. Bright lighting efficiency is the proper method to

use in retail buildings because it can maximize profits instead of buying different types of lamps to create an element of contrast such as a museum, bed, or living room. Because the primary purpose of Alfamart and Indomaret mini retail is to the products being sold so that they can be seen clearly with visitors making effective movements of the previously thought goods. In a retail environment, lighting should facilitate the efficiency and satisfaction of the customer's shopping experience by visually displaying the space and merchandise (Russell, 2008; Pae, 2009). This strategy indirectly creates a green marketing campaign for both stores. It is one of the potential factors that might raise their customer's purchase intention. As believed by Soelton et al. (2020), green marketing has a positive and significant impact on consumer's intention to buy.

**Table 3.** Summary of findings and analysis of lighting elements

Variable	Information
Lamp Type	LED light
Color	Bright white color with wattage depending on the size of the store
Pattern	Store effectiveness with high-wattage, single-color lighting for displaying products, shelves, and cash registers
Gradation	Consisting of one color without gradation, the game design of yellow, white, and bright dim elements play

There is nothing right or wrong with lighting in the interior of a room because each room has its function. A living room or bedroom would be better off with dim and contrasting lights. Museums will be better off with a lighting gradation, and bright, intense lighting in retail can already help consumers to recognize products and enjoy shopping.

### **Discussion**

The store layout is proven to increase consumer buying intention in retail stores, particularly in a store with a minimarket format. These things are the crucial factors that enhance consumer purchasing intentions in retail stores. A comfortable store atmosphere, easy-to-find products, and a proper flow of customers within the store also increase the basket value from consumers. The convenience and easiness of consumers are the success key in a physical retail store. Retailers must be concerned and should not ignore these possibilities. Besides, the uniqueness of the store must be maintained to be a store identity that possible to develop loyal consumers.

Doing a retail business, especially for Indonesian consumers requires specific strategies that can be implemented effectively. Indonesian consumers are more attracted by emotional involvement when making a purchase. This indicates that the retail store atmosphere can increase consumers to make self-service purchases. Limited physical direct services in retail stores can be anticipated with various clues that can help consumers find the product they are looking for or can even offer the product that is being promoted. The senses of sight, hearing, and smell can be used by retailers to increase consumer emotions while in the store.

The results of the study show that there are not too significant differences in the layout of retail stores with minimarket formats in Indonesia and other countries. Indonesian consumers' behavior tends to be influenced by their in-store shopping experience. This means that product placement and delivery of promotions are very important for retailers to pay attention to. Although consumers spend a short time when shopping at minimarket retail stores, they try to

enjoy this time by looking at the products on display and taking advantage of the promotions that are being offered. Impulse purchases have a very large contribution to the income of minimarket retail stores in Indonesia and also in other regions. This is important for retailers who run the retail store with Indonesian as the consumer target or operate the store in this country.

## CONCLUSION

Minimarket retail stores in Indonesia, Indomaret and Alfamart, apply a standard store layout in a grid design. The consideration is the limited area owned and the square shape of the shop. Store layouts are designed to shape consumer behavior by directing their movement, shopping effectiveness, and control. Although it seems rigid, the grid design in minimarket retail stores must make consumers feel comfortable when shopping and persuade their purchase interest.

Consumers' shopping behavior in minimarket retail stores in Indonesia does not show much difference from the behavior of consumers in other countries. Consumers will not linger in minimarket retail stores which are generally not too large. Consumers come to minimarket retail stores not for "window shopping" but have planned the products they will buy. The minimarket store layout design in the form of a grid makes it easier for consumers to find the products they buy. Effective product display management is when the owner can display products that arouse interest in buying which seem complete and diverse but also do not look too full and messy.

In supporting the lighting, Indomaret and Alfamart stores apply an element of effectiveness in the form of bright white lights so that all products, shelves, and cashiers are visible but energy efficient. This strategy is commonly taken because small retail visitors usually will not linger inside to choose goods or see goods, as is generally found in large retail in the form of department stores. In small retail, consumers already have a list of items to buy without spending a long time on window shopping. So effectiveness is essential to highlight, including bright lighting of one color that is cheaper.

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