How Pasar Baru Bandung Survive in The Middle of Pandemic Covid 19

Yelli Eka Sumadhinata[1]
Economy and Business Faculties, Widyatama University
yelli.sumadhinata@widyatama.ac.id

Galuh Boga Kuswara[2]
Economy and Business Faculties, Widyatama University
galuh.kuswara@widyatama.ac.id

uskim Rianti[3]
Economy and Business Faculties, Widyatama University
suskim.riantani@widyatama.ac.id

Sri Wiludjeng Sunu Purwaningdyah[4]
Economy and Business Faculties, Widyatama University
sri.wiludjengi@widyatama.ac.id

Yana Hendayana[5]
Economy and Business Faculties, Widyatama University
yana.hendayana@widyatama.ac.id

Wien Dyahrini[6]
Economy and Business Faculties, Widyatama University
suskim.riantani@widyatama.ac.id

Abstract

The purpose of this research is to obtain the results of a study on the retail sales of Pasar Baru Bandung, and the image of Pasar Baru Bandung. Apart from that, it is also to get the results of an analysis of retail sales in determining the image of Pasar Baru Bandung in the middle of Pandemic Covid-19. The research method used a descriptive and verification approach, where the respondents in this study were consumers from Pasar Baru Bandung. The samples were 115 respondents. The calculation technique in this study uses path analysis with a descriptive range of influence adjusted to the number of respondents used. The results of this study are the dimensions of the service variable in the retail sales mix variable are more influential on the image of the Pasar Baru Bandung shop. This is understandable because in this case the service is very sensitive for consumers.

Introductions

The crisis experienced by Indonesia during the Covid-19 Pandemic affected the existence of a company and experienced setbacks or even went bankrupt due to changes in the economic environment. This also causes the unemployment rate in Indonesia to increase and results in a decrease in consumer purchasing power. In addition to the changes that occur in the company environment or middle-low shops, major changes have occurred in the competition for the national retail industry. Currently, it is felt that it is increasingly difficult for small retailers to survive in the current competitive arena. Raw materials that continue to rise are due to the increase in world fuel prices which resulted from the Covid-19 Pandemic. The impact of this crisis has experienced various problems including a decline in sales by retailers. Social, economic and demographic conditions as well as changes in lifestyle inevitably also affect retail activities.

Pasar Baru Bandung is a semi-modern large-scale retail located in the middle of Bandung City. In general, Pasar Baru Bandung operates a retail sales mix with one of which is offering affordable prices, differentiation of goods, an atmosphere or atmosphere in an attractive shop, as well as a strategic location and services provided to obtain goods and all activities that make it easier for consumers. in shopping. Supported by retail stores serving friendly and responding well to consumers, as well as conducting special events that can attract consumers and have an impact on improving the image of the shops in Pasar Baru Bandung. The decline in retribution for Pasar Baru Bandung fell to 50%, here are the data on the development of the Pasar Baru Bandung levy in 2019 and 2020;

Table 1.
Retributions of Pasar Baru Bandung

No	Years	Retributions
1.	2019	1,4 Miliar
2.	2020	850 Juta

Resources: Head Directors of Pasar Baru Bandung

The table above shows a very drastic decline, whereas from another point of view, Pasar Baru Bandung can meet the needs, expectations and desires of consumers, which is something that is not easy for Pasar Baru Bandung to do in other retail stores, because of the development of consumer tastes and trends among consumer. In addition, the available internal factors of Pasar Baru Bandung itself have several weaknesses such as; less quality goods, less than optimal service and so on. However, among these shortcomings there are several advantages possessed by Pasar Baru Bandung, such as: a really strategic location and competitive prices. With the aforementioned conditions, inevitably, it will eventually have an impact on the decline in sales at stores inside Pasar Baru Bandung under the current Covid-19 conditions. With this competitive condition, Pasar Baru Bandung needs to implement the right retail strategy to attract consumers and increase sales. One strategy that can be done is to implement a retail sales mix. By doing the right retail sales mix and in accordance with the intended market share, it is hoped that it can give a good impression in the eyes of consumers. A good image is needed so that consumers feel safe, comfortable and their needs and desires are met. This image is needed as a stimulus for consumers to continue choosing Pasar Baru Bandung as a place to meet their needs for clothing products.

On the basis of the description above, it is necessary to conduct a study that aims to determine how much influence the retail sales mix and the image of Pasar Baru Bandung shops in determining consumer purchasing decisions of Pasar Baru Bandung. The survey method used in this study is intended to capture information obtained directly from consumers. With this survey method, information will be obtained from both actual and potential consumers of Pasar Baru Bandung. The purpose of this study is to determine the responses or opinions of part of the population towards the object of research. Through this research, it is hoped that it can be used as a basis and evaluation material for the management of Pasar Baru Bandung in

order to improve company performance.

Research Purposes

The following are the research objectives that will be examined in this study based on the background of the above problems, namely:

1.   To obtain the results of a study regarding the retail sale of Pasar Baru Bandung;
2.   To obtain the results of a study on the image of Pasar Baru Bandung;
3.   To get the results of an analysis of retail sales in determining the image of Pasar Baru Bandung.

Literature Reviews

Retail Sales Mix

Setiawan (2021) state that retail sales are all activities in selling goods or services directly to end consumers for their own use. Meanwhile, according to Tao, Guijun, and Yuanyuan (2010) says that retail sales are a simple process, from transactions between retailers and consumers, exchanging money for products or services offered by retailers. Any organization that sells to the final consumer - be it a manufacturer, wholesaler, or retailer - carries out retail sales. Therefore retail traders or retail stores are all forms of business where the main sales volume is generated from retail sales. It doesn't matter how the goods or services are sold (whether through salesmen, mail, telephone, or the internet) or where they are sold (in a shop, on the street, or at a consumer's home).
According to Tao et al. (2010) in distribution channels, retail sales are the final stage, which consists of businesses and organizations involved in the physical transfer and ownership of goods and services from producers to consumers. The retail sales function itself is as follows:

Sorting Process

In this distribution channel, retail sales play an important role as a link between manufacturers, wholesalers and suppliers and end consumers. Retailers are in the process of sorting, offering products in a variety of colors, sizes, quality and prices according to the needs of target consumers. Manufacturers usually offer products in a limited variety of sizes, colors and qualities. Meanwhile, retailers in running their business select and buy products from various sources of suppliers according to consumer needs more fully. This is very helpful for consumers in the buying process, especially because of the availability of a wide selection of products to meet their needs.

Offer products in relatively small quantities

Every manufacturer on a basis always sells products in large quantities. Meanwhile, consumers, for the last use, want a relatively small amount. Retailers can overcome this, because they buy goods from relatively large producers and then sell them to consumers in relatively small quantities.

Efficiency of Relationships

The distribution function of retail sales is to establish communication with customers, manufacturers and wholesalers. For consumers, information about the capabilities and characteristics of goods and services as well as special sales can be obtained through advertisements, salespeople, and store displays. While manufacturers and wholesalers get information about sales forecasts, late delivery, customer complaints, damaged products, and size and color models, in this case retail sales can help provide this information to

entrepreneurs. Through retail sales, transactions with customers are complemented by better customer service, for example packaging, shipping and installation.

Brand Images

The corporate image is a very intuitive and very subjective concept. From the start of research on this concept to date there has been very little agreement or consensus on corporate image and how this concept should be operationalized. However, from an organizational perspective, company image is conceptualized as a way in which organizational members trust the views of external stakeholders regarding their organization or a way in which organizational managers want outsiders to view the company (Pina, Martinez, De Chernatony, & Drury, 2006). A good and strong corporate image has the following benefits (Hasan, Farida, & Kholilah, 2021):

1.   Steady medium and long term competitiveness
2.   Become a shield during times of crisis
3.   To be the main attraction for reliable executives
4.   Increase the effectiveness of marketing strategies
5.   Operational cost savings

A good corporate image will increase sales through customer satisfaction and loyalty, as a special attraction for investors and prospective employees. In addition, this can weaken the negative effects of competitors and enable the company to achieve higher profits (Pina et al., 2006). Therefore, the image of this company must be maintained and continuously developed in order to provide excessive benefits and of course benefit the company both in the long term and in the short term. A good and strong corporate image has the following benefits (Hasan et al., 2021):

1.   Mid and long term sustainable competitive position
2.   Become a shield during times of crisis
3.   Become a reliable executive attraction;
4.   Increasing the effectiveness of marketing strategies
5.   Savings in operational costs

The success of a company in building an image is influenced by various factors. Of the many factors, according to Hasan et al. (2021), there are five factors that have a big influence. These factors are as follows:

1.   The image is built based on an orientation to the benefits needed and desired by the target group.
2.   The benefits are quite realistic.
3.   The image that is highlighted is in accordance with the company's capabilities.
4.   The image that is highlighted is easily understood by the target group.
5.   The image that is highlighted is a suggestion, not a business goal.
The indicators for the company's image are as follows (Rachmawati, 2021):
1.   Reputation (how strong the company's brand is known by customers).
2.   Recognition (the high value of the company in customer perceptions).
3.   Affinity (emotional relationship that occurs between companies and consumers).
4.   Brand loyalty (to what extent customer loyalty uses the company's products / services.

Research Paradigm

The paradigms in this study are as follows;
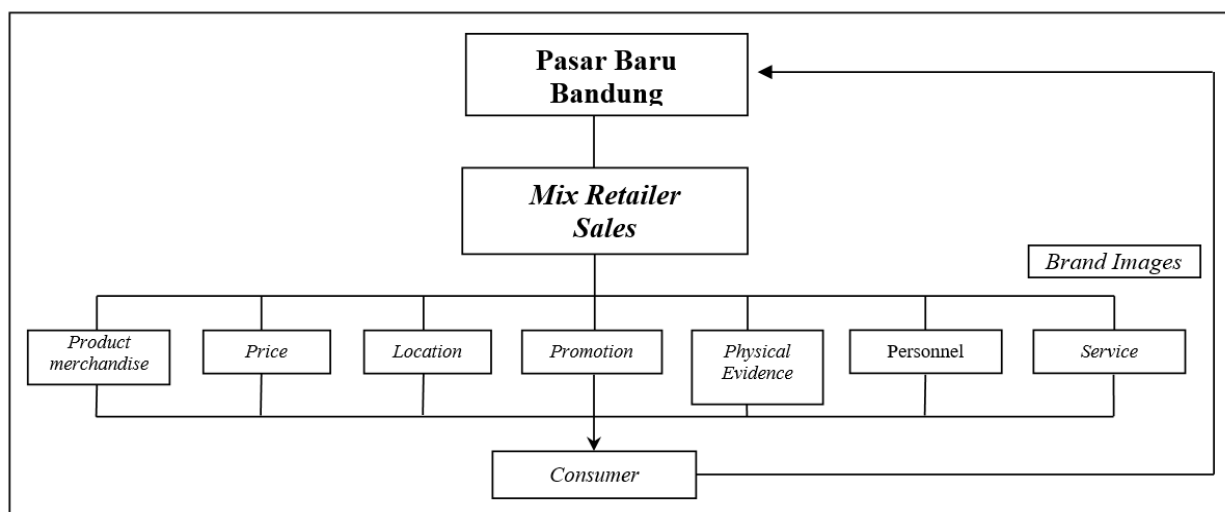
Picture 1. Research Paradigm

Research Methods

Based on the research objectives, this research is descriptive and verification. Descriptive research aims to answer and reveal how the retail sales mix and the image of Pasar Baru Bandung. Meanwhile, the purpose of verification to reveal the third objective is done by using an explanatory survey method to the observation unit, namely consumers of Pasar Baru Bandung. The population in this study amounted to 115 respondents, this is because the population is too large then iteration calculation techniques are used to take samples. The design of the hypothesis in this study uses path analysis used for each variable included in this study.

Discussion

Respondent Profiles

The results showed that based on gender, it could be seen that the consumers who became respondents were mostly women, which almost reached 60% of the total number of respondents. From this description, it can be seen that the enthusiasts of Pasar Baru Bandung are mostly women, although the number of male consumers is not small. Based on the age category, age <20 years has the largest percentage of respondents. The second largest percentage is occupied by the 20-25 year old category. This shows that the age group between 18-24 years is a potential market segment for Pasar Baru Bandung.

When viewed from the side of work, according to the dominating age group, respondents whose jobs fall into other categories also dominate. Another category that is meant here is that most of the respondents work as students. Respondents who work as students occupy the largest percentage of the total respondents. Meanwhile, respondents who work as housewives also received the second largest percentage under other occupational categories.

The composition of consumers is mostly women. Most of the employees age range is around <20 years. This shows that Pasar Baru Bandung is indeed targeting the youth market segment and young people who always follow fashion trends. The segment based on age is also in line with the education level of the respondents, most of whom have a high school education background. And most of them also work as students or college students. This is understandable if they must always follow trends because in their segment following fashion trends is an important need because otherwise they will feel left out from their interactions.

The Retail Sales Mix Responses of Pasar Baru Bandung Respondents

Product Merchandise

Consumers stated that the variety of models sold at Pasar Baru Bandung was very little associated with almost similar clothing styles, although in terms of the quantity of clothes sold at the shop, it could be said that there were many. Many styles of clothing are similar, although in terms of different colors. In addition, the variety of models is also associated with clothing sizes that tend to be in standard sizes. This means that Pasar Baru Bandung rarely provides unusual clothing sizes such as very large and very small clothing sizes.

The number of clothing brands that are sold in Pasar Baru Bandung can also be categorized as small. This can be seen from consumer responses, most of whom point to a few criteria in response to the number of brands sold in Pasar Baru Bandung. Consumers stated that many brands that already have names and they are familiar with are not sold in Pasar Baru Bandung. This is understandable where most of the clothing products sold at Pasar Baru Bandung are made in China where Pasar Baru Bandung is just waiting for their shipment. So that Pasar Baru Bandung rarely has the opportunity to order and choose certain brands that are well known to the general public. Certain brands that are well known to the general public, especially for menswear, for example Cardinal, Lea, Lois, and many more, are rarely sold in Pasar Baru Bandung.

Price

To measure the price dimension, it can be seen that the price offered by Pasar Baru Bandung tends to be more expensive compared to other places that are competitors from Pasar Baru Bandung. Due to this, consumers stated that the price offered was actually not attractive to them. From the results of interviews with consumers, it is also known that the price offered is less attractive because many other shops offer lower prices compared to Pasar Baru Bandung. However, they also admit that the products sold at Pasar Baru Bandung have a better design and quality compared to other places that are competitors to Pasar Baru Bandung. The expectation of consumers is that they really expect to be able to get good quality goods at prices that are not too expensive.

Locations

It can be seen that most consumers stated that the location of Pasar Baru Bandung was not strategic. This non-strategic location is related to access to public transportation, which rarely goes directly to Pasar Baru Bandung. Even if there is, they have to use public transportation several times to get to that location. From the results of the interview, it is known that for consumers location strategy is related to whether the location is close and easy to reach from their work, school or home. Most of the locations of workplaces, schools or consumer homes are located far from the location of Pasar Baru Bandung. Even if it is close, there is rarely public transportation that can go directly to the Pasar Baru Bandung location.

Access to the location is also considered by consumers to be difficult to reach by them, public transportation that rarely goes directly to the location, not to mention that road access can only be one-way, causing consumers who bring their own vehicle to have to turn around a little to be able to access the location.

Promotions

The right promotion will certainly support the sales success of Pasar Baru Bandung. This targeted promotion means that the promotion is carried out in accordance with the target market share of Pasar Baru Bandung itself. The promotion dimension in this study will be seen from two factors, namely advertising and sales promotion carried out by Pasar Baru Bandung.

In terms of advertising programs, promotions through advertisements in print or electronic media that have been carried out by Pasar Baru Bandung are not attractive to consumers.

This is related to the advertising materials displayed in both print and electronic media that are not in accordance with their style as young people. Consumers also perceive that the print and electronic media used for advertising are also perceived as inappropriate for their segment. This makes the ad less well targeted. Due to the inaccurate target, it is not uncommon for consumers not to know about advertisements from Pasar Baru Bandung.

Physical Evidence

The physical evidence factor as a dimension of the retail sales mix is also important for Pasar Baru Bandung. With supporting physical evidence, of course it will be very beneficial for Pasar Baru Bandung. This variable will be seen from 5 dimensions, namely parking area, shop interior and exterior, layout, arrangement of goods, and shop atmosphere.

For the dimensions of the parking area, almost all respondents said it was narrow. The location of the shop is close to the road, not to mention the very busy street so that consumers cannot park on the road, causing almost all respondents to state that the parking area owned by Pasar Baru Bandung is narrow. This is understandable where the shops in these dense areas actually use their land for business areas so that parking areas are often forgotten. The narrow parking area will make it difficult for consumers who bring private vehicles.

Personnel

The employee factor is also one dimension of the retail sales mix which is also important for Pasar Baru Bandung. Employees who are good and understand the needs of consumers will certainly be very beneficial for Pasar Baru Bandung. This variable will be seen from 3 dimensions, namely knowledge, friendliness and skills.

For the knowledge dimension, almost all consumers stated that the salesmen of Pasar Baru Bandung were not skilled in serving them. These employees lack knowledge of the products sold at Pasar Baru Bandung. It can be seen that the salespeople or employees of Pasar Baru Bandung are not in accordance with the expectations of consumers. This is related to the knowledge, skills and friendliness of employees in serving consumers that have not matched consumer expectations. Consistency in providing excellent service also causes consumer assessment of this dimension to be less good.

Services

The process of service to consumers of course also plays an important role in the retail sales mix. Consumers certainly want a service process that is fast and according to their wishes. But of course it will be very difficult to fulfill all their expectations. The dimensions of the service process in this study will be seen from four factors, namely the number of cashiers, the payment process, shop opening hours and directions for goods at Pasar Baru Bandung.

In terms of the number of cashiers, Pasar Baru Bandung does not seem to have a small number of cashiers. This sometimes makes consumers have to queue. The queue will be longer during the day and evening when many consumers shop at Pasar Baru Bandung. This long queue sometimes annoys other consumers who are choosing clothes. The service process at Pasar Baru Bandung is not very good or at least still far from consumer expectations. The low number of cashiers with slow payment processing in some situations, coupled with the small number of goods signs and the low consistency of store opening hours has resulted in consumer ratings of this point being very unfavorable. This of course will reduce the formation of a good image in the eyes of consumers.

Response of the respondent on Brand Images of Pasar Baru Bandung

Reputations

When consumers are asked about why Pasar Baru Bandung is well known, most consumers state that Pasar Baru Bandung is known for its relatively cheap prices with quite good quality and exclusive goods. This can be interpreted that the price offered is in accordance with the

product being sold. The question of the price offered is considered the most appropriate to be asked in this indicator because so far Pasar Baru Bandung has been known as a cheap shop by its consumers.

Recognitions

Apart from being asked about the price, the image variable also asks about the clothes being sold whether they have followed the fashion trend. This question is asked to find out about the affinity of Pasar Baru Bandung itself. As a result, most of the consumers stated that Pasar Baru Bandung was relatively following the fashion that was currently circulating in the community. This can be interpreted that the products sold simply follow the existing fashion trends. Meanwhile, some consumers refer to other scales in response to this.

Affinity

Pasar Baru Bandung already has quite a name and is well known among the people of Bandung City. The reputation that has been built so far has made consumers still have good trust in Pasar Baru Bandung. However, there has been a shift where in the past Pasar Baru Bandung was known for offering low prices with good and unique product quality. Lately, the image of cheap has begun to fade along with the emergence of competitors offering lower prices, although in terms of product quality, Pasar Baru Bandung is still superior. However, in terms of fashion, it is recognized by consumers that Pasar Baru Bandung is still relatively following the current trend among the people.
Of course, this requires improvements so that the image of Pasar Baru Bandung can remain good and improve in the eyes of the community. Improving this condition certainly requires a commitment that is simultaneously and wholeheartedly from all employees and management so that the company image is more optimal and in the end the company itself will take advantage of this optimization. It takes time and hard work from all parties concerned to be able to make efforts to optimize the company. In addition, a strong joint commitment and prioritizing the interests of the company is needed to be able to implement every planned effort. However, if all elements of the company are willing and working hard, of course this is not impossible to achieve in a short time.

Hypothesis Test Results

Correlations Matrix

As previously stated, to test the truth of the major hypothesis in this study, it can be seen in the calculation of the correlation coefficient between variables.

Table 2.
Correlations Matrix

	Product	Price	Locations	Promotions	Physical	Personnel	Services	Brands
Product	1.000							
Price	0.610	1.000						
Locations	0.459	0.569	1.000					
Promotions	0.723	0.738	0.694	1.000				
Physical	0.129	0.181	0.156	0.240	1.000			

Pers onn el	0.500	0.654	0.744	0.687	0.198	1.000		
Servi ces	0.714	0.933	0.677	0.931	0.226	0.719	1.000	
Bran ds	0.036	0.040	0.152	0.019	0.105	0.066	0.032	1.000

The table above shows that:

- Strong relationship between product (X1) and store image (Y) is 0.036. This shows that the reciprocal relationship between the product and the store image reaches the level of 3.6% or in other words, the level of the relationship between the two variables is very weak.
- The strong relationship between price (X2) and store image (Y) is 0.040. This shows that the reciprocal relationship between price and store image reaches the level of 4% or in other words, the level of relationship between the two variables is very weak.
- The strong relationship between the location (X3) and the store image (Y) is 0.152. This shows that the reciprocal relationship between the location and the store image reaches the level of 15.2% or in other words, the level of the relationship between the two variables is quite strong.
- Strong relationship between promotion (X4) and store image (Y) is 0.019. This shows that the reciprocal relationship between promotion and store image reaches the level of 1.9% or in other words, the level of relationship between the two variables is very weak.
- The strong relationship between physical evidence (X5) and store image (Y) is 0.105. This shows that the reciprocal relationship between physical evidence and store image reaches a level of 10.5%, or in other words, the level of relationship between the two variables is quite strong.
- Strong relationship between employees (X6) and store image (Y) is 0.066. This shows that the reciprocal relationship between employees and store image reaches the level of 6.6% or in other words, the level of relationship between the two variables is weak.
- Strong relationship between service (X7) and store image (Y) is 0.032. This shows that the reciprocal relationship between the entrepreneurial spirit and the store image reaches the level of 3.2% or in other words, the level of relationship between the two variables is very weak.

This indicates that the role of the retail sales mix has a less strong relationship to influence the image of the Pasar Baru Bandung store.

Structural Equations

To test the truth of the minor hypothesis in this study, it can be seen in the path analysis calculation. By using the Lisrel program to compute path analysis, a structural equation is obtained as follows;

Citra =	0.082*Pro duct	- 0.23*Pr ice	+0.31*Loc ations	- 0.50*Prom otions	+0.12*Phy sical	- 0.072*Pers onnel	+0.47*Ser vices
	(0.14)	(2.47)	(0.15)	(2.44)	(0.097)	(0.16)	(4.56)
	0.59	-0.092	2.03	-0.21	1.19	-0.46	0.10
Errorv ar= (0.13) 7.31	0.95	R²=0.0 54					

From the above equation, it can be seen the amount of the path coefficient for each variable.

The amount of the path coefficient for each variable is shown in the table below:

Table 3.
The amount of the Path Coefficient

Individual Impact	$PYX_1 = 0,082$
	$PYX_2 = -0,23$
	$PYX_3 = 0,31$
	$PYX_4 = -0,50$
	$PYX_5 = 0,12$
	$PYX_6 = -0,072$
	$PYX_7 = 0,47$
Simultaneous Impact	$R^2Y(X_1X_2 X_3 X_4 X_5 X_6 X_7) = 0,054$
Coefficient Residu	$PY e = 0,95$

By using the equation and the path coefficient table above, the relationship structure between the eight variables can be described. The image below is an illustration of the structure of the relationship and the path coefficient of each variable:

Chi-square=0.00, df=0, P-value=1.00000, RMSEA=0.000
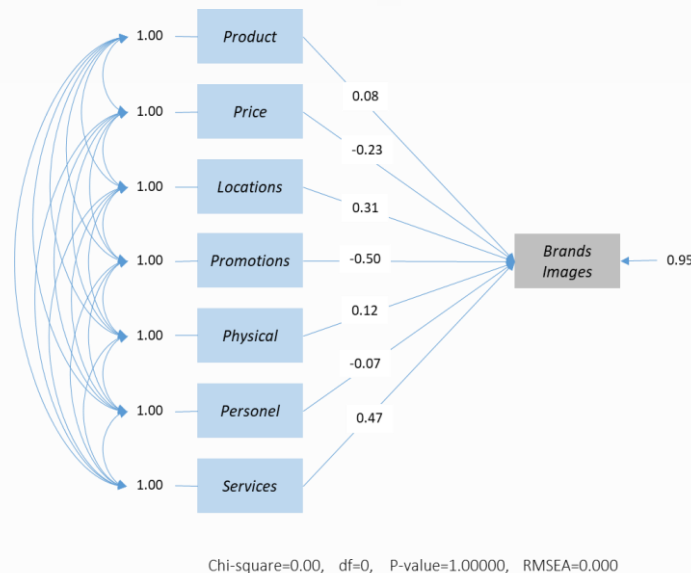
Picture 2.
Relationship between X_1, X_2, X_3, X_4, X_5, X_6, X_7 and Y

After calculating the path coefficient, we will test the path coefficient, both as a whole and individually. To test the overall path coefficient, we first make a testing hypothesis, namely:

$H_0 : P_{YX1} = P_{YX2} = P_{YX3} = P_{YX4} = P_{YX5} = P_{YX6} = P_{YX7}$
$H_1 :$ at least there's $P_{Y(x1,x2, x3, x4, x5, x6, x7)} \neq 0$

From the calculation, it is obtained:
F-count   = $P_{Y(X1,...,X7)}$ =   4,7563   ;   F-Table   =   3,92
F-count>F-Table   ; **H₀ rejected**

Because in testing all of H_0 are rejected, it can be continued in individual testing. Since the hypothetical proposition does not imply whether the influence of the variable Xi on Yi is a positive or negative influence, this individual test is two-way. For this reason, the proposed minor hypothesis is:

$H_0 : P_{Y(X1,X2, X3, X4, X5, X6, X7)} = 0$
againts $H_1 : P_{Y(X1,X2, X3, X4, X5, X6, X7)} \neq 0$

From the calculations, it is obtained:
t - count = P_{YX1} = 0,59 ;t – Table = 1.98;
t – count > t – Table   ; **H₀ rejected**
t - count = P_{YX2} = -0,092 ;t – Table = 1.98;
t – count > t – Table   ; **H₀ rejected**
t - count = P_{YX3} = 2,03 ;t – Table = 1.98;
t – count > t – Table   ; **H₀ rejected**
t - count = P_{YX4} = -0,21 ;t – Table = 1.98;
t – count > t – Table   ; **H₀ rejected**
t - count = P_{YX5} = 1,19 ;t – Table = 1.98;
t – count > t – Table   ; **H₀ rejected**
t - count = P_{YX6} = -0,46 ;t – Table = 1.98;
t – count > t – Table   ; **H₀ rejected**
t - count = P_{YX7} = 0,10 ;t – Table = 1.98;
t – count > t – Table   ; **H₀ rejected**

From the results of the path coefficient test, the objective information is obtained that the path coefficient X_1, X_2, X_3, X_4, X_5, X_6, X_7 ke Y both statistically have meaning (the proposition of the hypothesis is rejected). This indicates that the retail sales mix does have an effect on the image of Pasar Baru Bandung. To analyze the effect of each variable on store image variables (Y), the researchers used the table below to facilitate the analysis.

Table 4.
Impact Every Each Variable

Variable	Path Analyze	Impact		Total
		Direct	**Indirect**	
Product Merchandise (X_1)	0,082	0,67%	X_2 = 0,082 x 0,61 x (-0,23) = -0,01 = 1% X_3 = 0,082 x 0,46 x 0,31 = 0,01 = 1% X_4 = 0,082 x 0,72 x (-0,50) = (-0,03) = (-3%) X_5 = 0,082 x 0,13 x 0,12 = 0,00 = 0% X_6 = 0,082 x 0,50 x (-0,072) = (-0,00) = 0% X_7 = 0,082 x 0,71 x 0,47 = 0,03 = 3% **Total = 2%**	**(-1,33%)**
Price (X_2)	-0,23	5,29%	X_1 = 0,082 x 0,61 x (-0,23) = -0,01 = 1% X_3 = (-0,23) x 0,57 x 0,31 = (-0,04) = (-4%) X_4 = (-0,23) x 0,74 x (-0,50) = 0,08 = 8% X_5 = (-0,23) x 0,18 x 0,12 = (-0,00) = 0% X_6 = (-0,23) x 0,65 x (-0,072) = 0,01 = 1% X_7 = (-0.23) x 0,93 x 0,47 = (-0,10) = (-10%) **Total = (-4%)**	**1,29%**
Locations (X_3)	0,31	9,61%	X_1 = 0,082 x 0,46 x 0,31 = 0,01 = 1% X_2 = (-0,23) x 0,57 x 0,31 = (-0,04) = (-4%)	**3,61%**

Variable	Path Analyze	Impact		Total
		Direct	**Indirect**	
			$X_4 = 0{,}31 \times 0{,}69 \times (-0{,}50) = (-0{,}11) = (-11\%)$ $X_5 = 0{,}31 \times 0{,}16 \times 0{,}12 = 0{,}00 = 0\%$ $X_6 = 0{,}31 \times 0{,}74 \times (-0{,}072) = (-0{,}02) = (-2\%)$ $X_7 = 0{,}31 \times 0{,}68 \times 0{,}47 = 0{,}10 = 10\%$ **Total = (-6%)**	
Promotions (X_4)	-0,50	25%	$X_1 = 0{,}082 \times 0{,}72 \times (-0{,}50) = -0{,}03 = (-3\%)$ $X_2 = 0{,}23 \times 0{,}74 \times (-0{,}50) = (-0{,}08) = (-8\%)$ $X_3 = 0{,}31 \times 0{,}69 \times (-0{,}50) = (-0{,}11) = (-11\%)$ $X_5 = (-0{,}50) \times 0{,}24 \times 0{,}12 = (-0{,}01) = (-1\%)$ $X_6 = (-0{,}50) \times 0{,}69 \times (-0{,}072) = 0{,}02 = 2\%$ $X_7 = (-0{,}50) \times 0{,}93 \times 0{,}47 = (-0{,}22) = (-22\%)$ **Total = (-43%)**	**-18%**
Physical Evidence (X_5)	0,12	1,44%	$X_1 = 0{,}082 \times 0{,}13 \times 0{,}12 = 0{,}00 = 0\%$ $X_2 = -0{,}23 \times 0{,}18 \times 0{,}12 = 0{,}00 = 0\%$ $X_3 = 0{,}31 \times 0{,}16 \times 0{,}12 = 0{,}00 = 0\%$ $X_4 = (-0{,}50) \times 0{,}24 \times 0{,}12 = (-0{,}01) = (-1\%)$ $X_6 = 0{,}12 \times 0{,}20 \times (-0{,}072) = (-0{,}00) = 0\%$ $X_7 = 0{,}12 \times 0{,}23 \times 0{,}47 = 0{,}01 = 1\%$ **Total = 0%**	**1,44%**
Personnel (X_6)	-0,072	0,52%	$X_1 = 0{,}082 \times 0{,}50 \times (-0{,}072) = (-0{,}00) = 0\%$ $X_2 = (-0{,}23) \times 0{,}65 \times (-0{,}072) = 0{,}01 = 1\%$ $X_3 = 0{,}31 \times 0{,}74 \times (-0{,}072) = (-0{,}02) = (-2\%)$ $X_4 = (-0{,}50) \times 0{,}69 \times (-0{,}072) = 0{,}02 = 2\%$ $X_5 = 0{,}12 \times 0{,}20 \times (-0{,}072) = (-0{,}00) = 0\%$ $X_7 = (-0{,}072) \times 0{,}72 \times 0{,}47 = (-0{,}02) = (-2\%)$ **Total = (-1%)**	**(-0,48%)**
Services (X_7)	0,47	22,09%	$X_1 = 0{,}082 \times 0{,}71 \times 0{,}47 = 0{,}03 = 3\%$ $X_2 = -0{,}23 \times 0{,}93 \times 0{,}47 = 0{,}10 = 10\%$ $X_3 = 0{,}31 \times 0{,}68 \times 0{,}47 = 0{,}10 = 10\%$ $X_4 = (-0{,}50) \times 0{,}93 \times 0{,}47 = (-0{,}22) = (-22\%)$ $X_5 = 0{,}12 \times 0{,}23 \times 0{,}47 = 0{,}01 = 1\%$ $X_6 = (-0{,}072) \times 0{,}72 \times 0{,}47 = (-0{,}02) = (-2\%)$ **Total = 0%**	**22,09%**
Total				**8,62%**

From the calculations above, it can be interpreted that the service variable has more influence

on the image of the Pasar Baru Bandung shop. This is understandable because in this case the service is very sensitive for consumers.

Conclutions and Suggestions

Conclutions

Based on the discussion above, the following conclusions can be drawn:

1.   The dimensional performance of product merchandise from the Pasar Baru Bandung shop is considered very low in the eyes of its consumers. This is due to the variety and the number of brands being sold there. In addition, there are not so many other products sold in his shop. This makes consumers have to look for complementary products in other stores.
From the price dimension, its customers still value their performance very low. This assessment is based on the price offered by Pasar Baru Bandung which is not cheap compared to its competitors. Along with the development of time when there are more competitors, the price strategy issued by Pasar Baru Bandung is considered by consumers to be not cheap. And to this pricing strategy, consumers feel less interested.
In the location dimension, consumers also consider that the performance of the location dimensions of Pasar Baru Bandung is still considered very low. The reason is the lack of strategic location from the Pasar Baru Bandung shop. In addition, there is also a lack of access to these locations, so consumers have to follow the main road, which turns a little.
Promotional programs carried out by Pasar Baru Bandung are also considered rare and do not attract the attention of consumers. Therefore, the evaluation of consumers on the performance of the promotion dimension also lies in the very low classification. This is also due to the fact that sales promotions are rarely carried out. The discount programs that are often expected by consumers are seldom carried out by the Pasar Baru Bandung shop.
Although consumer ratings of the four dimensions discussed above are very low, consumer assessments of the physical evidence dimension from Pasar Baru Bandung are in fact the opposite. Consumers consider that the physical evidence dimension from Pasar Baru Bandung is high. This assessment is based on the appearance of the store that is considered good by consumers. In addition, the arrangement of goods is considered very good by consumers. However, this is not matched by the availability of a large and comfortable parking space for consumers.
In terms of employees, consumers consider that the performance dimensions of employees at Pasar Baru Bandung are still in the low classification. The assessment is based on the fact that the employee's appearance is not good enough and attractive. Their skills in persuading consumers to shop are still lacking. However, consumers also considered that the skills of the sales assistant from Pasar Baru Bandung were good enough in terms of helping them find the product they wanted. In terms of the service process, consumers consider that the performance of the service process dimensions of Pasar Baru Bandung lies in the average classification which means that it is quite good even though it has not exceeded its competitors. This assessment is based because they are consistent in terms of store opening hours. And there are also many goods signboards that consumers can easily find the items they want. However, in terms of the payment process, consumers consider that the process is still taking a long time. Not to mention if many are waiting in line. This is partly due to the limited number of cashiers available so that consumers pile up on the gauze.
2.   The store image that has been formed is in a good classification. This shows that the Pasar Baru Bandung shop is well known in the city of Bandung because the price it offers is relatively cheap compared to its competitors. In addition, the clothing products it offers also follow trending fashions.
3.   From the research, it is known that the retail sales mix affects the image of the Pasar Baru store in Bandung, although the effect is weak, namely only 8.62%. And from the calculation, it is known that the service dimension has the most influence on the store's image compared to other dimensions of the retail sales mix. Of course, this service dimension is in the

spotlight of consumers so that companies can improve it. With all the existing limitations, Pasar Baru Bandung tries to optimize all available resources even though the results are not optimal.

Suggestions

Based on the above conclusions, the following suggestions are proposed:

1. Variations of products and brands that are sold will also increase consumer satisfaction because their wants and needs are fulfilled in Pasar Baru Bandung. This product variation is also related to the product line sold in Pasar Baru Bandung, more varied clothing sizes, and clothing styles such as additions to clothes for babies and pregnant women will be very beneficial for the company.
2. A more competitive pricing strategy will make consumers more interested in shopping at Pasar Baru Bandung. This pricing strategy can be done by offering lower prices or by providing discounts to consumers.
3. Improving existing facilities and infrastructure such as installing air conditioning, expanding the parking area, etc. will make the image of the Pasar Baru Bandung shop even better. This improvement will certainly increase consumer convenience when shopping. Of course this will have a long impact on the company, especially consumer satisfaction which is always maintained.
4. The skills and friendliness of employees who are always at the forefront of service will make consumers satisfied. With good skills coupled with friendliness from employees, consumers will not hesitate to express their needs and desires. Furthermore, they will feel at home so that they will make Pasar Baru Bandung the main shop of choice for them when buying clothes.
5. Promotion that is more effective and targeted and tailored to the target market share. This is intended so that the expansion of market share can also be realized and the level of arrivals and purchases from consumers will increase.
6. Further research can be done by looking at other variables that affect the image of the Pasar Baru Bandung shop. The variable brand equity can be used to see how the development of Pasar Baru Bandung.

Bibliography

Hasan, I., Farida, L., & Kholilah, K. (2021). The role of Islamic Corporate Social Responsibility in building corporate image to increase customer loyalty. Jurnal Ekonomi Modernisasi, 17(2), 83-94. doi:https://doi.org/10.21067/jem.v17i2.5334

Pina, J. M., Martinez, E., De Chernatony, L., & Drury, S. (2006). The effect of service brand extensions on corporate image: an empirical model. European Journal of marketing, 174-197. doi:https://doi.org/10.1108/03090560610637374

Rachmawati, M. (2021). The Performance Of Retailing Mix And Customer Relationship Management For Increasing Customer Value And Corporate Image Of PT. Hanan Boga Rasa Cathering, Snack And Bakery. Turkish Journal of Computer and Mathematics Education (TURCOMAT), 12(8), 292-298. doi:https://doi.org/10.17762/turcomat.v12i8.2799

Setiawan, R. B. (2021). An Effect of Relationship Marketing On Customer Trust and Impact on Customer Retention Bank Sumut Branch Lubuk Pakam. Budapest International Research and Critics Institute (BIRCI-Journal): Humanities and Social Sciences, 4(3), 5976-5986. Retrieved from http://www.bircu-journal.com/index.php/birci/article/view/2397

Tao, Z., Guijun, Z., & Yuanyuan, H. (2010). A literature review on the studies of internet retailing management. Technology and Investment, 2010, 1-7. doi:10.4236/ti.2010.11003