

**PRODUCT DISPLAY IMPROVEMENT IN HI-BIZZ
MINIMARKET BASED ON CUSTOMER SHOPPING
BEHAVIOR**

A THESIS

**Submitted in Partial Fulfillment of the Requirement for the Degree of
Bachelor of Engineering in Industrial Engineering**



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IDENTIFICATION PAGE

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DECLARATION OF ORIGINALITY

I certify that the research entitled "Product Display Improvement in Hi-Bizz Minimarket Based on Customer Shopping Behavior" in this thesis has not already been submitted for any other degree.

I certify that to the best of my knowledge and belief, this thesis which I wrote does not contain the works or parts of the works of other people, except those cited in the quotations and bibliography, as a scientific paper should.

In addition, I certify that I understand and abide the rule stated by the Ministry of Education and Culture Republic of Indonesia, subject to the provisions of *Peraturan Menteri Pendidikan Nasional Republik Indonesia Nomor 17 Tahun 2010 tentang Pencegahan dan Penanggulangan Plagiat di Perguruan Tinggi*.

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DEDICATION PAGE

Thanks to,

Myself, Antonius Abhirama Subiyakto

...

My family, who have supported and trusted in finishing this thesis.

...

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...

My friends in Industrial Engineering Program Batch 2017, especially for International Class, who have studied together during college.

...



FOREWORD

Praise and deep gratitude to the God Almighty that, with His blessing, I can finish this thesis punctually. This thesis entitled "Product Display Improvement in Hi-Bizz Minimarket Based on Customer Shopping Behavior" is a requirement in accomplishing the bachelor's degree at the Department of Industrial Engineering. I would like to thank all of those who have given the contribution to finish this thesis. I would like to deliver this gratitude to:

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I realize that this thesis has not been perfect. Suggestions and constructive criticisms are expected in the completion of this thesis. Recently, I hope that this thesis can provide useful things and add insight to all parties that may need it.

Yogyakarta, July 26th, 2021

Antonius Abhirama Subiyakto

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ABSTRACT

Indonesia is one of the countries that are enthusiastic about the growth of modern retails. It has benefited customers because it makes it easier to find products they need/want. Hi-Bizz Minimarket is one of the modern retailers that has not utilized product display optimally. This retail is located at one of the gas stations on Jalan Magelang, where the typical customer wants speed in shopping. There is still an unused rack in front of the cashier, which can trigger a sense of impulse buying for customers. This retailer has not used an unused rack because the owner and cashier are confused in determining which category can fill the rack. Therefore, it is necessary to analyze to determine which product categories can fill an unused rack. An improvement will be drawn up in the form of product displays for this rack.

The analysis process in this research begins with conducting a category management evaluation to move products from the miscellaneous category to a more relevant category according to the product type. It is intended that the arrangement of product displays uses data that has been evaluated. Determining which categories can be moved to an unused rack is also supported by observing customer preferences. This observation aims to determine which racks are frequently passed or visited by customers by watching their traces. Each aisle and rack will be represented by points from A, B, C, D, and E in the layout to illustrate the traces. The product category determined based on customer preference, namely the medicine category, will be analyzed using ABC Analysis. ABC analysis is used to classify medicinal products which are divided into three classifications: Class A, B, and C, sorted from high to low revenue, which influenced the placement of medicine products. This product placement is also supported by analyzing the merchandise hierarchy on customer preference. In this analysis, a questionnaire was distributed to be filled out by respondents who had shopped at retail gas stations. This analysis shows that there is an ordering of the most prioritized criteria by the respondents if they choose medicinal products. There are selection criteria such as brand, price, package, size, and flavor. The merchandise hierarchy will be one of the keys to determining the position of each product on the rack.

The result of this research is to determine one of the product categories that will be arranged into an unused rack, namely the medicine category. The results of the ABC Analysis will determine the placement of the product. Products in Class C will be placed in a position most visible to customers. It is intended to increase sales for Class C. Furthermore, the results of the merchandise hierarchy in the form of an order of the most prioritized criteria will influenced medicine product placement. The product display improvement for the medicine category makes it easier for the owner and cashier to place the medicine product and makes it easier for customers to find the medicine products.

Keywords: retail, impulse buying, product display, customer preference