

**ANALYSIS OF CUSTOMER SHOPPING BEHAVIOUR TOWARD
CUSTOMER'S RESPONSE IN OUT OF STOCK SITUATION
AT FMCG RETAIL STORE
A CASE STUDY AT HYPERMARKET GIANT PURWAKARTA**

By

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2-1553-001

MASTER'S DEGREE

In

**MASTER OF BUSINESS ADMINISTRATION
FACULTY OF BUSINESS ADMINISTRATION AND HUMANITIES**



SWISS GERMAN UNIVERSITY

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August 2017

Revision after the Thesis Defense on 12th August 2017

STATEMENT BY THE AUTHOR

Hereby I declare that this master thesis submitted is a work of my own and to the best of my knowledge, it contains no material previously published or written by another person, no material which substantial extent has been accepted for the obtain of the other degree or diploma in other educational institution, except the acknowledgement is made in the thesis.

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ABSTRACT

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Every retailers want to keep their customers from leaving the store. One of the conditions that can make customers leave the store is when they experience out of stock situation. Out of stock is a threat to all retailers, including in Giant Purwakarta. The existence of out of stock conditions can make consumers leave the store or stay in the store. The decision to stay or leave the store is influenced by the characteristics that the consumer have. This study examines how much influence of the customers characteristic to the customer response when Giant Purwakarta out of stock. The type of this research is descriptive quantitative by using Pearson Chi-Square formula to analyse the relationship between variables. The results show that there are three characteristics that have significant value with customer response. The three characteristics are: general time constraint, brand loyalty, and store loyalty. On the other hand, the three characteristics of consumers found have no significant value with customer response when Giant Purwakarta facing out of stock. The three irrelevant characteristics are: Store distance, store price, and shopping trip. These results suggest that loyalty and time to shop become the most influential factors on consumer decision making to leave the store or stay in the store when retail store facing out of stock condition.

Keywords: Retail shop, Customer Behaviour, Out of Stock, Pearson Chi-Square



DEDICATION

I dedicate this thesis to my beloved parents, wife and children, family and friends on batch 27; I also dedicate this thesis to my working colleague in PT. Hero Supermarket Tbk.



ACKNOWLEDGEMENT

First of all, I am grateful to the Almighty God, for giving his endless blessing, knowledge and strength to make this thesis work possible.

I wish to express my sincere thanks to Dr. Antonius TP. Siahaan, SE., Akt., MM as thesis advisor for his valuable comments, suggestion and sharing of knowledge to make this thesis work more meaningful. And also to Dr. Badikenita Sitepu, SE., MSi as thesis co-advisor, for giving her idea to make this thesis work an interesting one.

I also thanks to Mr. Ayi Tohir and his team in Giant Purwakarta for their help during the customer survey which became the backbone of this research. And to Mr. Paulus Angre Edvra for his help and patience during the “statistical job”.

Nobody has been more important to me in the pursuit of this thesis work than the members of my family. I would like to thank my parent, H. Firdaus Yahya and Hj. Elmiyasna, whose love and guidance are with me in whatever I pursue. They are the ultimate role models. Most importantly, I wish to thank my loving and supportive wife, Joicesita, and my two wonderful children, Ratunia and Rajata, who provide unending inspiration.

Lastly, I would also grant my best gratitude to all fellow friends in MBA Batch 27 and all the lecturers throughout this MBA course, also to all of faculty members and staff in Swiss German University. Thank you for all of our adventurous and wonderful moments, this MBA course would not be the same without all of you.

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