



IMPROVING THE LAYOUT DESIGN OF A CONVENIENT STORE IN PASIR PUTEH, KELANTAN

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ABSTRACT

This research aims to make an improvement on the layout design of a convenient store in Pasir Puteh, Kelantan. Customers at the convenient store mostly has problem to walk in the store and face the difficulties to find product due to poor layout design. In this study, quantitative method has been used. The questionnaire has been distribute directly to the customer face to face and also via online. The respondent of survey are selected among the resident of Pasir Putih who has some purchasing experience with the convenient store. The result of this study shows that the layout design at the convenient store is not properly arranged. Thus, the author has come out with a new layout design in order to smoothen the traffic flow of the customer movement in the convenient store

INTRODUCTION

This study is about making improvement on the layout design of a convenient store in Pasir Puteh, Kelantan. Vrechopoulos et al. 2004 cited in Tlapana (2009) said that the layout itself can influence customers feeling and behavior. This is because a bad layout design can effect customer shopping experience. Thus, a well layout design is needed to be propose to the current layout at ABCD Enterprise, Pasir Putih, Kelantan.

OBJECTIVE/S

- To identify the major weakness of the current layout design toward customer purchasing experience.
- To propose a more suitable layout to enhance customer purchasing experience.

METHODS

- Quantitative method are used in this study with questionnaire form that distributed via online and face to face with the customer.
- Before that, a pilot study has been conduct and verified.
- There are two section in the questionnaire which is section A (Demographic) and B (Customer perspective). Section A consist of five questions while section B consist of five part that each part consist of five question.
- Participant are selected among the one that already has purchasing experience at ABCD Enterprise.
- The respondent were ask about whether they are one of the customer of ABCD Enterprise or not.
- From 322 questionnaire that distributed, only 135 (42%) responds are valid to be analyze.
- In this study, SPSS Software are used to make reliability analysis and descriptive analysis of the result.

RESULTS

RESULT OF THE ANALYSIS: MAJOR WEAKNESS OF CURRENT LAYOUT DESIGN IS CUSTOMER MOVEMENT

- 20 respondents used in Pilot Test analysis to make sure the questionnaire valid enough to be distributed.
- Cronbach's Alpha value for Pilot Test analysis = 0.905 with 25 n.
- 135 (42%) responds that received out of 322 distributed questionnaire has been analyze using SPSS software.
- Cronbach's Alpha value for analyzed responds = 0.953 with 25 n.
- Figure 1.2 is the research framework of improving the layout design of a convenient store in Pasir Putih, Kelantan.
- Figure 4.6 answered the first objective of this research which is the major weakness of current layout design is customer movement.
- Figure 4.7 shows the brainstorming for possible cause.
- From cause and effect diagram, author try to analyze and identify the root cause using 5 why analysis.
- As a result, the root cause of this problem lead to the management department of the convenient store that lack of awareness and experience in designing layout.

PROPOSED SOLUTION: IMPLEMENTING 5S TOOLS

- Practice Seiri and Seiton first as a starter
- current layout design rearrange by set everything in order, clearing all the product that block the walkway, simplify the arrangement of the shelf until the walkway wide enough for group shopping and configure the need of extra product.

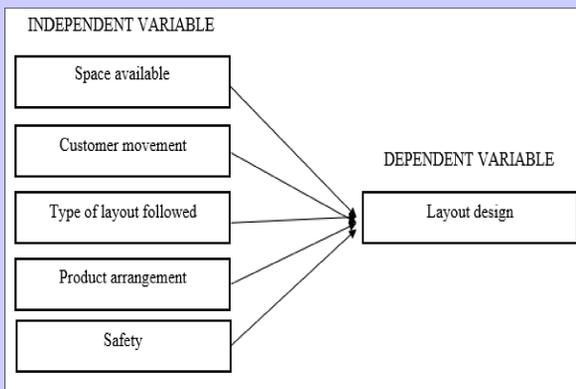


Figure 1.2: Research frameworks

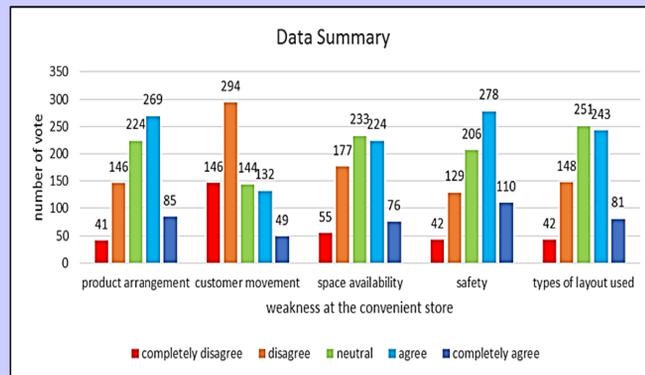


Figure 4.6: Data summary of the respondent response

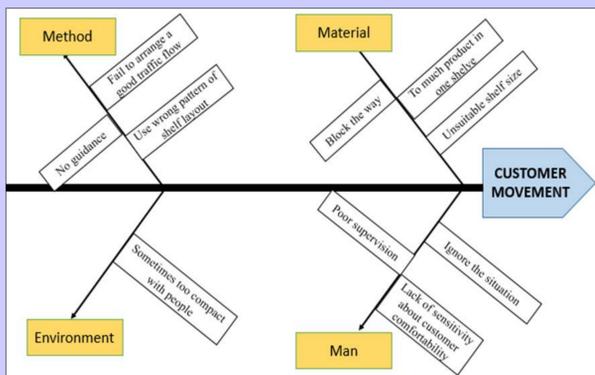
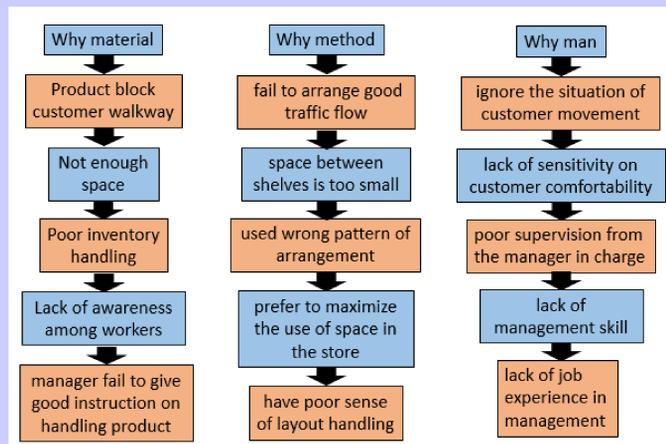


Figure 4.7: Cause and effect diagram of customer movement



5 Why analysis of customer movement

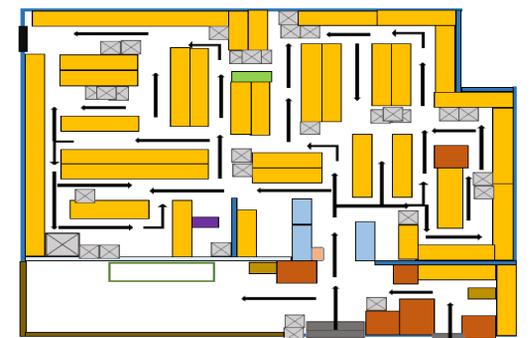


Figure 5.1: Original layout design of the convenient store before applying 5S tools.

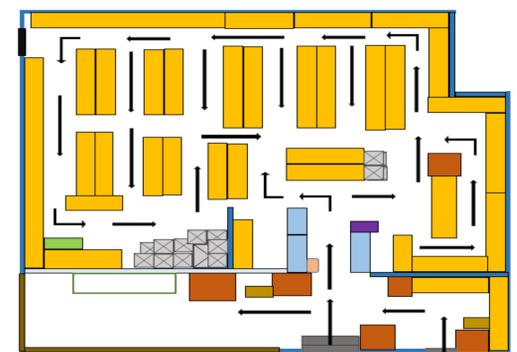


Figure 5.2: Layout design of the convenient store after applying 5S tools



CONCLUSIONS AND RECOMMENDATION

As a conclusion, both of the research objective that want to identify the major weakness of the layout design and then propose a more suitable layout to enhance customer purchasing experience are achieved. An implementation of 5S tools surely can give a big impact on making improvement of layout design in the convenient store. As far for future research, if this research can solve the problem at ABCD Enterprise, other researcher also can used this study to solve the other convenient store that maybe have the same problem. This study could be the basic guidelines to other researcher in the future. Other researcher can expended the scope of this study and make it related to the other sector to make sure it is not only useful for convenient store but also can be useful for other sector such as supermarket, mall and factory.