ABSTRACT

Attribute Analysis and Consumer Attitude to Olympic Furniture Product that Marketed in Modern Retail Outlet
(Case Study at Hypermart Outlets in Jabodetabek)

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The aims of this research are to analyze product attributes that lionized by consumer in conducting purchasing to the product furniture brand Olympic in Hypermart Jabodetabek, to analyze consumer perception to product attributes and to formulate managerial implication for company in face of competition. Modern Retail Outlet growth every its year as high as 31.4% so indirectly depict the displacement of consumer buying behavior from traditional market to modern market (strengthened with result of AC Nielsen research at 2005 – 2006 that indicate that traditional market grows -8.1% and modern market 31.4% every year).

The data were analyzed from 150 respondents in Jabodetabek. Cochran Analysis, Fishbein and Biplot were used to analyze the data. Based on responder perception, brand Olympic can fulfill expectation and responder needs more than two other brand. Olympic main characteristic is to the number of discount/promo.

The results of the study suggested Olympic to maintain their attributes excellence and to improve their attributes weakness. Producer also suggested to educate consumers about their attributes excellence. Olympic was also associated with the discount/promo attribute, whereas Big Panel was close related to model attribute.