ABSTRACT

Retail Mix Strategy Analysis Based on Consumer Segmentation, Preference and Attribute Performance of Electronic City - BEC Bandung

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The economic growth has changed the shopping habit of the people. This growth made the retail business developed from a traditional business to a more innovative, dynamic and competitive business.

The huge foreign retailer entering with its huge equity and the growth of local retailer has made the retail business a tight competition.

The aims of this study are: to analyze the retail mix strategy at Electronic City – BEC Bandung by separating the identification of consumer’s residence and the location of trade area Electronic City – BEC Bandung, to identify and analyze its demographic characteristic and consumer behavior, to analyze consumer segmentation, to evaluate the attribute performance and to evaluate consumer preference. These results will hopefully be advantageous for Electronic City – BEC Bandung management in formulating a retail mix and marketing strategy.

The analysis tools used in this research are descriptive analysis, cluster analysis, conjoint analysis and importance – performance analysis.

Based on all of the results of analysis, it is discovered that the present marketing strategies are not fit to be used. The formulation marketing strategies to be proposed to Electronic City – BEC Bandung are: middle consumer orientation that provide good service, reliable information besides providing security, comfort and easiness in shopping which composition of 50% male – 50% female at 25 -45 years old.

Based on its psychographic characteristics are categorized into 3 segmentation, which are: pragmatic shopper, value seeker and shopping lover, where the highest potential is pragmatic shopper (41%). The consumer preference for Electronic City -BEC Bandung is discount promotion-cheap price-complete product and display based on brand.

The performance attribute that has to be maintained and increased are parking area, toilet sanitation, completeness of product, access, price, on time delivery, consumer attention, speed of service and its after sales service.