ABSTRACT

The Perception and Preference Analysis of Super Indo Supermarket Customer, Depok

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The development of retail business in Indonesia has increased in the past few years. This is indicated by the rapid growth of various retail format such as: hypermarket, supermarket and also minimarket which will lead to tight competition between the retailers to win and maintain customers. The customers loyalty towards retailers tend to easily change.

The goals of this study are: to analyze the customers segmentation of Super Indo Supermarket, to analyze the customers perception, to evaluate attribute performance and customers preference towards Super Indo, Depok. These goals will hopefully be advantageous for the Super Indo management in formulating a marketing strategy. The analysis tools used in the research are: Cochran analysis, Conjoint analysis, Cluster analysis, and Importance-Performance analysis.

Based on the perception analysis with 20 attributes tested with Cochran analysis, there were three attributes which were not yet considered as a perception. These three attributes are: toilet, front display and the color of walls and the store model. The respondents’ preference towards Super Indo are: complete availability of product, availability of toilet, cool room temperature and promotional prizes. The attribute which is the main priority to increase is the space attribute. The segments were divided into three categories: teenagers, old age, and adults. The adult segment was the largest segment with a proportion of 48.5 percent.