

ANALISIS *POSITIONING* PASAR SWALAYAN BERDASARKAN PERSEPSI KONSUMEN

ABSTRAK

Penelitian ini bertujuan untuk mengetahui: (1) Bagaimana persepsi konsumen terhadap atribut yang diberikan pasar swalayan Alfa, Mirota Kampus dan Superindo, (2) Bagaimana posisi dan tingkat persaingan pasar swalayan Alfa, Mirota Kampus dan Superindo berdasarkan persepsi konsumen di Yogyakarta.

Penelitian ini dilakukan selama bulan Agustus 2006 dengan metode studi kasus. Jumlah sampel yang digunakan adalah 150, yang diambil menggunakan metode *aksidental sampling*. Alat pengambilan data yang digunakan adalah kuesioner yang telah diuji validitas dan reliabilitasnya. Sedangkan teknik analisis data menggunakan analisis nilai rata-rata dan analisis posisi produk.

Hasil dari penelitian ini menunjukkan: (1) Persepsi konsumen terhadap atribut yang diberikan pasar swalayan Alfa, Mirota Kampus dan Superindo adalah baik, ditunjukkan dengan nilai rata-rata berkisar antara 3.51-4.50, (2) Pasar swalayan Alfa unggul dalam atribut fisik dan produk, pasar swalayan Mirota Kampus unggul dalam atribut harga, sedangkan Superindo unggul dalam atribut pelayanan. Persaingan terdekat berdasarkan atribut fisik dan produk adalah Mirota Kampus dan Superindo ditunjukkan dengan nilai *perceived distance* terkecil yaitu (0.005), berdasarkan atribut fisik dan harga adalah Alfa dan Superindo, ditunjukkan dengan nilai *perceived distance* terkecil yaitu (0.0005) berdasarkan atribut fisik dan pelayanan adalah Mirota Kampus dan Superindo ditunjukkan dengan nilai *perceived distance* terkecil yaitu (0.0074), berdasarkan atribut produk dan harga adalah Mirota Kampus dan Superindo ditunjukkan dengan nilai *perceived distance* terkecil yaitu (0.001), berdasarkan atribut produk dan pelayanan adalah Mirota Kampus dan Superindo ditunjukkan dengan nilai *perceived distance* terkecil yaitu (0.0026), berdasarkan atribut harga dan pelayanan adalah Mirota Kampus dan Superindo ditunjukkan dengan nilai *perceived distance* terkecil yaitu (0.0034).

THE POSITIONING ANALYSIS OF SUPERMARKET BASED ON CONSUMERS' PERCEPTION

ABSTRACT

The aims of the research were to find out: (1) The consumer's perception on the attribute given by Alfa supermarket, Mirota Kampus and Superindo, (2) The position and the market competition of Alfa, Mirota Kampus and Superindo according to consumer's perception in Yogyakarta.

The research was done during August 2006, using case study method. The amount of the sample was 150, and was taken using accidental sampling method. The research instrument was questionnaire which had been tested its validity and reliability. Data analysis techniques used were the analysis of average point and analysis of product position.

The result of the research indicated that: (1) The consumer perception on the attribute given by Alfa Supermarket, Mirota Kampus and Superindo was good, it was shown by average point from 3.51-4.50, (2) Alfa supermarket was superior on physical attribute and product, Mirota Kampus supermarket was superior on price attribute, then Superindo was superior on service attribute. The closest competition according to physical attribute and product was Mirota Kampus and Superindo, shown by the smallest perceived distance point that was (0.005), according to physical attribute and price was Alfa and Superindo, shown by the smallest perceived distance point that was (0.0005), according to physical attribute and service was Mirota Kampus and Superindo, shown by smallest perceived distance point that was (0.0074), according to product attribute and price was Mirota Kampus and Superindo, shown by smallest perceived distance point that was (0.001), according to product attribute and service was Mirota Kampus and Superindo, shown by smallest perceived distance point that was (0.0026), according to price attribute and service was Mirota Kampus and Superindo, shown by the smallest perceived distance point that was (0.0034).