

Perbedaan Store Image antara Alfa Supermarket dan Supermarket Mirota Kampus di Yogyakarta

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ABSTRAK

Penelitian ini dilakukan untuk mengetahui persepsi konsumen terhadap *store image* yang dilihat dari fisik, pelayanan, harga dan promosi di Alfa supermarket dan supermarket Mirota Kampus, serta membandingkan persepsi konsumen terhadap keduanya.

Teknik pengumpulan data yang digunakan adalah kuesioner dan wawancara. 60 responden dari populasi diambil dengan menggunakan metode *purposive sampling*. Uji instrumen yang digunakan adalah uji validitas dan uji reliabilitas. Sedangkan untuk pengujian analisis peneliti menggunakan analisis *Chi-Square* untuk menguji perbedaan diantara kedua supermarket.

Persepsi konsumen terhadap kedua supermarket adalah baik. *store image* konsumen terhadap Alfa supermarket dan supermarket Mirota Kampus (faktor fisik, pelayanan, harga, dan promosi) dipersepsikan berbeda oleh konsumen. *store image* konsumen terhadap Alfa supermarket dan supermarket Mirota Kampus, berdasarkan karakteristik tingkat pendidikan dan golongan pendapatan konsumen menunjukkan tidak berbeda.

**The Difference of Store Image between Alfa Supermarket and Mirota
Kampus Supermarket in Yogyakarta**

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ABSTRACT

This research aimed to identify the perception of consumer on store image, in terms of physical appearance, the service, price, and promotion of Alfa and Mirota Kampus supermarket, than compare them.

The technique of collecting data used were questionnaire and interview. Sixty respondents from population were taken under purposive sampling method. Validity and reliability tests were performed to ensure the goodness of the instrument. Data analysis used to test the difference of consumer perception was Chi Square.

The consumer perception on Alfa and Mirota Kampus supermarket was good. The store image of consumer to Alfa and Mirota Kampus supermarket (based on factor, service, price, and promotion) was perceived differently by the consumer. Consumer based on their education and income level. Perceived store image of Alfa and Mirota Kampus supermarket equal.