

ABSTRAK

Marelsocks merupakan produk kaos kaki yang mencapai 458 toko / outlet pada tahun penjualan 2017 di Pulau Jawa, dengan konsentrasi Jawa Tengah dan D.I. Yogyakarta. Toko / *outlet* Marelsocks mengalami kinerja penjualan sangat buruk dimana hanya 5% dari total toko / *outlet* yang dianggap berkinerja baik dengan omzet penjualan diatas Rp 500.000,-/bulan. Penelitian ini bertujuan(1) identifikasi faktor – faktor paling penting sebagai penentu keberhasilan toko / *outlet*, (2) penyusunan pedoman dalam pembukaan / evaluasi kerjasama penjualan toko / *outlet* Marelsocks. Pengumpulan data dalam penelitian menggunakan *participant observation*, observasi dokumen, observasi lapangan. Data diperoleh dengan mengkaji pemilihan outlet Marelsocks baik secara data demografi, penampakan visual lapangan, data penjualantahun 2017 dan wawancara terbuka pada outlet sampel penelitian. Sampel diambil dengan metode / teknik *purposive sampling* dengan memilih sampel pembanding antara toko / *outlet* berdasarkan kinerja penjualan, dipilih 5 performa toko terbaik dan 5 performa toko terburuk dari 458 outlet / toko Marelsocks. Analisis data dibagi menjadi 2 (dua),analisis data 1 bertujuan untuk mengetahui faktor – faktor penentu keberhasilan toko / *outlet* beserta tingkat kepentingannya menggunakan metode Analisis Hirarki Proses (AHP) dengan bantuan *Software Microsoft Excel*, dan analisis masalah 2 merupakan pembuatan pedoman pembukaan / evaluasi toko / *outlet* Marelsocks menggunakan model formulir penilaian (Skor). Hasil penelitian diperoleh 10 (sepuluh) Indikator yang berfungsi sebagai faktor penentu keberhasilan toko / *outlet* secara berurutan sesuai besaran nilainya ada 3 kelompok kepentingan yang harus dipertimbangkan dalam identifikasi faktor – faktor penentu keberhasilan toko / *outlet*, ada 3 (tiga) kelompok antaralain: Kelompok 1 adalah *Regional population growth 2017* (0.043);*Target market population (number and percentage)* - *Regional Economic Growth* (0.043); *Lease requirement/land cost* (0.043); *Parking ratio* (0.043); *Traffic flow(Average speed, In-store Traffic)* (0.043); *Pedestrian flow (Average lot of vehicles, Out-store Traffic)* (0.043); Kelompok 2 adalah *Metropolitan and city network (distance, linkages)* (0.030); *Distribution capabilities* (0.030); *Intercept Store Intensity* (0.030); Kelompok 3 adalah *Public transportation acess* (0.023).Panduan Evaluasi / Buka Toko / Outlet Baru Marelsocks disusun dalam bentuk form penilaian(*scoring*) dan telah dilakukan simulasi uji coba sebelumnya terhadap toko terbaik maupun terburuk. Panduan pembukaan / evaluasi toko / *outlet* Marelsocks siap digunakan.

Kata kunci: Faktor Penentu Keberhasilan Toko / Outlet, Identifikasi, Pemasaran, Panduan Evaluasi / Buka Toko / Outlet.

ABSTRACT

Marelsocks is a sock product has reached 458 stores or outlets in 2017 in Java, which extend in East Java and Special Region of Yogyakarta (DIY). The Marelsocks' store or outlet had a poor performance in terms of sale since there are only 5% of their stores that having an excellent sale's performance generated profit for about Rp. 500.000,- per month. This research aims at (1) identify the most important successfulness factors of store/outlet (2) organize the guideline for opening or evaluate to the sale cooperation of Marelsocks' store/outlet. The data collection in this research employed participant observation, document observation, and field observation. The data were obtained by reviewing the selection of the Marelsocks' outlet on demographic data, visual field appearance, the sales data in 2017 and the interview on sample research of the outlet. The sample was occupied by a method or technique *purposive sampling* by choosing comparative sample between store or outlet based on sales performance, selecting five best store performance and five poorest store from 458 Marelsocks' outlets or stores. The data analysis were divided into 2 analysis. The first data analysis purposed to describe the successfulness factors of the store/outlet and the important level of using an Analysis of Hierarchy Process (AHP) method which supported Software Microsoft Excel, and the second analysis data created an opening guideline or evaluated the Marelsocks' store or outlet that used assessment form model (scoring). The results of the research gained 10 indicators which function as a successfulness factor of the store or outlet according to the amount of sequential value. There are 3 importance groups that have to be considered in identifying the successfulness factors of the store/outlet. They are, the first group is *Regional population growth 2017 (0.043); Target market population (number and percentage) - Regional Economic Growth (0.043); Lease requirement/land cost (0.043); Parking ratio (0.043); Traffic flow(Average speed, In-store Traffic) (0.043); Pedestrian flow(Average lot of vehicles, Out-store Traffic) (0.043)*; the second group is *Metropolitan and city network (distance, linkages) (0.030); Distribution capabilities (0.030); Intercept Store Intensity (0.030)*; the third group is *transportation Public access (0.023)*. The evaluation guideline / opening new Marelsocks' store or outlet was arranged in the assessment form (scoring) and conducted a trial simulation to the best store also the poorest store. The opening guideline / evaluation of the Marelsocks' store or outlet is ready to use.

Keywords: Successfulness Factor of Store, Identify, Marketing, Evaluation / Opening Guideline of Store or Outlet