

ABSTRACT

The existence of lifestyle changes of society that demands ease and convenience in meeting the consumer needs affect modern retail business growth in Indonesia, especially minimarket. Currently, the minimarket competition in the city of Bandung becomes increasingly competitive, between, Alfamart, Circle K, Indomaret, SB Mart, and Yomart are competing to provide the best service to consumers.

This study aimed to find out the positioning map of the five minimarket outlets, namely Alfamart, Circle K, Indomaret, SB Mart, and Yomart based on consumer's perception in the city of Bandung. Consumer's perception is measured based on six retail mix attributes including customer service, location, store layout and design, merchandise assortment, communication mix, and pricing.

The research method used is quantitative method with descriptive type. Methods of data collection was done through online questionnaires to 390 respondents in the city of Bandung. The data analysis technique used in this research is Multidimensional Scaling (MDS) technique.

The result showed Indomaret in first place that superior on the attributes of customer service, location, merchandise assortment, communication mix, and pricing. Then on the second rank was occupied by Alfamart that superior on store layout and design. Third rank was occupied by Yomart, fourth rank was occupied by Circle K, and fifth rank was occupied by SB Mart.

Recommendation given, Indomaret and Alfamart should maintain the excellence that they own and improved in terms of aspects in these attributes in order to maintain the good perception in the minds of consumers. For example, on customer service attributes, Advice for Indomaret is to do a product knowledge training for their employees in order to have a good understanding of the products sold. While Alfamart must be improve the store layout and design attributes by using more attractive colors in Alfamart outlets. As for Yomart, Circle K, and SB Mart are recommended to keep trying to gain a good perception in consumer's mind, at least optimize on one attribute such as pricing, store layout and design, and location.

Keywords: Positioning, Perception, Multidimensional Scaling, Minimarket Outlet.