ABSTRACT

This research aims to find out minimarket perceptual map in Buah Batu district of Bandung. The object of this research study are some of the minimarkets in Buah Batu district of Bandung, namely Alfamart, Indomaret, Yomart, Circle K, SB Mart and Griya Mart. The ttributes that used in this study is merchandise assortment, location, price, promotional mix, customer service, and store design and display provided by the minimarket.

This research using quantitative methods. Research instrument used was a questionnaire, which was distributed to 100 respondents in the sample area of the object of research. The technique of determination of the sample used in this study is a non probability sampling techniques with type incidental sampling. The analysis used in this research is the analysis of multidimensional scaling, this analysis gives an overview map of perception, it appears the position of each mini-adjacent or distant. Minimarket displayed in a perceptual map will show you the ranking of ideal position minimarket than others.

Indomaret perceived ideal position between the others. This is evidenced by the position of the ranking of consumer preferences based on attributes minimarket. While based preference minimarket on attributes, consumers have perceived minimarket Indomaret is the best based on attributes. Indomarets merchandise assortment, price, and promotional mix is better than others. As for the promotional mix and customer service attributes, SB Mart is a minimarket with the best promotions and service.

Key words: Perceptual Map, Multidimensional Scaling(MDS)