

ABSTRACT

The Applecoast Distro is a fashion store that has stood since the year 2013. Judging from the sales side in January to December 2019 sales targets Applecoast distros were not reached. The purpose of this research is to explore the perception of local distro consumers to the selection of local distro in Bandung, based on perceptual mapping with multidimensional scaling method. Multidimensional Scaling (MDS) is a multivariate technique that uses more than one variable to know the condition of competition, advantages and disadvantages and knows the position of each local distro in the eyes of prospective consumers. In this research the attributes used are brand reputation, material quality, stitch quality, color variation, model variation, product purchase funnel, product size range, product type variation, and product price. The samples of this research amounted to 100 consumers of local distros. The research data is obtained from the dissemination of questionnaires that will be input for MDS processing. After processing the data using MDS, generated perceptual mapping with the position of the Applecoast distro has a major competitor to UH! distro. The inherent weaknesses of Applecoast distro are brand reputation, material quality, stitch quality, color variation, model variation, product purchase funnel, product size range, product type variation, and product price. Positioning strategies can be done on material quality attributes, stitch quality, brand reputation and model variations where these four attributes are wanted to be highlighted by Applecoast distributions to win the competition.

Keywords: Applecoast Distro, Positioning, Perceptual Mapping, Multidimensional Scaling.