ABSTRACT

The Covid-19 pandemic that has spread globally has had a very serious impact on people and economies around the world and drastically changed people's behavior, including how to get goods. This study will examine consumer preferences in choosing where to shop between supermarkets or minimarkets during the Covid-19 era. With a sample of 246 respondents, this study was conducted using multidimensional scaling (MDS) to determine these shopping preferences. The attributes used include quality, price, location, product variety, and service. MDS analysis shows that in the visual spatial map, it is known that the first dimension is a service, then the second dimension is a product. In the first dimension, location and service factors are found, then in the second dimension there are quality, price, and product variations. During the Covid-19 era, it is known that customers choose where to shop at supermarket format stores. The most influencing factors are quality factors (product quality, well-known products, product guarantees), price (price levels, discount days), and product variations (variations in brand selection, high stock levels). The indicator factors that must be improved by the supermarket format store are location factors (distance from residence, availability of public transportation access, and easy access to parking) and service factors (availability of special member card facilities, speed of payment transactions and availability of credit card payment facilities).

Keywords: Consumer Preferences; Multidimensional Scalling; Modern Retail