ABSTRACT

Bandung is one of the culinary tourism destinations and has an increasing economic growth in the culinary field. Kirai Dimsum is one of the business actors engaged in the food industry that was born in 2019, the products sold are various kinds of dimsum. An interesting phenomenon is that along with the increasing culinary growth, more and more restaurants and cafes have sprung up in the city of Bandung. However, unlike Kirai Dimsum, which experienced several symptoms of problems, these symptoms were that income during the months of December 2021 to November 2021 decreased, and tended to not reach the target. The survey was conducted to determine consumer perceptions of dimsum products that only 6% of dimsum consumers in Bandung know about Kirai dimsum. From these symptoms it is concluded that Kirai Dimsum is classified as weak in the perception of dimsum customers in the city of Bandung. One solution is to build differentiation and competitive advantage for designing positioning strategies and implementing them.

This study aims to design the positioning of Kirai Dimsum products among its competitors based on customer perceptions. The Multidimensional Scaling (MDS) method aims to find out how products and brands are seen by consumers among their competitors. Data collection for this study was carried out by interviewing and distributing surveys to conduct further observations of respondents' perceptions of Kirai Dimsum products. There are 9 attributes that are used to determine the positioning of Kirai Dimsum products. The number of samples used for this final project is 90 respondents. Sampling using nonprobability sampling method with purposive sampling technique. The results of the perceptual map describe the conditions of competition between dimsum products and their attributes. There are two regions, namely region A and region B. Region A has the dimsum brands Red Dimsum and DU Dimsum, the position of Kirai Dimsum's dimsum product occupies region B with Baper Dimsum, Dewa Dimsum, Cakama Dimsum, and Rocket Dimsum.

The superiority of the Kirai Dimsum product based on the Euclidean distance with its attributes shows that Kirai Dimsum is perceived as superior in taste and size attributes, while the things that are less perceived by consumers are variety and presentation. This is a priority to be given a positioning improvement design with analysis of Strengths (Strengths), Weaknesses (Weaknesses), Opportunities (Opportunities), Threats (Threats), as well as analyzing the right strategy for positioning improvement. The results of the positioning design are carried out to strengthen the Kirai Dimsum dimsum brand so that it can compete well.

Keyword — Multidimensional Scaling, Positioning, Perceptual mapping, SWOT, Dimsum