

Analisis perbandingan store image antara Ramayana department store, Matahari department store, dan Metro department store di Jakarta = Comparative analysis of store Image between Ramayana department store, Matahari department store, and Metro department store in Jakarta

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Abstrak

Department Store memiliki peranan penting dalam bisnis retail sejalan dengan perkembangan zaman dan kebutuhan hidup masyarakat masa kini. Selain dengan menambah gerai yang ada agar dapat menarik konsumen untuk datang dan merebut pangsa pasar konsumen yang ada, penampilan dan penataan yang menarik menjadi suatu tuntutan. Sehingga store image merupakan salah satu dalam mempengaruhi pilihan toko. Penelitian ini bertujuan untuk mengetahui store image Ramayana, Matahari, dan Metro Department Store berdasarkan persepsi konsumen terhadap dimensi-dimensi yang terdapat pada masing-masing Department Store dan melakukan perbandingan dan menganalisa store image yang terbentuk pada masing-masing Department store. Hasil penelitian ini menunjukkan bahwa terbentuk delapan dimensi store image pada Department store dan Metro Department Store memiliki keunggulan yang terbanyak dibandingkan kedua Department store lainnya.

Department store has an important role in the retail business in line with the times and the needs of people living today. In addition to adding existing outlets in order to attract consumers to come and seize market share of existing customers, an attractive appearance and arrangement becomes a demand. So that the store image is one in influencing store choice. This study aims to determine the store image of Ramayana, Matahari, and the Metro Department Store based on consumer perceptions of the dimensions contained in each of the Department store and do a comparison and analyze store image formed on each Department store. The results of this study indicate that the eight dimensions of store image formed on the department store and the Metro Department Store has the most advantages compared to the two other department stores.