

Jangkauan pelayanan 7-Eleven Jakarta Selatan = Coverage distance of 7-Eleven in South Jakarta

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Abstrak

Perubahan pola kehidupan masyarakat modern kini cenderung serba praktis dan konsumtif. Hal ini mendukung pesatnya perkembangan fenomena 7-Eleven yang merupakan salah satu fenomena baru dalam industri ritel. Penelitian ini dilakukan di Jakarta Selatan sebagai kota dengan pertumbuhan 7-Eleven tertinggi. Tujuan penelitian untuk mengetahui pola keruangan lokasi 7-Eleven, karakteristik lokasi 7-Eleven berdasarkan penggunaan tanah, pola keruangan karakteristik lokasi 7-Eleven berdasarkan penggunaan tanah, karakteristik konsumen dan jangkauan pelayanan 7-Eleven di Jakarta Selatan. Analisa dalam penelitian ini menggunakan pendekatan keruangan dengan metode analisis komparatif dan deskriptif.

Dari penelitian ini diketahui pola persebaran lokasi 7-Eleven di Jakarta Selatan memiliki pola tersebar yang terbagi dalam empat karakteristik lokasi, yaitu kawasan pusat perkantoran, perdagangan dan jasa (CBD), kawasan pusat perkantoran, perdagangan dan jasa (non CBD), kawasan campuran (CBD), dan kawasan campuran (non CBD). Pola keruangan karakteristik lokasi 7-Eleven memiliki pola tersebar dan mengelompok.

Perbedaan karakteristik konsumen, berdasarkan penggunaan tanah, terlihat jelas pada usia, jenis pekerjaan dan asal konsumen. Jangkauan pelayanan 7-Eleven pada kawasan pusat perkantoran, perdagangan dan jasa (non CBD) merupakan jangkauan pelayanan terjauh, sedangkan jangkauan pelayanan 7-Eleven pada kawasan pusat perkantoran, perdagangan dan jasa (non CBD) merupakan jangkauan pelayanan terdekat.

.....Changes in modern society's pattern of life nowadays is tend to be very practical and consumptive which is supporting phenomenon of rapid development from 7- Eleven as one of retail industries. This research was conducted in South Jakarta, the city with the highest growth of 7-Eleven. Purposes of this research are to determine the pattern of spatial location of 7-Eleven, 7-Eleven location characteristic based on land use, the pattern of 7-Eleven location characteristic based on land use, consumer characteristics, and also coverage distance of 7-Eleven in South Jakarta. Spatial approach with comparative and descriptive methods, were used to analyze this research.

This research has found out a pattern of distributions of 7-Eleven location in South Jakarta, it has a diffused pattern, which is divided into four location characteristics: in trade and service places, central office building (CBD); in trade and service places, central office building (non CBD); in mixed land use (CBD) and also in mixed land use (non CBD). The pattern of 7-Eleven location characteristic have random and cluster pattern. Consumer characteristics differences were based on land use, and its clearly seen in different ages, type of occupations, and the origin of its consumer. Coverage distance of 7-Eleven in trade and service places, and also central office building (non CBD) is the farthest coverage distance, but 7-Eleven in trade and service places, and also central office building (CBD) is the nearest coverage distance.