

Efficient hypermarket assortment: analisis perceived assortment dan assortment perceptual map sebagai dasar penyusunan efficient assortment policy

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Abstrak

Semakin meningkatnya persaingan antar industri ritel besar di Indonesia memaksa peritel untuk selalu mencari keunggulan bersaing agar tetap bertahan. Variasi dalam jumlah assortment yang ditawarkan menjadi salah satu alternatif untuk meraih keunggulan bersaing tersebut, dan semakin diakui-selain harga dan lokasi-sebagai alasan utama mengapa konsumen beranggapan pada suatu toko ritel. Penelitian ini bertujuan untuk mendapatkan panduan kebijakan efficient assortment secara global dengan dasar analisis perceived assortment dan analisis peta persepsi assortment. Penelitian yang dilakukan di tiga hypermarket ini (Carrefour ITC Depok, Hypermart Depok Town Square, dan Giant Margo City) menunjukkan bahwa untuk mencapai strategi efficient assortment, peritel, selain harus meningkatkan efisiensi biaya outlet, juga harus mengevaluasi persepsi assortment konsumen sehingga apa yang sebenarnya ditawarkan peritel dapat memenuhi ekspektasi konsumen. Hasil penelitian ini menunjukkan bahwa persepsi konsumen dalam hal assortment berakar dari beberapa indikator, terutama jumlah stock-keeping units (SK.U) yang ditawarkan, ketersediaan merek favorit, dan ketersediaan merek nasional. Penelitian ini juga menunjukkan persepsi assortment konsumen terhadap tingkatan toko didasarkan kepada persepsi assortment pada tingkat kategori produk yang menurut konsumen penting untuk memiliki variasi yang tinggi. Hasil peta persepsi yang dibentuk dengan model compensatory menunjukkan Carrefour ITC Depok sebagai hypermarket yang paling mendekati keinginan ideal konsumen dalam hal assortment, diikuti oleh Hypermart dan Giant.

.....In order to be surviving in tightened competition, volume retailers need to seek the way to gain their leading edge and competitive advantage. Variety of assortment is progressively admitted -besides price and location attributes- as the main reason why consumers patronize their favourite stores. This research goal is to provide guidelines for building the global efficient assortment policy in the basis of perceived assortment and assortment perceptual map analysis. The research which conducted in three hypermarkets (Carrefour ITC Depok, Hypennart Depok Town Square, and Giant Margo City), shows that to reach their prime goal of building an efficient assortment policy, retailers need, besides increasing the outlet`s cost-efficiency, to evaluate consumer`s assortment perceptions so that what the store actually offers can tailored to meet customer`s needs and expectations. Our findings reveal that consumer`s perceptions of the assortment range stems from the combination of few indicators, mainly the number of stock-keeping units proposed, favourite brand availability, and the availability of the national brands. This research also demonstrates that to form a global assortment image of the store, consumer draw on their perceived assortment in the product categories where they are highly sensitive to the assortment range. Assortment perceptual map, which is build using compensatory model, shows that Carrefour ITC Depok is a hypermarket that closest to the ideal expectations of consumer`s perceived assortment, followed by Hypennart and Giant.