

## Analisis ekpektasi konsumen terhadap atribut-atribut Convenience Store : studi kasus Convenience Store 7-Eleven Jakarta = Investing consumer expectation of convenience store attributes : case study convenience store 7-eleven Jakarta

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### Abstrak

Penelitian ini bertujuan untuk mengetahui ekspektasi pelanggan terhadap 7-Eleven berdasarkan pengalaman pelanggan terdahulu ketika mengunjungi 7-Eleven, alasan utama pelanggan berbelanja di 7-Eleven, produk dan jasa yang penting menurut pelanggan 7-Eleven dan perbedaan jenis kelamin dan variabel demografi lainnya terhadap atribut-atribut tersebut.

Penelitian ini menggunakan metode penelitian eksploratori (menggunakan teknik in depth interview dan kuesioner terbuka) dan metode penelitian deskriptif.

Penelitian ini dilakukan terhadap 130 responden yang merupakan bagian dari populasi pengunjung 7-Eleven melalui teknik non-probability sampling melalui convenience sampling.

Hasil penelitiannya adalah ekspektasi pelanggan terhadap 7-Eleven adalah penambahan variasi produk, memperbanyak meja-kursi dan memperbesar lahan parkir; alasan utama mereka mengunjungi 7-Eleven adalah untuk bersosialisasi, mengisi waktu luang dan menghilangkan kejenuhan; atribut convenience store yang paling penting menurut pelanggan adalah search convenience; fasilitas kamar mandi/toilet merupakan atribut jasa yang paling penting dan roti adalah atribut produk yang terpenting.

*This thesis research is designed to know the consumers' expectations from 7-Eleven based on their prior experiences, the main reasons to shop at 7-Eleven, the most important products and services offered by 7-Eleven, and gender differences toward those attributes. This thesis research is using exploratory method and descriptive method.*

The first method is used by conducting in-depth interviews and open ended questionnaires in order to know consumers' expectations toward 7-Eleven as a convenience store and the main reasons of shopping at 7-Eleven. In addition, descriptive method is used to gather the most important convenience store attributes from the consumers' perspectives.

This research is conducted to 130 respondents who are the populations of 7-Eleven visitors chosen by non probability sampling method through the convenience sampling.

The results of this thesis research are the additional of product assortments, socialization, and enlargement of their parking space. According to the consumers, the most important attribute of a convenience store is search convenience; rest room facility is the most important service attribute and bread is the most important product attribute.