

Customer perceived value pada convenience store (Studi pada pelanggan 7 Eleven dan Lawson Bintaro sektor 5, Tangerang Selatan) = Customer perceived value in convenience (Store study on 7 Eleven and Lawson customer located at Bintaro Sector 5, South Tangerang)

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Abstrak

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Kenyamanan dalam mengkonsumsi makanan dan minuman kini semakin menjadi kebutuhan dan populer di perkotaan. Hal tersebut terjadi karena pada umumnya disebabkan oleh kondisi masyarakat perkotaan yang merasa waktunya untuk makan semakin berkurang sehingga dalam hal makanan ataupun minuman membutuhkan variasi, cepat disajikan, dan kenyamanan tempat. Kondisi ini membuat toko-toko seperti 7-Eleven dan Lawson semakin berkembang di Jabodetabek.

Tujuan dari penelitian ini adalah untuk mengetahui bagaimana customer perceived value dari 7-Eleven dan Lawson yang keduanya berlokasi di Bintaro sektor 5, Tangerang Selatan dan bagaimana perbedaan antara keduanya. Penelitian ini menggunakan pendekatan kuantitatif dengan 100 orang responden yang pernah mengunjungi dan juga bertransaksi di 7-Eleven dan Lawson Bintaro sektor 5. Penelitian ini menggunakan dimensi nilai harga, nilai kualitas produk, nilai kualitas layanan, nilai emosional, dan nilai sosial dalam melakukan pengukuran terhadap customer perceived value pada convenience store. Hasil penelitian menunjukkan customer perceived value 7-Eleven lebih tinggi dibandingkan dengan Lawson.

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<i><b>ABSTRACT</b>

, Convenience store as a trend has entered into the realm of lifestyle that becomes a phenomenon which occurred in the urban consumer. The trend is also moving frequently with the development of the middle class, stronger purchasing power, improved distribution, and rapid information in the modern era. In addition, comfort in consuming is now increasing and became popular in urban areas. It's because in general due to the conditions of urban societies that have a little time to eat, so in terms of food requires variation, quickly served and convenient place. This condition makes convenience stores such as 7- Eleven and Lawson increasingly growing in Jabodetabek.

.The purpose of this study was to determine how high the customer perceived value of the 7 - Eleven and Lawson that both located at Bintaro sector 5, South Tangerang. This study used a quantitative approach to 100 respondents who had visited and also transacted at 7 - Eleven and Lawson Bintaro sector 5. This study used the dimensions of pricing value, product quality value, service quality value, emotional value and social value in measuring the customer perceived value on convenience stores. The results showed the customer perceived value in 7 - Eleven is higher than Lawson]