

Faktor Lokasi dan Pengaruhnya Terhadap Kesuksesan Bisnis Factory Outlet (Studi Kasus di Kota Bogor) = Location Factor and Its Effects on The Success of Outlet Factory Business (Case Study: Bogor City)

Dara Khairunnisa, author

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Abstrak

Dalam pemilihan lokasi suatu usaha, perlu pertimbangan yang lebih dari pemilik usaha. Bisnis fashion merupakan salah satu usaha yang selalu berkembang mengingat fashion merupakan bagian dari kebutuhan sandang seluruh manusia. Lokasi dapat menjadi faktor penting agar bisnis fashion yang berjalan dapat bersaing secara efektif (Handoko, 2000). Kota Bogor merupakan salah satu kota perdagangan (Khairunnisa, 2011) dengan industri tekstil dan pakaian yang menonjol, salah satunya adalah bisnis fashion berupa factory outlet. Perkembangan bisnis factory outlet yang cukup pesat menyebabkan diperlukannya strategi pemasaran terukur. Penelitian ini dilakukan bertujuan untuk mengetahui pengaruh dari lokasi terhadap kesuksesan bisnis factory outlet di Kota Bogor. Peneliti melakukan observasi lapangan untuk melihat karakteristik factory outlet yang dilihat dari site (fasilitas dan konsep) dan situation (visibilitas, lahan parkir, dan kondisi lingkungan bisnis) dan alasan pemilihan lokasi. Selain itu, penelitian ini juga melihat nilai lokasi factory outlet sebagai daerah wisata belanja. Adapun variabel pengukur kesuksesan bisnis adalah lama berdirinya usaha, tren penjualan, dan break even point. Hasil dari penelitian ditemukan bahwa lokasi memiliki pengaruh terhadap kesuksesan bisnis. Factory outlet yang memiliki karakteristik primary location berkonsep japandi industrial dan modern, fasilitas sangat lengkap, produk casual, harga rata-rata tinggi, dan promosi baik. Factory outlet ini ada di lokasi yang strategis dan memiliki nilai lokasi tinggi sedangkan factory outlet dengan karakteristik secondary location berkonsep industrial dan modern, fasilitas lengkap, dengan produk sporty, chic style dan streetwear, harga rata-rata tinggi, dan promosi baik. Factory outlet ini ada di lokasi yang strategis dan kurang strategis, serta memiliki nilai lokasi rendah. Factory outlet dengan karakteristik primary location memiliki potensi sukses sedangkan factory outlet dengan karakteristik secondary location cenderung kurang berpotensi sukses. Oleh sebab itu, karakteristik lokasi factory outlet memiliki pengaruh terhadap kesuksesan bisnis factory outlet di Kota Bogor

.....In the business location decision making process, more consideration is needed from the business owner. The fashion business is always growing considering that fashion is part of the human needs. Location can be an important factor in which the fashion business can compete effectively (Handoko, 2000). Bogor City is one of the well-known trading cities (Khairunnisa, 2011) with a prominent textile and clothing industry, one of which is in the form of factory outlets. The rapid development of the business needs a measurable marketing strategy. This research's purpose is to determine the effect of location on the success of the factory outlet business in Bogor City. By that, the researcher did a field observation to see the characteristics of factory outlets as seen from the site (facilities and concepts) and situation (visibility, parking, and business environment conditions) and the reason why the location chosen. In addition, this research also looks at the value of the factory outlet location (accessibility, traffic, and land value). The variables for measuring the business success are the length of business establishment, sales trend, and breakeven point. The results of the study found that location has an influence on business success. Factory outlets that have the characteristics of a primary location with a japanese industrial and modern concept, very complete

facilities, casual products, high average prices, and good promotions. This factory outlet is in a strategic location and has a high location value while the factory outlet with secondary location characteristics has an industrial and modern concept, complete facilities, with sporty, chic style and streetwear products, high average prices, and good promotions. This factory outlet is in a strategic and less strategic location, and has a low location value. Factory outlets with primary location characteristics have the potential for success, while factory outlets with secondary location characteristics tend to have less potential for success. Therefore, the characteristics of the factory outlet location have an influence on the success of the factory outlet business in Bogor City