

Abstract

Along with the development of the retail business in Indonesia, the competition among retailers even more stringent. Each is required to have its own advantages. These advantages are expected to appeal to consumers shopping in a retail store format.

Along with the development of the retail business, comes the modern retail formats that are a good variety of supermarkets, hypermarkets or other formats as well. Intense competition requiring respective retail company still has an edge tersediri. In the phenomenon, every consumer can buy the same product at different stores. Thus the need to know the factors that establish consumer preferences in choosing a store of modern retail formats.

Variables used in this research is Quality, Price, Location, Product Variety Store Ambiance, Service, Store Personnel, Brand Image.

This research uses descriptive analysis and factor analysis with PCA method. Results of this research note that the component 1 consisting of quality of product, price level, easy parking, variety of brands selection, and checkout speed has the highest percentage of variance eigenvalue ie 25.216%. Among these factors eighteenth largest factor loading values exist at the level of the price factor of 0.805.

Keywords : Retail, Consumer Preferences, Store Format, PCA