

## ABSTRACT

*Amid the increasingly fierce and growing competition in the modern retail market, companies must identify which markets will be served well and most favorably. Retail companies must design marketing strategies that will be driven by customers and build the right and right relationships with customers. This study has the following objectives: 1) to find out how Transmart segmentation in its customers in Indonesia is based on geographical, demographic and psychographic segmentation, 2) to find out the target of Indonesian Transmart market, and 3) to find out the positioning of Transmart Indonesia against its competitors in large modern market companies is Hypermart, Giant, and Lotte Mart.*

*Respondents in this study are 398 respondents with the sampling method used was purposive sampling. This type of research is research that uses quantitative methods with descriptive analysis. The data analysis technique used is cluster analysis, namely K-Means Cluster formed 2 cluster segments based on demographic and psychographic segmentation. For geographical segmentation profiling is done with crosstab (cross tabulation). The results of the cluster analysis can be seen as the most potential to be used as the target market of Transmart. For positioning using multidimensional scaling (MDS) analysis technique with perceptual mapping.*

*The results of the study used cluster K-Means Cluster analysis and profiling process with crosstab formed 2 clusters based on geographical, demographic and psychographic segmentation. For the Transmart target market, attention and concentration should be focused on cluster 1. The results of multidimensional scaling analysis with perceptual mapping show that Transmart has no resemblance to the three large modern market companies, these companies are not the closest competitors to Transmart*

**Keywords:** *Segmentation Targeting and Positioning, Cluster Analysis, Multidimensionalscaling, Large modern market retail company, Transmart*