

ABSTRACT

The modern XYZ retail store is one of the modern retail stores in the city of Bandung that sells various types of clothing products. XYZ modern retail stores have several symptoms including the failure to achieve gross circulation over the past three years, brand awareness of modern retail store consumers towards the XYZ modern retail store brand, and the low level of product differentiation with other brands. The purpose of this study is to identify the attributes used in the XYZ modern retail store perceptual mapping namely product variation, facility completeness, product price, parking capacity, product quality, shop service, shop location, shop exterior and interior, store size, promotion program, shop access and shop layout. This attribute is used to determine the positioning of a modern XYZ retail store among its competitors in the city of Bandung based on perceptual mapping with the multidimensional scaling method. The sample of this study amounted to 60 respondents who came to shop at modern retail stores. Through this perceptual mapping, the modern XYZ retail store is located in the same area as the Rumah Mode, Blossom and The Secret retail stores. Rumah Mode's modern retail store is the main competitor of XYZ's modern retail store. There are six attributes that are weakness in modern XYZ retail stores compared to modern Rumah Mode retail stores, namely shop services, product prices, product variations, shop layouts, shop exterior and interior, and facilities. The results obtained in this study are positioning strategies on the six attributes that are the weaknesses of modern retail stores XYZ compared to Rumah Mode as recommendations for improvement in this study in order to improve the positioning they have.

Keywords: XYZ Modern Retail Store, Positioning, Perceptual Mapping, Multidimensional Scaling.