

## **PENYUSUNAN STRATEGI USAHA ZERO-WASTE STORE MENGUNAKAN INTEGRASI METODE CUSTOMER SATISFACTION INDEX DAN SWOT ANALYSIS DI DIY**

### **INTISARI**

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*Zero-waste store* merupakan salah satu alternatif untuk mengurangi masalah timbulan sampah plastik di lingkungan. Namun keberadaannya masih belum diketahui masyarakat sehingga perlu melakukan optimalisasi strategi usaha. Penelitian ini bertujuan untuk (1) menganalisis tingkat kepuasan konsumen *Zero-Waste Store* di DIY menggunakan metode *Customer Satisfaction Index* (CSI); dan (2) merumuskan strategi usaha pada usaha ritel *Zero-Waste Store* menggunakan integrasi metode *Customer Satisfaction Index* dan *Strength-Weakness-Opportunity-Threat* (SWOT).

Penelitian ini dilakukan dengan penyebaran kuesioner online yang diisi oleh 100 responden konsumen yang pernah berbelanja ke *Zero-Waste Store* serta wawancara mendalam (*in-depth interview*) terhadap pemilik dari masing-masing usaha, 4 orang konsumen, 2 pihak supplier, dan pihak pemerintah (direpresentasikan dengan DLHK DIY, DPKP DIY, dan Disperindag DIY). Data kuesioner kemudian diolah menggunakan *Customer Satisfaction Index* (CSI) untuk mengidentifikasi tingkat kepuasan konsumennya, sedangkan butir-butir atribut di dalam analisis CSI ditambah hasil wawancara mendalam akan diolah menjadi strategi usaha melalui analisis SWOT (*Strength-Weakness-Opportunity-Threat*).

Hasil penelitian ini adalah nilai kepuasan konsumen *zero-waste store* sebesar 88,97% dengan kriteria ‘sangat puas’. *Key success factor* yang ditetapkan adalah “produk”, “desain toko”, “pelayanan”, “promosi”, “ancaman pendatang baru”, dan “penerapan teknologi”. Alternatif strategi yang didapatkan dari komposisi *key success factor* tersebut adalah menggencarkan kegiatan promosi digital (*digital marketing*) dengan keunikan konsep toko dan nilai ramah lingkungan melalui media sosial, menjaga stabilitas harga produk dan memberikan *reward* bagi konsumen loyal, menyediakan layanan pembelian melalui berbagai *platform* (seperti marketplace, layanan *ojol*, dsb), serta menjaga ketersediaan produk dengan melakukan riset pasar dan menjalin kerjasama menguntungkan dengan produsen/supplier.

Kata kunci: *zero-waste store*, *customer satisfaction index*, SWOT (*Strength-Weakness-Opportunity-Threat*)

## **ZERO-WASTE STORE BUSINESS STRATEGY FORMULATION USING METHODS INTEGRATION OF CUSTOMER SATISFACTION INDEX AND SWOT ANALYSIS IN DIY**

### **ABSTRACT**

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The zero-waste store is one of the alternatives to reduce the problem of plastic waste generation in the environment. However, its existence is still unknown to the community so it is necessary to optimize the business strategies. This study aims to (1) analyze the level of consumer satisfaction of Zero-Waste Stores in the Special Region of Yogyakarta using the Customer Satisfaction Index (CSI) method; and (2) formulate a business strategy in a Zero-Waste Store retail business using the integration methods of the Customer Satisfaction Index and Strength-Weakness-Opportunity-Threat (SWOT).

This research was conducted by distributing an online questionnaire filled out by 100 consumer respondents who had shopped at the Zero-Waste Store and in-depth interviews with the owners of each business, 4 consumers, 2 suppliers, and the government (represented by DLHK DIY, DPKP DIY, and Disperindag DIY). The questionnaire data is then processed using the Customer Satisfaction Index (CSI) to identify the level of customer satisfaction, while the attribute items in the CSI analysis plus the results of in-depth interviews will be processed into a business strategy through a SWOT (Strength-Weakness-Opportunity-Threat) analysis.

The result of this study is a zero-waste store consumer satisfaction value is 88.97% with the criteria of 'very satisfied'. The key success factors set are "product", "store design", "service", "promotion", "newcomer threat", and "application of technology". Alternative strategies obtained from the composition of the key success factors are to intensify digital marketing with the uniqueness of the store concept and environmentally friendly value through social media, maintain product price stability and provide rewards for loyal consumers, and provide purchase services through various platforms (such as marketplaces, shopping delivery services, etc.), and maintain product availability by conducting market research and establishing profitable cooperation with many suppliers.

**Keywords:** zero-waste store, customer satisfaction index, SWOT (Strength-Weakness-Opportunity-Threat)