

ANALISIS TINGKAT KINERJA *OMNICHANNEL RETAIL* SUPERINDO MELALUI APLIKASI MY SUPERINDO

INTISARI

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Penelitian ini mengkaji kinerja *omnichannel retail* pada aplikasi My Superindo sebagai bentuk respon terhadap penurunan kinerja ritel modern di Indonesia. Dengan semakin berkembangnya teknologi, strategi *omnichannel retail* menjadi kunci bagi ritel modern untuk bersaing dan mengintegrasikan saluran online dan offline. Penelitian ini mengukur kinerja aplikasi My Superindo berdasarkan kepuasan konsumen terhadap aspek belanja pada *omnichannel retail* yang meliputi konektivitas, integrasi, konsistensi, fleksibilitas, dan personalisasi. Pengukuran dilakukan menggunakan metode *Customer Satisfaction Index* (CSI) untuk mengetahui tingkat kinerja aplikasi My Superindo dan *Importance Performance Analysis* (IPA) untuk mengidentifikasi area yang perlu diperbaiki. Hasil penelitian diharapkan dapat memberikan rekomendasi yang tepat dalam meningkatkan kinerja omnichannel retail serta memperkuat posisi Superindo di pasar.

Hasil analisis menunjukkan bahwa kinerja *omnichannel retail* melalui aplikasi My Superindo sebesar 77% dengan kategori "Puas". Analisis dilanjutkan dengan mengetahui prioritas perbaikan pada beberapa aspek yang perlu diperbaiki, yaitu aspek personalisasi, konsistensi, dan fleksibilitas.

Kata Kunci : Kinerja, Omnichannel Retail, CSI, IPA

ANALYSIS OF OMNICHANNEL RETAIL PERFORMANCE AT SUPERINDO THROUGH "MY SUPERINDO" APPLICATION

ABSTRACT

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This study examines the performance of omnichannel retail through the My Superindo application as a response to the declining performance of modern retail in Indonesia. With the advancement of technology, omnichannel retail strategies have become crucial for modern retailers to compete and integrate online and offline channels. This research measures the performance of the My Superindo application based on customer satisfaction with the shopping aspects of omnichannel retail, including connectivity, integration, consistency, flexibility, and personalization. The measurement is conducted using the Customer Satisfaction Index (CSI) to assess the performance level of the My Superindo application and Importance Performance Analysis (IPA) to identify areas that need improvement. The results are expected to provide appropriate recommendations to enhance the omnichannel retail performance and strengthen Superindo's position in the market.

The analysis results indicate that the performance of omnichannel retail through the My Superindo application is at 77%, categorized as "Satisfied." The analysis continues by identifying improvement priorities in several aspects that need enhancement, specifically personalization, consistency, and flexibility.

Keywords: Performance, Omnichannel Retail, CSI, IPA