

## ABSTRAK

### PENERAPAN KONSEP PROPOSISI NILAI PADA BRIGHT STORE

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Seiring perkembangan teknologi yang terjadi di Indonesia, terdapat penurunan trend pertumbuhan industri ritel di Indonesia. Hal ini terjadi pada salah satu toko ritel yaitu Bright Store. Penelitian ini menjabarkan analisis kinerja Bright Store, sebagai salah satu *retail* store yang dimiliki oleh PT Pertamina Retail. Analisis tersebut dilakukan dengan konsep proposisi nilai yang di dalamnya terdapat konsep *omni channel strategy*, pengetahuan pasar, Inovasi, hubungan pelanggan, dan reputasi merek yang harus dimiliki perusahaan guna memenuhi kebutuhan pelanggan sebagai dasar keunggulan kompetitif perusahaan. Penelitian dilakukan dengan menggunakan desain penelitian berbasis data primer, melalui teknik wawancara narasumber secara langsung, dan data sekunder. Seluruh informasi data yang diperoleh kemudian digunakan untuk menganalisis Bright Store. Dapat terlihat bahwa Bright Store yang merupakan unit usaha dari PT Pertamina retail perlu memperdalam proposisi nilai perusahaan guna memenuhi kebutuhan pelanggan, dikarenakan terdapat aspek aspek yang tidak dimiliki Bright Store untuk dapat bersaing dengan pesaing di industri sejenis. Manajemen perlu melakukan langkah langkah untuk menjaga Bright Store tetap dapat memenuhi aspek-aspek kebutuhan pelanggan.

Kata Kunci : Proposisi nilai, Bright Store, *Omni Channel Strategy*.

## ABSTRACT

### *APPLICATION OF PROPOSISI NILAI CONCEPT AT BRIGHT STORE*

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*As technological developments occur in Indonesia, there is a declining trend in the retail industry's growth in Indonesia. This happened to one of the retail stores, namely Bright Store. This study is conducted to explain the results of analysis factors that affects the decrease of keuntungan in Bright Store sales, as one of the retail stores that is owned by PT Pertamina Retail. The analysis was done with proposisi nilai concept as theoretical framework in which there are sub-concepts used as the basis for conducting analysis such as pengetahuan pasar, Inovasi, hubungan pelanggan, and reputation brand that must be owned by the company to meet pelanggan's needs as the basis of the company's competitive advantage. The research used primary data-based research design, through direct interviewing techniques, and secondary data-based on various library research. All information obtaining the data then paired with the Bright Store situation. With the result of the analysis in the form of a right proposisi nilai, it can be a suggestion so Bright Store sales will be able to increase. It can be seen that Bright Store, which is a unit business of PT Pertamina Retail, needs to define the company's proposisi nilai to meet pelanggan's needs, because there are aspects that Bright Store does not have to compete with competitors in similar industries. Management needs to take steps to keep Bright Store ability to meet pelanggan needs.*

**Key Word** : *Proposisi nilai, Bright Store, Omni Channel Strategy.*