

ABSTRAK

Perkembangan teknologi yang semakin cepat perlu direspon oleh seluruh sektor, termasuk pasar tradisional, warung dan toko yang dikelola secara konvensional oleh masyarakat. Hal ini agar pasar dan ritel tradisional tidak kalah bersaing dengan kehadiran ritel modern yang mulai tumbuh disebagian besar kota di Indonesia. Di Provinsi Sumatera Barat, terdapat program pemerintah provinsi yang bertujuan untuk meningkatkan layanan toko atau warung masyarakat dan melindunginya dari ekspansi ritel modern berjejaring nasional, yaitu Minang Mart. Untuk diketahui, hingga saat ini belum ada satupun ritel berjejaring nasional yang menjalankan aktifitas bisnisnya di Provinsi Sumatera Barat.

Penelitian ini bertujuan untuk mengetahui apakah ada perbedaan kepuasan konsumen terhadap layanan di Minang Mart dengan ritel modern berjejaring nasional di Kota Padang Sumatera barat. Penelitian ini juga bertujuan untuk menganalisis perbedaan kepuasan konsumen di dua ritel tersebut. Penelitian menggunakan pendekatan metode bauran pemasaran ritel dan dianalisis menggunakan Paired Sample T-test. Penelitian ini dilakukan dengan melibatkan 100 orang responden di Kota Padang.

Berdasarkan Compare mean: Paired Sample T-Test dengan melakukan perbandingan t hitung dengan t tabel, dimana $t_{hitung} = -10,064 < t_{tabel} = -1,984$ serta perbandingan nilai Sig. dengan alpha dimana Nilai Sig. = $0,000 < \text{nilai Alpha } 0,025$. Hasil penelitian ini menunjukkan adanya perbedaan yang signifikan antara kepuasan konsumen di Minang Mart dengan kepuasan konsumen di ritel berjejaring nasional. Perbedaan yang signifikan antara kepuasan konsumen di Minang Mart dengan ritel berjejaring nasional ini disebabkan oleh adanya perbedaan nilai kepuasan pada produk, harga, promosi, pelayanan dan fasilitas. Hal ini disebabkan oleh beberapa masalah yang terjadi dibauran pemasaran ritel di Minang Mart.

Kata kunci: Minang Mart, Bauran Pemasaran Ritel, Kepuasan Konsumen.

ABSTRACT

The rapid development of technology needs to be responded by all sectors, including traditional markets, stalls and shops that are managed conventionally by the community. So that the traditional market and retail can not be left behind to compete with the modern retail which is starting to grow in most cities in Indonesia. In Province Of West Sumatera, there is a provincial government program that aims to improve the services of community shops and stalls and protect them from the expansion of modern national networked retail, namely Minang Mart. As a note, until now there has not been a single national networked retailers carrying out their business activities in the Province of West Sumatra.

The Purpose of this research was to determine whether there is a difference in consumer satisfaction between services at Minang Mart with modern national networked retail in Padang, West Sumatra. This research also aimed to analyze differences in consumer satisfaction in those two retailers. The research used a retail marketing mix method approach and was analyzed using Paired Sample T-test. This research was conducted by involving 100 respondents in the city of Padang.

Based on Compare mean: Paired Sample T-Test by comparing t count with t table, where $t \text{ count} = -10.064 < t \text{ table} = -1.984$ and comparison of Sig. with alpha where the Sig. = 0,000 <Alpa value of 0.025. The results of this research indicate that there is a significant difference between consumer satisfaction at Minang Mart and customer satisfaction at modern national networked retail. The significant difference between consumer satisfaction at Minang Mart and national networked retailing is due to differences in the value of satisfaction on product mix, prices, promotions, services and facilities. This is caused by several problems that occur in the retail marketing mix at Minang Mart.

Keyword: Minang Mart, Retail Marketing Mix, Customer Satisfaction.