

ABSTRAK

Ritel modern mengalami pertumbuhan yang pesat dan *minimarket* menjadi ritel dengan pertumbuhan paling tinggi dibandingkan ritel modern lain. Namun, adanya persaingan yang ketat membuat keberadaan *independent minimarket* semakin tergantikan oleh *chain* atau *franchise minimarket*. Penelitian ini bertujuan untuk mengetahui karakteristik dan tingkat kepuasan konsumen *independent minimarket*, serta menyusun prioritas perbaikan untuk meningkatkan kinerja dari jenis *minimarket* tersebut. Terdapat lima *independent minimarket* yang menjadi objek penelitian. Pengambilan sampel responden menggunakan teknik *purposive sampling*. Penyebaran kuesioner dilakukan secara *offline* terhadap 150 responden. Metode *Customer Satisfaction Index* (CSI) digunakan untuk mengetahui tingkat kepuasan konsumen sedangkan *Importance Performance Analysis* (IPA) digunakan untuk menentukan atribut yang menjadi prioritas perbaikan. Hasil pada penelitian ini menunjukkan bahwa karakteristik konsumen *independent minimarket* mayoritas berjenis kelamin perempuan dengan persentase 63%, berusia 17-25 tahun dengan persentase 40%, bekerja sebagai ibu rumah tangga dengan persentase 28%, dan berpendapatan <1.000.000 dengan persentase 56%. Tingkat kepuasan konsumen pada *independent minimarket* di Kabupaten Sleman berdasarkan perhitungan CSI sebesar 72,70%. Nilai CSI yang diperoleh tersebut termasuk dalam kategori Puas. Terdapat dua atribut pada kuadran I IPA yang menjadi prioritas perbaikan, yaitu adanya potongan harga dan produk yang ditawarkan selalu tersedia.

Kata kunci: Bauran pemasaran ritel, *customer satisfaction index* (CSI), *importance performance analysis* (IPA), kepuasan konsumen

ABSTRACT

Modern retailers are experiencing rapid growth and minimarkets are the highest-growth retailers compared to other modern retailers. However, the existence of intense competition makes the existence of independent minimarkets increasingly replaced by chains or minimarket franchises. This study aims to determine the characteristics and level of consumer satisfaction of independent minimarkets, and set priorities for improving the performance of these types of minimarkets. There are five independent minimarkets that are the object of this research. Respondents was selected using purposive sampling technique. Questionnaires were distributed offline to 150 respondents. The Customer Satisfaction Index (CSI) method was used to determine the level of customer satisfaction while the Importance Performance Analysis (IPA) was used to determine the attributes that were the priority for improvement. The results of this study indicate that the majority of independent minimarket consumer characteristics are woman with a percentage of 63%, aged 17-25 years with a percentage of 40%, working as a housewife with a percentage of 28%, and earned <1,000,000 with a percentage of 56%. The customer satisfaction level toward independent minimarket in Sleman Regency based on CSI calculations was 72.70%. The CSI value obtained was included in the Satisfied category. There were two attributes in the IPA quadrant I that were prioritized for improvement, namely discount and the products offered must be available anytime.

Keywords: Customer satisfaction, customer satisfaction index (CSI), importance performance analysis (IPA), retail marketing mix