

INTISARI

Penelitian ini bertujuan untuk mengetahui pasar yang lebih diminati konsumen sembilan bahan pokok, perbedaan bauran pemasaran pasar tradisional dan pasar modern, serta pengaruh bauran pemasaran terhadap preferensi konsumen dalam memilih tempat berbelanja di Kota Serang. Sebanyak 60 sampel konsumen dipilih secara tidak sengaja di pasar tradisional Rau Trade Center dan Pasar Lama, serta pasar modern Giant Ekspres dan Ramayana SPAR. Konsumen diminta menilai tiga jenis sembako yaitu beras, telur, dan buah jeruk. Hasilnya menunjukkan konsumen lebih memilih berbelanja di pasar tradisional daripada pasar modern. Perbedaan bauran pemasaran pasar tradisional dan pasar modern diuji dengan menggunakan uji Mann Whitney, hasilnya pasar modern lebih unggul dalam bauran lokasi, fisik, personel, dan promosi, sedangkan pasar tradisional unggul dalam bauran harga. Pengaruh bauran pemasaran terhadap preferensi konsumen diuji menggunakan metode regresi logit. Pemilihan berbelanja di pasar tradisional dipengaruhi oleh bauran pemasaran produk, harga, personel, promosi, pendidikan, jenis kelamin konsumen, dan jarak pasar tradisional. Pemilihan tempat berbelanja di pasar modern dipengaruhi bauran pemasaran produk, harga, fisik, personel, promosi, proses, jenis kelamin, pendapatan umur, dan jarak pasar tradisional.

Kata kunci: sembako, preferensi, bauran pemasaran, pasar modern, pasar tradisional

ABSTRACT

This study aims to determine which market that consumer more prefer in buying groceries, the difference between marketing mix of traditional and modern market, and the influence of marketing mix to consumer preference in choosing groceries place in Serang City. A total of 60 consumer samples in two traditional markets (Rau Trade Center and Lama Market) and two modern markets (Giant Ekspres and Ramayana SPAR) are chosen by accidental sampling. The consumers are requested to evaluate rice, eggs, and orange fruit. The result shows that consumers prefer to buy in traditional markets rather than modern markets. Differences in marketing mix of modern markets and traditional markets are tested by using Mann Whitney test. The result shows that the modern market is better in the location, physical market condition, personnel, and promotion mix, while the traditional market is better in the price mix. The influence of marketing mix to consumer preference is tested by using logit regression method. The choice of shopping in traditional markets is influenced by product, price, personnel, and promotion marketing mix, education, gender, and traditional market distance, meanwhile the choice of shopping in the modern market is influenced by product, price, physical market condition, personnel, promotion, and process mix, gender, income, age, and the distance of traditional market.

Keywords: groceries, preference, marketing mix, modern market, traditional market