

EVALUASI CITRA TOKO PADA PARKSON DAN CENTRO DEPARTMENT STORE YOGYAKARTA

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Abstrak

Citra toko merupakan aspek penting untuk kelangsungan hidup suatu ritel. Penelitian ini bertujuan untuk mengetahui: (1) citra toko pada Parkson Department Store, (2) citra toko pada Centro Department Store, (3) Perbandingan citra toko antara Parkson dan Centro Yogyakarta. Survei dilakukan dengan menggunakan kuesioner yang disebar secara langsung kepada pelanggan Parkson dan Centro sebanyak 30 responden yang dipilih berdasarkan teknik *purposive sampling* yaitu pengambilan sampel dengan pertimbangan berdasarkan pekerjaan. Metode analisis menggunakan uji instrumen penelitian dan analisis rata-rata aritmatik. Pada Parkson *Department Store* indikator nilai merek lain memiliki hasil 3,44 yang tertinggi artinya responden sangat setuju dan indikator pelayanan toko hasilnya 3,15 menjadi yang terendah artinya responden setuju dari berbagai indikator citra toko. Kemudian pada Centro *Department Store*, indikator atmosfer toko memiliki 3,48 yang tertinggi artinya dan indikator promosi hasilnya 3,17 menjadi yang terendah dari berbagai indikator citra toko yang lain artinya responden menyatakan setuju.

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THE EVALUATION OF STORE'S IMAGE AT PARKSON AND CENTRO DEPARTMENT STORE YOGYAKARTA

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Abstract

The image of the store is an important aspect for the survival of a retail. This study aims to acknowledge: (1) Store Image of Parkson Department Store , (2) Store image of Centro Department Store, (3) comparison of store image at Parkson and Centro. The survey was conducted using a questionnaire distributed directly to Parkson and Centro customers as many as 30 respondents who were selected based on purposive sampling technique, that is a sampling with consideration based on occupation. The analytical method uses research instrument test and arithmetic average analysis. At Parkson Department Store the indicator of other brand values has the highest value of 3.44 which means the respondent strongly agrees and the store service indicator results 3.15 being the lowest. It means that the respondent agrees with the various indicators of the store image. Then in the Centro Department Store, the store atmosphere indicator has the highest value of 3.48 and the promotion indicator result is 3.17 the lowest among the other various store image indicators, it means that the respondent agrees.

Keyword: Store Image