ABSTRACT

The retail industry is growing fast in Indonesia, especially in consumer goods. Supermarket is one of the retail industries which have grown rapidly after the time of crisis in 1998. The customers are getting bigger and ranges from the highest level to the lowest level of people. Therefore the competition is getting stronger as some new players are entering the market.

Based on this situation, to be the market leader or maintain a good position in the market is hard unless there is some knowledge and description about the market situation and the consumer behavior. A new strategy has to be developed and it needs to have the information to get the rich picture. Apparently, there is little research being done for the supermarket industry in Indonesia.

In this research, a research method is developed which combine qualitative and quantitative methods that support and validate each other. Data collection is divided into geographical area and time frame. The result will try to measure and explain about the most important factor that drives people to shop in a supermarket and then recommendations that are based on those results.

Keywords: Supermarket, Market, Research, Shopping, Conjoint Analysis, Laddering Analysis, Consumer, Value, Benefit, Segmentation.

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