

ABSTRAK

Seiring dengan perkembangan zaman, perkembangan pada bisnis ritel ini sangat penting bagi masyarakat, hal ini disebabkan selain karena adanya perubahan pola berbelanja masyarakat yang semakin selektif, juga karena adanya perbedaan cara pandang konsumen terhadap bisnis ritel, yang semula dipandang hanya sebatas penyedia barang dan jasa saja, sekarang menjadi suatu bisnis yang semakin inovatif dan dinamis. Eksistensi pusat perbelanjaan modern seperti minimarket, supermarket hingga hipermarket sedikit mengusik keberadaan pasar tradisional. Kesamaan fungsi yang dimiliki oleh pusat perbelanjaan modern dan pasar tradisional, telah menimbulkan persaingan antara keduanya. Menjamurnya pusat perbelanjaan modern dikhawatirkan akan mematikan keberadaan pasar tradisional yang merupakan refleksi dari ekonomi kerakyatan. Pasar tradisional identik dengan kondisi yang kumuh, kotor, dan bau, sehingga memberikan atmosfer yang tidak nyaman dalam berbelanja. Ini merupakan kelemahan terbesar pasar tradisional.. Maka dengan diharapkan pasar tradisional dapat meningkatkan kinerja *retailing mix*.. Dalam penelitian ini metode yang digunakan adalah metode deskriptif yaitu metode dengan memberikan gambaran secara sistematis, faktual dan akurat variabel yang diteliti. Teknik pengumpulan data dilakukan dengan penelitian data primer dan data sekunder, dimana data diperoleh secara langsung dari objek penelitian, dengan melakukan wawancara, dan pengamatan. Sedangkan data sekunder diperoleh dari sumber-sumber lain atau literatur-literatur yang berkaitan dengan permasalahan yang diajukan dalam penelitian. Hasil penelitian menunjukkan bahwa kinerja *retailing mix* di pasar Soreang telah baik di mata konsumen, Hambatan yang terjadi di Pasar Tradisional Soreang.....,Sementara solusi yang sebaiknya dilakukan.....

ABSTRACT

Along with the times , the development of the retail business is very important for the community , and this is in addition to the changing patterns of society are increasingly selective shopping , as well as the differences in the way consumers view the retail business , which was originally seen only limited to providers of goods and services alone , is now a business that increasingly innovative and dynamic . The existence of modern shopping centers such as mini markets, supermarkets to hypermarkets bit disturbing existence of traditional markets . Similarity functions held by modern shopping centers and traditional markets , has led to competition between the two . Proliferation of modern shopping centers feared would turn off traditional market presence is a reflection of the people's economy . Traditional markets synonymous with slum conditions , dirty , and smelly , thus providing an uncomfortable atmosphere in the shop . This is the biggest drawback of traditional market .. So the market is expected to improve the performance of traditional retailing mix , the level of customer loyalty can be maintained . Every company would want loyal customers because loyal customers will provide long term benefits for the company . In addition , loyal customers is the ultimate goal of every company . In this study the method used is descriptive method that gives an overview of the method with a systematic, factual and accurate information on the facts and the correlation between the variables studied Data was collected by the research primary data and secondary data , where the data is obtained directly from the object of research , ie the spread questionnaires to a sample of 100 consumers Cihaurgeulis market , as well as conducting interviews , and observations . While the secondary data obtained from other sources or the literature relating to the issues raised in the study . The results showed that the performance of the retailing mix in the market has been good Cihaurgeulis in the eyes of consumers , as well as from the results of the study also showed that consumer loyalty in the market has been categorized cihaurgeulis well . From the test results show that by using a statistical relationship between the retailing mix and customer loyalty by 65.4 % , whereas the effect on consumer loyalty retailing mix high with a value of 42.77 % , while the rest are at 57.23 % influenced by factors such as price , promotion , service , and others.

Keywords : Retailing Mix , Consumer Loyalty