

# ANALISIS DISKRIMINAN PERILAKU PENGAMBILAN KEPUTUSAN IBU-IBU RUMAH TANGGA PADA RITEL MODERN HYPERMART DI PONTIANAK

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## Abstract

This research is conducted to find out factors influencing the decision making by the housewives and also to find out whether there are differences in factors influencing the decision making of the groups of housewives who are frequently or seldom to buy products at Hypermart modern retailer in Pontianak. The data is collected through questionnaire that is arranged in likert scale and given to 300 respondents who are the consumers of Hypermarket in Pontianak by using purposive sampling technique. The data is then analyzed by using factor analysis technique and discriminant analysis. The result of this research shows that the factors determining the decision making are price, quality, recreational, choices, and the trend. The result of discriminant analysis shows that there are differences in factors determining the decision making in buying between the group that is frequently and the group that is seldom or not frequently in buying products of Hypermart. The difference is caused by the influence of quality and the trend.

**Key Word: Discriminant, factor analysis, decision making behavior, housewives, Hypermart.**

## A. Pendahuluan

Perkembangan pasar modern seperti hypermarket dan supermarket yang demikian pesat sebagai dampak dari meningkatnya pendapatan dan perubahan gaya hidup masyarakat telah memberi nuansa baru dalam bisnis ritel di Indonesia khususnya di kota Pontianak. Keberadaan pasar modern dengan segala konsep bisnisnya telah banyak merubah pola perilaku berbelanja masyarakat (Patel, 2008). Dalam situasi persaingan yang semakin kompleks, kepuasan konsumen kini tidak lagi hanya dicapai dengan memenuhi *need* dan *want* mereka saja tetapi juga harus dapat memenuhi ekspektasi atau "tuntutan" yang mereka harapkan (Kartajaya, 2006). Konsumen mulai beralih dari pasar tradisional ke pasar modern yang lebih memanjakan mereka. (Ma'ruf, 2005).

Saat ini *woman marketing* menjadi sangat penting. Di Indonesia, jumlah penduduk wanita lebih besar daripada pria, dan tidak hanya itu, peran wanita juga makin penting dalam aktivitas konsumsi masyarakat. Wanita khususnya ibu-ibu rumah tangga memiliki peran yang sangat besar dalam mempengaruhi konsumsi rumah tangga. Menurut Martha Barletta dalam "Marketing to Women: How to Understand, Reach and Increase Your Share of the World's Largest Market Segment" mengemukakan empat komponen penting *women's market*. Keempat hal adalah meningkatnya pendapatan rata-rata wanita; meningkatnya peran wanita dalam mengontrol ekonomi rumah tangga, operasional perusahaan bahkan aktivitas nasional; pengaruh wanita dalam konsumsi rumah tangga; dan meningkatnya peran wanita dalam dunia bisnis. Sejalan dengan pendapat Martha Baletta bahwa hal inilah yang terjadi di Indonesia khususnya di kota Pontianak.

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