Analyzing of Consumer Perception of A Department Store (Case Study of The Goods Dept Store, Plaza Indonesia, Jakarta)

By

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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

_____ _____

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Chairman of the Examination Steering Committee Date

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ABSTRACT

Analyzing of Consumer Perception of Department Store (The Case Study of The Goods Dept Store, Plaza Indonesia, Jakarta)

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Bumi Serpong Damai

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In Department Store world, to compete with other existing brand of Department Store competition, The Department Store must have something distinctive in order to compete with others. They must have their own brand for being recognizeable and valuable things to give to their consumer. The owner of The Goods Dept Store have its own target both to increase local brand name with high quality product also became an initiator in this business area.

The study uses descriptive method approaches which are interviewing the owner of The Goods Dept and their tenants, Surveying their consumer target market by using questionnaire. The results later show that every components of consumer perception towards The Goods Department Store (Product Availbility, Product Variety, and Services) do have an impact towards The Goods Brand Image and their Tenants brand name also.

Keywords: Consumer Perception, Fashion Retail , Performance , and Brand Image

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DEDICATION

First, I would like to thank Allah SWT for his blessings in my life. He gave me everything i could have. Perfect family, friends in my life. I really thankful and blessed for everything that he already gave and for the future.

I dedicated this thesis to my beloved family who always gives me the support in anytime i need them most. Especially for my mother and Grand mothers who always prays for me and helps me everytime i need morale and spirit to work on my thesis.

To my father who always give me a guidance and good university to take my bachelor's degree.

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To my best friends, from SGU, The Goods Department Family, Highschool friends that their names cannot be pronounced one by one, i owed you a lot guys for your support, guidance and friendship.

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