

## **ABSTRACT**

**THE COMPARISON OF CONSUMERS PERCEPTIONS ABOUT  
THE CHARACTERISTICS OF THE TRADITIONAL MANAGEMENT  
RETAIL STORE AND MODERN RETAIL  
(CASE STUDY AT SUB-DISTRICT RAJABASA CITY BANDAR LAMPUNG)**

**By  
Lailatul Barokah**

*This study discusses the comparison of consumer perceptions about the characteristics of traditional retail store management and modern retail in the district Rajabasa Bandar Lampung. The purpose of this study was to determine whether or not the difference in consumer perception of the location, price, merchandise, store atmosphere and customer service traditional retail and modern retail. This is a comparative research types that are compared. Population in this research is the public Rajabasa Bandar Lampung with the total sample of 100 respondents. The analysis used was SPSS - compare Means - independent sample t test. The results showed that, of the three variables, namely research location, price and customer service showed no differences in consumer perceptions between traditional retail and modern retail. As for the second variable merchandise and store atmosphere showed no differences between consumer perceptions between traditional retail and modern retail.*

*Keywords: Shop Management, Comparison, Perception and Retail.*