ANALYSIS ON THE EFECT OF THE EMERGENCE OF MINIMARKETS ON THE SUSTAINABILITY OF GROCERY STORES

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Article history:		Abstract:
		This reseacrh aimed to determine 1. The level of profit of the grocery stores with the emergence of modern minimarkets around the grocery stores.2. the growth rate of grocery stores turnover with the emergence of modern minimarkets around the grocery stores.3. changes inthe number of grocery stores buyers before and after the emergence of modern minimarkets. 4.change in grocery stores' working housrs due to the mergence of modern minimarkets around grocery stores. This research wa primary quantitative where the data werecollected by distributing questionnaires to grocery stores owners. The analysis used was multiple linear regression analysis and difference test wits the paired sample T-test. The results explained that there were changes in profits, turnover, the number of buyer visits, and working hours at grocery stores in Kota Tengah Sub-district before and after the existence of modern minimarkets. It was because the public or buyers were more interested in visiting modern minimarkets. The profit of the grocery stores was decreased with the emergence of modern minimarkets around them. The turnover of grocery stores changed with the presence of modern minimarkets around them. The number of visits decreased due to the emergence of modern minimarkets around them.

1.INTRODUCTION

The development of modern retail in Indonesia is currently accelerating, with retail activity now extending into residential areas around the community. Modern retail, which is represented by modern minimarkets, and traditional retail, which is represented by modest stalls, are the two types of retail development. The development of retail cannot be separated from the economic growth of a region, and also has an affect on the area's economic development. Economic growth often is measured as a percentage increase in real national income. Consumers affect market demand and supply, so economic growth is inextricably linked to consumers Along with the existing progress, the market image has become more attractive in the sense that it has undergone many improvements and improvements. As just a result, one type of trade that is an option is retail trade (retail). Because retail trade is one type of work focus, this type of trade has a lot of potential. for the community, some of whom are becoming even more numerous.

Seeing the state of growth of modern shop controlled by a certain company has a clear effect or impact on local entrepreneurs Those who will be directly affected by the growth of modern minimarkets in the area covered by the modern minimarket are grocery store entrepreneurs in this case.

Modern minimarkets have emerged in the capital of Gorontalo Province, Gorontalo City. A minimarket that can be classed as a present market inimarkets in Gorontalo City have the capacity to promote the grocery store industry in Gorontalo City out of business. The table below summarizes trade developments by type.

Tabel. 1.1
Gorontalo City has a number of trading facilities.

Type of Trading Facility	2016	2017	2018	2019
Market	9	9	9	9
Shop	123	411	113	94
Stall	123	51	9	6
Shop	63	57	32	1
Amoun	254	528	163	110

Sumber: BPS Kota Gorontalo 2021

Tabel 1.2

Indomaret and Alfamart outlets are growing in Gorontalo City.

Tahun	Indomaret	Alfamart
2016	27 unit	18 unit
2017	30 unit	-
2018	3 unit	4 unit
Total	60	22

Sumber:*Dinas Perdagangan Dan Perindustrian Kota Gorontalo*

Table 1.2 shows the number of Indomaret and Alfamart outlets rises every year, despite the fact that the number has never reduced, but there is more to the story. Not all of them are wholly owned by the company; around half of them are franchise owner outlets.. In Gorontalo City, the number of minimarkets is steadily increasing. Minimarkets are popping up across the country as a result of changes in society. People demand different things in their shopping activities as consumers. Traditional retailers, such as small warungs, are not affected increased The marketing management of small stalls continued to function in the very same manner as before, trying to keep up with the times.

The income of the stalls decreased after the emergence of modern mini-markets in the sub-district of Kota Tengah, according the phenomenon that occurred in the sub-district of the city of Tengah based on the results of interviews between researchers with grocery store owners, Since the number of buyers is reduced, many grocery store owners had experienced losses. Small retailers are generally owned by individuals with limited financial resources. Small stalls' competitiveness against minimarkets is seriously impacted as a result of this predicament. As a product of this background, the researcher comes up with the correct title for the study: **"Analysis of the Impact of New Minimarket Presence on Grocery Store Continuity (Case Study in Kota Tengah District)".** With the emergence of modern minimarkets around the grocery store, how is the profit level of the grocery store? What is the rate of growth in grocery store turnover in the presence of a modern minimarket adjacent? Was there a difference between the number of shopping in super markets before and after the rise of modern minimarkets? Was there a shift in grocery store operating hours as a result of the introduction of modern minimarkets in the vicinity of grocery stores?

2.MATERIALS AND METHODS
2.1 Theory Study
2.1.1 Poverty
The amount of goods or services that consumers are willing and able to buy at various price levels and at specific times is known as demand. The price of the good itself, the price of other goods related to the level of income, consumer tastes, and expectations/thoughts are all factors that influence demand.
Demand Influencing Factors:
Many factors influence the demand for an item by a person or a society, including:
1. The price of the good itself; if the price of an item falls, demand for that up the total.
2. If there are two parts of the goods that are related to each other and can be substituted (substitute) and complementary, the price of substitutive goods has an effect (fulfillment).
3. That purchasing power of a household or a community can be measured. The purchasing power of a person increases as their income rises, resulting in increased demand for a product.
4. The tastes or habits of a society's lifestyle determine a person's or society's taste, and the high and low of a request.
5. The greater the population, and the more people who have a taste for certain goods, the more it for those goods.

MSME and Grocery Business Definition MSME and Grocery Business Definition

including retail businesses A grocery store or a business selling people's items is one of the retail businesses here. Small business is a productive economic business that operates independently of the its parent company and is run by individuals or businesses that are not subsidiaries or branches of the parent company. Moderate firms are self-contained economic enterprises run by individuals or businesses that are not subsidiaries or branches of a huge company. Small and medium-sized businesses has to have a minimum net worth of IDR 50,000,000, according to the criteriaRetail businesses are the most frequent small and medium businesses run by community members. A food store or a shop selling people's daily necessities is one of the retail businesses here. As according Kota Gorontalo's Dinas Industri dan Perdagangan, It is still based on regulations and should register through a "small SIUP," which is in accordance with regulations, through interviews with the trade department at the formation of a grocery store business. The "Small SIUP" Gorontalo City area number 6 of 2009 must be owned by a company or entrepreneur who meets the following criteria:,Having a net worth of more than Rp. 50,000,000.00 and less than Rp. 500,000,000.00 is considered wealthy. Yet, many food stores continue to operate without registering their businesses because they are small.. Wholesalers and retailers are two kinds of grocery store traders. Retailers are grocery store operators who sell goods directly to customers, whether they intend to use them or not. In general, these retail-scale grocers have a small business capital for resale. Wholesalers are retailers that sell things in bulk or in large quantities.The customers who come are usually others who want to resell the goods she purchased at the grocery store at excess. Business capital is typically larger than that of small-scale grocery retailers.

Minimarket and Retailer (Retail) Definition

Primary needs or food are now becoming increasingly important in today's society, even if what they are looking for is only a snack.. People always had to travel to traditional markets or even supermarkets, which were not widely distributed in cities, to buy these treats or even daily essentials. As stated in the definition Minimarkets are small shops or supermarkets with a sales space of 100 to 1000 m2 that sell most of the daily necessities required by customers (Sujana, 2005).Minimarkets have become a busy shopping destination for people who want to purchase for their everyday needs. It really is light, but there is no need to travel far, such as to the supermarket. Modern minimarkets have started to appear in the modern period, with appropriate facilities to pamper its consumers.Minimarkets can be regarded as a type of retailer. The word "retailer" refers to any activity that involves selling goods and services directly to ultimate customers for personal, rather than business, purposes (Kotler, 2005).Retailers collect goods that customer needs from a variety of sources and places, allowing customers to buy a wide range of products in small quantities at reasonable prices..

1. Retailing, according to Kotler (2005), is the sale of goods in a physical store, which includes all activities of selling goods or services to consumers.

2. Retailing, according to Sujana (2005), is the collection of commodities demanded by final consumers, with customers selecting retail establishments as a supplier of such items.

3. Retailing, according to Utami (2010), is a business activity that sells goods and services to final consumers for individual / family use.

There are numerous types of stores, according to the definition of retailer:

1. Specialty Retailers Clothing stores or clothing stores with separate brands such as "Lea jeans" are examples of stores that only sell special items or one type of product in their merchandise.

2. Store in Convenience (Department store) A store that sells a variety of products as well as general goods such as furniture and daily household requirements.

3. Minimarket A small-scale store that sells people's daily necessities such as snacks, toiletries, and other products, as well as the distribution of stores near residential areas.

4. Supermarkets is locations where you can buy food (Supermarkets) Supermarkets are similar to minimarkets, except they operate on a larger size and are placed in a busy metropolis, such as in a mall or near an office.Food, home furnishings, toiletries, stationery, and other requirements are one of the products sold in supermarkets.

In the management of the company, Minimarket has a type of business. There are two types of businesses that are frequently found in the town, one of which is a minimarket. is a franchise or franchising, and regular or corporation minimarkets do not cooperate with individuals.

3.RESULTS AND DISCUSSIO

3.1 VALIDATION TEST

The validity test is used to make sure that the information obtained is accurate to a significant degree (Fatoni, 2006).

Tabel 4.7. Uji Validasi Keuntungan

Questions	Value Corrected Item	R-Hitung	Ket.
Q1	0,57	0,4	VaLid
Q2	0,68	0,4	VaLid
Q3	0,50	0,4	VaLid

Q4	0,40	0,4	**VaLid**
Q5	0,44	0,4	**VaLid**

Sumber : Data Primer diolah.

The Value Corrected Item/R-Calculate > R-Table based on a significant test of 0.05 means that the Material Expert items against the above gain are valid, according to Table 4.7.

Tabel 4.8. Uji Validasi OMzet

Questions	Value Corrected Item	R-Hitung	Ket.
Q1	0,50	0,4	VaLid
Q2	0,71	0,4	VaLid
Q3	0,51	0,4	VaLid
Q4	0,58	0,4	VaLid
Q5	0,49	0,4	VaLid

Sumber : Data Primer diolah.

The Value Corrected Item/R-Calculate > R-Table based on a significant test of 0.05 means that the Material Expert items on the above turnover are valid, according to Table 4.8.

Tabel 4.9. Uji Jumlah Kunjungan Toko

Questions	Value Corrected Item	R-Hitung	Ket.
Q1	0,86	0,4	VaLid
Q2	0,73	0,4	VaLid
Q3	0,74	0,4	VaLid
Q4	0,89	0,4	VaLid

Sumber : Data Primer diolah.

The Value Corrected Item/R-Calculate > R-Table based on a significant test of 0.05 means that the Material Expert items against the number of store visits above are valid, according to Table 4.9.

Tabel 4.10. Uji Jam Kerja

Questions	Value Corrected Item	R-Hitung	Ket.
Q1	0,9	0,4	VaLid
Q2	0,69	0,4	VaLid
Q3	0,81	0,4	VaLid

Sumber : Data Primer diolah.

The Value Corrected Item/R-Calculate > R-Table based on a significant test of 0.05 means that the Material Expert items for the working hours above are valid, so according Table 4.10.

3.3 Reabilty test

It word "reliability" indicates the accuracy in which measurements are made and the accuracy in which measuring tools are utilized in researc (2006, Fatoni) The adjective "reliability" refers to the degree to which a measuring instrument might well be trusted or relied upon. When a measuring instrument is used again to test the same symptoms and the results are fairly consistent, the measuring instrument is considered dependable.

If the alpha value is greater that 0.7, it signifies that all items are reliable, and all tests are consistently reliable. If the alpha value is greater than 0.80, it indicates that all items are reliable and all tests are consistently reliable. However, some people understand it as follows: If alpha is much more then 0.90, the reliability is perfect. The reliability is high if the alpha is between 0.70 and 0.90. The dependability is moderate if the alpha is between 0.50 to 0.70. If alpha is less than 0.50, the reliability is poor. It's possible that one or more items aren't reliable if the alpha is low.

Tabel 4.11. Uji Reliabilitas

No	Variabel	Reabilitas	Keterangan
1	Keuntungan	0,95	Strong Reliability
2	Omzet	1,09	Strong Reliability
3	Jumlah Kunjungan Toko	1,03	Strong Reliability
4	Jam Kerja	0,65	Sufficient reliability

According table 4.11., the profit, turnover, and number of store visits variables have strong reliability because the alpha value is greater than 0.90, while a working hours variable has sufficient reliability because the expert value is less than 0.70.

3.4 test T-test

The average test theory The data used in the T-Test is theoretical data in statistics which is used to see which given value (given as a comparison) is significantly different from sample average or not. The data used to perform the average difference test with the T-test are quantitative data.

Tabel 4.12. Uji T-test

No	Variabel	N	N-1	T- Hitung	T- Tabel	Ket.
1	Keuntungan	30	29	1,506	0,361	Memiliki Perbedaan
2	Omzet	30	29	1.054	0,361	Memiliki Perbedaan
3	Jumlah Kunjungan Toko	30	29	0.431	0,361	Memiliki Perbedaan
4	Jam Kerja	30	29	1,361	0,361	Memiliki Perbedaan

Sumber : Data Primer, Diolah.

Based on data in the table 4.12. Because the calculated T value is greater than the T table, there are differences in each of the variables studied in this study before and after the establishment of the mini market.

4. CONCLUSION

The researchers present the following conclusions based on the findings of the research and discussion:

1. The presence of modern minimarkets in the vicinity affects the grocery store's profit.
2. With the addition of modern minimarkets in the region, the food store's turnover has changed.
3. When there is a modern minimarket adjacent, the number of grocery store visits has fallen.
4. Changes in working hours, When modern minimarkets are adjacent, food stores experience shifts in working hours.

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