Effect of Retail Store Presence (Alfamidi, Indomaret, and Dua Sekawan) on Kiosk Income in Ternate City

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Abstract  
This research aims to recognize whether kiosk income, price and capital affect the modern market. There are also variables used as income, price, and capital as a free variable after that the modern market as a bound variable. This study uses primary data obtained through interviews and the dissemination of questionnaires and then the analysis tool used is the Multiple Linear Regression Analysis Test with the help of SPSS-20 software. The results of this research prove that partially the variable income affects positively and insignificantly to the modern market in the city of Ternate, while the price also affects positively and significantly to the modern market in the city of Ternate, while capital also affects positively and significantly to the modern market in the city of Ternate. And when viewed simultaneously the variable income, price and mdal have a common influence on the modern market in the city of Ternate.

Keywords: income, price, capital, modern

INTRODUCTION

The magnitude of the socioeconomic status of citizens is also increasingly demanding on the needs of their lives and demands for services. Residents at this time want a satisfactory and quality service, which is a service that matches their expectations and in conclusion can satisfy the needs. In shopping, consumers tend to want freedom, they feel the sensation of me-time given in thinking, sorting and deciding what they want to buy. This is one of the most prominent concepts that modern retail has. So that the existence of modern retail affects various matters, including the change of area layout, social and economic changes of citizens. Along with the growth of the era, the existence of traditional retailers began to be rivaled or moreover displaced by the existence of modern retail businesses. The types of modern retail in Indonesia at this time are very many (Miranti, 2019).

The rise of minimarket development has social or economic consequences for traditional grocery store business actors. From a social point of view, there is a change in living methods, a culture that grows in the community, and the occurrence of a community in order to protect the existence of traditional grocery stores. Not only that, when viewed from an economic point of view, it has resulted in shrinking income and the establishment of economic activities that are considered unhealthy for traditional grocery trading people, therefore, in this case the government requests that citizens participate and in protecting a
healthy economic atmosphere both for large capital business actors and have modest capital (Alwiyah 2018).

The negative assumptions of waserda retail business actors and Klontong traders towards the existence of the modern market are listed in the big category. The existence of a modern market for grocery stores and waserda has a negative impact on revenue, (24%-16.3%), income (30%-17.5%), and the number of customers (32%-29%). The implementation of modern market regulations by the government did not go as planned, and retailers Waserda and Klontong made little effort to maintain their business continuity (Ahyar 2019).

Furthermore, Novita, (2018), the market, their income decreases or their sales volume decreases. The government's lack of attention to the viability of traders’ businesses and the ease of granting permits for small market establishments further add to traders’ concerns.

**Table.1. Number of Retail Stores and Stalls / Kiosk Three Ternate City District in 2022**

<table>
<thead>
<tr>
<th>No</th>
<th>Retail Stores</th>
<th>South Ternate Kec</th>
<th>Central Ternate Kec</th>
<th>North Ternate Kec</th>
<th>Sum</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Alfamidi</td>
<td>10</td>
<td>9</td>
<td>8</td>
<td>27</td>
</tr>
<tr>
<td>2</td>
<td>Indomaret</td>
<td>13</td>
<td>12</td>
<td>12</td>
<td>37</td>
</tr>
<tr>
<td>3</td>
<td>Two Herds</td>
<td>5</td>
<td>3</td>
<td>1</td>
<td>9</td>
</tr>
<tr>
<td>4</td>
<td>Stalls/Kiosks</td>
<td>394</td>
<td>204</td>
<td>200</td>
<td>798</td>
</tr>
</tbody>
</table>

*Source: Survey Data (2022)*

The development of retail stores located in the city of Ternate definitely threatens to small stalls or kiosks of local people, the number of new retail stores Alfamidi, Indomaret and Toko dua Sekawan spreads in three districts in the city of Ternate; South Ternate city district with the most number of Retail stores and stalls or stalls, Alfami has 10 stores, Indomaret 13 stores and two groups of 5 stores, and 394 stalls / stalls located in the city of South Ternate.

**METHOD**

Over time, a thriving modern market may threaten the existence of self-service terminals and other retail businesses. For various reasons, people are reluctant to shop at the stalls. This can have a negative impact on the existence of kiosk businesses in Ternate. Kiosk business actors must try hard to maintain their business existence. The frame of mind in this study can be described by the following figure:

**Figure 1. Frame of mind**
Population and Sample

The author divides the distribution of samples in a professional manner in each city sub-district, each sub-district the author will examine the respondents, namely as many as 20 respondents in each sub-district whose location of the kiosk business is close to modern retail stores.

<table>
<thead>
<tr>
<th>No.</th>
<th>City Subdistrict</th>
<th>Number of Stalls/Kiosks</th>
<th>Kiosk Samples</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>South Ternate</td>
<td>394</td>
<td>20</td>
</tr>
<tr>
<td>2</td>
<td>Central Ternate</td>
<td>204</td>
<td>20</td>
</tr>
<tr>
<td>3</td>
<td>Northern Ternate</td>
<td>200</td>
<td>20</td>
</tr>
<tr>
<td>Sum</td>
<td></td>
<td>798</td>
<td>60</td>
</tr>
</tbody>
</table>

Source: Sample Data (2022)

Data Types and Sources

The type and source of information used is primary information so that the procedure for collecting information used is the collection of primary information obtained can be classified as survey research.

Data collection techniques

The primary data collection in this study is by distributing questionnaires to the respondents studied, the authors will conduct interviews with several stalls in three ternate city villages, at the location of the study. To obtain individual opinion data, the data collection technique that can be used is the survey data collection technique.

To analyze the data on the research, a multiple liner analysis tool was used assisted by using SPPS software; The stages for conducting data analysis include: conducting Validity and Reliability Tests, Testing Classical Assumptions, Testing Hypotheses. The equations made for this study are:

\[ Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e \]

Description: Y = Modern Market, \( \alpha \) = Intercept, \( \beta_1 \) = Regression Coefficient \( X_1 \), \( \beta_2 \) = Regression Coefficient \( X_2 \), \( \beta_3 \) = Regression coefficient \( X_3 \), \( X_1 \) = Income Variable, \( X_2 \) = Price Variable, \( X_3 \) = Capital Variable.

RESULTS AND DISCUSSION

Descriptive Variables are used to see how much the average value of each variable used in the study is.

<table>
<thead>
<tr>
<th>Table 3. Descriptive Research Variables</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Descriptive Statistics</strong></td>
</tr>
<tr>
<td><strong>N</strong></td>
</tr>
<tr>
<td>INCOME</td>
</tr>
<tr>
<td>PRICE</td>
</tr>
<tr>
<td>CAPITAL</td>
</tr>
<tr>
<td>MODERN MARKET</td>
</tr>
</tbody>
</table>

Source: Data Processed (2022)
From the data of table 4.4 above, you can see the average value of each research variable. Where the modern market variable (Y) is 10.90 the income variable (X1) is 8.80 the price variable (X2) is 7.60 while the capital variable (X3) is 13.77.

The Effect of Revenue On Modern Markets

Based on the results of the hypothesis test, it can be concluded that income affects positively and significantly affects the modern market of Ternate city. with a calculated value of 2.774≥ from table value 1.670 with a significance value of 0.007 (α) 5% (0.05). This proves that income can be influenced by the modern market positively and is not significant.

Another thing that causes the Modern Market to have a significant effect on the income of traders in Ternate City, the people of Ternate City in general have a lower middle economic level so that it still feels a bit unfamiliar with the facilities owned by the Modern Market, and prefers to transact in traditional markets that still implement a bargaining system and face-to-face face-to-face with traders, so that an emotional connection can be established.

The Effect of Price On Modern Markets

Based on the results of the hypothesis test, it can be concluded that the price has a significant effect on the modern market of Ternate City. calculated value of 1.387≥ of the table value of 1.670 with a significance value of 0.005≤(α) 5% (0.05). This proves that capital can be influenced by the modern market in a significance.

Regarding this, residents who buy in the modern market have jobs as employees / private. From a financial point of view, rice buyers have been said to be able to do so. There is also the assumption that residents do not want to go to los, do not want to be complicated by the price. So that in the modern market the price of rice is sold higher even though residents do not feel complained.

Modern markets where there is a need for some goods are also listed as rice. The materials sold are more complete and varied. Almost all products sold in traditional markets can be found in the Modern market. However, in traditional markets, consumers can be in direct contact with sellers carrying out price bargaining. Unlike the case with minimarkets, consumers cannot carry out price bargaining, consumers can look at the price on the label that is painted on the object, whether it is listed in the form of direct rupiah or coded. Traditional Markets generally sell a variety of household needs, be it in the form of meals or utensils. Such as vegetables, fruits, fish, meat, eggs, clothes, kitchen utensils, and so on. The location of this traditional market is generally located in a strategic area such as on the outskirts of the line. This research was tried by Nugraha who reported that prices have a significant influence on buyer decisions in the Modern Market (Kurniawan 2021)

The Effect of Capital on Modern Markets

Based on the results of the hypothesis test, it can be concluded that capital has a significant influence on the modern market of Ternate City. This can be proven by table 4.13 calculated t-values of 1.896≥ of the table value of 1.670 with a significance value of 0.003 ≤ (α) 5% (0.05). This shows that capital can be influenced by the modern market significantly.

CONCLUSION

There are conclusions, namely; the modern market does not have a significant effect on the income of traders in the city of Ternate, the people of the city of Ternate in general have a middle and lower economic level so that it still feels a bit unfamiliar with
the facilities owned by the modern market, for buyers in the modern market of pewawai or private jobs, the existence of the modern market affects the variation of the capital of traditional traders in the center of the Modern Market.

BIBLIOGRAPHY


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