

## The Impact Of Modern Retail On Traditional Shops: A Case Study In Wonokerto

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### ABSTRACT

Initially, the modern retail business mainly focused on major cities in Indonesia. However, with technological advancements and economic growth, modern retail has now reached the countryside. In many strategic places, such as Wonokerto Sub-district, for example, several modern retail outlets such as Alfamart and Indomaret have been established. The presence of these ultramodern retailers has had a significant impact on the girding of traditional retailers. Grocery store owners such as Mr. Supri and Mrs. Yatin have experienced a decrease in turnover as many consumers have switched to modern retail. However, it is not all bad news for traditional retailers. Some of them are suitable to survive in the face of decreasingly fierce business competition. This exploration aims to understand the competition between ultramodern and traditional retailers, focusing on a case study of Alfamart and Indomaret against girding small shops in Wonokerto District, Pekalongan Regency. The research used a field method, which involved interviews with four grocery store owners, the store heads of Alfamart and Indomaret, as well as documentation collection. The data collected was analysed qualitatively with an inductive approach, where specific facts are drawn to make generalizations. From the exploration results, it's concluded that the actuality of Alfamart and Indomaret in Wonokerto Subdistrict has an impact on the development of small shops in the vicinity. However, competition between minimarkets and small shops takes place in accordance with applicable regulations, without violation of the law or the president's rules. The process of establishing minimarkets in Wonokerto Subdistrict has also complied with established procedures.

### Keywords:

Business  
Competition, Modern  
vs. Traditional retail,  
Rural Economic  
Impact

### ABSTRAKS

Awalnya, bisnis ritel modern terutama berfokus pada kota-kota besar di Indonesia. Namun, dengan kemajuan teknologi dan pertumbuhan ekonomi, ritel modern kini telah menjangkau hingga ke pedesaan. Di banyak tempat strategis, seperti Kecamatan Wonokerto, contohnya, telah berdiri beberapa outlet ritel modern seperti Alfamart dan Indomaret. Kehadiran ritel modern ini telah memberikan dampak signifikan terhadap ritel tradisional di sekitarnya. Pemilik toko kelontong seperti Bapak Supri dan Ibu Yatin mengalami penurunan omset karena banyak konsumen yang beralih ke ritel modern. Meskipun demikian, tidak semua berita buruk bagi ritel tradisional. Beberapa di antaranya mampu bertahan dalam menghadapi persaingan bisnis yang semakin ketat. Penelitian ini bertujuan untuk memahami persaingan antara ritel modern dan tradisional, dengan fokus pada studi kasus Alfamart dan Indomaret terhadap toko kecil di sekitarnya di Kecamatan Wonokerto, Kabupaten Pekalongan. Penelitian ini menggunakan metode lapangan, yang melibatkan wawancara dengan empat pemilik toko kelontong, kepala toko Alfamart dan Indomaret, serta pengumpulan dokumentasi. Data yang terkumpul dianalisis secara kualitatif dengan pendekatan induktif, di mana fakta-fakta spesifik ditarik untuk membuat generalisasi. Dari hasil penelitian, disimpulkan bahwa keberadaan Alfamart dan Indomaret di Kecamatan Wonokerto berdampak pada omset toko kecil di sekitarnya. Namun, persaingan antara minimarket dan toko kecil berlangsung sesuai dengan peraturan yang berlaku, tanpa pelanggaran terhadap hukum atau aturan presiden. Proses

### Kata Kunci:

Dampak ekonomi  
pedesaan, Persaingan  
bisnis, Ritel modern  
vs tradisional

*pendirian minimarket di Kecamatan Wonokerto juga telah mematuhi prosedur yang telah ditetapkan.*

## 1. Introduction

In the life of the business world, which has now been hit by the globalization process, it requires companies to always follow it with full mindfulness to further strengthen the perpetration of professional operation in each company engaged in the open request so that the company can maintain its actuality and business development in the future (Princessa, 2021). thus, in this period of globalization, competition among profitable actors will clearly be sharper, while the marketing arena will also have tighter competition (Pasigai, 2022a).

The business world continues to experience increasingly rapid development, especially supported by various rapidly developing information technology systems (Sulistiani, 2018). Every company always strives to get a market share that is always growing (Emor & Soegoto, 2018). There are two types of retail trade, videlicet ultramodern retail and traditional retail (Mardhiyah & Safrin, 2021). One index of the imbalance of power between traditional retail and ultramodern retail can be seen in terms of the growth of the two types of retail. The Federation of Indonesian Market Traders Associations( Foppi) noted that throughout Indonesia there was a loss in the number of traditional requests by 8 per time (Norman et al., 2019). Some of the factors supporting the development of ultramodern retail businesses include sufficient request openings, the development of manufacturing businesses that will supply their products to retailers, and government sweats to encourage profitable growth by developing the retail business. Large retailers are decreasingly aggressively expanding their business in Indonesia, small ultramodern retailers and traditional retailers are the bones who are in inimical conditions (Utomo, 2019). Competition that occurs among business actors gives consumers the advantage of offering lower prices and further indispensable choices of goods or services offered. This indispensable choice provides an occasion for consumers to be suitable to choose analogous goods or services that have the stylish quality at a fairly cheaper price compared to other analogous goods or services (Yuliaty et al., 2020).

In business activities, pursuing gains is a natural thing, as long as achieving these gains doesn't harm numerous parties (Butarbutar, 2019). An entrepreneur will be faced with various good or bad risks, whether they arise from within or from outside (Alisha, 2019). Increasingly fierce business competition makes a company use the right strategy for the products or services it sells. The company must observe the conditions of business competition that are always growing or changing at any time. Competition in these two types of markets encourages business owners to continue to improve efficiency and product quality to be able to compete with modern retail stores so that customers feel satisfied with these products. In addition, business competition has a positive influence on the development of human resource creativity to use existing resources optimally and produce high-value goods at competitive prices (Abubakar et al., 2021). The main key to winning the competition is providing value and satisfaction to consumers through the delivery of quality products and services at competitive prices (Erinawati & Syafarudin, 2021). To win the competition, it's necessary to understand who and what consumers want, providing assistance in making product packaging that's better, durable, branded, and not easily torn (Ekawati & Sha, 2019). Traditional retail can carry out a competitive strategy with modern retail through the implementation of a win-win, mutually beneficial development strategy model (collective community) (Norman et al., 2019). A strong corporate foundation is a prerequisite for taking advantage of every business opportunity. The foundation is built from within, beginning with how the company was founded (Sulistiani, 2018). The best way to survive and even win the competition is by implementing the right competitive strategy. The strategy that can be used in tight competition is to use the right marketing strategy (Maulida & Indah,

2021). In determining the right sales strategy, the availability of useful data and information is needed. So that sales transaction data can be more efficient, it needs to be processed by applying data mining techniques.

The advantages of data mining techniques include:

1. Revealing Hidden Patterns: Data mining can identify patterns or trends that are not visible to the naked eye from large data sets. This allows companies to better understand consumer behavior and optimize business strategies.
2. Better Decision Making: With the information generated from data mining, companies can make more accurate decisions based on facts and data, not assumptions. This helps in designing marketing strategies, setting prices, and managing inventory.
3. Operational Efficiency: Data mining helps identify areas that need improvement or adjustment, making business operations more efficient and reducing operational costs.
4. Service Personalization: By understanding individual consumer preferences through data mining, companies can offer more customized products and services, increasing customer satisfaction and loyalty.
5. Fraud Detection: Data mining techniques can be used to detect unusual or suspicious activities in financial transactions, helping to prevent and detect fraud.

The steps to apply data mining are:

1. Data Collection: The first step is to collect relevant data from various sources, such as sales transactions, customer interactions, social media data, and others.
2. Data Preprocessing: The collected data is then cleaned to remove irrelevant or duplicate data, fill in missing data, and format the data to be suitable for further analysis.
3. Selection of Data Mining Techniques: Choosing the appropriate data mining techniques or algorithms based on the analysis goals, such as classification, clustering, or association.
4. Algorithm Application: The selected algorithms are applied to the processed data to discover the desired patterns or information.
5. Evaluation and Interpretation of Results: The results of data mining are evaluated to ensure accuracy and relevance. These results are then interpreted to generate business insights that can be applied.
6. Application of Insights: The insights obtained from data mining are used to make strategic business decisions, such as product development, marketing strategies, and customer service improvements.

The method applied by researchers to design the program is the knowledge discovery approach in the database, including data analysis to determine the apriori algorithm (Nisa, 2021). In determining market position, the strategies that can be used are concentration on a single market segment and multiple market segments. The choice between these two strategies will determine the products to be made, the potential buyers to be served, and the competitors that the company will face (Pasigai, 2022b). The content of traditional vs. ultramodern retail business competition is an important bone to probe for several reasons. Originally, the competition between these two types of retailers affects request competitiveness and profitable conditions in each area. Traditional retailers are frequently in a weak position, so it's important to know how they can acclimatize to advanced ultramodern retailers. In addition, this exploration will bring important results to understand how the service delivery system and products demanded by consumers, as well as how effective marketing strategies are for each of these retailers. The main ideal of this study is to determine the business competition that occurs between ultramodern retailers and traditional retailers, including the analysis of internal and external factors that affect their involvement. The significance of this exploration is to understand how request conditions and new generalities are demanded to encourage traditional retailers to acclimatize to advanced ultramodern retailers. The advantage of this exploration is that the results can be used to help traditional retailers to acclimatize to advanced ultramodern retail, so that they can maintain their position in an increasingly competitive request. The results of this study can also be used to produce effective marketing strategies for

each of these retailers, so that they can understand consumer requirements and optimize their service delivery systems and product immolations.

## **2. Literature review**

There are several studies related to the problems that will be raised in this discussion or research topic. Therefore, the researcher describes the development of several scientific works related to the researcher's discussion, including:

Laila M. Hasanah's thesis "The Influence of Alfamart Retail Stores in the Middle of Small Businesses in the Perspective of Islamic Business Ethics". The purpose of this study is to find out in depth how the Influence of Alfamart's Retail Existence on Small Shops around it in the Perspective of Business Ethics in Karang Endah Village, Terbanggi Besar District, Lampung-Tengah Regency. The results showed that the opinion of small shop business owners on Alfamart Retail in Karang Endah Village, Terbanggi Besar District, Central Lampung Regency, the existence of Alfamart caused the income and profits obtained by small shops to decline. Because, consumers prefer to buy at Alfamart because it is more convenient and has many choices (Hasanah, 2018).

Putri Retno Sari dissertation entitled "Analysis of Consumer Behaviour Against the Modern Market and Its Impact on Food Towers in Bengkulu City in 2018". The focus of the research is on the factors that influence consumers to prefer to shop in modern markets, as well as looking for the negative and positive impacts that the existence of a modern market has on grocery stores. Unlike the research studied, the researchers are more focused on how modern retail businesses compete with traditional retail and how strategies should be taken to face business competition (Sari, 2018).

Nasrul Azidin's thesis "Business Competition between Modern Retail and Traditional Retail". The purpose of this research is to find out the business competition that occurs between modern retail and traditional retail case studies of Alfamart and Indomaret against small shops around Sido Mukti Village, Gedung Aji Baru District, Tulang Bawang Regency. The results showed that the existence of Alfamart and Indomaret in Sido Mukti village affected the turnover of small shop owners around it but the competition that occurred between minimarkets and small shops was in accordance with applicable regulations and there were no activities that violated as stipulated by laws and presidential regulations (N. Azidin, 2019).

## **3. Research Methods**

### **A. Types and characteristics of exploration**

#### **1. Types of Research**

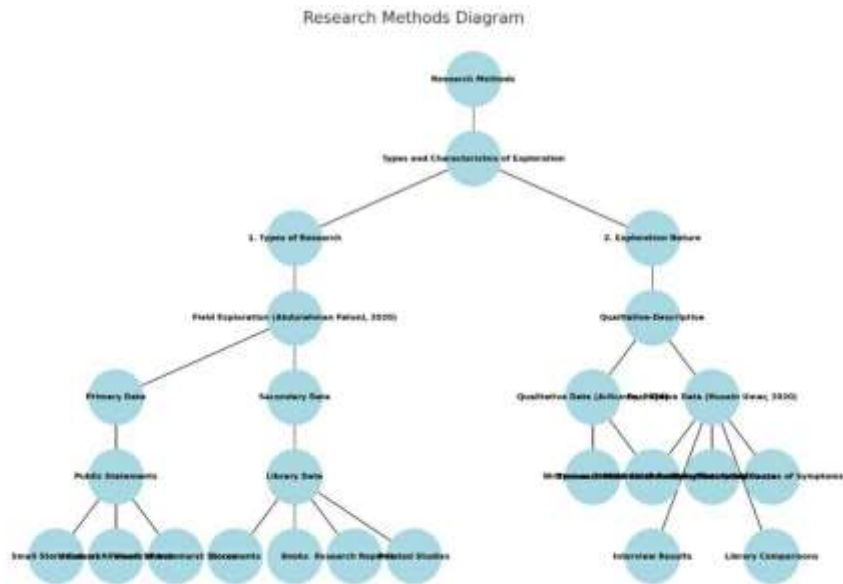
This type of exploration is called field exploration. According to Abdurahman Fatoni (2020) field exploration is exploration carried out in the field or exploration point, a place chosen as a position to probe the objective symptoms that do in the point and performed for the medication of scientific reports. In this field exploration, experimenters seek primary data attained directly from public statements, videlicet small store possessors and heads of Alfamart and Indomaret stores. In order to support primary information, they also need data from the library, i.e., seeking secondary data that they gain from searching and studying documents, books, exploration results that are reports, and so on related to the competition of ultramodern retail business with traditional retail.

#### **2. The exploration nature**

This exploration is qualitative- descriptive. According to Husein Umar (2020) descriptive is describing the nature of commodity that takes place at the time of exploration

and examining the causes of a certain symptom. According to Arikunto (2020) qualitative exploration is a exploration procedure that produces descriptive data in the form of written or oral words about people or behaviours that can be observed.

Grounded on the description, the purpose of qualitative descriptive exploration is to describe the data in a methodical and accurate way. In this study, experimenters try to display or conclude the results of interviews with comparisons of being libraries.



Picture 1. Research methods

## B. Data Source

The data source in this research is the subject from which the data is obtained(Suharsimmi, 2020). Data sources can be people, objects, circumstances, documents, or institutions(Umar, 2020).

The research conducted by the researchers used two data sources that relate to the subject of the problem revealed, namely the primary data source and the secondary source.

### 1. Primary Data Source

A primary data source is data obtained directly from research subjects using a measurement tool or data picked directly from the subject as the source of information sought (Azwar, 2018). The primary data sources in this study can be obtained from direct interviews with 4 grocery store owners, 1 Alfamart store head, and 1 Indomaret store head.

### 2. Secondary Data Sources

Secondary data sources are data sources that are already available, so we can search for and collect them. Secondary data can be obtained more easily and quickly as they are already available (Gulo, 2021). Secondary data sources are data that includes documents, books, scientific journals, research results containing reports, diaries, newspapers, papers, articles from the Internet, etc. (Hardani et al, 2022). Secondary data sources in this research consist of books related to the research, including the book *Minimarket Management of Asep ST Sujana* and the book *Opening Eceran Business/RRetail of Devi Puspitassari, Syahmurni, and Rina Rosmawati*, as well as those related to *Business Competition between Alfamart and Indomaret Against Small Stores Nearby at Wonokerto Pekalongan District*.



### **C. Data Collection Techniques**

Data collection is the process of procuring data for research purposes. Data collection techniques used in this study are interview and documentation techniques (Mentor, 2011).

#### **1. Interview**

The data collection method is carried out through interviews, which is a meeting of two people to exchange information and ideas through questions and answers, so that meaning can be constructed for a particular topic (Syahza, 2021). Thus, the interview method is a process of interaction and communication with the aim of obtaining important information. In interview activities, there is a relationship between two or more people where both behave according to their respective status and role.

Interviews in this study use a free-guided interview method, where the interviewer only makes the points of the problem to be studied (Narbuko & Achmadi, 2021). Interviews are conducted by researchers with predetermined informants in order to get answers that match the expectations of the researchers. The interviewees were store owners around Alfamart and Indomart, as well as heads of Alfamart and Indomart stores.

#### **2. Documentation**

The documentation method involves looking for data on things or variables in the form of notes, transcripts, books, newspapers, magazines, inscriptions, meeting minutes, lengers, agendas, and so on (Nurmala et al., 2018). This method is also used to find out the history as well as other matters related to business competition between Alfamart and Indomaret with small shops around Wonokerto District.

### **D. Data analysis techniques**

Data analysis ways are made by working with data, changing patterns, sorting them into manageable units, searching and changing patterns, changing what's important and what's learned, and changing what can be told to others (Moleong, 2018). The data attained by experimenters from minimarket workers, consumers, and shop possessors around Alfamart and Indomaret Wonokerto District is qualitative data. The data analysis fashion that experimenters use is a qualitative analysis fashion using inductive thinking styles. According to Hadi (2018) inductive thinking departs from specific data or concrete events, and also from specific concrete data or events, generalisations are drawn that have a general nature. The thing is to simplify the data that has been collected and present it in a good order so that it can be more fluently understood.

## **4. Results and Discussion**

### **A. Overview of Wonokerto Sub-district, Pekalongan Regency**

#### **1. History of Wonokerto Sub-district**

Wonokerto Subdistrict is a sub-district located about 19 kilometers from the capital of Pekalongan Regency, Pekalongan. The history of Wonokerto District was established in 1916. The name Wonokerto comes from the Javanese language, where Wono means forest, while kerto itself means crowded. So the meaning of wonokerto is a crowded forest, or in Javanese, crowded pedestal

Pekalongan Regency was established 1622 years ago. The history of Pekalongan Regency appears to have five estimates about when Pekalongan Regency was born, namely: the prehistoric period, the Demak Kingdom period, the Mataram Islamic Kingdom period, the Dutch East Indies colonisation period, and the Republic of Indonesia period. The anniversary of Pekalongan Regency was set on Thursday Legi, August 25, 1622, or on 12 Robiu'l Awal 1042 H, during the reign of Kyai Mandoeraredja, who was a regent appointed by Sultan Agung Hanyokrokusumo,

King of Islamic Mataram, and at the same time as Regent of Pekalongan.

The construction of Pekalongan Regency has been carried out since the reign of Adipati Notodirdjo (1879-1920 AD) in the North Square complex in Pekalongan City. The building is a house for Pekalongan Regents as well as a place for government activities. The process of moving the capital of Pekalongan Regency began with the inauguration and use of the Pekalongan Regency Regional Secretariat Building in Kajen.

Wonokerto Sub-district has several villages, such as Api-api Village, Bebel Village, Pecakaran Village, Pesanggrahan Village, Rowoyoso Village, Semut Village, and Sijambe Village.

## 2. Demographics of the Wonokerto Sub-district

Wonokerto Sub-district is a sub-district located about 19 kilometers from the capital of Pekalongan Regency, Pekalongan.

Demographics of the Wonokerto Sub-district:

1. Total Population: 46,073 people
2. Kelurahan/Village: 11
3. Religion: Gender, Geography, Climate, Human Development Index, Poverty, Population, Health, Consumption and Expenditure, Governance, Education, Social Housing, Culture, and Labour.

Total Population per Village in Wonokerto Sub-District:

BPS Kabupaten Pekalongan (2021) Number of Population, Sex Ratio, and LPP per Village/Village

District : Wonokerto

Tabel 1. Total Population per Village in Wonokerto Sub-District

Villages	Result SP				
	Man	Woman	Total	Sex Ratio	LPP 2010-2020
Werdi	1.644	1.666	3.310	98,68	1,32
Rowoyoso	3.004	2.897	5.901	103,69	0,51
Bebel	4.459	4.175	8.634	106,8	1,44
Wonokerto Wetan	1.534	1.497	3.031	102,47	-0,18
Sijambe	2.274	2.234	4.508	101,79	0,64
Pesanggrahan	1.460	1.384	2.844	105,49	1,45
Pecakaran	1.793	1.625	3.418	110,34	-0,32
Api-Api	2.296	2.205	4.501	104,13	-0,1
Wonokerto Kulon	2.795	2.728	5.523	102,46	-0,72
Tratebang	1.180	1.128	2.308	104,61	1,06
Semut	1.056	1.039	2.095	101,64	1,73
Total	23.495	22.578	46.073	104,06	0,51

### **3. Social condition of Wonokerto Sub-district**

The social situation in Wonokerto Sub-district shows that there are still opportunities to improve the economic level for the community, and it is necessary to pay attention to the poverty rate, which is still high.

The social situation in Kecamatan Wonokerto can be explained through the following statistical data:

1. Population: The total population of Kecamatan Wonokerto is 11,962 people.
2. Education: Education in the Wonokerto sub-district is manifested in the last education held and the year of success. The last level of education consists of not being in school, not graduating from elementary school, junior high school, high school, and college or university. While the year of success consists of 0 grades, 1-3, 4-6, 7-9, 10-12, and 13 and above
3. Asset ownership: Asset ownership in Wonokerto Sub-district takes the form of floor area of the house owned, yard area, rice field area, and total land area. The floor area of the house consists of 45-50, 51-60, 61-70, 71-80, 81-90, and 90 and above. The area of yard land consists of 1,000 and below, 1,001-1,500, 1,501-2,000, and 2,001 and above.
4. Natural resource wealth: Wonokerto sub-district has a wealth of natural resources that greatly support the economic development of the community. Such as the beach, which is now used as a tourist spot, etc.
5. Poverty: The poverty rate in Wonokerto Sub-district is still high, making it necessary to look for other opportunities that can support the improvement of the economic level in the community.
6. Village revenue in Wonokerto Sub-district comes from the results of village assets, the results of self-help and participation, financial assistance from non-binding third parties, and sources of village income that have been owned and managed by the village.

### **4. Economic Situation of Wonokerto Sub-District**

The economic situation of Wonokerto Sub-district depends on the agricultural sector, which is still the direction of the community's economy. The agricultural sector in Wonokerto Sub-district has a large land area, around 52.5%, and still depends on this sector. However, this condition directly affects people's income, and as a result, their income is not fully sufficient to meet their needs. Economic growth in Wonokerto Sub-district is still dominated by the agricultural sector and brick handicrafts. In addition, the majority of Wonokerto District residents work as fishermen; there are also those who raise livestock, such as cows, chickens, ducks, and goats. The economic situation of Wonokerto Sub-district still has opportunities to improve the economic level for the community, and it should be noted that the poverty rate is still high. To overcome the problem of poverty, efforts need to be made to find other opportunities that can support the improvement of economic levels in the community.

### **B. Business Competition Between Modern Retailers and Traditional Retailers (Case Study of Alfamart and Indomaret Against Small Shops in the Surrounding Wonokereto District, Pekalongan Regency)**

The retail industry is a strategic industry in its contribution to the Indonesian economy. The potential of Indonesia's retail market is quite large. The retail industry ranks as the second



highest industry in Indonesia's labor absorption after the agricultural industry. This indicates that many people depend on the retail industry (Chaniago et al., 2019).

Retailers or retailers are entrepreneurs who sell goods or services at retail to the public as consumers. individual retailers or small retailers have a varied number of outlets, ranging from one outlet to several outlets. Outlets in all their forms function as a place to purchase goods and services, namely in the sense that consumers come to outlets to make shopping transactions and take home goods or enjoy services (Muryuniarsih & Rahman, 2018).

Retail outlets consist of two types, namely modern and traditional outlets. Modern outlets are retailers in the form of companies that carry out trading activities with a self-service system. Modern retail trading companies can have formats varying from the largest (wholesalers) to the smallest or minimarkets (Alfamart and Indomart). Traditional outlets are outlets that have long been operating in this country in the form of: warung, toko, and pasar. Warungs are usually simple buildings that are permanent (full walls) semi-permanent (1 meter high walls joined by boards as walls), or completely wooden walls.

Tabel 2. The number of modern retail businesses in Wonokerto Subdistrict

No	District	Modern retail
1	Wonokerto	2 Alfamart and 1 Indomaret

From the data it can be seen that in Wonokerto Sub-district there are three modern retailers, namely 2 Alfamart and 1 Indomaret. In 2022, 2 Alfamart were established and then in 2023 Indomart followed standing next to Alfamart with only 100 and 300 meters distance. The three modern retailers stood in the middle of long-established small shops.

Tabel 3. The data on the number of traditional retailers in Wonokerto Subdistrict that are a maximum of 100 meters from modern retail

No	District	Traditional retail
1	Wonokerto	4 Traditional retail

From the data, it can be seen that traditional retailers located around modern retail with a maximum distance of 100 meters from modern retail are 4 traditional retailers. These traditional retailers were established before the existence of modern retail.

The presence of modern retail causes business competition between modern retailers and traditional retailers to become increasingly tight. Tight competition requires every business person to always try to implement strategies that can make his business successful. Actually, the products sold by Alfamart and Indomaret are mostly the same as the products sold by small shops. But modern retail has more varied and diverse types of products so that it will make it easier for consumers to shop and do not need to move from place to place to find an item (Cumhur et al., 2019).

Tabel 4. Edmira Rivani (2021) divides the retail business into 2 (two) categories, namely traditional retail and modern retail, which provides an overview of the differences between the two as shown.

Classification	Modern retail	Traditional retail
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Product Line	#Specialty Stores #Convenience Store #Self-Service Shops # Convenience Stores # Super, Combination, and Hyper Market Stores # Discount Stores # Price Cut Retailers # Catalog Vending Room	#Mom & Pop Store # Mini Market
Ownership	Corporate Chain Store	Independent Store
Facility Usage	# Modern payment tools (computer, credit card, auto debit) # Air conditioning, escalator, or elevator	#Payment Tools Traditional (manual, calculator, cash)  #Stairs, without AC
Promotion	Available Recorded and can be Published	None  Not necessarily recorded and not published
Finance		
Labor	Many	Few, usually family
Operation Flexibility	Not Flexible	Flexible

Source : (Felycia & Genoveva, 2021)

However, there is one thing that needs to be observed in the categorization of retail businesses in the table above, because it places minimarkets in the traditional retail column. As has been explained, minimarkets are included in modern retail as seen from the management model that uses self-service sales methods.

Tabel 5. The difference in characteristics between traditional retail and modern retail is clarified in the following

No	Aspects	Traditional Market	Modern Market
1	History	Long evolution	New phenomenon
2	physical	less good, some good	Nice and luxurious
3	Ownership / Institutional	Community/village owned, local government, little private	Generally individual/private
4	capital	Weak capital/subsidies/non-governmental organizations/inpresses	Strong capital / driven by the private sector
5	User	Lower middle class	Generally, the middle group and above
6	Payment methods	Feature served, bargaining	There is a characteristic of self-service, definitely
7	Land status	State land, very little private	Private/individual land
8	Financing	Sometimes there are subsidies	No subsidy
9	Building	Generally, development is carried out by local governments/villages/communities	Physical development generally by the private sector
10	Incoming traders	Diverse, mass, from the informal sector to medium and large traders	The owner of capital is also his trader (single) or several medium-scale and large-scale formal traders
11	Entry/participation opportunities	Mass (small, medium and even large traders)	Limited, generally single trader, and middle to high

12	Network	Regipnal markets, city markets, regional markets	National corporate chain system or even related to foreign capital, centralized management
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Source: (CESS, 2021)

Based on the results of interviews conducted by researchers in Wonokerto sub-district, small shop owners feel the impact of the establishment of Alfamart and Indomaret. An interview with Mr. Agus, the owner of a grocery store on Thursday, March 14, 2024 at 10.00 WIB, he explained that his shop was established in 2014 and is only  $\pm 8$  meters from Alfamart and Indomaret. Before the existence of Alfamart and Indomaret in Wonokerto District. The majority of Mr. Agus' customers are people who pass by or in other words not residents who live around the business location. Mr. Agus' own shop sells various daily necessities such as groceries, cigarettes, stationery, fuel and others.

Mr. Agus said that before the establishment of Alfamart and Indomaret in Woker Sub-district, his business was developing well but with the presence of Alfamart and Indomaret his sales turnover has decreased. Before the existence of Alfamart and Indomart, Mr. Agus' turnover in a day could reach RP.500,000 but after the existence of Alfamart and Indomaret his turnover decreased to RP.200,000 per day and even then it was erratic. He said that consumers or buyers tend to choose to shop at Alfamart and Indomaret compared to shopping at stalls because the products available at Alfamart and Indomaret are more diverse types so that buyers do not move around in buying an item that is not available because there are substitute items available. In his shop there is no form of promotion carried out to attract consumers.

According to the results of an interview with Mrs. Lastri, the owner of a grocery store on Thursday, March 14, 2024 at 11.30 WIB, she explained that her business was founded in 2013 and the distance between her shop and Alfamart and Indomaret was  $\pm 10$  meters. At that time the development of his business was very good but after Alfamart and Indomaret were established his turnover decreased.

According to him, the decline in turnover was due to the price of the products provided by the majority of minimarkets being cheaper than his shop because the three minimarkets often held promos. Conditions like this will make consumers tend to compare and choose cheaper prices. Alfamart and Indomaret can sell products at lower prices because minimarket capital is more than the store. So, the more the number of products purchased from the supplier, the more discounts the supplier will give. The majority of her customers are passers-by. Mrs. Lastri herself has never done promotions like Alfamart and Indomaret do. As for the turnover before the existence of Alfamart and Indomaret in a day reached RP. 400,000, after Alfamart and Indomaret the turnover decreased to RP. 200.000.

According to the results of an interview with Mr. Supri, a grocer and stationery trader on Thursday, March 14, 2024 at 13.00 WIB said that his shop was established in 2014, his business capital came from personal capital and before the minimarket his business was running very well. Mr. Supri's shop is  $\pm 12$  meters from Alfamart and Indomaret in Woker sub-district. According to Mr. Supri, the majority of his customers are housewives and students. He said that the existence of minimarkets was enough to reduce his sales turnover because his customers switched to minimarkets according to him because the place in the minimarket was wider, cleaner and had more complete facilities, but according to him the competition was quite healthy because the existence of the minimarket was in accordance with its designation, namely located on the main road not on the rural road. Mr. Supri's turnover before the existence of minimarkets such as Alfamart and Indomaret in a day reached RP.400,000 and after the minimarket decreased to RP.200,000. Mr. Supri did not do any promotion in developing his business.

According to the results of an interview with Mrs. Yatin, a basic food trader on Thursday, March 14, 2024 at 13.50 WIB, she said that her business was established in 2012 with initial capital from personal savings and developed very well. According to him, the majority of consumers in his business are housewives who live around him selling, in other words, he already has regular customers.

According to him, the existence of Alfamart and Indomaret does not interfere with his turnover in trading because in addition to the considerable distance from Alfamart and Indomaret with good service it will satisfy his customers so that they remain loyal to keep buying at his shop. Competition between traders and minimarkets looks normal because according to him sustenance is already there who set. In this interview Mrs. Yatin did not tell the turnover of her income, she only said that the profit earned was enough to send her children to school and meet their daily needs. Mrs. Sukinah does not do promotions in marketing her products.

### **C. Factors influencing consumer preferences in choosing between modern and traditional retail businesses**

The competition between traditional retail and ultramodern retail includes both internal factors and external factors. In its study on the impact of hypermarkets on traditional retail. . Indef (2019) used aspects of performance( internal factors) and, aspects of consumer preference and regulation( external factors). The results of the study stated that the business conditions and performance of traditional request dealers showed a decline after the operation of hypermarkets. This includes the performance of means, development, wares development, and price periphery. also, consumer preference analysis is applied to see how consumer geste in determining shopping choices in hypermarkets and traditional requests. While in the nonsupervisory aspect, the retail sector laws and regulations are also reviewed to complete the consideration in formulating policy recommendations.

The consumer preference aspect, generally includes

1. Mortal coffers, related to the services handed;
2. Wares, including the number of products available, the diversity of product types, and the diversity of brands vended;
3. Price, especially in relation to low prices.

The service provided by retailers is usually the main thing that consumers pay attention to, because it involves human relations. There are several aspects of service that consumers evaluate, as concluded by research conducted by Levy & Weitz (2019) in the following table;

Tabel 6. Aspects of Service Evaluated by Consumers

Aspects of tangibles	Polite behavior
· Store appearance	· Friendly employees
· Display merchandise	· Rewarding
· Appearance of store employees	· Show a caring attitude
Customer understanding	Access
· Paying attention	· Ease of transaction
· Get to know the subscription (regular customer)	· Suitable store opening times
	· The existence of managers to solve problems
Security	Competence/proficiency
· Feeling safe in the parking area	· Employee knowledge and skills
· Maintained confidentiality of transactions	· Answered every customer question

Credibility · Reputation for commitment · Employee trust · Warranty provided · Return policy	Responsiveness · Fulfill customer calls · Provide timely service
Reliability · Accuracy of purchase receipts · Serve quickly · Accuracy in sales transactions	Information provided to customers · Explain services and costs · Problem resolution guarantee

Source : (Levy & Weitz, 2019)

Research and studies on traditional retail and modern retail competition do not always cover all of the above aspects, but more use the most relevant selected attributes that will be the perceived value of consumers. As Gumiwang (2019) did in a study using the attributes:

1. Low price offered:  
Consumers often want competitive prices. Modern retailers can offer lower prices due to better distribution systems and greater availability of goods (Maulana & Musa, 2021).
2. Promotion offered:  
Consumers often want good regulation. Modern retail can offer better regulation due to a more modern management system and greater availability of information (Helmi et al., 2019).
3. Location:  
Consumers often want easily accessible locations. Modern retail can offer more accessible and more locations (Negara, 2018).
4. Product diversity:  
Consumers often want a good diversity of goods. Modern retail can offer a better variety of goods due to better distribution systems and more information availability (Maulana & Musa, 2021).
5. Speed of Service:  
Consumers often want fast service. Modern retail can offer better service due to better network systems.
6. Outlet atmosphere:  
The outlet atmosphere is a factor that influences consumer preferences in choosing a modern retail business. A comfortable, prosperous, and positive outlet atmosphere can attract consumers to the store and make them more happy to shop (Wati, 2019).
7. Outlet brand:  
Popular and well-known outlet brands can influence consumer preferences. Brands that have a good reputation and good quality of goods can make it easier for consumers to choose the store.
8. Free parking:  
Free parking can influence consumer preferences in choosing a modern retail business. Consumers find it easier to choose stores that provide free parking, because then there is no need to pay parking fees.
9. Area of the outlet:  
A large enough outlet area can influence consumer preferences. Consumers find it easier to choose a store that has a large enough area, because it is easier to find the desired items.
10. Service friendliness:  
Service friendliness can influence consumer preferences in choosing a modern retail business. Consumers find it easier to choose a store that provides friendly, good, and fast service (Dwiana Putri & Astuti, 2019).

CESS (2021) in a study, to reveal the main reasons consumers shop in modern markets, used the attributes:



- 1) More comfortable place;
- 2) There's price certainty;
- 3) Feel free to choose and look around;
- 4) The quality of goods is more guaranteed;
- 5) The quality of goods is more
- 6) The type of goods is more complete; and
- 7) The model of goods is veritably different.

#### **D. The Impact of Traditional and Modern Retail Competition on Consumers**

The shift from traditional to modern retail has significant impacts on various social, economic and environmental aspects (Wongso, 2018). Socially, one of the key differences between the two types of retail is in product diversity and consumer choice. Traditional retail often offers a diversity of local and traditional products that reflect local culture and identity, while modern retail tends to offer uniform global products, reducing the variety and uniqueness of local products available to consumers (Syechrowardi, 2021). In addition, local community engagement is also influenced by the dominant type of retail in an area. Traditional retail often acts as a center of social and economic activity in local communities, strengthening social ties between residents, while modern retail can reduce local community engagement due to a lack of human interaction and a reduction in traditional socially-engaged activities in local markets (Kusnadi, 2018).

From an economic perspective, modern retail is often considered more operationally efficient than traditional retail. This is mainly due to the use of sophisticated technology and management systems. However, the impact on the local labor market differs between the two. Traditional retail often creates local employment by involving many small traders and informal workers, while modern retail may reduce local employment by replacing human labor with automation and technology. In addition, the implications for small and medium enterprises (SMEs) are also a concern, as modern retail can threaten the viability of SMEs with intense competition and the dominance of large companies that can control the market.

The environmental impact of traditional and modern retail also needs to be considered. Traditional retail may have lower environmental impacts due to simple and localized operations. Waste and packaging management as well as energy consumption and carbon emissions tend to be better controlled in traditional retail. On the other hand, modern retail tends to have high energy consumption and large carbon emissions due to global distribution and intensive use of technology. Waste and packaging management in modern retail can also be a concern due to the use of single-use packaging that contributes to environmental issues. In addition, global distribution in modern retail can increase the carbon footprint due to longer distances and complex supply chain involvement. In addressing these environmental impacts, it is important to consider sustainable and eco-friendly practices in retail operations, both traditional and modern, to reduce their negative impact on the environment. Hasil penelitian disajikan secara ringkas, jelas dan sistematis tanpa mengurangi kaidah ilmiah. Penyajian hasil penelitian tidak boleh hasil copy paste dari pengolah data SPSS, AMOS, EvIEWS dan lain-lainnya, namun harus diolah dan diatur ulang serta disesuaikan dengan kebutuhan. Judul tabel dan isi tabel diketik

## 5. Conclusion and Recommendation

### Conclusion

Based on the research that has been conducted, it can be concluded that the existence of Alfamart and Indomaret in Wonokerto Subdistrict affects the turnover of small shop owners around them because in terms of capital, facilities, promotions, and services small shops are unable to keep up with modern retail. In addition, factors that affect business competition are the threat of new entrants, the bargaining power of suppliers, the bargaining power of buyers and rivalry among competitors.

Business competition that occurs between modern retail and traditional retail is in accordance with applicable regulations because there are no activities that violate as stipulated in the legislation and presidential regulations, as well as the procedure for establishing minimarkets in Wonokerto Subdistrict has been in accordance with its designation because it is located in the main channel.

### Recommendation

Based on the results of this study, several suggestions can be made to several parties, namely Small shop owners need to increase creativity by maintaining cleanliness, arranging merchandise neatly, adding product variations, and providing good service to customers. Traditional retail development strategies should focus on the application of technology, updating business models, and training traders to face increasingly fierce market competition. Public policies that support the survival of traditional retailers, such as tax incentives or financial assistance, should also be considered. The government needs to pay attention to minimarket establishment licences and their distance from traditional retailers so as not to threaten the survival of local merchants.

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