

ANALYSIS OF THE IMPACT OF MODERN RETAIL ON BUYER INTEREST IN TRADITIONAL RETAIL TILAMUTA DISTRICT

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ABSTRAK

This study aims to determine the impact of the entry of modern retail on buyer interest in traditional retail in Tilamuta District.

The method in this study uses descriptive qualitative methods with observational data collection techniques, in-depth interviews and documentation.

The results of the study indicate that the entry of modern retail can be detrimental to traditional retail which is located adjacent to modern retail but there are still other traditional retailers that are not too disadvantaged by the entry of modern retail. Besides that, modern retail also has good facilities and has complete products so that buyers in traditional retail want to shop at modern retail. Traditional retail still has deficiencies in product completeness and inadequate facilities. However, other traditional retailers do not feel that modern retail is influential because the distance is not too close to modern retail. So that cooperation is needed between traditional retail and modern retail and the Tilamuta sub-district government in permitting the development of a modern retail business to be in accordance with laws issued by the central government.

Keywords: Modern Retail, Buyer's Interest, Traditional Retail

PRELIMINARY

Buyer interest is something related to the consumer's plan to buy a particular product, as well as how many units of the product are needed in a certain period. Needs can be in the form of family needs, study and work needs, social status and other needs, marketing as a party that offers various products to buyers in making purchases. The choice of a product is influenced by the tastes of the buyer, so the buyer's taste for goods and services can affect the quantity of goods demanded. If the buyer's appetite increases then the demand for these goods will also increase. So buyers can fulfill all their needs through retail and modern markets. Retail business, which is now called retail business, is a business that supports many people and

provides many benefits for some other people. When the monetary crisis hit Indonesia at the end of 1997 which later developed into an economic crisis, the Indonesian economy was helped a lot by the retail trade sector. In many countries including leading industrialized countries such as France, UK and US, the retail business is one of the main sectors of the economy that get big profits. In Indonesia, the development of marketing strategies, programs and tactics implemented by large retailers in recent years has entered an era that is practically the same as that in developed countries. Retail is an important link in the goods distribution process and is the last link in a distribution process that connects producers with consumers.

One of the impacts of these technological developments is the increasing number of modern markets in the form of Alfamart, Indomaret, supermarkets, Hymart and so on, which offer convenience and comfort for buyers to meet their needs efficiently. On the other hand, market competition is getting tougher day by day. Currently, the existence of modern retail is not only in big cities, but even in sub-districts.

Boalemo Regency is an area that has several districts. With a total of 7 sub-districts, especially Tilamuta sub-district, it is a sub-district that has 12 villages whose people have livelihoods of farmers, fishermen and traders. Where people focus a lot on finding traders to become traders because it is the traders' livelihood that is easy to do and can add to the community's economic growth, from meeting their daily needs to being able to send their children to school.

But it is very unfortunate that at the beginning of January 2017 the economic income of traders in the Tilamuta sub-district experienced a decline, namely the decreasing interest of buyers caused by the entry of modern retail. One month later, modern retail was operational, many traditional retailers complained because they lost their customers and many of their merchandise were not selling well. Among them are Sinar Tilamuta Stores, Lubna Stores, Alya Stores.

The impact caused by the entry of modern retail, such as buyer interest. Where buyers are comfortable shopping in modern retail compared to traditional retail, because modern retail has provided a variety of service and recreational facilities. By shopping at modern retail, buyers expect to get satisfaction and comfort. These conditions resulted in lower consumer loyalty to traditional retailers. Buyer loyalty is volatile, average shopper owns a place to shop, shopper tends to want

to try new retailers. In the current condition, buyers prefer modern retail, because in addition to providing quality goods, they also have a good image and reputation. With more and more retail businesses emerging in Indonesia, the competition in the retail business is getting tougher. To be able to win the competition so as not to be abandoned by consumers, the retail business must be able to compete. One thing that can be done is to understand and fulfill the needs and desires of consumers by always following the changes that occur, and being able to know consumer needs.

Most new customers evaluate when they have had a bad experience, even if it's a small problem. For example, they don't find the item they're looking for, without a salesperson to help, even though they've tried to ask, they feel neglected. These events are generally not disclosed. Other conveniences that customers get in modern retail are easy parking, going in and out of the store smoothly, in stores the goods they are looking for are easy to find quickly, paying at the cashier without any problems. These developments have resulted in changes that have affected people's lives. One form is the shift in lifestyle from traditional to modern society which causes changes in consumer spending patterns.

Product completeness is one of the impacts why buyers prefer to shop for their daily needs at modern retail rather than traditional retail. Besides the shortage of products, the convenience of shopping is also an impact that is not good for traditional retailers in bringing in buyers. Along with the times and increasing people's welfare, many Tilamuta sub-district people shop at modern retail. And finally, many buyers visit modern retail, especially Alfamart and Indomaret. Every day, modern retail, especially Alfamart and Indomaret, are packed with buyers, ranging from children, teenagers to the elderly,

because until now Alfamart and Indomaret are modern retailers located in Tilamuta District.

The government's role is very important in the problems that are being faced by traditional retailers so that the performance of small traders does not decrease, namely by making issuances for the establishment of minimarket outlets, especially Indomaret and Alfamart. Boalemo Regency, Tilamuta subdistrict, permits for the development of modern retail such as Indomaret and Alfamart have been regulated by regional regulation number 20 of 2017 concerning management and development of traditional markets, as centers of production and regional economic circulation and modern markets which are stated in article 7 paragraph 3 that specifically for Indomaret and the same distance is set at a minimum distance of 200 meters from existing minimarkets and 100 meters from traditional markets. However, the reality is that in Boalemo district, Tilamuta sub-district, many modern retailers are close to traditional retailers with a distance of less than 50 meters.

If local regulations are not complied with by modern retailers, it will have a very negative impact on traditional retailers. Because modern and traditional retail are alternative places to shop for the community, the large number of retail places to shop greatly influences consumer behavior in making decisions to determine alternative places to shop, purchasing decisions are made by consumers before making a request for the goods and services they need and want. According to Kotler and Armstrong, purchasing decisions are the stage of the process where actual consumers purchase products.

Definition of Management

Management is the process of planning, organizing, leading and controlling the use

of resources to achieve performance goals [1].

Management is the achievement of organizational goals effectively and efficiently through planning, organizing, leading and controlling organizational resources [2]

Management is defined as the art in the process of planning, organizing, directing, and controlling the use of resources to achieve performance goals or objectives [3] Management is the process of planning, organizing, directing and supervising every business member of the organization and the utilization of other organizational resources. [4]Management is the whole activity concerned with carrying out organizational work through the functions of planning, organizing, directing and controlling to achieve organizational goals. determined with the help of organizational resources (man, money, material, machine and method) efficiently and effectively [5] Management is "management is a typical process consisting of planning, organizing, actuating and controlling actions carried out to determine and achieve predetermined goals through the use of human resources and other sources [6]

Management is the art and science of planning, organizing, compiling, directing and controlling human resources to achieve predetermined goals [7]

RESEARCH METHODS

This study uses qualitative methods intended to explore and understand the meaning of individual and group behavior, describing social problems or humanitarian problems. For example behavior, perception, motivation, action how to describe in the form of words and language with natural contexts with natural methods as well. Defining that qualitative research is a particular tradition in science that is fundamentally dependent on human observations both in its area and in terminology. In this study, the main data

collection techniques were observation, interviews to explore documentation studies, and a combination of the three or triangulation [8].

This research is a type of descriptive research with a qualitative research approach. This type of descriptive research is a type of research that seeks to describe a symptom, an event that is happening now, this research focuses on actual problems as they were when the research took place. In this type of research, it describes events and events that are the center of attention without giving special treatment to these events [9].

RESEARCH RESULT

Completeness of products and Convenience of buyers This was proven after conducting direct interviews with traders at traditional retailers, Sinar Tilamuta Stores, Lubna Stores and Alya Stores.

The results of an interview with YM, the owner of the Sinar Tilamuta store (02 November 2022), stated as follows:

"In my opinion, the entry of modern retail in the Tilamuta sub-district is very influential on the interest of the buyers in my shop. The entry of modern retail into my shop has reduced the number of buyers, resulting in many products in my store that have not been sold yet."

Added by AW as an employee at the Sinar Tilamuta store (November 02, 2022) as follows:

"I, as an employee who has been at the Sinar Tilamuta store for a long time, feel that the entry of modern retail has a very big impact on buyer interest, because before the entry of modern retail, the Sinar Tilamuta store had many buyers, but now the number of buyers at the Sinar Tilamuta shop has decreased drastically."

The results of an interview with MR Lubna Shop Owner (02 November 2022) stated as follows:

"In my opinion, the entry of modern retail is very influential on the interest of buyers in my shop, because the modern retail is in front of my shop. So there were a lot of customers in my shop now switching to modern retail and causing my shop to be quiet"

Added by YS as an employee at the Lubna store (02 November 2022) which stated the following:

"I am very sad about the current situation because the entry of modern retail is a big influence on buyers who want to buy at the Lubna store and the entry into modern retail at the Lubna store is almost closed because the products in the store are not selling well and are finally going through the expayer period."

The results of an interview with IFM Shop owner alya (02 November 2022) Which stated as follows:

"In my opinion, the entry of modern retail does not really affect the interest of buyers in my shop. Because my store provides the purchase of retail products such as cigarettes, cigarettes in my store can be purchased retail, while in modern retail, products cannot be purchased retail, so buyers will buy in my store, especially office people."

Added by WM as an employee at the alya store (02 November 2022) which stated the following:

"As an employee at the alya shop, I said that modern retail does not really affect the interest of buyers in the alya shop because the alya shop is a bit far from modern retail"

The results of an interview with YM Sinar Tilamuta store owner November 2, 2022) stated as follows:

"The completeness of products and the convenience of buyers is one of the impacts of the entry of modern retail and is directly related to the lifestyle of buyers, for example they are proud to buy at traditional retail rather than buying at

modern retail because the Sinar Tilamuta store still has many shortcomings such as complete product and inadequate facilities"

Added by AW as an employee at the Sinar Tilamuta store (02 November 2022) stated the following:

"The drawbacks of the Sinar Tilamuta store are incomplete products and lacking facilities, so this deficiency is directly related to the lifestyle of buyers where buyers prefer to buy at modern retailers that have many complete products and facilities."

The results of the interview with MR, the owner of the Lubna shop (November 02, 2022), stated as follows

"Again, we look back, the people in the Tilamuta sub-district want to follow trends that are currently viral, now they want to look like people in big cities, who want to shop at modern retail, and what is missing from Lubna stores, namely products that incomplete and incomplete facilities". Added by YS as an employee at the lubna store (02 November 2022) which stated the following:

"The products in the Lubna store are not comparable to the products in modern retail because in modern retail all daily needs and other needs are already there"

The results of an interview with IFM shop owner alya (02 November 2022) stated that as follows:

"The completeness of the product, the comfort and lifestyle of the buyer also greatly influence the interest of the buyer because the Tilamuta people want to look like people in big cities. Indeed, it must be admitted when buyers want to shop at modern retail, because modern retail has many products where buyers choose what products they want to buy and what is lacking in my store, namely products that are not complete, coupled with the facilities in my shop, can better say not good"

Added by WM as an employee at the alya store (02 November 2022) which stated the following:

"I, as an employee at the alya shop, stated that the alya shop still has many deficiencies, one of which is that the products in this shop are not as many as those in modern retail and the alya shop does not have good facilities"

Lack of cooperation between traditional retail and modern retail

The results of an interview with YM, the owner of the Sinar Tilamuta store (02 November 2022), stated as follows:

"I want to carry out a strategy in this case to complement all the products in my store, so that buyers can choose the product they want, but my store will be left behind by modern retail because modern retail already has a strategy and modern retail is able to establish cooperation with big suppliers, so they can get a complete product easily."

Added by AW as an employee of the Sinar Tilamuta store (November 02, 2022) stated the following:

"I have communicated with the owner of the Sinar Tilamuta store, that the Sinar Tilamuta store must adopt a good strategy to be able to compete with modern retailers. The strategy I propose is product completeness so that buyers can have more freedom to choose the product they need."

The results of the interview with MR, the owner of the lubna shop (November 02, 2022), stated as follows:

"I want to make a change by completing the products in my store but I still lack a strategy to do so, compared to modern retail which has a good strategy and has an extensive network or several outlets spread

across several locations, so they can make a decision products from suppliers in larger quantities, compared to my shop, the collection of goods is limited”

Added by YS as an employee at the lubna store (02 November 2022) stated that as follows:

"From me, it depends on the shop owner, my only suggestion is to complete the products that are not yet in the Lubna store so that buyers can choose the products they need"

The results of an interview with IFM shop owner alya (02 November 2022) stated as follows:

"The change I want to make is to complete the product, because my shop is still far behind other shops, what else is added with the advancement of modern retail"

Added by WM as an employee at the alya store (02 November 2022) stated the following:

"The changes that I suggest to shop owners are to complement products and change sales strategies so that more buyers come to Alya's shop to buy products."

The results of the study indicate that the entry of modern retail can be detrimental to traditional retail which is located adjacent to modern retail but there are still other traditional retailers that are not too disadvantaged by the entry of modern retail. Besides that, modern retail also has good facilities and has complete products so that buyers in traditional retail want to shop at modern retail. Traditional retail still has deficiencies in product completeness and inadequate facilities. However, other traditional retailers do not feel that modern

retail is influential because the distance is not too close to modern retail. So that cooperation is needed between traditional retail and modern retail and the Tilamuta sub-district government in permitting the development of a modern retail business to be in accordance with laws issued by the central government.

DISCUSSION

Completeness of products and Convenience of buyers

Basically, modern retail and traditional retail have different market segments. In traditional retail, there is still a price bargaining process that allows for personal and emotional closeness between the seller and the buyer, which is not found in modern retail, prices are definitely marked using a price tag. One of the advantages of modern retail compared to traditional retail is the ability of modern markets to collaborate with large suppliers and do it for a long time, which can increase efficiency through large economies of scale, also affect the demand for buyers in traditional retail. Based on the results of direct interviews with related parties, it can be concluded that the entry of modern retail greatly influences the interest of buyers in traditional retail.

Besides that, the entry of modern retail has resulted in many products in traditional retail not being sold. There are even some traditional retailers that are experiencing problems to the point of wanting to close their shops. And products in traditional retail experience expayers, but not all buyers will switch to modern retail, because some needs will not be sold in modern retail and modern retail does not provide retail sale and purchase of products.

The rapid development of modern retail is felt by many parties as having an impact on the existence of traditional retail. On the one hand, modern retail is managed professionally, and modern retail can collaborate with large companies so that modern retail has many products that buyers want.

Product completeness and convenience is one of the impacts of the entry of modern retail where buyers want to shop at modern retail because it has complete facilities that can make buyers feel comfortable in shopping. Modern retail provides a major threat in terms of economic freedom to kill each other, causing socio-economic inequality in society. At a glance, modern retail offers convenience, practicality and cheap prices, this is what makes traditional retail increasingly sinking. The presence of modern retail has indeed made shopping a family tour that gives its own experience. Modern retail, apart from having complete products, is also packaged in a bright, airy, and cool layout and is no longer treated to a shortage of incomplete products and facilities. With the advantages offered, of course, the modern market will easily attract the attention of buyers.

Based on the results of direct interviews it can be understood that product completeness and product convenience are one of the impacts of the entry of modern retail, buyers want to shop at modern retail by enjoying existing facilities and finding the many products they want.

What is currently happening in Tilamuta sub-district is that people want to shop at modern retail because they want to follow trends in general, such as in big cities with complete and comfortable facilities. Whereas traditional retail has facilities that are still simple, incomplete and often have

inconvenience disturbances. The rapid development of modern retail is felt by many parties as having an impact on the existence of traditional retail. Modern retail is managed with complete facilities and complete and quality products. On the other hand, traditional markets are still struggling with classic problems around unprofessional management and shopping inconvenience. This is in line with the retail conditions experienced by traditional retailers in the Tilamuta sub-district at this time.

With the completeness of the product and the convenience of the buyer has not been fulfilled. Traditional retailers want to make changes in the form of strategies to change all the problems they are currently experiencing. The strategy in maintaining the continuity and existence of traditional retail is to add products and regulate the use of products to provide the greatest satisfaction at the lowest cost. Product shortages certainly cause fewer buyers. That's why buyers will tend to move to modern retail on the grounds that modern retail has many products.

With the results of direct interviews it can be understood that traditional retail requires a change in the form of a strategy in retaining its buyers by completing all products so that buyers can choose the product the brand wants. However, traditional retail remains far behind modern retail, because modern retail is more advanced in carrying out strategies and even modern retail can work with large suppliers to easily complete their products.

Lack of cooperation between traditional retail and modern retail

The problem that is often experienced by modern retail and traditional retail is the lack of cooperation. So in tackling this

problem a strategy is needed to make changes to the traditional retail way of promoting and looking back at the shortcomings. In addition, the strategy of the trader in retaining customers or buyers and the existence of his business is to build a plan to change the image and be distinctive that is able to meet the needs and demands of consumers as is done by modern retail.

From the results of interviews conducted directly it can be understood that can be taken in facing the current problem, namely traditional retail requires a special strategy to attract buyers to shop at traditional retail, besides that traditional retail traders must provide services that match the expectations of buyers to achieve community satisfaction by providing quality products and good service. Traditional retailers in selling their products must be honest and convey the condition of their products in the event of damage. And what is more important to note is that the layout of modern retail development is so that the government is careful in granting development permits to modern retail, so as not to harm other traders and this solution can lead to cooperation between modern retail and traditional retail.

The growth of modern retail in the Tilamuta sub-district is very influential on traditional retail in this case the government's intervention is needed, to be more able to limit development, so that the government cannot be separated from its role and function, which provides legal capacity for traditional retail and can guarantee the continuity of existing businesses in inside. The rise of modern retail development poses a big threat in terms of economic freedom to kill each

other which can damage the value of togetherness and kinship.

The government's role is very important in the problems that are being faced by traditional retailers so that the performance of small traders does not decrease, namely by making issuances for the establishment of minimarket outlets, especially Indomaret and Alfamart. Boalemo Regency, Tilamuta subdistrict, permits for the development of modern retail such as Indomaret and Alfamart have been regulated by regional regulation number 20 of 2017 concerning management and development of traditional markets, as centers of production and regional economic circulation and modern markets which are stated in article 7 paragraph 3 that specifically for Indomaret and the same distance is set at a minimum distance of 200 meters from existing minimarkets and 100 meters from traditional markets. However, the reality is that in Boalemo district, Tilamuta sub-district, many modern retailers are close to traditional retailers with a distance of less than 50 meters.

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careful in granting development permits to modern retail, so as not to harm other traders and this solution can lead to cooperation between modern retail and traditional retail. The growth of modern retail in the Tilamuta sub-district is very influential on traditional retail in this case the government's intervention is needed, to be more able to limit development, so that the government cannot be separated from its role and function, which provides legal capacity for traditional retail and can guarantee the continuity of existing businesses in inside. The rise of modern retail development poses a big threat in terms of economic freedom to kill each other which can damage the value of togetherness and kinship. The government's role is very important in the problems that are being faced by traditional retailers so that the performance of small traders does not decrease, namely by making issuances for the establishment of minimarket outlets, especially Indomaret and Alfamart. Boalemo Regency, Tilamuta subdistrict, permits for the development of modern retail such as Indomaret and Alfamart have been regulated by regional regulation number 20 of 2017 concerning management and development of traditional markets, as centers of production and regional economic circulation and modern markets which are stated in article 7 paragraph 3 that specifically for Indomaret and the same distance is set at a minimum distance of 200 meters from existing minimarkets and 100 meters from traditional markets. However, the reality is that in Boalemo district, Tilamuta sub-district, many modern retailers are close to traditional retailers with a distance of less than 50 meters. Stop by if local regulations are not obeyed by modern retailers will have a very bad impact on traditional retailers.

Because modern and traditional retail are alternative places to shop for the community, the large number of retail places to shop greatly influences consumer behavior in making decisions to determine alternative places to shop, purchasing decisions are made by consumers before making a request for the goods and services they need and want.

CONCLUSION

Completeness of products and convenience of buyers is one of the impacts of the entry of modern retail which is directly related to the lifestyle of buyers where buyers want to shop at modern retail because it has complete facilities that can make buyers feel comfortable in shopping. What is currently happening in Tilamuta sub-district is that people want to shop at modern retail because they want to follow trends in general, such as in big cities with complete and comfortable facilities. Whereas traditional retail has facilities that are still simple, incomplete and often have inconvenience disturbances.

The rapid development of modern retail is felt by many parties as having an impact on the existence of traditional retail. Lack of cooperation between traditional retail and modern retail. The problem that is often experienced by modern retail and traditional retail is the lack of cooperation. So in tackling this problem a strategy is needed to make changes to the traditional retail way of promoting and looking back at the shortcomings. In addition, the strategy of the trader in retaining customers or buyers and the existence of his business is to build a plan to change the image and characteristics and complement the product so that buyers can choose which product to choose.

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