**JManagER**
*Journal of Management, E-Business & Entrepreneurship Research*
Vol. 02 No. 02 2023

# The influence of modern minimarket development on traditional small retailer (shop) – case study in Tamalate Distric, Makassar

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## ABSTRACT

The modern mini-market grows exponentially. Minimarkets have been proliferating in Makassar that create competition with traditional retailer. This research aims are 1) to analyze the impact of modern minimarket on the business of other grocery stores at Tamalate District, Makassar city and 2) to analyze the subjective change of traditional retailer since the existence of modern minimarket. The research result showed that 36,90% minimarket growth affected the survival existence of grocery stores and the other 63,10% is affected by other variable. The result of hypothesis test or t test showed that the modern minimarkets have negative significant influence on traditional small retailer.

**Keywords: Alfamart, Indomaret, minimarket, retailer, Makassar, Tamalate**

## 1. INTRODUCTION

The development of modern minimarket in Indonesia influence the development of the grocery store business. Modern minimarkets in the city of Makassar have proliverated even in remote locations. Based on data from the Makassar City Disperindag in 2020, there are 532 units of minimarkets including 248 Alfamart and 284 Indomaret outlets.

Makassar City is the capital city of the province of South Sulawesi which has an area of 175.8 Km² based on the recapitulation data of the Makassar city statistical center body. As many as 20,159 people make investors continue to develop their business specifically in the field of providers of modern daily necessities such as modern minimarkets. Seeing this, the existence of a stand-alone grocery store and based on people's economy will decrease. This is due to the emergence of modern markets which are considered quite potential by retail businesses. Modern retailers that experience rapid growth today are minimarkets with franchise or franchise concepts (Wijayanti, 2011).

In the modern era minimarket growth was very rapid in the regions of Makassar City. Minimarkets can be found nearly on every street. The construction of a modern minimarket by the companies continue to be carried out considering the daily needs of the community are increasing due to the increasing density of population in the region. From the problem of the many modern minimarkets it will have an impact on the continuity of the grocery business belonging to the surrounding community.

The growth of modern minimarkets in Tamalate District, Makassar City, has an impact on the surrounding indigenous communities, especially the people who have a livelihood as grocery store owners who have already established themselves. Profits are an important factor for grocery store owners to maintain their business continuity. The results of the business they get can later be used for their daily needs and business costs in the future. This is interesting to study considering the growth of modern minimarkets in Tamalate District, Makassar City.

## 2. THEORETICAL BASIS

### 2.1. Market Concept

The market is an area of sale and purchase of goods with more than one number of sellers, both referred to as shopping centers, traditional markets, shops, malls, plaza, trade centers and other designations; Traditional markets are markets that are built and managed by the Government, Regional Governments, Private Enterprises, State-Owned Enterprises and Regionally-Owned Enterprises including cooperation with the private sector with businesses, shops, kiosks, tents and tents owned / managed by small, medium-sized traders community self-help or cooperative with small-scale business, small capital and with the process of buying and selling merchandise through bargaining (Republic of Indonesia Pepres No. 112, 2007).

#### 2.1.1. Perfect Competition Market

The Perfect Competition Market is included in the type of market that can be said to be perfect because in that market there are many sellers who sell one particular type of product. It can be said to be perfect because in the seller's market both sell similar goods and there is no price competition in them and the sellers can freely enter the market because in perfect competition there is no barrier Perfect competition market has five characteristics including:

1. There are many sellers and buyers in the market
2. Goods sold are homogeneous or one type
3. The seller cannot influence the price or the seller as a price taker.
4. Information in the market is clear and perfect.
5. Ease for sellers to enter the market.

#### 2.1.2. Market for Monopolistic Competition

The Monopolistic Competition Market is a form of market in which there are many sellers who produce or sell different products. In 1933 the market model of monopolistic competition was introduced by Chamberlin and Joan Robinson. Basically this form of market is the resemblance of perfect competition and monopoly markets. The similarity can be found in the characteristics of the monopolistic competition market itself, with perfectly competitive markets the similarity is in the number of sellers in the market whereas in the monopoly market the resemblance is that the seller can influence prices even if only a little. Here are the characteristics of the monopolistic competition market:

1. There are many sellers. In this study the object of the research was on the grocery store merchants. In accordance with the characteristics of the market of monopolistic competition, traders of grocery stores are scattered and numerous, making business competition even tighter among traders, besides the emergence of modern minimarkets, making the continuity of the business of the grocery traders disturbed.
2. Characteristics of different goods Although there are many sellers or traders, often between grocery vendors selling different characteristics of goods, for example, in a region there are grocery merchants A selling snack or snack products more, and grocery traders B selling more household products .
3. Sellers have little ability to influence prices In this case each trader has little ability to influence prices because many sellers, especially grocery traders, also have to compete with modern minimarkets so that grocery traders cannot influence the price so that profits are maintained.
4. The seller is easy to enter the market and exit the market.
5. Competition in sales promotions is very active.

### 2.2. Retailer Concept

Retail sale is an activity to sell goods and services to end consumers. This is the last link in the distribution of goods and services. Fast retail sales are important for producers because producers can get valuable information about their products while retail consumers are very profitable because they do not have to bother to get the products or goods they want

#### 2.2.1. Minimarket concept

In the world of commerce today, daily goods stores with rooms that are not too large (minimarkets) are no longer a foreign term for the general public, especially those who live in big cities. Minimarkets are market intermediaries between producers and end consumers where their activities are to carry out retail sales. According to Hendri Ma'ruf (2005: 84) the notion of minimarkets is: "A shop that fills the community's needs for modern-format stalls that are close to residential areas so that they can outperform shops or stalls."

#### 2.2.2. Franchising

Franchising (franchising) is a business arrangement in which a franchisor gives the rights to the independent franchisee (franchisee) to sell the company's products or services with the rules set by the franchisor. Franchising is a way to expand the business network by selling brands accompanied by standard concepts or standard in running the same business for all franchisees. In a franchise, it is usually accompanied by the obligation to pay a number of funds to the franchisor, called the initial franchise fee and royalties or profits. Franchisors use names, goodwill, products and services, marketing procedures, expertise, operational procedure systems and supporting facilities from franchising companies. In return the franchisee pays the initial fee and royalty (management service fees) to the franchisee company as stipulated in the franchise agreement. A good franchise package can make someone right can operate a business successfully, even without prior knowledge about the business.

## 3. RESEARCH METHODS

### 3.1. Population and Samples

#### 3.1.1. Population

The population in this study was the respondents of the owner of the grocery store in Tamalate District, Makassar City, which is a region that has a distribution of modern minimarket in Makassar City. According to Sugiyono (2011, p.61) "Population is a generalization area consisting of subjects that have certain quantities and characteristics set by researchers to be studied and then conclusions drawn."

#### 3.1.2. Sample

The sample in this study were 40 respondents. The number of samples consists of 40 grocery stores that are adjacent to the minimarket in the Tamalate district of Makassar. The sampling technique in this study was based on the purposive random sampling method. Purposive Random Sampling is sampling by paying attention to the considerations made by the author based on certain criteria (Sugiyono, 2008).

The small store retailer surveyed has been established in the area before the existence of a modern minimarket, the grocery store has the closest radius of a modern minimarket, the grocery store surveyed has at least a brand or shop sign.

### 3.2. Method of collecting data

The data collection method used in this study is to provide a questionnaire for consumers who come shopping when researchers conduct research.

### 3.3. Analysis Method

#### 3.3.1. Descriptive Analysis

Descriptive analysis is an analysis based on data obtained from respondents and expressed in the form of data tabulation. In this study, it was analyzed based on a description of the results of the answers to the questionnaire that had been distributed to the grocery stores in the Tamalate District of Makassar City, which is adjacent to the Minimarket.

#### 3.3.2. Test Validity and Reliability Test

##### 3.3.2.1. Validity

Validity test is used so that the data obtained reaches a significant degree of accuracy (Fatoni, 2006). In other words, the validity test is useful to find out whether the measuring instrument is valid, valid means the accuracy and accuracy of measuring or measuring instrument is appropriate for measuring a variable to be measured. Validity test is to test a measure that shows the level of validity or validity of an instrument. An instrument is considered valid if it is able to measure or obtain the right data from the variable under study. An instrument is said to be valid if it is at a significant level of 5% or 0.05 (Umar, 2003: 193). According to Kuncoro (2009: 286), "Items are declared valid if the factor score is above 0.4.

##### 3.3.2.2. Reliability

Reliability means accuracy in measuring and accuracy of measuring instruments used in research (Fatoni, 2006) Reliability is an index that shows the extent to which a measuring instrument can be trusted or reliable. If a measuring device is used twice - to measure the same symptoms and the measurement results obtained are relatively consistent, then the measuring device is reliable. Reliability test is to test the level of reliability of the questionnaire which, if tried repeatedly to the same group will produce the same data. A factor is declared reliable if Cronbach Alpha> 0.60 (Ghozali, 2005).

#### 3.3.3. Simple Linear Regression

Simple Linear Regression Analysis is a linear relationship between one independent variable (X), namely the existence of a Minimarket with the dependent variable (Y), that is the Grocery Sales Turnover. This analysis is to determine the direction of the relationship between the independent variable and the dependent variable whether positive or negative and to predict the value of the dependent variable if the value of the independent variable increases or decreases.

$$Y = a + bX$$

where
Y = Traditional small retailer
a = constant
X = traditional

### 3. 4. Hypothesis Test (t test)

Hypothesis testing is to find out whether the influence of each independent variable on the dependent variable is meaningful or not. Testing is done by comparing the tcount of each independent variable with the value of ttable with a 5% error degree ($\alpha = 0.05$), if the value of t count ≥ t table, then the independent variable has a significant effect on the dependent variable. (Sugiyono 2011, p. 94). The following is a formula for calculating the two sample t test:
The hypotheses in this analysis are as follows:
H0 = There is no difference in the variables tested after the presence of a modern minimarket around the Alfamart Minimarket.
H1 = There are differences in the variables tested after the presence of a modern minimarket around the Alfamart Minimarket.

The significance value in the different test is <0.05, if the probability is> 0.05 then H0 is accepted, if the probability is <0.05 then H1 is accepted.

## 4. RESULT AND DISCUSSION

The discussion in this study aims to determine the effect of the existence of a modern minimarket on the continuity of a grocery store business in Tamalate District, Makassar City, where in this study, 40 people were chosen as respondents, a grocery store adjacent to the minimarket. Based on the results of questionnaires to respondents who are grocery store owners, it appears that all respondents have returned the questionnaire and completed the questionnaire completely and correctly.

### 4.1. Characteristics of respondents

Of the 40 respondents, all the results of the data were tabulated and coded for each answer based on gender or gender, age and level of education to determine the characteristics of the respondents who answered the questionnaire questions that had been distributed.

**Table 1: Respondent characteristic**

| Characteristic | Description | Frequency | |
|---|---|---|---|
| | | Individu | % |
| gender | Male | 23 | 57,5 |
| | Female | 17 | 42,5 |
| | Total | 40 | 100,0 |
| Age (Year old) | 40 – 49 | 11 | 27,5 |
| | 50 – 59 | 22 | 55,0 |
| | >60 | 7 | 17,5 |
| | Total | 40 | 100,0 |
| Education | Elementary | 3 | 7,5 |
| | Junior High School | 9 | 22,5 |
| | Senior High School | 28 | 70,0 |
| | Total | 40 | 100,0 |

Source : data collected for the study

Based on the table of respondents' characteristics, it can be explained that the characteristics of the respondents based on sex, were dominated by male respondents, which amounted to 23 people (57.5%) and women of 17 people (42.5%). So that it can be concluded that the majority of grocery store owners in the Wajo sub-district and being sampled in this study are dominated by men, although it seems almost comparable to women.

Then the respondent characteristics based on the age of the respondents, it is dominated by respondents aged between 50-59 years with the number of respondents as many as 22 people (55.0%), followed by respondents aged between 40-49 years with the number of respondents as many as 11 people (27, 5%) and> 60 years as many as 7 people (17.5%). Therefore, the average age of having a grocery store in Wajo District, Makassar City is between 50-59 years old.

Furthermore, the characteristics of respondents based on the latest education, it is dominated by respondents who have high school education with the number of respondents as many as 28 people (70.0%), followed by respondents who have junior high school education with a number of respondents as many as 9 people (22.5%), and respondents who elementary school education

with the number of respondents as many as 3 people (7.5%). This means that most of the grocery store owners with an educational background are high school.

### 4.2. Descriptive Analysis

Descriptive analysis is intended to determine the frequency distribution of respondents' answers to the results of the questionnaire (questionnaire) distributed. The results of the questionnaire include the Minimarket Existence (X) variable and the dependent variable Grocery Store Business Continuity (Y) Based on the research instrument obtained the values of each item as presented in the frequency distribution data of each item as follows:

**Table 2: Sales Volume Change**

| | | Freq. | Percent | Mean | Std. Deviation |
|---|---|---|---|---|---|
| Valid | No Sales change | 2 | 5.0 | 3.58 | 0.594 |
| | Less sales change | 13 | 32.5 | | |
| | Sales change | 25 | 62.5 | | |
| | Total | 40 | 100.0 | | |

Source : Analysis data collected for the study

Based on table 2 respondents' responses about whether there is a difference in sales turnover after the presence of minimarkets, most of the respondents gave Agree answers as many as 25 people or 62.5%, Less Agree as many as 13 people or 32.5% and who stated Disagree as many as 2 people or 5.0% of the 40 respondents on average answered at 3.58 with a standard deviation of 0.594 or respondents Agree to have a turnover change after the presence of a minimarket.

**Table 3: Sales turnover**

| | | Frequency | Percent | Mean | Std. Deviation |
|---|---|---|---|---|---|
| Valid | Really Not agree | 1 | 2.5 | 3.62 | 0.586 |
| | Not Agree | 14 | 35.0 | | |
| | Agree | 24 | 60.0 | | |
| | Really agree | 1 | 2.5 | | |
| | Total | 40 | 100.0 | | |

Source : Analysis data collected for the study

Based on table 3 respondents' responses about whether there is a difference in turnover of sales of basic needs after the presence of minimarkets, most of the respondents gave Agree answers as many as 24 people or 60.0%, Less Agree as many as 14 people or 35.0% and who stated Strongly Agree and Disagree as many as 1 person or 2.5% of 40 respondents on average answer at 3.62 with a standard deviation of 0.586 or respondent Agree that there is a change in turnover of sales of basic needs after the presence of a minimarket.

**Table 4: Cleaning Materials Sales**

| | | Frequency | Percent | Mean | Std. Deviation |
|---|---|---|---|---|---|
| Valid | Really not agree | 1 | 2.5 | 3.62 | 0.540 |
| | Not Agree | 13 | 32.5 | | |
| | Agree | 26 | 65.0 | | |
| | Total | 40 | 100.0 | | |

Source : Analysis data collected for the study

Based on table 4 respondents' responses about whether there is a difference in turnover of cleaning material sales after the presence of minimarkets, the majority of respondents gave Agree answers as many as 26 people or 65.0%, Less Agree as many as 13 people or 32.5% and who

stated Disagree as much as 1 people or 2.5% of the 40 respondents on average answered at 3.62 with a standard deviation of 0.540 or respondents Agree that there was a change in turnover of cleaning material sales after the presence of a minimarket.

**Table 5. Cooking Oil Sales**

| | | Frequency | Percent | Mean | Std. Deviation |
|---|---|---|---|---|---|
| Valid | Not Agree | 10 | 25.0 | 3.75 | 0.439 |
| | Agree | 30 | 75.0 | | |
| | Total | 40 | 100.0 | | |

Source : Analysis data collected for the study

Based on table 5 of the respondents' responses about whether there is a difference in turnover of cooking oil sales after the presence of minimarkets, most of the respondents gave Agree answers as many as 30 people or 75.0% and Disagree as many as 10 people or 25.0% from 40 respondents on average answered at 3.75 with a standard deviation of 0.439 or respondent Agree to change the turnover of cooking oil sales after the presence of a minimarket.

**Table 6. Instant Noodle Sales Volume**

| | | Frequency | Percent | Mean | Std. Deviation |
|---|---|---|---|---|---|
| Valid | Really not agree | 1 | 2.5 | 3.65 | 0.533 |
| | Not agree | 12 | 30.0 | | |
| | Agree | 27 | 67.5 | | |
| | Total | 40 | 100.0 | | |

*Source : Analysis data collected for the study*

Based on table 6 respondents' responses about whether there is a difference in turnover of instant noodle sales after the presence of minimarkets, the majority of respondents gave Agree answers as many as 27 people or 67.5%, Less Agree as many as 12 people or 30.0% and who stated Disagree as much as 1 people or 2.5% of the 40 respondents on average answered at 3.65 with a standard deviation of 0.533 or respondents Agree that there was a change in the turnover of instant noodle sales after the presence of a minimarket.

**Table 7 Milk Sales Volume**

| | | Frequency | Percent | Mean | Std. Deviation |
|---|---|---|---|---|---|
| Valid | Really not agree | 2 | 5.0 | 3.62 | 0.628 |
| | Not agree | 12 | 30.0 | | |
| | Agree | 25 | 62.5 | | |
| | Really agree | 1 | 2.5 | | |
| | Total | 40 | 100.0 | | |

Source : Analysis data collected for the study

Based on table 7 respondents' responses regarding whether there is a difference in turnover of milk sales after the presence of minimarkets, the majority of respondents gave Agree answers as many as 25 people or 62.5%, Less Agree as many as 12 people or 30.0% and who stated Disagree as many as 2 people or 5.0%, Strongly Agree as much as 1 person or 2.5% of 40 respondents on average answer at 3.62 with a standard deviation of 0.628 or respondent Agree to change milk sales turnover after the presence of a minimarket.

**Table 8, Flourmill Sales Volume**

| | | Frequency | Percent | Mean | Std. Deviation |
|---|---|---|---|---|---|
| Valid | Really not agree | 3 | 7.5 | 3.75 | 0.707 |
| | Not agree | 7 | 17.5 | | |
| | Agree | 27 | 67.5 | | |
| | Really Agree | 3 | 7.5 | | |
| | Total | 40 | 100.0 | | |

Source : Analysis data collected for the study

Based on table 8 respondents' responses about whether there is a difference in turnover of wheat flour sales after the presence of minimarkets, the majority of respondents gave Agree answers as many as 27 people or 67.5%, Less Agree as many as 7 people or 17.5% and those who stated Strongly Agree and No Agree as many as 3 people or 7.5% of the 40 respondents on average answer at 3.75 with a standard deviation of 0.707 or respondents Agree that there is a change in turnover of sales of wheat flour after the presence of a minimarket.

**Table 9. Detergent Sales Volume**

| | | Frequency | Percent | Mean | Std. Deviation |
|---|---|---|---|---|---|
| Valid | Really Not agree | 7 | 17.5 | 3.48 | 0.784 |
| | Not agree | 7 | 17.5 | | |
| | Agree | 26 | 65.0 | | |
| | Total | 40 | 100.0 | | |

Source : Analysis data collected for the study

Based on table 9 respondents' responses about whether there is a difference in sales turnover of laundry soap / detergent after the presence of minimarkets, most of the respondents gave Agree answers as many as 26 people or 65.0%, Less Agree as many as 7 people or 17.5% and those who stated Disagree as many as 7 people or 17.5% of the 40 respondents on average answered at 3.48 with a standard deviation of 0.784 or respondents Agree that there was a change in the turnover of sales of laundry soap / detergent after the presence of a minimarket.

**Table 10 Bath Soap Sales Volume**

| | | Frequency | Percent | Mean | Std. Deviation |
|---|---|---|---|---|---|
| Valid | Really not agree | 2 | 5.0 | 3.78 | 0.660 |
| | Not Agree | 8 | 20.0 | | |
| | Agree | 27 | 67.5 | | |
| | Really Agree | 3 | 7.5 | | |
| | Total | 40 | 100.0 | | |

Source : Analysis data collected for the study

Based on table 10 respondents' responses about whether there is a difference in sales turnover of bath soap after the presence of minimarkets, the majority of respondents gave Agree answers as many as 27 people or 67.5%, Less Agree as many as 8 people or 20.0% and who stated Strongly Agree as much as 3 people or 7.5%, Disagree as many as 2 people or 5.0% of 40 respondents on average answer at 3.78 with a standard deviation of 0.660 or respondents Agree that there is a change in the sales turnover of bath soap after the presence of a minimarket.

**Table 11. Tooth Paste Sales Volume**

| | | Frequency | Percent | Mean | Std. Deviation |
|---|---|---|---|---|---|
| Valid | Not agree | 13 | 32.5 | 3.70 | 0.516 |
| | Agree | 26 | 65.0 | | |
| | Really Agree | 1 | 2.5 | | |
| | Total | 40 | 100.0 | | |

Source : Analysis data collected for the study

Based on table11 respondents' responses about whether there is a difference in turnover of toothpaste sales after the presence of minimarkets, the majority of respondents gave Agree answers as many as 26 people or 65.0%, Less Agree as many as 13 people or 32.5% and who stated Strongly Agree as much as 1 people or 2.5% of the 40 respondents on average answer at 3.70 with a standard deviation of 0.516 or respondents Agree that there is a change in turnover of sales of toothpaste after the presence of a minimarket.

**Table 12. Negative Impact Of Minimarket Presence**

| | | Frequency | Percent | Mean | Std. Deviation |
|---|---|---|---|---|---|
| Valid | Really not agree | 2 | 5.0 | 2.20 | 0.516 |
| | Not agree | 28 | 70.0 | | |
| | Somehow agree | 10 | 25.0 | | |
| | Total | 40 | 100.0 | | |

Source : Analysis data collected for the study

Based on table 12 respondents' responses regarding whether the existence of a minimarket has a positive impact on the grocery store business, most of the respondents gave as many Disagree answers as 28 people or 70.0%, Less Agree as many as 10 people or 25.0% and those who stated Strongly Disagree 2 people or 5.0% of the 40 respondents on average answered at 2.20 with a standard deviation of 0.516 or respondents Not Agreeing the existence of a minimarket had a positive impact on the grocery store business.

**Table 13. Customer Change**

| | | Frequency | Percent | Mean | Std. Deviation |
|---|---|---|---|---|---|
| Valid | Really not agree | 2 | 5.0 | 2.32 | 0.656 |
| | Not agree | 25 | 62.5 | | |
| | Somehow not agree | 11 | 27.5 | | |
| | Agree | 2 | 5.0 | | |
| | Total | 40 | 100.0 | | |

Source : Analysis data collected for the study

Based on table 13 the respondent's response regarding whether the number of customers has not changed since the opening of the minimarket, most of the respondents gave 25 Disagree answers or 62.5%, Less Agree as many as 11 people or 27.5% and those who stated Strongly Disagree as many as 2 people or 5.0% and stated that Agree as many as 2 people or 5.0% of the 40 respondents on average answered at 2.32 with a standard deviation of 0.656 or respondents Disagree that the number of customers has not changed since the opening of the minimarket.

**Table 14. New Minimarket Presence**

| | | Frequency | Percent | Mean | Std. Deviation |
|---|---|---|---|---|---|
| Valid | Not agree | 25 | 62.5 | 2.42 | 0.594 |
| | Somehow not agree | 13 | 32.5 | | |
| | Agree | 2 | 5.0 | | |
| | Total | 40 | 100.0 | | |

Source : Analysis data collected for the study

Based on table 14 responses of respondents regarding whether to agree with the opening of a modern minimarket, most of the respondents gave as many as 25 Disagree answers or 62.5%, Less Agree as many as 13 people or 32.5% and who stated Agree as much as 2 people or 5.0 % of the 40 respondents answered on average at 2.42 with a standard deviation of 0.594 or respondents disagree with the opening of a modern minimarket.

## 4.3. Test Validity and Reliability

### 4.3.1. Validity test

An instrument can be declared valid if the value of r count> r table value of research is 100 at a significant level of 5%, obtained r table value of 0.312.

**Table 15 Validity Test for Independent Variable**

| Item | Corrected Item-Total Correlation | $r_{standard}$ | Decision |
|---|---|---|---|
| X1.1 | .539 | 0.312 | Valid |
| X1.2 | .449 | 0.312 | Valid |
| X1.3 | .565 | 0.312 | Valid |
| X1.4 | .656 | 0.312 | Valid |
| X1.5 | .395 | 0.312 | Valid |
| X1.6 | .354 | 0.312 | Valid |
| X1.7 | .474 | 0.312 | Valid |
| X1.8 | .589 | 0.312 | Valid |
| X1.9 | .402 | 0.312 | Valid |
| X1.10 | .355 | 0.312 | Valid |

Source: Data analysis

Based on the results of the test data validity of table 16, it can be concluded that the value of all items is valid because all items have a value of *Corrected Item-Total Correlation* already above 0.312.

**Table 16. Validity Test for Variable Y**

| Item | Corrected Item-Total Correlation | $r_{standard}$ | Decision |
|---|---|---|---|
| Y1.1 | .564 | 0.312 | Valid |
| Y1.2 | .573 | 0.312 | Valid |
| Y1.3 | .537 | 0.312 | Valid |
| Y1.4 | .345 | 0.312 | Valid |

Source: Data analysis

Based on the results of the test data validity of table 16, it can be concluded that the value of all items is valid because all items have a value of *Corrected Item-Total Correlation* already above 0.312.

### 4.3.2. Reliability Test

Reliability Test is used to find out whether the indicator or questionnaire used is reliable or reliable as a variable measuring instrument. The reliability of an indicator or questionnaire can be seen from the value of Cronbach's alpha (α), that a construct or indicator is said to be reliable if it has a greater value of cronbach's alpha (α) (>) 0.60, then the indicator or questionnaire is reliable, whereas if the value cronbach's alpha (α) is smaller (<) 0.60 then the indicator or questionnaire is not reliable. Overall, the reliability test can be seen in the following table.

**Table 17. Reliability Test For Variable X**

| Item | Cronbach's Alpha if Item Deleted | *Crombach Alpha Standard* | Decision |
|---|---|---|---|
| X1.1 | .770 | 0.60 | Reliable |
| X1.2 | .781 | 0.60 | Reliable |
| X1.3 | .769 | 0.60 | Reliable |
| X1.4 | .765 | 0.60 | Reliable |
| X1.5 | .787 | 0.60 | Reliable |
| X1.6 | .792 | 0.60 | Reliable |
| X1.7 | .779 | 0.60 | Reliable |
| X1.8 | .763 | 0.60 | Reliable |
| X1.9 | .787 | 0.60 | Reliable |
| X1.10 | .790 | 0.60 | Reliable |

Source: Data analysis

Based on the results of the reliability test in Table 4.18 the results of the reliability test of variable X, it can be seen the value of *cronbach's alpha* of each variable studied, where the variables studied show that all questionnaires are declared reliable because the value of the reliability coefficient is greater than 0.60 if the indicator or questionnaire has a value *cronbach's alpha* is above 0.60, then the indicator or questionnaire is declared reliable.

**Table 18. Reliability Test for Y**

| Item | Cronbach's Alpha if Item Deleted | *Crombach Alpha Standard* | Decision |
|---|---|---|---|
| Y1.1 | .617 | 0.60 | Reliable |
| Y1.2 | .604 | 0.60 | Reliable |
| Y1.3 | .626 | 0.60 | Reliable |
| Y1.4 | .731 | 0.60 | Reliable |

Source: Data analysis

Based on the results of the reliability test in Table 19 the results of the Y variable reliability test, it can be seen the cronbach's alpha value of each variable studied, where the variables studied show that all questionnaires are declared reliable because the reliability coefficient is greater than 0.60 if the indicator or questionnaire cronbach's alpha is above 0.60, then the indicator or questionnaire is declared reliable.

### 4.4. Regression Analysis

To measure and test the effect of minimarkets on the continuity of the grocery store business, data processing was carried out through a simple linear regression equation using the SPSS program assistance. The results of the analysis are based on the *unstandardized* value of the regression coefficients of the dependent variables with independent variables that are processed using processed computer data using the SPSS program. In relation to the above description, it can be presented through the following table 20.

**Table 19. Regression Result**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 19.134 | 2.122 | | 9.016 | .000 |
| | XTOTAL | -.272 | .058 | -.608 | -4.715 | .000 |
| a. Dependent Variable: YTOTAL | | | | | | |

Source: Data analysis for this study

Based on table 20 above, a regression equation can be presented, as follows:

$$Y= 19.134 - 0,272X$$

The results of the interpretation of the regression equation can be described as follows:
β0 = 19.134 is a *constant* or *reciprocal* value.
β1 = -0.2272 means that if minimarket growth increases by one unit, then the continuity of the grocery store business will decrease by 0.272

Based on the results of a simple linear regression coefficient on the influence of the presence of a modern minimarket on the continuity of the business of surrounding grocery stores in Wajo Sub-district, Makassar City shows a negative value, meaning that the growth of a modern minimarket has a continuity in the grocery store business, indicated by the negative coefficient of variable presence

**Hypothesis Test (T Test)**

For the t test it is used to see the extent to which the partial effect of each independent variable is the variable of the presence of the minimarket. With the t test information can be obtained about which variable has the most dominant influence.

The influence of the minimarkets existence variable on the continuity of the grocery store business can be seen from the direction of the sign and the level of significance (probability). The t test is done by comparing the significance level of more than 0.05. The results of testing the hypothesis carried out obtained partial value coefficients of each independent variable on the dependent as shown in table 20: Variable influence of the presence of minimarket (X) on the continuity of the grocery store business (Y) Variable existence of minimarkets with t-count (-

4,715)> t-table (2,02439), it can be said that there is a significant influence between the variables of minimarkets and variables business continuity of a grocery store. Besides that the probability value of 0,000 smaller than 0.05 indicates that X has a significant effect on Y.

## 5. CONCLUSION

### 5.1. Conclusion

Based on the results of the analysis and discussion, it can be concluded that the influence of modern minimarkets existence on the small store retailer business was negative. A negative regression coefficient is obtained, this can be concluded that the presence of minimarkets has a negative and significant influence on the continuity of the traditional small retailer business in Tamalate District, Makassar City. So, this study reveals that the influence of the presence of minimarkets had a negative and significant effect on the continuity of the grocery store business in Tamalate District, Makassar City because each increase in the presence of a minimarket unit would reduce the continuity of the grocery store business.

### 5.2. Recommendation

In order to help small shop retailer, it is recommended that :

1. The city government provide more friendly policy for traditional small Store in Makassar City in general because the growth of the Minimarket may lead to decreasing of traditional traditional small store retailer.
2. It is recommended that the city government review the number of minimarkets in Makassar City whether it is in accordance with the number of minimarket units spread in Makassar City with the rules set by the Makassar City Government.

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