

**Analysis of The Influence of the Growth of Modern Mini-markets on
The Sustainability of small Retailer Store Businesses -
Case Study in Tamalate District, Makassar City**

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ABSTRACT

This research aims are to analyze the impact of modern minimarket on the business of other grocery stores at Tamalate district, Makassar city and to analyze the change of small retailer store since the existence of modern minimarket. This research object is 40 retailer store at Tamalate district that are located near to a minimarket. Data was obtained from trade and industry Office Makassar and questionnaires provided for small retailer owner. The collected data were analyzed descriptively and prior to validity and reliability test and finally hypotheses test. The research result showed that 36,90% minimarket growth affected the survival existence of retail stores and the other 63,10% is affected by other variable. The result of hypothesis test or t test showed the affected growth of minimarket has negative influence and significant to the survival existence of the retailer store. It is suggested that the Makassar City Government should limit new branch opening of minimarket for small retailer sustainability.

Keywords: makassar, mini-market, retailer, sustainability

1. INTRODUCTION

The development of modern minimarket in Indonesia influence the development of the grocery store business (Rahman, 2023). Modern minimarkets in the city of Makassar have spread out in various locations, even in densely populated settlements. The growth of modern minimarkets in the city of Makassar is quite significant and it is possible that it will increasingly affect the surrounding grocery stores. Based on data from the Makassar City. Disperindag in 2013, stated that there were 151 units of minimarkets including 69 Alfamart units, 27 Alfaexpress units, 27 Alfamidi units, and 28 Indomaret units. This is related to the preferences of people who have the possibility to switch shopping at the convenience store (Kim et al., 2020). The distance between the grocery store and the location of the minimarkets is within the range of services that will also greatly influence people's preferences in determining shopping places. If the location of the grocery store and the location of the modern minimarket are close, then it is likely that people will shop at a modern minimarket.

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 small retail store and based on people's economy will decrease (Wang & Wu, 2023). 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).

The number of trading facilities in Makassar Municipality is quite varied (BPS, 2023). In 2022, trading facilities in Makassar City include 18 markets, 421 shops, and 8,522 kiosks. Traders according to their classification are divided into small, medium and large traders. Until 2022, there are 2,463 small traders, 745 medium traders, and 645 large traders. There are 242 small retailers in Tamalate District.

In the modern era minimarket growth was very rapid in the regions of Makassar City. Minimarkets can be found in every village and every minimarket is not limited to other minimarkets. Based on data compiled by the Department of Industry and Trade of Makassar City, data on minimarket in Makassar is presented in the following table:

Table 1
Minimarket in Makassar

Minimarket group	Number
Alfamart	204
Indomaret	187
Alfamidi	58
Circle K	15
Total	464

Source: Compiled data from BPS-Trade Office

Based on table 1 it can be seen that the number of minimarket outlets is based on the name of the company in Makassar City and registered in the Department of Industry and Trade of Makassar City. The highest number is PT. Alfaria Trijaya's sources, namely Alfamart, 204 minimarket outlets, PT. Indomarco Frismatama namely Indomaret with 187 minimarket outlets, PT. The main Midi is Alfamidi with 58 minimarket outlets and PT. Cyrika Indonesia, namely Circle K, has 15 outlets spread throughout Makassar City Districts.

Table 2
Outlets for each districts

No	District	Outlets
1	Ujung Tanah	12
2	Tallo	18
3	Mariso	20
4	Bontoala	24
5	Wajo	17
6	Mamajang	23
7	Ujung Pandang	29
8	Makassar	24
9	Tamalanrea	40
10	Manggala	44
11	Biring Kanaya	49
12	Rappocini	48
13	Tamalate	52
14	Panakkukang	64
Total		464

Source: Compiled from BPS and Trade Office

Based on Table 2, it can be seen that the number of minimarket outlets in Makassar is 464 outlets where the most widely distributed minimarket outlets are Panakkukang Subdistrict with 64 minimarket outlets and the least is Ujung Tanah Sub-District with 12 minimarket outlets. In Makassar City itself, which is the capital city of the Province of South Sulawesi, it has now begun to spread out modern minimarkets. The spread out of modern minimarkets is because various things including the increasing population in the city of Makassar itself, along with the population growth, daily needs also increase.

Until now, the construction of a modern minimarket by the company continues to be carried out considering the daily needs of the community are increasing due to the increasing density of population in the region (Sampe, 2013). From the problem of the many modern minimarkets it will have an impact on the continuity of the retailer business belonging to the surrounding community.

The growth of modern minimarkets in Tamalate Sub-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 Sub-district, Makassar City.

2. THEORETICAL BASIS

2.1. Market

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 (Fachriyan et al., 2022). 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).

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 (Ihtiyar et al., 2019). 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 (Chen et al., 2022):

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.
6. 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

A traditional retailer is a business owned by several people with the aim of supporting their livelihood (Sampe, 2013). This business has several advantages including the capital used is not too large, the benefits can be felt immediately, so the establishment is quite easy (Chung & Hans, 2023). However, along with technological developments and changes in people's consumption behavior, retail entrepreneurs are encouraged to create shopping places that are able to meet their needs, such as minimarkets. Compared to retail stalls, minimarkets have their own advantages such as cleaner places, affordable prices, attractive promotions, and better service quality.

Xin et al., (2020) stated that there has been competition between retail stalls and minimarkets since the emergence of minimarkets in society. The competition that occurs includes price competition, quality of merchandise, and variety of goods sold. The increasing presence of minimarkets will have an impact on the existence of retail stalls in the area. This is supported by research conducted by Novita (2018) that the existence of independent retail stalls based on people's economics is increasingly decreasing, which is due to the existence of a modern market with potential for retail businessmen. Paramita & Ayuningsasi (2013) stated that the threat to the existence of traditional markets as drivers of the people's economy is caused by the legality of foreign ownership in retail companies and retail stalls which has not been accommodated.

The urgency of the existence of retail stalls is to support the people's economy and drive the small economy. Managing retail stalls with limited capital is largely used as the main source of income for families, with the products sold being household necessities including nine basic commodities, so they are often found in densely populated residential locations. According to Rahardi (2012), retail stalls have a humanist character so they are able to build family relationships between sellers and consumers. Muzdalifah (2019) stated that the interaction between traders and their consumers is to familiarize themselves so that transactions will be easier and the atmosphere will be more comfortable. The culture of humanism can be explained as a culture of interaction between people that shapes social life and is passed down from generation to generation (Perdana, 2019). One application of the culture of humanism in retail stalls is the trust given by traders to buyers so that they are allowed to borrow. Traders with strong trust will have greater social capital (humanism) (Field, 2016). Without this social capital, a person will not be able to get maximum material benefits and other successes. Therefore, the existence of retail stalls is based on the social capital that is built, such as norms, trust and family traits, so that it will foster buyer loyalty to continue shopping at retail stalls.

The presence of minimarkets has positive and negative effects on traditional retail stalls (Fürst et al., 2023). As explained by Dewi (2018), the positive impact felt by traditional market traders is encouraging traders' creativity to create the right strategy to survive in the midst of competition, so that the business they own has its own characteristics, both through online-based sales strategies and product structuring, neat and appropriate. Meanwhile, the negative impact felt is a decrease in a person's observation of doing something, so that the length of business can have an impact on the income received. The longer the business runs, the trader will have more experience. However, traders with short experience do not necessarily earn less than those with more experience. The duration of this business is related to the increase in the number of customers so that it will increase the income received and indirectly have an impact on business efficiency (Vijayanti, 2016).

The existence of a mini-market can affect the income from retail stalls around the location, especially if the distance between the retail shop and the mini-market is getting closer. Arnisyah's research (2020) found that the decrease in income experienced by grocery stalls was due to low competitiveness with minimarkets, especially in product prices and the variety of products sold. Miranti (2012) in his research found that the existence of minimarkets had an impact on decreasing the turnover of retail shop owners. This is because in terms of service, location, and the variety of products owned by minimarkets, it causes consumers to be more interested in shopping there than at retail stalls. In addition, the limited capital owned by retail shop traders causes the products that can be sold to be limited so that it will have an impact on the income received.

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.

2.3 Minimarket

In the world of commerce today, daily goods store 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."

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 (Fisher et al., 2023). 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

The study was a descriptive quantitative study. The population in this study was the respondents of the owner of the small retailer store in Tamalate District, Makassar City, which is a region that has a distribution of modern minimarket in Makassar City. 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 sub-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. The criteria were:

1. The small retailer store surveyed has been established in the area before the existence of a modern minimarket.
2. The small retailer store has the closest radius of a modern minimarket.
3. The small retailer store surveyed has at least a ten merchandise asked in this study.

Data collected using questionnaire. The collected data analyzed descriptively prior to validity and reliability test. Upon completion of validity and reliability test, regression analysis was applied to test the hypothesis.

4. RESULT AND DISCUSSION

4.1. Profile of Respondents

The discussion in this study aims to determine the effect of the existence of a modern minimarket on the continuity of retail business in Tamalate Sub-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.

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 3
Respondents characteristics

	Description	Frequency	
		Absolute	Percentage
A. gender	Male	23	57,5
	Female	17	42,5
	Total	40	100,0
B. Age	<40 years old	11	27,5
	50 – 60 years old	22	55,0
	>60 years	7	17,5
	Total	40	100,0
C. 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 gender, were dominated by male respondents, which total of 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 Tamalate 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 50-60 years with the number of respondents as many as 22 people (55.0%), followed by respondents aged less than years with the number of respondents as many as 11 people (27, 5%) and more 60 years as many as 7 people (17.5%). Therefore, the average age of having a retailer store in Tamalate District, Makassar City is between 50-60 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 retailers store owners have educational background of high school.

4.2. Descriptive Analysis

The number of respondents from retail traders in Tamalate District who were used as samples was 40 retail owners. The gender of the population of an area is often used as a guide in analyzing the socio-economic structure and conditions of the population. The research data found that the majority of respondents or retail stall traders were male, namely 57.5 percent and the rest were female. This is because the trading profession is more dominantly favored by men, and men also have the responsibility to supplement family income. Aspects of the level of education can affect the level of family income, because with a better education it allows respondents to develop their innovations according to business priorities respondents from retail shop in Tamalate District.

Ten statements were used to describe minimarket existence and growth and four statements for sustainability of small retail shop. The survey results are summarized in the following paragraphs.

4.2.1. Responses in relation to minimarket existence

Responses about whether there is a difference in sales turnover after the presence of minimarkets, most of the respondents responded agree 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. The result indicated that respondents agree to have a difference turnover change after the presence of a minimarket.

Respondents' responses about whether there is a difference in turnover of sales of basic needs after the presence of minimarkets, most of the respondents agree; as many as 24 people or 60.0%, less agree as many as 14 people or 35.0% and who stated strongly disagree as many as 1 person or 2.5% of 40 respondents. The average score answer is 3.62 with a standard deviation of 0.586. It be claimed that respondent agree that there is a change in turnover of sales of basic needs after the presence of a minimarket.

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, as many as 26 people or 65.0%. Neutral as many as 13 people or 32.5% and who stated disagree as much as 1 person or 2.5% of the 40 respondents. The average answered is 3.62 with a standard deviation of 0.540. It can be concluded that respondents agree that there was a change in turnover of cleaning material sales after the presence of a minimarket.

Respondents' response about whether there is a difference in turnover of cooking oil sales after the presence of minimarkets, most of the respondents' answer agree, as many as 30 people or 75.0% agreed with the statement and as many as 10 people or 25.0% disagreed. Average answered was 3.75 in a five points scale with a standard deviation of 0.439. It can be concluded that respondent agree that there is change in the turnover of cooking oil sales after the presence of a minimarket.

Respondents' responses about whether there is a difference in turnover of instant noodle sales after the presence of minimarkets, the majority of respondents agree. As many as 27 respondents or 67.5% agree. Neutral as many as 12 people or 30.0% and stated Disagree as many as 1 person or 2.5% of the 40 respondents. The average score answer is at 3.65 with a standard deviation of 0.533. So, respondents agree that there was a change in the turnover of instant noodle sales after the presence of a minimarket.

Respondents' responses regarding whether there is a difference in turnover of milk sales after the presence of minimarkets, the majority of respondents agree. As many as 25 people or 62.5% agree and neutral were 12 or 30.0% respondents. Average score for the answer was 3.62 with a standard deviation of 0.628. So, it can be concluded that respondents agree that there is a change for milk sales turnover after the presence of a minimarket.

Respondents' responses about whether there is a difference in turnover of wheat flour sales after the presence of minimarkets, the majority of respondents responded agree, herewith as many as 27 people or 67.5%. As many as 7 people or 17.5% neutral dan disagree as many as 3 people or 7.5% of the 40 respondents. Average score answer was 3.75 with a standard deviation of 0.707. So it can be stated that respondents agree that there is a change in turnover of sales of wheat flour after the presence of a minimarket.

Respondents' responses about whether there is a difference in sales turnover of laundry soap / detergent after the presence of minimarkets, most of the respondents responded agree. as many as 26 respondents or 65.0% stated that agree with statements. As many as 7 people or 17.5% stated disagree as many as 7 respondents. The average score answered is 3.48 with a standard deviation of 0.784. So, it can be concluded that there was a change in the turnover of sales of laundry soap / detergent after the presence of a minimarket.

Respondents' responses about whether there is a difference in sales turnover of bath soap after the presence of minimarkets, the majority of respondents responded agree. As many as 27

people or 67.5% agree while as many as 8 people or 20.0% are neutral. Two respondents or 5.0%, are disagree. Average score answer is 3.78 with a standard deviation of 0.660. It can be stated that respondents agree that there is a change in the sales turnover of bath soap after the presence of a minimarket.

Respondents' responses about whether there is a difference in turnover of toothpaste sales after the presence of minimarkets, the majority of respondents agree. As many as 26 people or 65.0% responded agree. As many as 13 people or 32.5% stated neutral and one respondent stated disagree. Average score answer is 3.70 with a standard deviation of 0.516. It can be concluded that respondents agree that there is a change in turnover of sales of toothpaste after the presence of a minimarket.

4.2.2. Response on retailer shop sustainability

Respondents' responses regarding whether the existence of a minimarket has a positive impact on the grocery store business, most of the respondents disagree. As many as 28 respondents or 70.0% disagree, and 10 or 25.0% respondents neutral while 2 respondents agree. Average score answer is 2.20 with a standard deviation of 0.516. So respondents disagree that existences of minimarket have positive impact on small retailer shop sustainability.

Respondent's response regarding whether the number of customers has not changed since the opening of the minimarket, most of the respondents disagree. As many as 27 or 62.5% respondents agree and 11 or 27.5% respondents neutral. The average score answer is 2.32 with a standard deviation of 0.656. It can be concluded that respondents disagree that the number of customers has not changed since the opening of the minimarket.

Responses of respondents regarding whether to agree with the opening of a modern minimarket, most of the respondents disagree. As many as 27 or 62.5% agree and as many as 13 or 32.5% neutral. Average score answer is 2.42 with a standard deviation of 0.594. It can be concluded that respondents disagree with the opening of a modern minimarket.

Respondent's response regarding whether happy with presence of the minimarket, majority of the respondents disagree. As many as 28 people or 70.0% disagree while 11 people or 27.5% respondents are neutral. The average score answer at 2.25 with a standard deviation of 0.494. It can be concluded that respondents were not happy with the presence of minimarket.

4.3. Validity and Reliability

Based on the results of the test data validity, 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.

Based on the results of the reliability test, 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

Simple linear regression analysis is a linear relationship between two variables (independent variable and dependent variable). This analysis is to determine the direction of the relationship between the independent variable and the dependent variable whether each has a positive or negative effect. Statistical calculations in the simple linear regression analysis used in this study were using the SPSS 26 computer program. The following results of a simple linear regression test can be seen in table 4. below:

Table 4
Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1,699	0,206		3,397	0,001
Retailer shop Sustainability	-0,972	0,062	-0,804	-13,167	0,000
R = 0,804 R square = 0,646 Adj. R ² = 0,642			F empirical = 173,358 Sig = 0,000		

Source: Data Analysis

Based on table 4 above, a regression equation can be presented, as follows:

$$Y = 1.699 - 0.972X$$

The results of the interpretation of the regression equation can be described as follows:

$\beta_0 = 1.699$ is a constant or reciprocal value.

$\beta_1 = -0.972$ means that if minimarket growth increases by one unit, then the continuity of the retailer store business will decrease by 0.972

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

The influence of the minimarkets existence variable on the continuity of the 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. Variable influence of the presence of minimarket (X) on the continuity of the retailer store business. Variable existence of minimarkets with t value of -13,167 and t-table of 2,02439. So it can be said that there is a significant influence between the variables of minimarkets and variables business sustainability of retailer store. In addition, the probability value of 0,000 smaller than 0.05 indicates that existence of minimarket has a significant influence on small retailer store.

5. CONCLUSION

Based on the results of the analysis and discussion, several conclusions can be presented, namely as follows:

1. Small retailer experienced difference in sales either volume or finance values due to the presence of modern minimarket.
2. Based on the results of regression analysis the influence of the presence of modern minimarkets on the sustainability of retailer store, a negative regression coefficient is obtained, this can be concluded that the presence of minimarkets has a negative and significant effect on the continuity of small retailer in Tamalate Sub-District, Makassar City.

From the conclusions, it is suggested that:

1. It is recommended that the city government concerns on the continuity of retailer store in Makassar City in general. Modern minimarket presence reduces retailer store business sales volume and profitability.
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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