

Analysis of the Impact of Minimarkets on Convenience Stores on HKSJ Street, Banjarmasin

Risnawati¹, Rina²

^{1,2}Universitas Islam Kalimantan Muhammad Arsyad Al Banjari

Email: risnawatifekonuniska@gmail.com

Received: July, 2023; Accepted: August, 2023; Published: August, 2023

Abstract

This study aims to determine the impact of minimarkets on convenience stores on HKSJ Street, Banjarmasin, both before and after their establishment. The research is of exploratory descriptive nature, utilizing data collection techniques such as interviews, questionnaires, and documentation. Quantitative analysis was performed using crosstabulation with SPSS, while qualitative techniques included data reduction, data presentation, and drawing conclusions. The sample size for this research comprised 15 convenience store traders. The results of the study indicate that traders who experienced an impact due to the presence of minimarkets had over 10 years of experience. Additionally, the unpredictable changes in market prices became a major factor contributing to the difficulty of competing with well-capitalized minimarket corporations. For new traders or those with relatively limited trading experience, minimarkets did not significantly affect their business outcomes..

Keywords: Mini Markets, Convenience Stores

INTRODUCTION

The growth of retail in Indonesia has led to the rapid expansion of retail companies, including minimarkets. According to data from Euromonitor cited by the United States Department of Agriculture (USDA), the most prevalent minimarket chains in Indonesia are Indomaret, with 21,801 outlets, and Alfamart, with 17,813 outlets (Adi Ahdiat, 'Number of Indomaret and Alfamart Outlets Keeps Increasing,' July 11, 2023).

In Banjarmasin itself, based on data from the Department of Trade and Industry, there were a total of 170 minimarkets in 2022. One of the leading minimarket chains is Alfamart, with 60 outlets, followed by Indomaret with 50 outlets (Banjarmasin City Trade Report, January 9, 2023). These minimarkets are distributed throughout the city of Banjarmasin, extending to its outskirts and even penetrating residential complexes. Moreover, some of these minimarkets are located adjacent to convenience stores, which violates Presidential Regulation No. 112 that designates a one-kilometer buffer zone between minimarkets and traditional shops. This impacts the selling locations of these convenience store traders.

The rapid proliferation of minimarkets and their proximity to convenience stores will have an impact on local commerce, including the convenience stores along HKSJ Street, situated in the Alalak Selatan and Alalak Utara



neighborhoods. These areas are adjacent to an Alfamart minimarket with 1 outlet and an Indomaret minimarket with 2 outlets.

Problem Statement

Based on the aforementioned details, the problem statement is: What is the impact of the presence of minimarkets before and after their establishment on convenience stores along HKSJ Street, Banjarmasin?

LITERATURE REVIEW

Retail

A business activity involving various business operations engaged in selling goods and services to consumers for personal, familial, or household needs (Sunyoto, 2010).

Minimarket

A store that sells daily necessities required by consumers, typically ranging in size from 100 to 1000 square meters (Sujana, 2005).

Convenience Store

As a micro-enterprise according to the definition of Law No. 20 of 2008, it is a productive economic activity that stands alone, carried out by individuals who are not subsidiaries, controlled by, or directly or indirectly a part of medium-sized enterprises that meet the criteria for micro-enterprises. These kinds of stores usually sell various everyday necessities such as household items and daily essentials."

RESEARCH METHODS

Research Methodology

This study employs a descriptive exploratory research design with both quantitative and qualitative approaches. The quantitative approach is used to describe data in the form of numbers, while the qualitative approach aims to depict the situation or phenomena in the field using words.

Population and Sample

The population in this study consists of owners of convenience stores located on HKSJ Street within the Alalak Utara and Alalak Selatan neighborhoods in the city of Banjarmasin.

Sampling is based on purposive sampling, which involves selecting samples based on specific criteria (Sugiono, 2012). The criteria include convenience stores around HKSJ Street within the Alalak Selatan and Utara neighborhoods. These convenience stores should have been operating for more than a year and be located within a 500-meter radius from a minimarket. Based on these criteria, the sample size for this research is 15 convenience store traders.



Data Collection Method

Data collection in research is aimed at obtaining relevant, accurate, and realistic materials. Commonly used data collection methods include interviews, questionnaires, and observations (Sugiyono, 2012). The methods used in data collection for this study include Interview Method, Questionnaire Method, and Documentation.

Documentation used in this study consists of government regulations and policies governing the operation of modern markets and traditional markets. These documents include Presidential Regulation No. 112 of 2007 on the Arrangement and Development of Traditional Markets, Shopping Centers, and Modern Stores, and Regulation of the Minister of Trade of the Republic of Indonesia No. 53/M-DAG/PER/12/2008 on Guidelines for the Arrangement and Development of Traditional Markets, Shopping Centers, and Modern Stores.

Data Analysis Method

1. Quantitative Analysis

This analysis is used to calculate questionnaire scores for convenience store traders. The questionnaire assessment is performed using crosstabulation with SPSS. According to Suharsimi (2010), quantitative data can be interpreted using qualitative sentences.

2. Qualitative Analysis

According to Sugiono (2012), this analysis technique involves data reduction, data presentation, and drawing conclusions."

RESULTS AND DISCUSSION

Characteristics of Respondents

Based on the collected research data, the data regarding the characteristics of the research respondents are as follows: (1) Gender, (2) Age of respondents, (3) Educational background of respondents, and (4) Trading experience of respondents. Table 1 through Table 4 present the characteristics of the respondents.

**Table 1
Gender of Respondents**

No	Gender of Respondents	Frequency	Percentage
1	Male	2	13.3
2	Female	13	86.7
	Total	15	100.0

Source: Processed data, 2023

From the above data, it can be inferred that the majority of respondents (86.7%) are female, while the remaining (13.3%) are male. Thus, it can be



concluded that most of the questionnaire respondents are female. The age distribution of the respondents is presented in Table 2.

Table 2
Age of Respondents

No	Age of Respondents	Frequency	Percentage
1	20 – 30 years	2	13.3
2	31 – 40 years	4	26.7
3	41 – 50 years	6	40.0
4	Above 50 years	3	20.0
Total		15	100.0

Source: Processed data, 2023

From the data above, it can be concluded that the majority (40.0%) of the respondents fall in the age range of 41-50 years. The second largest group (26.7%) consists of respondents aged 31-40 years, followed by 20.0% aged above 50 years, and 13.3% aged 20-30 years. This suggests that most of the respondents are adults in their productive years and can be considered established in their lives, which might influence their questionnaire responses based on their experiences. The educational background of the respondents is presented in Table 3.

Table 3
Educational Background of Respondents

No	Educational Background of Respondents	Frequency	Percentage
1	Elementary School	2	13.3
2	Junior High School	7	46.7
3	Senior High School	3	20.0
4	Diploma 3	2	13.3
5	Bachelor's Degree (S1)	1	6.7
Total		15	100.0

Source: Processed data, 2023

From the data above, it can be inferred that the largest group (46.7%) of respondents have an educational background of junior high school, followed by



20.0% with a senior high school education. The third largest group (13.3%) consists of respondents with a Diploma 3 degree, while elementary school education accounts for a small percentage (6.7%). Thus, most of the respondents have education up to junior high school level. The lower education level among the respondents indicates that those engaged in trading tend to have lower education due to challenges in finding employment, a strong entrepreneurial spirit, substantial entrepreneurial opportunities, and the demand for a livelihood, prompting them to engage in small businesses. Consequently, they may lack the knowledge necessary to improve the quality of their businesses.

Table 4
Trading Experience of Respondents

No	Trading Experience	Frequency	Percentage
1	1-5 years	8	53.3
2	6-10 years	5	33.3
3	Above 10 years	2	13.3
Total		15	100.0

Source: Processed data, 2023

From the above data, it can be inferred that the majority (53.3%) of respondents have trading experience of 1-5 years. The second largest group (33.3%) has trading experience of 6-10 years, while only 13.3% have trading experience exceeding 10 years. This implies that most of the respondents are relatively new to trading. Thus, it can be concluded that the majority of traders lack experience and may not yet fully grasp the extent of the impact of the growing presence of minimarkets, which continue to expand each year.

Discussion of Research Findings

From the Crosstabulation results table below, it is evident that prior to the existence of minimarkets, the highest number of customers was obtained by traders with 3 years of trading experience, amounting to 23.1%. Additionally, traders with 1 year, 2 years, 5 years, and 8 years of experience each had 15.4% of the total.

Thirteen traders, with trading experience ranging from 1 to 8 years, stated that there was no influence before the presence of minimarkets. Furthermore, traders with 13 and 15 years of trading experience noted an impact due to the absence of minimarkets in their area.



Table 5
Trading Experience X Number of Customers per day BEFORE THE
EXISTENCE OF MINIMARKET X Response to the Presence of Minimarket
Crosstabulation

How do you respond to the minimarket?		Number of customers per day BEFORE THERE WAS A MINIMARKET					Total	
		10 person	20 person	30 person	50 person	60 person		
No effect	Trading experience	1 year	0	0	1	1	2	
			0.0%	0.0%	50.0%	20.0%	15.4%	
		2 year	0	1	1	0	2	
			0.0%	20.0%	50.0%	0.0%	15.4%	
		3 year	0	2	0	1	3	
			0.0%	40.0%	0.0%	20.0%	23.1%	
		5 year	0	0	0	1	1	
			0.0%	0.0%	0.0%	20.0%	7.7%	
		6 year	0	1	0	1	2	
	0.0%	20.0%	0.0%	20.0%	15.4%			
	7 year	0	0	0	1	1		
		0.0%	0.0%	0.0%	20.0%	7.7%		
	8 year	1	1	0	0	2		
		100.0%	20.0%	0.0%	0.0%	15.4%		
	Total	1	5	2	5	13		
		100.0%	100.0%	100.0%	100.0%	100.0%		
Influential	Trading experience	13 year				1	1	
				0.0%		100.0%	50.0%	
		15 year		1			0	1
				100.0%			0.0%	50.0%
	Total		1		1	2		
			100.0%		100.0%	100.0%		

Trading Experience X Number of Customers per Day AFTER THE
EXISTENCE OF MINIMARKET X Response to the Presence of Minimarket
Crosstabulation

How do you respond to the minimarket?		Number of customers per day AFTER THERE WAS A MINIMARKET					Total		
		10 person	15 person	20 person	30 person	31 person		50 person	
No effect	Trading experience	1 year	0	0	1	0	1	2	
			0.0%		0.0%	50.0%	0.0%	20.0%	15.4%
		2 year	0		1	0	1	0	2
			0.0%		25.0%	0.0%	100.0%	0.0%	15.4%
		3 year	0		1	1	0	1	3
			0.0%		25.0%	50.0%	0.0%	20.0%	23.1%
		5 year	0		0	0	0	1	1
			0.0%		0.0%	0.0%	0.0%	20.0%	7.7%
		6 year	0		1	0	0	1	2
	0.0%		25.0%	0.0%	0.0%	20.0%	15.4%		
	7 year	0		0	0	0	1	1	
		0.0%		0.0%	0.0%	0.0%	20.0%	7.7%	
	8 year	1		1	0	0	0	2	
		100.0%		25.0%	0.0%	0.0%	0.0%	15.4%	
	Total		1		4	2	1	5	
			100.0%		100.0%	100.0%	100.0%	100.0%	
Influential	Trading experience	13 year					1	1	
				0.0%				100.0%	50.0%
	15 year		1				0	1	



	100.0%	0.0%	50.0%
Total	1		1
	100.0%		100.0%

Based on the field results and according to the Crosstabulation table above, it is evident that very few traders were influenced by the presence of minimarkets, specifically only two individuals with extensive trading experience (13 years and 15 years). The impact of the presence of minimarkets was felt by them due to the decrease in daily capital, daily sales, and the number of daily customers following the establishment of minimarkets. Additionally, they felt it was nearly impossible to compete with large-scale minimarket corporations due to their substantial capital.

On the other hand, 13 individuals were not influenced by the presence of minimarkets. The existence of minimarkets seems to have had little impact on them, as the number of customers and their earnings did not significantly decrease before and after the introduction of minimarkets. One of the reasons for this is that in traditional convenience stores, customers can purchase goods in larger quantities and at a more affordable price.

CONCLUSION AND SUGGESTION

Conclusion

Traders who were impacted by the presence of minimarkets had more than 10 years of trading experience, and the unpredictable changes in market prices became a reason for their difficulty in competing with large-scale minimarket corporations due to their substantial capital.

New traders or those with relatively short trading experience did not experience significant impacts from the presence of minimarkets on their business outcomes.

Recommendations

Traders should improve their selling spaces to be orderly, clean, and diversify their merchandise with different products.

The government should enhance supervision, even if there are minimal impacts on traders. However, if permits are not regulated, it could potentially influence the income and customer count for traditional convenience stores in the future..

REFERENCES

- Adi Ahdiat. 2023. *Jumlah Gerai Indomaret dan Alfamart Terus Bertambah*. Retrieved July 11, 2023
- Arikunto, Suharsimi. 2010. *Prosedur Penelitian Suatu Pendekatan Praktek* Jakarta. Jakarta: Rineka Cipta.
- Asep, Sudjana. 2005. *Manajemen Ritel Modern Yogyakarta*. Yogyakarta: Graha Ilmu.
- Dinas perdagangan dan Perindustrian Kota Banjarmasin. 2023. Dikunjungi pada 09 Januari 2023
- Lalu Takdir Jumaidi Jalaludin Muhamad Ahyar. 2019. *Eksistensi Minimarket Terhadap Kelangsungan Usaha Toko Kelontong Dan Waserda*. JMM UNRAM.



- Peraturan Menteri Perdagangan Republik Indonesia No: 53/m-DAG/PER/12/2008. Pedoman Penataan dan Pembinaan Pasar Tradisional, Pusat Perbelanjaan dan Toko Modern.
- Peraturan Presiden Republik Indonesia Nomor 112 Tahun 2007. Penataan dan Pembinaan Pasar Tradisional, Pusat Perbelanjaan dan Toko Modern.
- Sugiyono. 2012. *Metode Penelitian "Pendekatan Kuantitatif, Kualitatif dan R&D*. Bandung: Alfabeta.
- Sunyoto, Danang. 2019. *Manajemen Bisnis Ritel Yogyakarta*. Center Academic Publishing Service.