

ABSTRAK

NINGSI M. BESE, 03281911048. Pengaruh Keberadaan Minimarket Alfamidi Dan Indomaret Terhadap Pendapatan Usaha Warung Kelontong Di Ternate Tengah. Dibimbing oleh Ramdani Salam dan Asnita Ode Samili.

Perkembangan pasar di Indonesia semakin luas seiring dengan perkembangan ekonomi. Keberadaan minimarket dapat berdampak positif dan negatif terhadap pedagang tradisional. Penelitian ini bertujuan untuk mengetahui pengaruh Minimarket Alfamidi dan Indomaret terhadap pendapatan usaha pedagang warung kelontong dan mengetahui faktor apa yang berpengaruh terhadap pendapatan usaha pedagang warung kelontong di Kecamatan Ternate Tengah. penelitian ini merupakan penelitian non eksperimental dengan jenis eks-postfacto (*ex-postfacto*) tipe *corelasional research*. Pengambilan sampel menggunakan metode *purposive sampling* sehingga diperoleh 20 responden pedagang warung kelontong. Pengumpulan data menggunakan kuesioner angket respon pedagang, obeservasi dan dokumentasi. Teknik analisis menggunakan aplikasi ArcGIS untuk untuk analisis *Average Nearest Neighbor* (ANN) dan uji regresi linear berganda. Hasil menunjukkan bahwa analisis tetangga terdekat (ANN) pola sebaran lokasi minimarket di Ternate Tengah adalah mengelompok (*clustered*), $-10,031746 < -2,58$ yang berada di luar daerah kritis uji hipotesis dengan nilai *Nearest Neighbor Ratio* 0,390421. Analisis regresi linear berganda menunjukkan bahwa terdapat pengaruh kehadiran minimarket Alfamidi dan Indomaret terhadap pendapatan usaha pedagang warung kelontong dengan hasil uji regresi berganda menunjukkan bahwa nilai signifikansi $0.031 < 0,05$. Hasil *Regression Coefficients* menunjukkan faktor harga, lokasi, teknik promosi, diversifikasi produk minimarket berpengaruh secara signifikan terhadap pendapatan warung kelontong dengan nilai signifikan, $0,025 < 0,05$

Kata Kunci: Minimarket, pendapatan, warung kelontong

ABSTRACT

NINGSI M. BESE, 03281911048. The Influence of the Existence of Alfamidi and Indomaret Minimarkets on the Income of Grocery Stores in Central Ternate. Supervised by Ramdani Salam and Asnita Ode Samili

The development of the market in Indonesia is increasingly widespread along with economic development. The existence of minimarkets can have positive and negative impacts on traditional traders. This study aims to determine the effect of Alfamidi and Indomaret Minimarkets on the income of grocery store traders and to determine what factors influence the income of grocery store traders in Ternate Tengah District. This study is a non-experimental study with the type of ex-postfacto (ex-postfacto) correlational research. Sampling using the purposive sampling method so that 20 grocery store respondents were obtained. Data collection using a questionnaire of trader responses, observation and documentation. The analysis technique uses the ArcGIS application for the Average Nearest Neighbor (ANN) analysis and multiple linear regression tests. The results show that the nearest neighbor analysis (ANN) of the distribution pattern of minimarket locations in Ternate Tengah is clustered, $-10.031746 < -2.58$ which is outside the critical area of the hypothesis test with a Nearest Neighbor Ratio value of 0.390421. Multiple linear regression analysis shows that there is an influence of the presence of Alfamidi and Indomaret minimarkets on the income of grocery store traders with the results of multiple regression tests showing that the significance value is $0.031 < 0.05$. The results of the Regression Coefficients show that the price factor, location, promotion techniques, and diversification of minimarket products have a significant effect on the income of grocery stores with a significant value of $0.025 < 0.05$.

Keywords: Minimarket, income, grocery store