

ABSTRACT

Sanah, impact of modern retail presence to the traditional market traders in Sumenep (Lenteng Market Case Study). Under the guidance of Tripitono Adi Prabowo, S.E., M.E and Ambariyanto, S.E., M.Si.

The purpose of this study to find out how much impact on the number of buyers in the traditional markets, the amount of profits, the amount of sales, after the modern retail in the middle of the traditional market Lenteng District of Sumenep

This research was conducted using qualitative research. Mechanical analysis of this study by Miles Huberman implemented through four grooves, (1) Data collection (2) Data reduction (3) Presentation of data (4) Conclusion.

The results of this study are: (1) Consumer spending patterns determined by the tastes and beliefs as well as the completeness of facilities and the satisfaction of consumers choose to shop in modern retail, but there are still choose to shop at the store for service system in accordance store in need of consumers.

(2) For traditional traders impact be felt in the early days of modern retail presence both on the number of buyers, sales and profits, but there are new traders affected retail presence is only the number of buyers.

The conclusion of this study research are:(1) Facilities, quality and comfort is a determinant of the consumer in the shop.(2) For traditional merchants with indicators of the number of buyers, sales and profits decline is felt most at the beginning of the modern retail presence.

Keywords : Retail Modern, Traditional Market Traders.

ABSTRAK

SANAH, Dampak kehadiran ritel modern terhadap pedagang pasar Tradisional di Kabupaten Sumenep (Studi Kasus Pasar Lenteng).
Dibawah bimbingan Tripitono Adi Prabowo, S.E.,M.E dan Ambariyanto,S.E.,M.Si.

Tujuan penelitian ini untuk mengetahui seberapa besar dampaknya terhadap jumlah pembeli di pasar tradisional, jumlah keuntungan, jumlah penjualan, setelah adanya ritel modern di tengah–tengah pasar tradisional Kecamatan Lenteng Sumenep.

Penelitian ini dilakukan dengan menggunakan penelitian kualitatif. Teknik analisis penelitian ini menurut Miles Huberman di terapkan melalui empat alur (1) Pengumpulan data (2) Reduksi data (3) Penyajian data (4) Penarikan kesimpulan.

Hasil penelitian ini adalah: (1) Pola belanja konsumen di tentukan oleh selera dan kepercayaan serta kelengkapan fasilitas dan kepuasan konsumen memilih berbelanja di ritel modern, namun ada yang tetap memilih belanja di toko karena sistem pelayanan yang ada di toko sesuai yang di butuhkan konsumen. (2) Bagi pedagang tradisional dampak yang sangat di rasakan di awal-awal kehadiran ritel modern baik dari jumlah pembeli, penjualan maupun keuntungan, namun ada pedagang baru yang terkena dampak kehadiran ritel hanya jumlah pembeli.

Kesimpulan penelitian studi ini adalah: (1) Fasilitas, kualitas dan kenyamanan merupakan penentu konsumen dalam berbelanja. (2) Bagi pedagang tradisional dengan indikator jumlah pembeli, penjualan dan keuntungan yang paling di rasakan penurunannya yaitu pada awal-awal kehadiran ritel modern.

Kata kunci : Ritel Modern, Pedagang Pasar Tradisional.