

# Perceived effects of minimarkets on the socioeconomic conditions of traders at the Karissa traditional market in Jeneponto Regency, South Sulawesi, Indonesia

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## Abstract

This study aims to determine the extent to which the existence of modern markets or minimarkets affects the socioeconomic conditions of traders at the traditional markets in Jeneponto Regency, South Sulawesi Province. This research has two main variables: the existence of a modern market and the socio-economic conditions of traders. The method used in this research is a survey method with a descriptive quantitative approach. A random sample of 35 traders is chosen from the population of traders at the Karissa market in Jeneponto Regency. Data were collected through interviews using a questionnaire that included questions about the modern market and their socio-economic conditions. To test the hypothesis that perceptions regarding modern markets affect the socioeconomic conditions of traditional traders at the Karissa traditional market, product-moment, coefficient of determination and alpha reliability tests were employed. The findings indicate that the existence of a modern market affects the socio-economic conditions of traders at the Karissa traditional market in Jeneponto Regency.

**Keywords** existence, modern market, socio-economic conditions

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## INTRODUCTION

Humans were created with abilities to meet their needs. However, they also need markets to provide the supporting facilities and infrastructure to help them meet their needs. The market is a collection of economic activities that help in realising a balance between humans and their environment, while striving to achieve satisfaction with power, glory and dignity. According to Susilo Agus (2010), the market is one way of accessing the necessities in life, and transactions between traders and consumers are growing rapidly in small retail markets or minimarkets.

The market is the most important place in everyday social life. For some people, a market is a meeting place between sellers and buyers, as well as a place of social interaction. Muhammad Aziz (2005) describes a market as a collection of sellers and buyers who make transactions for a particular product or a particular product group. Discussing the modern market inevitably leads to a discussion on the possibility for modern retail businesses to capture part of the traditional retail market share. Currently, many such modern retail businesses are highly visible, such as Indomaret, Alfamart, and Alfamidi, mushrooming in several strategic places in Jeneponto Regency. Table 1 gives an overview of minimarts in the Jeneponto Regency area.

**Table 1.** Minimarkets in Jeneponto Regency.

No.	Type of Minimarket	Address
1.	Alfamart	Empoang, Binamu
2.	Alfamart	Lanto Dg Pasewang, Balang Toa, Binamu
3.	Alfamart	Jl. Axis Raya Allu, Fort, Bangkala, Fort, Bangkala
4.	Alfamart	Jl. Axis Jeneponto Bantaeng, Pao, Tarawang Kalumpang Loe, Arungkeke
5.	Alfamart	West Tolo, Kelara
6.	Indomaret	Jl. Axis Jeneponto Malakaji Ex. Tolo Kec. Kelara, Tolo Tim., Kelara
7.	Indomaret	Pao, Tarawang

8.	Indomaret	Jl.Pahlawan Tolo City, Kelara, Tolo
9.	Indomaret	Jl. Poros Takalar - Jeneponto, Tonrokassi Tim., Tamalatea
10.	Indomaret	Lingkar South Empoang, Binamu
11.	Indomaret	Jl. Lanto Dg Pasewang No 90 Kel Bontotangnga, Bontotangnga, Tamalatea
12.	Indomaret	Togo-Togo, Batang Sub-District

Source: Jeneponto Regency

Until the 1980s, minimarkets, hypermarkets, and supermarkets did not threaten traditional markets. Modern retail markets have recently started dominating consumers' preferences because the traditional market is identified as a slum market with poor appearance and is associated with poor quality, despite very low selling prices with a conventional bargaining system. According to Fadhilah Nur Ani (2011), consumers demand that retailers provide more value for every penny they spend. Retailers must accommodate these demands if they do not want to be abandoned by their customers.

The existence of the modern market today is a consequence of the lifestyle that is developing in our society. Supermarkets and hypermarkets are popping up practically everywhere, as the level of knowledge and income of households increase and availability of time decreases. Such is the situation of multiple-income families with working husband and wife.

Minimarkets, supermarkets and hypermarkets are all around us. Although the intense competition among modern markets can theoretically benefit consumers and the economy, the impact on traditional markets is different. Measuring this impact is very important because modern markets currently compete directly with traditional markets, as they do not serve only certain market segments (Lisa, 2008).

Traditional market traders insist on their traditional ways of procuring goods and selling them to consumers at the usual price. Minimarket outlets consider the monthly supply of goods to be sold as these are still imported. The trade cycle of goods is not interrupted, and the inventory of goods is maintained. Minimarket outlets have innovative shopping features – they sell everything from electronic credit and train tickets to gas and gallons of mineral water. These features, promotions, and the convenience attract the public to these outlets. This is expected to decrease the turnover of traders in traditional markets further and affect them in many aspects, including their well-being, health, other occupations, education and social interactions. Several problems – including population growth – arise with the rapid rate of economic growth. Many minimarkets have appeared in Jeneponto Regency, and they now number more than the traditional markets. Today's modern markets can directly compete with traditional markets. Thus, perceptions on minimarkets can have an effect on the socio-economic conditions of traditional market traders.

## LITERATURE REVIEW

Perception is a very important aspect of human cognition. It enables humans to know and understand the world around them. Without the correct perception, humans cannot capture and interpret phenomena, information or data around them. According to Desmita (2010) perception is a complex cognitive process that produces a unique picture of reality that is different from the actual reality. Someone with a broad perspective will think broadly, avoid discriminating against something, will not look at problems from a narrow and fragmented view, and will easily interact with other people. Someone with a good perspective can compete healthily.

The market is 'an area where the sale and purchase of goods with the number of sellers is more than one, both called shopping centers, traditional markets, shops, malls, plazas, trade centers or other designations' (Regulation of the President of the Republic of Indonesia, 2007). Furthermore, the market is an institution that generally exists physically, bringing together sellers and buyers of a commodity (goods or services). The market is also the interaction between the seller and the buyer to determine the price level and the number of commodities traded (Sugiarto, 2006). Stanton put forward a broader understanding

of the market: The market is said to be people who desire to be satisfied, have money to shop, and are willing to spend it. In this sense, there are factors that support the occurrence of a market, namely: desire, purchasing power, and behaviour in purchasing (Fuad, 2007). Based on the statement above, a market is a place where people get something (goods/services) they need or want, according to the limits of the money they have to spend.

Traditional markets may be built and managed by the government, private sector, cooperatives or non-government organisations, with places of business in the form of shops, kiosks, booths and tents. They are owned or managed by small and medium traders and cooperatives with small-scale businesses and small capital, who undertake the process of buying and selling through bargaining (Ministerial Decree, 1997).

'Most traditional markets sell daily necessities such as food ingredients like fish, fruit, vegetables and others' (Permadi Gilang, 2011). Traditional markets in rural areas are also connected to traditional markets in urban areas, which usually act as wholesale centres for traders from surrounding rural markets. Traditional markets are a driving force for the community's economy (Eis Al Masitoh, 2013). Within the scope of 'traditional markets as government markets', three main actors are involved: sellers, buyers, and officials. In addition to the three main actors, there are other actors, namely, 'pelvic workers, parking attendants, cleaners, thugs and pickpockets' (Yeni Masni, 2014).

Thus, traditional markets are places where sellers and buyers meet, with most of the market managed by the government. Lower-class communities have markets distinguished by the absence of a sales system/management, smelly, shabby and dirty conditions, and the existence of a bargaining system that is intrinsic to traditional markets.

A modern market, which may also be built by the government, private sector, or cooperatives, takes the form of a mall, supermarket, department store, or shopping centre. Management is carried out in a modern way, prioritising service and shopping convenience with management, strong capital, and employment of price tags (Ministerial Decree, 1997). According to Malano (2011), modern markets are not much different from traditional markets, except that in modern markets, sellers and buyers do not transact directly. The buyers see the price tags on goods (e.g., barcode) which are in a building, and the service is carried out independently (self-service) or by a salesperson. A wide variety of goods can be sold, such as foodstuffs (e.g., fruits, vegetables, meat) in combination with other items like durable goods. Examples of modern markets are hypermarkets, supermarkets, and minimarkets.

Malano's (2011) statement confirms that the modern market is different from the traditional market. In modern markets, transactions between buyers and sellers occur indirectly. Buyers see the price on the price tag, take the goods themselves, and then pay the cashier. Everyone's socio-economic conditions are different. The level of human development in life depends on the fulfilment of daily life. It shows the level of life of a person or group of people, whether all kinds of life needs can be met as a whole or only limited to basic needs.

People have different socio-economic conditions. The level of human development in life depends on daily life fulfilment. This can show the level of life of a person or group of people, whether all kinds of life needs can be met as a whole or only limited to basic needs. According to Sumardi, 'Socio-economic conditions are a position that is socially regulated and places a person in a certain position in society, the granting of that position is accompanied by a set of rights and obligations that must be played by the status bearer' (Basrowi, 2010).

## **THEORETICAL FRAMEWORK**

The market can be interpreted as a meeting place for sellers and buyers to carry out a sale and purchase transaction, and can generally be grouped into two, namely, traditional and modern markets. Traditional markets are characterised as being dirty, and smelly, and by the presence of a bargaining process. Meanwhile, the modern market is also identified by specific characteristics such as 'cool', 'clean', and the absence of a bargaining process, as the price tag/barcode signals the price.

Socio-economic factors include income, education, health, and social interaction. To reduce competition, the government enforces regulations regarding market arrangement. These policies are outlined in central and regional government regulations. The idea of the problem of perceived competition between traditional markets and modern markets is not mere conjecture, but has been proven and confirmed in relevant studies. Figure 1 demonstrates the theoretical framework used in this research.

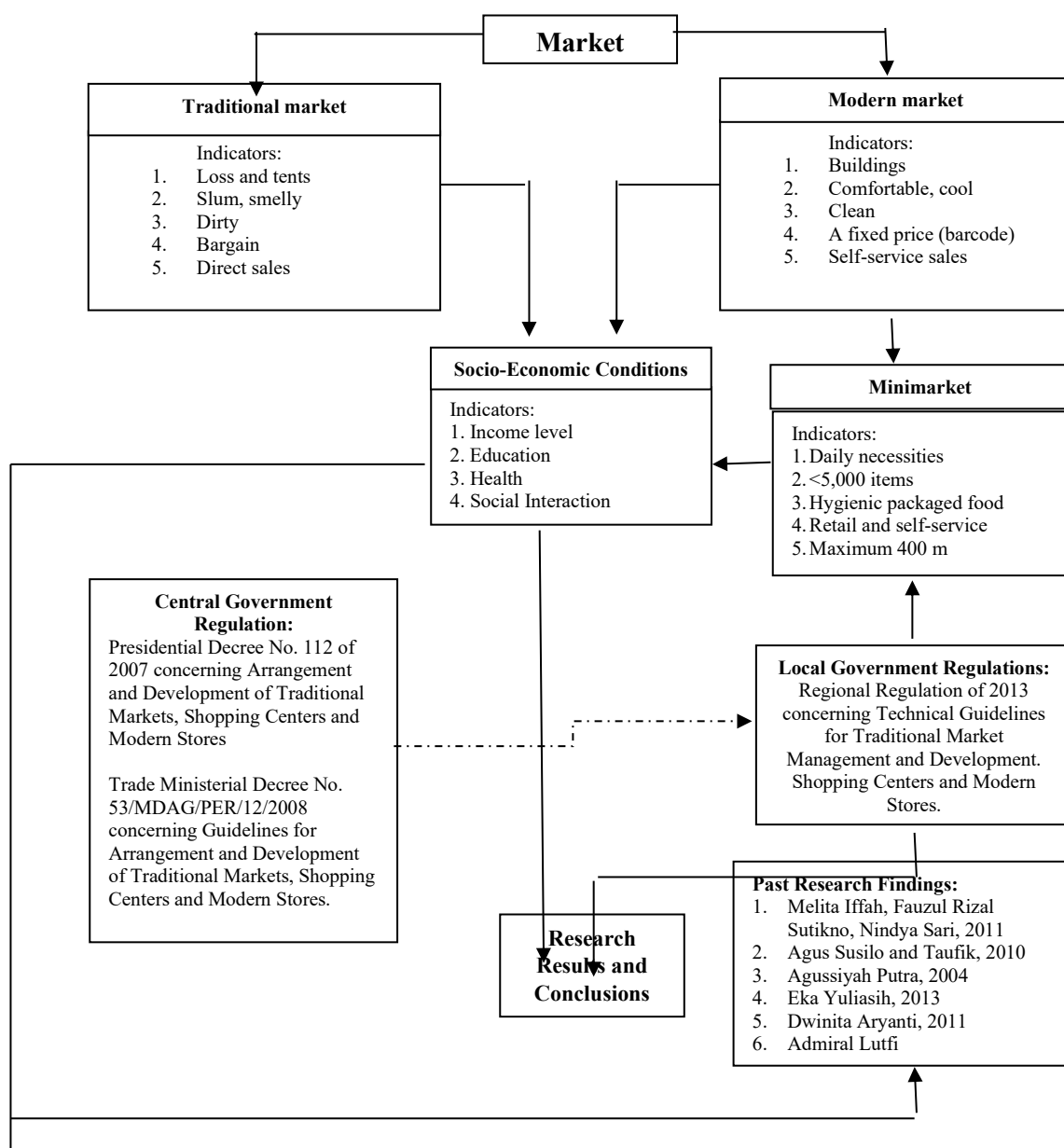


Figure 1. Conceptual framework.

### Research Hypothesis

The study tests the following hypothesis on the influence of perceptions about minimarkets on the socio-economic conditions of traders in the Karissa traditional market in Jeneponto Regency:

Ha: Perceptions about minimarkets affects the socio-economic conditions of traders in the Karissa traditional market; and

Ho: Perceptions about minimarkets do not affect the socio-economic conditions of traders in the Karissa traditional market

## RESEARCH METHODS

The form of research used is associative research with a quantitative approach. Associative research aims to determine the effect or relationship between two or more variables. So in this study, there are independent variables (influenced variables) and dependent (influenced) variables. With this form of associative research, we can find out how the influence of the existence of the Modern Market on the continuity of the Traditional Market.

The population is a generalization area consisting of objects or subjects with certain qualities and characteristics determined by researchers to be studied and then concluded (Sugiyono, 2012). The population in this study is all traders actively trading in traditional markets in Jeneponto Regency. According to Sugiyono (2014), the sample is part of the number and characteristics possessed by the population. Suppose the population is large, and the researcher can't study everything in the population, for example. In that case, with limited funds, manpower and time, the researcher can use a sample taken from that population. The population in this study amounted to 201 people, taken based on data from traders who are actively trading in Jeneponto Regency in 2021. If rounded off, the sample size from a population of 201 people with an error percentage of 10% (0.1) is 67 respondents.

Primary data is data obtained directly from the first source (Sugiyono, 2012: 193). Primary data collection in this study was with direct observation (to observe phenomena and conditions directly related to the object of research), questionnaire (distributing a list of questions to traders actively trading in the market in Jeneponto and then answered according to the circumstances). To obtain information with high reality and validity. The data obtained will then be processed using SPSS 22.0 for Windows.

Secondary data is a source of data obtained indirectly. This secondary data supports the needs of primary data such as books, literature and readings that are related and support this research (Sugiyono, 2017: 137). Secondary data in this study was with library research (research carried out by collecting data from books, journals or theses and relevant readings and supporting research) documentation studies (written notes or documents, pictures or other objects related to the phenomenon under study).

The researcher knows the direction of the relationship between the independent variable, namely the existence of a modern market on the dependent variable, whether the continuity of the traditional market is positive or negative and predicts the value of the dependent variable if the independent value increases or decreases. Therefore, a simple linear regression analysis method will be used to focus on the results obtained. The researcher uses the help of SPSS (Statistical Product and Service Solution) 22.0 for windows.

### Respondent Identity

Characteristics of respondents are one of the variables taken into account in a study; this is needed in explaining the answers to the questionnaires given to respondents, while the characteristics of respondents in this study include gender, age and type of products by market traders in Jeneponto Regency. Descriptions of respondents are presented as follows:

#### Gender

Description of respondent's identity based on gender are presented in the following table:

**Table 1. Identity of Respondents based on Gender**

No.	Gender	Frequency	Percentage(%)
1.	Male	6	9%
2.	Female	61	91%
	Total	67	100%

Source: Processed primary data (2021)

Table 1 concluded that most market traders respondents in the Jeneponto Regency are 61 females and 6 male traders. **Age**The description of the respondent's identity based on age is presented in the following table:

**Table 2. Identity of Respondents based on Age**

No.	Age	Frequency	Percentage (%)
1.	17 – 21 years	2	3%
2.	22 – 26 years	3	4%
3.	27 – 31 years	9	13%
4.	32 – 36 years	4	6%
5.	> 36 years	49	73%
	Total	67	100%

Source: Processed primary data (2021)

Table 2 concluded that market traders respondents in Jenepono Regency are dominated by traders whose age is >36 years old by 73%.

### Types of Products

The description of the respondent's identity based on the type of products is presented in the following table:

**Table 3. Identity of Respondents based on Type of products**

No.	Type of products	Frequency	Percentage(%)
1.	Food	23	34%
2.	Clothing	44	66%
	Total	67	100%

Source: Processed primary data (2021)

Table 3 concluded that the respondent traders in the market are dominated by respondents who sell clothing, which is 66%. This condition is because around the market in Jenepono Regency, it is rare to find traders clothing of sale needs, so traders who sell clothing needs in the market see a large opportunity to sell clothing needs.

### Method of collecting data

Collecting relevant data to support analysis to analyze and solve problems, the methods used in this research are:

#### 1. Field research

Namely collecting data in the area / research location with data collection techniques by observation, interviews and questionnaires.

Observation is a technique used to describe the state of the field with observations made by the author on active smokers which are always objective and factual. The aim is to obtain a complete picture of the state of the research location.

Interview (interview) is a technique used to obtain accurate and complete information about active smokers, then conducted interviews with informants and respondents.

Questionnaires are used to record data about respondents' activities. The questionnaire was filled out in a structured manner by using a list of questions that had been prepared.

#### 2. Library research

Namely research through several reading books, literature and scientific information to obtain the underlying theory in analyzing the data obtained from the research location.

#### Data Types and Sources

##### 1. Primary Data

Primary data is a source of research data obtained directly from the original source (not through intermediaries). Primary data is specifically collected by researchers to answer research questions (Indiriantoro, 1999). In this study, data were taken based on questionnaires interviewed to respondents. The primary data includes the identity of the respondent, the level of consumer income, the number of cigarettes consumed and the total costs incurred for cigarette consumption in a day. This data is sourced from male cigarette consumers.

##### 2. Secondary Data

Secondary data is a source of research data obtained by researchers indirectly through intermediary media or obtained and recorded by other parties (Indriantoro, 1999). In this study, data were obtained from the Central Bureau of Statistics of Makassar City, Ministry of Health, journals, reports, documents, books and other literature that discusses the research material and other supporting data that are considered to be able to support this research.

#### Data analysis method

The analytical method used in this research is Ordinary Least Square (OLS) regression analysis. Regression analysis is a method to analyze the relationship between variables. The relationship is expressed in the form of an equation that relates the dependent variable to one or more independent variables.

To identify the dependent variable and the independent variable, an inferential analysis model is used, namely multiple regression analysis which is expressed in the form of a function as follows:

$$Y = f(X_1, X_2, X_3, X_4, X_5, X_6, X_7) \dots\dots\dots(1)$$

or it can be explicitly stated in the following Cobb-Douglas function:

$$Y = \beta_0 X_1^{\beta_1} X_2^{\beta_2} X_3^{\beta_3} X_4^{\beta_4} X_5^{\beta_5} D_1 D_2 e \dots\dots\dots(2)$$

To estimate the regression coefficient, Feldstein (1988) transforms into a linear form using the natural logarithm (ln) into the model so that the following equation is obtained:

$$\ln Y = \ln \beta_0 + \beta_1 \ln X_1 + \beta_2 \ln X_2 + \beta_3 \ln X_3 + \beta_4 \ln X_4 + \beta_5 \ln X_5 + D_1 + D_2 + e \dots\dots\dots(3)$$

where:

Y = Demand for the commodity

$\beta_0$  = Constant / intercept

$\beta_1, \beta_2, \beta_3, \beta_4, \beta_5, \beta_6, \beta_7$  : Parameter

X1 = Income (rupiah)

X2 = Price of Goods (rupiah)

X3 = Price of substitute goods

X4 = Price of complementary goods

X5 = Health Cost (rupiah)

D1 = Traditional market

D2 = Modern market

i = Error term

Decision makers as a result of hypothesis testing, this can be done by looking at the level of significance of the regression coefficient between the dependent variable and the independent variable through several statistical requirements testing, as for testing the requirements, namely:

#### 1. Kolmogorov-Smirnov

The criteria for assessing the normality test of the Kolmogorov Smirnov approach is if the significance level is 5%, the Asymp value

#### 2. Normal Probability Plot

This normality test can be done through regression calculations using SPSS 22.0 (for windows).

#### 3. Normality Test Histogram

The residual data contributes to normal or not skewed and fits the curve.

### RESEARCH RESULT

The normality test in this study was carried out through regression calculations using SPSS 22.0 for windows detected through two approaches, namely a graphical approach and the Kolmogorov-Smirnov test approach, which compared two observations with a that detected a normal distribution. The following is the normality test approach using the Kolmogorov-Smirnov approach and the graph plot approach:

#### *Kolmogorov-Smirnov*

The criteria for assessing the normality test of the Kolmogorov Smirnov approach is if the significance level is 5%, the *Asymp* value. Sig (2-tailed) greater than 5% means the residual variable is normally distributed.

Table 4. Kolmogorov-Smirnov . Normality Test Results  
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		67
Normal Parameters <sup>a,b</sup>		,0000000
Mean		2,69351566
Std. Deviation		,081
Most Extreme Differences	Absolute	,081
	Positive	
	Negative	,075 ,081
Test Statistic		
Asymp. Sig. (2-tailed)		,200 <sup>c,d</sup>

a. Test distribution is Normal.

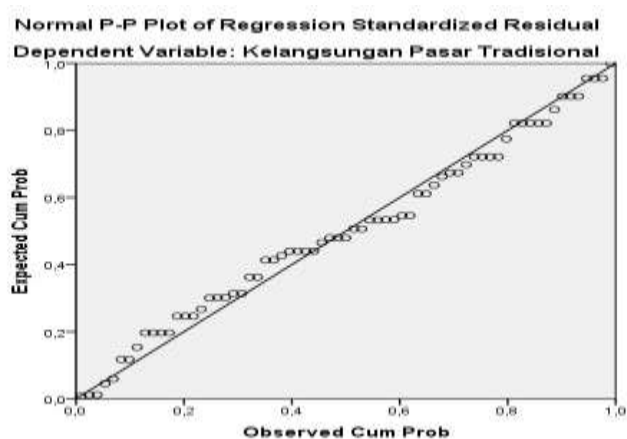
Source: Data Processing Results (2021)

Based on the *Kolmogorov*-Smirnov normality test results, the *Asymp* value is known. Sig. (2-tailed) 0.200 > 0.05, it can be concluded that the residual value is normally distributed.

### 3.4 Normal Probability Plot

This normality test can be done through regression calculations using SPSS 22.0 (for windows). The normality test with a plot graph approach or Normal P-P Plot of Regression Standardized Residual is if the data spread around the line and follows the direction of the diagonal line, then it is normally distributed.

Figure 2. Normal Probability Plot

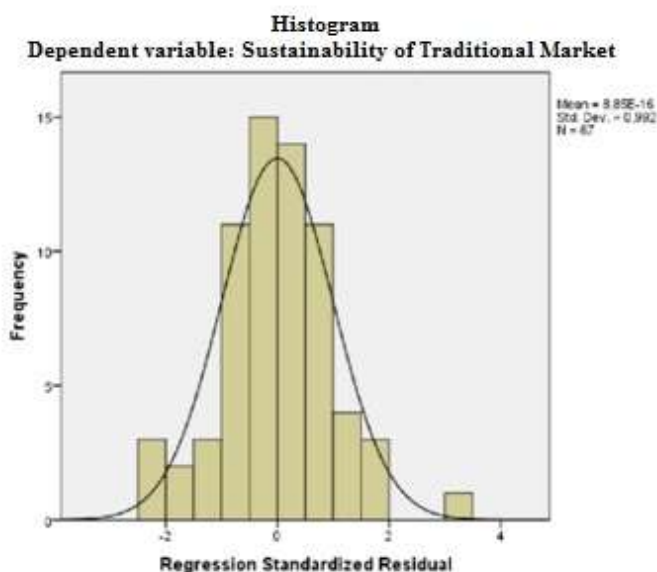


Source: Data processing results, 2021

In Figure 2, the P-Plot shows the points following and approaching the diagonal line so that the regression model used can meet the assumptions of normality.

### Normality Test Histogram

Figure 3 Normality Test Histogram



Source: Results of data processing (2021)  
 Figure 4.3 shows that the residual data contributes to normal or not skewed and fits the curve.

### Simple Linear Regression Analysis

Table 5 Simple Linear Regression Analysis Results

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	13,439	3,041		4,419	,000
	Keberadaan Pasar Modern	,454	,097	,500	4,659	,000

a. Dependent Variable: Kelangsungan Pasar Tradisional

Source: Processed primary data (2021)  
 Based on table 5, it can be arranged a simple regression equation as follows:  
 $Y = 13,439 + 0.454X$

The simple linear regression equation can be described as follows:

1. The constant value of 13.439 means that the consistent value of the sustainability variable of traditional markets is 13,439.
2. The regression coefficient for the Modern Market Existence variable (X) is 0.454, which means that for every 1% addition to the value of the Modern Market Existence, the Modern Market Sustainability value increases by 0.454. The regression coefficient is positive. Thus, the impact of the Modern Market Existence variable (X) on the Traditional Market Sustainability (Y) is positive.

### Hypothesis test

#### Partial Test (T-Test)

The partial significance test or t-test was carried out with the aim of testing whether the Modern Market Existence variable (X) had a significant effect on the Traditional Market Continuity variable (Y). The t-test to be carried out was as follows:

Ha: There is an influence between the news of the delay on the company service image.

H<sub>0</sub>: There is no influence between news delays on the image of the company's services.

The decision-making criteria with a significant level of 0.05 (5%) are as follows:

1. If  $t_{count} > t_{table}$  then H<sub>0</sub> is rejected, and Ha is accepted at = 5%
2. If  $t_{count} < t_{table}$ , then H<sub>0</sub> is accepted and Ha is rejected at = 5%

Table 6. Partial Test Results (t-test)

Model		Coefficients <sup>a</sup>				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	13,439	3,041		4,419	,000
	Modern Market Existence	,454	,097	,500	4,659	,000

b. Dependent Variable: Sustainability of Traditional Market

Source: Results of data processing, 2021

Based on table 4.3, it can be seen that the t value of the variable of the Modern Market existence (X) is 4.659 with a significance level of 0.000, and the value of ttable (df=67 - 2) is 1.997 so that tcount > ttable (4.659 > 1.997) and the significance is 0.000 < 0.050. Thus, it can be concluded that the variable of the existence of a modern market is partially significant to the continuity of the traditional market.

#### Coefficient of Determination Test (R<sup>2</sup>)

The coefficient of determination (R<sup>2</sup>) reflects the ability of the dependent variable. This analysis aims to calculate the influence of the independent variable on the dependent variable. The higher R<sup>2</sup>, the more significant the proportion of the total dependent variation explained by the independent variable.

Table 7. Coefficient of Determination Test Results (R<sup>2</sup>) Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,500 <sup>a</sup>	,250	,239	2,71416

a. Predictors: (Constant), Modern Market Existence

b. Dependent Variable: Sustainability of Traditional Markets

Source: Results of data processing, 2021

1. Based on table 4.31, it is known that the value of R<sup>2</sup> (R Square) is 0.250, which means that the variation of the independent variable, namely the existence of a modern market, can explain the traditional market continuity variable by 25%. In comparison, the remaining 75% is explained by other variables not examined in this study.

2. The value of R = 0.500 means that the relationship between the Modern Market Existence variable (X) and the Traditional Market Continuity variable (Y) is 50%, indicating a strong relationship between variables.

### 1.5 Discussion of the Impact of the Modern Market Existence on the Sustainability of Traditional Market

Based on the results of research-tested previously, it is explained that the respondents answered the results of the data instruments. The instruments used to measure the variables of Modern Market Existence and Traditional Market Sustainability are valid and reliable. The indicators and statement items in this study can be used in the future. These results then obtained that the variable of the existence of the modern market simultaneously has a positive and significant effect on the variable of the continuity of the traditional market. The partial test results explain that the Modern Market Existence variable (X) has a positive and significant effect on the Continuity of Traditional Markets (Y). Where  $t_{count} > t_{table}$  ( $4.659 > 1.997$ ) and the significance level is  $0.000 < 0.050$ . Based on the results of this partial test, it can be seen that the existence of the modern Pondok Indah market, the fruit market, affects the viability of the traditional market, the Setiabudi SB Group market. Then based on the results of the coefficient of determination test ( $R^2$ ), it is known that the effect of variable X (Presence of Modern Markets) on variable Y (Continuity of Traditional Markets) is 25%. In comparison, the remaining 75% is explained by other variables not examined in this study. The results of this study support previous research conducted by Annisa Hadif Nst and Abd. Jamal (2018), with the title "The Impact of Modern Markets (Alfamart) on Traditional Market Businesses in Aceh Besar District", where the establishment of a modern market is a threat to traditional market traders. This requires traditional market traders to change their strategy and provide good facilities for consumers to compete with modern markets. The government must also pay attention to traditional markets to improve the quality of goods sold and maintain price stability. Market traders must also be able to increase their business and maintain cleanliness and comfort so that consumers do not switch to modern markets.

It is necessary to consider the most appropriate techniques of data collection to ensure that the information obtained is truly valid and reliable. There are two techniques of data collection: primary data collection (researchers collect data directly from the field) and secondary data collection (library research, from other parties who have collected the data first, which includes other indirect data collection (data obtained).

The research method used by the author in this study is a quantitative research method with a survey approach for collecting primary data. Quantitative research methods are surveys used to obtain data from certain natural (vs artificial) places. Most researchers follow Sugiyanto (2011) in designing data collection methods and employ questionnaires, tests, and structured interviews (Sugiyono, 2011).

The population of a study consists of objects or subjects that have certain qualities and characteristics that have been deemed significant by researchers. The sample is a subset of the population and is considered representative of it. The sample for this study was randomly selected through quota sampling (Sugiyanto, 2011). Any trader in the Karissa market who met with the researcher was considered part of the sample if the person acted as a suitable data source, until the quota of 30 was reached. Traders under specific categories were included, namely, basic food traders (distributor agents), household appliances traders, and vegetable traders. Researchers only distributed research instruments to these traders because they carry merchandise similar to that found in minimarkets such as Indomaret, Alfamart, and Alfamidi.

## DISCUSSION of RESULTS

This study shows that perceptions of minimarkets have a significant effect on the socio-economic conditions of traders in Karissa traditional markets. An  $f$  value of 34.744 was obtained with a significance level (sig) equal to or less than 0.05, and the  $t$ -count value was  $5.894 > t_{table}$  1.701, which indicates there is a significant relationship between perceptions of minimarkets and socio-economic conditions of traders; thus,  $H_a$  is accepted. This is in accordance with the initial hypothesis, which states that perceptions of minimarkets affect the socio-economic conditions of traders.

This is consistent with the results of research conducted by Susilo and Taufik (2011), which stated that it is true that the presence of modern markets has threatened the existence of traditional markets. This is also in line with the results of research conducted by Putra (2004), who found that the existence of a modern market affects the income variations of traders in a traditional market centre. In addition, there are several differences between the modern market and the traditional market, namely, differences in terms of shopping, shopping convenience, and the quality of the goods traded. In addition, research

conducted by Aryani (2011) showed that the existence of minimarkets decreased income. Calculation of the magnitude of the contribution of the perception of the minimarket on the socio-economic conditions of traders resulted in an R-value of 0.744, which indicates that the influence between perceptions of minimarkets and the socio-economic conditions of traders is 'strong', and the coefficient of determination of 55.4% indicates that the perception of minimarkets affects the socio-economic conditions of traders by 55.4%.

The perception of minimarkets does not only influence the socio-economic conditions of traders. It only affects income or only from the point of view of the level and changes in their income. Other factors also influence socio-economic conditions such as field conditions in the market, the number of dependents in the family, the level of education, health, mindset, and the ability of traders to socialise in society in the environment.

This is in line with the results of the pre-research observations obtained by the researchers. We found that traders of vegetables, meat, basic necessities, and fruits did not get enough attention from market managers, did not get a proper and comfortable place to trade, and did not get an allotment of kiosks. Thus, they set up their own kiosks along sidewalks or roadsides despite paying monthly rental fees to market managers or thugs. Vegetables, meat and basic food traders gathered a lot, while fruit traders gathered along the street. This situation does not allow traders to be creative and innovative, all the while facing competition from modern markets nearby.

These pre-research observations were confirmed by primary data collected from questionnaires, which further showed that traders in the Karissa traditional market often have many children or dependents. At the same time, their sole source of income is trading, which leads to very low socio-economic levels.

Traders think of education as a formality so that they can read, write and count. Most of them have only graduated from high school. They rarely go to university as parents prefer to transfer the cost of education to personal needs. Some traders, including children, prefer to help or take the place of their parents in trading than go to school. In terms of health, the dominant traders are not too concerned with their physical health; they rarely go to the doctor for a health check, even when they are seriously ill, preferring to take makeshift medicines instead.

Meanwhile, in terms of mindset and socialisation, traders think that their whole life revolves around the market. Parents who trade instruct their children in the mechanics of trade too, and poor education gives them very little room for socioeconomic movement. They lack awareness of education as a means to improve one's quality of life. Thus, a trader who develops an attachment to the market environment seems cut off from other environments. The survey revealed that traders feel competitive with or threatened by the emergence of minimarkets, while also enjoying the existence of these minimarkets. They often buy daily necessities for personal or household use from minimarkets, taking advantage of discounts (rebates). In other words, traditional traders perceive both, advantages and disadvantages to the competition between traditional and modern markets.

## CONCLUSION

Based on the results of research and discussion on the influence of the existence of modern markets on the survival of traditional markets, the following conclusions are drawn:

There is a negative impact caused by modern market existence on traditional markets' sustainability that decreases the number of buyers by up to 25%. This can be proven by the regression coefficient value having a value of 0.454 from the results of hypothesis testing showing a tcount value of 4.659 with a significance level of  $0.000 < 0.050$ . In conclusion, the variable of the existence of modern markets has a positive and significant impact partially on the sustainability of traditional markets. Then based on the results of the simple regression analysis results, the regression coefficient value of the modern market existence variable (X) is 0.250, which means the value of the regression coefficient constant is 25% with the coefficient is positive. Thus, it can be interpreted that the variable of the existence of the modern market and the variable of the continuity of the traditional market has a relationship of 25% and is categorized as strong.

Then, the coefficient of determination test results showed that the value of R<sup>2</sup> (R Square) is 0.250, which means that the variation of the modern market existence variable (X) can affect the continuity of traditional markets, which can affect the modern market traders in traditional markets. Economic matters have a negative effect. The emergence of the modern market, Pondok Indah, the fruit market, which is located not far from the market, has caused a decline in the number of consumers by up to 25%, which impacts the income of traders in the market. Consumers are more interested in shopping at the modern market, Pondok Indah, the fruit market. After all, the system is in services and facilities that make consumers feel more comfortable.

#### **RESEARCH IMPLICATION**

This research implies that the Jeneponto Regency government has to pay more attention to the conditions of traders in traditional markets. For instance, the government can review and monitor the application of laws and regulations governing the arrangements and development of traditional and modern markets.

#### **RECOMMENDATIONS**

Based on the results of the study, the researchers put forward some suggestions to the Jeneponto Regency Government. The government is expected to pay more attention to and improve the implementation of existing regional regulations following the technical guidelines for the arrangement of Fostering Traditional Markets, Shopping Centers and Modern Stores, focusing on the location of the establishment, sales system and types of goods, and terms of establishment, while also placing strict sanctions on violators of the Regent's Regulations.

Minimarket business operators are expected to review all aspects related to the establishment of their businesses around traditional markets so as not to cause unfair competition to traditional traders.

Managers and traders in traditional markets should innovate, for example, by improving the neatness and orderliness of stalls, enhancing management for market cleanliness and clearing parking spaces, and other measures that can make consumers more comfortable while shopping at traditional markets. Thus, continuing improvements will allow traditional markets to meet stiff competition from various minmarkets in the vicinity, and improve the socio-economic conditions of traditional traders.

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