

A PERSPECTIVE FROM MARKETING MIX AND SALES PERFORMANCE: THE EXISTENCE OF MODERN RETAILERS AMID TRADITIONAL RETAILERS IN SONDER*PERSPEKTIF DARI BAURAN PEMASARAN DAN KINERJA PENJUALAN: KEHADIRAN RITEL MODERN DI TENGAH RITEL TRADISIONAL DI SONDER*

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Abstract: The rapid grow of modern retailer in almost major cities in Indonesia has an impact on economic development and has a strong effect on community decision-making about whether to shop in modern retailers or traditional retailers. This study aimed to analyze the existence of modern retailers amid traditional retailers in the perspective of marketing mix and sales performance. Descriptive qualitative approach was used in this study. Primary data was gained from interview with 30 respondents from traditional retail owner in Sonder district. Based on the result of the study, it shows (1) the presence of modern retail in Sonder district has an impact on 43% traditional retailers and 57% retailers not impacted. (2) Marketing mix strategy affecting on increasing traditional retailer sales performance which product and price variable has an important role. Meanwhile, the others remaining marketing mix strategy variable such as promotion and place did not play significant role in increasing the traditional retailer sales performance in Sonder.

Keywords: marketing mix, sales performance, modern retailer, traditional retailer

Abstrak: Pesatnya pertumbuhan ritel modern di hampir kota-kota besar di Indonesia berdampak pada pembangunan ekonomi dan memiliki efek yang kuat pada pengambilan keputusan masyarakat tentang apakah akan berbelanja di ritel modern atau ritel tradisional. Penelitian ini bertujuan untuk menganalisis keberadaan ritel modern di tengah ritel tradisional dalam perspektif bauran pemasaran dan kinerja penjualan. Pendekatan kualitatif deskriptif digunakan dalam penelitian ini. Data primer diperoleh dari wawancara dengan 30 responden dari pemilik ritel tradisional di distrik Sonder. Berdasarkan hasil penelitian menunjukkan (1) Kehadiran ritel modern di distrik Sonder berdampak pada 43% ritel tradisional dan 57% ritel tidak terpengaruh. (2) Strategi bauran pemasaran yang mempengaruhi peningkatan kinerja penjualan ritel tradisional yang variabel produk dan harga memiliki peran penting. Sementara itu, variabel strategi bauran pemasaran lainnya yang tersisa seperti promosi dan tempat tidak memainkan peran penting dalam meningkatkan kinerja penjualan ritel tradisional di Sonder.

Kata Kunci: bauran pemasaran, kinerja penjualan, modern ritel, tradisional ritel

INTRODUCTION

Research Background

A modern retailer is a self-service store that sells various types of goods at retail. Modern stores are divided into minimarkets, supermarkets, hypermarkets, department stores and wholesalers. Especially minimarket sector is popular nowadays, with the spread of minimarket locations that are not only in the centre of town, but have penetrated into the suburbs, the minimarket sector has contributed to the growth of social-economic conditions in the city. In the other hand, traditional retailer is one of the businesses basic goods that are in demand

by many people, because of the distance that is not too far from home and very profitable for the store owners. Results sufficient for the living needs of the owners to make the quality of business small shops are much in demand by people as one of the home businesses. This effort classified as a business that is not so difficult because the necessary capital is not so much and can be done in your own home, therefore, the more many people who set up similar businesses can create work for himself or his family. Daily necessities can also be fulfilled because the income is said to be quite decent.

However, the phenomenon of modern retailer growth in almost all major cities in Indonesia has an impact on economic development and has a strong effect on community decision-making about whether to shop in modern minimarkets or traditional retail stores. Based on Data from the Indonesian Retail Entrepreneurs Association (Aprindo) said that until the end of 2020 there were 1,200 stores or an average of 4-5 traditional retail stores closed per day. While in the period January to March 2021 recorded about 90 traditional retail stores or 1-2 stores closed per day. In terms of share of retail sales, AC. Neelson stated that even though traditional retail still dominates the market, the growth of modern retail (grocery retailing) in Indonesia increased very rapidly from 25% in 2002 to 44% in 2012. The most growth occurred in the minimarket format.

Linear with the national data, the same condition can also be found in Sonder District. Sonder District is a sub urban city located in Minahasa regency with the northern border Tomohon city and western border South Minahasa regency. In that condition, it made Sonder district flanked by two major cities and impacted as a crossing place to be passed by riders. This is a very potential business field for traditional retailers to sell their product. Based on the data observed by the researcher, there are around 168 traditional retail operating in Sonder district. By the year of 2015, the modern retail has reached Sonder. According to data from interview, they were only 2 modern retail in Sonder back then. Current data obtained by observing the modern retail shows significant increase from 2 to 7 modern retail within 7 years. This significant increase of modern retail in Sonder has a potential of competitiveness to traditional retail.

According to traditional retail store owner nearest the modern retail store such as Alfamart and Indomaret, there are significant changing on people's preference to shop since the modern retailer store exist amidst traditional retailers in Sonder District and the most importantly, the existence affect their sales performance causing lower income/profit. From the case above, it is interesting to know what factors in Sonder are influencing consumer choice and the impact of marketing mix on sales performance. As in Sonder both modern retailer and traditional retailers are operating together. In addition to that, the COVID-19 Pandemic has an impact on modern retailers and traditional retailers. The COVID-19 Pandemic situation has changed people's buying and selling activities. They prefer to stay at home and shop for daily necessities nearest store or placing orders through online application. From this case, online shopping platform have significantly benefited because people are still afraid to leave the house to prevent being infected by the virus. This study find it urge to do a research regarding the impact of the marketing mix towards the existence of modern retailer to traditional retailer's sales in Sonder and further research on how they effecting their marketing strategies during COVID-19 Pandemic.

Research Objective

Based on the description that has been stated in the background above then the research objective is to analyze the impact of the existence of modern retailers on traditional retailers in Sonder and to analyze the impact of marketing mix to traditional retailers sales performance in Sonder.

THEORITICAL FRAMEWORK

Marketing Mix

Marketing mix means the product, price, place and promotion strategies to produce and carryout exchanges and achieve the target markets. "Marketing mix, interrelated actions and solutions to meet consumer needs and to achieve the company's marketing goals, a whole" (Sereikienė-Abromaitytė, 2013). Marketing mix, a set of relevant factors and solutions that enable customers to meet the (national) needs and achieve the goals set by the company (Pruskus, 2015). According to Singh (2016), marketing is a complex range of marketing mix solution variables used in the company seeking to sell their goods and services.

Sales Performance

Sales Performance is a positive influence on the effectiveness of the sales organization, in addition to other factors that can affect the overall effectiveness and other factors that are beyond the control of the salesperson, such as competition, politics and law, social culture, economic conditions and sources and goals of the company (Swastha, 1988:20).

Previous Research

Oktaviyanti, Masyhuri, and Mulyo (2015). aimed to: (1) describe the marketing mix strategy, (2) examine the influence of marketing mix strategy on sales, (3) know the sales performance of products, (4) forecast the future demand of primary products, and (5) explore the strengths, weaknesses, opportunities, and threats (SWOT). Descriptive explanation, multiple linear regression analysis, one way analysis of variance, moving average forecasting, and SWOT analysis were conducted. This research showed that in the product mix as a component of marketing mix, this business unit offers tea products in various packaging and flavoring. The price determination conducted based on cost, market competition, and standards in certain lines. The promotion mix used are above and below the Line communication strategy. The place mix conducted by distributing products through selective distribution channel and direct channel. Promotion cost and flavor variants variables of the marketing mix were proven to have positive significant influence on the sales. Based on the one way analysis of variance, grouped tea product sales of tea bag, loose and instant tea, and ready to drink tea were significantly different. Forecast of black tea bag, lemon flavored black tea bag, and green tea bag sales volume in 2014 which give the best sales performance tend to be fluctuated. The SWOT analysis showed that this business unit's position is in quadrant 1 which supports the SO (Strengths-Opportunities) strategy.

Tadesse (2019) determined the effects of marketing mix on sales performance. The research was guided by the following objectives: To examine the product consideration influence and sales performance of Derba Cement, to identifying how the effect of Advertising and sales performance of Derba Cement, to examine to what extent dose price and sales performance at Derba Cement, and to assess the effect of place/distribution and sales performance of Derba Cement. Descriptive research was used in the study. Target population was 384 respondents was taken from customers who purchase Derba cement, like retailer's construction companies and end users. The study used non probability (or judgmental) sampling techniques. Structured questionnaires were used to collect data. Descriptive statistics correlation and multiple regression was used to analyze data. Tables and figures were used to present data. Statistical Package for Social Sciences (SPSS 20) software was used to analyze the data. The first objective sought to evaluate the relationship between product and sales performance. These statistical result show that there is a positive perspective indicates that customers attitude about the products of Derba Cement PLC towards the company product quality, product labeling, product package design, brand name and product quality competitiveness. The second objective indicate that customers attitude about the price of Derba Cement are very good towards company price reasonableness and competitive, taking long period of time to price change and its effect on customers attitude of purchase decision. The third objective indicate that customers attitude about the place/distribution of Derba Cement are good response towards, transport service, door to door delivery of Derba Cement has an effect on customers purchase decision. The fourth objectives indicate that customers attitude about the Advertising of Derba Cement are moderate response towards, encountered with the advertising, attract attention, create awareness and convinced about the product, repetitiveness and gives the company a competitive edge. The fifth objectives indicates that all questions which are product quality increment or reduction, selling price increment or reduction, due to advertising and on time product delivery or late delivery have an effect on the sales of Derba Cement PLC.

RESEARCH METHOD

Research Approach

This research is based on collecting the interviewer's opinion and arguments using qualitative research method that will generalize the data collection and use descriptive method in writing the report. The purpose is to analyze the respondents' point of view and statement or opinion about the phenomenon, which aim to describe the impact of modern retailer existence to traditional retailer in a marketing mix and sales performance perspective.

Population, Sample, and Sampling Technique

According to Sugiyono (2010:117) Population is a geographic generalization which consist object or subject that has quality and characteristic whom set by the researcher in order to study and make a conclusion. Population could be a person and other objects such as nature. At the same time, Furhan (2004) define the population as an object that represent the whole which was set by the researcher in detail. Population is a whole subject of research (Arikunto, 2002). The population of this research is the traditional retailer owner around modern retailers located in Sonder District, Minahasa.

Sample is a part of population or a representative of population (Arikunto 2002:108). However, sampling is a way or process to select and classify the population in order to get the sample representative (Nursalam 2003:97). The sample of this research is 30 traditional retailers' owner in Sonder District.

The sampling technique used in this research is purposive sampling, according to Sugiyono (2010) purposive sampling is a technique for collecting data samples from data sources with certain considerations, such as people who are known to understand the matter, can be trusted, or have authority, which will make it easier for the researcher to investigate a specific object or social circumstance.

Data Collection Method

This research uses both primary data and secondary data. The triangulation method is used to collect the primary data. The triangulation method consists of in-depth interview, moderate observation. The in-depth interview is conducted through direct interview, phone call and zoom meeting. In moderate observation, the researcher involves in some activities that the informants do, such as observing both traditional dan modern retailer's operational hours in order to have better understanding about the activity. The documentation are in forms of pictures and voice recordings. The secondary data has gathered through literature review, articles, journals, handbook, previous studies, and any other sources that already exists before.

Operational Definition of Research Variable

This research has two variables to analyses the impact of the existence of modern retailers amid traditional retailers. The variables are Marketing Mix and Sales Performance. The researcher will find out the perspective of two variables on the existence of modern retailers amid traditional retailers.

1. Product is anything that a producer can offer to be noticed, requested, sought, purchased, used, or consumed by the market as a fulfilment of the needs or desires of the relevant market, either in the form of goods or services.
2. Price is very important because it determines the profit and survival of the company. Pricing has an impact on the marketing strategy adjustments taken. The price elasticity of a product will also affect demand and sales.
3. Place refers to providing a product in a place for consumers, for easier access. Place is synonymous with distribution, covering marketing issues such as channel type, exposure, transportation, distribution, and location.
4. Promotion is a form of marketing communication which is an activity to disseminate information, influence, and remind the target market of the company and its products to be willing to accept, buy, and be loyal to the products offered by the company concerned.
5. Sales performance is the effective influence of traditional retail in running a business.

RESULTS AND DISCUSSION

Result

Interview Result

According to informant 1, a retailer since 1978, has one worker. Profit per month above 50 million. Opinion about the existence of Alfamart is not affecting the sales, income and quantity of costumer, it is because of the pre-paid strategy applied and of course the price comparison that is cheaper than Alfamart. Meanwhile, the retail has applied marketing mix strategy such as pre-paid product and barter system (Product), cheaper and affordable price (Price), and has built a well-known place and a strategic business location (Place). There is no specific promotion strategy applied, but the three marketing mix strategy mentioned above increasing the sales performance. Covid 19 Impact: affecting, down approximately 40% on sales performance due to PPKM.

According to informant 2, a wholesaler operated 20 years, has four workers. Profit per month approximately 50 million. Opinion about the existence of modern market (Alfamart/Indomaret) they stated not

affected in terms of sales, income quantity of customer, it is because the product is cheaper and the variety of product is almost the same as Alfamart. Otherwise, the store has three marketing mix strategy which they stated helpful for the sales performance such as retailing system (Product), affordable and cheaper price (Price), in the middle of town location which is strategic but no promotion activities. Covid 19 Impact: affecting, down 70% approximately due to PPKM.

According to informant 3, A retailer since 2017 and a family business. Profit per month approximately below 50 million. When asked about the impact of the existence of Alfamart/Indomaret the owner strongly stated that it is not impacted on us because of the known and trusted buyer often come to shop and our price is much more cheap than them. For the marketing mix strategy, we do some kind of retailing system and the location is on the roadside so it really benefited for our sales performance. Covid19 Impact: affecting, down 95 % due to PPKM.

According to informant 4, This business is a family business small kiosk since 2011 located in Tounalet with profit per month under 50 million. The existence of modern market (Alfamart/Indomaret) in Sonder really affecting the sales performance, the owner stated. The main reason is because of the variety of product. Alfamart and Indomaret has lot of product meanwhile our kiosk is limited. For the price Miss Adrinci said that it is kind of relative. There is some product of ours which is cheaper than Alfamart/Indomaret but there is some product that is pricey. We depend our sales performance only on our strategic location which near the tourism spot and the retail system product Place strategic near the tourism spot, stated Miss Adrinci. Covid19 Impact: affecting, approximately down 70% due to PPKM.

According to informant 5, A 20 years old retail store and has four workers. Profit per month below 50 million. When the owner asked about the existence of Alfamart/Indomaret stated that the existence is not impacting the sales performance. The reason is because of the product has similarity with Alfamart/Indomaret but with the cheaper price. We applied no specific promotion, our product has variety with affordable price, the place is near the traditional market which the crowded goes and we think that factor keep our customer to shop with us and maintaining our sales performance. Covid19 Impact: quiet affecting, down approximately 60% due to PPKM.

According to informant 6, A 5 years old family business kiosk located in Kolongan Atas, Sonder with profit per month above 50 million. The owner stated that after the existence of Alfamart/Indomaret in Sonder, our kiosk remains the same or not affecting the sales performance or the quantity of customer. The main reason is because our product offered daily needs and the kiosk depending on friends and family relative customer. The customer still loyal to us even though the price comparison between our kiosk and Alfamart/Indomaret is relative stated the owner. She adding that the big roadside location is play an important role in term of maintaining the sales performance. Covid19 Impact: affecting approx. 50%

According to informant 7, A family business kiosk since 2009 with profit per month below 50 million. The opinion about the impact of the existence of Alfamart/Indomaret is not affecting, because of the radius. The advantages of our store is that we applied sampoerna promotion program which they help us to arrange the discount of the product similar like Alfamart/Indomaret promotion strategy also help us to promote through online platform like social media. The owner added that cheaper price with the near roadside location affecting our sales performance. Meanwhile, the Alfamart/Indomaret has variety of product and ours are limited. Covid19 Impact: affecting, down 50%.

According to informant 8, a family business retailer since 1997 with profit per month above 50 million. The opening of Alfamart/Indomaret in Sonder District is not affecting the sales performance. The main reason is that we have a similarity of product and longer operational hours, stated the owner. He added that our location is much more strategic than Alfamart/Indomaret because of the near school area. The price is a lot cheaper with variety of product. The longer operational hours I think really help us in gaining our sales performance, said the owner. Covid19 Impact: not affecting, up to 50 % in sales performance due to PPKM

According to informant 9, One of the small shops near Alfamart/Indomaret is Rike's mother's shop. The store was founded in 1995 and has a monthly turnover of under 50 million. According to Yanti's mother, after the establishment of Alfamart in Sonder District, it greatly affected the income of the store. Revenue after the establishment of modern retail roughly decreased by about 30 percent. This, according to Mrs. Rike's narrative, occurred due to several factors, namely incomplete products, limited facilities and the location of trading places in residential areas, while modern retail has a roadside location and has a complete variety of products by applying a discount or promo system several times. Even in the current pandemic, when PPKM was implemented, this store's revenue had decreased by 50 percent.

According to informant 10, one of the other kiosks is Kios Len, which was founded in 2013 and has an income of under 50 million. According to Mr. Le, the establishment of modern retail such as Alfamart and

Indomaret does not affect the income of his stores. Mr. Len's income has not decreased at all since the existence of Alfamart/Indomaret, according to Mr. Len with the existence of Alfamart/Indomaret there is no impact or change on his income (the same). Because the prices we sell are cheaper than Alfamart/Indomaret and our goods can be purchased retail. The location of this kiosk is also adjacent to the offices and homes of residents. So, it can be said that it is strategic and that is what keeps customers loyal to shop at our Kiosk. The weakness of this shop according to Mr. Len's narrative is that there is no promotion either through social media and others. Meanwhile, when implementing PPKM, this kiosk experienced a decrease in sales of around 30%

According to informant 11, The Nova shop, which was founded in 2011 and has a monthly income of under 50 million. According to Mrs. Nova, after the establishment of Alfamart/Indomaret in Sonder District, it had an impact on the sales and revenue of the store. Income has decreased, because most of the consumers who drive through this shop have switched to shopping at modern retail. According to Mrs. Nova, this is influenced by facilities such as parking lots and rest areas provided by Alfamart/Indomaret. The promo price from the modern retail is also very attractive for customers to shop. Income during the implementation of PPKM also decreased by around 70 percent.

According to informant 12, one of the small kiosks that has been around since 2010 has a monthly income of over 50 million. According to Mrs. Sheron, the establishment of Alfamart/Indomaret in Sonder sub-district has no impact on the sales of the store's revenue. Mrs. Sheron's income has not decreased in the slightest since the existence of Alfamart/Indomaret. The reason is because according to Sheron's mother, the shop's customers are mostly from the lower classes, so they buy it in retail and the price is cheaper than Alfamart/Indomaret. So, the customers of this store are predominantly visited by people who have subscribed. There is no promotion and the location is less strategic because it is on the trail but it does not affect the store's sales activity. Except when PPKM took place, approximately 50% experienced a decrease in income.

According to informant 13, Toko Alo is one of the shops in Tounelet Village that has been around since 2010. The monthly income of this shop reaches 50 million per month. According to Mr. Alo, the existence of Alfamart/Indomaret in Sonder sub-district is quite influential on the income and sales of stores. The modern retail atmosphere that is comfortable to visit and the presence of toilet facilities indirectly make customers prefer to go to Alfamart/Indomaret compared to small shops. Although in terms of our store prices are much cheaper. In addition, other advantages of modern retail are the promos offered and the existence of a location in the city centre which is clearly not available in our store. The impact of the PPKM applied affects sales of around 50 percent.

According to informant 14, The Felly shop, which has only been operating for a few months, does not have employees where the shop is managed by the family, the turnover obtained by the Felly shop is under 50 million and according to the owner of the shop, the presence of Alfamart does not have much effect on the felly shop business. the products sold at the Felly Store resemble the products offered at Alfamart, for the marketing strategy used by the Felly Store based on the interview information in katakana so far the owner has not used any promotional strategies. And during the Covid 19 pandemic, especially when PPKM was implemented, there was no impact felt by the Felly shop owner.

According to informant 15, The Mawar Sharon Kiosk, which has been operating for the past 1 year or so, is a business managed by the family, which was obtained based on the information of Efraim Robert (Respondent), for approximately 1 year the turnover obtained by the Mawar Sharon Kiosk is still below 50 Million, and the opinion of Alfamart's presence is said to have little impact on the kiosk. This is because the Mawar Sharon Kiosk has an advantage in terms of cheaper prices compared to Alfamart, for the drawbacks of the Mawar Sharon kiosk are that the products sold are not as complete as those at Alfamart. Until now, promotion using social media has not been carried out by the kiosk owner. For the location of the kiosk, based on the respondent's information, it was said that the location of the kiosk had a strategic location, and during PPKM it was said that there was an impact on the kiosk's revenue turnover which decreased by 50%.

According to informant 16, The makernism shop has been operating for 14 years and this business is managed by the family, for the income earned by this shop is still below 50 million, opinions about the presence of Alfamart have an impact on the shop, because the shop has products that are not as complete as Alfamart but based on the owner's statement it is said that the price offered by the makenism stall is cheaper than the alfamart, based on additional information why the price offered is cheaper because the alfamart must provide tax in every purchase transaction while in the shop there is no tax fee. The location of the Makernisme shop is strategic because it is on the side of the road and is easily accessible by the surrounding community, and during PPKM the Makernism shop experienced a 70% decrease in turnover due to reduced operating hours.

According to informant 17, The Fibra Kiosk which is managed by the family has been operating for 20 years, the turnover of the Kiosk is in the category below 50 million, and the opinion of the presence of Alfamart

in the opinion of the respondents is that it does not have much impact on the Fibra Kiosk. buyers can buy goods or retail products, as for the shortcomings of the fibra kiosk, the product is not as much as what is offered at Alfamart, in promoting the fibra kiosk using social media Facebook and also often holding down prices for some of the products in the Kiosk. For the location of the Kiosk, it is in a strategic location and during PPKM based on the results of interviews, it is said that there is a decrease in income of around 30%.

According to informant 18, A shop that has been operating for 1 year 2 months, and for monthly income based on the results of interviews it is said that the monthly turnover of the stall is 4 million which means it is under the 50 million category, the opinion about the presence of Alfamart is that it has an impact on the shop in terms of income and customers, the advantage of the warung in katakana is that buyers can buy retail goods. The drawbacks of the shop are that it is not as attractive as Alfamart, which is neater and more modern and the location of the shop is said to be strategic enough for the promotion of the shop. The shop also uses social media Facebook and the advantage of this shop is that customers can order via cellphone or facebook. As long as PPKM stalls experience a decrease in income.

According to informant 19, The Esra Rondor store which has been operating for approximately 20 years and has 1 worker, the monthly turnover it gets reaches 50 million, opinions about the presence of Alfamart based on the store owner's information have no impact on the store, for promotions so far they have not used social media and the advantages of Esra Rondor store is to offer products at lower prices and the location of the store is in a strategic place, during PPKM it is said that the store's revenue has increased by 50%

According to informant 20, Warung Rio, which has been operating since 1980, has an income of under 50 million, this warung is operated by a family. Opinions about the presence of Alfamart are said to have an impact on stalls, because the prices offered by Alfamart are cheaper and Rio's stalls do not use any promotional strategies to promote their products. During PPKM, the opinion of Warung Rio fell by 70%.

According to informant 21, Mrs. Meidy is one of the owners of a small shop in Sonder which has been operating since 9 years ago or around 2013. The monthly turnover of this shop is below 50 million. According to Mrs. Meidy, the presence of Alfamart/Indomaret has a bad impact on the sales and revenue of her shop because Mrs. Meidy's shop is on a footpath and the position of her shop is not far from modern retail, where I hope that people who drive both motorbikes and cars stop and stop at the shop. mothers, but with the existence of Alfamart/Indomaret they prefer to shop at Alfamart/Indomaret than the mother's shop. This indicates the weakness of the location of this shop. The product prices are cheaper than modern retail, but the products offered are clearly more varied and complete with Alfamart/Indomaret. The promotion part of Meidy's shop is not done differently from Alfamart/Indomaret. Meanwhile, when PPKM was implemented, our store lost about 50 percent of its revenue.

According to informant 22, Warung Q'ko with the owner Mr. Jerico has been operating since 2012. The monthly turnover of this shop is below 50 million. According to Mr. Jerico, the establishment of Alfamart/Indomaret in Sonder District affected the sales and income of the store. Income has decreased, because consumers who used to only shop at our store and now mostly shop at Alfamart minimarkets. This is due to the limited stock of products and services and facilities for customers which are not as good as Alfamart/Indomaret. For product prices, this shop offers relatively cheap prices compared to Alfamart/Indomaret. However, promotion and location are also the main factors that customers prefer to shop at modern retail where our stalls are located in narrow alleys so they are less visible while Alfamart/Indomaret are on the edge of a trans road and in the middle of an industrial center. Since the existence of PPKM, income has decreased by 50%.

According to informant 23, Kios Yemi is a kiosk across the street run by Mrs. Yemi and her family and has been around since 2015. The monthly income of this kiosk is below 50 million. According to Mrs. Yemi, the presence of Alfamart/Indomaret in Sonder District has an impact on kiosk sales and revenue. This is due to inadequate marketing strategies such as lack of promotion and higher product pricing. The kiosk facilities are also very different from Alfamart/Indomaret where our kiosk is narrow and the products available are limited. The impact of implementing PPKM has decreased by around 70 percent.

According to informant 24, Warung Danu is a one-stop shop that has been around since 2013 with a monthly income of under 50 million. According to Mr. Danu, the establishment of Alfamart/Indomaret in Sonder District does not affect the sales and revenue of the store. This is because the prices we sell are cheaper than Alfamart/Indomaret and our products are predominantly staples and basic necessities that cannot be bought retail at modern retail. Thus, our products are considered to be very suitable for the daily needs of consumers. We also do promotions through social media such as Facebook and the location where we trade is very strategic, namely in the middle of a traditional market. Since PPKM, the decline in sales is not significant, around 20 percent

According to informant 25, Warung If is a one-stop shop that has been operating in Sonder sub-district since 2009, and in recent years, the shop has a turnover of under 50 million per month. According to Mr. If, the presence of Alfamart/Indomaret does not really affect Mr. If's sales, this is because Mr. If gets sales through his loyal customers and also neighbors who are around If's stall. Mr. If's income decreased not because of the establishment of Alfamart/Indomaret, but because people near his house were afraid to often go shopping because of the impact of PPKM. For Mr. If, the location where the sale is located is very strategic because it is at the intersection as well as the main road into the village. Regarding the product and price, Mr. If stated that the price at his shop was lower than Alfamart/Indomaret. Mr. If also sometimes promotes his merchandise through his personal Facebook account.

According to informant 26, Memey Kiosk is a family run kiosk and has been operating for about 1 year, the monthly turnover is between 30 million and 50 million. The owner's opinion about the presence of Alfamart has no impact on the memey kiosk, the advantage of the memey kiosk is that it has a cheaper price and buyers can buy products in retail. The location of the memey kiosk is on the roadside which can be said to be strategic, during PPKM there is a 30% decrease in turnover.

According to informant 27, The Meichan kiosk has been operating for 12 years and has 3 employees, the monthly turnover of the Meichan kiosk is still below 50 million, the opinion about the presence of Alfamart is said to have no impact on the Meichan Kiosk, the location occupied by the Meichan kiosk is strategic and the advantages of The Meichan kiosk is a low price and long operating hours. The drawback of the Meichan kiosk is that the product is not as complete as Alfamart. So far, Meichan Kiosk has not used any promotional strategy to promote and during PPKM the revenue has decreased by 70%.

According to informant 28, Warung Nayoan 2 has 3 employees and has been operating for more than 10 years, the turnover of Warung Nayoan 2 is under 50 million, the opinion about the presence of Alfamart is that it has an impact on the stalls where there are fewer people who come to shop. cheaper and the drawback of warung is that the product is not as complete as Alfamart, so far Warung Rio has not used a promotional strategy and during PPKM, Warung Rio has experienced a 70% decrease in revenue.

According to informant 29, Kiosk Riyuji has been operating for 4 years and has no employees, for the turnover of the kiosk is below 50 million, opinions about the presence of Alfamart have a big impact on the kiosk, because the many promos carried out by Alfamart make customers prefer to shop at Alfamart, and lack of product is also a weakness of riyuji kiosks. The advantage of the kiosk is that buyers can buy retail goods and from the location of the kiosk it has a strategic location because it is close to the motorcycle taxi base, when PPKM kiosk income is reduced by 70%.

According to informant 30, Warung Max Tambayon has been operating for 30 years and is managed by 2 family members, the monthly turnover from the stall is under 50 million, opinions about the presence of Alfamart are very impactful for the stalls, because the prices offered by Alfamart are cheaper and Alfamart products more complete. The advantage that Max Tambayon's stall has is that buyers can go into debt first to shop at the shop and pay at a later date. During PPKM, Max Tambayon's stall did not experience a big impact.

Table 1. Coding Categorizing

No	Informant	Product	Price	Place	Promotions	Sales Performance
1	Sepang	Equal	Cheaper	Strategic	Not Use	Not affect
2	Rita	Equal	Cheaper	Strategic	Not Use	Not affect
3	Genalsia	Equal	Cheaper	Strategic	Not Use	Not affect
4	Adrinci Monintja	Less Than	Equal	Strategic	Not Use	Affect
5	Poli	Equal	Cheaper	Strategic	Not Use	Not affect
6	Ceps	Equal	Cheaper	Strategic	Not Use	Not affect
7	Nadya	Equal	Cheaper	Strategic	Use	Not affect
8	E. Kaunang	Equal	Cheaper	Strategic	Not Use	Not affect
9	Toko Rike	Less Than	Cheaper	Strategic	Not Use	Affect
10	Kios Len	Equal	Cheaper	Strategic	Not Use	Not affect
11	Warung Nova	Less Than	Cheaper	Strategic	Not Use	Affect
12	Toko Sheron	Equal	Cheaper	Strategic	Not Use	Not affect
13	Toko Alo	Less Than	Equal	Strategic	Not Use	Affect
14	Felly Shop	Equal	Cheaper	No Strategic	Not Use	Not affect
15	Mawar Sharon	Less Than	Cheaper	Strategic	Not Use	Not affect

16	Makernisme	Less Than	Cheaper	Strategic	Not Use	Affect
17	Fibra Kiosk	Less Than	Cheaper	Strategic	Use	Affect
18	Lix	Less Than	Cheaper	Strategic	Use	Not affect
19	Esra Rondor	Equal	Cheaper	Strategic	Not Use	Not affect
20	Warung Rio	Less Than	More Expensive	Strategic	Not Use	Affect
21	Toko Meidy	Less Than	Cheaper	No Strategic	Not Use	Affect
22	Q-ko	Less Than	Cheaper	Strategic	Not Use	Affect
23	Yemi	Less Than	Cheaper	Strategic	Not Use	Affect
24	Danu	Equal	Cheaper	Strategic	Not Use	Not affect
25	If	Equal	Cheaper	Strategic	Use	Not affect
26	Memey	Equal	Cheaper	Strategic	Not Use	Not affect
27	Meichan	Equal	Cheaper	Strategic	Not Use	Not affect
28	Nayoan	Less Than	Cheaper	No Strategic	Not Use	Affect
29	Riyuji	Less Than	Cheaper	Strategic	Not Use	Affect
30	Max	Less Than	More Expensive	No Strategic	Not Use	Affect

Source: Data Processed

Discussion

Based on the results of interviews with respondents, it was found that since the presence of modern retail there were several traditional retailers who were not affected in terms of sales, but there were also some of traditional retailers who experienced a decline in sales due to the presence of modern retail. In this study found that at least 43% of respondents were affected by the presence of modern retail in the Sonder area, while traditional retail was not affected since the presence of modern retail because the products and those offered are no different from those offered by modern retail and the prices offered by traditional retail are also cheaper than modern retail, so that until now traditional retail can still compete with modern retail.

Based on information from interviews with 30 traditional retailers in Sonder sub-district regarding the products being sold, it was found that as many as 50% of traditional retailers have products that are more or less the same as those offered by modern retail. For traditional retail, which has fewer product variations than modern retail, 50% of the total respondents are found. The products offered by traditional retail are mostly just daily necessities used by local residents.

The results of interviews with 30 traditional retailers can be as much as 87% of respondents providing information that the selling price of their products is cheaper than modern retail, this is because traditional retailers do not pay taxes to buyers which can help traditional retailers reduce product sales prices and their operational costs cheaper than modern retail. For traditional retail, which has a selling price of products that are more expensive than modern retail, it can reach as much as 6.5% of the respondents, this is because the suppliers of their products provide high prices so they have to pay a higher price to still be able to make a profit. Meanwhile, for traditional retail, which has a product selling price that is relatively the same as modern retail, there are 6.5% of the total respondents.

The results of interviews with 30 traditional markets regarding the location found that around 87% of these traditional retailers have strategic sales locations in running their business. The location of the traditional retail is in a strategic location that is easily accessible by the surrounding community and the location of the traditional retail is right next to the main road so that it is easily accessible by motorists. For traditional retail that has a non-strategic location, 13% of the respondents found that the location of the traditional retail is far from the main road and the location can only be reached by the surrounding community.

The results of interviews with 30 traditional retailers regarding the use of promotions used are only about 13% of the respondents who use promotional strategies on their social media to promote their products and there are also those who use promotional strategies in the form of discounts on their selling products. There are about 87% of respondents who have not used any type of promotion strategy, both in using social media and other types of promotions.

Sales performance is the effective influence of traditional retail in running a business, in the interview results found there are 4 factors that are analyzed to see sales performance from the traditional market during the 2019 pandemic. Based on the results of interviews in can be about 93% of respondents experienced a decrease in sales of performance during the COVID 2019 pandemic, while respondents who experienced a decrease above

70% there were as many as 40% of the total respondents and for respondents who experienced a decrease below 60% there were as many as 53% of the total respondents.

CONCLUSIONS AND RECOMMENDATION

Conclusions

1. Based on these results, it can be concluded that some of the marketing mix strategy significantly affecting traditional retailer sales performance which product and price have an important role in supporting the sales performance of a traditional retailer.
2. A traditional retail that has a strategic location and uses a promotional strategy but is not supported by a large variety of products and low prices cannot guarantee increased sales performance since the presence of modern retail. Meanwhile, the others remaining marketing strategy variable such as promotion and place did not play an important role in increasing the traditional retailer in Sonder sales performance.

Recommendation

This research was conducted to see the effect of the marketing mix on the sales performance of a traditional retail in Sonder since the presence of modern retail. From the results obtained, the following are some recommendations for traditional retail, and for further researchers who wish to conduct similar research.

1. The presence of modern retailers needs to be reconsider, the modern retail significant increase in Sonder district may cause traditional retailers lose their customer because of its advantage. Therefore, limiting modern retailers might be a good strategy in order to support the local or traditional retailers in Sonder.
2. For traditional retail, it is recommended to implement the marketing mix strategy more wisely by adjusting the products they sell similarly to modern retail and for the price to maximize the sales, it is recommended to provide a cheaper price compared to modern retail because the operational costs are cheaper than modern retail and it is better to use social media to carry out promotional strategies to reach a wider range of customers and remain being in the future with modern retail that uses various promotional strategies.

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