

ABSTRACT

THE IMPACT OF THE EXISTENCE OF MODERN RETAIL ON TRADITIONAL STALLS IN KEDAMAIAN DISTRICT BANDAR LAMPUNG CITY

By

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The aims of this research to determine the impact of the modern retail on traditional stalls in Kedamaian district, Bandar Lampung City. This research uses primary data through direct interviews with 60 respondents in Kedamaian District, Bandar Lampung City. To achieve the goal, This research using *ordinary least square* (OLS) approach. The results of the regression analysis showed that the number of modern retails and the distance to modern retails have a significant effect on sales target, sales growth, b/c ratio, and business performance.

Keywords: Business Perfomance, Distance, Modern Retail, Number of Minimarket, Traditional Store.

ABSTRAK

DAMPAK KEBERADAAN RETAIL MODERN TERHADAP TOKO TRADISIONAL DI KECAMATAN KEDAMAIAAN KOTA BANDAR LAMPUNG

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Penelitian ini bertujuan untuk mengetahui dampak keberadaan retail modern terhadap toko tradisional di Kecamatan Kedamaian Kota Bandar Lampung. Penelitian ini menggunakan data primer melalui wawancara secara langsung kepada 60 responden di Kecamatan Kedamaian Kota Bandar Lampung. Untuk mencapai tujuan, dalam penelitian ini menggunakan analisis regresi berganda dengan pendekatan Ordinary Least Square (OLS). Hasil analisis regresi menunjukkan bahwa jumlah retail modern dan jarak retail modern berpengaruh signifikan terhadap target penjualan, pertumbuhan penjualan dan *b/c ratio* dan kinerja usaha

Kata kunci: jarak, jumlah minimarket, kinerja usaha, retail modern, toko tradisional