

## INTISARI

Penelitian ini berjudul, “Pengaruh Dampak Keberadaan Toko Modern Terhadap Penurunan Keuntungan Usaha Toko Tradisional di Kecamatan Mlati”. Tujuan penelitian ini untuk (a) menganalisis bagaimana pengaruh kualitas produk, diferensiasi produk, kenyamanan dan jarak terhadap penurunan keuntungan toko tradisional di Kecamatan Mlati, (b) menganalisis variabel independen manakah yang paling berpengaruh diantara variabel kualitas produk, diferensiasi produk, kenyamanan dan jarak. Metode penelitian yang digunakan dalam penelitian ini adalah metode penelitian survey, sedangkan metode pengambilan sampel menggunakan metode random sampling sehingga diperoleh 90 responden. Metode analisis yang digunakan adalah metode uji beda rata-rata, analisis regresi linier berganda dan uji asumsi klasik.

Hasil penelitian ini menunjukkan bahwa rata-rata tingkat keuntungan usaha toko tradisional sebelum ada toko modern sebesar Rp1.583.333,33 per bulan dan rata-rata keuntungan sesudah adanya toko modern yaitu sebesar Rp1.170.244,44 per bulan. Variabel kualitas produk, diferensiasi produk, kenyamanan dan jarak secara bersama-sama berpengaruh terhadap penurunan keuntungan toko tradisional. Secara parsial kualitas produk, diferensiasi produk, kenyamanan dan jarak berpengaruh negatif signifikan terhadap penurunan keuntungan toko tradisional. Variabel independen yang paling berpengaruh terhadap penurunan keuntungan toko tradisional diantara variabel kualitas produk, diferensiasi produk, kenyamanan dan jarak adalah variabel kenyamanan.

Implikasi dari penelitian ini adalah pedagang toko tradisional di Kecamatan Mlati perlu memperhatikan faktor kualitas produk, diferensiasi produk, kenyamanan dan jarak karena faktor-faktor tersebut secara parsial berpengaruh signifikan terhadap penurunan keuntungan. Pedagang toko tradisional perlu melakukan peningkatan kualitas produk, diferensiasi produk, kenyamanan dan jarak agar dapat bersaing dengan toko tradisional lainnya dan terutama toko modern, sehingga dapat mengurangi penurunan keuntungan yang terjadi akibat keberadaan toko modern di Kecamatan Mlati.

Kata kunci : usaha toko tradisional, keuntungan, toko modern.

## ABSTRACT

This research is titled “The Effect of Impact of the Existence of Modern Stores on the Declining of Profit of Traditional Stores in the Mlati Subdistrict”. The purpose of the research are to (a) analyze how to the influence of product quality, product differentiation, convenience and distance to the decline of the profits of traditional stores in Mlati Subdistrict, (b) analyze of the most influential independent variable among variable product quality, product differentiation, convenience and distance. The method used is this research is survey research methods, while the sampling method is using random sampling method included to 90 respondents. The analytical method used is test of average difference, multiple linear regression analysis by classical assumption test.

The results showed that the rate of average profit of the traditional stores before the existence of modern store is Rp1.583.333,33 per month and after the existene of modern stores is Rp1.170.244,44 per month. Variables of product quality, product differentiation, convenience and distance have simultaneously affaect to the declining of profit of traditional stores. Partially, product quality, product differentiation, convenience and distance have negative effect significantly on the decline of traditional stores profits. The independent variables that most affect on profit decline of traditional stores among the independent variables is convenience variables.

This implication of this research that the traditional store merchants in the District of Mlati needs to take into account the product quality, product differentiation, convenience and distance. These factors are have partially and significantly effect on profits declining of traditional stores. The traditional strore merchants need to increase product quality, product differentiation, convenience and distance from modern stores. It is also to reduce the declining in profits that is caused by the existence of modern stores in the Mlati Subdistrict.

Keywords : tradisional store business, profits, modern store.