

Contribution of the Retail Sector Towards City Economy: Study in Bandung City, Indonesia

Sam'un Jaja Raharja*

Department of Business Administration, Faculty of Social and Political Sciences, Universitas Padjadjaran

Herwan Abdul Muhyi

Department of Business Administration, Faculty of Social and Political Sciences, Universitas Padjadjaran

Dicky Adiprihadi

Graduate School of Business Administration, Faculty of Social and Political Sciences, Universitas Padjadjaran

— *Review of* —
**Integrative
 Business &
 Economics**
 — *Research* —

ABSTRACT

This study aims to map the profile of modern shops in Bandung City and their role in the city's economy. This study used a descriptive method. Data were collected using census techniques by distributing a total of 2,300 questionnaires to all modern shops in Bandung. Data were analysed using descriptive statistical calculations. Results show that the contribution of modern international chain stores is 7%, whereas that of national franchises is 66%. The average workforce absorbed in each shop is 5–20 people, with the smallest scale of <5 and the largest scale of >100 people. As much as 71% of modern stores provide payment point services for bill payment needs, recharge pulses and other digital products. A total of 599 stores provide cash withdrawal services, and 480 store locations are available with bank ATMs. In terms of partnerships with Micro, Small and Medium Enterprises (MSMEs), only 47% of shops receive supply of MSME products, whereas 49% of shops provide a place to sell for MSMEs. The informal labour absorption in the form of parking area management by individuals is 46%. This study concludes that the retail sector contributes significantly to the economy in the form of formal and informal employment and the formation of partnership networks in the form of receiving product supplies and providing a place to sell for MSMEs.

Keywords: retail sector, modern shop, partnership, MSME, Bandung City.

1. INTRODUCTION

The retail business in Indonesia has recently been growing. Data from the Indonesian Retail Entrepreneurs Association reveal that the growth of the retail industry in 2016 reached 10%. The retail business in Indonesia can be divided into two major groups, namely traditional and modern retail (www.aprindo.org). This modern retail emerges and develops along with the development of the economy, technology and people's lifestyle, which demands greater convenience in shopping. The activities and busyness of society nowadays increase the need for shopping services. Opportunities like these are being captured by modern retailers. Modern retail first appeared in Indonesia in 1962, when the *Sarinah* Department Store (convenience store) was established. In 1970s

to 1980s, this business format continued to develop. In the early 1990s, foreign retailers began to enter Indonesia, marked by the operation of the largest Japanese retailer 'Sogo'. Modern retail then developed rapidly when the government issued a regulation based on Presidential Decree No. 99 of 1998 by removing it from the negative list for foreign investment.

Until now, modern retailers have grown increasingly from local modern retailers to foreign retailers that are fighting for Indonesian market share, such as Carefour, Hypermart and Lotte Mart. Modern retail is a place for selling household goods, such as daily and basic necessities, which are sold by retail and self-help; thus, it is also called a supermarket.

After being introduced for the first time in Indonesia in the 1970s, modern markets currently have three types, namely minimarkets, supermarkets and hypermarkets. The main difference among the three lies in the area of business land and the type of goods traded. Modern markets (minimarkets or supermarkets) initially did not threaten traditional markets because their presence was only enjoyed by a part of the upper class who shopped in modern market. But with many discount and promotion programs to reduce prices, such that they were affordable by the middle-lower class and with the advantages of convenience, cleanliness of the quality of goods and certainty of prices compared with the existing traditional markets in the area, modern stores have become competitors to traditional retailers.

Currently, modern retail business competition is extremely tight. Industry players are competing to offer the best service to consumers. In addition, with the presence of digital technology, retailers are facing pressure due to competition with electronic commerce players. Competition in the retail business has led to the closure of several modern markets, such as Ramayana, Matahari, Hero, Seven Eleven to huge department stores.

According to the data from McKinsey (2018), the value of Indonesian e-commerce transactions is predicted to reach US \$55–65 billion in 2022, that is, it will grow eight times from the realisation in 2017, which reached US \$8 billion. In addition, a change has been observed in consumer behaviour, from cooking at home and shopping for groceries in supermarkets to prefer to enjoy. Food transactions have also decreased for food and beverages due to shifting consumer behaviour. Consumers prefer culinary outside the home as a lifestyle for the global community.

The modern retail industry is heavily influenced by consumer spending trends, which tend to change with the times. Changes in the retail business model are currently also being experienced in Bandung City. The current study aims to map the profile of modern shops in Bandung City to determine the existence of modern market shops, including the existence, employment, traded products, ownership and management and partnerships with MSMEs.

2. LITERATURE REVIEW

The existence of modern shops is regulated in Presidential Regulation No. 112 of 2007 concerning the arrangement and Development of traditional markets, shopping centres and modern stores. The definition of modern shop according to the regulation is a shop with an independent service system, selling various types of goods in retail in the form of minimarkets, supermarkets, department stores and hypermarkets or wholesalers in the form of wholesalers.

The regulation emphasises that every modern shop is obliged to consider socioeconomic conditions of the surrounding community, as well as the distance between the modern shop and the existing traditional market. The distance between minimarkets and traditional markets, which are close to each other, is related to licensing issues for the establishment of modern shops (supermarkets). Minimarkets may be located in any road network system, including environmental road network systems in residential neighbourhood service areas in cities/towns. Thus, minimarkets can open outlets up to residential areas. The regulation of the Minister of Trade No. 70/M-DAG/PER/12/2013 concerning guidelines for structuring and fostering traditional markets, shopping centres and modern stores states that the local government, in determining the number and distance, must consider (1) the level of density and population growth in each region according to census data of the Central Statistics Agency (BPS) in the last year; (2) the economic potential of the local area, (3) the accessibility of the area (traffic flow); (4) support for security and availability of infrastructure; (5) development of new settlements; (6) the pattern of life of the local community; and/or (7) the working hours of modern shops and synergy, which should not reduce traditional retail shops in the vicinity.

The spearhead in this modern retail setting is the local government. Each region must accommodate and adopt regulations regarding modern retail in their respective regions. The role of the local government is naturally extremely important to achieve a balance of interests between modern retail business actors and traditional markets. The government, as a regulator and a policy maker, has a critically important role, which is in accordance with Law No. 23 of 2014 concerning the regional government.

The Presidential Regulation No. 112 of 2007 states that the establishment of a modern market must refer to the regency/city spatial plan and detailed regency/city spatial planning, including its zoning regulations. In turn, the determination of regional spatial planning that provides the right location for business activities will provide greater potential to attract investment. In addition to the zoning of traditional markets, Presidential Regulation No. 112 of 2007 stipulates that the establishment of shopping centres and modern stores must:

- Consider the socioeconomic conditions of the community, the existence of traditional markets and SMEs in the area concerned.
- Pay attention to the distance between hypermarkets and traditional markets that have existed before.
- Provide a parking area at least as large as the parking needs of 1 (one) unit of a four-wheeled vehicle for every 60 m² of the floor area for the sale of shopping centres and/or modern stores; and
- Provide facilities that ensure clean, healthy (hygienic) modern shopping centres and stores and safe, orderly and comfortable public spaces.

The Bandung City government has made a policy on Regional Regulation No. 2 of 2009 concerning the arrangement of traditional markets, shopping centres and modern stores, which emphasises the following minimarket requirements:

- Minimum distance of 0.5 km from traditional markets and 0.1 km from similar small businesses, which are located on the side of the collector/arterial road
- On a side road with an outlet area of up to 200 m², a minimum distance of 0.5 km from traditional markets and similar small businesses
- Every manager of shopping centres and modern shops is obliged to conduct partnerships with small businesses
- Partnerships must be implemented in the form of marketing cooperation, provision of business premises and product acceptance and implemented based on a written

agreement with the principles of mutual need, strengthening and benefit

- Service time starts from 10.00–22.00, unless they have a special permission from the Mayor.

The problems of market regulation and arrangement, traditional and modern, are related to the existence of modern markets, which impact the existence of traditional markets. Many studies on traditional and modern markets show that the presence of modern markets is the effect of the influx of domestic and foreign investment, bringing about changes in increasing economic growth. Conversely, it also has an effect on traditional markets.

Reardon and Hopkins (2006) stated that supermarkets (short for all modern retail) are spreading quickly in developing countries. The ‘take-off’ occurred as recently as the 1990 to mid-1990s, driven by an avalanche of foreign direct investment (FDI) sparked by retail FDI liberalisation. Supermarkets (here referring to all modern retail, including chain stores of various formats, such as supermarkets, hypermarkets and convenience and neighbourhood stores) have now gone well beyond the initial upper- and middle-class clienteles in many countries to reach the mass market (Reardon and Gulati, 2008).

As supermarkets spread and their market share grow, the market share of traditional retailers declines. This decline happens at different rates over product categories and locations. The traditional sector is declining fastest in large cities and among small general stores selling processed foods and dairy products; they tend to have trouble competing with supermarket chains that buy in bulk and have economies of scale. Declines are slower among urban traditional retailers who modernise to compete (Reardon and Gulati, 2008).

Suryadarma et al. (2010) stated that supermarkets have been around in major urban centres in Indonesia for the last three decades. However, at the onset of the liberalisation of the retail sector in 1998, foreign supermarket operators began entering the country, sparking a fierce competition with local operators. Some corners claim that traditional markets are the real victims of the intense competition, as they lose their customers due to the cheaper and higher-quality products and the more comfortable shopping environment that supermarkets provide. Therefore, the construction of supermarkets has been suggested to be limited, especially in locations near traditional markets. In line with this, Triyawan and Jayanti (2018) stated that their analysis using simple regression concluded that the existence of modern retail has a negative effect on the income of traditional retail traders. Every addition of one modern retail unit will decrease the income of traditional retail traders.

Dwiyanda and Mawardi (2015) stated that in relation to the presence of modern markets to traditional markets, partially or individually variable products, places and modern retail promotions have a significant influence on the threat of the sustainability of traditional retail businesses. This finding is in line with Reardon and Gulati that one form of competition between traditional and modern markets is because modern markets win economies of scale because they can make large purchases of products sold.

More specifically, Fauza (2017) stated that the factors that directly influence the existence of traditional retail are product, price and purchase decisions, whereas the place factor does not directly affect the existence of traditional retail. In other words, this factor is related to economies of scale. Herndon (2004) indicated that the smaller local retailers who sell products that are extremely familiar to their customers have an advantage by just being local, but they often fail to compete on price. Bringing down the cost of certain

products that consumers use when comparing prices between competing stores may help give the illusion of overall lower prices at the smaller store. Consumers may shop in a 'foreign'-owned store in their market for convenience, price, selection, quality, friendly service and a novelty experience.

In addition, Masruroh (2017) stated that traditional markets have two categories, namely, those that have decreased and those that have not experienced a decline. Based on survey results, there exist significant differences between turnover and market traditional retail stores before and after the presence modern minimarket in the vicinity. Furthermore Masruroh (2017) stated the presence of modern retail stores provides a decrease in turnover and customers' influence for traditional retail stores. However, research also shows that traditional retail stores that improve the quality of services and facilities are unaffected by the presence of modern retail stores in the vicinity. Traditional retail store owners can improve the quality of service, and their store does not experience a decrease in turnover and in the number of buyers despite the presence of modern mini retail stores in their vicinity.

3. METHOD

This study used a descriptive method. The data were collected using a census data collection technique, which was performed using a questionnaire that was distributed directly to all modern shops in Bandung City, totalling 2,300 people. The census targeted modern shops, supermarkets and supermarkets located in 30 subdistricts in Bandung City. Data were analysed using descriptive statistical calculations.

4. RESULTS AND DISCUSSION

The description of the environmental situation of modern shops was mapped to determine the location and distribution in Bandung City in the form of classification, products and services provided, ownership and management, provision of employment opportunities and partnerships with SMEs. Mapping was conducted using a classification based on Article 15 of Regional Regulation No. 2 of 2009.

Based on this classification, the size of the outlets is determined as follows:

- Minimarkets less than 400 m²
- Supermarkets from 400 m² to 5,000 m²
- Department stores above 400 m²; and
- Wholesale over 5,000 m².

The sales system and types of goods determine the following:

- Minimarkets, supermarkets and hypermarkets sell retail consumer goods, especially food products and others household products.
- Department stores sell retail consumer goods, especially clothing products and accessories by arranging goods based on gender and/or age level of consumers; and
- Wholesale sells wholesale consumer goods.

4.1 Description and Analysis of Minimarket and Supermarket–Hypermarket Networks

The research data show that the lower-middle minimarket market segment is dominated by three companies: Alfamart, Indomaret and Yomart. On the basis of the calculation results obtained, Bandung City has four network minimarkets for every 1 km².

Thus, statistically, one network minimarket is present every 250 m². Hence, although Regional Regulation No. 2/2009 regulates a minimum distance of 500 m from traditional markets and similar small businesses, there exist many irregularities in its implementation. In Cibiru District, the distribution of network minimarkets is the lowest. Meanwhile, Lengkong and Regol Subdistricts have an extremely tight per square kilometre of 1:8.

The ratio of minimarket outlets to population is 1:4,147. The ratio per district varies from the lowest in Cibiru District (1:10.459) to the highest in Lengkong District (1:1.593). Thus far, no comprehensive study has been performed on the ideal ratio of minimarkets per population in Bandung. However, this ratio indicates that business competition among minimarket networks is already extremely tight.

Generally, some of the outlets are directly owned by a company, and some are run under a franchise system. In the franchise system, as an investor, the owner of the business provides a place and capital to open a store using the name of the company shop, and the management is conducted by the owner of the minimarket brand. In fact, not all network minimarket outlets are profitable; some are forced to quit due to operational costs. The highest operating costs are wages for labour and rent.

In the last five years in Bandung, during the moratorium on permits for the establishment of modern shops, Indomaret has been aggressively developing of minimarket network in addition to developing franchise cooperation. Alfamart is quite careful in adding outlets, whereas Yomart is not interested in adding outlets. The difficulty in increasing sales volume has encouraged network minimarkets to perform various innovations to attract customers. The trend of minimarkets to increase convenience following the 'convenience store' style, such as providing drinks and food that can be enjoyed in the shop area, has been welcomed by the public. Provision of bank *ATM* services; cash withdrawal facilities at the cashier; payment points for various bills, such as State Electricity Company or *Perusahaan Listrik Negara (PLN)*, Regional Water Company or *Perusahaan Daerah Air Minum (PDAM)*, credit instalments, online shopping and credit top-ups; data packages; and other digital transactions have become the operational standards of minimarkets nowadays, following the development of the urban society of Bandung, which is increasingly modern.

The moratorium policy has proven not to discourage entrepreneurs from opening outlets in the past five years, which agrees with the high economic growth rate experienced by Bandung City. Nielsen Indonesia noted a change in people's shopping patterns from supermarkets to minimarkets. This phenomenon can be observed from the decline in supermarket sales, whereas the sales of minimarkets rose 7.4%. This finding is driven by three main considerations, namely, a good variety of goods and services, competitive prices and easy access from the living area. A shift has been observed regarding the reference where people shop for basic daily needs, that is, they prefer to go to a minimarket that is close to them. The congestion in Bandung City is becoming increasingly higher, and parking difficulties are one of the reasons for consumers switching from supermarkets/hypermarkets to minimarkets.

On the basis of research results, the minimarket network is dominated by national brands at 75%, followed by local brands at 9%. On the basis of these data, Alfamart and Indomaret dominate the minimarket network. Conversely, Griya-Yogya and Borma control the number of supermarket outlets in Bandung City. International brands account for 8%. This finding proves that local players can compete with foreign companies.

Table 1 Minimarket Network

Minimarket Network		Total
Local Brand		71
Yomart	65	
SB Mart	4	
Rumah Buah	2	
National Brand		603
Alfamart	275	
Indomart	278	
Guardian	9	
Century	8	
Sport Station	12	
Bright	5	
Prima Freshmart	14	
MG Sport & Music	2	
International Brand		63
Circle K	34	
Watsons	5	
Miniso	6	
Heart warmer	6	
Mr. D.I. Y	5	
UniQlo	2	
The Bodyshop	3	
Others		65

Source: Research Result, 2019

Figure 1 Minimarket Brand in Bandung City

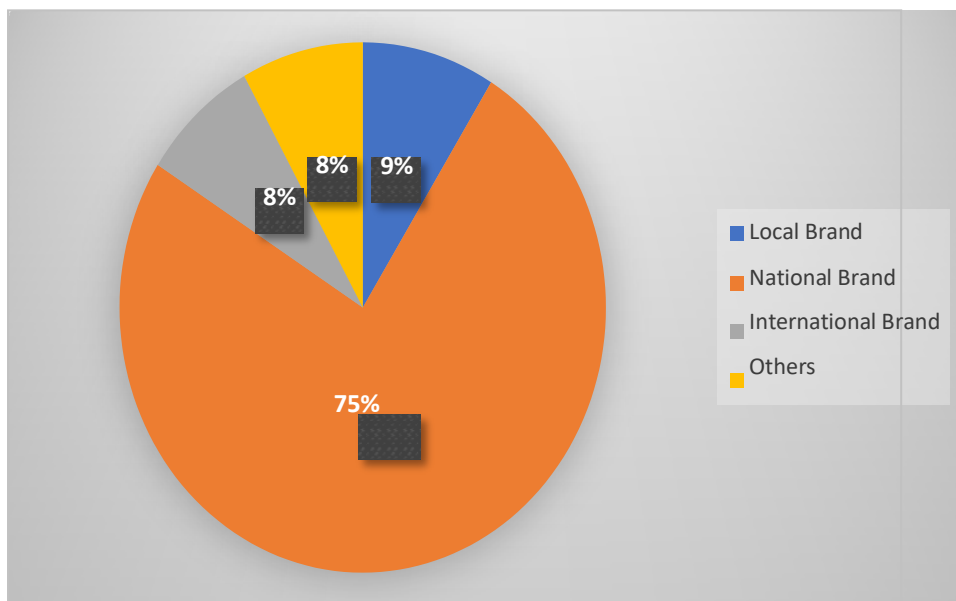
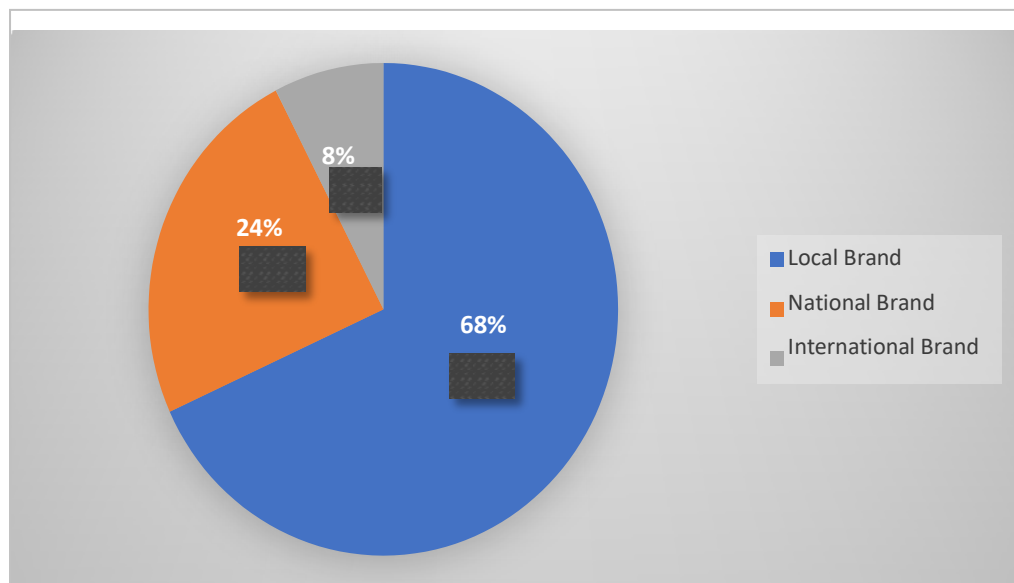


Table 2 Supermarket and Hypermarket Network

Supermarket and Hypermarket Network		Total
Local Brand		45
Griya Yogya	29	
Borma	15	
Setiabudi	1	
National Brand		16
Superindo	9	
Hypermart	2	
Giant	2	
Transmart	2	
Indogrosir	1	
International Brand		5
Lotte	3	
Carrefour	2	

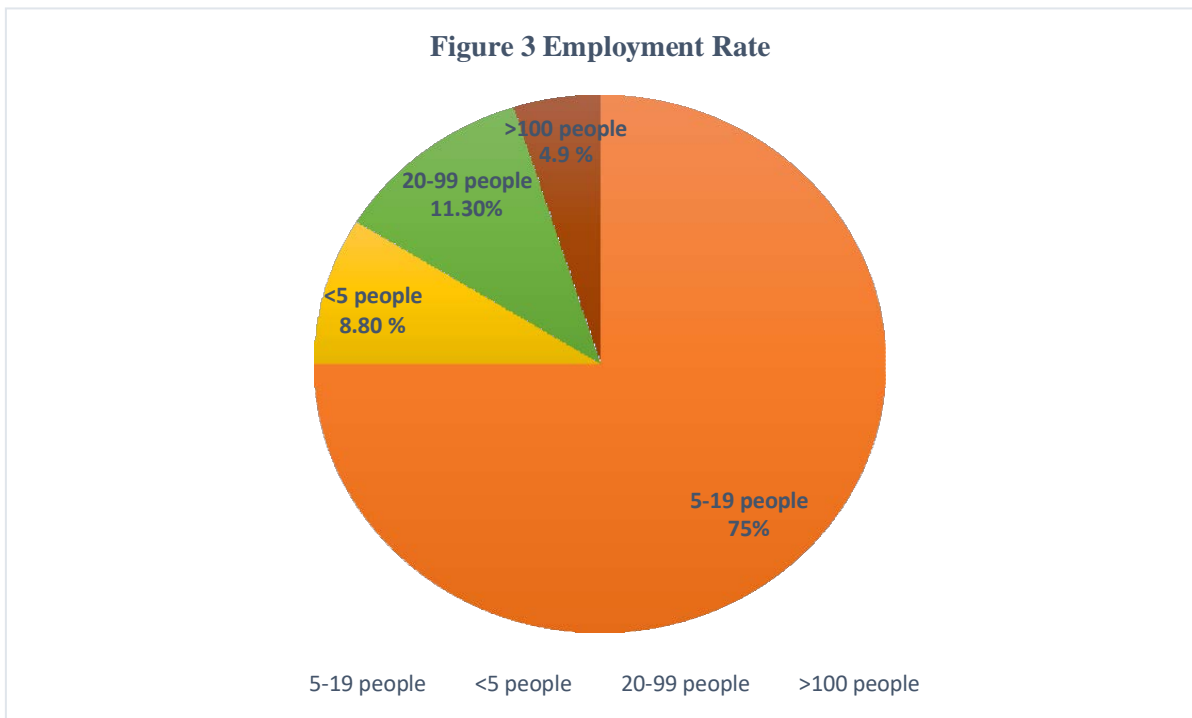
Source: Research Result, 2019

Figure 2 Supermarket and Hypermarket Brand

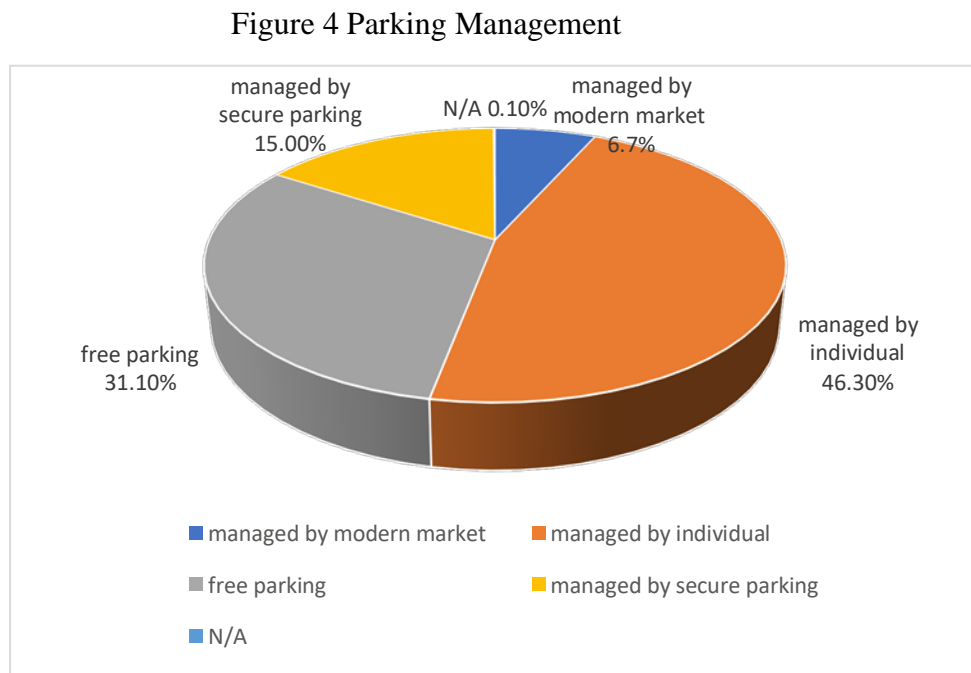


4.2 Employment Rate, Parking Management and Informal Employment

Data from the BPS 2016 states that nationally, the retail sector has a contribution of 15.24% of GDP, with employment of 22.4 million. The rate of employment for the modern markets in Bandung is mostly in the range of 5–19 people at 75%. Conversely, the rate of employment is >100 people at 4.9%. Parking management in modern shops is mostly managed by individuals who are local residents and are close to the location. Hence, minimarkets indirectly provide and absorb informal workers by being the manager of vehicle parking.



Source: Research Result, 2019

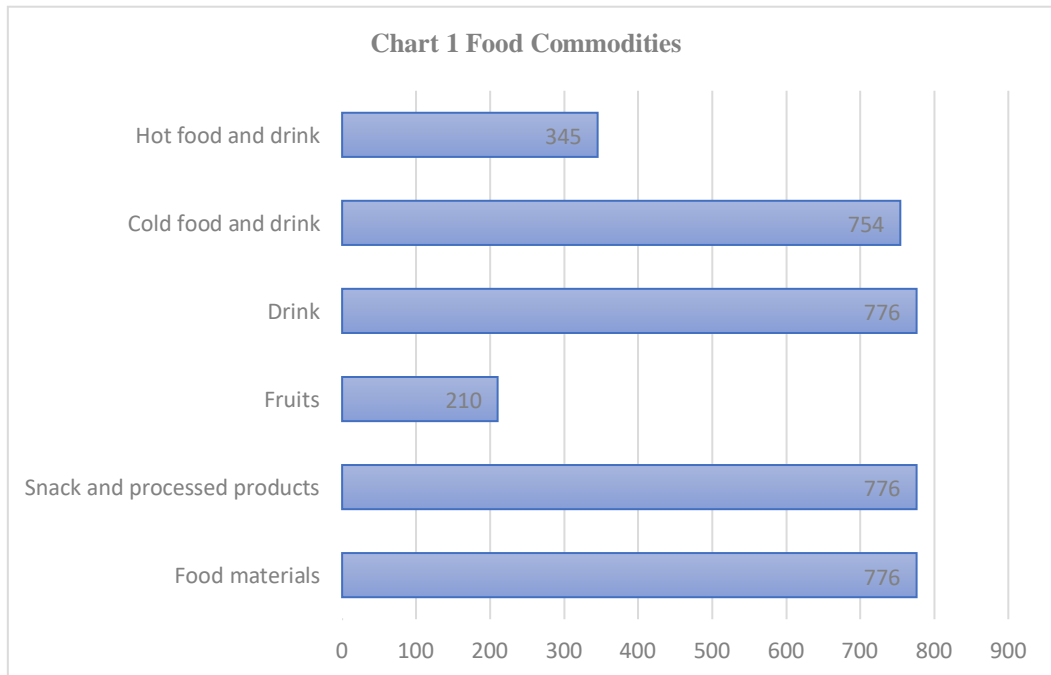


Source: Research Result, 2019

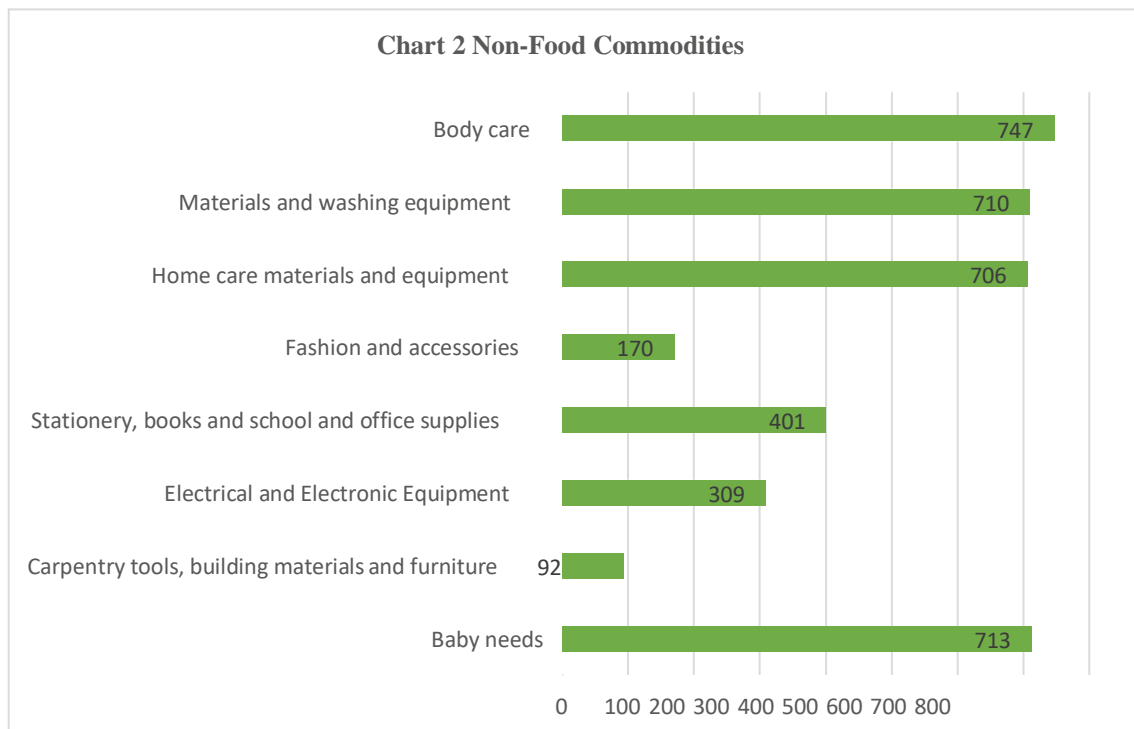
4.3 Commodities Traded, Services and Digital Products

The descriptions of traded products consist of food and non-food groups. This description is presented to see how similar the products and services offered are with traditional markets. The results show that no difference between modern shops and

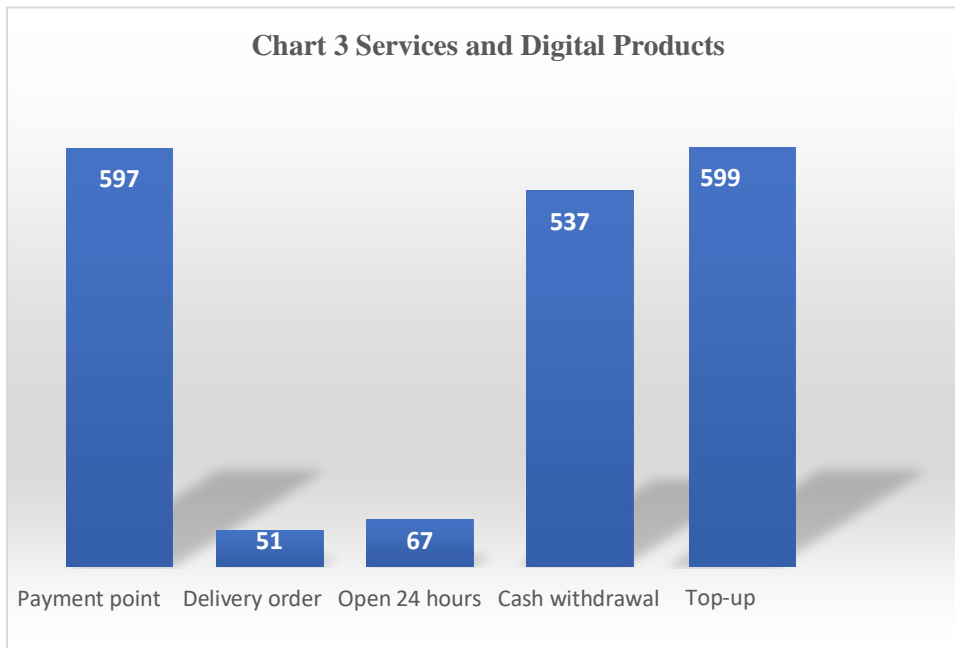
traditional markets in terms of traded commodities. The following charts show the two major groups of traded commodities.



Source: Research Result, 2019



Source: Research Result, 2019

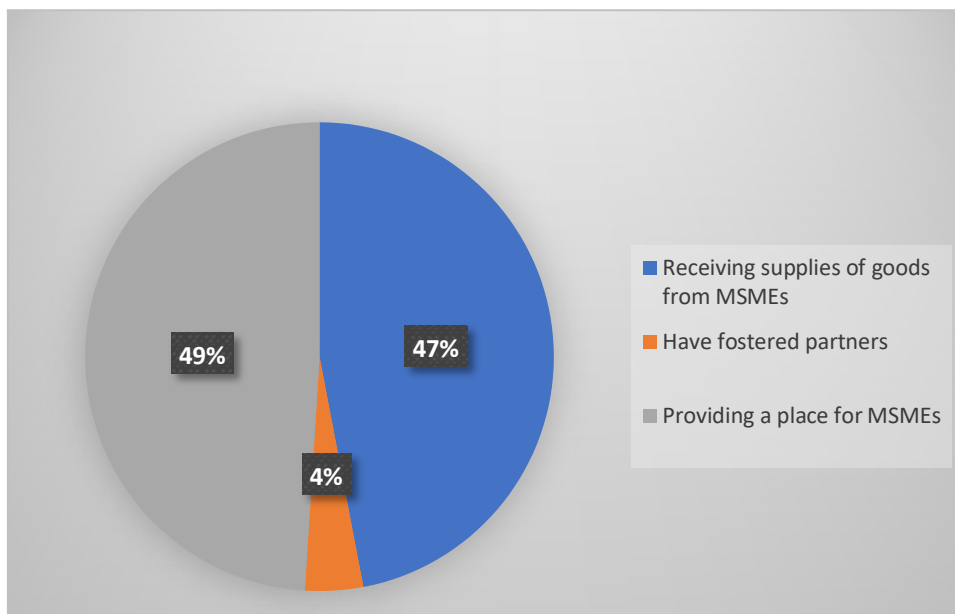


Source: Research Result, 2019

Modern shops, in addition to selling other products and commodities, also provide digital services, such as payment points, cash withdrawals, and top-ups. Moreover, modern store service hours are regulated in Regional Regulation No. 2 of 2009, starting from 10:00 to 22:00 local time. Nevertheless, 67 outlets are fully open for 24 hours.

4.4 MSME Partnership

Figure 5 MSME Partnership



Source: Research Result, 2019

As much as 47% of modern markets have partnerships with MSMEs. The rest only provides space for MSMEs to sell. The remaining 4% provides guidance to MSMEs. Thus, many modern shops in Bandung have not partnered with MSMEs. Retailers claim that the product portion of MSMEs has reached 20% of the total product brands sold in modern retail outlets. However, the problem in improving MSME products is always the same, that is, the continuity products has not been able to meet the needs, which makes managers unsure about entering into outlets. In addition to encouraging modern shops to open-up opportunities, coaching efforts are needed to increase the capabilities and capacities of SMEs, such that they can meet supplier requirements and standards. This finding is in line with that of Sunanto (2014), which states that consumers' store preferences have shifted away from traditional retailers towards supermarkets and hypermarkets due to better product availability, quality, price and variety. Consequently, traditional retailers, particularly traditional markets, tend to suffer from the entry of modern food retailers. Some actors in the retail value chain benefit from the developments, whereas small suppliers, in particular, need to increase their knowledge and skills to meet the requirements of modern retail procurement systems.

This finding also shows that a number of regions in Indonesia often limit the number of modern retail outlets without conducting an academic study. Modern retailers choose to adjust to regional policies that limit the number of industrial outlets, even though this is considered to be hampering expansion efforts. Limits on the number of modern retail outlets are often based solely on the pretext of protecting traditional stores. However, the reasons for protecting traditional shops and the community's economy are not strong, because the presence of modern retailers has been able to help local economic growth. In fact, modern retail stores always involve local communities in the supply chain in the business.

In connection with the reasons for protecting traditional markets, the findings of Suryadarma et al. (2010) actually emphasised that main cause not supermarket but street vendors as stressed Indonesia's urban centres recently underwent an explosion of supermarkets. With cheaper, higher-quality commodities and better services, supermarkets have the potential to drive traders in traditional markets out of business. However, qualitative and quantitative findings indicate that the main cause of decline is not supermarkets. Instead, traditional markets are plagued with internal problems and face increasingly bitter competition from street vendors. Therefore, policy recommendations include strengthening traditional traders and seriously addressing the problem of street vendors.

However, Hikmawatia and Nuryakina (2017) stated that in the beginning, modern retail had a positive influence on improving the performance of traditional retailers, that is, modern retailers that stood near traditional retail locations would stimulate an increase in the number of traders in traditional retailers, and competition between the two is still normal because of their similar and complementary characteristics. However, if the number of modern retailers (in this case, especially for supermarket retail types) exceeds the maximum limit (threshold = 1 modern retail outlet), then the relationship becomes negative, resulting in a decrease in the number of traders, and/or vice versa. Supermarket outlets have been able to meet people's needs, such that traditional retailers are slowly starting to be abandoned by their consumers (the community).

Another finding is that malls are no longer only fulfilling its main function,

namely, to serve the shopping needs of the community, but are used as a place for relaxation, family recreation and window shopping. This phenomenon is caused by the fact that changes in lifestyle have made people more likely to go to malls and plazas to enjoy leisure, culinary delights or simply relax. A change has been observed in the concept of a shopping centre that is different from conventional concepts. The new concept is more tenant food and beverage. This change is in line with the characteristics of Bandung City, which is known as the centre of trendsetters for today's lifestyle, and it has developed a shopping centre with this concept in the past. Plaza and factory outlets are currently implementing the concept of a comfortable shopping centre equipped with culinary facilities and contemporary cafes, such that they become tourist attractions. On this basis, the function of modern store outlets has been added to become the centre of conducting businesses and socialising. Shopping centres are increasingly focused on being places for business, leisure and recreation; thus, they become the main attraction for people to stop shopping, fulfilling a shopping method that can accommodate two types of buyers.

The retail industry is also a strategic industry in its contribution to the economy. Nationally, the retail industry has the second largest contribution to the formation of the GDP after the manufacturing industry. This is in line with Markovic et al. statement (2013) that seven though Croatian GDP is in continuous fall since Croatian retail sector, after initial significant downturn, managed to fend of adverse macroeconomic situation. Bandung City is one of the largest contributors to the GDP in Indonesia.

5. CONCLUSION

The results of the discussion of the location of the majority of modern shops in commercial, market, commercial and residential areas are as follows. The distance between modern shops and traditional markets is 72% of modern shops located in a radius of less than 500 m. International modern chain stores contribute around 8%. The national franchise modern store network is 66%. The jobs available in each shop vary from small scale of less than 5 people to large scale of more than 100 people. The minimarket with the largest number of modern store categories indirectly becomes informal employment for parking attendants and food traders. As much as 46% of vehicle parking is managed by local residents or individuals, not shop managers.

In addition to selling food and non- food products, 71% of modern shops provide cash withdrawal services and payment points for various bill payment needs, as well as top-up pulses and digital products. As much as 47% of shops receive supplies of SME products, and 49% provide a place to sell for small entrepreneurs. The declining factor of traditional markets is largely due to the price factor and street vendors.

REFERENCES

- [1] Dwiyananda, Ongky Martha and Mawardi, Imron (2015). *Pengaruh Produk, Harga, Tempat dan Promosi Ritel Modern terhadap Keberlangsungan Usaha Ritel Traditional di Gresik*. Jurnal Ekonomi Syariah Teori dan Terapan Vol. 2 No. 9, 2015 pp 759-771
- [2] Fauza, Miftahul (2017). *Analisis Faktor yang Mempengaruhi Eksistensi Pasar Tradisional dalam Menghadapi Pasar Modern di Kecamatan Medan Amplas*. Jurnal At-Tawassuth, Vol. 2, No. 1, 2017, pp 146-169

- [3] Herndon, Neil (2004) Little Retailers and Friends Target Big Retailers in the U.S., China, Japan, and Germany, *Journal of Marketing Channels*, Vol 11, No 4, pp 105-111
- [4] Hikmawatia, Dianur and Nuryakina, Chaikal (2017) The Modern Retail and Its Impact to Traditional Markets in DKI Jakarta. *Jurnal Ekonomi dan Pembangunan Indonesia*. Vol. 17 No. 2, 2017, pp 195–208
- [5] [Keputusan Presiden Republik Indonesia Nomor 99 Tahun 1998 Tentang Bidang/Jenis Usaha Yang Dicadangkan Untuk Usaha Kecil Dan Bidang/Jenis Usaha Yang Terbuka Untuk Usaha Menengah atau Besar Dengan Syarat Kemitraan.](#)
- [6] Markovic, M.; Jurica Simurina and Jurica Pavicic (2013). Economic and Business Impact of Crisis on Croatian Trade. *Rev. Integrative. Bus. Econ. Res.* Vol 2(2) 672 -680
- [7] Masruroh, R. (2017). The Impact of Modern Retail Minimarket towards the Continuity of Traditional Retail Businesses. *IOP Conference Series: Materials Science and Engineering*, Volume 180, 1st Annual Applied Science and Engineering Conference (AASEC), in conjunction with The International Conference on Sport Science, Health, and Physical Education (ICSSHPE) 16–18 November 2016, Bandung, Indonesia, pp 1-6
- [8] McKinsey: Pasar E-Commerce RI Melonjak Jadi Rp 910 Triliun pada 2022. <https://katadata.co.id/pingitaria/digital/5e9a55dc32aaa/mckinsey-pasar-e-commerce-ri-melonjak-jadi-rp-910-triliun-pada-2022>. Accessed, September 15th, 2019.
- [9] *Peraturan Presiden Republik Indonesia Nomor 112 Tahun 2007 Tentang Penataan dan Pembinaan Pasar Tradisional Pusat Perbelanjaan dan Toko Modern*
- [10] *Peraturan Menteri Perdagangan Nomor 70/M-DAG/PER/12/2013 Tahun 2013 Tentang Pedoman Penataan dan Pembinaan Pasar Tradisional, Pusat Perbelanjaan dan Toko Modern*
- [11] *Peraturan Daerah Kota Bandung Nomor 2 Tahun 2009 tentang Penataan Pasar Tradisional, Pusat Perbelanjaan dan Toko Modern*
- [12] Readon, Thomas and Hopkins Rose, (2006). The Supermarket Revolution in Developing Countries: Policies to Address Emerging Tensions Among Supermarkets, Suppliers and Traditional Retailers. *The European Journal of Development Research*, Vol.18, No.4, 2006, pp 522–545
- [13] Readon, Thomas and Gulati, Ashok (2008). The Supermarket Revolution in Developing Countries: Policies for Competitiveness with Inclusiveness. *International Food Policy Research Institute Policy Brief 2*. Michigan State University
- [14] Sunanto, Sandra (2014). The Effects of Modern Food-Retail Development on Consumers, Producers, Wholesalers, and Traditional Retailers: The Case of West Java, *Bulletin of Indonesian Economic Studies*, Vol 50 No 2, pp 290-291
- [15] Suryadarma, Daniel; Poesoro, Adri; Akhmadi; Sri Budiayati; Meuthia Rosfadhila and Asep Suryahadi. Traditional food traders in developing countries and competition from supermarkets: Evidence from Indonesia. *Food Policy*. Food Policy Volume 35, 2010, pp 79–86
- [16] Triyawan, A and Jayanti, Kurnia Firmanda Jayanti (2018). *Analisis Pengaruh Toko Ritel Modern Terhadap Pendapatan Pedagang Tradisional dalam Perspektif Ekonomi Islam*. FALAH: Jurnal Ekonomi Syariah. Vol. 3, No.1, Februari 2018, pp 1-11
- [17] Utomo, Tri Joko (2011) The Competition of Retail Business: Traditional vs Modern. *Jurnal Fokus Ekonomi* Vol. 6 No. 1, pp 122 – 133 www.aprindo.org Accessed, September, 15th 2019