

# Analisis respon kompetitif ritel kecil dan independen terhadap ritel modern terorganisasi (minimarket) di Kota Bekasi = The competitive response analysis of small independent retailers to organized modern retail (minimart) in Bekasi City

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## Abstrak

### [<b>ABSTRAK</b><br>

Penelitian ini bertujuan untuk mengetahui respon kompetitif dari ritel kecil dan independen di kota Bekasi terhadap hadirnya ritel modern terorganisasi (minimarket). Sikap respon kompetitif yang ditunjukkan oleh ritel kecil dan independen dilihat dari keragaman strategi fungsional dan strategi bisnis yang dijalankan, dan dengan mengklasifikasikan peritel kedalam kelompok strategi, dan akhirnya dengan menilai kinerja dari kelompok strategi yang terbentuk. Penelitian ini menggunakan data survei dari 170 toko kelontong di kota Bekasi. Analisis yang digunakan adalah Analisis Faktor untuk mencari keragaman strategi yang ada, dan analisis kluster untuk mencari kelompok strategi yang ada, serta uji non-parametric ANOVA Kruskal Wallis untuk mengetahui kinerja kelompok strategi. Penelitian ini menemukan adanya kelompok strategi di antara ritel kecil dan independen di kota Bekasi dan memiliki perbedaan kinerja terhadap hadirnya ritel modern.

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### <b>ABSTRACT</b><br>

The objective of this study is to decipher the competitive response of small, independent retailer in Bekasi to Organized retail (Minimart). The competitive behaviour is comprehended in terms of pattern of retail functional and business strategies, further classifying the retailers into strategic groups, and finally by assessing the performance of this strategic groups. this study is based on survey of 170 retailer shop in Bekasi city. Factor Analysis is used to find the pattern of strategy, and Cluster Analysis is used to find strategic groups, and Non-Parametric ANOVA Kruskal Wallis to find the performance of strategic groups. The result show that strategic groups exist among small independent retailer in Bekasi city and had different performance to organized modern retailer., The objective of this study is to decipher the competitive response of small, independent retailer in Bekasi to Organized retail (Minimart). The competitive behaviour is comprehended in terms of pattern of retail functional and business strategies, further classifying the retailers into strategic groups, and finally by assessing the performance of this strategic groups. this study is based on survey of 170 retailer shop in Bekasi city. Factor Analysis is used to find the pattern of

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