The Impact of Minimarket Existence on Grocery Store Revenue

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ABSTRACT

The existence of minimarkets spread across various areas, both urban and rural, has an impact on nearby grocery store traders, causing grocery store traders to experience a decline in income. Because the Indomaret minimarket is a small shop or supermarket that sells most of the daily necessities needed by consumers. Minimarkets are a favorite shopping place for people today who want light shopping but don't need to go far like to the supermarket. This research aims to find out whether there is a significant impact of the existence of minimarkets on grocery store income in Rantau Rasau sub-district. This research method uses a descriptive quantitative type, namely research that emphasizes analysis on numerical data (numbers) which are processed with a statistical model using a simple linear regression equation $Y=a+bX$. The sample size in this study was 60 respondents, namely grocery store traders around the Rantau Rasau sub-district. The results of this research state that the existence of minimarkets has a significant effect on grocery store income. We can see this: Tcount = 4.198 and Ttable = 1.980 with a significant value of 0.00003 < 0.05, which means it proves that Ho is rejected and Ha is accepted, which means that the existence of minimarkets in Rantau Rasau sub-district has a positive and significant effect on grocery store income.

INTRODUCTION

The growth of the modern market today is indeed very rapid, not only in the city but has spread to remote villages. Even in the villages, the existence of minimarkets (the smallest form of modern markets) is no longer strange for the people, they flock to shop in places that offer coolness and comfort. The business competition in the business world also forces every business person to be able to survive and develop their business. This is due to the increasingly diverse needs of consumers so that businessmen must be observant in using strategies to attract customers, small businesses are one of the business people who participate in this competition, one of the competitions that small businessmen must face, among others, the rapid development of modern markets which are felt by many parties has an impact on the existence of traditional markets, most of which are individual small businesses (Rusno, 2008).

Santi Pertiwi stated, Competition between small shops and minimarkets is a phenomenon that is familiar to us, especially in the era of globalization and the rapid development of science. The cause of the competition between the two is that the two have similarities in selling daily

necessities products, only different service models and facilities. If this continues to happen, then it is possible that small shops will become extinct. Like grocery stores that sell various kinds of products that are the same as the goods in the minimarket, this can also result in the transfer of grocery store consumers to Indomaret minimarkets when viewed in terms of the goods offered (Sandi, 2020).

Lalu Takdir Jumaidi, also said that inimarket Indomaret is a small store or supermarket that sells most of the daily necessities needed by consumers with a sales radius of between 100 to 1000m. Minimarkets are the favorite shopping place for people today who want to shop lightly but don't need to go far like going to the supermarket. In the modern era, many modern minimarkets have begun to grow that have provided adequate facilities to pamper their consumers (Jumaidi, 2019).

The existence of minimarkets that have an impact on grocery store traders who sell food and beverage products that are similar to goods sold in minimarkets, makes grocery store traders more worried because the businesses they have pioneered so far have experienced a decrease in income. This is because consumers prefer to shop at minimarkets, in addition to the clean place and satisfactory service, also the facilities provided are very satisfying for consumers who shop, besides that in terms of prices minimarkets sell goods at different prices from grocery stores, although the price is somewhat more expensive than grocery stores, people in Rantau Rasau District more or less choose to shop at minimarkets because they follow a modern lifestyle. (Amelia and Hardiansyah, 2022) stated that, in trade, these activities are promising economic activities as income assets to meet the needs of human life, human life which is inseparable from a need makes the world of trade also expand along with the change of time because the more human needs that must be met, the more demands for needs must be provided.

Based on revenue for both minimarkets and grocery stores, revenue is also the result of sales of goods or services in a company in a certain period. Actually, not only the proceeds from sales, income can also come from interest from company assets used by other parties, dividends, and royalties. Everything is summed up and recorded in the company's books. In addition, income can also be defined as a fee charged to customers or consumers on the price of goods or services. (Khaeria, 2023), also stated that this income is an important factor in a company because it is a benchmark for the progress or retreat of a company. The greater the revenue, the more advanced the company is considered, and vice versa.

Based on this description, the researcher is interested in taking a study entitled The Impact of the Existence of Minimarkets on Grocery Store Revenue in Rantau Rasau District. In Rantau Rasau District, with the presence of a modern market in the form of Indomaret, precisely at the end of 2022, it has recently been considered to indirectly threaten and paralyze the surrounding grocery stores. The distance between the minimarket and the grocery store will have an impact on decreasing the number of buyers or losing consumers who often shop at the grocery store; therefore, this decrease in the number of consumers results in a decrease in revenue or sales turnover received by grocery store traders.

A grocery store trader at Pelita Market or Rantau Rasau Market, said that due to the establishment of modern retail stores adjacent to traditional markets, the turnover continues to decline. This grocery store trader said that since the establishment of this Indomaret type

modern retail store, the grocery trader and other traders have experienced a decrease in income. So that sales turnover continues to decline every month because the average consumer switches to Indomaret. This is due to the loneliness of visitors who shop at the grocery store. Not only that, grocery stores have a very significant impact on their income when compared to before and after the existence of minimarkets in Rantau Rasau District. In addition, grocery stores have also undergone changes in terms of the provision of goods sold than usual, grocery stores provide goods or stock more merchandise, now with this minimarket, grocery stores only provide a small amount of goods. This is because grocery stores do not suffer much loss if the goods do not sell.

There is a reality in the field that shows that some grocery store traders have a significant impact on their income as a result of the existence of minimarkets in Rantau Rasau District. Although the existence of this minimarket has a negative impact on grocery stores. According to grocery store traders, some of the consumers said that it was very helpful with the existence of a minimarket in Rantau Rasau District, for example, it was explained that there were several grocery store consumers who switched to shopping at the minimarket when they did not find the goods they were looking for at the grocery store, This shows that in addition to having a negative impact on grocery stores, minimarkets also have a positive impact on the community.

Therefore, the growth of Indomaret minimarket in Rantau Rasau sub-district can be said to be very worrying, because the longer it will have a bad impact on the surrounding grocery stores. The very obvious negative impact on these grocery stores is unbalanced business competition, a decrease in grocery store customers or consumers, and a decrease in the number of grocery store merchants' income. This is also related to people's preferences who have the possibility of switching to shopping at Indomaret minimarkets instead of shopping at grocery stores. As a result of the changes that occur in this society, namely with the progress of the times in the economic field, as well as the efforts that will be made by grocery stores in maintaining the existence of their businesses in the midst of current economic competition, Based on the above explanation, the researcher wants to research how the impact caused after the existence of a modern retail business or minimarket on the income of grocery stores.

The purpose of this study is to find out whether there is a significant impact of the existence of minimarkets on the income of grocery stores in Rantau Rasau District. Based on the explanation above, therefore the author is interested in examining this problem in a study entitled "The Impact of the Existence of Minimarkets on Grocery Store Income in Rantau Rasau District".
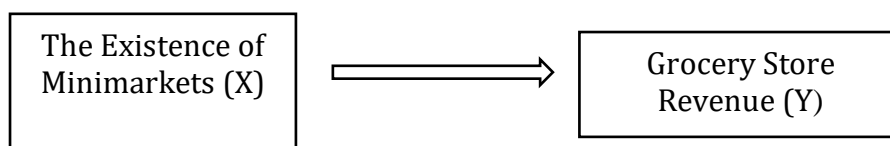
Source: Processed by researchers, 2024
Figure 1. Conceptual Framework

Based on the conceptual framework image above, the hypotheses proposed in this study are as follows:

H_a: There is a significant impact of the existence of the minimarket (X) on the grocery store (Y)

in Rantau Rasau district.

H_0: There is no significant impact of the existence of minimarket (X) on the revenue of grocery stores (Y) in Rantau Rasau district.

METHOD

Quantitative research methods can be interpreted as research methods based on the philosophy of positivism, used to research on certain populations/samples, sampling techniques are generally carried out randomly, data collection uses research instruments, data analysis is quantitative/statistical with the aim of testing hypotheses that have been determined (Sugiyono, 2009).

Quantitative research is a type of research that produces discoveries that can be achieved using statistical procedures or other means of quantification. (Sujarweni, 2014). The method used in this study is a quantitative descriptive method, Quantitative descriptive research is a type of research that aims to describe systematically, factually and accurately about the facts and characteristics of a certain population, or try to describe the phenomenon in detail. (Yusuf, 2014).

The population in this study is a grocery store in Rantau Rasau District, generally the population is the person who is the subject of the study or the person whose characteristics are to be studied. The person who is the subject of the research is called the research unit or unit *of observation* and the number of people who are the subject of the research is called the population size or population size. (Roflin, 2021).

Sampling in this study uses *the Purposive sampling technique*, because not all samples have criteria that are in accordance with the phenomenon studied. The sample is part of the number of characteristics possessed by the population where sampling must be representative of the population or representative, *purposive sampling*, i.e. sample members are specially selected based on the purpose of the study. (Andriani, 2020).

RESULTS AND DISCUSSION
Research Results

Rantau Rasau Village is one of the oldest villages located in East Tanjung Jabung Regency with the condition of the area flanked by the Batanghari River (residents also sometimes call it the Berbak River) and Berbak National Park. Rantau Rasau Village has an altitude of about 0-1 meters above sea level. Astronomically, Rantau Rasau Village is located at the coordinate points of 104°8'0" E and 1°6'0" LS. The indicative area of Rantau Rasau Village based on participatory mapping is around 111.93 Km, with the northern boundaries bordering Sungai Jeruk, the south bordering Sungai Rambut, the heavy border with the Berbak River and the east bordering Berbak National Park. (Muryati and Rahmatia, 2023)

Rantau Rasau is one of the sub-districts in East Tanjung Jabung Regency, the selection of Rantau Rasau as the first transmigration area because Rantau Rasau is a tidal area and has a large land area and according to calculations at that time the cost was smaller when compared to those that were not tidal areas. The community was first brought in from the Kebumen and Magelang areas of Central Java Province as many as 49 families (*heads of families*). After that, another addition was made in 1969 as many as 200 families from East Java Province (Malang,

Madiun, Kediri), Central Java Province (Purwodadi), and West Java Province (Sumedang, Ciamis, Bogor, and Bandung), because the Rantau Rasau area has a fairly large land.

Profil Responden
Classification by Gender

The data regarding the gender of respondents who owned grocery stores in Rantau Rasau district are as follows:

Table 1. Classification of respondents by gender

Gender	Sum	Presented (%)
Man	24	40%
Woman	36	60%
Total	**60**	**100%**

Source: Results of Questionnaire Distribution to Grocery Store Owners

Based on table 1 above, the respondents who were dominated by women were the most with a total of 36 people while male respondents with a total of 24 people.

Classification by Age

The data regarding the age of respondents who own grocery stores in Rantau Rasau District are as follows:

Table 2. Classifications of respondents by age

Age	Sum	Presented (%)
<20	2	3%
21-35	28	47%
36-45	25	42%
46-55	5	8%
Total	**60**	**100%**

Source: Results of Questionnaire Distribution to Grocery Store Owners

Based on table 2 above, the most dominated respondents are 21-35 years old with a total of 28 respondents, while the most dominated respondents are at least <20 years old with a total of 2 respondents.

Classification Based on Last Education

The data regarding the latest education of respondents who owned grocery stores in Rantau Rasau District are as follows:

Table 3. Classification of respondents based on last education

Last Education	Sum	Presented (%)
SD	0	0%
SMP	15	25%
High School Equivalent	35	58%
SARJANA	10	17%
Total	**60**	**100%**

Source: Results of Questionnaire Distribution to Grocery Store Owners

Based on table 3 above, the last education of the respondents was dominated by the high school level with a total of 35 respondents, while the last education respondents were dominated by the least was the undergraduate level with a total of 10 respondents.

Classification Based on Grocery Store Revenue Before Minimarkets

The data regarding grocery store income before the existence of minimarkets in Rantau Rasau District is as follows:

Table 4. Classification of respondents based on income before the existence of minimarkets

Grocery Store Revenue	Sum	Presented (%)
IDR 500,000-IDR 1,000,000	0	0%
IDR 1,100,000-IDR 2,000,000	6	10%
IDR 2,100,000-IDR 3,000,000	15	25%
IDR 3,100,000-IDR 4,000,000	19	65%
Total	**60**	**100%**

Source: Results of Questionnaire Distribution to Grocery Store Owners

Based on table 4 above, the income of respondents before the existence of Minimarket was dominated by 39 respondents with an income of Rp. 3,100,000-4,000,000 per month.

Classification Based on Grocery Store Revenue After Minimarket

The data regarding grocery store income before the existence of minimarkets in Rantau Rasau District is as follows:

Table 5. Classification of respondents based on income after the existence of a minimarket

Grocery Store Revenue	Sum	Presented (%)
IDR 500,000-IDR 1,000,000	18	30%
IDR 1,100,000-IDR 2,000,000	34	57%
IDR 2,100,000-IDR 3,000,000	5	8%
IDR 3,100,000-IDR 4,000,000	3	5%
Total	**60**	**100%**

Source: Results of Questionnaire Distribution to Grocery Store Owners

Based on table 5 above, the income of respondents after the existence of minimarkets was dominated by 34 respondents with an income of Rp. 1,100,000-2,000,000 per month.

Discussion

Descriptive Statistical Analysis Test

Descriptive statistical analysis provides an overview or descriptive of a data seen from the mean value, variance, maximum, minimum, sum, average, range, kurtosis and skewness. (Ghozali, 2018).

Descriptive statistics is basically the process of transforming research data in a form that is easier to understand and interpret. Tabulation presents summarizing, organizing, and organizing data in numerical and graphical form. (Wahyuni, 2020)

The descriptive statistical analysis technique is one of the methods in analyzing data by describing the data that has been collected, without making conclusions that apply to the

general public (generalization). In this technique, the value of the independent and dependent variables will be known. This analysis technique will provide a preliminary description for each variable in the study. Where in the data description, each variable can be seen from the mean (average), maximum-mincommon, and standard deviation values. (Abdullah, 2022)

This study aims to find out whether there is a significant impact of the existence of minimarkets on grocery store revenue in Rantau Rasau District. So, the discussion in this study is: based on the results of descriptive statistical analysis is an analysis that describes the data to be made both individually and in groups the presentation of descriptive analysis includes the measurement of central dependencies in the measurement brackets of central phenomena such as mean, mode, and median of the closing brackets and the measurement of definitions in brackets range, standard deviation, and variance also discusses graphs and diagrams. Descriptive analysis aims to systematically describe factual and accurate data regarding the facts and relationships between the phenomena being investigated or studied.

Descriptive statistics is statistics whose level of work is to collect, organize, and process data to be able to present and provide a clear picture of a certain condition or event where data is taken. In other words, the task of descriptive statistics is to present data clearly so that certain meanings or meanings can be taken based on the description presented. (Martias, 2021)

Table 6. Results of descriptive statistical analysis test

The Existence of Minimarket (X)		Grocery Store Revenue (Y)	
Mean	45,6	Mean	40,95
Standard Error	0,84	Standard Error	0,73
Median	45	Median	41
Mode	44	Mode	41
Standard Deviation	6,48	Standard Deviation	5,62
Sample Variance	42,01	Sample Variance	31,61
Kurtosis	-0,44	Kurtosis	4,43
Skewness	0,13	Skewness	-0,88
Range	26	Range	35
Minimum	32	Minimum	20
Maximum	58	Maximum	55
Sum	2736	Sum	2457
Count	60	Count	60

Source: Data Processing Results, 2024

Based on the descriptive statistical analysis test above, indicators can be obtained with the following details: Mean, the average value of the minimarket existence variable (X) is 45.6 while for the Grocery Store Revenue variable (Y) is 40.95. Median, the middle value of the minimarket existence variable (X) is 45 while for the grocery store income variable (Y) is 41. Mode, the number that most often comes out of the minimarket existence variable (X) is 44 while for the grocery store income variable (Y) is 41. Standard deviation (standard deviation), the square root value of the variance of the variable of the existence of a minimarket (X) is 6.48 while for the variable of Grocery Store Revenue (Y) is 5.62. Minimum, the lowest or smallest value among all members of a data group. The minimum value of the variable of the existence of a minimarket

(X) is 32 while for the variable Grocery store revenue (Y) is 20. Maximum, the highest or greatest value among all members of a data group. The maximum value of the existence variable of the minimarket (X) is 58 while for the variable of mustahik income (Y) is 55. Sum, the sum of the values of all members in a data group. The sum value of the variable of the existence of the minimarket (X) is 2736 while for the variable Grocery store revenue (Y) is 2457.

Count, the number of members of the sample or observation in a data group. The count value of the minimarket existence variable (X) is 60 while for the grocery store revenue variable (Y) is 60. Range, the range or distance between the maximum value and the minimum value. The range of the minimarket existence variable (X) is 26 while for the Grocery Store Revenue variable (Y) is 35. Standard error (of mean), an index that provides an overview of the average distribution of the sample to the average of the entire sample. The standard error variable for the existence of a minimarket (X) is 0.84 while for the variable Grocery store revenue (Y) is 0.73.

Reliability Test

According to (Imam Ghozali, 2016) a reliability test is a tool to measure a questionnaire which is an indicator of a variable or construct. A questionnaire is said to be reliable or reliable if a person's answers to statements are consistent or stable over time.

The Reality Test is a value that shows a measuring tool in measuring existing symptoms. The reliability test used in this study is the Alpha Cronbach technique (a benchmark used to describe the correlation or relationship between the scale made and all existing variable scales). An instrument is said to be reliable if the reliability coefficient is greater than 0.7. The basis for decision-making in this test is that if Alpha is greater than the Rtable, the questionnaire items used are declared reliable or consistent, on the other hand, if the Alpha value is greater than the r-table, then the questionnaire items used are declared unreliable or inconsistent. A variable is said to be reliable if:

Alpha cronbach result > 0.7 = realistic
Alpha cronbach result < 0.7 = unreliable

The reliability test was carried out to see the stability and consistency of the respondents in answering matters related to the questions prepared in the form of a questionnaire. The results of this test will reflect whether or not a research instrument can be trusted, based on the level of accuracy and stability of a measuring instrument. The standard used in determining the reliability or unreliability of a research instrument, one of which is by looking at the comparison between the value of Rcal and Rtabel at a confidence level of 95% (significance of 5%). If the test is carried out using the Alpha Cronbach method, then the Count will be represented by the Alpha value. A questionnaire or questionnaire can be said to be reliable if it has a reliability or alpha of 0.7. An Alpha value that is closer to 1 indicates a higher internal consistency of reliability.

The level of realism of the question variable Existence of Minimarket (X) and Grocery Store Revenue variable (Y) in Rantau Rasau District based on the results of Microsoft Excel processing can be seen in the table below:

Table 7. Results of the Reliability Test of the Existence of Minimarkets (X)
Reliability Statistics

Reference Value	Cronbach Alpha Values	Conclusion
0,7	0,78	Reliable

Source: Data Processing Results, 2024

From the results of the output reliability statistic above, a Cronbach Alpha value of 0.78 was obtained with a total of 16 questions. The value of the table at the confidence level of 95% (significance of 5%) with the number of respondents N=60 and df= N– 2= 60–2= 58 is 0.2542 (0.25). Thus, the cronbach alpha value is 0.78>0.25. So, it can be concluded that the questionnaire is reliable. This reliability is also shown by the cronbach alpha value greater than the reference value of 0.7 so that it can be concluded that the research measuring tool is reliable (reliable).

Table 8. Grocery Store Revenue Reliability Test Results (Y)
Reliability Statistics

Reference Value	Cronbach Alpha Values	Conclusion
0,7	0,71	Reliable

Source: Data Processing Results, 2024

From the results of the reliability statistic output above, a cronbach alpha value of 0.71 was obtained with a total of 16 questions. The value of the table at the confidence level of 95% (significance of 5%) with the number of respondents N=60 and df=N– 2= 60–2= 58 was 0.2542 (0.25). Thus, the cronbach alpha value is 0.71>0.25. So it can be concluded that the questionnaire is reliable. This reliability is also shown by a greater Cronbach alpha value with a reference value of 0.7 so that it can be concluded that the research measuring tool is reliable (*reliable*).

Normality Test

A normality test is a statistical procedure used to assess the assumption of normality in a data set. In normal distribution statistics is one of the important requirements in conducting data analysis, this distribution is often assumed in inferential statistical procedures, namely methods to draw and measure the reliability and validity of a conclusion based on the results of information obtained from population samples. The normality test aims to find out whether the distribution of a sample or selected data is sourced from the distribution of normal or abnormal population data. (Pandriadi, 2023)

The use of parametric statistics works on the assumption that the data for each of the research variables to be analyzed are normally distributed. If the data is abnormal then parametric statistical techniques cannot be used for its analysis tools. For this reason, before the study uses the parametric apatitis technique, the normality of the data must be tested first, the research tests the normality of the data distribution with a colmograph with a crisis value of 5% (a=0.05). Furthermore, a decision can be made by comparing a significance value of approximately 0.05 means that the data is normally distributed, if the significance value is approximately 0.05, it means that it is not abnormally undistributed.

The normality test is one part of the data analysis test, which means that before conducting the actual analysis, the research data must be tested for the normality of its distribution. A good regression model is one that has a normal or near-normal distribution of data. Data normality aims to find out whether the distribution is normal or not. (Nuryadi, 2017)

Table 9. Normality Test Results
One–Sample Kolmogorov–Simirnov Test

Statistic	Var I
N Sample	60
Average	86,55
Standard Junction (stdev.s)	11,83
D (largest ft-fs value)	0,12
KS Table	0,172

Source : Data Processing Results, 2024

Based on the output above, it is known that the value of klmogrov smirnov is 0.172 and greater than 0.05. At a confidence level of 95%, kolmogrov smirnov (KS) is calculated as 0.12<0.172 kolmogrov smirnov (KS) Table at DF 60 (number of samples), so it can be concluded that the tested data is normally distributed.

Homogeneity Test

In this study, the barter test is used to test the homogeneity of the data, namely to see if the variance of the group of free variables where the amount of data in the group can be different and taken randomly from each population with a normal distribution or not on the homogeneity test (Nuryadi, 2017). In other words, homogeneity means that the datasets we are researching have the same characteristics. Homogeneity testing is also intended to provide confidence that the set of data manipulated in a series of analyses does indeed come from populations that are not much different in diversity. The test criteria for homogeneity tests are:

If F $_{calculates}$ > than F, Critical then the data is declared not homogeneous and

If F $_{calculates}$ < than F, Critical then the data is declared Homogeneous.

The homogeneity test is used to determine whether several population variants are the same or not. The similarity test of two variances is used to test whether the distribution of the data is homogeneous or not, namely by comparing the two variances. If two or more data groups have the same variance, then the homogeneity test does not need to be done anymore because the data is already considered homogeneous. Homogeneity tests can be performed if the data group is in a normal distribution. The homogeneity test was carried out to show that the differences that occurred in parametric statistical tests (*e.g. t, Anava, Anacova tests*) actually occurred due to differences between groups, not as a result of differences within groups. (Usmadi, 2020)

Tabel 10. Hasil F-Test Two-Sample For Variance s

	Variabel X	Variabel Y
Mean	45,6	40,95
Variance	42,0068	31,6076
Observations	60	60
Df	59	59
F	1,32901	F Hitung
P (F<=f) one-tail	0,13875	
F Critical one-tqil	1,53995	F Tabel

Sumber: Hasil Olah Data, 2024

Based on the table above, it can be concluded that the sample used in this study is stated to be homogeneous with F count 1,329< F table 1,539 at the level a = 0.05

Test T

The t-test is an average parametric testing procedure if the variety of the population is unknown (Elva Susanti, 2021). In the opinion (Rosalina, 2023) The t-test is a statistical test used to test the truth or falsity of the null hypothesis. The t-test belongs to the group of parametric statistics used in hypothesis testing; the t-test is used when information about the variance value of the population is unknown. The t-test is one of the tests used to find out whether or not there is a significant (*convincing*) difference between the two mean samples (*two variables compared*).

The t-test aims to find out whether the independent variable or microfinance (X) partially or individually has a significant effect on the bound variable or income level (Y). In determining the degree of freedom, the formula df = n – k = 60 - 2 = 58 can be used. The t-test in this study is used to test the average difference between two or more groups, for example, the t-test can be used to test whether there is a significant difference in the income level of grocery stores in Rantau Rasau District.

Information:

df : Degrees Of Freedom

n : Population

k : Number of Variabes

Table 11. Hypothesis Results (T-Test)

	The Existence of Minimarket (X)	Grocery Store Revenue (Y)
Mean	45,6	40,95
Variance	42,007	31,608
Observations	60	60
Pooled Variance	36,807	
Hypothesized Mean Difference	0	
Df	118	Degree of Freedom
t Stat	4,19805	Calculate T Value
P (T<=t) one-tail	0,00003	Nilai P Value

Source: Data Processing Results, 2024

It is known that tcount = 4.198 and ttable = 1.980 with a significant value of 0.05. Based on this value, the calculation > t_{table} (4.198 > 1.980), then the independent variable or the existence of a minimarket (X) has an effect on the bound variable or grocery store revenue (Y). And based on the significance value of the Excel output results, the significant value is 0.00003 < 0.05, the independent variable or the existence of a minimarket (X) has a significant effect on the bound variable or grocery store income (Y). It can be concluded that Ho was rejected and Ha was accepted, which means that the existence of a minimarket in Rantau Rasau District has a positive and significant effect on grocery store revenue.

CONCLUSION

Based on the data analysis and discussions that have been carried out regarding the impact of the existence of minimarkets on grocery store revenue in Rantau Rasau District, the following conclusions can be drawn:

1. The existence of minimarkets has a significant influence on the income of grocery stores in Rantau Rasau District. This has been proven by the Hypothesis Test (t-Test) that researchers have conducted.
2. The value of the existence of minimarkets to the income of grocery stores in Rantau Rasau District is 419.8%. We can see this from table 11 about the results of the Hypothesis Test (T-Test) above, it can be seen that t calculation = 4.198 and t table = 1.980 with a significant value of 0.05. Based on this value, $t_{calculate}$ > t table (4.198 > 1.980), then the independent variable or the existence of a minimarket (X) has an effect on the bound variable or grocery store revenue (Y). And based on the significance value of the Excel output results, the significant value is 0.00005 < 0.05, the independent variable or the existence of a minimarket (X) has a significant effect on the bound variable or grocery store income (Y). Based on this explanation, it can be concluded that Ho was rejected and Ha was accepted, which means that there is an influence of the existence of minimarkets on the income of grocery stores in Rantau Rasau District.
3. Predict grocery store revenue with the existence of minimarkets in the future. Based on the results of the descriptive statistical analysis test in table 6, the value of the Standard Error of the Estimate (SEE) of 0.73 serves to test whether the regression model has functioned properly as a predictor or not. For this reason, the SEE value must be compared with the standard deviation value (Std. Deviation) in the Descriptive Statistics table, which is 5.62. The SEE value turns out to be smaller than the standard deviation value, so this regression model can be used as a prediction of future income levels.

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