

Changes in Behavior Patterns of the Indomaret Customers (Indomaret Case Study on Terusan Surabaya Street of Malang City)

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Abstract—Every human being needs to meet the needs needed. To meet these needs is needed between the inter-environment. In this era, people are more interested in shopping at minimarkets because they feel safe and comfortable, clean, the quality of goods sold is more secure than in traditional markets and small shops. This study aims to describe and answer the problem, namely: (1) What is the reason for people who prefer buying in Indomaret from the market or regular shop, (2) How to improve the impression of Indomaret on the road for people who want to see. This study uses a qualitative descriptive research design. Research data in the form of exposure to the results of observations, interviews, and documentation. Based on data analysis, the results of the study are as follows. First, the thing that makes people interested in buying in Indomaret is that it is close to campus, there are many choices of products, already listed the price of goods, products available in one place, lots of discounts and also providing facilities provided by Indomaret. Secondly, the positive impact of the Indomaret on the way for the community, namely Franchise about Indomaret, is becoming more salable, while the negative relationship with small shops becomes lonely, the road is jammed due to chaotic parking, the consumptive lifestyle of the community.

Keywords: *Indomaret customer, behavior pattern, consumption*

I. INTRODUCTION

Malang City is one of the cities with a large number of migrants. This is because Malang City is one of the City of Education with many universities. With the large number of migrants from outside the city, the city has increased in height.

This is what drives population growth and is followed by economic growth.

With the increase in the number of consumers in the city of Malang as well as the increasing need, it is not surprising if the company will compete with each other in providing the servants with satisfying needs. One pattern of this form of growth can be seen on Terusan Surabaya Street near the Malang State University campus area. On Terusan Surabaya Street has various types of businesses as an effort to fulfill daily needs. The growing types of businesses include restaurants, clothing stores, laundry, boarding houses for students, computer rentals, photocopying and modern retailers such as Indomaret and Alfamart.

Minimarkets are a type of retail company that sells products/ merchandise for household needs, including daily necessity products that use a self-service system, in other words consumers can take goods or a product themselves without a sales clerk serving [1]. Minimarkets are usually not too big but provide goods that are classified as complete so that consumers save time and energy to shop [2]. Another advantage is that the atmosphere is safe and comfortable in shopping, which is equipped with CCTV and AC, the quality of goods is more guaranteed when compared to shopping at traditional markets and ordinary grocery stores.

Globalization has penetrated into various sectors of people's lives. With the rapid development of the economy, it triggers a pattern of behavior change in the surrounding community [3]. The changes in behavior patterns in the local community Jl.

Surabaya Canal, namely; people in ancient times preferred to shop in the market for reasons that were more affordable, this was also a result of the habits of people who had a barter culture that developed in the market in ancient times; then, there emerged grocery stores that were open for longer periods of time and were closer to people's homes so that when they needed something at night there was no need to wait tomorrow to go to the market; [4] in this globalization era, retail businesses have developed that have created shopping places such as Indomaret, Alfamart and so on, this business offers a cleaner and more comfortable place, of course, with prices that are different from the seller's classes in the market, therefore this study will discuss that is.

This study focuses on the Indomaret user community, especially Indomaret Terusan Surabaya Street RT. 001/ RW. 005 Malang. The importance of this research is to explain that people tend to prefer to shop at Indomaret than in ordinary stores. The object of this research is the community and Indomaret in the area of Terusan Surabaya Street RT. 001/ RW. 005 Malang.

The previous research relevant to this research is about the changing need fulfillment in consumption rationality in smartphone usage by using media study [5]. The other research on changes in people's behavior from the impact of increasingly advanced technology, as well as influencing a person's rational choice in consuming the technology [6]. One of the supporting data in this study is previous research that is relevant to the problems being discussed. The results of the previous research were research on Customer Satisfaction Analysis at Alfamart Tembalang from the Service Dimension by [7]. The difference between this research and previous research was to focus on things that make consumers more interested in shopping at Indomaret than in ordinary shop.

Then the problem formulation is obtained as follows: (1) what are the reasons people prefer to shop at Indomaret rather than ordinary stores?; and (2) how does the Indomaret Terusan Surabaya Street affect the surrounding community?

II. METHOD

This research is using qualitative descriptive research method. Kirk and Miller [8] define qualitative research as a particular tradition in social science that is fundamentally dependent on human observation in its own region and in contact with these people. Bogdan and Tylor [8] propose qualitative research methods as research procedures that produce data descriptions in the form of written or verbal words from people and observed behavior. With data collection techniques namely observation and interview. This research try to explain about behavior pattern of people around Indomaret Terusan Surabaya Street RT. 001/ RW. 005 Malang. The interviewees were buyers/ users of Indomaret in Terusan Surabaya Street and Indomaret salesperson. The validity in this study uses triangulation.

III. RESULTS AND DISCUSSION

A. *The Reason of the People Prefer to Shop at Indomaret than in Ordinary Stores*

Lately the retail business has become increasingly popular, because retail companies are able to provide satisfying services for their customers [9]. For example Indomaret on Terusan Surabaya Street RT. 001/ RW. 005 Malang. Indomaret is strategically located close to the University of Malang campus and boarding places and so on, making this place easy to reach. In addition to these reasons, other things that make people choose to shop at Indomaret are:

- More attention

Indomaret is able to attract the attention of consumers because in it there is sufficient lighting. The light is very instrumental to illuminating each product to make it look beautiful, new and attractive. In addition, consumers will also be interested in every product that uses packaging as its container. Unlike goods sold in traditional markets, not all goods use packaging, so if there is a little damage then consumers will be reluctant to buy.

- Complete

When people shop, certainly not only one type of item will be purchased. In traditional markets, people who shop must go to the shop of each item to get everything needed. This is certainly not time efficient. As with Indomaret, all daily necessities can be obtained in one place. So that it makes it easier for consumers to find the items they are looking for without scattering and only focus on one place.

- The system is fast and not complicated

What is meant fast here is that in addition to the buyer can take the desired goods themselves, the payment is not difficult. Consumers only need to queue at the cash register. There the salesperson will record the barcode code of the items that have been taken by the consumer. After that, consumers need to pay the amount of money printed on the monitor at the cash register. When shopping at traditional markets, the items obtained from different stores will certainly be different payments.

- The price of the item is already listed

One other advantage is that Indomaret lists the prices of these items so that consumers can estimate the total money that needs to be spent when shopping. Although in Indomaret it is rather expensive, but it is comparable to the effective and time-efficient and effort of the consumers. As with ordinary stores, consumers need to ask the seller first how much the goods sold.

- Discount

Indomaret usually provides discounts at certain times, for example during holiday weekends and Ramadan. With these

discounts buyers will be tempted because the price is cheaper than the usual price so that they can attract interest and attention to buy. Whereas in ordinary stores, there are rarely discounts for buyers. The price of goods tends to remain or even rise.

- Complete facilities.

The facilities provided by Indomaret greatly support the level of customer satisfaction in shopping. The facilities available include air conditioning, CCTV and a large parking area. This is very useful for the safety and comfort of consumers.

In this case, [10] Jean P. Baudrillard explained that consumption behavior that occurs for now is not only influenced by factors that are purely economical and based on rational choice, but also there are cultural systems and social meaning systems that are able to direct individual choices on a commodity certain. The rise of the phenomenon of the current consumption society can be seen through what commodities they consume, where the majority of modern people today prioritize more than needs, and ignore the original function of the commodities consumed. The community as a consumption society will continue to consume and use goods to create a lifestyle of hedonism. In consumption theory, Baudrillard said that consumer society at the present time is not based on its class but on its consumption capacity. Anyone can be part of any group if they are able to follow the group's consumption patterns.

B. Impact of the Indomaret in Terusan Surabaya Street for Surrounding the People

The large growth in the national retail industry has encouraged local retailers to develop the retail industry in their area [11]. One of them is retail, which is located on Terusan Surabaya Street.

- The franchise around Indomaret also sells well

Increased selling franchise (hawker shop) around Indomaret. The franchise is usually located next to retailers, so that it attracts retail customers, especially Indomaret, to buy it all. Moreover, buyers who can enjoy food in chairs provided by Indomaret. Although most people initially only want to shop in Indonesia when they see the franchise as well as buying, especially the buyer does not need to park the vehicle if carrying it.

- Small/ grocery stores are quiet

Increasing loneliness of shops/ grocery is an impact that occurs due to the presence of modern retailers such as Indomaret. This is because shops/ grocery stores are not yet ready to compete with modern retailers, besides shops/ grocery stores that still maintain the pattern of former consumer consumers who shop in stores. As a result, shops / grocery stores become less competitive with modern retailers, which offer consumer patterns according to customer interests. In addition, it is not uncommon for shops / grocery to provide makeshift

items so that customers prefer to shop which is more complete immediately. Although the distance taken to reach between retail and shops is the same.

- The road becomes stuck

This third impact occurs in Indomaret Jl. Surabaya Canal. Indeed there is a fairly wide parking lot in the Indomaret, but on the road it is still narrow to pass, especially most cars parked carelessly on the roadside causing the streets to become increasingly chaotic.

- Community consumptive pattern

Factors that influence people's consumption patterns. Among them have been delivered by Kotler in [12] as follows:

- a) There are cultural factors

Cultural factors cover a number of factors widely. Cultural factors are factors that are determined by the culture that surrounds them and their effects will always change according to the times. There is also a sub-cultural factor which is identification and socialization that is unique to its members. In addition there are social class factors which are a relatively homogeneous and long-lasting group in a society arranged in a long sequence, each member at that level has the same interests, values and behavior.

From the factors stated, it can be said that the consumer consumptive pattern is one of the elements of culture that is formed from the pattern of society itself. This consumptive pattern occurs due to the current developments.

- b) Social factors

Social factors consist of reference groups, families, roles and status. From the elements of this factor is a form of community consumption patterns.

- c) Production factor

A person's decision to buy is also influenced by personality traits, including age, occupation, economic conditions, lifestyle and self-concept. People who have good salary jobs will love shopping in modern retail because according to him this has become a consumptive pattern in his life.

IV. CONCLUSION

Indomaret is a retail company engaged in the sale and purchase of goods fulfillment of daily needs. Indomaret is currently favored by many people because in addition to its strategic location, other things that make people interested in shopping at Indomaret. Which is strategically located, attracts more attention, all the goods, give a discounted price in a certain week, are in one place, not complicated the way of payment, the price is listed goods and the availability of adequate facilities. The existence of Indomaret which is now changing the consumptive pattern of the community brings some other impact

for the surrounding Indomaret community include the franchise at around Indomaret to be sold well, small shops become quiet, and roads are jammed. There are factor that influence the pattern of community consumptive behavior, namely cultural factors, social factors, and factors of production.

For sales at the Indomaret minimarket Terusan Surabaya Street RT. 001/ RW. 005 Malang can increase even more rapidly, preferably the Indomaret party is more beautify the minimarket arrangement and if possible expand the room as well provide a place order that is not crowded between follow buyers and employed.

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