ANALYSIS THE DIFFERENCE OF COMMUNITY SHOPPING ORIENTATION AT THE BUSINESS UNIT SEMBAKO SUMBER MAKMUR (BUMDES STORE) AND MODERN STORE IN DUKUHWALUH VILLAGE, KEMBARAN DISTRICT

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ABSTRACT

This research is related to the shopping orientation of the people of Dukuhwaluh Village, Kembaran District. This public spending orientation determines the low competitiveness of Bumdes stores in Dukuhwaluh Village. The purpose of this study was to determine the differences in people's shopping orientation at Bumdes Stores and Modern Stores in Dukuhwaluh Village. In this study it was found that there were no differences in society in shopping and there were other factors that influenced the shopping orientation of the people. This finding is used to increase the competitiveness of the Bumdes Store so that it does not experience a continuous decline and shows that the Bumdes Store is actually able to compete by having to innovate more to increase sales.

Keywords: Shopping Orientation; Bumdes stores; Modern stores;

1. Introduction

Business competition is now getting tougher. This is because there will be more and more business actors engaged in the same field. The need for the availability of goods is increasing along with the increase in sales in the community. With so much competition today, the impact is felt for business owners who are trying to maintain their business in the face of many competitors.

One way to achieve economic growth in rural areas is through the development of micro-institutions at the village level, and one of the micro-institutions in rural areas is Village Owned Enterprises (BUMDes). BUMDes is a village business organization managed by village communities to strengthen the village economy. BUMDes has two main functions, namely as a village-owned commercial institution and a social institution. As a commercial institution.

The Sumber Makmur Basic Food Business Unit is a BUMDes located in Dukuhwaluh Village, Kembaran District, which initially amounted to Rp. 20,000,000 (Twenty million Rupiah). This Business Unit Sembako Sumber Makmur sells various household needs such as rice, oil, eggs etc. The Business Unit Sembako Sumber Makmur has experienced a decline in recent months due to

increasingly fierce market competition. The following is an illustration of the decline in the Business Unit Sembako Sumber Makmur:

Figure 1. Percentage of monthly sales of the Business Unit Sembako Sumber Makmur, Dukuhwaluh Village

One of the things that has resulted in a decrease in public buying interest in the Business Unit Sembako Sumber Makmur is the competition that arises due to intense market competition with the strategic Dukuhwaluh area, making many business actors in the Dukuhwaluh area. One of them is a modern store or retail which is often found in Dukuhwaluh which has similarities in selling products to consumers so that the Staple Food Business Unit has decreased.

Most of the modern shops that are commonly found are owned by smaller communities who are closer or even at lower prices, so that the Business Unit Sembako Sumber Makmur are running low, people will buy a necessity. The Business Unit Sembako Sumber Makmur t plays a role in the socio-economic development of the community so it needs to get attention so that its role continues to exist in the village community economy. For this reason, it is necessary to conduct research to determine the orientation of public spending at the Business Unit Sembako Sumber Makmur and Modern Stores in Dukuhwaluh Village.

2. Literature Review

2.1 BUMDes Store and Modern Store

Village-Owned Enterprises are village business institutions managed by village communities and village governments in strengthening the village economy and formed based on village needs and potential. BUMDes according to Law no. 32 of 2004 concerning Regional Government was established, among others, in the context of increasing Village Original Income. BUMDes has a commercial function by offering rural resources aimed at seeking benefits from social institutions that are in favor of the community's interests. The Business Unit Sembako Sumber Makmur program which has been taking place in Dukuhwaluh Village since June 2021. Since the establishment of the BUMDes, the Business Unit Sembako Sumber Makmur in accordance with the village deliberation, has decided to start with a basic food business.

Modern stores can be defined as stores that have modern management that can be found in urban areas as providers of goods and services with good quality service to consumers. Usually those

who shop at modern stores are consumers with upper middle income. Modern forms that are developing include supermarkets, mini supermarkets, convenience stores, and so on.

2.2 Shopping Orientation

According to Levy and Weitz (2009) is a tool used to implement, handle the development of retail strategies that can be used to satisfy the needs of the target market more than competitors. Dunne Lusch and Griffish (in Foster, 2008: 51) suggest that the retail sales mix is a combination of merchandise, prices, advertising, and sales, as well as store atmosphere and store design that can satisfy consumers. Retail mix, including decision-making variables by retailers to satisfy customer needs and obtain purchasing decisions.

2.3 Service Quality

Facilities are everything that is physical equipment provided by the service seller to support consumer convenience (Kotler, 2009: 45). Physical facilities are a determining factor in dominating market share, because market control can be achieved if the company gets a good position so that it can create a company image for its consumers. Specifically, several important elements that can further highlight the image of a store are some good architecture, attractive exterior and interior designs, adequate human resources, good supply of goods, symbols and logos, attractive location placement and store names attention.

3. Research Methodology

This research uses quantitative research and this research is a field research, because the data obtained from direct observation in Dukuhwaluh Village, Kembaran District. This study consists of the independent variables Employee attention, employee knowledge about products, employee readiness to serve, store opening hours, parking tickets, easy access location, convenience store location, strategic store location, store security, affordability, discounts, price and quality compatibility , Store attractiveness, Store size, Store atmosphere, and Promotions. The population is the entire individual who is the object or source of research data. The population in this study were consumers of the the Business Unit Sembako Sumber Makmur and Modern Stores in Dukuhwaluh Village as many as 120 people. And the data collection method in this study used a questionnaire.Type your paragraphs here. For all formatting structure refer to previous guidelines.

4. Results

Table 1. Analysis case processing summary

Unweighted Cases		N	Percent
Valid		120	100.0
Excluded	Missing or out-range group codes	0	0
	At least one missing discriminating variable	0	0
	Both missing or out-of-range group codes and at least one missing discriminating variabel	0	0
	Total	0	0
Total		120	100.0

Analysis case processing summary is the output that shows the number of respondents who were processed in discriminant analysis. The number of respondents in this study were 120 respondents. Based on the output of the Analysis Case Processing Summary table, it shows that there are 120 respondents. That is, all respondents have entered and are valid to be processed for discriminant analysis (nothing is missing).

Table 2. Group Statistics

	BUMDES		Modern Store		Sig
	Mean	Std. Deviation	Mean	Std. Deviation	
Employee attention	4.02	.911	3.78	1.059	.198
Employee knowledge of the product	3.85	.799	3.80	.798	.732
Readiness of employees to serve	4.02	.792	3.92	.869	.511
Shop opening hour	2.78	.666	2.80	.917	.910
Parking lot pass	3.43	.767	3.63	.736	.148
Easy to reach location	4.03	.863	3.80	.879	.145
Convenience to location of the store	3.83	.668	3.85	.777	.900
Strategic location of the store	3.92	.696	3.88	.804	.809
Shop security	3.50	.725	3.62	.846	.419

Affordability	3.83	.717	3.82	.701	.898
Discounts	4.22	.691	4.13	.747	.527
Price and quality match	3.80	.708	3.83	.792	.903
Shop attraction	3.35	.917	3.25	.856	.538
Store size	3.75	.856	3.83	.827	.589
Shop atmosphere	3.32	.748	3.53	.833	.136
Promotion	3.83	.886	4.07	8.41	.142

In Group Statistics, it shows that there are 60 the Business Unit Sembako Sumber Makmur consumer respondents and 60 Modern Store consumers. This study compares shopping orientation in modern stores and traditional stores.

5. Discussion

On the Group Statistics table, it shows that there are 60 respondents who shop at the Business Unit Sembako Sumber Makmur and 60 respondents shop at Modern Stores. So the total number of respondents is 120 people.

- Attributes of employee attention, the average score for employee attention to shopping at the Business Unit Sembako Sumber Makmur is 4.02 which is higher than the average shopping score at Modern Stores 3.78. It means that consumers who shop at the Business Unit Sembako Sumber Makmur have a more positive attitude towards the attributes of employee attention compared to respondents who shop at Modern Stores.
- Attributes of product knowledge, the average score for product knowledge for shopping at the Business Unit Sembako Sumber Makmur is 3.85 which is higher than the average shopping score of Modern Stores of 3.80. This means that consumers who shop at the Business Unit Sembako Sumber Makmur both have a positive attitude towards the attributes of employee attention.
- Attributes alertness of employees, the average score for the attention of employees to shop at the Business Unit Sembako Sumber Makmur is 4.02 higher than the average score for shopping at Modern Stores 3.98. It means that consumers who shop at the Business Unit Sembako Sumber Makmur have a more positive attitude towards the employee's alertness attribute compared to respondents who shop at Modern Stores.
- Attributes of opening hours, the average score for opening hours for shopping at the Business Unit Sembako Sumber Makmur is 2.78 higher than the average shopping score at Modern Stores 2.80. It means that consumers who shop at the Business Unit Sembako Sumber Makmur both have a positive attitude towards the employee's alertness attribute.
- Attribute parking space, the average score for shopping at the Business Unit Sembako Sumber Makmur is 3.43 lower than the average score for shopping at Modern Stores 3.63. It means that consumers who shop at Modern Stores have a more positive attitude

towards the attributes of the parking lot compared to respondents who shop at the Business Unit Sembako Sumber Makmur.

- Attributes of easy-to-reach locations, the average score for easy-to-reach locations for shopping at the Business Unit Sembako Sumber Makmur is 4.03 higher than the average score for shopping at Modern Stores 3.80. It means that consumers who shop at the Business Unit Sembako Sumber Makmur have a more positive attitude towards the attribute of an easy-to-reach location compared to respondents who shop at Modern Stores.
- Attribute convenience of location, the average score for convenience of location for shopping at the Business Unit Sembako Sumber Makmur is 3.83 lower than the average shopping score at Modern Stores 2.85. It means that consumers shopping at the Business Unit Sembako Sumber Makmur both have a positive attitude towards the ease of location attribute.
- Attribute strategic location, the average score for strategic locations for shopping at the Business Unit Sembako Sumber Makmur is 3.92 higher than the average shopping score at Modern Stores 3.88. It means that consumers shopping at the Business Unit Sembako Sumber Makmur both have a positive attitude towards the strategic attributes of the location.
- The security attribute, the average score for the ease of location for shopping at the Business Unit Sembako Sumber Makmur is 3.50 lower than the average shopping score at Modern Stores 3.62. It means that consumers who shop at Modern Stores have a more positive attitude towards the attributes of the parking lot compared to respondents who shop at the Business Unit Sembako Sumber Makmur.
- Attributes of affordability, the average score for the ease of location for shopping at the Business Unit Sembako Sumber Makmur is 3.83, which is the same as the average shopping score at Modern Stores 3.82. It means that consumers shopping at the Business Unit Sembako Sumber Makmur both have a positive attitude towards the affordability attribute.
- Attributes of discounted prices, the average score for strategic locations for shopping at the Business Unit Sembako Sumber Makmur is 4.22 higher than the average shopping score at Modern Stores 4.13. It means that consumers shopping at the Business Unit Sembako Sumber Makmur both have a positive attitude towards the discounted attribute.
- Attributes of suitability of price and quality, the average score for shopping at the Business Unit Sembako Sumber Makmur is 3.80 which is lower than the average score for shopping at Modern Stores of 3.82. It means that consumers who shop at Modern Stores have a more positive attitude towards promotional attributes compared to respondents who shop at the Business Unit Sembako Sumber Makmur.
- Attractiveness attribute, the average score for attractiveness to shop at the Business Unit Sembako Sumber Makmur is 3.35 higher than the average score for shopping at Modern Stores 3.25. It means that consumers who shop at the Business Unit Sembako Sumber Makmur have a more positive attitude towards the attractiveness of alacrity attributes compared to respondents who shop at Modern Stores.
- Size attribute, the average score for shopping at the Business Unit Sembako Sumber Makmur is 3.75 lower than the average shopping score at Modern Stores 3.83. It means that consumers who shop at Modern Stores have a more positive attitude towards the

size attribute compared to respondents who shop at the Business Unit Sembako Sumber Makmur.

- Attribute atmosphere, the average score for shopping at the Business Unit Sembako Sumber Makmur is 3.32 lower than the average score for shopping at Modern Stores is 3.53. It means that consumers who shop at Modern Stores have a more positive attitude towards atmosphere attributes compared to respondents who shop at the Business Unit Sembako Sumber Makmur.
- Promotional attributes, the average score for shopping at the Business Unit Sembako Sumber Makmur is 3.83 lower than the average shopping score at Modern Stores 4.07. It means that consumers who shop at Modern Stores have a more positive attitude towards promotional attributes compared to respondents who shop at the Business Unit Sembako Sumber Makmur.

The analysis output of the Test of Equity of Group Means table provides information on whether there are significant differences between groups (shopping places) for each of the existing independent variables.

Whether or not there is a difference in the test can be seen from the sig value. test with the following conditions:
- If the value of sig. >0.05 then there is no difference between groups
- If the value of sig. <0.05 then there is a difference between groups

Based on the analysis, there are 16 attributes that distinguish between consumers who shop at BUMDes Stores and Modern Stores. However, from the attributes of employee attention, product knowledge, employee alertness, opening hours, parking lots, easily accessible locations, ease of getting to the location, strategic location, security, price affordability, price discounts, price and quality suitability, store attractiveness, store size, atmosphere and promotion with a significance level of > 0.05 then the attribute is not significant.

The attributes in the analysis are not significant, so there are other factors that affect public spending at the Business Unit Sembako Sumber Makmur and Modern Stores. Factors beyond the attributes of the analysis above that can be the reason for public spending, buyer and seller relationship, proximity of location, completeness of goods, convenience in shopping or item variety

6. Conclusion

The results of the analysis that have been described, it can be concluded that this study does not have a significant difference in the attributes that have been studied. However, there can be other factors that become the reason for public shopping, namely the relationship between buyers and sellers, proximity to location, completeness of goods, convenience in shopping and variety of goods. In an effort to increase the attractiveness of the community to buy at the Business Unit Sembako Sumber Makmur, it is necessary to have a village contribution in shopping, build a physical the Business Unit Sembako Sumber Makmur and increase promotional activities so that people know that Dukuhwaluh Village has a BUMDes. Therefore, it is hoped that the Dukuhwaluh

Village government will pay attention to other factors that can increase the competitiveness of the community. For further researchers, it is necessary to expand the variables used because there are still other factors that are the reason for spending on the community.

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