

ABSTRACT

INCOME ANALYSIS OF THE PRESENCE OF ALFAMART ON GROCERY STORES IN THE SUBDISTRICT OF BENGKALIS

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Abstract

The purpose of this research is to find out income analysis of the presence of Alfamart on sales turnover at grocery stores in the Subdistrict of Bengkalis, to find out income analysis of the presence of Alfamart on the number of buyers at grocery stores in the Subdistrict of Bengkalis. The type of data used in research is descriptive qualitative data. The data collection techniques used in this study are using interviews, literature review, observations, and documentation. The results of this study indicate that the presence of Alfamart affects grocery stores sales turnover. The decrease in sales turnover decreased from Rp. 1,500,000 to Rp. 500,000 or down 60%. Grocery stores that experienced the impact of a decrease in sales turnover were grocery stores that only sold retail products such as snacks and beverages. Meanwhile, grocery stores that sell basic necessities do not feel the impact of the decrease in sales turnover from the presence of Alfamart. The presence of Alfamart affects the number of buyers in several wholesale stores where a decrease in the number of purchases at wholesale stores can lose buyers up to 40-100 people per day. This shows a significant decrease in the number of buyers after the presence of Alfamart.

Keywords: Grocery Stores, Sales turnover, Customer