

# **THE INFLUENCE OF INDOMARET ON CONVENTIONAL STORE IN BENGKALIS CITY**

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## **ABSTRACT**

This study aims to analyze how the Influence of the presence of Indomaret on Conventional Stores in Bengkalis City. This study uses primary data by interviewing 12 Conventional Store Owners in Bengkalis and also uses secondary data obtained from records of Conventional Store owners and observations. In this study, there were 12 respondents as owners of conventional shops around the establishment of Indomaret in Bengkalis City. The results of the study indicate that there is a considerable influence from the existence of Indomaret. This is indicated by a change in the Sales Turnover of traders who were originally able to reap profits of up to 3 million per day, but after the arrival of Indomaret their income decreased or reduced sales turnover. The biggest decline in income occurred up to 62%. The presence of Indomaret also affects the decrease in the Number of Buyers in Conventional Stores. The presence of Indomaret which from year to year has given rise to a significant influence. The growth of Indomaret in Bengkalis City, especially in residential areas with close proximity to each other, has a negative impact on conventional stores.

***Keywords: Conventional Store, Indomaret, Sales Turnover, Number of Buyers.***