

## THE EFFECT OF THE EXISTENCE OF 35 CONVENIENCE STORES ON CHANGES IN CONSUMER INTERESTS IN SEKADAU DISTRICT

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### ABSTRACT

The existence of a new store is a competitor to other stores, the existence of several 35 department stores in Sekadau district can change consumer tastes or consumer interest in shopping. qualitative research method, which is carried out by taking samples from several consumers and employees of department stores 35 by way of observation and interviews. So the results of this study were that the existence of several 35 department stores in Sekadau district was able to change consumer interest in shopping from traditional markets to 35 department stores.

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### 1. INTRODUCTION

Advances in technology cause product production processes to become more flexible. Low production costs, but large production capacity, causing a wide range of products to circulate in the market. The purpose of the production and marketing of products that are carried out is none other than to meet the needs of consumers and producers to benefit from the products offered by sellers. Typically, consumers buy products to meet their primary needs, namely clothing, shelter and food. The necessity to fulfill these three primary needs motivates consumers to buy various products. For example, the need for food in the form of staple food for the community cannot be postponed so that all levels of society are required to buy these products so that their needs are met regardless of the costs incurred to obtain these products.

The more products offered, the different tastes between consumers will emerge. Products that consumers are interested in also differ from one consumer to another. Various factors cause these differences. Different tastes where some consumers have the same tastes but conditions that make it impossible to realize or get what they are interested in, so these consumers have to change their tastes according to the conditions of these consumers at that time. Product quality can also generate different interests among consumers. This happens if the use value provided by the product consumed is able to provide benefits that are in accordance with the expectations of each consumer. The level of satisfaction between one consumer and another consumer varies. So that the measure of the quality of goods can influence consumer interest in a product.

Sekadau Regency is an area where the people have a fairly high consumptive nature. This happens due to various factors, including the ability and knowledge of the community which is still minimal in the field of production so that in several fields of production the people of Sekadau Regency have not been able to be productive. Therefore, Sekadau City has become one of the marketing targets for all products. In addition, consumers who are the target of selling various products at the 35 Convenience Store are consumers who come from the lower middle class. Sekadau Regency is one of the districts dominated by people whose main activity is working as farmers. So that when viewed from the main livelihood, the people of Sekadau City are people who come from the lower middle class. So that from the majority of the Sekadau community, the lower middle class group became the forerunner to the presence of the 35 Department Store in Sekadau Regency.

The presence of this shop was welcomed by the local community. The people are very enthusiastic about shopping for various products at the department store 35. Many types of products are offered at the department store 35, ranging from children's clothing, youth, adults for both men and women, various types of household appliances such as wall clocks, men's and women's watches, men's and women's sandals and shoes, men's and women's bags, and many more. With appropriate prices and quality and selling various types of products, 35 department stores are an alternative choice for the people of Sekadau Regency.

Before the presence of the 35 department store, people bought various needs at the surrounding MSME shops. However, after the presence of the 35 department store, the majority of consumers bought

*The Effect Of The Existence Of 35 Convenience Stores On Changes In Consumer Interests In Sekadau District,*

*Fitria Elvi et al*

their various needs at the store. It turned out that without realizing it, after the 35 department store was present in Sekadau Regency, most of the people's interest had shifted, from initially buying products at the surrounding MSMEs, to buying various products at the 35 department store. The shift in public interest in a product is certainly influenced by various factors that will be presented in the next chapter.

## **2. LITERATURE REVIEW**

### **2.1 Definition of Shop**

Technology that is increasingly in the field of production makes the production process easier to do. Thus causing the emergence of various types of products in the market. The emergence of various types of products on the market causes the level of needs of each consumer to be different according to their individual tastes. So that to meet consumer needs, business people open a business in the form of a shop that sells various products to meet consumer needs. A shop is a series of business activities to add value to goods and services sold to consumers for personal or household consumption (Levy and Weita 2008).

According to Berman and Evan (2001) a store is a business enterprise that seeks to market goods and services to end consumers who use them for personal and household purposes. Based on the definition above, it can be concluded that a shop is an activity carried out by business actors in an effort to market products by providing added value to products sold to consumers both to meet individual needs and the needs of groups within the household. Before setting up a shop, there are several indicators that must be considered by a business actor. The aim is to identify various supporting and inhibiting indicators, so as to minimize the occurrence of failures that can be detrimental to business actors because they have been properly identified. Here are some indicators of the establishment of a store:

#### 1) Location

Setting up a shop must first do a search for the right location. The location where the store operates will have a very significant impact on the level of sales that have been made. If the location of the store is in the middle of a community settlement, it will attract people's interest in buying products because of the close location of the store.

#### 2) Infrastructure

Before setting up a shop, the first thing that becomes an important indicator is the condition of the existing infrastructure in the area. Adequate infrastructure will have an impact on the smooth distribution process of the products being sold. So that if the product distribution process runs smoothly, it will make it easier for consumers to obtain products according to their needs and desires. Adequate infrastructure will also have an impact on the smooth process of product distribution which will be able to meet market demand. Adequate infrastructure will also save more on product distribution costs so that products can be purchased at affordable prices and can maintain the purchasing power of the local community.

#### 3) Competitors

Business actors need to identify competitive conditions in the region. The goal is to identify competition, then business actors can determine what is the superior product to be sold. This will be able to attract consumer interest so that stores are able to compete in the market.

#### 4) Social environment

The social environment is an indicator that must be identified by business actors. Beginning with observing in advance what is the trend or consumer tastes in a region. In addition, social environmental analysis also pays attention to what is the livelihood of the surrounding community, so that business actors can determine whether the community in the area belongs to the lower middle class, middle class, or lower middle class. By identifying the social environment, business actors can make decisions regarding the type of product, quality, and price of the product to be sold.

### **2.2 Definition of Consumer Purchase Interest**

One form of consumer behavior is interest or desire to buy a product or service. The consumer form of buying interest is a potential consumer, namely a consumer who has not made a purchase action at the present time and can be referred to as a potential buyer. Kotler and Keller (2014) state that consumer buying interest is a consumer behavior where consumers have a desire to choose, use, and consume or even want a product offered. According to Kotler and Keller (2009) The definition of buying interest is that buying interest is a behavior that appears as a response to objects that indicate a consumer's desire to make a purchase.

From some of the definitions above, it can be concluded that interest is an individual attitude tendency that is influenced by a person's psychological aspects as well as situations and conditions that

allow a person to act to realize what is expected. Meanwhile, consumer interest is the tendency of each individual who is influenced by psychological aspects to get products that suit their needs or desires. Super and crites (in Lydiawakti, 2008) explain that there are several factors that can affect consumer interest, namely:

- 1) Job differences  
A person's interest will be influenced by the work done by the individual. Someone will be compelled to buy a product, but he adjusts it to the work he is doing. That is, someone will realize what has become his interest, if it is equivalent or in accordance with the work being done.
- 2) Socio-economic differences  
Socio-economic differences can also affect consumer interest. Consumers with a high social class can more easily achieve what they want when compared to consumers with a low social class.
- 3) Differences in hobbies or hobbies  
Someone will be interested and choose a product if it suits their tastes, both tastes that come from their hobbies and hobbies.
- 4) Gender differences  
Gender differences of course raise different interests in each individual. Men and women of course have different interests in the various products being marketed. For example, the difference in tastes between men and women towards clothing.
- 5) Age difference  
Age certainly greatly influences consumer interest, this happens because age differences raise different needs.

### 3. METHOD

The research variable is anything in any form determined by the researcher to be studied so that information is obtained about it, then a conclusion is drawn (Sugiyono: 2010). The variables used to conduct this research are as follows:

- a) Independent Variable  
Independent Variables (Independent Variables) are variables that influence one or more other variables, either in the form of positive or negative influences. The independent variable in conducting this research is the 35 Department Store.
- b) Dependent Variable  
Dependent Variables are variables that are influenced by the independent variables, both positively and negatively. The dependent variable in this study is a change in consumer interest.

The population is all data that is of concern to us within a specified scope and time (Margono, 2004). From the data obtained, data analysis will be carried out. The population in this study is the people of Sekadau City who already know about the 35 department store. The sample is part of a subject or object that represents the population. Sampling must be in accordance with the quality and characteristics of a population (Moh. Pandu Tika, 2006). If the samples taken are not in accordance with the quality and characteristics of the research being carried out, it will cause the data obtained to be inaccurate and unreliable, so that it can cause mistakes when drawing conclusions. The sample of this research is buyers and employees who work in 35 department stores.

An interview is a meeting between two people to exchange information and ideas through questions and answers regarding a particular topic being discussed, so that meaning can be contributed to the topic (Esterberg in Sugiyono 2009). This research was conducted by interviewing shopkeepers at the 35 department store and the people of Sekadau City who are consumers of the 35 department store. Observation is a method that can be used to collect data related to the research being carried out. Observation is an activity carried out by researchers by seeing and observing directly how the situation and conditions in which the research is carried out. Observations can come from direct environmental observations or listening to various opinions from.

Qualitative analysis is an analytical technique used by conducting interviews and making direct observations of the object under study. The data which is the result of interviews and observations that have been carried out are then processed based on the theoretical basis that has been obtained so that from the results of the processed data the writer can draw conclusions.

### 4. RESULT AND DISCUSSION

Based on the results of the research that has been done, through interviews and direct field observations, the researchers obtained the following results:

*The Effect Of The Existence Of 35 Convenience Stores On Changes In Consumer Interests In Sekadau District,*  
*Fitria Elvi et al*  
1691

- 1) **Location**

The location where the 35 department store operates is appropriate in Sekadau District. In Sekadau District, there are four 35 department stores operating, and the locations of the four stores are scattered in the middle of Sekadau City. The strategic location of this store makes it easier for consumers to shop for various household needs. In addition, the purpose of determining a strategic location is also to make it easier for the available products to be easily accessible by the community. However, there are still 35 department stores in Sekadau Regency which operate in a narrow area. Insufficient parking conditions cause consumers to be forced to park their vehicles on the shoulder of the road, because when consumers are busy visiting the parking locations provided by the store are unable to accommodate the consumers' vehicles.
- 2) **Infrastructure**

The existence of 35 department stores in Sekadau Regency has been supported by adequate infrastructure. 35 department stores operate in Sekadau City, so access to shops is also very adequate. Adequate access causes 35 department stores to be visited by many buyers. In addition, the availability of adequate infrastructure makes it easier for suppliers to distribute various types of products to 35 department stores, so that with a smooth distribution process, 35 department stores can always provide various types of products that are people's needs.
- 3) **Competitors**

Before the presence of the 35 department store, there were already many UMKM in Sekadau Regency selling various types of products needed by the community. MSMEs sell a wide variety of products and of course at varying prices. Sekadau Regency became the target of establishing 35 department stores. This happened because in Sekadau Regency there were no MSMEs selling various types of products at the same price. So that from this condition, 35 department stores are present in Sekadau Regency by selling various products with the same price for all products.
- 4) **Jobs**

The majority of buyers who shop at 35 department stores are people who work as farmers. In addition, buyers who shop at 35 department stores are housewives and teenage and adult women. From the majority of buyers who work as farmers, it shows that the presence of 35 department stores in Sekadau Regency is right on target. As discussed in the previous chapter, the target of the 35 department store itself is people who come from the lower middle class.
- 5) **Socioeconomic**

The majority of people in Sekadau Regency work as farmers. So that the people of Sekadau Regency are more dominated by the lower middle class people. This socio-economic condition is the reason for the existence of 35 department stores. Where the price of the products sold is in accordance with the name of the store, namely all products are sold at 35 thousand. The product price of 35 thousand is a price that can be reached by the lower middle class, because with a price of 35 thousand the product is able to reach targets in society.
- 6) **Hobbies and hobbies/tastes**

Purchasing a product will be based on the motive of need. But in another aspect, there are some consumers who choose and then make a decision to buy a product not only in terms of needs. However, consumers of this type see the product from here tastes or preferences. The 35 department store in Sekadau Regency is always busy with shoppers. That means, the 35 department store is able to provide products that suit the hobbies or tastes of the local community, so that when the 35 department store is present in Sekadau Regency, the people are very enthusiastic about buying the various products that are sold.
- 7) **Gender differences**

It is undeniable that gender differences have a very significant influence on a person's decision to buy a product. This happens because there are several products that have special specifications, so that these products can only be used by women and cannot be used by men. The 35 department stores in Sekadau Regency are already able to provide a wide variety of products. Various products are sold in 35 department stores. There are products specifically used by women, for example, women's bags, women's shoes, and women's clothing. Apart from that, the 35 department store also sells products specifically for men, such as men's clothing and equipment. The ability of the 35 department store to provide a variety of products makes the 35 department store an alternative choice for all people without exception, both men and women.
- 8) **Age Rating**

Various products that are widespread in the market are sometimes determined based on the age of the users. The 35 department store in Sekadau District, apart from selling a variety of products, also sells products targeting people of all ages. The 35 department store sells a complete range of products that can be used by children, adults, parents, both men and women. So that the 35 department store is visited by many buyers, both men and women who come from all age levels.

The 35 department store is an alternative choice for the people in Sekadau City for several reasons, namely

- 1) **Product prices**  
Product prices are affordable to the public, so that the community feels that the presence of a 35 department store in Sekadau Regency can help the community to meet household needs and of course shopping at a 35 department store can help minimize spending on buying household needs. If household expenses are able to be minimized, then the existing funds can be used to finance other household interests. So that by shopping at 35 department stores, people can save more on expenses.
- 2) **Product quality**  
Buyers feel that the quality of the products sold in 35 department stores is in accordance with the price set for each type of product, which is 35 thousand. Shopping at a department store for 35 thousand consumers does not have to incur high costs, because at a price of 35 thousand consumers can buy at least one unit of the type of product being sold. But it's good when shopping at a 35 department store, consumers are required to be more careful, because there are products that are not in good physical condition.
- 3) **Products vary**  
The products sold at the 35 department store also vary, so that consumers do not need to move shops to look for other types of products they want, but they only need to come to the 35 department store, consumers can already choose and buy the various products they need, ranging from clothing, kitchen equipment, shoes, sandals, and many more.
- 4) **Service**  
The service provided by the employees at the 35 department store is also good. Employees are quick to respond to customers who ask questions and are quick to help when consumers need help. So that consumers are happy to shop at 35 thousand department stores, apart from affordable prices, good quality, also accompanied by good service from store employees. However, the department store 35 only has one cashier, so that when the department store 35 is visited by many customers it causes queues when they want to make payments for the products purchased.
- 5) **Shop Facilities**  
The facilities provided at the 35 department store are also adequate, because the 35 department store already has CCTV, so that consumer safety when shopping can be guaranteed. In addition, the various products sold are also neatly arranged, making it easier for consumers to choose the various types of products to buy. However, there are several 35 department stores in Sekadau Regency whose shops are still relatively minimalist, so that when the 35 department store is busy with customers it causes buyers to jostle inside the shop. Apart from that, the department store 35 also does not have air conditioning, so when the department store 35 is visited by many customers during the day, the jostling causes buyers to feel hot when choosing the product to buy.

## 5. CONCLUSION

The existence of a 35 department store is able to influence consumer interest in switching from the market so they want to shop at a 35 department store in Sekadau Regency with a strategic store location, providing adequate services and facilities, and providing a variety of varied products for all levels of society, both old and young young men and women, as well as product quality that matches the price. The 35 department store is an alternative choice for the public to buy various types of products and consumers feel that the products sold at the 35 department store are in line with expectations, in terms of price and quality.

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