
ANALYSIS OF IMPACT THE MODERN MARKET TOWARD RETAILERS IN PASAR BERIMAN TOMOHON*ANALISIS DAMPAK PASAR MODERN TERHADAP PEDAGANG DI PASAR BERIMAN TOMOHON*

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Abstract: There are two types of markets, namely modern markets and traditional markets. Modern market is a place where people can buy goods with comfortable and clean. The traditional market can be defined as a meeting place for sellers and buyers. As for the society market as a place for social interaction and market is also the economic backbone of the community. This research was conducted in Pasar Beriman Tomohon. The objectives are to determine the impact of modern market presence towards retailers in Pasar Beriman Tomohon. This research is a descriptive research with qualitative methodology. The population in this study is retailers of Pasar Beriman Tomohon. 10 respondents were chosen as samples. These results indicate that the presence of modern market does not significantly affect retailers in Pasar Tomohon, only retailers clothing and cosmetics experiencing the impact of the modern market presence. For traditional market retailers in order to increase the quality of the product, they must keep their cleanliness and friendliness so that consumers are interested and more convenient to go shopping in Pasar Beriman Tomohon.

Keywords: *traditional market, modern market, retailers*

Abstrak: Ada dua jenis pasar, yaitu pasar modern dan pasar tradisional. Pasar modern adalah tempat orang bisa membeli barang dengan nyaman dan bersih. Pasar tradisional dapat didefinisikan sebagai tempat pertemuan bagi penjual dan pembeli. Sedangkan untuk pasar masyarakat sebagai tempat interaksi sosial dan pasar juga menjadi tulang punggung ekonomi masyarakat. Penelitian ini dilakukan di Pasar Beriman Tomohon. Tujuannya untuk mengetahui dampak kehadiran pasar modern terhadap pedagang di Pasar Beriman Tomohon. Penelitian ini merupakan penelitian deskriptif dengan metodologi kualitatif. Populasi dalam penelitian ini adalah pedagang Pasar Beriman Tomohon. 10 responden dipilih sebagai sampel. Hasil penelitian menunjukkan bahwa kehadiran pasar modern tidak berpengaruh signifikan terhadap pedagang di Pasar Tomohon, hanya pedagang pakaian dan kosmetik yang mengalami dampak kehadiran pasar modern. Untuk pedagang di pasar tradisional dalam rangka meningkatkan kualitas produk, mereka sebaiknya menjaga kebersihan dan keramahan mereka sehingga konsumen tertarik dan lebih nyaman untuk berbelanja di Pasar Beriman Tomohon.

Kata Kunci: *pasar traditional, pasar modern, pedagang*

INTRODUCTION

Research Background

The traditional market can be defined as a meeting place for sellers and buyers. As for the society market as a place for social interaction and the economic backbone of the community. There are two types of markets, namely modern markets and traditional markets. Modern market is a place where people can buy goods comfortably and clean. Modern market where their goods are traded at a price that fits so no bargaining activity. Mostly sell daily needs like foodstuff such as fish, fruit, vegetables, eggs, meat, pastries, clothing, electrocic goods and other items.

Modern market not only sells food and clothing, the market also sells basic needs and most of the merchandise they sell are of good quality. In modern market price is already listed in items not negotiable and payment must be done at the cashier. Products are sold diverse and certainly has a good quality.

Based on study results Nielsen (2005), modern market in Indonesia grew 31.4% per year, while the traditional market shrinking 8% per year. Modern Market Growth in Indonesia in recent years is quite high.

Along with the time, the existence of traditional market has begun to be overwhelmed or even displaced by the presence of modern market. Various kind of retail shopping began to appear close to population centers with a various shapes and sizes. Modern market presence cleaner, imported products are more diverse, air conditioner, clear pricing information, and also provides discounts on certain products, began to look for and visited by consumers.

In terms of products, modern market provides products similar to traditional markets but in a modern market supply goods imported from outside with good quality and items neatly arranged to enable consumers to search for items to be purchased. In terms of price, modern market higher than the traditional market. However, there are still consumers who shop in the modern market, because the price offered is attractive and often there are discounts for certain items. In terms of place, modern market often located in urban centers where society can access it easily. Modern market conditions were clean with supporting facilities for shopping is complete, such as trolley, shopping cart, and air conditioning is also available a large parking area. In terms of promotion, for promotion and marketing, the modern market is superior in technology and resources. Different types of strategies do, either through product catalogs, promotional prizes, discounts, friendly service and facility offered.

There is also the typical products of traditional markets that can not be served in the modern market, such as typical snacks and products that are still fresh vegetables directly from farmers. One of the markets that are still visited and sought after by consumers is Pasar "Beriman" Tomohon. Pasar "Beriman" Tomohon became a destination for farmers and traders from various regions in North Sulawesi for the marketing of agricultural products so that Pasar "Beriman" Tomohon also known as the central market of commodity vegetables. The number of retailers in Pasar "Beriman" Tomohon about 1,500 retailers. The percentage of active traders 40% - 60% per day.

Table 1. Data Retailers (According to type of product)

Kind of Product	The Number of Traders
Sembako	111
Textiles	145
Dried Fish	23
Wet Fish	187
Meat	77

Culinary Extremes	16
Vegetables & Seasonings	655
Grocery	16
Restaurant	36
Household Needs	234
Total	1.500

Source: PD Pasar Tomohon, 2016

Although pasar "Beriman" Tomohon has face to face with many modern market such as Grand Central Supermarket, Century Supermarket, Cool Supermarket, Multimart, 7 Alfamart and 6 Indomaret nonetheless still many consumers who still shop in Pasar "Beriman" Tomohon.

Research Objective

The purpose of this research is: to know the impact of modern market presence towards retailers in Pasar Beriman Tomohon.

THEORETICAL REVIEW

Marketing

Marketing is the process by which companies create value for customers and build strong customer relationships in order to capture value from customers in return (Kotler and Armstrong, 2012:29). Marketing is one of the principal activities undertaken by entrepreneurs in their endeavors to sustain their survival, to grow and earn (Swastha and Irawan, 2008:5). Marketing must be understood not in the old sense of making a sale but in the new sense of satisfying customer needs. Many people think of marketing only as selling and advertising. No wonder, for every day we are bombarded with television commercials, newspaper ads, direct mail and sales calls. Someone is always trying to sell us something. It seems that we cannot escape death, taxes or selling. According to American Marketing Association (2013), marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

Retailer

Retailer is a business or person that sells goods to the consumer, as opposed to a wholesaler or supplier, who normally sell their goods to another business or person. Retailer is defined as a person who trades, sells goods that are not produced by themselves, to obtain a profit and convenience.

Market

Market is a physical place where buyers and sellers come together to exchange goods and services (Kotler, 2002). Market consists of all the potential customers sharing a particular need or want who might be willing and able to engage in exchange to satisfy their need or want. Market is central and the central feature of the interchanges that unite all economic life (Belshaw, 1981: 98). Market consists of all the potential customers sharing a particular need or want who might be willing and able to engage in exchange to satisfy their need or want. Market is an actual or nominal place where forces of demand and supply operate, and where buyers and sellers interact (directly or through intermediaries) to trade goods, services, or contracts or instruments, for money or barter. According to the Perpres, a traditional market or pasar means a market that is built and managed by the government, the regional government, private entities, State-owned entities, including through

cooperation with such places of business as stores, kiosks, stalls and tents owned/managed by small or medium traders, community self-reliance or cooperative with small scale enterprises, small capital and dealing in commodities through bargaining. The main characteristic of a traditional market is an open market.

Modern Market

Modern Market is a market managed by modern management, generally there is urban, as provider of goods and services with good quality and service to consumer which generally member of middle and upper class society. Modern markets include malls, supermarkets, department stores, shopping centers, franchises, mini supermarkets, supermarkets, department stores and so forth (Sinaga, 2008). Basically, the modern market is not much different from the traditional markets, but the modern market there is a seller and a buyer who does not transact directly but rather the consumer or buyer saw the price tag contained in those goods, in the buildings as well as the ministry conducted independently or self-service and can also served by a salesman. The goods are sold, aside from food, there are also other items that are sold and can usually last a long time. Example: minimarket, supermarket and so on. Modern Market has a wonderful atmosphere with a neat arrangement of architecture, cool, clean, and marble floors. In the modern market also known as payment using credit cards or cash cards which in traditional markets can not be found.

Traditional Market

Traditional market is a market that is managed simply by applying the physical form of traditional transaction system bargain directly where the primary function is to serve the needs of the community both in the village, district, and others (Sinaga, 2008). Traditional market is a market that is built and managed by the Government, Local Government, Private, State Owned Enterprises, and Local Owned Enterprises which is a meeting place for sellers and buyers in the process of sale and purchase transactions directly in the form of retail with the bidding process and buildings usually consist of stalls or stores, stalls, and the colonies exposed. According to Susilowati (2014), the traditional market is traditionally built and managed by the Government, Local Government, Private, State-owned enterprises and Regional Owned Enterprises including cooperative with private businesses such as shops, kiosks and tents owned and managed by small retailers, medium, non governmental or cooperative with a small-scale business, small capital, and the buying and selling process bargaining example of traditional markets, grocery store and etc.

Previous Research

Chamhuri and Batt (2013), Factors influencing consumers' choice of retail stores for fresh meat in Malaysia The traditional market, which comprises wet markets, fresh markets, night markets or farmer's markets, are popular among consumers when purchasing fresh food and are the oldest food distribution channel. Suryadarma, et al, (2007) This study investigates the truth behind these claims by measuring the impact of supermarkets on traditional market traders in Indonesia's urban centers.

RESEARCH METHODOLOGY

Type of Research

This research is a descriptive research with qualitative method. According to Aggarwal (2008) descriptive research is devoted to the gathering of information about prevailing conditions or situations for the purpose of description and interpretation.

Place and Time of Research

This research will be taken place in Pasar "Beriman" Tomohon, started from June to August 2016.

Population and Sample

In qualitative research population is also known as social situations refers to the entire group of people, events, or things of interest that the researcher wishes to investigate (Sekaran and Bougie, 2009:262). Sample in qualitative research also is not statistical sample, but theoretical because the objective of qualitative research is to find theories (Sugiyono, 2007).

Data Collection Method

Primary data is data collected first-hand for subsequent analysis to find solution to the problem research (Sekaran and Bougie, 2009). The data needed for this research were gathered through interview and observation

in the social situation included actors, places and activities. To assess the impact of modern markets to traditional traders qualitatively, the researcher use in-depth interview. Secondary data is data that have already been gathered by researchers, data published in statistical and other journals, and information available from any published or unpublished source available either within or outside the organization, all of which might be useful to the researcher (Sekaran and Bougie, 2009).

Data Validity and Reliability Method

Creswell (2007) defined the "validation in qualitative research to be an attempt to assess the "accuracy" of the findings, as best described by the researcher and the participants. In qualitative research, "reliability" often refers to the stability of responses to multiple coders of data sets. Reliability can be enhanced if the researcher obtains detailed field-notes by employing a good-quality tape for recording and by transcribing the tape (Creswell, 2007).

Data Analysis Method

Data analysis is the process of systematically searching and arranging the interview, transcripts, fieldnotes, and other materials, and other materials that you accumulate to increase your own understanding of them and to enable you to present what you have discovered to others (Sugiyono,2007). Qualitative data analysis is a typical of inductive which when the data are being gathered, the next step is the data are being developed to find pattern or model or to become hypothesis. After the hypothesis, it needs advance data to draw conclusion using triangulation to become theories.

RESULTS AND DISCUSSIONS

Result

The researcher has interviewed 10 respondents from several retailers.

Informant 1

The first respondent is a greengrocer, 50 years-old, a retailer of *Pasar Beriman Tomohon*, with 30 years of experience. As vegetable is a product that she sell, the informant 1 tell about determine the standard quality of vegetable, the fresh condition of vegetable is the most important, and for every day the trader always check the quality of products before she sell it to the consumer. Capital required for one selling vegetables around 2 million. Vegetables are sold retailer usually comes from farmers from Tomohon even from Modinding. The average number of customers who buy about 20-40 customers per day, on Saturday the number of buyers increased from 20-60 per day. Informant 1 says "no effect on the modern market vegetable vendors as there are many customers who come to buy vegetables at the traditional market, to face the modern market that we do is provide good quality vegetables and fresh for the customer."

Informant 2

The second respondent is barito (onion, chili, tomato) seller. She is a 49 year-old with 10 years experience as retailers in *Pasar Beriman Tomohon*. The quality of the product is of course very important for traders to gain the loyalty of buyers. Capital required for selling *barito* around 10 million. Prices traders adjust to the price sold by farmers to retailers and also adjust the existing supply. Barito sold by merchants from farmers Tomohon and even from Modinding, second informant says sometimes they sell chili and tomatoes from their own garden. To meet daily needs, informant 2 feels very fulfilled with the income earned from selling Barito. The informant 2 feels modern market in Tomohon not too influential for barito traders in traditional markets. If the market customers can bargain with the dealer, if in the modern market there is no such thing as a bargain.

Informant 3

The third respondent is Extreme culinary (snakes, dogs, cats, wild boars (*babi hutan*), bats (*paniki*)) seller. He is a 45 year-old with 24 years experience as traders in *Pasar Beriman Tomohon*. Capital required for selling extreme culinary around 200 million per month. The sale of goods usually originates in Central Sulawesi, South Sulawesi, Southeast Sulawesi, West Nusa Tenggara and Kalimantan. According to the third informant until now there has been no effect on sales, because people prefer shopping to the market because the stock of the culinary extremes more and more varied. The third informant said customers can shop the traditional market to find out the quality of the extreme culinary directly from traders. According to extreme culinary traders snake meat, dogs, rats, bats, and also wild boar in the modern market comes from retailers in *Pasar Beriman Tomohon*, even he also supplies extreme culinary at some modern market in Manado.

Informant 4

The fourth respondent is fishmonger. She is a 29 year-old with 10 years experience as traders in *Pasar Beriman Tomohon*. Capital required for selling fish around 20 million. The selling price of the fish depends on the number of incoming supply when the fish stock of many suppliers, the price of fish stocks are otherwise normal if less then the price of fish is becoming more expensive. Retailers get a supply of fish from Belang, Manado and Bitung. The average number of customers who buy about 30-40 buyers per day. Saturday the number of buyers increased by 50-65 customers. informant 4 says “ so far fish sales are not affected by the presence of the modern market, because the fish sold in *Pasar Beriman Tomohon* is still fresko (fresh) without preservatives”.

Informant 5

The fifth respondent is a rice seller. She is a 43 year-old with 10 years experience as traders in *Pasar Beriman Tomohon*. Capital required for selling rice around 12 million per week. Retailers get supply of rice from Minahasa, Bali and Java. Informant 5 bought the rice from the farmer in Minahasa to get the lower price. The average number of customers who buy about 20-30 buyers per day. Informant 5 says “ if the degradation of the buyers in the traditional markets of course there is, but probably has little impact on our rice retailers even for other retailers in traditional markets, so far people in Tomohon even from out of town there are still many who shop at the Tomohon”.

Informant 6

The sixth respondent is butcher. He is a 53 year-old with 25 years experience as traders in *Pasar Beriman Tomohon*. Capital required for selling meat around 10 million per day. Retailers got a supply of live pigs from Tomohon, Sonder, Kiawa and even in Kotamobagu there are also traders who sell pork from the farm itself. The average number of customers who buy about 30-50 buyers per day on Saturday the number of buyers increased from 35-65 customers. Retailers began to sell at 5:00 am until selling consumables. Informant says “ For the presence of modern market does not significantly affect butchers, because pork is sold in the modern market comes from retailers in *Pasar Beriman Tomohon* so modern market is also our customers but they resell the meat that had been bought from traders in *Pasar Beriman Tomohon*”.

Informant 7

The seventh respondent is fruit seller. She is 40 year-old with 17 years experience as traders in *Pasar Beriman Tomohon*. Capital required for selling fruit is around 10 millions per week. Retailers get supply of fruit from around Tomohon, Kotamobagu, Minut, Gorontalo, and Palu. The average number of customers is about 30-50 per day. Saturday the number of buyers increased by 40-60 customers. Traders began to sell at 05:30 am until 5:30 pm. Informant 7 said “In Tomohon modern market there are five, the five modern markets take the fruits such as bananas, avocados, soursop and papaya from fruit retailers in *Pasar “Beriman” Tomohon*”.

Informant 8

The eighth respondent is egg seller. He is 43 year-old with 10 years experience as traders in Pasar Beriman Tomohon. Capital required for selling egg is around 10 million per week. Informant 8 said to selling egg the quality of the product are important, so the costumer will buy the product. The product came from Tomohon, Minahasa and sometimes come from Makassar and Palu. The average number of customers is about 20-40 buyers per day. On Saturday the number of buyers increased from 30-50 customers per day. Retailers began to sell at 5:30 am until 4:00 pm. Informant 8 said both Modern market and retailers egg in Pasar Tomohon have same supplier but the different is in modern market they do not give bonus while in traditional market traders will give the customer special price or give bonus.

Informant 9

The ninth informant is clothes and accessories seller. She is 45 year-old with 10 years experience as a traders in Pasar Beriman Tomohon. Capital required for selling clothes and accessories is around 10-15 million per week. Clothes that are sold come from Mangga Dua and Tanah Abang. The average number of customer is about 5-15 customers per day most of them just have a look at the course. Traders began to sell at 7:00 am until 3:00 pm. Informant 7 said "Sometimes buyers are uncomfortable trying the clothes at kiosks because the fitting room only cover curtains, so most buyers pay for clothes immediately and try it at home". Buyers can also repay the clothes bought for example if buyers buy clothes price Rp. 350.000 they can pay Rp50.000 /week and above Rp.500.000 they have to pay Rp. 100.000 / week. On feast day such as Easter, Christmas and New Year usually retailers give big discounts and also sometimes retailers give special price to the loyal customers.

Informant 10

The tenth informant is grocery/sembako seller. She is 50 year-old with 30 years experience as a traders in Pasar Beriman Tomohon. Capital required for selling sembako is around 10 million per week. Informant tenth says, the good sold in grocery stores should be varied. The main priority of course the goods of daily needs, such as staples foods and beverages. Usually the supplier directly deliver these goods at kiosks. The average number of customers is about 25-50 buyers per day. On Saturday the number of buyers increased less than 75 buyers per day. Traders began to sell at 6:00 am until 4:00 pm. Informant 10 said informant 10 says the existence of the modern market is not at all affect the retailers in the traditional markets. Because retailers in traditional markets start selling at early in the morning, on the hour as the buyers began arriving in traditional market for buying and shopping for groceries or for the daily needs, while the modern market began to open their shops at around 9:00 am, in addition to the cheaper price of traditional market retailers also give discounts or bonuses to loyal customers as well as to customers who buy in large numbers.

Discussion

Based on the interview with all of the respondents, in the case with 10 respondents from Pasar Beriman Tomohon. Actually, the results of the interviews show that most informants have the same reasons for how the presence of modern markets does not affect their income in selling product in Pasar "Beriman" Tomohon. In interviews with respondents, they say the importance of communicating with customers is one factor in influencing customer loyalty and also attracting customers, affordability, fresh products attract customers. The results of interviews with respondents average retailers have over 10 years experience in selling in Pasar "Beriman" Tomohon. some retailers say that on Sunday to Friday the average number of buyers is only 20 to 40 buyers per day and on Saturdays the number of buyers increases by 30 to 75 buyers and on holidays such as Easter, thanksgiving, Christmas and new year customers increases 10 times more than usual. The average retailer starts selling at the market at 5 am and will close at 5 pm. n the interview process, this study examined the influence of the existence of modern market against retailers who are in Pasar Beriman Tomohon. Based on the interview with vegetable retailers, and fruit retailers the weather conditions are highly calculated. Because the weather also determines the harvest time of vegetables and fruits. While it rains the vegetables come

withered and can not be resold. Similarly, what happens to fruit traders, to fruit traders when it rains, then the fruits harvested when it was seen first, what there is already rotted. In the rainy season the moisture content in the plant is highly determined, if most of the water is the result the harvest will wither away for the plant and the fruit will appear less fresh or decaying. The sale of basic foods is not determined by weather factors, since the material is generally already in packaged form. Goods like this rarely occur bargaining system is associated with a mutually agreed price. In reality their profits are relatively stable and almost never suffered losses. For the communication problem of vegetable retailers, fruit vendors and food traders do not experience any constraints.

The Impact of The Existence of Modern Market Against Traditional Market Retailers

Modern market in Indonesia grew 31.4% per year, while the traditional market shrinking 8% per year. Modern Market Growth in Indonesia in recent years is quite high. Based on study results Nielsen (2005), the consumers appear to be increasingly favoring the modern markets (Prabowo and Rahad, 2015). All the informant as traditional market retailers sell a daily needs product. Based on the interviewed, all of the informant are not agree with the theory.

Shepherd (2005) In Asian countries most households continue to use traditional retailers for fruits and vegetables even though they may use supermarkets for other products. There remains the perception, and possibly the reality, that wet market (traditional market) supplies are fresher and often cheaper. Unless a consumer happens to live close to a supermarket, wet markets are also more convenient for consumers accustomed to walking to make daily purchases of fruits and vegetables. Supermarkets often lack a sufficient range of horticultural produce to encourage consumers to switch from wet markets, particularly outside of the major cities.

This is evident after a direct interview with traders in Tomohon Market which goods are sold also in the modern market. Based on research all the informant find the number of customers they have not fallen after the modern market, they find their income did not decline because they provide a cheaper price and they usually provide discounts when consumers buy more goods.

The Income of Traditional Market Retailers After The Modern Market Exist

Recent research has shown the significance of the rise of supermarkets and modern distribution businesses in the food marketing systems of developing countries. The same trend has also been documented more specifically in South-East Asia: modern distribution outlets like department stores, supermarkets and hypermarkets are appearing in the region, taking food market shares from traditional retailers.(Tohmatsu, 2005). Retailers assume the existence of a modern market does not affect their income instead of making their income rise because modern markets like Multimart, Grand Central, Cool Supermarket take the meat, vegetables, extreme culinary and fruits from retailers in Pasar Beriman Tomohon for resale. If usually fruit and vegetables in the traditional market much discarded because of the decay, now reduced because the supply of fruit and vegetable modern market comes from traders in Pasar Beriman Tomohon. In addition, buyers can get discounts or bonuses when buying in large quantities so that buyers still shop at Pasar Beriman Tomohon.

Even though modern market are expanding, purchasing fresh meat, vegetables, fruits, spices, and fish from traditional markets is still the preferred place of purchase in Tomohon. Consumers have not abandoned traditional markets when purchasing fresh meat, vegetables, fruits, spices, and fish due to several pull factors such as having a good relationship with retailers, the ingredients is of good quality, the ability to bargain on price and the ability to choose fresh ingredients.

CONCLUSION AND RECOMMENDATION

Conclusion

Based on the result and discussion in the previous chapter, we can conclude some points here:

1. The existence of a modern market does not affect their income instead of making their income rise because modern markets like Multimart, Grand Central, Cool, Century Supermarket take the meat, vegetables and fruits from retailers in Pasar Beriman Tomohon.
2. The strategy that carried out the traditional market retailers in the face of competition with modern markets among others, offer cheaper prices than the modern market, quality merchandise that is guaranteed to be friendly towards the buyer.

Recommendation

Here are some recommendations proposed and found within this research for the traditional market retailers, government, universities and next research, such as:

1. For traditional market traders to increase the quality of the merchandise, keep clean, and be friendly so that consumers are interested and more convenient shopping in Pasar Beriman Tomohon.
2. For the government, especially *PD Pasar*, in order to restructure the traditional market by maintaining the cleanliness, set up the location that corresponds to the type of merchandise being sold, also pay attention to security, and also more firmly to retailers who break the rules so that markets are arranged neatly and customers become comfortable shopping in Pasar Beriman Tomohon.
3. For university, to give some knowledge about impact the modern market presence towards traditional market retailers.
4. For the next research, it is recommended to conduct research in wider areas of population, bigger sample and use more tools to examine about the impact of the modern market presence toward retailers in traditional market.

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