



Traditional Warung Strategy In The Face Of Business Competition With Modern Stores (Study in Medan Helvetia District)

Ainun Mardhiyah

Business Administration Study Program, Faculty of Social and Political Sciences, Universitas Sumatera Utara,
Medan, 20155, Indonesia
mardhiyahainun26@yahoo.co.id

ABSTRACT

Modern retail activities in Indonesia are currently experiencing development, have entered residential areas close to the community. The type of retail trade is divided into two, namely modern retail represented by supermarkets, hypermart and minimarkets such as alfamart, indomaret and others, while traditional retail is directly represented by traditional stalls located in traditional markets and settlements. This research was conducted in Medan Helvetia Subdistrict of Medan City of North Sumatra. This research was conducted to traditional stall business owners in the hopes of knowing what factors can affect business competition between traditional stalls and modern stores and also know what impact occurs in business competition between traditional stalls and modern stores and know the strategy of traditional stall owners in undergoing business competition with modern stores. Medan Helvetia Subdistrict area is used as a research location because Helvetia District is one of the Districts in Medan City that some residents have the livelihood of retail business (in this case traditional stalls). After conducting research on what factors can affect business competition between traditional stalls and modern stores and also know what impact occurs in business competition between traditional stalls and modern stores and know the strategy of traditional stall owners in undergoing business competition with modern stores on traditional stall owners in Medan Helvetia District, Then the researcher will get information about what factors can affect business competition between traditional stalls and modern stores and also know what impact occurs in business competition between traditional stalls and modern stores and know the strategy of traditional stall owners. To achieve these goals, the methods or approaches used in this study are descriptive with qualitative approaches. The results obtained are concerned that the factors that affect business competition between traditional stalls and modern stores are prices, location, service and product completeness. The existence of modern stores is not so influential on traditional stalls because they pay attention to competing strategies, namely by paying attention to prices, location, service and product completeness.

Keywords: competing strategies; able to survive; traditional stalls; modern stores.

INTRODUCTION

Competition in the retail industry can be seen in various aspects, namely competition between modern and traditional retail, competition between modern retail, competition between traditional retailers, and competition between suppliers, (Tambunan et al, 2004).Sutikno (2009).

In his research stated consumer preferences towards traditional markets and modern markets categorized in consumer reference to the completeness of goods, price certainty, quality of goods, merchant courtesy, merchant friendliness, merchant alertness, market security, completeness of facilities, cleanliness and convenience of the market.

From the rapid growth of modern stores actually has a positive impact and negative impact that will be felt, the negative impact of the growth of minimarkets is seen from the number of traditional stall consumers who are feared to switch shopping to minimarkets that have better service quality and prices that compete with traditional stalls and also have an impact on the continuity of traditional stall business. The positive impact with the emergence of minimarkets is that it can reduce the number of unemployed by opening many employment opportunities for the community.

Competition between traditional stalls and modern stores continues to increase, but the growth rate of both must be maintained and controlled properly, considering the role of traditional stalls and modern retail such as minimarkets and supermarkets given to the economy, namely as one of the trade sectors that can be a cog in the people's economy.

With the development of modern retail such as minimarkets, traditional stall entrepreneurs must be able to compete with these modern retail entrepreneurs so that consumers do not switch to shopping to minimarkets. Goods sold in minimarkets almost resemble goods sold by traditional stalls. With the increasing development of minimarkets it is feared to have an impact on the continuity of traditional stall businesses. Based on this background explanation, the title of this study is the Traditional Warung Strategy in The Face of Business Competition With Modern Stores (Study In Medan Helvetia Subdistrict).

LITERATURE REVIEW

A. Strategy

Strategy can be defined as a tool to achieve long-term goals. Business strategies can include geographic expansion, diversification, acquisition, product development, market penetration, business reduction, divestment, liquidation, and joint ventures.

B. Understanding Retail

Retail or retail business can be understood as all buying and selling activities involved in the sale of goods or services directly to the end consumer for personal use rather than business use (Utami, 2006).

C. Types of Retail Businesses

According to Utami, (2008), retail business can be divided into two, namely:

1. Traditional Retail

Traditional retail is a retail business that emphasizes the management of businesses with conventional and traditional approaches.

The characteristics of traditional retail management are as follows:

1. Lack of location because it is often constrained by capital.
2. Does not take into account potential buyers. Potential buyers are often overlooked in traditional retail management.
3. Type of un directed merchandise.
4. No brand selection. Traditional retailers are constrained in providing merchandise with customers' favorite brands.
5. Less attention to suppliers.
6. Doing sales record simple even many traditional retailers do not record sales at all.
7. Do not evaluate profits per product.
8. Cash flow is not planned. Many traditional retailers that sell their wares are not in cash, so they are often constrained by cash flows.
9. Unplanned business development. Traditional retailers are unable to do business development planning due to low constraints.

2. Ritel Modern

Modern retail is a retail business that emphasizes its modern management. The characteristics of modern retail are:

1. Strategic location is an important factor in the modern retail business. Modern retailers will choose a strategic location with regard to customer access, security, and more guaranteed facilities.
2. Careful prediction of potential buyers.
3. Management of directed merchandise types. Merchandise management is tailored to the market segments served by modern retailers.
4. Brand selection is very strict.
5. Strict selection of suppliers. Modern retailers always pay attention to the quality of merchandise.
6. Make careful sales records. Modern retailers do record keeping very carefully.
7. Evaluate profits per product.
8. Cash flow is planned. Modern retailers sell their wares in cash so that the flow of cash can be well planned.
9. Planned business development. The direction of modern retail business development is well planned and sustainable in the long term.

D. Business Competition

Competition in the business world encourages business people to improve the efficiency and quality of products to be able to compete with other companies and customers are satisfied with the product. In addition, business competition has a positive influence on the development of human resource creativity to use existing resources optimally and produce high-value goods at competitive prices.

METHODS

This research uses descriptive methods with a qualitative approach. Focus Group Discussion is conducted by inviting a number of people (informants) who are seen to know what factors can affect business competition between traditional stalls and modern stores and also know what impact occurs in business competition between traditional stalls and modern stores and

know about the strategy of traditional stall owners in undergoing business competition with modern stores in Medan Helvetia District, among others, the traditional stall owners, community leaders, and other informants who know the problems studied. In-depth interviews are conducted by interviewing informants, among others, traditional stall owners.

A. Data Analysis Method

Analisis data is qualitatively controlled. This qualitative analysis is carried out following the process, among others, data reduction, presentation of data and drawing conclusions based on the reduction and presentation of data that has been done before. Data reduction is done to classify, dispose of unnecessary data, and organize data in such a way that the final conclusions can be drawn and verified. The presentation of data is done to develop a description of information composed of data that has been reduced in order to then draw conclusions and take action. Furthermore, after the data is developed, conclusions will be obtained from the research that has been implemented. Data is taken from different sources, this aims to ensure the validity of the data, this study uses the triangulation of sources. Source triangulation is done by getting data from different sources with the same technique.

RESULTS

A. Description of Research Site

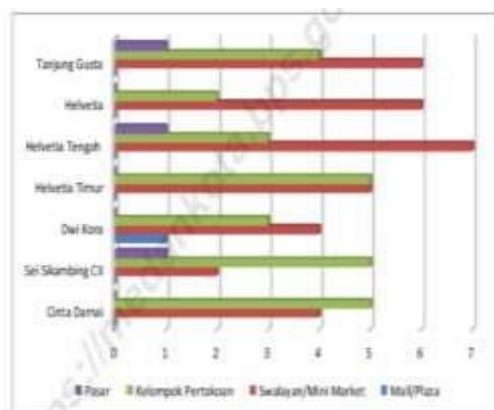
Medan Helvetia subdistrict is one of 21 sub-districts in the city of Medan, North Sumatra, Indonesia. Medan Helvetia district borders Medan Sunggal to the west, West Medan in the east, Medan Petisah in the south, and Medan Marelan in the north. In 2001, the district had a population of 128,144 people. The area is 15.44 km².

Medan Helvetia district is directly adjacent to Medan Sunggal district in the south, Deli Serdang district to the north, Deli Serdang kabupateb to the west, and West Medan and Medan Petisah districts to the east. Medan Helvetia district is one of the sub-districts in Medan City which has an area of about 11.55km². The distance of the district office to the mayor's office in Medan is about 8 km.

B. The economy in the district of Medan Helvetia

A number of markets and shops have begun to be crowded to support economic activities in Medan Helvetia District, including 3 markets, 27 shops, 34 minimarkets and 1 plaza (Medan City Statistics Central Agency 2020). You can see the comparison between stores with modern stores only slightly different, modern stores more than ordinary stores or traditional stalls.

Figure 3. The number of markets and shops per village in Medan Helvetia District in 2019



Source: Central Bureau of Statistics Medan City 2020

Table 3. Number of Markets, Shopping Groups, Supermarkets/ Minimarkets, and Malls / Plazas According to The Village in 2019

Kelurahan	Pasar	Kelompok Pertokoan	Swala- yan/ mini market	Mall/ Plaza
(1)	(2)	(3)	(4)	(5)
1. Cinta Damai	-	5	4	-
2. Sei Sikambing Cii	1	5	2	-
3. Dwi Kora	-	3	4	1
4. Helvetia Timur	-	5	5	-
5. Helvetia Tengah	1	3	7	-
6. Helvetia	-	2	6	-
7. Tanjung Gusta	1	4	6	-
Jumlah	3	27	34	1
2018	3	27	41	1

Source: Central Bureau of Statistics Medan City 2020

C. Research Results

a. Business Competition

Increasingly fierce business competition makes a company to use the right strategy for the products or services it sells. The company must observe the competitive conditions of the business that are always growing or changing at all times.

Competition in the business world encourages business people to improve the efficiency and quality of products to be able to compete with other companies and customers are satisfied with the product. In addition, business competition has a positive influence on the development of human resource creativity to use existing resources optimally and produce high-value goods at competitive prices, and of course also business people must have a strategy that is done in order to survive in their business.

b. Profit Competition

There are several things that need to be considered by business owners to face competition. Some things that need to be considered are price, location, service and product completeness.4.3.2.1.

To increase sales

Price is an important thing to note in the business world, because with price can affect consumers in making purchases.

Price is the only element in the marketing mix that generates sales revenue. According to Kotler and Armstrong (2008) "Price is a sum of money charged for a product or service, for the amount of value that consumers exchange for the benefits of owning or using such a product or service". Pricing strategies usually change as the product undergoes its life cycle. The product introduction stage is a challenging stage. Companies that issue new products face the challenge of price competition.

In trading, it generally has two strategies:

1. Low pricing that emphasizes competitor continuity (not always the cheapest)
2. High or low pricing. Usually the seller offers a high or low price with regard to the quality or benefits that will be obtained.

c. Price

Price is one element of the marketing mix that is able to generate revenue. Price affects competition in marketing, in addition, price also has an influence on the company's revenue directly. Price is also able to communicate the positioning of the company's brand value, so that products that have bargaining power and are marketed well can be sold at high prices so as to generate large profits. The price of a product or service is a key determinant of demand. The price of a product will also affect the company's marketing program, in addition, the price will change perception in the eyes of consumers. Consumers have the perception that expensive product prices have good product quality, and conversely cheap product prices have poor product quality. This perception is what makes the right pricing strategy so important.

As a business owner, it should adjust the price to the quality of the product or service offered, because if it does not match the price offered with the quality of the product, then it is likely that consumers will not be loyal to the company offering prices that do not match the product. This is one of the important things that are also considered in the pricing strategy, so that consumer perception is good for our company.

Usually prospective consumers will look for cheaper product prices to be used as subscriptions to buy daily necessities. In this way, a business owner in this case a traditional stall must be good at making price strategies so that buyers become loyal in their traditional stalls.

This is what is applied by traditional stall owners in Medan Helvetia District, in the midst of the rise of modern stores in Medan City especially Medan Helvetia District, which will certainly be a competitor for traditional stall owners, by using a price strategy that is to make prices below the price of products in modern stores, making buyers finally many who subscribe to traditional stalls. As stated by Mr. Adi a traditional stall owner, here is an excerpt of his interview.

"You could say the price of products sold in this store is cheaper than modern stores, because also our capital is small, so it is sold also at a cheap price so that the money turnover is fast and so that consumers can also shop every time in our stalls if they know the price in our stall is cheaper".

In line with the statement of a consumer named Mr. Sudung, he stated that "I prefer to shop in traditional stalls, because in traditional stalls the price is cheaper than modern stores, if in traditional stalls we buy 1 item by buying 10 items it is different price, if buying 10 items is usually discounted price, that makes me prefer to shop at traditional stalls, although sometimes still shopping in modern stores".

So they prefer traditional stalls because the price in traditional stalls is cheaper than in modern stores, although modern stores for a more atmosphere.

Comfortable with a berAC room, but the average buyer is more considering a cheaper price, so they choose traditional warung.

d. Strategic location

According to Kotler (2008) One of the keys to success is location, location starts with choosing a community. This decision relies heavily on the potential for economic growth and stability, competition, political climate, and so on.

The location is a place where people used to visit. Location is the location, place or placement of an object, the state on the surface of the earth. Location in conjunction with marketing is a special and

unique place where the land can be used for shopping. So it can be concluded that the location in question is a fixed location or place where people used to visit to shop, the place was in the form of a shopping area or a stand inside and outside the building. Strategic location affects a person in giving rise to the desire to make a purchase because of its strategic location, located in the business, and so on. Decisions about location, both for manufacturing companies and ordinary service companies determine the success of the company. Mistakes made at this point can hinder efficiency.

Business location is the main thing to consider. Strategic location becomes one of the important factors and determines the success of a business. In choosing the location of the business, the owner of the business location must consider the factors of location selection, because the location of the business will have an impact on the success of the business itself.

Location selection is very important because it relates to the small cost of operation, price and ability to compete. The purpose of the strategy for retail and professional services to maximize revenue. The selection of retail locations and professional services that are easily accessible to consumers allows for sales in large quantities, thus increasing the company's revenue. The selection of business locations is one of the business decisions that must be made carefully.

This is what is experienced by traditional stall owners in Medan Helvetia District, where the strategic location of stalls makes their business still survive despite the many modern stores. They deliberately choose strategic locations, such as on the side of major roads, at crossroads, and others, so that it is easily accessible to prospective candidates. As stated by Mrs. Mutia, he stated that:

"It happens that the location of our stall near the traditional market, so visitors almost every day are crowded and it is very influential on our stalls, so Thank God our stall visitors are also crowded every day, so yes the location greatly affects the number of buyers visiting to buy at this stall".

So they say that location is very influential on success and success and survives until now even though there are many modern stores that stand.

e. Service Quality

Competition is getting tougher today, where more and more manufacturers are involved in meeting customer needs and wants causing every company to put orientation to customer satisfaction fulfillment as the main task. Consumer service is a form of service or service provided to customers or consumers. Service to customers is one of the most important elements in marketing communication. Customer service aims to maintain and improve psychological relationships between producers and customers and monitor customer complaints.

Service can be defined as any form of activity provided by another party that can provide satisfaction to the customer concerned for the goods and services provided. Quality of service is the level of excellence expected and control over that level of excellence to meet customer desires" (Wykof in Arief, 2006). Schnaan argues that the ultimate goal of a business is to get maximum profit for the company and create satisfaction to the company.

Customer. Therefore, the most important thing to do is to provide quality service in accordance with the expectations of consumers or customers, so that basically, the key to the success of companies that provide services lies in the ability of customer service that can meet and answer all customer needs and problems at any time, anywhere and under any condition quickly and appropriately. Pelayanan adalah usaha melayani kebutuhan orang lain. Pelayanan pada dasarnya adalah kegiatan yang ditawarkan oleh organisasi atau program to consumers, which are intangible and cannot be owned. Service is an activity or peroses that takes place in combination or continuously in

interaction between one person and others and provides customer satisfaction. So the importance of service is done because it is directly related to the main target, namely consumers, it is very necessary for business owners, especially in this case traditional stall owners. If the service is not good, then most likely the consumers will not subscribe to our store, that's why good service is needed to attract customers so that the customers

Consumers can be loyal to our company in this case traditional stalls. The owners of traditional stalls in Medan Helvetia District, very responsive to their customers, and always quickly heard, this is one of the activities they do so that consumers still want to shop at their stalls. The employees are also friendly and polite and honest with the buyers, which makes the buyers feel comfortable and finally many subscribe to their stalls.

Things that traditional stall voters do in fulfilling good quality service so that consumers become loyal to their stalls, namely (in accordance with the opinion of Zeithami, Berry, and Parasuraman (Lovelock, 2006):

1. *Reliability*

Reliability is a dimension that measures reliability from the company's side in providing service to customers. Provides service quickly and precisely, and is always there when customers need help. Traditional stall owners in Medan Helvetia District and employees always try to provide fast and appropriate service, and are also sincere in helping customers, and swift in meeting customer demands so as to make customers happy to shop at traditional stalls. Responsiveness is a dynamic dimension of service quality.

Customer expectations of the speed of service. Traditional stalls in Medan Helvetia District always try to provide fast and appropriate service, so that consumers do not have to wait too long to get their wishes.

2. *Assurance*

Assurance (assurance) Knowledge and ability of employees to generate trust and confidence in the minds of customers. This traditional stall in Medan Helvetia District is trying to make trust in consumers so that consumers are comfortable and feel at home shopping at the stall.

From observations in the field, there are some traditional stalls that seem unfriendly and researchers try to shop to the stall is not well served, looks indifferent, and asked to speak for a while also not willing for various reasons, and from monitoring, the stall is very quiet visitors. This is one of the importance of good service and friendly to consumers.

f. Product Scarcity

In the retail business business, of course, one that is seen by consumers is the completeness of the product, this is very necessary so that consumers are also loyal to shop at the store in question. From the results of the survey found that consumers are very happy if shopping in one store and in the store complete the items they want to buy. As stated by a consumer, Mrs. Astuti, here is an excerpt of the interview:

"I shop at this stall because the goods I want are usually always there, rarely empty items, so because the goods I want to buy are always there, so I don't need to go back and forth to other stalls to buy the goods I want, just in this stall"

Almost in line with what was said by Mr. Putera, the owner of a traditional stall, he mentioned that:

"This store is rarely empty goods, because we always monitor, if the stock of goods has started a little, we will buy stock again, the point is not to be empty, and if we lack capital, then we will cooperate with the distributor, so the stock of goods will be fattened in our store, and later the profit of the goods sold will be divided 2 with the distributor, The point is not to stock empty goods so that our consumers are not disappointed" From the survey, it is clear that the importance of product completeness so that consumers can be loyal to shop at the stall and make consumers not disappointed because the desired goods are always there.

g. Discussion

1. Faktor-Faktor yang Dapat Mempengaruhi Persaingan Usaha Antara Warung Tradisional Dengan Toko Modern

Business competition that occurs today makes the company always try to provide assurance that the products offered are able to provide support in an effort to create consumer satisfaction. Various efforts are made, namely through various product innovations offered so that the products or services offered have quality that is really able to spread in the market. Apabila in terms of consumers, the business that occurs will have an impact on their behavior so that consumers always strive to get the best product so that it can meet all forms of needs. Of course, there are factors that affect this business competition. Where, the factors that affect the competition between traditional warunf and modern stores are as follows:

a) Price

Price is the value of a good or service as measured by the amount of money spent by the buyer to obtain a number of combinations and services or services. So usually a prospective buyer will see the price of the prudk he will buy. Usually prospective consumers will look for cheaper product prices to be used as subscriptions to buy daily necessities. In this way, a business owner in this case a traditional stall must be good at loading price strategies so that buyers become loyal in their traditional stalls.

This is what is applied by traditional stall owners in Medan Helvetia Subdistrict, in the midst of the rise of modern stores in Medan City especially Medan Helvetia District, which will certainly be a competitor for traditional stall owners, using harag strategy that is to make prices below the price of products in modern stores, making buyers finally subscribe to traditional stalls.

They prefer tardisional stalls because the price in traditional stalls is cheaper than in modern stores, even modern stores for suasana more comfortable with air-conditioned rooms, but the average buyer is more considering cheaper prices, so they choose traditional warumg. They prefer tardisional stalls because the price in traditional stalls is cheaper than in modern stores, even modern stores for suasana more comfortable with air-conditioned rooms, but the average buyer is more considering cheaper prices, so they choose traditional warumg.

b) Location

Location is the location, place or placement of an object, condition on the surface of the earth. Location is a place where people usually visit. The location of the business is the main thing to consider. Strategic location is one of the important factors and greatly determines the success of a business. In choosing a business location, the owner of a business location must consider the factors for choosing a location, because the location of the business will have an impact on the success of the business itself.

A strategic location affects a person in generating a desire to make a purchase because of its strategic location, located in the flow of business, and so on. Decisions about location, both for manufacturing companies and service companies, can determine the success of the company. Mistakes made at this point can hinder efficiency. Location selection for goods or manufacturing companies needs to be closer to raw materials or labor, while service companies need to be closer to customers.

Location in relation to marketing is a special and unique place where the land can be used for shopping. So it can be concluded that the location in question is a fixed location or place where people can visit to shop, the place is in the form of a shopping area or a stand inside or outside the building.

This is what has been experienced by the owners of traditional stalls in the Medan Helvetia sub-district, where a strategic leak of stalls has made their business survive even though there are many modern shops. They deliberately choose strategic locations, such as at the edge of a major road, at a crossroads, and so on, so that it is easily accessible by potential consumers.

So they say if the location is very influential on the success and success and survive until now even though there are many modern shops.

c) Service

Service is an effort to serve the needs of others. Services are basically activities offered by organizations or programs to consumers, which are intangible and cannot be owned. Service is an activity or process that takes place continuously or continuously in interaction between one person and another and provides customer satisfaction.

Once the importance of service is carried out because it is directly related to the main target, namely consumers, it is very necessary for business owners, especially in this case traditional stall owners. If the service is not good, then most likely consumers will not subscribe to our store, that's why good service is needed to attract customers.

The owners of traditional stalls in the District of Meda Helvetia, are very responsive to their customers, and are always served quickly, this is one thing they do so that consumers still want to shop at their stalls. The employees are also friendly and polite and honest with the buyers, which makes the buyers feel comfortable and eventually many who subscribe to their stalls.

d) Product Scarcity

Completeness of the product is certainly an indispensable thing in the retail business. If the desired product at a target store is available and complete, usually consumers will like the store, and usually if they want to buy goods, they will return to the store because they have never bought it because they are not disappointed because the desired item is always there which makes consumers ultimately loyal. This is why product completeness is one of the things needed in business competition, in this case the traditional shop retail business.

The owners of traditional stalls in Medan Helvetia District, try to equip their shops so that consumers can subscribe to their stores, and if they lack capital, they will work with distributors to sell their products and profit will be divided by 2, this is their way to cover vacancies in stock of goods so that they remain and do not disappoint consumers.

2. The Impact that Occurs in Business Competition between Traditional Stalls and Modern Stores

The existence of modern stores does not really affect the sustainability of traditional stalls in Medan Helvetia Subdistrict. Each trading facility, both traditional stalls and modern stores have different

existing. Traditional stalls have a way to deal with modern stores that are developing today, they are more playful in price, where they make prices cheaper, and if purchased in large enough quantities usually the owners of traditional stalls buy discounts. This is one of the attractions of consumers buying in traditional stalls. The existence of modern stores does not really affect the sustainability of traditional stalls in Medan Helvetia Subdistrict. Each trading facility, both traditional stalls and modern stores have different existing. Traditional stalls have a way to deal with modern stores that are developing today, they are more playful in price, where they make prices cheaper, and if purchased in large enough quantities usually the owners of traditional stalls buy discounts. This is one of the attractions of consumers buying in traditional stalls.

Traditional stall strategy in order to compete with modern stores, in addition to the price, traditional stall owners also want to provide debt for their customers, this is one of the causes of consumers still subscribe to traditional stalls. Furthermore, the completeness of the product, this is also one that causes consumers to be interested in subscribing to traditional stalls, in addition to the cheap price, the products they are looking for are also complete, because usually the owners of traditional stalls always check the goods in the stall, if there are goods with little inventory, immediately complete the brand, so as not to disappoint prospective buyers.

3. Traditional Stall Owner's Strategy in Undergoing Business Competition with Modern Stores

In the competition of business with modern stores, of course, traditional stalls will implement strategies to be able to compete with modern stores. If no strategy is done, most likely traditional stalls can not survive in the midst of the development of modern stores that are comfortable if entered into it.

One of the strategies they do is the price strategy, for them it does not matter small profits but consumers continue to subscribe and are not disappointed to shop at their stalls because of the high price. Although the price is cheap, but if the purchase in large quantities there are still stalls that give discounts, although not too much because it must be adjusted to the price that is already cheap given to consumers. One of the strategies they do is the price strategy, for them it does not matter small profits but consumers continue to subscribe and are not disappointed to shop at their stalls because of the high price. Although the price is cheap, but if the purchase in large quantities there are still stalls that give discounts, although not too much because it must be adjusted to the price that is already cheap given to consumers.

Business, not least traditional stalls, they on average set up their traditional stalls in a starting place, such as on the side of a large road that people often pass, at the crossroads, and there are also those who enter the alley but the surrounding community buys into his stall so as not to be far away looking for other stalls or other modern shops and also near the market that is

Service is also of course very necessary, especially in this case serving consumers. If the service we provide is good, then consumers will be happy and most likely will subscribe to the shop, but on the other hand, if the service provided is not good, for example, not responding quickly, being dishonest, etc. will subscribe to the store. In Medan Helvetia Sub-district, the owners of traditional stalls prioritize good service to their customers, they are always quick to respond to what consumers want, and they are always honest and polite and friendly to their customers.

Next is the completeness of the product, the owners of traditional stalls always try to complement the products they sell so that consumers are not disappointed if they want to buy goods at their stalls. Usually the shop owners will always monitor the goods that have started to run out so that the shop

does not run out of stock, so that new stock is immediately added, so that almost every consumer buys goods, they are never disappointed because the goods they ask for are always there.

The obstacle faced by traditional shop owners is capital, but they have a way to cover it, namely by working with distributors, namely by way of distributors entrusting their goods to the traditional shop and later the sales will be divided in half, so it's rare for these traditional stalls to run out of stock. goods.

CONCLUSIONS AND SUGGESTIONS

1. Factors That Can Affect Traditional Warung Business Competition with Modern Stores

- a. The importance of a price strategy is done, to survive. The price strategy is done by making prices below the price of products in modern stores.
- b. Strategic location becomes one of the important factors and determines the success of a business. The selection of a strategic location will affect the success of traditional stall businesses.
- c. The importance of good service is provided to consumers because it will make them comfortable and most likely if they are comfortable then they will subscribe.

2. The impact that occurs in business competition between Traditional Warung and Modern Stores

The existence of modern stores does not really affect the sustainability of traditional stalls in Medan Helvetia Subdistrict. Each trading facility, both traditional stalls and modern stores have different existing. Traditional stalls have a way to deal with modern stores that are developing today, in fact they are more playing at the price, where they make the price cheaper, and if purchased in large quantities usually the owners of traditional stalls buy discounts. This is one of the attractions of consumers buying in traditional stalls. 3. Traditional Warung Owner Strategy in Undergoing Business Competition with Modern Stores One of the strategies they do is the price strategy, for them it does not matter small profit but consumers continue to subscribe and are not disappointed to shop at their stalls because of the price of the market.

ACKNOWLEDGEMENT

This research is fully financed by the Research Institute of the University of North Sumatra in accordance with the Letter of Talent Research Agreement of the University of North Sumatra Fiscal Year 2020 Number: 4142 / UN5.1.R / PPM / 2020, Dated, April 27, 2020.

REFERENCES

- Arief, M. 2006. *Pemasaran Jasa Dan Kualitas Pelayanan*. Malang: Banyu Media Publishing
- Kotler, Philip. 2008. *Manajemen Pemasaran*. Jakarta: Indeks
- Kotler, Philip; Armstrong, Garry. 2008. *Prinsip-prinsip Pemasaran, Jilid 1*. Jakarta: Erlangga
- H. Lovelock Christopher & Laurent K. Wright. 2005. *Manajemen Pemasaran Jasa*. Jakarta: PT Indeks Kelompok Gramedia
- Heizer, Jay and Render Barry. 2015. *Manajemen Operasi : Manajemen Keberlangsungan dan Rantai Pasokan, edisi 11*. Jakarta: Salemba Empat
- Mudrajad, Kuncoro. 2005. *Strategi Bagaimana Meraih Keunggulan Kompetitif*. Jakarta: Erlangga
- Munawaroh, Munjiati. 2013. *Manajemen Operasi*. Yogyakarta: LP3M UMY.

- Sutikno, MS. 2009. *Belajar dan Pembelajaran, Upaya Kreatif dalam Meuwujdkan Pembelajaran yang Berhasil*. Bandung: Prospect
- Tambunan, Tulus TH, dkk., 2004. *Kajian Persaingan dalam Industri Retail*. Komisi Pengawas Persaingan Usaha (KPPU).
- Utami, Christina Widya. 2006. *Manajemen Ritel*. Jakarta: Salemba Empat.
- Utami, Christina Widya. 2008. *Manajemen Ritel (strtategi dan implementasi ritel modern*. Jakarta: Salemba Empat.

Jurnal

- Reza Haditya Raharjo. 2015. *Analisis Pengaruh Keberadaan Minimarket Modern Terhadap Kelangsungan Usaha Toko Kelontong Di Sekitarnya (Studi Kasus Kawasan Semarang Barat, Banyumanik)*. Semarang: Fakultas Ekonomi, Universitas Diponegoro.
- Rival Nursema.2018. *Pengaruh Perkembangan Minimarket Terhadap Kelangsungan Usaha Warung Tradisional Dan Strategi Agar Dapat Bersaing Dan Bertahan Hidup Di 3 Kecamatan Kota Tangerang Selatan*. Jakarta: Fakultas Ekonomi dan Bisnis, Universitas Islam Negeri Syarif Hidayatullah Jakarta
- Tri Joko Utomo. 2011. Persaingan Bisnis Ritel: Tradisional VS Modern (The Competition of Retail Business: Traditional vs Modern)). *Jurnal: Fokus Ekonomi*, Vol.6, No.1
- Welem Anthonie Bawole Dkk.2017. Respons Pemilik Warung Kecil Terhadap Kehadiran Usaha Waralaba Di Kelurahan Tuminting Kecamatan Tuminting Kota Manado, *E-Journal Acto Diurna*, Vol.Vi.No.3