

ABSTRAK

Minimarket merupakan perdagangan ritel yang terus tumbuh dan menyebar dengan cepat di lingkungan permukiman serta menjadi bisnis perdagangan ritel yang paling ekspansif di Indonesia. Kota Semarang sebagai ibukota Jawa Tengah juga menghadapi fenomena tersebut. Salah satu lingkungan permukiman dimana minimarket tersebar dan berekspansi cukup signifikan yaitu Kecamatan Mijen. Sejak gerai minimarket pertama di kawasan ini beroperasi pada tahun 2007 hingga februari 2014 telah terdapat 7 gerai minimarket yang beroperasi. *Research Question* dari penelitian ini adalah apakah adanya perkembangan minimarket di Kecamatan Mijen dapat mempengaruhi perubahan perilaku konsumen dalam menentukan lokasi pilihan berbelanja?

Metode penelitian yang digunakan dalam penelitian ini adalah deduktif kuantitatif dengan menggunakan pendekatan rasionalistik. Berdasarkan data kuesioner, wawancara serta observasi, dengan teknik analisis identifikasi dan analisis deskriptif kuantitatif serta interpretasi data melalui teknik analisis tabulasi silang antar variabel yang dikaji berupa data tabel analisis *crosstab* dan *chi-square*.

Perkembangan kondisi eksisting minimarket setiap hari pengunjung yang datang sekitar 300 orang, dengan jumlah minimarket yaitu 7 minimarket hingga tahun 2014. Serta proyeksi kebutuhan minimarket 10 tahun kedepan terlihat bahwa hasil proyeksi kebutuhan pelayanan minimarket di Kecamatan Mijen dinyatakan sudah cukup melayani. Perilaku konsumen minimarket sebagian besar didasari oleh frekuensi kunjungan dilakukan sebanyak 2 kali dalam seminggu, bahan kebutuhan sehari-hari, jarak dan gerai yang bersih dan tertata merupakan faktor yang mempengaruhi motivasi terbesar responden untuk berbelanja di minimarket. Jangkauan dari minimarket yang terdapat di Kecamatan Mijen cenderung *overlapping* antar minimarket. Jangkauan pelayanan minimarket terbagi menjadi ring I 500 meter dan ring II 1 Km. Perlu adanya evaluasi penataan ruang melalui pola persebaran minimarket dan lokasi tujuan belanja masyarakat sehingga dapat mengantisipasi masuknya ritel modern dalam upaya menjaga keberlangsungan ritel tradisional (pengecer tradisional).

Kata Kunci: *minimarket, perilaku konsumen, dan jangkauan pelayanan*

ABSTRACT

Minimarket is one form of retail trade continues to grow and spread rapidly in the neighborhoods and the corners of the big cities in Indonesia as well as business becomes the most expansive retail trade in Indonesia. Semarang as the capital of Central Java is also facing the phenomenon. One of the mini-environments where scattered settlements and significantly expand the District Mijen. Since the first minimarket outlets operating in the region in 2007 until February 2014 there have been 7 minimarket outlets operating. Research Question It can be concluded from this study is what the development of a minimarket in District Mijen can influence changes in consumer behavior in determining the location of shopping options?

The research methode used in this study using a quantitative deductive rationalistic. Based on questionnaire, interviews and observations, the identification and analysis techniques of quantitative descriptive analysis and interpretation of cross-tabulation analysis techniques among variables that were examined in the form of table analysis and chi-square crosstab.

The development of minimarket condition every day visitors who come around 300 people, with the total 7 minimarket mini market until 2014. Minimarket well as projected needs 10 years from now seen that the projected need for services in the District Mijen minimarket stated is sufficient to serve. Consumer behavior is largely based on the mini frequency of visits was done 2 times a week, daily necessities, distance and outlets are clean and organized is the biggest factor affecting the motivation of respondents to shop at the mini. Range of minimarket located in District Mijen is overlapped between the mini with the other minimarket. Distance range that is divided into the ring I 500 meters and ring II 1 Km. The need for evaluation of spatial planning through distribution pattern minimarket and community shopping destination location so as to anticipate the entry of modern retail in maintaining continuity of traditional retail (traditional retailers).

keywords: minimarket, consumer behavior, and the range of services