Analysis regarding modern market service level influence toward population movement patterns

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Analysis regarding modern market service level influence toward population movement patterns

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Abstract. Modern market didn't differ too much from traditional ones, but this kind of market exists within buildings and self-serving in nature. In terms of modern market services like Alfamart and Indomart, it can be said that the service provided is relatively stellar for it's customers, whether it be the goods itself, the qualities of said goods, or the service system itself which includes home delivery. The purpose of this research is to find out the modern market service level influence toward population movement patterns. The research is done in Klojen District, Malang City. The analysis method used are qualitative descriptive method and Kendall's Tau correlation method. Based on analysis result it's concluded that minimarket service level didn't quite affect population movement patterns due to it's p-value which is 0,487 where the p-value is bigger than the significant value within this research which is 0,05. Population movement patterns were only influenced by type of goods needed (average of 61,7%), quantity of goods bought by the consumers, and price of goods (average of 29,3%).

1. Preliminary

Development of retail industry in Indonesia is rapidly increasing. The presence of modern retail enterpreneurs were giving it's own color for Indonesian retail industry development. Within relatively short time, few modern retail enterpreneurs with spectacular capitalistic capabilities made their mark in Indonesia. They manifests in form of minimarkets, supermarkets even hypermarkets which now scatters across Indonesian big cities. The change in shopping or spending pattern were due to the rapid development of modern market is rather facsinating to be observed, as it is estimated to last long into the future.

If seen more specifically about the development of modern market in an even smaller scope like within districts, especially in Malang city. Modern market development in Malang city gives significant enough contribution toward its regional economy. But this development isn't followed by fundamental change of services from stores, kiosk, or markets in the face of population shopping pattern changes, so that the development of modern markets in Malang city truly changes the population movement patterns in shopping, especially modern market developing around markets, shops, or kiosks.

Nowadays a lot of modern market, especially Alfamart and Indomart is developing in Malang city, Klojen district to be exact. The two modern market mentioned is rapidly developing due to Klojen

district population very high demands of everday needs. The intended goal of this research is to analyze and find out the influence of modern market service level toward population movement patterns.

Benefit of this research is to find out the influence of modern market service level toward population movement patterns.

2. Methodology

Methodical approach used within this research is deductive approach. Deductive approach means thinking method that demands factual apriori. Through this approach, it is expected that the result of this research is scientifically accountable and useful in development of research field. Data gathering method used is field surveys and questionnaire. Questionnaire is aimed at a number of corresponding group, which is: Klojen district populace which makes 75% of them and 25% which made up of enterpreneurs and or employees. As for the analysis method is done through qualitative and quantitative method. Qualitative analysis is done to spell out district characteristics and it's potentials.

Next, quantitative analysis is done with Relative Distribution Frequency method and Kendall's Tahu correlation method. Distribution frequency is used to classify the data collected based on determined research variables. For example, data classification of type of goods, facility distributions, accesibility, total population, etc. While Kendall's Tahu correlation method is used to find out the connection between the influence of modern market service level toward population movement patterns.

3. Analysis and interpretation

3.1. Analysis of modern market service level

Minimarket service level analysis is used to find out how big the service level of minimarket scattered on Klojen district toward fulfilling the populace life needs. This analysis is using viewing variables that could be used to find out the minimarket service level:

3.1.1. Type of goods

Goods sold in minimarkets (Alfamart/Indomart) were daily necessities, snacks and drinks, office supplies, cosmetics, and cigarettes. Type of goods often purchased by people were snacks and drinks were up to 27 people or average 36%, while those who shop for daily necessities were up to 23 people or average 30,7%.

Table 1. Goods Sold in Minimarkets (Alfamart/Indomart)

No	Type of goods	Total Respondent	Percentage (%)
1	Daily Necessities	23	30,7
2	Snack and Drinks	27	36,0
3	Office Supplies	5	6,7
4	Cosmetics	4	5,3
5	Cigarettes	16	21,3
	Total	**75**	**100,0**

Source : Populace Questionnaire Result

For snacks and drinks, people tend to prefer shopping in modern market like Alfamart/Indomart. This is due to the more variation presented by those stores. Snacks and drinks provided by shops and kiosks around it were lacking in comparison. People tend to shop on minimarkets compared to small kiosks, shops or the likes due to the diversity within the goods provided by said minimarkets, whether it be office supplies, cosmetics, snack and drinks, and daily necessities. (42% of respondents, more or less 56%).

Table 2. Reason Why Consumers Prefers Shopping in Minimarkets (Alfamart/Indomart)

No.	Reasons	Total (Respondent)	Percentage (%)
1	Goods Diversities	42	56,0
2	Prices	13	17,3
3	Quantity of Goods	2	2,7
4	Location	18	24,0
Total		**75**	**100,0**

Source: Populace Questionnaire Result

3.1.2. Quantity of goods

In big grocery shopping in minimarkets, firstly consumers would look at availability of the goods they're looking for. If there's none available, then they would be looking toward shops, small kiosks, or markets in general that have it in bulks.

Table 3. Goods Availability in Minimarket (Alfamart/Indomart)

No.	Availability	Total (Respondent)	Percentage (%)
1	Large Amount	2	2,7
2	Available	18	24,0
3	Enough Goods	42	56,0
4	Not Available	13	17,3
Total		75	100,0

Source: Populace Questionnaire Result

Goods available in modern market still can't quite adequately fulfill shopping needs of the population around it, especially if they would shop in bulk. This is due to the limited amount of goods that's being sold in modern markets. This is also due to drooping system from storage that would only provide limited amount of goods. This is also can be seen from total of goods normally sold in modern markets. The majority of existing modern market sold less than 5000 unit of goods each month (16 minimarkets or average of 64%).

Table 4. Amount of Goods Sold in Minimarkets (Alfamart/Indomart)

No.	Goods Sold/Month (Pcs)	Total (Respondent)	Percentage (%)
1	< 5.000	16	64,0
2	5.000 – 25.000	4	16,0
3	> 25.000	5	20,0
Total		25	100,0

Source: Populace Questionnaire Result

3.1.3. Goods prices

With pricing system already regulated by company policies, the price of goods sold in modern market are relatively pricey, this is due to the goods prices is not in accordance to the general pricing, especially for specialized goods such as perfumes and underwears would be very expensive compared to shops that normally sell such items. This causes less interest of the populace to shop in modern markets, so they rather shop in shop or kiosks which would sell similar goods, but cheaper. Data from analysis table above proves that goods sold in such places were pricier than the general pricing or determined prices of shops and kiosks around it.

Table 5. Goods Prices in Minimarket (Alfamart/Indomart)

No.	Prices	Total (Respondent)	Percentage (%)
1	Very Cheap	0	0,0
2	Inexpensive	5	6,7
3	Pricy Enough	30	40,0
4	Very Expensive	40	53,3
Total		**75**	**100,0**

Source: Populace Questionnaire Result

Table 6. Determined Prices in Minimarket (Alfamart/Indomart)

No.	Determined Prices of Goods	Total (Respondent)	Percentage (%)
1	Company Policy	25	100,
2	Market	0	0,0
3	Manufacturer	0	0,0
4	Distributor	0	0,0
Total		**25**	**100,0**

Source: Populace Questionnaire Result

3.1.4. Demands

Goods with high number of demands were the kind of goods with plastic packages or bottles (19 respondents or average 76%). Goods with plastic or bottle packages like bottled beverages and snacks are often in demand due to it's practicality and convenience factor in carrying and throwing away it's packaging after consuming the content. But when shopping, consumers didn't shop for a whole lot, this is due to it being expensive and modern market didn't apply wholesale price onto it's products. Goods sold are counted with retail price when consumers buys the goods in bulks in modern market. But for certain goods there's wholesale prices applicable such as mineral water, instant noodles, or frying oil. But those are only applicable when there's promotion from the related modern market.

Table 7. Product Packaging in Minimarket (Alfamart/Indomart)

No.	Packaging	Total (Respondent)	Percentage (%)
1	Cardboards	3	12,0
2	Plastic-based or Bottle	19	76,0
3	Cans	3	12,0
Total		25	100,0

Source: Populace Questionnaire Result

Table 8. Marketing Strategy in Minimarket (Alfamart/Indomart)

No.	Marketing Strategy	Total (Respondent)	Percentage (%)
1	Buy 1 Get 1 Promotion	5	20,0
2	Discounts	13	52,0
3	Weekend Special Discount	2	8,0
4	Customer Cards	2	8,0
5	Delivery Service	3	12,0
6	Cheap Bazaar	0	0,0
Total		**25**	**100,0**

Source: Populace Questionnaire Result

3.2. Modern market service level influence toward populace movement patterns

This analysis is used to find out whether there's intervariable influence between minimarket service level variable and populace movement pattern variable, where each indicators from both variables would be associated one by one until it's found out whether there's influence or not, also to find out the magnitude of influence from each said variables' indicators.

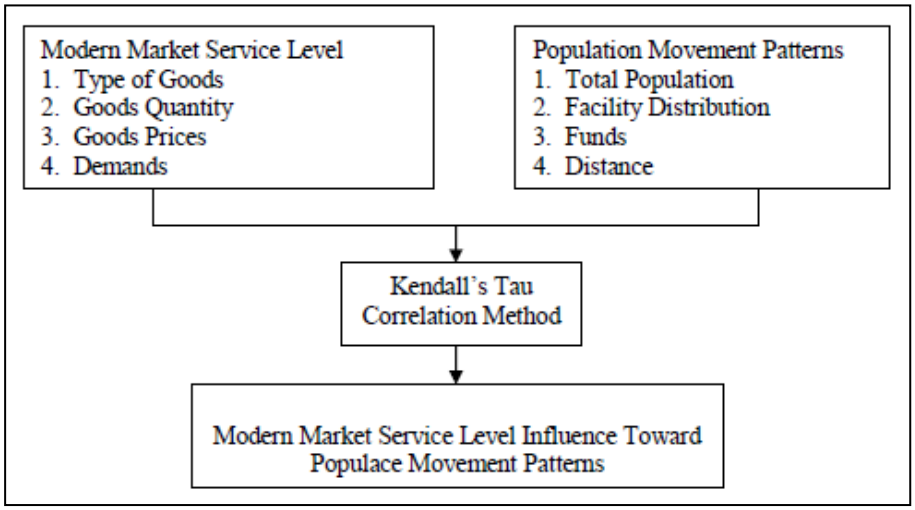

Diagram 1. Modern Market Service Level Influence Toward Populace Movement Patterns Analysis

3.2.1. Type of goods influence on population

According to Kendall's Tau analysis correlation analysis through SPSS, it is known that p-value significance score number is 0,695. This score is higher than the determined value score (0,05) in Kendall's Tahu test, so H0hypothesis is accepted and H1is rejected, which means there's No. relation between type of goods with total population. In conclusion there's no relation between type of goods sold in modern market with total population in Klojen district.

Table 9. Relation between Type of Goods with Total Population

			Jenis Barang	Jumlah Penduduk
Kendall's tau_b	Jenis Barang	Correlation Coefficient	1,000	-,037
		Sig. (2-tailed)	.	,695
		N	100	100
	Jumlah Penduduk	Correlation Coefficient	-,037	1,000
		Sig. (2-tailed)	,695	.
		N	100	100

Source: Analysis Result

3.2.2. Type of goods influence on facility distributions

According to Kendall's Tau correlation analysis through SPSS, it is known that p-value significance score is 0,839. This score is higher than the determined significancy score (0,05) in Kendall's Tau test, so H0hypothesis is accepted and H1is rejected, which means there's no relation between type of goods with facility distributions. In conclusion there's no relation between type of goods sold in modern market with facility distribution in Klojen district.

Table 10. Relation between Type of Goods with Facility Distribution

			Jenis Barang	Sebaran Fasilitas
Kendall's tau_b	Jenis Barang	Correlation Coefficient	1,000	,020
		Sig. (2-tailed)	.	,839
		N	100	100
	Sebaran Fasilitas	Correlation Coefficient	,020	1,000
		Sig. (2-tailed)	,839	.
		N	100	100

Source: Analysis Result

3.2.3. Type of goods influence on prices

According to Kendall's Tau correlation analysis through SPSS, it is known that p-value significance score is 0,000. This score is smaller than the determined significancy score (0,05) in Kendall's Tau test, so H1is accepted, which means there's relation between type of goods with facility distributions. In conclusion there's relation between type of goods sold in modern market with cost of living in Klojen district.

Table 11. Type of Goods Relation with Cost

			Jenis Barang	biaya
Kendall's tau_b	Jenis Barang	Correlation Coefficient	1,000	,410 **
		Sig. (2-tailed)	.	,000
		N	100	100
	biaya	Correlation Coefficient	,410 **	1,000
		Sig. (2-tailed)	,000	.
		N	100	100

Source: Analysis Result

People will fulfill their living necessities according to their living cost. People will look for the type of goods that become their necessities, adjusted to their living cost. This shows that population movement patterns will relatively moving toward locations where they could get their living necessities with accordance to their operational budget.

3.2.4. Type of goods influence on distance

According to Kendall's Tau correlation analysis through SPSS, it is known that p-value significance score is 0,415. This score is higher than the determined significancy score (0,05) in Kendall's Tau test, so H0hypothesis is accepted and H1is rejected, which means there's no relation between type of goods with distance. In conclusion there's no relation between type of goods that consumer needs with distance. People would move, looking for type of goods they need without looking about the distance travelled as long as they could get their hands on goods they're looking for, so distance travelled toward the location where they could get it wasn't a significant obstacle for people to shop for their life necessities.

Table 12. Relation Between Type of Goods with Distance

			Jenis Barang	Jarak
Kendall's tau_b	Jenis Barang	Correlation Coefficient	1,000	,077
		Sig. (2-tailed)	.	,415
		N	100	100
	Jarak	Correlation Coefficient	,077	1,000
		Sig. (2-tailed)	,415	.
		N	100	100

Source: Analysis Result

3.2.5. Amount of goods influence on population

According to Kendall's Tau correlation analysis through SPSS, it is known that p-value significance score is 0,561. This score is higher than the determined significancy score (0,05) in Kendall's Tau test, so H0hypothesis is accepted and H1is rejected, which means there's no relation between amount of goods with total population. In conclusion there's no relation between amount of goods sold in modern market with total population in Klojen district.

Table 13. Relation Between Amount of Goods with Total Population

			Jumah Barang	Jumlah Penduduk
Kendall's tau_b	Jumah Barang	Correlation Coefficient	1,000	,054
		Sig. (2-tailed)	.	,561
		N	100	100
	Jumlah Penduduk	Correlation Coefficient	,054	1,000
		Sig. (2-tailed)	,561	.
		N	100	100

Source: Analysis Result

3.2.6. Amount of goods influence on facility distribution

According to Kendall's Tau correlation analysis through SPSS, it is known that p-value significance score is 0,005. This score is smaller than the determined significancy score (0,05) in Kendall's Tau test, so H1hypothesis is accepted, which means there's relation between amount of goods with facility distributions. In conclusion there's relation between amount of goods sold in modern market with facility distribution in Klojen district.

Table 14. Relation Between Amount of Goods with Facility Distribution

			Jumah Barang	Sebaran Fasilitas
Kendall's tau_b	Jumah Barang	Correlation Coefficient	1,000	-,272 **
		Sig. (2-tailed)	.	,005
		N	100	100
	Sebaran Fasilitas	Correlation Coefficient	-,272 **	1,000
		Sig. (2-tailed)	,005	.
		N	100	100

Source: Analysis Result

3.2.7. Amount of goods influence on costs

According to Kendall's Tau correlation analysis through SPSS, it is known that p-value significance score is 0,007. This score is smaller than the determined significancy score (0,05) in Kendall's Tau test, so H1hypothesis is accepted, which means there's relation between amount of goods with living costs. In conclusion there's a relation between amount of goods needed with cost of living. People in shopping for their living necessities has to be adjusted according to their operational cost, so their living cost isn't reaching a minus point even if the amount of goods they need to fulfill their necessities would increase. This is usually related to their priorities, people will make priorities in shopping, which item is more urgent than the others.

Table 15. Relation between Amount of Goods with Cost

			Jumah Barang	biaya
Kendall's tau_b	Jumah Barang	Correlation Coefficient	1,000	,262 **
		Sig. (2-tailed)	.	,007
		N	100	100
	biaya	Correlation Coefficient	,262 **	1,000
		Sig. (2-tailed)	,007	.
		N	100	100

Source: Analysis Result

3.2.8. Amount of goods influence on distance

According to Kendall's Tau correlation analysis through SPSS, it is known that p-value significance score is 0,577. This score is higher than the determined significancy score (0,05) in Kendall's Tau test, so H0hypothesis is accepted and H1 rejected, which means there's no relation between amount of goods with distance. In conclusion there's no relation between amount of goods sold in modern market with distance toward said market that has the goods.

Table 16. Relation Between Amount of Goods with Distance

			Jumah Barang	Jarak
Kendall's tau_b	Jumah Barang	Correlation Coefficient	1,000	-,053
		Sig. (2-tailed)	.	,577
		N	100	100
	Jarak	Correlation Coefficient	-,053	1,000
		Sig. (2-tailed)	,577	.
		N	100	100

Source: Analysis Result

People are more than willing to travel tremendous distances away if to get their hands on goods they needed in bulks. Distance wasn't that high of an obstacle for people in shopping for fulfilling their living necessities, due to this related to people's satisfaction level in fulfilling their living

necessities. Even though the distance travelled is of significant range, as long as the amount of goods met the necessary total needed, it's not that high of an obstacle to tackle.

3.2.9. Price of goods influence on population

According to Kendall's Tau correlation analysis through SPSS, it is known that p-value significance score is 0,877. This score is higher than the determined significancy score (0,05) in Kendall's Tau test, so H0hypothesis is accepted and H1 rejected, which means there's no relation between goods prices with facility distribution. In conclusion there's no relation between price of goods offered in modern market with total population in Klojen district.

Table 17. Relation between goods prices with total population

			Harga Barang	Jumlah Penduduk
Kendall's tau_b	Harga Barang	Correlation Coefficient	1,000	-,014
		Sig. (2-tailed)	.	,877
		N	100	100
	Jumlah Penduduk	Correlation Coefficient	-,014	1,000
		Sig. (2-tailed)	,877	.
		N	100	100

Source: Analysis Result

3.2.10. Price of goods influence on facility distribution

According to Kendall's Tau correlation analysis through SPSS, it is known that p-value significance score is 0,201. This score is higher than the determined significancy score (0,05) in Kendall's Tau test, so H0hypothesis is accepted and H1 rejected, which means there's no relation between goods prices with facility distribution. In conclusion there's no relation between price of goods offered in modern market with facility distribution in Klojen District.

Table 18. Relation between goods prices with facility distribution

			Harga Barang	Sebaran Fasilitas
Kendall's tau_b	Harga Barang	Correlation Coefficient	1,000	,121
		Sig. (2-tailed)	.	,201
		N	100	100
	Sebaran Fasilitas	Correlation Coefficient	,121	1,000
		Sig. (2-tailed)	,201	.
		N	100	100

Source: Analysis Result

3.2.11. Price of Goods Influence on Costs

According to Kendall's Tau correlation analysis through SPSS, it is known that p-value significance score is 0,000. This score is smaller than the determined significancy score (0,05) in Kendall's Tau test, so H1hypothesis is accepted, which means there's a relation between price of goods with costs. In conclusion there's a relation between price of goods offered in modern market with living costs.

Tabel 19. Relation between goods price and cost

			Harga Barang	biaya
Kendall's tau_b	Harga Barang	Correlation Coefficient	1,000	-1,000 **
		Sig. (2-tailed)	.	,000
		N	100	100
	biaya	Correlation Coefficient	-1,000 **	1,000
		Sig. (2-tailed)	,000	.
		N	100	100

Source: Analysis Result

People's living cost is closely related with their income level. In attempt to fulfil their living necessities, populace would move to look for location that could give them reciprocal in form of income big enough to fulfill their various living needs. With the increasing price of goods needed to survive, people would work hard so that their income would cover their living cost.

3.2.12. Price of goods influence on distance

According to Kendall's Tau correlation analysis through SPSS, it is known that p-value significance score is 0,544. This score is higher than the determined significancy score (0,05) in Kendall's Tau test, so H0hypothesis is accepted and H1 rejected, which means there's no relation between goods prices with distance travelled. In conclusion there's no relation between price of goods offered in modern market with distance travelled to get said goods.

Table 20. Relation Between Price of Goods with Distance

			Harga Barang	Jarak
Kendall's tau_b	Harga Barang	Correlation Coefficient	1,000	,056
		Sig. (2-tailed)	.	,544
		N	100	100
	Jarak	Correlation Coefficient	,056	1,000
		Sig. (2-tailed)	,544	.
		N	100	100

Source: Analysis Result

3.2.13. Demands influence on population

According to Kendall's Tau correlation analysis through SPSS, it is known that p-value significance score is 0,878. This score is higher than the determined significancy score (0,05) in Kendall's Tau test, so H0hypothesis is accepted and H1 rejected, which means there's no relation between demands with facility distribution. In conclusion there's no relation between demands in modern market with facility distribution in Klojen District.

Table 21. Relation Between Demands and Population

			Jumlah Permintaan	Jumlah Penduduk
Kendall's tau_b	Jumlah Permintaan	Correlation Coefficient	1,000	-,014
		Sig. (2-tailed)	.	,878
		N	100	100
	Jumlah Penduduk	Correlation Coefficient	-,014	1,000
		Sig. (2-tailed)	,878	.
		N	100	100

Source: Analysis Result

3.2.14. Demands influence on facility distribution

According to Kendall's Tau correlation analysis through SPSS, it is known that p-value significance score is 0,847. This score is higher than the determined significancy score (0,05) in Kendall's Tau test, so H0hypothesis is accepted and H1 rejected, which means there's no relation between demands with facility distribution. In conclusion there's no relation between demands in modern market with facility distribution in Klojen District.

Table 22. Relation Between Demands and Facility Distribution

			Jumlah Permintaan	Sebaran Fasilitas
Kendall's tau_b	Jumlah Permintaan	Correlation Coefficient	1,000	-,019
		Sig. (2-tailed)	.	,847
		N	100	100
	Sebaran Fasilitas	Correlation Coefficient	-,019	1,000
		Sig. (2-tailed)	,847	.
		N	100	100

Source: Analysis Result

3.2.15. Demands influence on cost

According to Kendall's Tau correlation analysis through SPSS, it is known that p-value significance score is 0,417. This score is higher than the determined significancy score (0,05) in Kendall's Tau test, so H0hypothesis is accepted and H1 rejected, which means there's no relation between demands with cost. In conclusion there's no relation between demands in modern market with people's living cost in fulfilling their needs.

Table23. Relation between Demands and Costs

			Jumlah Permintaan	biaya
Kendall's tau_b	Jumlah Permintaan	Correlation Coefficient	1,000	-,079
		Sig. (2-tailed)	.	,417
		N	100	100
	biaya	Correlation Coefficient	-,079	1,000
		Sig. (2-tailed)	,417	.
		N	100	100

Source: Analysis Result

3.2.16. Demands influence on distance

According to Kendall's Tau correlation analysis through SPSS, it is known that p-value significance score is 0,936. This score is higher than the determined significancy score (0,05) in Kendall's Tau test, so H0hypothesis is accepted and H1 rejected, which means there's no relation between demands with distance. In conclusion there's no relation between demands in modern market with distance travelled by people to fulfill their living needs.

Table 24. Relation between Demands and Costs

			Jumlah Permintaan	Jarak
Kendall's tau_b	Jumlah Permintaan	Correlation Coefficient	1,000	,008
		Sig. (2-tailed)	.	,936
		N	100	100
	Jarak	Correlation Coefficient	,008	1,000
		Sig. (2-tailed)	,936	.
		N	100	100

Source: Analysis Result

3.3. Early Conclusion

Early conclusions to be pulled from minimarket service level (Alfamart/Indomart) analysis presented above is as follows:

Table 25. Minimarket Service Level Influence Toward Population Movement Patterns Analysis

No	***Influential Variables***	***p-value***	***Correlation Coefficient***	***Analysis***
1	Type of Goods with Population	0,695	0,037	No Influence
2	Type of Goods with Facility Distribution	0,839	0,020	No Influence
3	Type of Goods with Cost	0,000	0,410	Influenced
4	Type of Goods with Distance	0,415	0,077	No Influence
5	Amount of Goods with Population	0,561	0,054	No Influence
6	Amount of Goods with Facility Distribution	0,005	0,272	Influenced
7	Amount of Goods with Cost	0,007	0,262	Influenced
8	Amount of Goods with Distance	0,577	0,053	No Influence
9	Price of Goods with Population	0,877	0,014	No Influence
10	Price of Goods with Facility Distribution	0,201	0,121	No Influence
11	Price of Goods with Cost	0,000	1,000	Influenced
12	Price of Goods with Distance	0,544	0,560	No Influence
13	Demands with Population	0,878	0,014	No Influence
14	Demands with Facility Distribution	0,847	0,019	No Influence
15	Demands with Cost	0,417	0,079	No Influence
16	Demands with Distance	0,936	0,008	No Influence
	Average	0,487	0,188	No Influence

Source: Analysis Result

According to table above it is perceptible that :

1. If judged from it's 0,486 p-value, minimarket service level isn't affecting or there's no interplay relation with population movement pattern. Due to it's p-value score is bigger than significancy score within this research, which is 0,05.
2. Population movement patterns is only affected by type of goods needed, amount of goods bought by consumers, and goods prices. This is due to those indicators has significancy level of < 0,05.
   Which those influential indicators has moderate influence (*Correlation Coefficient* ; 0,486).
3. Modern market (Alfamart/Indomart) level of service in Klojen district "isn't satisfactory" or around 52,8%. This is due to few indicators not meeting consumer's expectations (goods availability,
   prices, marketing stategies) there's even indicators that's at odds with consumers (type of goods bought, determined goods prices, and sales climb.
4. Minimarket level of service that doesn't meet consumers expectation (average of 29,3%) is due to the determined pricing of goods sold is through company policy, so that the goods sold is pricier than general prices around said minimarket.
5. Level of service adjacent to consumers expectations (average of 61,7%) is due to the type of goods sold in minimarkets has a wide array of variations compared to goods sold in shops and kiosks etc,
   reason for shopping in minimarket (Alfamart/Indomart) by consumers, and goods sold according to companies monthly target.

4. Conclusion

Minimarket level of service is used to determine how big is the service level of minimarkets around Klojen district toward fulfilling the living necessities of the population around it. That aside, modern market level of service is also used to determine how far is the reach of it's service toward consumers. There's several indicators to determine minimarket level of service: type of goods, quantity of goods, pricing, and demands

1. If type of goods needed varies then living cost is increasingly high and on the other side if operational cost in household is big then the type of goods needed in modern market would increase. In other words, people would fulfill their living necessities in accordance to their living costs. People would also look for the type of goods that would be necessary for their living in accordance to their living costs. This shows that population movement patterns would be relative to the location where they could get their hands on all the necessary type of goods needed for their living necessities with taking their operational costs into account.
2. If a major amount of goods sold in modern market then the facility distribution isn't equally distributed and in reverse if the facility around the modern market is equally distributed then the amount of goods sold in modern market won't be so high.
3. People are shopping for their living necessities in accordance to their operational budget, so that their living cost didn't exceed their income even if the amount of goods needed for fulfilling their living needs would increase. This is usually related to their priorities in fulfilling said needs, people would make priorities in spending, which goods is truly needed and which isn't quite so needed for the moment.
4. Population's living cost is tightly related to their income level. In fulfilling their living needs, people would move to look for a location that could give them income that could be used for shopping for their living needs. With the increasing price of goods needed, then people would look for work so their income could cover their living cost so the necessary goods they needed could be bought.
5. If seen from it's p-value 0,487, then minimarket level of service didn't influence or there's no interrelation with population movement patterns. Due to p-value is higher than significancy score within this research which is 0,05.

6. Population movemen pattern is only affected by the type of goods needed, amount of goods bought by consumers, and price. This is due to those indicators have significancy score of < 0,05 where the influencing indicators has medium effects (*Correlation Coefficient* ; 0,486).
7. Modern market (Alfamart/Indomart) level of service in Klojen district "isn't satisfactory" or around 52,8%. This is due to few indicators not meeting consumer's expectations (goods availability, prices, marketing stategies) there's even indicators that's at odds with consumers (type of goods bought, determined goods prices, and sales climb).
8. Minimarket level of service that doesn't meet consumers expectation (average of 29,3%) is due to the determined pricing of goods sold is through company policy, so that the goods sold is pricier than general prices around said minimarket.
9. Level of service adjacent to consumers expectations (average of 61,7%) is due to the type of goods sold in minimarkets has a wide array of variations compared to goods sold in shops and kiosks etc, reason for shopping in minimarket (Alfamart/Indomart) by consumers, and goods sold according to companies monthly target.

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