

LAMPIRAN

LAMPIRAN 1

ANALISIS STATISTIK DESKRIPTIF

Descriptive Statistics							
	N	Range	Minimum	Maximum	Mean	Std. Deviation	Variance
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic
Modern	39	15200	2400	17600	7235.90	3359.256	11284598.516
Tradisional	39	17000	2000	19000	5923.08	3370.652	11361295.547
Valid N (listwise)	39						

LAMPIRAN 2

UJI VALIDITAS DAN RELIABILITAS

Uji Validitas

Variabel	Item	Nilai Pearson Correlation	Nilai sig	Keterangan
Toko Modern	Item 1	0,758	0,000	Valid
Toko Tradisional	Item 1	0,758	0,000	Valid

Uji Reliabilitas

Reliability Statistics	
Cronbach's Alpha	N of Items
.863	2

Uji Normalitas

Tests of Normality

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	Df	Sig.	Statistic	Df	Sig.
Tradisional	.234	39	.000	.759	39	.000
Modern	.160	39	.014	.909	39	.004

a. Lilliefors Significance Correction

Uji Wilcoxon

Test Statistics^a

	Tradisional – Modern
Z	-3.621 ^b
Asymp. Sig. (2-tailed)	.000

- Wilcoxon Signed Ranks Test
- Based on positive ranks.

Perkembangan pasar tradisional dan modern provinsi tahun 2011-2017

No	Bentuk Pasar	Tahun							
		2010	2011	2012	2013	2014	2015	2016	2017
1	Modern	405	405	416	644	661	710	777	818
2	Tradisional	308	331	333	532	361	361	349	349
Jumlah		713	736	749	1176	1022	1071	1126	1167

Pertumbuhan pasar tradisional dan modern provinsi tahun 2011-2017

No	Bentuk Pasar	Tahun						
		2011	2012	2013	2014	2015	2016	2017
1	Modern	0	2.716049	54.80769	2.639752	7.413011	9.43662	5.276705
2	Tradisional	7.467532	0.60423	59.75976	-32.1429	0	-3.3241	0

NO	Uraian	Toko Modern	Toko Tradisional	Perbedaan	Persentase
1	Sembako	10,100	8,639	1461	28%
2	Obat-obatan	5,770	4,950	820	16%
3	Minuman	5,250	4,795	455	9%
4	Makanan	8,110	5,580	2530	48%
	Total	29,230	23,964	5266	100%

Nama Barang	Toko Modern (Rp)	Toko Tradisional (Rp)	Perbedaan (Rp)	Persentase (%)
Mi Goreng	2400	2300	100	1%
Bimoli	14500	15250	750	4%
Kapal api	11950	5000	6950	38%
Sariwangi	5250	5000	250	1%
Gula Sania	12500	13000	500	3%
Blue Band	7000	7000	0	0%
Sardines Gaga	17600	19000	1400	8%
Saus Indofood	13500	5300	8200	44%
Kecap Sedap	6200	5900	300	2%
Total	10,100	8,639	18450	100%

Nama Barang	Toko Modern (Rp)	Toko Tradisional (Rp)	Perbedaan (Rp)	Persentase (%)
Mylanta	5800	7000	1200	7%
Procold	7000	3500	3500	20%
Bodrek	7600	4500	3100	18%
Diapet	3800	2500	1300	7%
Enervon-c	5700	5500	200	1%
Salonplas	5500	9000	3500	20%
Intunal	5700	4500	1200	7%
Entrostop	9000	7500	1500	9%
Paramex	3800	2500	1300	7%
Feminax	3800	3000	800	5%
Total	5,770	4,950	17600	100%

No	Nama Barang	Toko Modern	Toko Tradisional	Perbedaan	Persentase (%)
1	Teh Pucuk	3500	3000	500	11%
2	Nestle	2400	2000	400	9%
3	Pulpy	5500	5500	0	0%
4	Orange Water	7500	6000	1500	33%
5	Pocari Sweat	5900	5500	400	9%
6	You-c 1000	6100	5750	350	8%
7	Fanta	4500	4500	0	0%
8	Frestea	5600	5500	100	2%
9	Larutan Penyegar	6200	5200	1000	22%
10	Frisian Flag	5300	5000	300	7%
	Total	Rp 5,250	Rp 4,795	4550	100%

No	Nama Barang	Toko Modern (Rp)	Toko Tradisional (Rp)	Perbedaan (Rp)	Persentase (%)
1	Lays	8500	5000	3500	14%
2	Pillows	9100	9100	0	0%
3	Chitato	10200	5000	5200	21%
4	Oreo	8200	6800	1400	6%
5	Tango	4800	4350	450	2%
6	Nabati	5300	4400	900	4%
7	Chip Ahoy	8100	6750	1350	5%
8	Roma Malkis	11500	4500	7000	28%
9	Sari Gandum	8000	6000	2000	8%
10	Taro	7400	3900	3500	14%
	Total	8,110	5,580	25300	100%