THE EFFECT OF CONTINUING BUSINESS IN THE INDONESIAN RETAIL SECTOR ON LABOR ABSORPTION

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ABSTRACT

The retail industry in Indonesia contributes heavily to the Gross Domestic Product (GDP) and also absorbs a large number of workers. As a developing country, the growth rate of the Indonesian retail industry is influenced by the strength of people's purchasing power, population growth, and also the public's need to satisfy consumer products. The purpose of this study is to analyze the effect of business continuity in the retail sector on employment. The research method used in this study is linear regression with the ordinary least squares method. The results show that the business continuity of the retail sector has a significant and positive effect on employment in Indonesia.

Keywords: Employment, Modern Market, Retail Trade, Traditional Market

A. INTRODUCTION

Retail is an important link in the goods distribution process and is the last link in the distribution process. Through retail, a product can meet its users directly. The retail industry here is defined as an industry that sells products and services that have added value to meet the needs of individuals, families, groups, or end users. The retail industry in Indonesia contributes heavily to the Gross Domestic Product (GDP) and also absorbs a large number of workers. As a developing country, the growth rate of the Indonesian retail industry is influenced by people's purchasing power, population growth, and the community's need to satisfy consumer products.

The retail business or retail business in Indonesia started to develop in the 1980s in line with the development of the Indonesian economy. This arises as a consequence of the growth that occurs in middle-class society, which causes a demand for supermarkets and department stores (convenience stores) in urban areas. This trend is expected to continue in the future. Another factor driving the development of the retail business in Indonesia is the change in the lifestyle of the upper middle class, especially in urban areas that tend to prefer shopping in modern malls (Sudirga, 2017)

The retail industry in Indonesia is currently growing with the construction of new outlets in various locations. The enthusiasm of retail entrepreneurs to compete to invest in the construction of new points of sale is not difficult to understand. With average economic growth above 3% since 2000 and inflation increasingly

controlled, this could be the reason why the Indonesian economy may strengthen again in the future (Soliha, 2008)

Retail development in Indonesia is divided into traditional retail and modern retail. The difference between traditional retail and modern retail is that traditional retail is a business built and managed by the government, local government, and regionally owned private companies, including cooperation with the private sector with business premises in the form of shops, kiosks, and tents owned/operated by small merchants, small capital with the process of buying and selling goods through negotiation. Like traditional markets, and grocery stores. Meanwhile, modern retail is a series of large retailers or retailers, for example, with a large number of outlets and very comprehensive and modern store facilities. The survey results according to AC Nielsen, the five largest retailers included in the modern retail category in Indonesia based on sales value are Matahari, Ramayana, Makro, Carrefour, and Hero. The concepts offered by modern retailers are diverse, such as supermarkets (self-service), hypermarkets, mini-markets, department stores, etc. (Ihwanudin & Beladiena, 2020)

The economic situation in Indonesia has two potential and prominent things, namely the consumer market and the large MSMEs. With the large market volume and high household consumption, the Indonesian retail market has promising potential to explore. The retail sector continues to grow and develop in Indonesia. It is recorded that the retail sector grows approximately 8% annually. Of the total of US $ 800 billion, the value of the retail market in Asia, Indonesia generates US $ 300 billion, and 70-80% of this value comes from traditional retailers. Traditional retail growth is also expected to grow 120% over the next four to five years. Although the Indonesian retail sector market has great potential to be explored, business players face a challenge that cannot be ignored, namely retail transformation. The challenges of retail transformation in Indonesia are changing the habits of the broader community, which has always been used to buying and selling in traditional or offline markets. It is this need for transformation that attracts B2B e-commerce players to emerge to meet the consumer needs of households still dependent on offline technology.

The current situation of retail trade in Indonesia has been transformed and will continue to transform since the enactment of Trade Law No. 7/2014 relating to modern retail (supermarkets), consisting of mini-markets, supermarkets, hypermarkets, wholesalers, department stores/specialty stores and traditional retailers With offline retail players transforming to adopt technology through apps, offline retailers were able to increase productivity by 117% and were able to increase revenue by 165%. Digitization is no longer a luxury, but a necessity to develop for SMEs. In the era of opening the market through commercial agreements and opening up to digital platforms, entrepreneurs and SMEs must understand what their business pivot is like. So even if they are affected by competition, they can build a business that combines three important principles, namely profit, growth, and sustainability (Basir & Rahmalia, 2021)

In terms of job opportunities and employment, before the COVID-19 pandemic, according to the Central Statistics Agency (BPS), retail trade contributed 15.24% of total GDP and absorbed 22.4 million workers or 31,81% of non-

agricultural workers. In addition, the distribution of retail stores in Indonesia is still dominated by traditional stores, which amount to 82.3%. This data shows that the traditional retail store opening strategy is even more effective.

However, the COVID-19 pandemic has changed everything, reducing the hours of operation of workplaces after the government tightened the implementation of PPKM is bad news for workers in the retail sector. Retail companies will inevitably lay off some workers, up to 10-15 percent of the total 2 million workers in the retail sector will be laid off in the coming months. Data from the Indonesian Ministry of Manpower in April 2020 revealed that around two million formal and informal workers were laid off due to this pandemic. This number has the potential to continue to rise with the development of the spread of COVID-19, which remains concerning. In a bad scenario, the increase in unemployment will reach 2.9 million people, even in the worst case, the new unemployment is projected to reach 5.2 million people. Accommodation, food services, manufacturing, and retail are the sectors that have experienced the most negative impact of the business slowdown due to COVID-19 (Pakpahan, 2020)

Another reason is that the decrease in the number of workers is due to a change in the labor orientation of people who originally wanted to work formally. The average number of jobs in the retail sector per year is 23,230,196 workers, with an average growth of 1.05 percent per year. If we look at the trend of the last 11 years, job growth in the retail sector is quite promising, although in 2018 growth experienced a slowdown and a decrease compared to previous years (Sudaryono et al., 2020).

The downward trend in employment is marked by the loss of a physical retail outlet, accompanied by termination of employment (PHK) for its employees. The retail industry is in a sluggish condition, resulting in the closure of several outlets. Plus the closure of several stores in Glodok and Mangga. Because both still bring benefits to the efficiency and productivity of the industry. This condition is not a sign that the Indonesian economy is going to decline, because the weakening is not only happening in the country but also other countries.

Several prior investigations, such as those undertaken by Kartika Dewi Sri Susilowati (2014), Nasharuddin Mas, Armanu Thoyib, Surachman, Solimun (2014), Daniel Charles Enyia (2018), and Achit Agarwala & Vinod Kumar Yadav (2015), have become research references. indicates that there is a research gap in this research, including the fact that the combination of determinant variables in this research differs from several previous studies and has never been used by any researcher, then the scope of this research is national, intending to examine the potential of the retail industry in Indonesia.

B.   LITERATURE REVIEW

People's Economy

A people's economy is democratic and focused on the well-being of the common man. (Wibawa & Yusnita, 2019).

A people's economy is an economic system in which production is done by all, for all, and is owned by community members. Thus, one of the pillars of

economic democracy is everyone's participation in productive activities (Widayati & Nugraheni, 2022).

A people's economy is an economic activity carried out by a large number of people in a country or region that lags behind the typical economy of that country or region. (Styaningrum, 2021).

Retail sale

Retail is a series of business activities to add value to goods and services that are sold to consumers for personal or household consumption. So, the consumers who are the target of the retail sale are the final consumers who buy products for their consumption (Siti Maryama Yayat Sujatna, 2018).

Retail is a commercial enterprise that seeks to market goods and services to end consumers who use them for personal and household purposes. Products sold in the retail business are goods, services, or a combination of the two (Berman & Evans, 2018).

The retail trade is all commercial endeavors that directly direct their marketing capabilities to satisfy the final consumer based on the organization of the sale of goods and services as the distribution nucleus (Walters & White, 1987).

Traditional Market

A traditional market is an open place where there is a process of buying and selling transactions that are possible thanks to the negotiation process. In traditional markets, visitors do not always become buyers, but visitors can become sellers and everyone can even sell their products in traditional markets. Traditional markets are a very important economic sector for the majority of the Indonesian population. Not a few poor people depend on traditional markets for their lives, becoming traders in traditional markets is an alternative job amid the large number of unemployed in Indonesia (Al Masito, 2013)

Traditional markets are places where sellers and buyers meet and are marked by direct transactions and there is usually a negotiation process. Market buildings typically consist of stalls or outlets, wider access for producers, and open land opened by vendors or a market manager. Most of the traditional markets sell necessities such as food, fish, fruits, vegetables, eggs, meat, fabrics, electronic products, and services, in addition to selling cakes (Hikmawati & Nuryakin, 2017)

Traditional markets are places where sellers and buyers meet and are marked by direct buyer-seller transactions, buildings generally consist of stalls or outlets, booths, and open land opened by the seller or a market manager. Traditional markets tend to sell local goods and imported goods are less common because goods sold in traditional markets tend to be the same as modern markets, so the goods sold are relatively of the same quality as modern markets (Ariyani, 2019)

Modern Market

The modern market is a market that is managed with modern management, generally located in urban areas, as a provider of goods and services with good quality and service to consumers who are generally members of upper-middle-class

society. Modern markets include malls, supermarkets, department stores, shopping centers, franchises, mini-supermarkets, supermarkets, convenience stores, etc. (Masyhuri & Utomo, 2017)

The modern market is a market in which buyers and sellers do not transact directly. Buyers only see the price tag on a product package and the buyer is served independently by sellers, for example, supermarkets, convenience stores, hypermarkets, etc (Yunita, 2018)

Modern retail is the result of the development of traditional retail that adapts to changes in people's lifestyles, technology, and economic conditions to make it appear more modern, both in terms of services, buildings, facilities, and sales systems, including the number of goods sold. One of the modern retail businesses in question is a convenience store. While the traditional retailers referred to here are traditional traders or small merchants (Sri Mulyani et al., 2014)

Employment

Manpower states that employment is a work-related issue before, during, and after the work period and Labor or employment is a compilation, both written and unwritten, related to events in which a person works for another person receiving a salary. Labor is any person who can perform a job, both within and outside the employment relationship, to produce goods or services that meet their needs and those of the community (Sajou et al., 2020)

The workforce includes workers who work inside and outside the labor relationship with the main production teams in the labor production process itself, both physical and mental energy (Mulyadi et al., 2018)

Relevant Study

Several theoretical studies and previous research on the Indonesian retail industry that the researchers used as references in this study all came from international Elsevier journals indexed by Scopus in various research objects and were conducted by both domestic and foreign researchers. This study was conducted by Kartika Dewi Sri Susilowati (2014) with research entitled The Impacts Of Modern Market To Traditional Traders (A Case In Malang City - Indonesia) (Susilowati, 2014), Nasharuddin Mas, Armanu Thoyib, Surachman, Solimun (2014) with research entitled Trader Sturdiness at Traditional Market in Facing Modern Market Progress (Mas et al., 2014), Daniel Charles Enyia(2018) with research entitled Traditional Market Days and Modern Marketing Communication in South-East Nigeria (Enyia & Kalu, 2018), Achit Agarwala & Vinod Kumar Yadav (2015) with research entitled Impact of Technology in E-Retailing Operations: A Consumer Perspective (Agarwal & Yadav, 2015)

C. RESEARCH METHOD

The Scope of Research

The place or object of the research data is carried out in the territory of the Unitary State of the Republic of Indonesia which is located in the capital city of the Special Capital Region, namely the Central Statistical Agency, the National Agency

of Development Planning, the Bank of Indonesia, Ministry of Commerce, Ministry of Industry, Ministry of Cooperatives and MSMEs, Ministry of Manpower and Transmigration

Population and Sample Research

In this study, what is understood by population is all the data from research variables related to traditional markets, modern markets, performance of the retail business sector, and employment in the retail sector. The sample used in this study is 11-year time series data with quarterly/quarterly data from 2010 to 2020. Therefore, the number of samples used in this study is 44 (forty-four) samples.

Research Design

The research design used is explanatory research analysis or hypothesis research through explanation. Explanatory research is an analytical tool to explain the causal relationship between variables by testing the hypothesis. The explanatory format is to describe a generalization or explain the relationship of one variable with another, therefore, explanatory research uses hypothesis testing using inferential statistics (for hypothesis testing) (Bungin Burhan, 2019)

Data Analysis Technique

This study uses regression analysis where the model has more than one explanatory variable, that is, several independent variables are used to explain the behavior of the dependent variable. Simple linear regression analysis, where an independent variable is used to explain a dependent variable. The regression analysis technique in this study used the Ordinary Least Squares (OLS) technique.

D. DISCUSSION

Hypothesis Test Results

The Effect of Business Continuity in the Retail Business Sector on Labor Absorption. Regression equation:

$$Y = \beta_0 + \beta \ln X + \varepsilon_t$$

Where X is the Labor absorption, β_0 is the business continuity of the retail sector, β is the coefficient of regression of the independent variable and *t* is the epsilon (other factors outside the model).

Based on statistical calculations, the regression analysis obtained the results as shown in the table below

Table 1.
Regression Test Results

Variable	Coefficient	Std. Error	$t_{Statistic}$	Prob.
C	14,59124	0,327259	44,58628	0,0000
Retail Business	0,187274	0,026006	7,201104	**0,0000**
R-squared	0,652506	Mean dependent var		16,94737
Adjusted R-squared	0,641851	S.D. dependent var		0,065737

S.E. of regression	0,044495	Akaike info criterion	-3,342478
Sum squared resid	0,083153	Schwarz criterion	-3,261379
Log-likelihood	75,53452	Hannan-Quinn criter.	-3,312403
F-statistic	51,85590	Durbin-Watson stat	1,694360
Prob(F-statistic)	0,000000		

Source: data is processed, 2023

The calculation results in Table 1 can be presented with the results of simple linear regression as follows:

$$Y = 14{,}59124 + 0{,}187274X + \varepsilon$$

The interpretation of the regression equation is as follows::
1) Constant value (β_0) = 14,59124 means that statistically if all ceteris paribus variables have a constant value, then the business continuity of the retail business sector is 14,59124 units
2) The value of the Regression Coefficient (β) = 0,016371, meaning that the elasticity value of the business continuity of the retail business sector on labor absorption is ε = 0,016371. The value of $\varepsilon < 1$ indicates that the increase in business continuity in the retail business sector is **inelastic** in terms of labor absorption

Based on the results from Table 1, it can be concluded that the effect of business continuity in the retail business sector on labor absorption statistically shows significant results on the probability value of business continuity in the retail business sector which is smaller than (0,0000 < 0,05), then it can be concluded that the variable of business continuity in the retail business sector has a significant and positive effect on labor absorption.

The magnitude of the influence, the value of R-Squared is 0,652506, meaning that the magnitude of the influence of the business continuity of the retail business sector on labor absorption is 65,25 percent, and the rest is influenced by other factors outside the model studied.

Discussion

For Indonesia, the retail industry plays an important role, both in terms of its contribution to Gross Domestic Product (GDP) and employment. In 2016, the role of the retail industry, which includes wholesale and retail trade, and auto and motorcycle repair, accounted for around 10% of GDP. In terms of employment, the retail industry (entering the commerce sector) absorbs up to 26 million more workers. This amount represented about 23% of employment in August 2016. The retail industry ranks as the second highest industry in Indonesian labor absorption after the agricultural industry. This indicates that many people depend on the retail industry for their livelihood. The retail industry can be classified as an industry that is the livelihood of many people because around 10% of the total population of Indonesia is dependent on trade. With the characteristics of the retail industry that do not require special skills and higher education to follow, many Indonesians, especially those who belong to the SME category, are included in this retail industry. In its development, it is precisely these small merchants that dominate the

number of workers in the Indonesian retail industry. These merchants became traditional market traders, and grocery store traders, and even entered the informal industry, namely street vendors (PKL). The emergence of these traders is inevitable given the rapid population growth each year that does not match the employment growth. On the other hand, the agricultural industry, which had previously been the beauty of the community, later changed and moved to other more promising industries. When looking at the majority of retail industry merchants who come from the lower middle class, developments in the retail industry should always pay attention to the interests of small merchants with the intention of not causing major social problems. The distribution of workers of retail companies in Indonesia is concentrated in Java-Bali, which is around 382,676 people or 68,0 percent and the rest is distributed throughout Indonesia. Up to 19,2 percent or 107,978 people are in DKI Jakarta province and 14,5 percent or 81,509 people are in East Java province. Meanwhile, the workers on the island of Sumatra were 73,868 people or 13,1 percent, most of whom were in North Sumatra province up to 22,839 people or 4,1 percent, South Sumatra and Lampung provinces were 1,7 percent or 10,593 people each, and 9,730 people. According to the status of workers, the largest number of permanent workers is in DKI Jakarta and East Java, respectively, with a total of 94,970 people or 20,8 percent and 70,403 people or 15,4 percent. Meanwhile, outsourced workers were dominated by workers in the West Nusa Tenggara area up to 38,078 people or 35,9 percent, and DKI Jakarta up to 13,008 people or 12.3 percent. Distribution of workers according to the level of education completed, most of the workers, or about 83.9 percent are workers with education at the secondary and lower level (SD, SMP, SMA) and 16,1 percent are workers with diplomas and degrees. The details of each worker are for commercial businesses with secondary education, up to 324,002 people or about 57,6 percent, followed by workers with basic secondary education up to 80,370 people (14,3 percent), and workers with primary education or less. up to 68,106 people (12.1 percent). Meanwhile, for workers with a Bachelor's degree (4,8 percent), Diploma IV / S1 (8,7 percent), and S2 / S3 (0,3 percent). Meanwhile, seen from the standard classification of Indonesian business fields, for the retail sector, the largest number of workers with a secondary education level is 227,716 people or 63,9 percent, and the secondary school level is 49,404 people or 13,9 percent. And the primary school level up to 27,240 people or 7,6 percent. For the export trade type, the largest number of workers is at the secondary education level up to 4,966 people or 50,1 percent, the basic secondary education level up to 1,866 people or 18.8 percent, and level D IV / S1. up to 1,279 people or 12,9 percent. Types of import trade, the majority of workers at the D IV / S1 education level up to 939 people or 38,6 percent, the secondary education level up to 893 people or 36,7 percent, and the level of high school up to 342 people or 14,1 percent.

The existence of the COVID-19 virus pandemic has caused various kinds of serious problems in all sectors of people's lives. From economic, social, and political issues, to employment, that is, the continuity of work and the income of workers. Data from the Indonesian Ministry of Manpower in April 2020 revealed that around two million formal and informal workers were laid off due to this pandemic. This number has the potential to continue to rise with the development

of the spread of COVID-19, which remains concerning. In a bad scenario, the increase in unemployment will reach 2,9 million people, even in the worst case, the new unemployment is projected to reach 5,2 million people. Accommodation, food service, manufacturing, and retail are the sectors that have been most negatively affected by the business slowdown due to COVID-19. This news is bad for anyone who hears it, both for the corporate world and for workers and their families. Business slowness due to this pandemic is the main reason why employers lay off or fire workers, especially for labor-intensive sectors that are most affected by this condition, such as the retail sector. However, this can never justify the employer's unilateral decision on the continuation of the workers' work.

This pandemic disaster occurred at a time when Indonesia was struggling to provide sufficient job opportunities for its population, most of whom were of working age or what is often referred to as the "demographic bonus" that lasted from this year to 2030. The demographic bonus gives a signal of how many job opportunities this country needs. This condition will cause workers who have been laid off and laid off, which makes them feel insecure about the continuity of their work due to COVID-19, and will rekindle the labor market as job seekers, along with those who are of age. productive. and I have not found a job.

According to data from the Indonesian Shopping Center Tenants Association (Hippindo), around 100,000 retail company employees were forced to be laid off due to the COVID-19 pandemic. The employee was forced to be fired because the retailer was not fully operational during the pandemic. However, this number could increase to reach 1,5 million employees across Indonesia, including retailers that are not members of Hippindo. Because, according to approximate data, the number of workers in the retail sector reaches 3 million people. Of these, up to 50 percent work in shopping centers. As is known, the impact of the PSBB in DKI Jakarta has made the shopping malls unable to function fully. In Jakarta alone, 162,416 workers have been laid off and fired without pay as a result of COVID-19. The current crisis may leave employers with no choice but to fire workers because they have to cut operating costs massively.

However, Law (UU) No. 13 of 2003 on Manpower has emphasized that layoffs should be the last step taken. Before layoffs, the Labor Law regulates how employers, workers, unions, and the government must work together to prevent layoffs from occurring. Employers, workers, unions, and the government must be able to establish cooperation to anticipate layoffs. The first step is that employers and workers together with unions must have a transparent dialogue from an early age to anticipate working conditions due to the COVID-19 pandemic. Companies that, due to the nature of the industry, require the presence of workers, must regulate the work system prioritizing safety and health at work. In addition, the bipartite dialogue should also discuss the anticipation of the worst conditions in the employment relationship between them, such as efficiency, the establishment of working hours, and the division of labor. This dialogue is the main door to building a common understanding to face the impact of the COVID-19 pandemic for both companies and workers.

Second, the Government, in this case, the Ministry of Manpower, should be actively involved in providing information on labor policies and in conducting

regular policy reviews. The policies that can be applied include the policy of reduction of days and hours of work, leave / dismissal of workers, etc. In addition, the government also needs to carry out an employment mitigation plan in the face of the deterioration of the employment situation due to the economic crisis as a result of the COVID-19 pandemic. This can be achieved through the implementation of government programs that can absorb a large workforce and skills development support programs, such as the provision of pre-employment cards for people who have just graduated from school and are looking for work.

Third, conduct and monitor the implementation of incentive packages for employers and workers to survive. The government has issued incentive packages for entrepreneurs, such as tax exemptions or reductions and budget subsidies for the small business sector. The government itself plans to provide a Rs 2 trillion stimulus to increase the purchasing power of cooperatives and micro, small and medium-sized enterprises (MSMEs). In addition, the government also prepares social incentives for workers laid off or unable to work as non-formal sector workers. This incentive is in the form of direct assistance and cost reduction for the needs of the facilities provided by the government (electricity and water). This policy must be carried out and monitored so that it is correct in the objective.

Fourth, conduct a three-way (tripartite) dialogue between employers, workers/unions, and the government. Parallel to the provision of incentive packages for employers and workers, in this difficult situation the government must also be a party capable of mediating in the dialogue between employers and workers and unions to prevent layoffs. The role of the government can be pursued as a mediator in the search for solutions agreed upon by both parties, especially concerning the enforcement of workers' rights, if layoffs are unavoidable. In this case, the government can form a Task Force for Dismissal Management so that it can better respond to the problems of employers and workers during this pandemic, which can be anticipated and resolved from the beginning.

The termination option could be the last step to take. This movement becomes a bad situation, especially for the workers. The layoffs will have a very serious impact on the economy of working families. On the other hand, employers are also in a difficult position because they have to meet the obligations of employees who have been laid off. The task of the government and us to solve the COVID-19 pandemic is still long. Saving citizens and suppressing the spread of the virus is the main focus right now. We hope that the COVID-19 pandemic can be resolved quickly so that the government, with the support of all parties, can restore the economy immediately.

E.   CONCLUSION

The business continuity of the retail sector in Indonesia during the period 2010 to 2020 has had a very significant impact on the creation of new jobs, employment opportunities, and employment in the retail business sector in Indonesia. Not to mention, there is an increase in operating expenses, one of which comes from logistics costs. Another reason is that the decrease in the number of workers is due to a change in the labor orientation of people who originally wanted to work formally, now they depend more on the informal sector. The average number of jobs in the retail sector per year is 23.230.196 workers, with an average growth of 105 percent per year. If we look at the trend of the last 11 years, the job growth in the retail sector is quite promising.

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