

## **PERSEBARAN SPASIAL RETAIL KOTA: Analisis Struktur, Kompetisi dan Dinamika Lokasi Pasar di Kota Palembang**

### **Intisari**

Penelitian ini bertujuan untuk menganalisis struktur keruangan urban retail, pola kompetisi lokasional, pola spasial hirarki orde barang dan juga menganalisis dinamika lokasional kompetitif pasar retail terhadap sebaran spasial retail di Kota Palembang. Metode yang digunakan ialah melalui prosedur induktif-deduktif. Secara induktif, data perkembangan retail selama seratus tahun disusun sedemikian rupa sehingga dapat dideskripsikan kemudian ditarik generalisasinya. Secara deduktif, teori-teori yang sudah diformulasikan menjadi sebuah hipotesis, setelah proses pembuktiannya selesai, kemudian dicari implikasi logisnya sehingga menjadi proposisi baru melalui serangkaian elaborasi teoritis. Unit analisis terdiri dari 60 data titik retail skala besar, yakni 36 retail tipe pasar, 8 retail tipe supermarket dan 16 retail tipe *Mall*. Untuk tujuan analisis struktur retail, teknik yang dipakai ialah analisis geostatistik, khususnya analisis trend dan analisis semivariogram. Hasil analisis trend dan semivariogram menunjukkan bahwa terjadi proses dekonsentrasi spasial retail, dengan arah dominan perkembangan ke arah utara. Tujuan penelitian kedua, ketiga dan keempat memakai teknik analisis *Getis-ord Gi\** (*Mapping Clusters*) untuk mengetahui pola sebaran apakah bernilai *hot-spot* atau *cold-spot*. Analisis kompetisi lokasional antar retail menunjukkan bahwa retail tipe supermarket merupakan Retail yang paling kompetitif dibanding retail tipe Mall dan tipe Pasar. Retail tipe supermarket menunjukkan nilai *hot-spot* sedang retail tipe pasar menunjukkan nilai *cold-spot*. Selanjutnya, hasil analisis dari aspek orde-barang menunjukkan bahwa barang-barang *higher-order* lebih berkecenderungan mengelompok (*cluster*) daripada barang-barang *lower-order* yang lebih cenderung menyebar (*disperse*). Dari sisi analisis dinamika menunjukkan bahwa era-pasca reformasi merupakan periode yang paling kompetitif dalam bisnis retail. Kompetitif dari sisi spasial maupun temporal. Secara spasial, retail baru berkecenderungan memilih lokasi mengelompok di pinggiran kota. Proses dekonsentrasi spasial retail tersebut membuktikan bahwa para pengusaha retail mencari lokasi potensial dan menilai lokasi dan aksesibilitasnya menurut nilai prospektifnya. Hal tersebut berkesuaian dengan analisis nilai dari *Austrian Economic* sehingga penelitian tentang proses pasar yang banyak dikembangkan *Austrian School of Economic* perlu mendapat perhatian khusus serta perlu untuk dielaborasi dengan teori spasial yang lain. Dari sisi aspek orde-barang, elemen jarak-subjektif terkait langsung dengan konsep range. Semakin tinggi orde barang, semakin tinggi jangkauan rentang-nya.

Kata Kunci: dekonsentrasi retail, lokasi pasar, orde-barang, *Austrian Economic*

**SPATIAL DISTRIBUTION OF URBAN RETAIL:  
Analysis on Structures, Competition and Dynamics of Market Location  
In Palembang**

***Abstract***

The purpose of this study is to analyse the structure of urban retail, patterns of locational competition, patterns of spatial and hierarchical's goods-order, and dynamics of locational retail-market competition relative to the spatial retail-distribution in the city of Palembang. The method involves inductive-deductive procedures. Inductively, data of retail development over the last hundred years are collected and arranged to enable description and generalization. Deductively, relevant theories are tabulated and formulated into hypotheses to be proven, their logical implications withdrawn into new propositions through a series of theoretical elaboration. Overall, the study analyses 60 large-scale retail points, namely: 36 points of market-type retailing, 8 of supermarket-type and 16 of mall-type. Insights into the retail structure are obtained through a geostatistical analysis with a particular emphasis on trend and semivariogram. The trend and semivariogram analysis shows that the process of spatial retail deconcentration takes place predominantly in the north part of the city. To accomplish the second, third and fourth research objectives, the analysis uses the Getis-ord  $G_i^*$  (mapping clusters) technique, i.e. to determine whether any distribution pattern can be evaluated as a hot spot or cold spot. The locational competition analysis among retail aspects shows that supermarket-type retailing has been the most competitive one compared to that of the market and mall types. Supermarket-type retailing shows the hot-spot value whereas market-type retailing shows the opposite. Analysis of the dynamics shows that post-reform era has been the most competitive in the retail business, both from spatial and temporal viewpoints. Spatially, new retail businesses tend to cluster in the city outskirts. Such deconcentration process of spatial retailing proves that retailers tend to choose potential locations by basing it on prospective accessibility. This finding resonates well with the result of analysis using Austrian economic theories, which may suggest that studies by Austrian economists on the market process deserve special attention and may be juxtaposed with other spatial theories. Analyzed from the goods-order perspective, the subjective-distance element is directly related to the concept of range: the higher the order of the goods, the wider the range. It also shows that while higher-order goods tend to cluster, the goods of lower-order tend to disperse.

Key-words: retail *deconcentration spatial*, market location, goods-order, Austrian Economic