

**ANALISIS KEBIJAKAN PENGEMBANGAN POLA KEMITRAAN
RITEL SKALA KECIL UNTUK MENINGKATKAN KINERJA
PEMASARAN DAN DAYA TAHAN USAHA
(STUDI PADA RITEL PERDAGANGAN DI JAWA TIMUR)**

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ABSTRACT

The retail business competition in Indonesia is too complex to support the traditional retail durability efforts in Indonesia. Thus, it is necessary to develop a partnership pattern that is oriented towards entrepreneurship and business ethics for the small business player to build a good marketing performance and to achieve durability in the retail business. This research is a qualitative, descriptive research, which used the focus group discussion and interview with retailer respondents in East Java. The result of this research includes a recommendation to create a pattern of partnership based on an entrepreneurial orientation and adherence to business ethics done in several ways: taking advantage of the existence of cooperatives/associations in creating relationships with the supplier, gaining solidarity with one another and awareness of the importance of unity between retailers to build a pattern that balances especially on determining the bargaining set position against modern retailers. Intensive giving of information to the retailer about retail management based on entrepreneurship and business ethics is also recommended.

Keywords: Entrepreneurship Orientation, Business Ethics, Marketing Performance, Sustainability Retail Business