

## RINGKASAN

Penelitian ini berjudul Analisis Dampak Relokasi Tempat Usaha terhadap Pendapatan Usaha Dagang Kaki Lima di Pantai Pangandaran. Bertujuan untuk menganalisis dan mengetahui dampak relokasi usaha terhadap pendapatan pedagang kaki lima di pantai Pangandaran, serta menganalisis pengaruh lokasi usaha, jam kerja, dan jumlah jenis barang dagangan saat sebelum dan setelah di relokasi terhadap pendapatan pedagang kaki lima di pantai Pangandaran.

Jenis penelitian adalah deskriptif kuantitatif dan menggunakan teknik survei dengan melakukan wawancara langsung kepada responden dibantu dengan menggunakan kuesioner yang dipilih menggunakan teknik *purposive sampling*. Penelitian ini menggunakan teknik analisis data berupa Uji Beda Rata-rata, Uji Asumsi Klasik, dan Analisis Regresi Berganda.

Berdasarkan hasil penelitian menunjukkan bahwa terdapat perbedaan yang signifikan antara pendapatan pedagang kaki lima di pantai Pangandaran akibat dari adanya dampak relokasi. Dimana dampak setelah adanya relokasi tingkat pendapatan pedagang kaki lima tersebut menjadi menurun. Serta adanya pengaruh yang signifikan untuk variabel lokasi usaha dan jam kerja secara berurutan sebesar 0,195 dan 0,323 terhadap pendapatan pedagang kaki lima saat sebelum di relokasi. Sedangkan setelah relokasi hanya variabel jumlah jenis barang dagangan yang berpengaruh signifikan yaitu sebesar 0,051 terhadap pendapatan pedagang kaki lima setelah relokasi.

Implikasi dari kesimpulan diatas yaitu bahwa pemerintah daerah maupun kepala pengelola pusat pembelanjaan dapat menata kembali terkait lokasi pedagang kaki lima yang telah di relokasi, agar terjadinya pemerataan terhadap pendapatan pedagang kaki lima. Serta, untuk pedagang kaki lima yang memiliki jumlah jenis barang dagangan lebih sedikit, harus bisa memberikan pelayanan yang lebih baik dengan memaksimalkan jumlah jenis barang dagangan yang tersedia, agar pendapatan yang didapat bisa maksimal.

*Kata kunci: pedagang kaki lima, pendapatan, jam kerja, lokasi usaha, jumlah jenis barang dagangan*

## **SUMMARY**

*This research is entitled Analysis on the Impact of Relocation of Business Places on Income of Street Vendors at Pangandaran Beach. This study aims to analyze and determine the impact of business relocation on the income of street vendors on Pangandaran beach, as analyze the effect of business location, working hours, and the number of types of merchandise before and after being relocated to the income of street vendors at the beach Pangandaran.*

*This research used a descriptive quantitative and the implementation using survey techniques by conducting direct interviews with respondents assisted by using a questionnaire who were selected using purposive sampling technique. The data analysis technique used in this research was the Average Difference Test, Classic Assumption Test, and Multiple Regression Analysis.*

*The result of this study indicates that there is based of the average difference test using the Z test method, there is a significant difference between the income of street vendors on the Pangandaran beach as a result of the impact of relocation. Where income after the relocation decreases. There is a significant effect for the variables of business location and working hours of 0,195 and 0.323 respectively on the income of street vendors before being relocated. Meanwhile, after the relocation only variable number types of merchandise han a significant effect namely 0,051 on the income of screet vendors after relocation.*

*Based on the results of the conclusions, the implication of this research is that the regional government and the head of the shopping center manager can rearrange the location of the street vendors, so that there is even distribution of the street vendors' income. In addition, for street vendors who have fewer hours of work, they must increase their working hours and be able to use their trading time wisely, so that the income they get can increase or get higher. Moreover, for street vendors who have fewer or different types of merchandise, they must be able to promote or provide better services by maximizing the number types of merchandise available, so that the income earned can be maximal.*

*Keywords: street vendors, income, working hours, business location, number of types merchandise*