

RINGKASAN

Peran Pasar Proliman sebagai roda perekonomian pedagang kecil semakin memudar akibat kalah bersaing dengan pasar modern, maka dilakukan revitalisasi pasar untuk mengatasi masalah tersebut. Melalui program revitalisasi pasar diharapkan meningkatkan pendapatan pedagang dan menghidupkan kembali perekonomian pedagang kecil di Pasar Proliman. Penelitian ini bertujuan untuk: (1) menganalisis dampak revitalisasi pasar terhadap pendapatan pedagang di Pasar Proliman; (2) menganalisis pengaruh modal, lama usaha, lokasi usaha dan jam kerja terhadap pendapatan pedagang setelah revitalisasi pasar.

Jenis penelitian adalah penelitian kuantitatif dengan data primer. Teknik analisis yang digunakan adalah uji wilcoxon dan analisis regresi linier berganda. Pengumpulan data melalui observasi dan wawancara menggunakan kuesioner.

Hasil penelitian: 1) revitalisasi pasar berdampak penurunan pendapatan pedagang; (2) modal, lama usaha, lokasi usaha dan jam kerja secara bersama – sama berpengaruh signifikan terhadap pendapatan pedagang; (3) modal secara parsial tidak berpengaruh signifikan terhadap pendapatan pedagang; (4) lama usaha secara parsial tidak berpengaruh signifikan terhadap pendapatan pedagang; (5) lokasi usaha secara parsial berpengaruh negatif signifikan terhadap pendapatan pedagang; (6) jam kerja secara parsial berpengaruh positif signifikan terhadap pendapatan pedagang.

Implikasi penelitian ini: (1) diharapkan pemerintah daerah terutama Dinas Perindustrian dan Pedagangan Daerah agar dapat segera mengoptimalkan Program Revitalisasi Pasar Proliman dalam melanjutkan revitalisasi fisik pasar yang sempat tertunda dan meningkatkan fasilitas pasar sehingga dapat lebih mengoptimalkan pendapatan pedagang; (2) diharapkan pemerintah daerah terutama dinas perindustrian dan pedagangan dapat mengatur tata letak pasar agar lebih teratur seperti berdasarkan jenis dagangan. dengan pengaturan tata letak berdasarkan jenis barang dapat lebih memudahkan pembeli dalam mencari pedagang yang diperlukannya; (3) diharapkan pemerintah daerah terutama Dinas Perindustrian dan Pedagangan Daerah menyediakan fasilitas pasar yang lebih lengkap untuk meningkatkan kenyamanan pedagang sehingga pedagang lebih nyaman untuk berjualan di pasar dalam waktu yang lama. Di mana jika pedagang memiliki jam kerja yang lebih lama dapat memberikan kesempatan untuk meningkatkan jumlah pembeli.

Kata Kunci: Revitalisasi, Modal, Lama Usaha, Lokasi Usaha, Jam Kerja

SUMMARY

The role of the Proliman Market as the economic wheel of small traders is fading due to not being able to compete with modern markets, so market revitalization is carried out to overcome this problem. Through the market revitalization program, it is hoped that it will increase the income of traders and revive the economy of small traders in Proliman Market. This study aims to: (1) analyse the impact of market revitalization on the income of traders at Proliman Market; (2) analyse the effect of capital, length of business, business location and working hours on the traders after market revitalization.

This type of research is quantitative research with primary data. The analytical technique used is the Wilcoxon test and multiple linear regression analysis. Collecting data through observation and interviews using a questionnaire.

The results of the study: (1) market revitalization has an impact on decreasing traders' income; (2) capital, length of business, business location and working hours together have significant effect on traders' income; (3) capital partially has no significant effect on the traders' income; (4) the length of business partially does not have a significant effect on the traders' income; (5) the location of the business partially has a significant negative effect on the traders' income; (6) working hours partially has a significant positive effect on the traders' income.

The implication of this research: (1) it is hoped that the local governments, especially the Regional Industry and Trade Office, should immediately optimize the Proliman Market Revitalization Program to continue the delayed physical market revitalization and improve market facilities so as to optimize the income of traders.; (2) It is hoped that the regional government, especially the Regional Industry and Trade Office, can better regulate the layout of the market so that it is more organized, such as based on the type of merchandise, by setting the layout based on the type of goods can make it easier for buyers to find the merchants they need; (3) It is hoped that the regional government, especially the Regional Industry and Trade Office, will provide more complete market facilities to increase the convenience of traders so that traders are more comfortable selling in the market for a long time. Where if traders have longer working hours it can provide an opportunity to increase the number of buyers.

Keywords: Revitalization, Capital, Length of Business, Business Location, Working Hours