

## CHAPTER V. SUMMARY AND IMPLICATION

### A. Summary

Based on the results of the analysis, this study shows that there are differences in the number of buyers and income between relocated and non-relocated traders. The number of buyers decreased by 36.6 percent, as well as the income of traders which decreased by 28.8 percent. The condition of the decline in the number of buyers and income of Purwokerto Wage Market traders who were relocated after the fire shows that the local government policy through the Banyumas Regency Industry and Trade Office to UPTD Pasar Wage Purwokerto in the implementation of relocation, can be concluded to have a negative impact on traders.

### B. Implication

Based on the conclusions in this study, the researcher can draw the implication that the aftermath of the Purwokerto Wage Market fire had a bad impact on the affected traders and this prolonged relocation policy did not help the condition of the relocated traders.

The cause of the decline in the number of buyers and traders' income is due to the unstrategic location of the market, namely some traders get a location at the end of the parking lot which is not an access in and out of buyers and is different from the previous selling location which is in the main building of the market and is already organized. In addition, traders

lost regular customers because after the market was relocated, regular buyers were reluctant to look for and buy goods from these traders.

### **C. Limitation of Research**

This research only uses the variables of the number of buyers and income, it is hoped that future research can add other variables that are relevant to the conditions of traders, such as buyer perceptions, trader perceptions, sales volume, and capital. The target of this research is only centered on traders affected by the fire, it is hoped that future research can cover all elements, from traders to consumers or market visitors.

