

ABSTRACT

The background of the research entitled “The Impact Of The Rita Pasaraya Supermall Existence And The Influencing Factors On The Income Of The Street Vendors In Purwokerto Squares” is the development of modern market that occurred in Purwokerto which has an impact on the traditional markets around it. Not only traditional markets feel the impact of the existence of the modern market, but also small traders like street vendors in Purwokerto Square. The perceived impact mainly is on their income. So, this study aims to analyze the income of street vendors in Purwokerto Square before and after Rita Pasaraya Supermall was established. This research also aims to analyze the effect of capital, working hours, length of business, price, and number of consumers on the income of street vendors in Purwokerto Square. The data used in this study are primary data taken from 56 respondents in Purwokerto Square then analyzed using different test and Multiple Linear Regression Analysis.

The result of different test indicates that there are differences in income of street vendors in Purwokerto Square before and after the establishment of Rita Pasaraya Supermall. The result of Multiple Linear Regression Analysis indicated that capital, price and the number of consumers have positive and significant effect on the income of street vendors. Meanwhile working hours and length of business have no positive and significant effect on the income of street vendors.

Based on the result that have been found, the implications of this study are all parties concerned such as the government and the traders themselves should maintain the increase the income, so that the welfare of the small citizen maybe maintained. The government expected to support the existence of street vendors, and the street vendors themselves need to increase the number of capital, determine prices as efficiently as possible, and to increase business attractiveness.

Keywords: Traders Income, Modern Markets, Street Vendors, Different test.