

ABSTRACT

Donianto, Impact Analysis of Market Relocation (Study on Tourism Market Traders of Bojonegoro Regency). Under the guidance of Dr. Kurniyati Indahsari, S.Si., M.Si.

This study aims to analyze the differences in income, business costs and profits of traders before and after being relocated to the tourist market. This research was conducted in the tourist market of Banjarejo Village, Bojonegoro District, Bojonegoro Regency, East Java. This research was conducted to traders who were relocated to the tourist market as research subjects. The number of respondents in this study were 86 traders who had been relocated from the old traditional market to the tourist market. This research uses descriptive quantitative methods, with data collected through questionnaires. Respondents were selected using the random sample method. Data analysis was conducted using the Paired T-test. The test results show that there are significant differences in revenue, business costs, and profits before and after relocation.

Keywords: Traditional Market, Relocation, Revenue, Two Paired T-Test.

ABSTRAK

Donianto, Analisis Dampak Relokasi Pasar (Studi Pada Pedagang Pasar Wisata Kabupaten Bojonegoro). Di bawah bimbingan Dr. Kurniyati Indahsari, S.Si., M.Si.

Penelitian ini bertujuan untuk menganalisis perbedaan pendapatan, biaya usaha dan profit pedagang sebelum dan sesudah direlokasi ke pasar wisata. Penelitian ini dilakukan di Pasar wisata Kelurahan Banjarejo, Kecamatan Bojonegoro, Kabupaten Bojonegoro, Jawa Timur. Penelitian ini dilakukan kepada para pedagang yang di relokasi ke pasar wisata sebagai subyek penelitian. Jumlah responden dalam penelitian ini adalah 86 pedagang yang telah di relokasi dari pasar tradisional lama ke pasar wisata. Penelitian ini menggunakan metode kuantitatif deskriptif, dengan data yang dikumpulkan melalui kuesioner. Responden dipilih menggunakan metode sampel acak. Analisis data dilakukan menggunakan uji *Paired T-test*. Hasil uji menunjukkan bahwa terdapat perbedaan yang signifikan pada pendapatan, biaya usaha, dan profit sebelum dan setelah relokasi.

Kata kunci: Pasar Tradisional, Relokasi, Pendapatan, dan *Two Paired T-Test*