

Abstrak

ANALISIS KINERJA PASAR TRADISIONAL KI LEMAH DUWUR KABUPATEN BANGKALAN

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Penelitian ini bertujuan untuk menganalisis bagaimana kinerja pasar tradisional Ki Lemah Duwur pada saat sebelum dan sesudah direlokasi, seperti apa pengaruh Bangkalan Plaza terhadap pasar tersebut. Penelitian ini menggunakan pendekatan kuantitatif dan kualitatif dengan menggunakan variabel penelitian yaitu tingkat keuntungan, omset, jumlah pembeli, dan jam kerja pedagang sebelum dan sesudah direlokasi dan bersebelahan dengan Bangkalan Plaza atau Hypermart. Penelitian dilakukan di Pasar Ki Lemah Duwur dengan responden yaitu para pedagang pasar dan pembeli yang pernah berbelanja di Bangkalan Plaza dan Pasar Ki Lemah Duwur. Teknik pengumpulan data dilakukan melalui observasi dan wawancara terstruktur sedangkan teknik analisis data menggunakan statistik deskriptif dan uji beda sampel rata-rata berpasangan. Metode triangulasi digunakan untuk mengetahui alasan atau penyebab terjadinya penurunan kinerja pasar Ki Lemah duwur. Dari hasil kesimpulan menyatakan bahwa terdapat perbedaan yang signifikan yaitu penurunan kinerja pasar Ki Lemah Duwur antara sebelum dan sesudah direlokasi terhadap tingkat keuntungan, omset pedagang, jumlah pembeli dan jam kerja pedagang. Hal tersebut disebabkan karena beberapa faktor seperti lokasi atau tempat yang jauh dari pusat kota, anggapan bahwa Hypermart lebih baik daripada pasar Ki Lemah Duwur dari sisi kenyamanan fasilitas, pelayanan dan kualitas barang dan jam kerja pedagang pasar yang singkat.

Kata kunci: Kinerja pasar, keuntungan, omset, jumlah pembeli, jam kerja pedagang

Abstract

PERFORMANCE ANALYSIS MARKETS KI LEMAH DUWUR BANGKALAN DISTRICT

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This study aims to to analyze how performance traditional markets Ki Lemah Duwur at the time before and after be relocated, as what kind of influence Bangkalan the Plaza to the market. This research used the quantitative and qualitative using variables research namely the levels of advantage, turnover, the number of buyers, traders and working hours before and after be relocated and adjacent to Bangkalan Plaza or Hypermart. The research was done in the market Ki Lemah Duwur with respondents the market traders and buyers who ever shopped in Bangkalan Plaza and Ki Lemah Duwur market. Technique the data collection was done through observation and interview structured while technique analysis data using descriptive statistics and the different sample the average in pairs. A method of triangulation used to know a reason or cause a decline in performance Ki Lemah Duwur market. From the conclusion stated that there are significant differences that is decreasing performance in market Ki Lemah Duwur between before and after be relocated to profits, turnover traders, the number of buyers and working hours traders. This was due to because of some factors as the location or place of far from the city center, the assumption that hypermart better than market Ki Lemah Duwur from the comfort facilities, service and the quality of goods and working hours market traders who short.

Keywords: performance market, profit, turnover, the number of buyers, working hours traders