

## **ABSTRAK**

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Penelitian ini bertujuan untuk mengetahui pengaruh Program Penggerak Muda Pasar Rakyat terhadap adaptasi digital (QRIS) pedagang di Pasar Sekip Ujung Kota Palembang. Penelitian ini menggunakan metode kuantitatif. Variabel independen (X) dalam penelitian ini adalah Program Penggerak Muda Pasar Rakyat yang diukur melalui indikator pendamping, aktivis, dan fasilitator. Variabel dependen (Y) adalah adaptasi digital (QRIS) yang diukur melalui indikator perubahan, teknologi, dan data. Populasi dalam penelitian ini berjumlah 275 pedagang dengan sampel sebanyak 117 responden yang ditentukan menggunakan rumus Slovin. Data diperoleh melalui penyebaran kuesioner dan dianalisis menggunakan regresi linear sederhana. Hasil pengukuran menunjukkan bahwa Program Penggerak Muda Pasar Rakyat berada pada kategori sedang sebesar 59,8%, kategori tinggi sebesar 22,2%, dan kategori rendah sebesar 17,9%. Sementara itu, adaptasi digital (QRIS) pedagang didominasi kategori sedang sebesar 72,6%, kategori tinggi sebesar 16,2%, dan kategori rendah sebesar 11,1%. Hasil analisis regresi linear sederhana menunjukkan bahwa Program Penggerak Muda Pasar Rakyat berpengaruh positif dan signifikan terhadap adaptasi digital pedagang. Hal ini ditunjukkan oleh nilai t hitung sebesar 20,298 dengan tingkat signifikansi 0,000 ( $<0,05$ ). Nilai koefisien determinasi ( $R^2$ ) sebesar 0,782 menunjukkan bahwa 78,2% variasi adaptasi digital pedagang dapat dijelaskan oleh Program Penggerak Muda Pasar Rakyat, sedangkan 21,8% sisanya dipengaruhi oleh faktor lain di luar penelitian. Dengan demikian, dapat disimpulkan bahwa Program Penggerak Muda Pasar Rakyat memiliki pengaruh positif dan signifikan terhadap adaptasi digital pedagang melalui penggunaan QRIS di Pasar Sekip Ujung Kota Palembang.

**Kata Kunci: Program Penggerak Muda Pasar Rakyat, Adaptasi Digital, QRIS, Pedagang**

## **ABSTRACT**

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*This study aims to determine the effect of the Young People's Market Empowerment Program (Program Penggerak Muda Pasar Rakyat) on the digital adaptation (QRIS adoption) of traders at Sekip Ujung Market, Palembang City. This study employed a quantitative research method. The independent variable (X) was the Young People's Market Empowerment Program, measured through the indicators of mentor, activist, and facilitator. The dependent variable (Y) was digital adaptation (QRIS), measured through the indicators of change, technology, and data. The population of this study consisted of 275 traders, with a sample of 117 respondents determined using the Slovin formula. Data were collected through questionnaires and analyzed using simple linear regression. The measurement results showed that the Young People's Market Empowerment Program was categorized as moderate by 59.8% of respondents, high by 22.2%, and low by 17.9%. Meanwhile, traders' digital adaptation (QRIS) was predominantly in the moderate category at 72.6%, followed by the high category at 16.2% and the low category at 11.1%. The results of the simple linear regression analysis indicated that the Young People's Market Empowerment Program had a positive and significant effect on traders' digital adaptation. This was evidenced by a t-value of 20.298 with a significance level of 0.000 ( $<0.05$ ). The coefficient of determination ( $R^2$ ) value of 0.782 indicates that 78.2% of the variation in traders' digital adaptation can be explained by the Young People's Market Empowerment Program, while the remaining 21.8% is influenced by other factors outside the scope of this study. Therefore, it can be concluded that the Young People's Market Empowerment Program has a positive and significant effect on traders' digital adaptation through the use of QRIS at Sekip Ujung Market, Palembang City.*

**Keywords: Young People's Market Empowerment Program, Digital Adaptation, QRIS, Traders**