

ABSTRACT

THE INFLUENCE OF MARKET REVITALIZATION AND REARRANGEMENT TO MERCHANT INCOME AT PEKALONGAN TRADITIONAL MARKET IN EAST LAMPUNG

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This study is intended to identify the influence of Revitalization and Market Arrangement towards the Income of Merchants in Pekalongan Traditional Market East Lampung. This study was conducted in descriptive analysis quantitative method with primary data and supported by Wilcoxon Signed Rank test to determinate the impact of revitalization. The results of this study showed that Revitalization positively affected the income and convenience of merchants in Pekalongan Traditional Market. Merchants gained more profits after Revitalization was conducted. Moreover, the level of convenience was also raising since the revitalization was conducted. It can be seen from the condition of infrastructures and facilities of the market and the hygiene of the market.

Keywords: Income, Revitalization, and Traditional Market

ABSTRAK

DAMPAK REVITALISASI DAN PENATAAN ULANG PASAR TERHADAP PENDAPATAN PEDAGANG PASAR PEKALONGAN DI KABUPATEN LAMPUNG TIMUR

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Penelitian ini bertujuan untuk mengetahui dampak revitalisasi dan penataan ulang pasar terhadap pendapatan pedagang Pasar Pekalongan di Kabupaten Lampung Timur. Penelitian ini menggunakan data primer dan menggunakan metode analisis deskriptif kuantitatif serta Uji Beda Wilcoxon untuk mengetahui dampak revitalisasi pasar. Hasil dari penelitian ini menunjukkan bahwa revitalisasi pasar mempunyai dampak yang positif terhadap pendapatan dan kenyamanan pedagang Pasar Pekalongan di Kabupaten Lampung Timur. Pedagang mengalami peningkatan pendapatan sesudah adanya program revitalisasi dan kenyamanan setelah adanya revitalisasi semakin meningkat berdasarkan ukuran terhadap kondisi fasilitas, keamanan dan kebersihan Pasar Pekalongan.

Kata Kunci : Pasar Tradisional, Pendapatan, Revitalisasi