

INTISARI

Penelitian ini bertujuan untuk: 1) mengetahui perbedaan rata-rata pendapatan dan jumlah pembeli di Pasar Wedi Klaten sebelum dan sesudah adanya toko modern berjejaring, 2) mengetahui hubungan antara karakteristik responden dengan rata-rata pendapatan dan jumlah pembeli, 3) mengetahui persepsi pedagang mengenai keberadaan toko modern berjejaring. Penelitian ini merupakan penelitian kuantitatif. Populasi dalam penelitian ini yaitu seluruh pedagang Pasar Wedi Klaten sebanyak 715 pedagang. Teknik pengambilan sampel yang digunakan adalah *stratified random sampling*. Dengan dasar pengambilan sampel menggunakan rumus Slovin diperoleh jumlah sampel berjumlah 88 pedagang. Teknik pengumpulan data dalam penelitian ini menggunakan metode survey dan angket kuesioner. Metode analisis yang digunakan adalah uji Wilcoxon, tabulasi silang, dan deskriptif persentase. Hasil penelitian menunjukkan bahwa terdapat perbedaan rata-rata pendapatan dan jumlah pembeli sebelum dan sesudah adanya toko modern berjejaring. Pendapatan pedagang menurun sebesar 22,2% dan jumlah pembeli mengalami penurunan sebesar 17,6%. Usia responden, tingkat pendidikan dan jenis kelamin tidak memiliki hubungan dengan rata-rata pendapatan dan jumlah pembeli, sedangkan jenis dagangan memiliki hubungan dengan rata-rata pendapatan dan jumlah pembeli. Persepsi pedagang mengenai keberadaan toko modern berjejaring memang dirasakan hal negatifnya oleh para pedagang sebanyak 79,5%.

Kata Kunci: Pendapatan, Jumlah Pembeli, Pedagang, Toko Modern Berjejaring

ABSTRACT

This study aims to: 1) find out the difference in average income and the number of buyers in Wedi Klaten Market before and after the existence of modern networked stores, 2) know the relationship between respondent characteristics and average income and the number of buyers, 3) know the merchant's perception of the existence of modern networked stores. This research is a quantitative research. The population in this study was all traders of Wedi Klaten Market as many as 715 traders. The sampling technique used is stratified random sampling. On the basis of sampling using the Slovin formula obtained the number of samples amounted to 88 traders. The data collection technique in this study used survey methods and questionnaire questionnaires. The analytical methods used are the Wilcoxon test, cross-tabulation, and percentage descriptive. The results showed that there were differences in the average income and the number of buyers before and after the existence of modern networked stores. Merchant revenue decreased by 22.2% and the number of buyers decreased by 17.6%. The age of the respondents, the level of education and gender had no relationship with the average income and the number of buyers, while the type of merchandise had a relationship with the average income and the number of buyers. The perception of traditional merchants regarding the existence of networked stores is indeed felt negatively by merchants as much as 79.5%.

Keywords: *Revenue, Number of Buyers, Merchants, Modern Networked Stores*