

INTISARI

Penelitian ini menganalisis dampak relokasi Pasar Joglo Kota Surakarta terhadap pendapatan pedagang, serta faktor-faktor yang mempengaruhi. Menggunakan pendekatan deskriptif kuantitatif, data dikumpulkan dari 30 pedagang melalui wawancara dan observasi. Analisis regresi linier berganda diterapkan untuk menguji pengaruh modal usaha, biaya operasional, durasi berdagang, dan penggunaan teknologi terhadap pendapatan pedagang. Hasil studi menunjukkan penurunan pendapatan yang signifikan bagi mayoritas pedagang pasca-relokasi, dengan rata-rata penurunan 48%. Hal ini terutama disebabkan oleh kurangnya sosialisasi tentang pasar baru, minimnya jumlah pengunjung, adanya tarif parkir yang memberatkan, kondisi fasilitas yang kurang memadai, serta lokasi kurang strategis dan persaingan ketat dari pedagang luar. Modal usaha dan penggunaan teknologi ditemukan berpengaruh positif dan signifikan terhadap pendapatan, sementara biaya operasional dan durasi berdagang tidak berpengaruh. Kesimpulan menunjukkan relokasi belum berhasil menciptakan lingkungan pasar yang kondusif, sehingga diperlukan evaluasi dan solusi strategis untuk meningkatkan vitalitas Pasar Joglo dan kesejahteraan pedagang.

Kata Kunci: Relokasi Pasar, Pendapatan Pedagang, Dampak Sosial Ekonomi.

ABSTRACT

This study analyzes the impact of the relocation of Joglo Market in Surakarta City on traders' income, as well as the factors that influence it. Using a quantitative descriptive approach, data was collected from 30 traders through interviews and observations. Multiple linear regression analysis was applied to test the influence of business capital, operational costs, trading duration, and technology use on traders' income. The study results show a significant decline in income for the majority of vendors post-relocation, with an average decrease of 48%. This is primarily due to insufficient information about the new market, low visitor numbers, burdensome parking fees, inadequate facilities, an unfavorable location, and intense competition from external vendors. Working capital and technology use were found to have a positive and significant impact on income, while operational costs and trading duration had no effect. The conclusion indicates that the relocation has not successfully created a conducive market environment, necessitating strategic evaluation and solutions to enhance the vitality of Joglo Market and the well-being of traders.

Keywords: Market Relocation, Traders' Income, Socio-Economic Impact.