

## ABSTRACT

This research entitled: “The Correlation between Retail Seller’s Perception on Relocation Program to Sky Walk Area with Their Social Economic Condition at Bandung City”. The purpose of this study was to describe and analyze: 1) Perception of retail seller on relocation program to Sky Walk Area at Bandung City. 2) Social economic condition of retail seller at Sky Walk Area, and 3) Correlation between retail seller’s perception on relocation program to Sky Walk Area with their social economic condition at Bandung City. Hypothesis stated that there was a correlation between retail seller’s perception on relocation program to Sky Walk area with their social economic condition at Bandung City. The method used a descriptive analysis and data collection techniques were observation, non participation and questionnaire. The population in this study were Retail Seller’s at Sky Walk area with total number 57 people. Based on the characteristics of the respondents which were relatively similar and registered at the same class, then taken 80% of the population in order to obtain the 46 respondents. The sampling technique used a random sampling and measurement scale used the Ordinal Scale. Research finding showed that there was a significant correlation between correlation between retail seller’s perception on relocation program to Sky Walk area with their social economic condition at Bandung City. The more better retail seller’s perception on relocation program to Sky Walk area, the more higher of their social economic condition at Bandung City.

**Keywords:** Retail Seller, Relocation Program, Perception, Social Economic Condition