

ABSTRAK

Ritel modern pada dasarnya merupakan pengembangan dari ritel tradisional. Format ritel ini muncul dan berkembang seiring perkembangan perekonomian, teknologi dan gaya hidup masyarakat yang membuat masyarakat menuntut kenyamanan yang lebih dalam berbelanja. Industri ritel, terus tumbuh pesat bukan hanya di Indonesia, melainkan juga di Negara Asia.

Dengan ini penulis melakukan penelitian mengenai Analisis Dampak Keberadaan Pasar Modern Terhadap Pendapatan Usaha Pedagang Pasar Tradisional (Studi Kasus di Pasar Tanjungsari Kabupaten Sumedang). Dalam penelitian tersebut penulis menggunakan metode Analisis deskriptif Analisis ini digunakan untuk mengkaji faktor-faktor yang menyebabkan konsumen tidak mau berbelanja di pasar tradisional dan lebih memilih pasar modern.

Selain itu penulis menggunakan analisis uji beda dengan metode Paired Sample T-test. Tujuan dari analisa tersebut adalah mengetahui dampak apakah terdapat perbedaan antara sebelum dan sesudah adanya minimarket modern di sekitar pedagang pasar tradisional terhadap pendapatan, omset penjualan, dan jumlah pembeli.

Dari analisa tersebut dapat diketahui bahwa Dampak dari adanya pasar modern bahwa terdapat perbedaan omset antara sebelum adanya pasar modern dan sesudah adanya pasar modern terhadap pendapatan usaha pedagang pasar tradisional dan terdapat perbedaan pendapatan antara sebelum adanya pasar modern dan sesudah adanya pasar modern terhadap pedagang pasar tradisional.

Kata kunci : Industri ritel, pasar tradisional, pasar modern, pendapatan, omset penjualan, dan jumlah pembeli.

ABSTRACT

Modern retail is basically a development from traditional retail. This retail format emerged and developed along with the development of the economy, technology and people's lifestyles which made people demand more convenience in shopping. The retail industry continues to grow rapidly not only in Indonesia, but also in Asian countries.

With this, the authors conducted research on the Analysis of the Impact of the Existence of Modern Markets on Business Income of Traditional Market Traders (Case Study at the Tanjungsari Market, Sumedang Regency). In this study the authors used descriptive analysis method. This analysis is used to examine the factors that cause consumers not want to shop at the market. traditional and prefer modern markets.

In addition, the writer used different test analysis with the Paired Sample T-test method. The purpose of this analysis is to determine the impact of whether there is a difference between before and after the existence of modern minimarkets around traditional market traders on income, sales turnover, and the number of buyers.

From this analysis, it can be seen that the impact of the existence of a modern market is that there is a difference in turnover between before the existence of a modern market and after the existence of a modern market on the business income of traditional market traders and there is a difference in income between before the existence of a modern market and after the existence of a modern market for traditional market traders.

Keywords: retail industry, traditional markets, modern markets, income, sales turnover, and number of buyers.