

ABSTRAK

ANALISIS PERILAKU BERDAGANG DITINJAU DARI SIKAP PEDAGANG TERHADAP PROFESI DAGANG

Studi Kasus : Pedagang Batik di Pasar Banjarsari (Sentiling) Kotamadya Pekalongan

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Tujuan Penelitian ini adalah untuk mengetahui : sikap pedagang terhadap profesi dagang, perilaku berdagang, dan hubungan antara sikap pedagang terhadap profesi dagang dengan perilaku berdagang dalam kegiatan melakukan pembukuan, promosi, pelayanan terhadap konsumen, penggunaan alat-alat yang menunjang operasi dagang, pembedaan kekayaan dan pembedaan kekayaan.

Populasi dari penelitian ini adalah semua pedagang batik di Pasar Banjarsari yang berjumlah 181 pedagang. Jumlah sampel yang digunakan dalam penelitian ini adalah 100 pedagang. Sampel diambil dengan menggunakan teknik *simple random sampling*. Metode yang digunakan dalam pengumpulan data adalah observasi, kuesioner, wawancara dan dokumenter. Teknik analisis data ini menggunakan analisis median, analisis korelasi *product moment*, analisis uji-t, analisis korelasi berganda dan analisis uji-F.

Hasil penelitian ini adalah : Pertama, semua pedagang mempunyai sikap positif terhadap profesi dagang. Kedua, perilaku berdagang hampir semuanya positif. Ketiga, hasil analisis korelasi *product moment*, analisis uji-t, analisis korelasi berganda dan analisis uji-F, (a) tidak ada hubungan signifikan antara sikap pedagang terhadap profesi dagang dengan perilaku berdagang dalam kegiatan melakukan pembukuan, (b) ada hubungan signifikan antara sikap pedagang terhadap profesi dagang dengan perilaku berdagang dalam kegiatan melakukan promosi, (c) ada hubungan signifikan antara sikap pedagang terhadap profesi dagang dengan perilaku berdagang dalam kegiatan melakukan pelayanan terhadap konsumen, (d) tidak ada hubungan signifikan antara sikap pedagang terhadap profesi dagang dengan perilaku berdagang dalam kegiatan melakukan pembukuan, (e) tidak ada hubungan signifikan antara sikap pedagang terhadap profesi dagang dengan perilaku berdagang dalam kegiatan melakukan pembedaan kekayaan dan (f) tidak ada hubungan antara sikap pedagang terhadap profesi dagang dengan perilaku berdagang dalam kegiatan melakukan kegiatan pembukuan, promosi, pelayanan terhadap konsumen, penggunaan alat-alat yang menunjang operasi dagang dan pembedaan kekayaan.

ABSTRACT

ANALYSIS OF TRADING BEHAVIOUR VIEWED FROM THE TRADERS' ATTITUDE TOWARD THE TRADE PROFESSION A Case Study : Batik Traders at Pasar Banjarsari (Sentiling) Kotamadya Pekalongan

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The purposes of the research are to know : the traders' attitude toward their profession, the trading behaviour, and the relationship between the traders' attitude their profession and the trading behaviour in their activity to do bookkeping, promotion, their service to the consumers, the use of tools that supported their operation, distinction the wealth.

The population of this research are all of the batik traders at Pasar Banjarsari, they are 181 traders'. The number of the used sample are 100 traders. The sample is taken using simple random sampling technique. The methods used to gather the data are observation, questionnaire, interview, and documentation. The data analysis techniques use median analysis, correlation product moment analysis, t-test analysis, double correlation analysis and F-test analysis.

The results of this research are : The first, the traders' have positive attitude toward their profession. The second, almost trading behaviour is positive. The third, the result of the correlation product moment, analysis, t-test analysis, double correlation analysis, and F-test analysis, are (a) that there is not a significant relationship between the trader attitude toward the trading profession and the trading behaviour in their activity to do bookkeping, (b) that there is a significant relationship between the traders attitude toward their profession and the trading behaviour in their activity to do promotion, (c) that there is a significant relationship between the traders attitude toward their profession and the trading behaviour in their activity to service their consumers, (d) that there is not a significant relationship between the traders attitude toward their profession and the trading behaviour in their activity to use tools which supported their operation, (e) that there is not a significant relationship between the traders attitude toward their profession and the trading behaviour in their activity to differentiate their wealth, (f) that there is not a significant relationship between the traders attitude toward their profession with the trading behaviour in their activity to do their bookeeping, promotion, service to the consumers, the use of tools which supported their operation and the distinction of their wealth.