

ABSTRAK

ANALISIS HUBUNGAN ANTARA SIKAP PEDAGANG TAHU TERHADAP USAHA DAGANGNYA DAN PERILAKU BERDAGANG

Studi Kasus : Pedagang Tahu di Desa Margoagung, Seyegan, Sleman

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

Penelitian ini dilakukan di Desa Margoagung, Seyegan, Sleman. Penelitian dilakukan selama dua bulan yaitu dari bulan September sampai dengan Oktober 2002. Populasi dari penelitian ini adalah semua pedagang tahu di Desa Margoagung, Seyegan, Sleman yang berjumlah 184 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 menggunakan analisis korelasi *product moment*.

Hasil penelitian menunjukkan : Pertama, semua pedagang mempunyai sikap positif terhadap profesi dagang. Kedua, hampir semua pedagang berperilaku positif. Ketiga, hasil analisis korelasi *product moment* dan analisis uji-t, (a) tidak ada hubungan signifikan antara sikap pedagang terhadap usaha dagangnyanya dan perilaku berdagang dalam melakukan kegiatan pembukuan, (b) ada hubungan yang signifikan antara sikap pedagang terhadap usaha dagangnyanya dan perilaku berdagang dalam melakukan kegiatan promosi, (c) ada hubungan signifikan antara sikap pedagang terhadap usaha dagangnyanya dan perilaku berdagang dalam melayani konsumen, (d) ada hubungan signifikan antara sikap pedagang terhadap usaha dagangnyanya dan perilaku berdagang dalam melakukan penggunaan alat-alat yang mendukung operasi dagang, (e) Tidak ada hubungan signifikan antara sikap pedagang terhadap usaha dagangnyanya dan perilaku berdagang dalam melakukan pembedaan kekayaan.

ABSTRACT

AN ANALYSIS ON THE RELATIONSHIP BETWEEN TOFU MERCHANT ATTITUDE AND ITS TRADE AND BEHAVIORAL TRADE

A case study : Tofu merchant in Margoagung countryside, Seyegan, Sleman

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This Research's aims is were to know : 1) merchant's attitude toward its trade, 2) their attitude toward behavioral trade and, 3) the relationship between merchant's attitude and its trade as well as behavioral trade in conducting the bookkeeping, promotion, service the consumer, the use of tools that supporting activity in trade operation, and properties differentiation.

This research was conducted in Margoagung countryside, Seyegan, Sleman, from September to October 2002. The population of this research was all of the tofu merchants' Margoagung countryside, Seyegan, Sleman amounting of 184 merchants. The summing of the sample was taken by using the technique of *simple random sampling*. The method that was used in data collecting were observation, questionnaire, interviews, and documentation. The analysis data technique used was *product moment correlation* technique.

The result of this research showed : firstly, all of the merchants had positive attitude toward trade profession. Secondly, the merchants' behavior mostly were positive. Thirdly, the result of the correlation analysis of product moment and t test analysis, (a) showed that there was no significant relationship between merchants' attitude and its trade and behavioral trade in doing the bookkeeping activity, (b) there was a significant relationship between merchants' attitude and its trade and behavioral trade in conducting the promotion activity, (c) there was significant relationship between merchants' attitude and its trade and behavioral trade in servicing the consumers, (d) there was significant relationship between merchants' attitude and its trade and behavioral trade in conducting the use of tools in supporting trade operation, (e) there was no significant relationship between merchants' attitude and its trade and behavioral trade in conducting properties differentiation.