

ABSTRAK

Dampak Pemindahan Lokasi Pedagang Kaki Lima Terhadap Pendapatan, Jumlah Pengunjung dan Biaya Operasional

Studi Kasus: Resto PKL Mrican

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Tujuan dari penelitian ini adalah untuk mengetahui perbedaan jumlah pendapatan, jumlah pengunjung dan biaya operasional sebelum dan sesudah pemindahan lokasi. Penelitian ini termasuk studi perbandingan yang menguji perilaku sebelum dan sesudah pemindahan lokasi.

Penentuan sampel dilakukan dengan teknik sampling jenuh sejumlah 32 pedagang. Pengumpulan data dalam penelitian ini dilakukan dengan observasi, wawancara dan kuesioner. Data yang diperoleh dalam penelitian ini dianalisis dengan menggunakan uji Z.

Kesimpulan dari penelitian ini adalah terdapat perbedaan pendapatan, jumlah pengunjung dan biaya operasional sebelum dan sesudah pemindahan lokasi.

1. Pemindahan lokasi pedagang kaki lima mengakibatkan pendapatan menurun.
2. Pemindahan lokasi pedagang kaki lima ke Resto PKL Mrican, mengakibatkan jumlah pengunjung yang berbelanja menurun.
3. Pemindahan lokasi pedagang kaki lima ke Resto PKL Mrican mengakibatkan biaya operasional naik

ABSTRACT

**THE SIDE EFFECT OF CHANGE OF THE PLACE OF SIDEWALK
MERCHANTS TOWARDS THEIR INCOME, NUMBERS OF
CUSTUMERS AND OPERATIONAL COST**

A Case study at Resto Sidewalk Merchants in Mrican Sleman Yogyakarta

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The purpose of this research is to know the differences of the total income, numbers of custumers and operational cost before and after the change of the place of the sidewalk merchants happened. This research belongs to comperative study which examines the behavior of the sidewalk merchants before and after the changes of their place,

Sample determination done by applying *satiated sampling technique*. The populations of this research were 32 sidewalk merchants. The techniques of data collection were observation, interview and questionnaire, The technique of data analysis was Z test.

The results of this research show that there are some differences income, numbers of custumers and operational cost befero and the change of the place. It can be see that:

1. The change of the place of the sidewalk merchants makes their income decrease.
2. The change of the place of the sidewalk merchants to the new place, *Resto PKL Mrican*, makes the numbers of their custumers who do shopping decrease.
3. The change of the place of the sidewalk merchants to the new place, *Resto PKL Mrican*, makes their operational cost increase.