

ABSTRAK

**Sikap Pedagang Keturunan Tionghoa Terhadap Kepercayaan Hong sui,
Hopeng Dan Hoki Pada Praktek Bisnis
(Studi Kasus : Pedagang Keturunan Tionghoa Di Bengkulu Tahun 2003)**

**VIVI YANTI
991324054**

Penelitian ini bertujuan untuk mengetahui kecenderungan sikap pedagang keturunan Tionghoa terhadap kepercayaan *hong sui*, *hopeng* dan *hoki* pada praktek bisnisnya. Apakah ada perbedaan sikap terhadap kepercayaan *hong sui*, *hopeng* dan *hoki* dilihat dari : skala perdagangan kecil dan menengah; faktor usia pedagang dan; tingkat pendidikan pedagang.

Penelitian ini dilakukan terhadap pedagang keturunan Tionghoa yang ada di jalan Suprpto dan di Kampung Cina Bengkulu dengan menggunakan pendekatan Ex Post Facto. Jumlah populasi 476 dan sampel yang diambil 214 pedagang, pengambilan sampel didasarkan pada tabel Krecjie. Data dikumpulkan dengan angket dan dianalisis dengan menggunakan analisis varians (anova).

Hasil analisis menunjukkan bahwa : ada perbedaan sikap antara pedagang kecil dan menengah dimana pedagang menengah lebih positif sikapnya dibanding dengan pedagang kecil. Ada perbedaan sikap antara pedagang yang berusia muda dan pedagang yang berusia tua dimana pedagang yang berusia tua lebih positif sikapnya dibanding dengan pedagang yang berusia muda. Ada perbedaan sikap antara pedagang dilihat dari tingkat pendidikan. Perbedaan sikap terjadi pada pedagang berpendidikan SD dengan SLTP dan pedagang berpendidikan SD dengan SLTA.

ABSTRACT

**An Attitude of Tionghoa Clan Merchants to the Belief of “Hong sui,” “Hopeng” and “Hockey” at Business Practice
(A Case Study : Merchants of Tionghoa Clan In Bengkulu Year 2003)**

**VIVI YANTI
991324054**

This research was aimed to know the tendency of Tionghoa clan merchants' attitude to the belief of “*hong sui*”, “*hopeng*” and “*hockey*” at their business practise. Whether or not there was a different attitude to belief of “*hong sui*”, “*hopeng*” and “*hockey*” seen from small and middle trading scale, merchants' age and merchants' educational level.

This research was conducted to the merchants of Tionghoa clan at “Jalan Suprpto” and Chinatown Bengkulu by using *Ex Post Facto* approach. The amount of the population was 476 and the samples taken were merchants based an Krecjie tables. The data collecting technigues used was the enquette. The data analysis used was variance analysis.

The result of analysis indicated that there was a different attitude between small and middle merchants in which the middle traders had more positive attitude than the small traders. There was a different attitude between young merchants and old merchants in which the older merchants had more positive attitude than the younger ones. There was a different attitude on the merchants viewed from the educational level. The attitude different existed on the merchantas who had educational level at elementary school and junior high school; at elementary school and senior high school.