

DAMPAK RELOKASI PASAR PURWOREJO TERHADAP MINAT BELI MASYARAKAT

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INTISARI

Berakhirnya kerjasama Pemerintah Kabupaten Purworejo dengan PT KAI DAOP V mengharuskan pasar direlokasi ke lokasi baru. Relokasi menyebabkan tidak semua pedagang tertampung karena luas lahan yang terbatas sehingga pasar hanya menjual kebutuhan harian pokok. Penelitian ini bertujuan untuk mengidentifikasi kondisi Pasar Purworejo sebelum dan sesudah relokasi, mengidentifikasi kondisi minat beli masyarakat menurut zona dan orde barang sebelum dan sesudah relokasi, mengidentifikasi dampak relokasi pasar terhadap minat beli masyarakat menurut zona dan orde barang, serta merumuskan arahan pengembangan Pasar Purworejo untuk meningkatkan minat beli masyarakat menurut zona dan orde barang. Teknik analisis yang digunakan adalah analisis deskriptif kuantitatif dan *chi square*. Hasil penelitian menunjukkan terdapat perbedaan signifikan pada kondisi pasar dan kondisi minat beli masyarakat menurut zona dan orde barang sebelum dan setelah relokasi. Dampak relokasi pasar menurut zona dirasakan oleh masyarakat zona 1 dan zona 2 berupa peningkatan minat beli sedangkan masyarakat zona 3 belum sepenuhnya merasakan dampaknya. Dampak relokasi pasar menurut orde barang berupa peningkatan kondisi minat beli dirasakan oleh masyarakat di seluruh zona. Arahan pengembangan untuk meningkatkan minat beli menurut zona meliputi meningkatkan fasilitas pejalan kaki, pelayanan transportasi umum, serta keamanan dan kenyamanan jalan sedangkan menurut orde barang meliputi menjaga konsistensi ketersediaan barang, menambah jenis barang konsumsi harian, dan mengembangkan pasar sebagai *one-stop shopping*.

Kata kunci: relokasi pasar, dampak relokasi, minat beli masyarakat, arahan pengembangan pasar

THE IMPACT OF THE RELOCATION OF PURWOREJO MARKET ON COMMUNITY PURCHASING INTEREST

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ABSTRACT

The termination of the cooperation between the Purworejo Regency Government and PT KAI DAOP V necessitated the relocation of the market to a new location. Due to the limited land area, the relocation resulted in the market only accommodating vendors selling basic daily necessities. This study aims to identify the conditions of the Purworejo Market before and after relocation, identify the conditions of community purchasing interest according to zone and product category before and after relocation, identify the impact of market relocation on community purchasing interest according to zone and product category, and formulate development guidelines for the Purworejo Market to enhance community purchasing interest according to zone and product category. The analytical techniques used were quantitative descriptive analysis and chi-square analysis. The results of the study indicate significant differences in market conditions and consumer purchasing interest according to zone and product category before and after the relocation. The impact of the market relocation according to zone was felt by residents of zone 1 and zone 2 in the form of increased purchasing interest, while residents of zone 3 have not yet fully felt the impact. The impact of the market relocation according to product categories was an increase in consumer purchasing interest felt by residents across all zones. Development guidelines to enhance consumer purchasing interest according to zones include improving pedestrian facilities, public transportation services, and road safety and comfort, while according to product categories include maintaining consistent product availability, adding types of daily consumer goods, and developing the market as a one-stop shopping destination.

Keywords: *market relocation, relocation impact, community purchasing interest, market development directions.*