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INTISARI

Semakin berkembangnya berbagai jenis fasilitas pelayanan ekonomi (fasilitas perbelanjaan), maka semakin beragam pertimbangan penduduk dalam memilih tempat belanja yang sesuai dengan preferensi, sehingga dihasilkan pola pemilihan tempat belanja yang beragam. Penelitian ini bertujuan membandingkan antara daerah rural dan urban dalam hal: 1) karakteristik pelayanan ekonomi yang ada, 2) karakteristik demografi dan sosial-ekonomi penduduk, 2) preferensi penduduk terhadap jenis, lokasi dan daya tarik pasar dalam pemanfaatan pelayanan ekonomi, 3) faktor-faktor yang berhubungan dengan preferensi pelayanan ekonomi.

Penelitian yang dilakukan di daerah rural dan urban Kabupaten Sleman, dengan Kecamatan Cangkringan dan Kecamatan Depok sebagai wilayah sampel ini, menggunakan metode observasi dan survei dengan pendekatan deskriptif-komparatif. Data diperoleh melalui wawancara terstruktur terhadap 40 responden ibu rumah tangga di masing-masing wilayah penelitian berdasarkan metode sistem grid. Metode analisis yang digunakan adalah tabulasi silang, Mann Whitney U-Test, Kai-Kuadrat dan korelasi Kendall Tau.

Penelitian menunjukkan bahwa antara daerah rural dan urban selain terdapat perbedaan karakteristik fasilitas perbelanjaan dilihat dari jenis, jumlah, dan distribusi keruangannya, juga terdapat perbedaan karakteristik sosial ekonomi rumah tangga dilihat dari tingkat pendidikan ibu rumah tangga, kepemilikan kendaraan, pendapatan dan pengeluaran rumah tangga. Karakteristik perilaku belanja ke pasar juga berbeda jika dilihat dari motivasi dan cara ke pasar, penilaian jarak rumah terhadap pasar dan jenis kebutuhan yang dibeli, begitu juga perilaku belanja ke swalayan yang menunjukkan perbedaan dalam sumber informasi swalayan, cara ke swalayan, penilaian jarak rumah terhadap swalayan, dan jenis kebutuhan yang dibeli. Preferensi terhadap pasar berbeda secara nyata dilihat dari orientasi lokasi pemanfaatannya, namun menunjukkan kesamaan dalam tingkat frekuensi pemanfaatan yang rendah dan kesamaan preferensi daya tariknya berupa harga yang murah, kedekatan dengan tempat tinggal, dan kelengkapan (variasi) barang. Preferensi pemanfaatan swalayan juga berbeda secara nyata dilihat dari tingkat frekuensi dan orientasi lokasi pemanfaatannya serta preferensi daya tariknya. Tingkat preferensi pemanfaatan pasar di daerah rural ternyata berhubungan nyata dengan usia ibu rumah tangga dan cara pergi ke pasar, sementara di daerah urban berhubungan nyata dengan usia dan jenis pekerjaan ibu rumah tangga, motivasi ke pasar dan penilaian jarak rumah terhadap pasar. Tingkat preferensi pemanfaatan swalayan di daerah rural berhubungan nyata dengan tingkat mobilitas ibu rumah tangga, sedangkan di daerah urban berhubungan dengan tingkat pendapatan dan pengeluaran rumah tangga. Preferensi lokasi pemanfaatan pasar di daerah rural berhubungan nyata dengan tingkat pendapatan dan pengeluaran rumah tangga dan cara ke pasar, sedangkan di daerah urban berhubungan dengan tingkat pendidikan ibu rumah tangga. Preferensi lokasi pemanfaatan swalayan di daerah rural hanya berhubungan nyata dengan motivasi ke swalayan, sedangkan di daerah urban berhubungan dengan tingkat mobilitas ibu rumah tangga, pendapatan rumah tangga dan penilaian jarak tempat tinggal terhadap swalayan. Berdasarkan hasil penelitian ini, maka pembangunan pelayanan ekonomi di daerah rural dan urban selain mengacu pada kebijakan yang ada, hendaknya juga mempertimbangkan karakteristik fasilitas perbelanjaan yang ada dan karakteristik penduduk di dalamnya.

Kata Kunci: Preferensi, Pelayanan Ekonomi, Rural, Urban



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ECONOMIC SERVICES PREFERENCE OF RURAL AND URBAN RESIDENCES IN SLEMAN REGION

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ABSTRACT

The more developed the economic service facilities (retail facilities), the more various the residence's consideration in choosing places for shopping that suitable with their preference, so that it's resulted in the various patterns of retail preference. The objectives of the research are to compare between the rural and urban area about: 1) the existing economic service characteristic, 2) the demographic and socio-economic characteristic of the residence, 2) the residence's preference of kinds, locations and attractiveness factors of economics services utilization, 3) factors that correlate with the preference of economics services.

This research, that has been done in rural and urban area of Sleman Region with the Cangkringan and Depok districts as the sample area, were used the observation and survey methods with descriptive-comparative approach. The data are gained through a structured interview towards 40 housewives in each of the research area as the respondents based on the grid system method. The analytical method that used in the research are crosstab, Mann Whitney U-test, Chi Square test and Kendall Tau-b correlation.

The research reveals that between the rural and urban area, despite of the existence of difference in the characteristic of retail facilities based on their kinds, amounts, and the spatial distribution, there is also a difference in household's socio-economic characteristic based on the level of housewife's education, the belonging level of transportation means, and the household's income and expenditure level. The characteristic of shopping behavior to the market is also different based on the residence's motivation and the means of transportation which they used, their assessment of market-house distance and the kinds of goods that they buy, so as the shopping behavior to the supermarket that are different based on information source about supermarket, the way to go to the supermarket, the assessment of supermarket-house distance, and the kinds of goods that they buy. The preference towards the market are significantly different based on the location orientation of it's utilization, but similarities are shown at the level of it's utilization frequency and the preference of it's attraction factors such as the affordable prices, the close distance from the residence's house, and the completeness (variation) of products. The preference of supermarket's utilization is also significantly different based on the level of the utilization frequency and the level of their orientation location of utilization and also the preference of attractiveness factors. The facts shows that the levels of utilization preference towards the market in the rural area are correlate with the housewife's age and their way to the market, while in the urban area are correlate with the housewife's age and occupation, their motivation to the market, and their assessment of market-house distance. The levels of utilization preference towards the supermarket in rural area are significantly correlate with the level of housewife's mobility, while in the urban area are correlate with the level of family income and expenditure. The location preference of market utilization in rural area are significantly correlate with the level of family income and expenditure and also with their way to the market, while in the urban area are correlate with housewife's education level. The levels of the orientation location of supermarket in the rural area are only significantly correlate with the motivation to the supermarket, while in the urban area are correlate with the level of housewife's mobility, level of family income, and the assessment of supermarket-house distance. Based on this research, the development of economic services in rural and urban area should also considered about the existing characteristic of the retail facilities and the residences, besides the existing policies in both areas.

Key words: preference, economic services, rural, urban