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Evaluasi Efektivitas dan Dampak Program Revitalisasi Pasar Tradisional Studi Kasus: Pasar Sentul Yogyakarta
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Universitas Gadjah Mada, 2026 | Diunduh dari http://etd.repository.ugm.ac.id/

ABSTRACT

Sentul Traditional Market is one of the traditional markets that has been revitalized using the Special Region of Yogyakarta Fund (Dana Keistimewaan) with a budget of Rp 23 billion and was inaugurated in 2024. However, field conditions indicate that the physical success of revitalization has not been accompanied by optimal utilization of trading spaces, marked by a high kiosk vacancy rate of 60.2% while the stall vacancy rate was only 2.2%. This study aims to measure the effectiveness of the Pasar Sentul Yogyakarta revitalization program and analyze its impacts on traders and buyers after revitalization. The study employed a quantitative approach with a survey method involving 84 trader respondents and 100 buyer respondents. The analytical tools used include descriptive statistical analysis, the effectiveness coefficient based on the Litbang Depdagri (1994) criteria, the Wilcoxon Signed Rank Test to examine differences between pre- and post-revitalization conditions. The results indicate that the revitalization program was moderately effective overall with an effectiveness coefficient of 63.7%, where the process aspect achieved the highest score of 72.8% while the input aspect recorded the lowest at 55.4%. The impact of the revitalization on vendors showed a significant decrease of 95,5% in the market management variable and in income, while the impact on shoppers showed a significant decrease of 34,4% in the price and visit frequency variables.

Keywords: Effectiveness, Market Revitalization, Buyers, Sentul Traditional Market, Traders, Traditional Market.