

EDC Machine Implementation Model in Traditional Market as Shopping Tourism Icon at Yogyakarta and Surakarta Region

Abstract – Yogyakarta and Surakarta are cities in Indonesia that have unique cultures which then makes it as tourist destination. One of the attractions is shopping tourist attractions in traditional markets.

EDC is an electronic transaction tool provided by banks to facilitate merchant transactions. In the Yogyakarta and Surakarta regions, there are two markets that are quite large and have become shopping tourism icons, namely Yogyakarta Beringharjo Market and Surakarta Klewer Market. The nominal transactions that occur in these two markets are estimated at billions of rupiah. However, although the turnover of transactions in traditional markets is relatively large, there are still traders who are reluctant to use EDC banking machines and choose to make transactions in the traditional way (cash) for several reasons.

This study aims to 1) to analyze what variable can affect the willingness of traders in traditional markets that already become as shopping tourism icons in Yogyakarta and Surakarta regions to use banking EDC machines, 2) develop a model for implementing EDC banking machines in traditional markets which become shopping tourism icons in Yogyakarta and Surakarta region.

Location selection is done by using a purposive method, those are Yogyakarta and Surakarta. The selected traditional market is a market that has become a shopping icon in the two cities, namely Yogyakarta Beringharjo Market and Surakarta Klewer Market. This study uses a non-probability sampling method with the sampling technique used is purposive sampling. The research tool used in this study was a questionnaire. The data analysis method used is by using the AHP (Analytical Hierarchy Process) method. The software used as a tool to analyze data is Microsoft Excel 2007 and Expert Choice 11.

The results showed that the variable that affect the use of EDC machines in traditional markets that already become as shopping tourism icons in Yogyakarta and Surakarta regions, respectively based on their weights are convenience, security, and usability. The features and shape of the machine make the biggest contribution to the ease of variable, turnover contributes most to the security variable, and socialization from the relevant agencies contributes the most to the variable of usability.

The model of implementing EDC banking machines in traditional markets that already become as shopping tourism icons in Yogyakarta and Surakarta regions is carried out in four phases. The first phase is the product development phase and the provision of banking EDC machines that have features and forms that are easily understood and operated (user-friendly). The second phase is the socialization phase of the implementation of the EDC machine carried out simultaneously by the relevant agencies, the third phase is the technical training on the use of EDC machines, and the fourth phase are accompaniment and monitoring.

Keywords – Shopping tourism, traditional market, AHP, Yogyakarta, Surakarta, EDC