

## **PEMILIHAN LOKASI STRATEGIS USAHA TOKO PERALATAN LISTRIK BERDASARKAN KARAKTERISTIK DAN POLA SEBARANNYA DI KABUPATEN BANTUL**

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### **INTISARI**

Pertumbuhan penduduk yang terus meningkat tiap tahunnya selalu diiringi dengan peningkatan akan kebutuhan pasokan listrik di Kabupaten Bantul. Semakin meningkat kebutuhan pasokan listrik maka semakin meningkat pula kebutuhan masyarakat terhadap peralatan listrik. Sehingga untuk mengantisipasi dan mengatasi kondisi tersebut dibutuhkan suatu upaya untuk memilih dan menentukan lokasi strategis toko peralatan listrik. Dengan harapan agar kebutuhan masyarakat akan peralatan listrik dapat terpenuhi secara maksimal dan pendapatan yang diterima oleh penjual dapat seimbang serta mengalami peningkatan.

Tujuan dari penelitian ini antara lain 1.) Identifikasi karakteristik dan pola sebaran toko peralatan listrik di Kabupaten Bantul. 2.) Analisis pengaruh kriteria toko peralatan listrik terhadap rata-rata pendapatan bersih perbulan toko peralatan listrik. 3.) Identifikasi area jangkauan layanan toko-toko peralatan listrik kepada konsumen. 4.) Pemilihan lokasi strategis usaha toko peralatan listrik berdasarkan kepadatan penduduk, dan kriteria lokasi.

Penelitian ini menggunakan metode kuantitatif. Metode ini dilakukan dengan wawancara dengan alat bantu kuesioner kepada pemilik toko peralatan listrik dan masyarakat yang berbelanja di toko peralatan listrik. Teknik pengolahan data yang digunakan adalah overlay, clip, dan buffer pada software ArcGIS, dan regresi ordinal pada software SPSS.

Toko peralatan listrik banyak tersebar di Kecamatan Piyungan, Banguntapan, Pleret, Imogiri, Sewon, Bantul, Jetis, Pundong, Kretek, Sanden, Pajangan, Sewon, dan Kasihan. Karakteristik lokasi tiap toko peralatan listrik dominan berada di dalam kawasan pertokoan atau kawasan perniagaan. Selain itu sebaran toko peralatan listrik letaknya dominan berada di tepi sepanjang jalan kolektor, dan jalan lokal. Dilihat dari perannya dominan toko peralatan listrik berperan sebagai pengecer. Toko peralatan listrik di Kabupaten Bantul dominan memiliki luas bangunan toko dan luas lahan parkir seluas 3x4-4x6 m<sup>2</sup>. Kriteria lain yang diidentifikasi dari toko peralatan listrik adalah jumlah pegawai. Berdasarkan hasil survey terdapat 63% toko peralatan listrik yang memiliki pegawai sebanyak 1-3 orang.

Berdasarkan pada analisis regresi ordinal. Kriteria-kriteria yang berpengaruh terhadap rata-rata pendapatan bersih perbulan toko peralatan listrik

adalah kriteria luas bangunan, jenis lokasi, dan jumlah pegawai. Kriteria-kriteria tersebut memiliki nilai signifikansi  $< 0,05$  sehingga mempengaruhi rata-rata pendapatan bersih perbulan toko peralatan listrik.

Toko peralatan listrik memiliki jangkauan pelayanan bervariasi. Jangkauan pelayanan toko peralatan listrik terdekat adalah 1,8 km dan terjauh adalah 5,73 km. Semakin tinggi nilai skor dari kriteria-kriteria maka area jangkauan pelayannya pun akan semakin luas.

Lokasi strategis yang dipilih berdasarkan pola sebaran, kriteria yang berpengaruh terhadap pendapatan, jangkauan pelayanan toko peralatan listrik, dan kepadatan penduduk untuk usaha toko peralatan listrik adalah di kawasan pertokoan di Kecamatan Sedayu yang memiliki jarak dari badan jalan sejauh 10 meter.

**Kata Kunci:** *lokasi, strategis, toko peralatan listrik*

**THE SELECTION OF STRATEGIC BUSINESS LOCATION  
ELECTRICAL APPLIANCE SHOPS BASED ON THE  
CHARACTERISTICS AND PATTERN OF ITS SPREAD IN BANTUL  
REGENCY**

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**ABSTRACT**

Increasing population growth each year is always accompanied by an increase in the needs of power supplies in Bantul Regency. The increasing needs of the power supply then the increasing necessity of society against the electrical equipment. So as to anticipate and overcome such conditions required an effort to select and define the strategic location of the electrical appliance shops. With the hope that the needs of the community will be electrical appliances can be fulfilled optimally and the income that is received by the seller can be balanced and experienced improved.

The purpose of this study, among others, 1.) Identification characteristics and distribution pattern of electrical appliance shops in Bantul Regency. 2.) analysis the influence of electrical appliance store criteria against the average net income every month. 3.) identification of areas of service shops of electrical equipment to the consumer. 4.) strategic site selection) stores electric equipment based on population density, and location criteria.

This research using quantitative methods. This method is done with interviews with AIDS questionnaire to owners of electrical appliance shops and a community shop at electrical equipment. Data processing technique used is the overlay, clip, and the buffer on the ArcGIS software, and ordinal regression in SPSS software.

Many electrical appliances shops scattered in Piyungan, Banguntapan Pleret, Imogiri, Sewon, Bantul, Jetis, Pundong, Kretek, Sanden, Pajangan, Sewon, and Kasihan. The characteristics of the location of every electrical appliance shops were dominant in the retail area or areas of Commerce. In addition to distribution electrical appliance shops it is located predominantly along the path of the collector and local roads. Views of the role of the dominant electrical appliance shops serve as retailers. Electrical appliance shops in Bantul Regency has a building area of dominant stores and wide parking area 3x4 m<sup>2</sup>-4x6 m<sup>2</sup>. Other criteria identified from electrical appliance shops is the number of employees. Based on the results of

the survey there were 63% electrical appliance shops that have employees as many as 1-3 people.

Based on the ordinal regression analysis. Criteria that affect average monthly net income of electrical appliance shops is the criteria of building area, type of location, and number of employees. The criteria of significance has a value of  $0.05 <$  thus affecting the average monthly net income of electrical appliance shops

Electrical supply store has a range of services varies. The range of services the nearby electrical equipment store is 1.8 km away and the farthest is 5.73 km. the higher value of the score of the criteria-keriteri area of the range of any Ministry opportunities.

Strategically selected based on the pattern of the spread, the effect on the income criteria, range of service electrical appliance shops, and population density for the venture store electrical equipment is in the area of shops in Sedayu which have the distance from the road as far as 10 meters.

**Key Words:** *location, strategic, electrical appliance shops*