

# ANALISIS KINERJA PEDAGANG PAKAIAN DI PASAR JEPARA SATU

**Samsul Arifin**

STIE Nahdlatul Ulama' Jepara, Jl. Taman Siswa (Pekeng) Tahunan Jepara

E-mail: bos.trio@yahoo.com

## **Abstract**

*This in a descriptive research that was conducted in order to analyze the performance of clothes traders in Jepara I market. It was 200 people who become the research population, among them about 30 people were selected as sample. The data was accumulated using questionnaire and interview in 2010 and then analyzed using descriptive statistic. The investigation was divulging that most of the clothes merchant earning on target, furthermore their income, amount of customers, and sales turnover were tend to increase. They are able sold vary clothes model according to market trend. Although in general the merchant's performance has been improved, there were some traders performance that declining. Merchants whose performance tends to decline only survive with a minimum investment.*

**Keywords:** Performance, Market traders

## **Abstrak**

*Penelitian ini merupakan penelitian deskriptif yang bertujuan untuk menganalisis kinerja pedagang pakaian di Pasar Jepara I. Populasi penelitian adalah pedagang pakaian di Pasar Jepara I sebanyak 200 orang. Sehingga diambil sampel sebanyak 30 orang pedagang pakaian. Penelitian dilakukan pada tahun 2010, data yang diperlukan dikumpulkan dengan kuesioner dan wawancara dan dianalisis dengan statistik deskriptif. Hasil penelitian menunjukkan bahwa sebagian besar pedagang memperoleh penghasilan yang jumlahnya sesuai target, memiliki trend penghasilan yang meningkat, trend jumlah pelanggan yang relatif meningkat, omzet penjualan meningkat, variasi barang yang dijual juga bervariasi sesuai trend. Meskipun secara umum pedagang memiliki kinerja yang meningkat, terdapat pula pedagang yang kinerjanya menurun. Pedagang yang kinerjanya menurun cenderung hanya bertahan dengan modal seadanya.*

**Kata kunci:** kinerja, pedagang pasar