

ABSTRAK

Wahyuly Fahmi Asyavie Al Havidh. NPM 202331 Judul **“PENGARUH ANALISIS PASAR MODERN DAN *E-COMMERCE* TERHADAP DAYA JUAL PASAR TRADISIONAL KOTA PARINGIN KABUPATEN BALANGAN”** Program Studi **D3 Administrasi Bisnis, Sekolah tinggi Ilmu Administrasi (STIA) Amuntai**. Dosen Pembimbing : Jamil Rifani, S.Sos., MM.

Perkembangan pasar modern dan *e-commerce* telah mengubah pola konsumsi masyarakat serta meningkatkan persaingan dalam sektor perdagangan, khususnya bagi pedagang pasar tradisional. Kondisi tersebut berpotensi memengaruhi daya jual pedagang di Pasar Paringin Kabupaten Balangan. Penelitian ini bertujuan untuk menganalisis pengaruh pasar modern terhadap daya jual pedagang pasar tradisional, menganalisis pengaruh *e-commerce* terhadap daya jual pedagang pasar tradisional, serta mengetahui variabel yang paling dominan memengaruhi daya jual pedagang di Pasar Paringin Kabupaten Balangan. Penelitian menggunakan pendekatan kuantitatif dengan tipe penelitian asosiatif. Populasi penelitian adalah seluruh pedagang aktif di Pasar Paringin, dengan sampel sebanyak 30 responden yang dipilih menggunakan teknik purposive sampling. Pengumpulan data dilakukan melalui kuesioner, observasi, dan dokumentasi. Data dianalisis menggunakan uji validitas, uji reliabilitas, uji asumsi klasik, analisis regresi linier berganda, uji t, uji F, koefisien determinasi (R^2), dan uji dominan. Hasil penelitian diharapkan menunjukkan bahwa pasar modern dan *e-commerce* berpengaruh terhadap daya jual pedagang pasar tradisional, baik secara parsial maupun simultan. Keberadaan pasar modern yang menawarkan kenyamanan, kelengkapan produk, serta pelayanan yang lebih baik, dan perkembangan *e-commerce* yang memberikan kemudahan akses, transaksi, serta harga yang kompetitif, diperkirakan memengaruhi jumlah pembeli dan tingkat penjualan pedagang pasar tradisional. Penelitian ini diharapkan dapat memberikan manfaat sebagai bahan pertimbangan bagi pedagang dalam menyusun strategi usaha, serta menjadi masukan bagi pemerintah daerah dalam merumuskan kebijakan pengembangan dan peningkatan daya saing pasar tradisional agar tetap mampu bertahan di tengah perkembangan perdagangan modern dan digital.

Kata kunci: pasar modern, *e-commerce*, daya jual, pedagang pasar tradisional, Pasar Paringin.

ABSTRACT

Wahyuly Fahmi Asyavie Al Havidh. NPM 202331 Title ***“THE INFLUENCE OF MODERN MARKET ANALYSIS AND E-COMMERCE ON THE SALES PERFORMANCE OF TRADITIONAL MARKETS IN PARINGIN CITY, BALANGAN REGENCY”*** *Diploma III (D3) Business Administration Study Program, Amuntai College of Administrative Sciences (STIA) Amuntai*. Supervisor: Jamil Rifani, S.Sos., MM.

The development of modern markets and e-commerce has changed consumer purchasing behavior and increased competition in the trade sector, particularly for traditional market traders. This condition has the potential to affect the selling performance of traders at Paringin Traditional Market, Balangan Regency. This study aims to analyze the influence of modern markets on the selling performance of traditional market traders, to examine the effect of e-commerce on their selling performance, and to identify the most dominant factor affecting the selling performance of traders at Paringin Traditional Market, Balangan Regency. This research employed a quantitative approach with an associative research design. The population consisted of all active traders at Paringin Traditional Market, while the sample comprised 30 respondents selected using purposive sampling. Data were collected through questionnaires, observations, and documentation. The data were analyzed using validity and reliability tests, classical assumption tests, multiple linear regression analysis, t-test, F-test, coefficient of determination (R^2), and dominant variable analysis. The findings are expected to indicate that both modern markets and e-commerce have an influence on the selling performance of traditional market traders, both partially and simultaneously. The presence of modern markets offering greater convenience, more complete product availability, and better services, as well as the rapid development of e-commerce providing easier access, faster transactions, and more competitive prices, is expected to affect the number of customers and the sales performance of traditional market traders. This study is expected to provide useful insights for traders in developing business strategies and serve as a reference for local governments in formulating policies to improve the competitiveness and sustainability of traditional markets amid the growth of modern and digital commerce.

Keywords: modern market, e-commerce, selling performance, traditional market traders, Paringin Traditional Market.