MARKET POTENTIAL RESEARCH IN TRADITIONAL MARKET
REVITALIZATION PROGRAME PD PASAR SURYA EAST SURABAYA BRANCH

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Abstract

Traditional market revitalization programme has purpose to raise back the existence and compete power of market traditional. Market potential research conducted in effort to support the revitalization programme, that is finding the problem and also revitalization type appropriate with stakeholder perception. Data used is primer data by using simple random sampling method. The survey resulted 175 respondes in 3 markets, that is Pasar Gubeng Masjid, Pasar Pucang Anom and Pasar Keputran Utara. Thurston Case-V method preference analysis, used to observe aspect priority that should be repaired, while the segmentation conducted by cluster analysis method with the result is stakeholder characteristic for each market. Biplot analysis used to observe the market positioning that manage by PD Pasar Surya toward other competitor. Based on attribute of revitalization necessity level variable, resulted that aspects which is need to be repaired are cleanliness, equipments and standkeeping. Based on attribute of society importance toward market variable, each market resulted that there are two segments. Market position PD Pasar Surya management toward other competitor market resulted that generally PD Pasar Surya management markets have special quality on neatness, stand grouping, and facilities, whereas the weakness is cleanliness aspect and handling of greengrocer.

Key words: Market Revitalization, Segmentation, Positioning, Cluster Analysis, Biplot Analysis