

The Effect of Traditional Market Relocation on Traders' Income

Dewi Sartika^{1*}, Zaenal Abidin², Nilfatri³

¹STIE Syari'ah Al-Mujaddid Tanjung Jabung Timur, Jambi, Indonesia

²STIE Syari'ah Al-Mujaddid Tanjung Jabung Timur, Jambi, Indonesia

³UIN Sultan Thaha Saifuddin Jambi, Indonesia

*Correspondent Author: sartika-dewi@gmail.com

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Abstract:

This research aims to determine and analyze the magnitude of the influence of the relocation of the traditional market in Muara Sabak Barat District on traders' income. This research uses a quantitative approach and data analysis. The data analysis used is simple linear regression analysis, T test, and coefficient of determination (R^2). The samples used were 110 traders with 30 samples for trials and 80 samples for research. The results of the research are that relocation has a positive effect on traders' income in the Muara Sabak Barat sub-district market. A significant value of 0.00 was obtained which was smaller than 0.05 and the calculated t value was 3.675 which was greater than the t table of 1.990. Based on the coefficient of determination test, the R square (R^2) result was 0.148, this means that 14.8% of the income variable can be explained by the relocation variable in this research, while the remaining 85.2% is a variable outside this research. So, it can be concluded that H_0 is rejected and H_a is accepted, which means that traditional market relocation has an influence on the income of traditional market traders in Muara Sabak Barat subdistrict with the income variable being influenced by relocation by 14.8%, the remaining 85.2% is influenced by other factors outside this research.

Keywords:

Influence, Relocation, Income.



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INTRODUCTION

In everyday life, in fact, without humans realizing it, humans cannot be separated from economic activities because every day, humans are never separated from consumption activities, be it food, clothing, or anything else with the aim of fulfilling their life needs/desires. Humans make efforts by working to get what they need and this activity is an economic activity and is even very important in human life. Economic activities are of course carried out in various places. One example of a place where economic activities are carried out very often is the market. The term market is simply defined as a meeting place between buyers and sellers. More broadly, the term market is a group of buyers and sellers with their real interactions and product buying and selling activities. It can be concluded that the market is a meeting place between sellers and buyers in carrying out buying and selling activities of goods and services. In economics, a market is a place that is used to carry out the process between buyers (demand) and sellers (offers) for certain goods and services, in which there is a bargaining system between sellers and buyers until they find a mutually agreed price.

In trade, both online and offline, there is always an interaction of bargaining over the price of goods between sellers and buyers until they find a suitable price. In Islam, trade is a form of gift given by Allah SWT to His people with the aim of bringing glory to the perpetrator, as explained in the QS. Al-Baqarah: 198 Which means: "It is not a sin for you to seek bounty (good fortune from business) from your Lord" (QS. Al-Baqarah: 198). In the verse above it is explained that Allah SWT gives freedom (no sin) to every His servant who carries out commerce or trade as their job. The purpose of trading is not only to fulfill human life needs in the world but also to seek gifts or blessings from Allah SWT for what we do to fulfill these life needs because the world humans live in now is only temporary, humans are eternal in the afterlife. Therefore, provisions for rewards for the afterlife must also be prepared.

In a business founded by someone, income is the amount of money received by the company from an activity carried out. The concept of income is usually used to measure the economic condition of a company, household or individual. Income is income obtained from economic activities in the form of commerce. Income can be used as a benchmark for how much results are obtained from a person's business during a certain period of time in an economic activity. Income is also the main goal in trading activities because through the income obtained, a person or group can fulfill their living needs and ensure the sustainability of their trading business. Trader income is a result or profit obtained by traders from buying and selling activities they carry out in traditional markets which is measured in rupiah units and within a month period. This income is obtained from the results of buying and selling between traders and buyers in a mutual price agreement. The main objective of establishing a trading business is to obtain income.

In the continuity of trading activities, there are several factors that influence income. The first factor that influences trader income is capital. Capital is one of the most important factors in producing goods to be marketed. Capital is anything in the form of wealth that can be used to produce goods that will be traded either directly or indirectly to increase income. Capital is a very important production factor in determining the level of income that will be obtained. If there is a relatively large amount of business capital, it will allow for many types of products in a sales unit. In this way, the income that traders will earn will also be greater. However, in traditional markets the majority of traders come from the lower middle class. In fact, if market traders want to increase capital for trading, they can borrow capital first from relatives, banks or BPR. As traders, they must be able to manage finances which will later be used as trading capital, because the availability of capital greatly influences the income they will receive as well as the availability of stock for the goods or services they offer or sell. In research conducted by Nur Isni Atun at the Prambanan market, Sleman Regency regarding the influence of capital on traders' income, there are research results, namely that there is a positive influence of capital on market traders' income. If capital increases, it will increase income. Capital variables make an effective contribution to the research. This is 79.67% of the total R^2 of 94.2% (Nur Isni Atun, 2016).

The second factor that also influences income is the length of business. According to Asmi in the journal Vijayanti and Yasa, the length of business is the time or period that an entrepreneur has gone through in running his business. The length of business is one of the determinants of gaining experience, the longer the business has been established, the better the quality of the business (Made

DwiVijayanti and I Gusti Wayan Murjana Yasa, 2012). The length of business can affect a trader's income because the longer a person carries out trading, the more precise and efficient the business processing will be because of the experience gained during trading so that the income earned will also be greater. The longer a person or group carries out trading, the more relationships there will be, and the customers you get. In research conducted by Damayanti Laili Muflikah at the Parang market in Magetan Regency regarding the influence of length of business on traders' income, the results obtained were that length of business had a positive and significant effect on the income of Muslim traders at Parang Market, Magetan Regency. So, increasing knowledge or experience (length of business) will also have an effect on traders' income. Based on the R square value obtained, it shows that there is an influence between the length of business on traders' income, which is 0.333 or 33.3% and the remaining 66.7% is influenced by other factors (Damayanti Laili Muflikah, 2021).

The third factor that influences traders' income is trading location. The more strategic the location the trader has, the greater the income they will get because a strategic location is one of the reasons why it is easier for consumers/buyers to see the place of trade and is also easy to reach so that the income they get will be greater. A place of trade is an important asset in bringing together sellers and buyers, like a market. The market is an activity of sellers and buyers who serve buying and selling transactions (D. Indriati SCP and Arif Widiyatmoko, 2008). In research conducted by Siska Mardiana and Annisarizki regarding the Influence of Location on the Income of Traders of the Cilegon Entrepreneurial Association (Pawon) during the Cilegon Car Free Day, there are research results, namely the influence of location on the income of the Cilegon Entrepreneurial Association traders. This research shows that business location variables have an effect on Traders' income in Cilegon Car Free Day was 36.7% and the remaining 63.3% was influenced by other variables not included in this research (Siska Mardiana and Annisarizki, 2017).

In the context of location, there is one problem that the author addresses, namely when market relocation occurs. The background for making this relocation policy is the government's concern and concern for the problems and problems experienced by the local community. The increasing problem of traders using places on the road in an irregular manner, this policy was created to provide comfort for all parties (Amtai Aslan, 2021). Market relocation is the movement of a trading location from a place that is usually no longer suitable for trading to a more comfortable and orderly place. This relocation aims to organize the market to make it more orderly, improve the quality and capacity of traders and buyers.

In a simpler sense, market relocation is moving a trading location to another place with the aim of creating a better market. Thus, it can be said that relocation is implemented for the common good of both traders and buyers so that the market becomes better, neatly organized and appropriate in terms of facilities and infrastructure. However, behind this policy, there is a problem, namely that relocation can affect the level of income earned by traders because traders have to adapt to the new location and lose several customers for some time to come with the new trading location.

In research conducted by Uni Herlina which discusses "Analysis of Traders' Income Before and After Market Relocation", it was found that analysis using determination showed an R Square value of 0.834 or around 83.4%. It can be said that income before market relocation has an effect on

income after relocation. market amounted to 83.4%, while the remaining 16.6% was influenced by other variables not examined in this research (Uni Herlina, 2018).

In the regional regulation of East Tanjung Jabung Regency Number 2 of 2018 concerning Procedures for Collecting Retributions for Market Services and Parking in Market Areas Sourced from Traditional Market Management that is to implement the provisions of Article 24 paragraph 3 of the Regional Regulation of East Tanjung Jabung Regency Number 6 of 2014 concerning Management and Empowering Traditional Markets requires establishing Procedures for Collecting Market Service and Parking Fees in Market Areas Sourced from Traditional Market Managers (East Tanjung Jabung Regency Regional Regulation Number 02 of 2018). This is because the East Tanjung Jabung Regional Regulation Number 6 of 2014 has considered that traditional markets are an important factor to meet community needs and to improve the regional economy, but their existence is still unable to meet community needs, on the other hand, along with economic growth, it has developed with Modern markets are competitors to traditional markets. Then, in order to encourage traditional markets to be able to compete and be competitive with modern shopping centers and shops, it is necessary to manage, protect and empower traditional markets professionally.

Based on consideration of the Decree of the Regent of East Tanjung Jabung, a Regional Regulation regarding the management and empowerment of Traditional Markets was established by bearing in mind Government Regulation Number 6 of 2014 concerning Management of Regional Property (State Gazette of the Republic of Indonesia of 2006 Number 165, Supplement to the State Gazette of the Republic of Indonesia Number 4594) , Presidential Regulation Number 112 of 2007 concerning the Arrangement and Development of Regency/City Traditional Markets, Shopping Centers and Modern Stores, Minister of Home Affairs Regulation Number 17 of 2007 concerning Technical Guidelines for Management of Regional Property (TanjungJabungTimur Regional Regulation, No. 6 of 2014).

Muara Sabak Barat District Market is a traditional market located on Jalan Ps. Parit Culum 1, Muara Sabak Barat District, East Tanjung Jabung Regency, Jambi Province. This market is open every Monday, Thursday and Saturday from 06.30 to 14.00. This traditional market was first established in 1998 and has undergone repeated relocations until it settled in what is now the main market in Muara Sabak Barat District. Based on data from the East Tanjung Jabung Regency Industry and Trade Service, in 2019, the West Muara Sabak Traditional market had an area of 2 hectares, with a total of 80 stalls, 24 stalls, 156 stalls or stalls, and a total of 156 traders. as many as approximately 350 traders. The shape of the Muara Sabak Barat traditional market building is a permanent building in good condition and suitable for use. The ownership certificate for this market belongs to the Regional Government and in this market, there is also a parking lot and parking attendants, then there is a Garbage Disposal Site (TPS) and MCK which are public facilities in the Muara Sabak Barat market which are in a usable condition to date. This market is classified as a Traditional Weekly market, because it is only open three times a week.

In order to improve the welfare of the traditional market in Muara Sabak Barat District, the market was relocated repeatedly. This is because the previous market environment was classified as dirty and uninhabitable, so the government relocated the market to a better place than before until the

current market location was found to be much better. Before the location of the main market was determined and occupied as a traditional market in Muara Sabak Barat District, the previous market location was divided into several places with different provisions on different days and the places used as traditional markets. At that time, the Thursday market was located on Jl. WR. Supratman Kel. Talang Babat and the Saturday market are located on Jl. Jendral Sudirman Kel. Parit Culum I. Regarding the locations that are spread out on each market day, to be more efficient and neatly organized, the newest location is chosen, which is the location where activities when market day arrives, which are now Mondays, Thursdays and Saturdays, are carried out in one place only, namely the location the market which is now the traditional main market in Muara Sabak Barat District, East Tanjung Jabung Regency.

Based on preliminary data obtained by researchers, traders who initially opened their stalls in the previous market and relocated to the new market, he said that after moving or relocating, the income they earned experienced a decrease unlike in the previous place, this was because many of their customers did not know. If the place where he trades moves to another place, causing customers to choose not to buy the trader's merchandise or buy it from another place nearby. Apart from that, the arrangement of the location of the traders' stalls was carried out in stages so that the traders' stalls moved many times, this also resulted in fewer customers/buyers than usual. Based on the description above, it can be seen that researchers are interested in conducting research with the aim of finding out how much influence traditional market relocation has on traders' income.

METHOD

This research was carried out by taking information and data from the field and presenting it in the form of numerical data so that the accuracy of the results obtained was more standardized. In this research, the author tries to summarize data in the form of numbers regarding the condition of traders' income after relocation at the traditional market in Muara Sabak Barat District, whether the relocation has an influence on traders' income by looking at whether there are differences in the traders' income or not. The method used in this research is research with a quantitative approach. A quantitative approach is if the data collected is quantitative data or other types of data that can be quantified and processed using statistical techniques (A. Muri Yusuf, 2014).

With this, quantitative research is a research activity carried out by collecting data through questionnaires and processing the data in statistical form which ends with a summary of the results of the statistical data processing. This research usually takes the form of research that cannot be separated from the numbers and calculations in it carefully and carefully to avoid errors. Thus, it can be concluded that quantitative research is research that contains facts presented through statistical data. This research is aimed at examining the reality of the influence of the relocation of the Muara Sabak Barat District Traditional Market on traders' income.

RESULTS AND DISCUSSION

Result

In the previous description, the data from the research results was described. The data presented were:

a) Normality Test

The results of the normality test in this study are as follows;

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		80
Normal Parameters ^a	Mean	.0000000
	Std. Deviation	6.43171743
Most Extreme Differences	Absolute	.067
	Positive	.061
	Negative	-.067
Kolmogorov-Smirnov Z		.600
Asymp. Sig. (2-tailed)		.865
a. Test distribution is Normal.		

Based on the normality test results above, the significance value or asymp is known. Sig is 0.865 > 0.05, so it can be concluded that the residual value is normally distributed.

b) Simple Linear Regression Analysis

The results of simple linear regression analysis in this study are as follows;

Coefficients ^a					
		Unstandardized Coefficients		Standardized Coefficients	
Model		B	Std. Error	Beta	t
1	(Constant)	32.273	5.342		6.041
	RELOKASI	.347	.094	.384	3.675

a. Dependent Variable: PENDAPATAN

It is known that the constant value (a) is 32.273, while the relocation value (b/regression coefficient) is 0.347, so the regression equation can be written:

$$Y = a + bX$$

$$= 32.273 + 0.347X$$

The equation can be translated:

- A constant of 32.273 indicates that the consistent value of the income variable is 32.273.
- The X regression coefficient of 0.347 states that for every 1% additional relocation value, the income value increases by 0.347. The regression coefficient is positive, so it can be said that the direction of influence of variable X on Y is positive.

c) T- Test (Partial Test)

The results of the T test (Partial Test) in this study are as follows;

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	32.273	5.342		6.041	.000
Total_X	.347	.094	.384	3.675	.000

a. Dependent Variable: Total_Y

Based on the results of linear regression analysis, the tcount value can be seen which is the result of the t test. The coefficient table shows that the t-count value of the independent variable (X) is 3.675 with a significance value of 0.000. The significance value of t is smaller than 0.050 ($0.000 < 0.05$), so it can be concluded that the independent variable (X) has a significant effect on the dependent variable (Y).

d) Coefficient of Determination (R^2).

The results of the coefficient of determination test in this study are as follows;

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.384 ^a	.148	.137	6.473

a. Predictors: (Constant), Total_X

Based on the results of the analysis, it can be seen that the R Square value is 0.148, this means that 14.8% of the variation in the dependent variable (Y) can be explained by the variation in the independent variable (X) used in the research, while the remaining 85.2% is explained. by other variables outside this research.

Discussion

This research aims to determine the magnitude of the influence of the relocation of the traditional market in Muara Sabak Barat District on the income of market traders. The results of the discussion from this research are as follows.

- 1) Based on the results of the T test (partial test), it can be seen that the t-count value of the relocation variable (variable X) is 3.675 with a significance value of 0.000. The significance value of t is smaller than 0.050 ($0.000 < 0.05$), so it can be concluded that H_0 is rejected and H_a is accepted, which means that there is an influence of traditional market relocation on traders' income. Relocation has an impact on traders. With the government's relocation policy, such as moving all traders to new locations, the market environment has become much more suitable, spacious, and the facilities and infrastructure are equipped so that the market runs more efficiently. The location of the market is also close to the district activity center because it is close to the office complex area so that people or traders don't have to travel far to get there. Another positive impact is that market supervisors can monitor traders' developments because market managers are available. Meanwhile, the negative impact of relocation is more about the arrangement of the stalls, which means that traders lose loyal customers for some time and traders' income decreases with the new

location.

- 2) Based on the coefficient of determination test, the R Square value obtained is 0.148, this means that 14.8% of the variation in the dependent variable (income) can be explained by the variation in the independent variable (relocation) used in the research, while the remainder is 85, 2% is explained by other variables outside this research. It can be concluded that the influence that the relocation variable has on traders' income is 14.8%, the remaining 85.2% is influenced by other factors outside the variables studied.

The relocation of the main market in Muara Sabak Barat District is a government policy to regulate spatial planning and the socio-economic welfare of the community. The relocation of the main market in Muara Sabak Barat District has created new problems for traders, one of which is the decline in traders' income levels after the relocation. This is because many customers do not know where the trader is traders move to another place, causing their customers to choose not to buy the trader's merchandise or buy it from another place nearby. Apart from that, the arrangement of the location of the traders' stalls was carried out in stages so that the traders' stalls moved many times, this also resulted in fewer customers/buyers than usual. The decline in traders' income is also because the current market location tends to be empty of buyers but busy with traders, so competition for traders is increasing but the number of buyers is decreasing, not as busy as when the market location had not been relocated.

So, it can be understood that God commands to uphold justice and equality in all aspects of our lives. We must ensure justice and good behavior not only for individuals but also present in the social aspect. In Islam, the government plays a role in protecting all rights granted by Islamic law. Islam has given individuals the freedom to earn a living. The aim of Islamic economic principles is the entire Islamic way of life to establish justice and goodness/ihsan. In this case, Allah has ordered in his verse QS.16:90. Meaning: "Indeed, Allah commands (you) to act justly and do good deeds, to provide assistance to relatives, and He forbids (committing) vile deeds, evil and enmity. He teaches you so that you can learn."

Here, the East Tanjung Jabung Government and market managers have carried out their duties in accordance with Islamic law, where they are trying to overcome the problem of a market environment that is not suitable enough to be suitable and complete the market infrastructure in Muara Sabak Barat District, such as relocating market traders to the main market in Muara Sabak District. West. All activities and efforts carried out by the government are aimed at benefiting the land. In accordance with the objectives of Islamic economic principles, namely the entire Islamic way of life to establish justice and goodness/ihsan (benefit of the world and the hereafter).

First, the results of the partial T test show that the relocation variable has a significant effect on traders' income with a t-value of 3.675 and a significance of $0.000 < 0.05$. This proves that the market relocation policy indeed brings economic consequences for traders at the new location. This finding is consistent with Harahap (2020), who confirmed that traditional market relocation directly affects traders' business sustainability, especially in terms of decreasing or increasing sales turnover (Harahap, 2020). The government's relocation policy in Muara Sabak Barat has had a positive impact in creating a more organized market environment. The market has become more spacious, with better facilities, and its

location near the government activity center makes it easier for the community to access. This supports the findings of Kurniawan (2021), who argued that good market infrastructure can enhance consumer attraction and strengthen traders' positions in competition (Kurniawan, 2021).

On the other hand, negative impacts of relocation cannot be ignored. Traders lose loyal customers, as consumers are not yet familiar with the new location. This situation causes a temporary decrease in income. This is in line with Supriyadi (2019), who found that relocation disrupts long-established customer networks that traders depend on (Supriyadi, 2019). Furthermore, the coefficient of determination test shows an R Square value of 0.148. This means that only 14.8% of the variation in traders' income can be explained by the relocation variable, while the remaining 85.2% is influenced by other factors. This indicates that, apart from relocation, external factors such as marketing strategies, consumer purchasing power, and competition among traders are more decisive. This strengthens Setiawan's (2018) findings that external factors are more dominant than a single policy variable in influencing small traders' income (Setiawan, 2018).

This also suggests that relocation policy is not the sole determinant of traders' welfare. Consumer behavior plays a significant role, especially during the transition period. Yuliana (2020) also showed that the main challenge for traders after relocation is the lack of consumer adaptation and limited socialization about the new market location (Yuliana, 2020). The relocation of traders to the central market in Muara Sabak Barat was essentially aimed at improving spatial order and the socio-economic welfare of the community. However, its implementation brought challenges in the form of income decline. This is consistent with Nasution (2021), who noted that relocation policies often create a trade-off between spatial order and short-term economic losses for traders (Nasution, 2021). The decrease in traders' income also occurred because the stall relocation process was conducted in stages, making it difficult for customers to track traders' locations. Hidayat (2019) confirmed this, stating that unclear stall allocation after relocation worsens traders' income stability (Hidayat, 2019).

Moreover, the number of traders exceeded the number of buyers at the new location, intensifying competition. A similar phenomenon was found by Sari (2020) in Beringharjo Market, Yogyakarta, where relocation led to an oversupply of traders while consumer demand remained stagnant, resulting in price competition that harmed traders (Sari, 2020). From the perspective of Islamic economics, market relocation can be seen as the government's effort to uphold justice and public welfare. Islamic principles emphasize the importance of balance and avoiding practices that harm particular groups (Chapra, 1992). In this case, relocation policy aligns with the objectives of sharia (maqashid al-shariah), namely the protection of wealth (hifz al-mal) and the pursuit of public benefit (maslahah).

However, the aspect of justice must always be considered. The decline in traders' income due to relocation shows that the government needs to prepare mitigation strategies, such as incentives, marketing training, or financial assistance. This resonates with Al-Ghazali's perspective that economic justice includes protecting vulnerable groups from systemic harm (Al-Ghazali, 1997). In QS. An-Nahl:90, Allah commands justice, benevolence, and giving rights to whom they are due. This verse is highly relevant in the context of public policy, including market relocation. Asnawi (2018) also emphasized that policies based on social justice create a balance between the interests of government, traders, and consumers (Asnawi, 2018).

From a practical perspective, market relocation also opens long-term opportunities. With improved facilities and a more strategic location, traders can develop new marketing strategies, including digital marketing. Fitriani (2022) found that traders who adapted to technology after relocation actually experienced income growth (Fitriani, 2022). Conversely, for traders unable to adapt, relocation worsens their economic condition. Fauzi (2019) noted that resistance to change is one of the main reasons traders fail to sustain their businesses after relocation (Fauzi, 2019). Thus, adaptation and innovation are crucial in addressing the impact of relocation policies.

Overall, this study shows that market relocation has a significant effect, though it explains only a small portion of income variation. Comparison with previous studies indicates that similar policies in other regions also face the same dilemma: public space reorganization versus traders' economic instability. Therefore, the relocation of the market in Muara Sabak Barat should be seen as part of a long-term local economic development process that requires active roles from the government, traders, and society. The principle of social justice in Islam can serve as a foundation to balance interests, ensuring that the objectives of relocation are achieved without sacrificing traders' welfare.

CONCLUSION

Based on the results of data analysis and discussion regarding the relocation of traditional markets on traders' income in the Muara Sabak Barat sub-district market, it can be concluded as follows: first; Relocation is moving to a new place or location. The relocation policy is designed to regulate an appropriate environmental pattern for the operations of the informal sector in urban areas and is also a form of government concern for the problems and problems experienced by the local community. The relocation policy certainly aims to create a market environment that is more comfortable and more suitable for all parties. Second; The legal basis relating to market relocation is the first, presidential regulation number 112 of 2007 concerning the arrangement and development of traditional markets, shopping centers and modern shops, the second is the Minister of Trade regulation number 70/M-DAG/PER/12/2013 concerning Guidelines for Arrangement and Development Traditional Markets, Shopping Centers and Modern Shops, the three regulations of the Minister of Home Affairs of the Republic of Indonesia number 41 of 2012 concerning guidelines for the arrangement and empowerment of street vendors. And based on the East Tanjung Jabung regional regulations in the East Tanjung Jabung Regent's decree number six of 2014 concerning the management of regional property.

However, behind the market relocation policy there are negative impacts, one of which is a reduction or decline in the income of relocated market traders. This research shows that relocation has an influence on the income of market traders in Muara Sabak Barat District. Based on the results of researchers' data processing regarding the value of the influence of relocation on traders' income, relocation has a magnitude of influence on traders' income of 14.8% with the remaining 85.2% being influenced by factors outside this research. Even though the percentage of influence is relatively small, relocation still has an influence on the income of traditional market traders in Muara Sama Barat District. The influence value which is not that big proves that the government program in the form of market relocation has not completely had a big impact on traders' income, although not all traders feel the same way.

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