

MANAGEMENT ANALYSIS OF MARKET MANAGEMENT, PRODUCT DIVERSIFICATION, MARKET REVITALIZATION, WORK ABILITY, AND TECHNOLOGY ON INCREASING INCOME IN THE MEDIATION OF SERVICE QUALITY OF TRADERS IN THE TRADITIONAL MARKET OF LEMBUNG LOR (SRUCTURAL EQUATION MODELING (SEM) -PARTIAL LEAST SQUARE (PLS) METHOD)

ALIFIA DWI PURWATI
041910090

ABSTRACT

Indonesia is a developing country where the country moves as well as possible in the development effort. However, the economy in Indonesia itself is still not good at achieving the goal of social inequality. Therefore, efforts to develop development efforts are made to expand the level of the Indonesian economy in order to widen the gaps in society and encourage Indonesia to be willing to compete in the modernization era. The novelty of this research is the location where research has never been done before, as well as the many variables studied.

In addition, the research employs a type of quantitative approach, a sample of 262 based on non-probability sampling techniques with saturated samples, with SEM analysis using the Smart application. PLS version 3.0. By testing the outer model, inner model test, mediation test and hypothesis test.

The results of the validity test state that a factor loading number of more than 0.7 and an AVE number of more than 0.5 is marked as valid, in the reliability test the composite reliability value and Cronbach's Alpha above 0.7 are declared as reliable.

The conclusions obtained are market management (X1), product diversification (X2), market revitalization (X3) work capability (X4), technology (X5), react positively and significantly to increased Income (Y). In the mediation test, the variable market management (X1), product diversification (X2), work capability (X4) and technology (X5) on Service quality (Z) is said to be partial mediation. Meanwhile, market revitalization (X3) on non-mediation service quality (Z).

Keywords: Market Management, Product Diversification, Market Revitalization, Employability, Technology, Income Increase, Service Quality, SEM PLS.

**ANALISIS MANAJEMEN PENGELOLAAN PASAR, DIVERSIFIKASI
PRODUK, REVITALISASI PASAR, KEMAMPUAN KERJA DAN
TEKNOLOGI TERHADAP PENINGKATAN PENDAPATAN DI MEDIASI
KUALITAS PELAYANAN PEDAGANG PASAR TRADISIONAL
LEMBUNG LOR (METODE *STRUCTURAL EQUATION MODELING*
(SEM) -*PARTIAL LEAST SQUARE* (PLS))**

ALIFIA DWI PURWATI
041910090

RINGKASAN

Indonesia merupakan negara berkembang, dimana negara bergerak sebaik mungkin dalam usaha pembangunan. Namun, perekonomian di Indonesia sendiri masih kurang baik dalam mencapai tujuan kesenjangan masyarakat. Oleh karena itu, usaha pembangunan diupayakan guna meluaskan taraf perekonomian Indonesia dalam rangka meluaskan kesenjangan masyarakat serta memopong Indonesia bersedia bersaing di kurun modernisasi. Kebaruan pada penelitian ini adalah pada lokasi yang sebelumnya belum pernah dilakukan penelitian, serta banyaknya variabel yang diteliti.

Peneliti menggunakan jenis pendekatan Kuantitatif, sampel sebanyak 262 berdasarkan teknik *non-probability* sampling dengan sampel jenuh, dengan analisis SEM memanfaatkan aplikasi *Smart. PLS versi 3.0*. Dengan Uji *Outer Model*, Uji *Inner Model*, Uji Mediasi dan Uji Hipotesis.

Hasil dari uji Validitas menyatakan angka *Loading Faktor* lebih dari 0,7 dan angka AVE lebih dari 0,5 ditandakan valid, pada uji Reliabilitas nilai *Composite Reliability* serta *Cronbach's Alpha* diatas 0,7 ditandakan reliabel.

Kesimpulan yang didapatkan adalah pada uji hipotesis variabel Manajemen Pengelolaan Pasar (X1), Diversifikasi Produk (X2), Revitalisasi Pasar (X3), Kemampuan Kerja (X4), Teknologi (X5), bereaksi positif dan signifikan terhadap Peningkatan Pendapatan (Y). Pada uji mediasi, variabel Manajemen Pengelolaan Pasar, Diversifikasi Produk, Revitalisasi Pasar Kemampuan Kerja dan Teknologi terhadap Peningkatan Pendapatan dimediasi Kualitas Pelayanan dikatakan *partial mediation*.

Kata Kunci: Manajemen Pengelolaan Pasar, Diversifikasi Produk, Revitalisasi Pasar Kemampuan Kerja, Teknologi, Peningkatan Pendapatan, Kualitas Pelayanan, SEM PLS.