

INTISARI

Penelitian ini bertujuan untuk membuktikan bahwa secara empiris bagaimana gambaran harga di toko tradisional dan toko modern menggunakan data primer di peroleh dari hasil observasi serta bagaimana perbandingan harga di toko tradisional dan modern yang berada di Kasihan, Bantul. Sampel dalam penelitian ini adalah harga-harga barang yang ada di toko modern dan toko tradisional di Kasihan, Bantul. Teknik pengambilan sample yang digunakan adalah *cluster random sampling*. Jumlah sample ada 39 item yang dikelompokkan 4 kategori yang berupa harga sembako, obat-obatan, makanan, minuman. Data primer yang diperoleh diuji dengan analisis *non parametric wilcoxon signed rank test*. Pengujian dilakukan dengan tingkat signivikasi 5%. Hasil penelitian menunjukkan bahwa terdapat perbedaan harga barang di toko modern dan toko tradisional di Kasihan, Bantul. Secara keseluruhan rata-rata harga jual di toko tradisional lebih murah dibandingkan rata-rata harga jual di toko modern.

Kata kunci : harga barang, toko modern, toko tradisional, pasar modern, pasar tradisional.

ABSTRACT

This study aims to prove that empirically how the picture of prices in traditional shops and modern stores uses primary data obtained from observations and how to compare prices in traditional and modern shops in Kasihan, Bantul. The sample in this study are the prices of goods in modern stores and traditional shops in Kasihan, Bantul. The sampling technique used was cluster random sampling. The number of samples is 39 items which are grouped into 4 categories in the form of food prices, medicines, food, drinks. The primary data obtained were tested by non parametric analysis of Wilcoxon signed rank test. Tests are carried out with a significance level of 5%. The results showed that there were differences in the prices of goods in modern shops and traditional shops in Kasihan, Bantul. Overall, the average selling price in traditional shops is cheaper than the average selling price in modern stores.

Keywords: *price of goods, modern shops, traditional shops, modern markets, traditional markets.*