

ABSTRACT

The background of this research problem is the Structuring of Cimindi Traditional Market in Cimahi City Not yet effective. Based on these problems, the researchers formulated as follows "How big is the Effect of Control on the Effectiveness of Structuring the Traditional Market of Cimindi in the City of Cimahi. To analyze the problem under study, the authors propose the theory of Control from Jones and George in Solihin based on Types of Control ", i.e. Forward Feed Control, Concurrent Control, and Feedback Control. While Effectiveness theory is used from Muasaroh based on four dimensions, namely Aspect of Duties or Functions, Aspects of Plans or Programs, Aspects of Terms and Regulations, and Aspects of Objectives or Ideal Conditions. The hypothesis is proposed: "The Amount of Effect of Control on the Effectiveness of Cimindi Traditional Market Structuring in Cimahi City is determined by the dimensions of Forward Feed Control, Concurrent Control, and Feedback Control.

The research method used is the Descriptive Analysis method. The data collection techniques through literature study and field studies which include questionnaires, interviews, and observations. The sampling technique uses "simple random sampling" with the target being the UPTD Market and Cimindi Market Traders in Cimahi City. The data analysis technique and hypothesis testing use the Spearman Rank Coefficient, Significant Test, and the Determination Coefficient.

The results showed that Control had a positive and significant effect on the Effectiveness of Structuring the Traditional Market of Cimindi in Cimahi City. This result is evidenced by the variable influence of Control based on "Types of Control" as a whole is in "quite good" condition. Likewise, the Effectiveness of Structuring Traditional Cimindi Market in Cimahi City Thus the results of statistical tests show the correlation (influence) of the two variables X and Y are "strong". This means that H_0 is rejected and H_1 is accepted, which means that the hypothesis is empirically tested.

Keywords: Control, Effectiveness of Traditional Market Management in Cimindi

ABSTRAK

Latar belakang masalah penelitian ini adalah Penataan Pasar Tradisional Cimindi Di Kota Cimahi Belum efektif. Berdasarkan permasalahan tersebut, peneliti merumuskannya sebagai berikut “Seberapa Besar Pengaruh Pengendalian terhadap Efektivitas Penataan Pasar Tradisional Cimindi di Kota Cimahi. Untuk menganalisis masalah yang diteliti, penulis mengajukan teori Pengendalian dari Jones dan George dalam Solihin berdasarkan tipe-tipe pengendalian”, yaitu Kontrol Umpan Maju, Kontrol Bersamaan, dan Kontrol Umpan Balik. Sedangkan teori Efektivitas digunakan dari Muasaroh berdasarkan empat dimensi yaitu Aspek Tugas atau Fungsi, Aspek Rencana atau Program, Aspek Ketentuan dan Peraturan, dan Aspek Tujuan atau Kondisi Ideal. Adapun hipotesis yang diajukan: “Besarnya Pengaruh Pengendalian terhadap Efektivitas Penataan Pasar Tradisional Cimindi Di Kota Cimahi ditentukan oleh dimensi Kontrol Umpan Maju, Kontrol Bersamaan, dan Kontrol Umpan Balik.

Metode penelitian yang digunakan adalah metode Deskriptif Analisis. Adapun teknik pengumpulan data melalui studi pustaka dan studi lapangan yang meliputi angket, wawancara, dan observasi. Teknik pengambilan sampel menggunakan “*simple random sampling*” dengan sasarannya adalah aparatur UPTD Pasar Cimindi Kota Cimahi dan Pedagang Pasar Cimindi Kota Cimahi. Adapun teknik analisa data dan pengujian hipotesis menggunakan *Koefisien Rank Spearman*, Uji Signifikan, dan Koefisien Determinasi.

Hasil penelitian menunjukkan bahwa Pengendalian berpengaruh secara positif dan signifikan terhadap Efektivitas Penataan Pasar Tradisional Cimindi di Kota Cimahi. Hasil ini dibuktikan dengan variabel pengaruh Pengendalian berdasarkan “Tipe-tipe Pengendalian” secara keseluruhan berada pada kondisi “cukup baik”. Demikian juga Efektivitas Penataan Pasar Tradisional Cimindi di Kota Cimahi Dengan demikian hasil uji statistik memperlihatkan korelasi (pengaruh) kedua variabel X dan Y adalah “kuat”. Artinya Ho ditolak dan Hi diterima yang berarti bahwa hipotesis teruji secara empirik.

Kata Kunci: Pengendalian, Efektivitas Penataan Pasar Tradisional Cimindi