

Perilaku Spasial Penduduk Kecamatan Setiabudi Dalam Memilih Lokasi Belanja Kebutuhan Primer = Spatial Behaviour of Setiabudi District Communities in Choosing Location for Shopping the Primary Needs

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Abstrak

Kecamatan Setiabudi merupakan lokasi yang memiliki dominasi pasar di wilayah Jakarta Selatan. Berdasarkan mutu kelas pelayanannya pasar terbagi menjadi dua yaitu pasar tradisional dan pasar modern. Setiap penduduk memiliki perilaku masing-masing dalam mengambil sebuah keputusan, salah satunya keputusan untuk memilih lokasi belanja kebutuhan primernya. Kebutuhan primer di dalam penelitian ini dibedakan menjadi dua yaitu kebutuhan primer pangan dan kebutuhan primer sandang. Penelitian ini bertujuan untuk menganalisis perilaku spasial penduduk Kecamatan Setiabudi dalam memilih lokasi belanja kebutuhan primer berdasarkan karakteristik perilaku penduduk (kognitif, afektif, konatif), karakteristik sosial ekonomi, dan karakteristik lokasi belanja. Penelitian ini menggunakan teknik pengumpulan data wawancara secara mendalam dengan informan. Analisis yang digunakan dalam penelitian ini yaitu analisis spasial dan analisis kualitatif. Hasil dalam penelitian ini menunjukkan bahwa sebagian besar penduduk dalam berbelanja kebutuhan primer pangan cenderung lebih memilih lokasi belanja pada pasar tradisional karena faktor afektif yang dirasa dekat dengan tempat tinggal atau kantor. Berbeda halnya dalam berbelanja kebutuhan sandang, penduduk cenderung memilih lokasi belanja pada pasar modern karena faktor afektif yang merasa cocok dengan pilihan serta kualitas pakaian pada lokasi belanja tujuan. Dalam berbelanja kebutuhan pangan karakteristik sosial ekonomi seperti usia, pendidikan, pekerjaan, dan pendapatan tidak memiliki keterkaitan terhadap pemilihan lokasi belanja. Sementara, dalam belanja sandang karakteristik sosial ekonomi seperti usia, pendidikan, dan pendapatan memiliki keterkaitan, tetapi status pekerjaan tidak memiliki keterkaitan dengan pemilihan lokasi belanja

.....It is well acknowledged that Setiabudi district dominates the market in South Jakarta. Based on the quality of service, market in general is classified into either traditional or modern market. As a matter of fact, every people have their own distinctive behaviour in making a decision, especially in choosing where to shop for their primary needs. The primary needs taken as the object of this research are food and clothing. The objective of this research is to analyse the spatial behaviour of Setiabudi district communities in choosing where to shop for their primary needs based on the characteristics of communities social-economy, behaviour (cognitive, affective, conative), and shopping location. In this research, the data collection technique used is an in-depth interview with informants and the analysis methods used are spatial and qualitative analysis. The result of this research shows that, in deciding where to shop for their daily needs of food preparation, most of the population tend to choose the traditional market as their shopping location, because of the affective factor where they feel that the destined shopping location is closer to their residential area or near to their workplace. Meanwhile, in deciding where to shop for clothing, most of the population tend to choose the modern market as their shopping location, because of the affective factor where they feel comfortable with the choice and quality of the clothing in the destined shopping location. Also, as a result, in deciding where to shop for their daily needs of food preparation, the social-economy

characteristics such as the background of age, education, occupation, and income do not correlate to the destined shopping location. Meanwhile, in deciding where to shop for clothing, there is a correlation in choosing where to shop with the social-economy characteristics such as the background of age, education, and income, but the background of occupation itself does not correlate to the decision made in choosing where to shop.