ABSTRAKS

Analyse Factors Influencing Performance of Merchant of Batik in Klewer Market

Surakarta

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Market Klewer Batik Merchant in Surakarta represent one of governmental pledge of town Surakarta in labour absorbtion and add governmental earnings. Batik merchant in Klewer Market require to get attention in order to improving effort their performance.

This research analyse factors influencing performance of effort batik merchant in Klewer Market Surakarta and give strategy recommendation trade for merchant in Klewer Market. There are 12 variable which can influence performance of effort from batik merchant that is: age, primary competitor, secondery competitor, marital status, number of child, educational level, hours worked per weeks, years store opened, fixed asset, store size, inventory level, and employers per store. Factors influencing positively mount of merchant sale is age, marriage status, and employers per store. While education storey level have an effect on negativity. For the earnings contribution indicator, only the marital status factor influencing positively is merchant performance. While for indicator rate of return asset (ROA), there are four factor influencing it positively that is age, marital status, inventory level, and employers per store. While asset factor remain to have an effect on negatively.

To increase the the merchant performance, hence some conducted strategy is: Using employees which older looked and experienced; Multiply employees amount in shop shares; Conducting stock management trade; more added supply batik in shop. Governmental better also conduct wild merchant publisher who's operating without permission.

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