
**THE INFLUENCE OF TRADITIONAL MARKET REVITALIZATION ON
TRADERS' INCOME (CASE STUDY OF MORNING MARKET TRADERS
IN SAMARINDA CITY)**



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Abstract

This study aims to determine whether or not there is an influence of morning market traders' income on the revitalization of the morning market in Samarinda City. This study uses a quantitative research type; the population in this study amounted to 40 morning market traders who have been relocated to several traditional markets and modern markets in Samarinda City. The sampling method used is the random sampling technique, the data collection technique used is a questionnaire and documentation, and the data analysis used is simple linear regression. The results of the study indicate that there is a moderate level of influence between the market revitalization variable and traders' income, the index results of which are at 0.40 - 0.599. This is evidenced by the correlation coefficient value of 0.584. Proof of the hypothesis with the t table value is obtained at a significance level of 5% of 1.685 from the t count value of 4.439. Because the t-count value is greater than the t-table value, H₀ is rejected and H_a is accepted, meaning that market revitalization has a significant effect on traders' income. The conclusion in this study is that there is a significant influence of market revitalization and traders' income.

Keywords: Market Revitalization, Traders' Income, Relocation

INTRODUCTION

The commercial sector is one of the economic sectors that is of concern to the government as a center for the growth of independent businesses. (Firmansyah & Pangiuk, 2022). The development and economic progress today can be measured by the level of development in trade centers. The existence of trade centers is an operational parameter related to the economy that is most evident in a region (Pujianti & Nurodin, 2024) to increase income and production capacity that leads to optimal community empowerment (Ismah et al., 2024) in the development of an economy based on local wisdom.

Along with the rapidly growing population, there has been an increase in demand for goods and services. The market becomes the first place created as a result of the community's desire to meet different needs (Mangeswuri & Purwanto, 2010). The trade center is physically divided into two, namely traditional markets and modern markets. Indonesia's economic growth is strategically influenced by traditional markets, particularly to boost the economy of the people, create jobs, and serve as a distribution center for essential goods (Stutiari & Arka, 2019; Sucahyo et al., 2023).

The community's need for public goods and services influences the growth of vendors in the market to meet consumer needs. Unbeknownst to them, the growth of vendors and consumers leads to an overload of market capacity. Conditions like this cause the market to experience a decline in infrastructure quality, cleanliness, and comfort. This makes revitalization and strengthening of traditional markets a priority for the government and stakeholders. The central government, through the Ministry of Trade, has also established a market revitalization program as part of a strategy to enhance local economic competitiveness nationally. According to Minister of Trade Regulation No. 21 of 2021, market revitalization aims to encourage the growth of micro, small, and medium enterprises and the effective distribution of essential goods. The government's initiative to revitalize traditional markets is designed to increase the capacity of traditional markets to compete with contemporary markets (Khakim, 2024).

Samarinda City is the capital with the highest population density in East Kalimantan Province, totaling 858.08 thousand inhabitants (BPS Samarinda, 2025). The city of Samarinda has a strategic position and status for various industrial, trade, goods, and service activities. The increasing population growth each year certainly affects the demand and supply of goods and services. Pasar Pagi has become one of the markets as a bustling trading center frequently visited by the people of Samarinda and its surroundings. In addition to being the oldest traditional market in the city of Samarinda, its strategic location makes this market an entry point for the distribution of goods to other areas in East Kalimantan.

As a city landmark, the Morning Market faces a number of problems including an excess of vendors beyond capacity, lack of categorization, and inadequate building conditions (Adityanto & Paselle, 2024). This led the Samarinda City Government to adopt a policy to revitalize the Morning Market, as outlined in the Samarinda Mayor Regulation Number 4 of 2024 concerning the General Plan for Regional Investment for the years 2023 – 2025. The revitalization of the Morning Market aims to provide a strong economic boost while preserving the historical value as the oldest trading area in Samarinda City. However, this policy also presents significant challenges, particularly concerning the sustainability of the small traders' economy who are being relocated. Therefore, it is important to assess the

extent to which the revitalization impacts the income of the traders as a measure of the economic success of this policy.

The revitalization of the Morning Market has garnered both support and opposition from various parties, especially the vendors selling at the market (DPRD Kota Samarinda, 2025; Redaksi Sapos, 2025; Seputar Fakta, 2025). This revitalization process involves the relocation of traders to temporary places or new locations, which certainly has a significant impact on trade activities and the income of the traders (Adityanto & Paselle, 2024; Alamin, 2023). However, in reality, many traders complain about the market revitalization project due to experiencing a significant drop in income (Pralistio, 2025; Pusaran Media, 2024; RRI Samarinda, 2024). The traders who were previously centered in one place, namely at the Morning Market, have now spread to several other traditional markets, making it difficult for customers to find information about where the relocated or mutated traders, who were previously their regular vendors, have gone.

Research conducted by Yuliyanti (2018) states that income is significantly affected by the relocation of traders' markets, resulting in a decrease in traders' income. Additionally, Widiyanti & Octavia (2024) stated that after the relocation, the income of the traders increased rapidly. Unlike Indra (2021) In his research, he shows that relocation cannot increase income for traders affected by temporary relocation. The author is interested in conducting research based on the description above to further understand the impact of the revitalization of morning market traders on the incomes of morning market traders in Samarinda City.

LITERATURE RIVIEW

Development Administration

According to Siagian in Anggara & Sumantri (2016), Development administration is all efforts of the community to improve the quality of life of society in order to achieve the predetermined goals. Furthermore, according to Kartasasmita in Ngusmanto (2015) Development administration is a branch of study that focuses on the examination of administrative systems implemented in countries that are in the stage of development. Development administration becomes a dynamic and creative institution that supports socioeconomic development initiatives and works to improve people's lives by mobilizing and allocating resources for development initiatives. The concept of development administration is relevant to explain how market revitalization is part of the efforts for local economic development in the city of Samarinda, especially in the context of managing traditional markets to be more organized and productive.

The Urgency of Economic Policy in Development

The government uses public policy tools to offer solutions to the problems faced by its people. Public policy is aimed at securing and maintaining the welfare of the people (Kristian, 2023). Economic development policies are a series of strategies and actions taken by the government to encourage sustainable economic growth. According to Rohima (2020), economic policies are the main foundation for creating stable and sustainable growth. Without proper planning, markets tend to be unable to optimally allocate resources, which significantly hinders development. Economic policies are not just technical tools, but rather existential strategies of a country. Economic policies serve as a catalyst for long-term growth. Economic policies are not only tools to achieve growth but also vital instruments in creating inclusive, stable, and sustainable development. (Fitra et al., 2024). In the context

of this research, market revitalization policies can be viewed as a form of government economic intervention aimed at enhancing the effectiveness of goods distribution and the income of micro-economic actors such as traditional market traders.

Market Revitalization

A market is a place where sellers and buyers meet, both directly and indirectly, to conduct business, as defined in Law No. 7 of 2014 concerning Trade of the Republic of Indonesia. According to Wahyudi et al. (2023) A market is defined as a place where sellers and buyers of a particular commodity or service gather with predetermined prices in the economic field. A market is a mechanism that facilitates the exchange of products and services between buyers and sellers, including production and price adjustments. Conversely, a key characteristic of developing markets is the reciprocal interaction between buyers and sellers at one or more locations. (Khakim, 2024).

Increasing trade opportunities is the goal of revitalizing traditional market trading facilities, in accordance with the Minister of Trade Regulation Number 21 of 2021 regarding Guidelines for the Development and Management of Trading Facilities in enhancing the management of people's market management and increasing the turnover of market traders. Market revitalization is based on regional planning proposals that are prepared and/or coordinated with local government organizations dealing with public works. Thus, market revitalization is not only understood as a physical and administrative effort but also directly impacts the economic activities of traders, especially in terms of potential changes in income due to relocation and changes in market interactions.

Merchant Income

Income is an important element in economic life. According to Harnanto in Erfiyana et al. (2023), Income refers to the revenue earned both directly and indirectly from business activities, such as the sale of goods or services that satisfy both the general public and specific customers. The amount of income varies, and the income earned can provide benefits to meet daily needs. According to Sadono Sukirno in Rahardja & Manurung (2008), defining income is the funds obtained and provided to economic actors according to the revenue delivered, namely as income from community businesses or small enterprises, as well as income from their work. Therefore, changes in business locations and new environmental conditions during the market revitalization process have the potential to influence the amount of income obtained by traders both positively and negatively.

RESEARCH METHOD

This research uses a quantitative approach with a causal descriptive research type. This approach is used to explain the effect of the independent variable on the dependent variable.

This research was conducted in the city of Samarinda, specifically at three relocation sites for morning market traders: Segiri Grosir Market, Mesra Indah Mall, and Sungai Dama Market. The selection of these locations was based on the number of traders affected by the relocation and the variety of market characteristics that could provide more representative data.

According to Pasaribu in Abdullah et al. (2022) A sample is a part, quantity, or collection of parts that make up the population being considered. The sampling technique used in this research is random sampling to ensure representation from each relocation site with an acceptable margin of error of 15%. This margin of error selection is adjusted based

on access limitations and field conditions, thus in this research, the number of samples used is 40 traders from the three previously determined markets.

Data collection techniques were carried out through the distribution of questionnaires and documentation, and the researcher also conducted direct observations to obtain empirical data regarding the conditions of traders at the relocation site. The data measurement method used in this study is the Likert scale, which reflects respondents' opinions on the statements through the Likert scale. There are two components of the Likert scale: the item section and the assessment section. Typically, the item section contains comments on a particular item, event, or atmosphere. A range of responses from 'strongly agree' to 'strongly disagree' constitutes the ranking. (Hardani et al., 2020).

RESULTS AND DISCUSSION

Validity Test

Based on the results of the validity test using SPSS, it shows that all items of the market revitalization questionnaire statement and trader income are valid, using a significance value of 5%. Then the r table is 0.312. The questionnaire can be said to be valid if $r_{count} > r_{table}$. Based on the results of the validity test of the market revitalization variable (X) and trader income (Y) can be described in the following table:

Table 1.
Validity Test Results of Market Revitalization and Merchant Income

No. item	r _{count}	r _{table}	Description
X.1	0,752	0,312	Valid
X.2	0,768	0,312	Valid
X.3	0,746	0,312	Valid
X.4	0,688	0,312	Valid
Y.1	0,534	0,312	Valid
Y.2	0,451	0,312	Valid
Y.3	0,716	0,312	Valid
Y.4	0,712	0,312	Valid
Y.5	0,747	0,312	Valid
Y.6	0,795	0,312	Valid
Y.7	0,651	0,312	Valid

Source: Primary data processed, 2025

Reliability Test

The reliability test is carried out to see whether the questionnaire used can produce stable and consistent results, when the questionnaire is repeated. In this study, the reliability test used Cronbach alpha, where a construct or variable is considered variable if it produces a Cronbach alpha value > 0.60 . The reliability test results are shown below

Table 2.
Research Variable Reliability Test Results

Variable	Cronbach's Alpha	Value Alpha	Description
Market Revitalization	0,760	0,60	Reliable
Trader Income	0,713	0,60	Reliable

Source: Primary data processed, 2025

- a. The Market Revitalization variable (X) has a Cronbach's Alpha of $0.760 > 0.60$, this can be said for each statement on the Market Revitalization variable is consistent (reliable), while for the level of consistency (reliability) of the research instrument of 76.0% means that if this questionnaire is used repeatedly in the population it will produce a high value of objectivity, stability, accuracy and consistency of the effect of Market Revitalization on Merchant Income.
- b. The merchant income variable (Y) has a Cronbach's Alpha of $0.713 > 0.60$, it can be said that for each statement on the Merchant Income variable is consistent (reliable), while the level of consistency (reliability) of the research instrument is 71.3%, it means that if this questionnaire is used repeatedly in the population it will produce a high value of objectivity, stability, accuracy and consistency.

Linearity Test

The linearity test is used to determine the extent of the relationship between the independent variable and the dependent variable, to anticipate the direction and strength of the relationship, and to measure the closeness of the relationship between the two when the value of the independent variable is known. In this case, the variables to be tested are Market Revitalization (X) and Merchant Income (Y). If the data shows a linear pattern, then $\text{sign} > \alpha = 0,05$; if the data does not show a linear pattern, then $\text{sign} < \alpha = 0.05$. The results for data linearity using SPSS 30 are as follows:

Table 3.
Linearity Test Results
ANOVA Table

			Sum of squares	df	Mean square	f	Sig.
Market Revitalization Trader Income	Between groups	(combined)	126,373	9	14,041	4,085	002
		Linearity	78,378	1	78,378	22,800	<,001
		Deviation from linearity	47,995	8	5,999	1,745	,129
	Within groups		103,127	30	3,438		

Source: Primary data processed, 2025

Based on the table above, the sign obtained is 0.129 so it can be concluded that the sign is greater than α ($0.129 > 0.05$), so it can be seen that between market revitalization and trader income has a linear relationship.

Simple Linear Regression Test

The regression analysis test aims to predict the relationship between variables and find out how one variable affects another (Syafriada Hafni Sahir, 2022). This test is conducted to identify and measure the relationship between market revitalization (independent variable) and trader income (dependent variable), with the results of the simple linear regression analysis test obtained in the following table:

Table 4.
Simple Linear Regression Test Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	9,051	1,432		6,322	0,001
	Market Revitalization	,618	,139	,584	4,439	0,001

a. Dependent Variable: Trader Income

Based on the table above, the following regression equation can be derived:

$$Y = 9.051 + 0.618X$$

Therefore, the above equation can be concluded as follows:

The regression model yields a constant value of 9.05.

1. The results of a simple linear regression test indicate that market revitalization affects vendor income. If there is no market revitalization (zero value), vendor income remains at 9.051.
2. The regression coefficient value of 0.618 indicates that every 1% increase in market revitalization will increase vendor income by 0.618%, assuming other factors remain constant. Conversely, if market revitalization decreases by 1%, vendor income will also decrease by 0.618%.

Correlation Coefficient

This study was analyzed using the product-moment correlation coefficient formula, assisted by the SPSS 30 application. After the researcher analyzed it, he obtained the following results:

Table 5.
Product-Moment Correlation Test Results
Correlations

		Market Revitalization	Trader Income
Market Revitalization	Pearson correlation	1	,584
	Sig. (2-tailed)		0,001
	N	40	40
Trader Income	Pearson correlation	,584	1
	Sig. (2-tailed)	0,001	
	N	40	40

** . Correlation is significant at the 0.01 level (2-tailed)

Source: Primary data processed, 2025

Based on the results of the Pearson correlation test, a correlation value of 0.584 was obtained. Based on the product moment correlation index table, this value is included in the strong enough category (0.40 - 0.599), meaning that there is a fairly strong relationship between the market revitalization variable and the trader's income variable.

Hypothesis Test (T Test)

Table 6.
T Test Results

Coefficients ^a				
Model	Understandardized Coefficients	Understandardized Coefficients	t	Sig.

		B	Std. Error	Beta		
1	(Constant)	9,051	1,432		6,322	0,001
	Market Revitalization	,618	,139	,584	4,439	0,001

Dependent variable: Trader Income

Source: Primary data processed with SPSS 30

$$t_{\text{tabel}} = t(a/2 ; n-k-1)$$

$$a = 5\% = t(0,05/2 ; 40-2-1)$$

$$= 0,025 ; 37$$

$$= 2.026$$

The T test results in the table above show that the tcount value obtained is 4.439 while the ttable is $dk = n-2 = 40-2 = 38$ with a significance level of 5% is 1.685. Therefore, it can be said that $t_{\text{count}} > t_{\text{table}}$ ($4.439 > 1.685$) and the significance value < 0.05 ($0.001 < 0.05$). This shows that H_0 is rejected and H_a is accepted, it can be interpreted that market revitalization has a significant effect on trader income, which is where the revitalization of the morning market in the city of Samarinda causes traders who are relocated to several traditional and modern markets in the city of Samarinda to mostly experience a decrease in income.

Discussion

In the Minister of Trade Regulation Number 09 of 2024, the development/revitalization of trading facilities is an effort to enhance or empower the physical infrastructure, management, socio-cultural, and economic aspects of trading facilities. Revenue refers to the income generated both directly and indirectly from business activities, such as the sale of goods or services that satisfy both the general public and specific customers.

Based on the results of all the above research, the discussion can be explained that the sample processed by the researchers consisted of 40 respondents from morning market traders in Samarinda city who have been relocated to several markets, with 4 statements on market revitalization (X), and 7 statements on traders' income (Y) that have been recapitulated and subjected to several tests. From the results of the validity and reliability tests, it can be determined that the results of the test on the variable influence of market revitalization on traders' income are valid with a total correlation correction item > 0.05 and reliable because Cronbach's alpha exceeds > 0.60 .

From the results of the simple linear regression test, the t value is $4.439 >$ the t table value of 1.685 and the significance value is $0.001 < 0.05$, which means there is a significant influence of market revitalization on traders' income. This finding reinforces that the market revitalization carried out by the Samarinda City government through the relocation of traders to a new market has an impact on their economy. However, in practical terms, even though the influence is statistically significant, not all traders experience an increase in income uniformly. The results of the questionnaire and observation show that some traders experience a decline in revenue due to location adjustments, a decrease in the number of buyers, and different operational costs at the relocation site.

This research is in line with the findings. Widiyanti & Octavia (2024) which states that market revitalization can drive microeconomic development in the long term, however, it is important to consider other factors such as the location of relocation and the purchasing power of the surrounding community as supporting elements of the revitalization success.

Next, to determine the effect of market revitalization on traders' income, we can refer to the results of the t-test or hypothesis testing. From the calculations, it is found that the calculated t_{value} is 4.439. This calculated t_{value} is then compared with the table t_{value} to see the t_{table} value, which is based on the degree of freedom (df) amounting to $n-2$, which is $40-2 = 38$. If the significance level (α) is set at 0.05 (5%) and the test is conducted using a two-tailed test, then the t_{table} value obtained is 1.685. Based on the calculated t_{value} and the t_{table} value, it can be concluded that calculated $t >$ table t ($4.439 > 1.685$) and the significance value < 0.05 ($0.001 < 0.05$), thus H_0 is rejected and H_a is accepted. Therefore, it can be concluded that the market revitalization program has a significant effect on traders' income. To understand the relationship between market revitalization and traders' income, we can refer to the coefficient table as follows:

Table 7.
Coefficient Interval

Coefficient Interval	Relationship Level
0,00 – 0,199	Very low
0,20 – 0,399	Low
0,40 – 0,599	Medium
0,60 – 0,799	Strong
0,80 – 1,000	Very Strong

Source: Eko, 2011

Based on the table, the relationship between Market Revitalization and Trader Income (Case Study of Morning Market Traders in Samarinda City) from 40 respondents has a Pearson correlation value of 0.584, which can be categorized as having a moderate correlation, falling within the range of 0.40 – 0.599. Thus, it can be concluded that the variable Market Revitalization (X) affects the variable Trader Income (Y). Therefore, based on all the data analysis conducted by the researcher, it can be concluded that Market Revitalization has a significant impact on Trader Income among traders at the Morning Market in Samarinda City.

CONCLUSION

Based on the results of data analysis through statistical testing, it was found that market revitalization has a significant impact on traders' income. This indicates that the policy changes implemented by local governments in the form of market restructuring do not only affect the physical aspects and governance of the market, but also have a direct impact on the economic sustainability of the entrepreneurs involved.

This finding supports the hypothesis proposed in the research that market revitalization has an impact on the increase or decrease in traders' income. Most of the relocated traders reported that their income has decreased since moving, which is attributed to a reduced number of visitors, adjustment to the new environment, and suboptimal facility conditions. Nevertheless, revitalization can also provide opportunities for income improvement in the long term if accompanied by good market management and support from the local government.

Thus, it can be concluded that the revitalization of the market, although aimed at improving governance and the comfort of facilities, has not fully provided a positive economic impact directly for all traders. Therefore, the implementation of revitalization needs to be accompanied by communication strategies, empowerment, and ongoing evaluation so as not to create negative impacts on the income of directly affected traders.

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