

ABSTRAK

Penelitian ini berjudul Fenomena Grosir Pakaian Tiga Puluh Lima Ribu (Studi Kasus di Pasar Simpang Rangkaya Kecamatan Tanah Luas Kabupaten Aceh Utara). Penelitian ini mengkaji motif pembeli lebih memilih berbelanja pada pedagang pakaian toko dan kaki lima ketimbang toko pakaian serba tiga puluh lima ribu dan rasionalitas pembeli dalam membeli pakaian di Pasar Simpang Rangkaya. Penelitian ini menggunakan teori pilihan rasional menurut Weber dan James Coleman. Metode penelitian menggunakan metode kualitatif deskriptif. Hasil penelitian ini menunjukkan bahwa motif pembeli memilih berbelanja pada pedagang toko pakaian dan kaki lima ketimbang toko pakaian serba tiga puluh lima ribu di Pasar Rangkaya adalah sebagai berikut: (a) tersedia pakaian dengan model kekinian yang disukai pembeli karena bisa berpenampilan gaya masa kini, (b) menyediakan pembelian angsuran (kredit) sehingga memudahkan pembeli untuk membelanjakan pakaian karena bisa membayar secara bertahap, (c) memiliki hubungan sosial dengan pedagang seperti kerabat/saudara, teman maupun berasal dari lingkungan tempat tinggal yang sama sehingga memberikan kemudahan dalam berbelanja, pelayanan yang baik, diskon harga hingga membolehkan mengutang. Rasionalitas pembeli dalam membeli pakaian di Pasar Rangkaya adalah (a) kualitas pakaian dilihat dari kualitas kain, kerapian jahitan, motif dan model pakaian, dan (b) kebutuhan untuk penggunaan sehari-hari dalam beraktivitas, sekaligus untuk berpenampilan menarik di depan orang lain

Kata Kunci: Rasionalitas Pembeli, Pedagang Pakaian, Pasar Simpang Rangkaya Aceh Utara

ABSTRACT

This research is entitled The Phenomenon of Thirty-Five Thousand Clothing Wholesalers (Case Study at Simpang Rangkaya Market, Tanah Luas District, North Aceh Regency). This research examines the motives of buyers who prefer to shop at clothing stores and street vendors rather than thirty-five thousand clothing stores and the rationality of buyers in buying clothes at Simpang Rangkaya Market. This research uses rational choice theory according to Weber and James Coleman. The research method uses descriptive qualitative methods. The results of this research show that the motives for buyers to choose to shop at clothing and street vendors rather than the thirty-five thousand clothing stores at Rangkaya Market are as follows: (a) there are trendy clothes available with contemporary models that buyers like because they can look in today's style, (b) providing installment purchases so that it makes it easier for buyers to spend on clothes because they can pay in stages, (c) having social relationships with traders such as relatives/relatives, friends or those from the same neighborhood so as to provide convenience in shopping, good service, price discounts to allow borrowing. The rationality of buyers in buying clothes at Rangkaya Market is (a) the quality of the clothes seen from the quality of the fabric, neatness of the stitching, motifs and clothing models, and (b) the need for daily use in activities, as well as to look attractive in front of other people

Keywords: Buyer Rationality, Clothing Traders, Simpang Rangkaya Market, North Aceh