

ABSTRACT

On February 1, 2014 entry into force of Regulation No. 4 In 2011, where street vendors are not allowed to sell at 7 places, namely Alun-Alun, Jalan Dalem Kaum, Jalan Kepatihan, Jalan Asia Afrika, Jalan Dewi Sartika, Jalan Otto Iskandardinata, and Jalan Merdeka so that street vendors should be relocated to Gedebage and Basement Bandung Indah Plaza (BIP) Mall that have an impact on their revenues decline.

The purpose of this research is to analyze the factors that affect revenue decline hawkers in 3 places of ex-zona merah. This research is quantitative. The population in this study are street vendors in Alun-Alun, Jalan Kepatihan and Jalan Merdeka. Sample collection is done by distributing questionnaires, using methods nonprobability sampling with purposive sampling to the 100 street vendors who ever relocated. This study using factor analysis techniques to look for factors that drive revenue decline vendors.

The result of this research shows there are six factors formed in driving revenue decline hawkers especially in the merchant in Alun-Alun, Jalan Kepatihan and Jalan Merdeka were 1) Place Factor is 14.68%, 2) Place Factor is 9.2%, 3) Product Factor is 7.49%, 4) Attitude Factor is 6.17%, 5) External factor is 5.88%, 6) Place Factor is 5.62%. The total of percentage of variance is 49.04%. It means those factors could explain 49.04% all original factors or starting variables and there are other influence factors as 50.96%, which also supports the driving decline in revenue hawkers in 3 places ex-zona merah.

Keywords: *factor analysis, street vendors, zona merah*