

ABSTRAK

Hanif Sa'adah, 2026. Dampak Tren Belanja Di Platform E-Commerce Terhadap Kunjungan Konsumen di Pasar Babadan Desa Tulungrejo, Kecamatan Madiun, Kabupaten Madiun. Skripsi. Program Studi Pendidikan Ekonomi. FKIP, Universitas PGRI Madiun. Pembimbing (I) Dr. Dra. Ninik Srijani, M.Pd., M.M (II) Maretha Berlianantiya, S.Pd., M.Si.

Penelitian ini bertujuan untuk menganalisis pengaruh tren belanja di platform *e-commerce* terhadap kunjungan konsumen di Pasar Babadan serta mengidentifikasi faktor-faktor yang memengaruhi kunjungan konsumen, kendala yang dihadapi pedagang, bentuk kerja sama antarpedagang, strategi yang dilakukan untuk meningkatkan kunjungan konsumen, dan peran pemerintah dalam menghadapi perkembangan *e-commerce*. Penelitian ini menggunakan pendekatan kualitatif dengan jenis studi kasus. Data diperoleh melalui observasi, wawancara, dan dokumentasi, kemudian dianalisis menggunakan teknik reduksi data, penyajian data, dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa perkembangan *e-commerce* menjadi faktor utama yang memengaruhi penurunan kunjungan konsumen di Pasar Babadan karena menawarkan kemudahan, kepraktisan, serta berbagai promo yang menarik. Kondisi tersebut berdampak pada menurunnya pendapatan pedagang dan meningkatnya persaingan usaha. Untuk mempertahankan eksistensi pasar, pedagang menerapkan strategi berupa peningkatan kualitas produk, pelayanan yang ramah, harga yang kompetitif, serta pemanfaatan media sosial sebagai sarana promosi. Selain itu, kerja sama antarpedagang dan dukungan pemerintah melalui revitalisasi pasar serta perbaikan sarana dan prasarana menjadi upaya penting dalam meningkatkan daya tarik pasar tradisional di tengah perkembangan *e-commerce*.

Kata Kunci: *e-commerce*, kunjungan konsumen, pasar tradisional

ABSTRACT

Hanif Sa'adah, 2026. The Impact of Shopping Trends on E-Commerce Platforms on Consumer Visits to Babadan Market, Tulungrejo Village, Madiun District, Madiun Regency. Thesis. Economic Education Study Program, Faculty of Teacher Training and Education, Universitas PGRI Madiun. Supervisors: (I) Dr. Dra. Ninik Srijani, M.Pd., M.M. (II) Maretha Berlianantiya, S.Pd., M.Si.

Keywords: e-commerce, consumer visits, traditional markets

This study aims to analyze the influence of shopping trends on e-commerce platforms on consumer visits to Babadan Market and identify factors influencing consumer visits, obstacles faced by traders, forms of cooperation between traders, strategies implemented to increase consumer visits, and the role of the government in addressing the development of e-commerce. This research uses a qualitative approach with a case study. Data were obtained through observation, interviews, and documentation. Then, they were analyzed using data reduction, data presentation, and conclusion drawing techniques. The research results show that the development of e-commerce is a major factor influencing the decline in consumer visits to Babadan Market, due to its convenience, practicality, and various attractive promotions. This situation has resulted in declining vendor income and increased business competition. To maintain market existence, vendors implement strategies such as improving product quality, providing friendly service, offering competitive prices, and utilizing social media as a promotional tool. Furthermore, cooperation between vendors and government support through market revitalization and improving facilities and infrastructure are crucial efforts to increase the attractiveness of traditional markets amidst the growth of e-commerce.