

ABSTRACT

Purbalingga is one of regencies in Central Java province that experienced remarkable progress. It is characterized by the revitalization of public facilities such as hospitals, city markets, stadiums, city parks, etc.. One of the public facilities that will be discussed in this research is a revitalized city markets become Segamas market. While building a new market can already be used by traders, there are still many problems in its development.

The method of analysis used in this study is factor analysis. Factor analysis serves to reduce many variables into fewer variables. In this research, there are 8 variables suspected to be an indicator of market development Segamas. These variables are convenience, cleanliness, security, service charge fee, kiosk location, market facilities, profit, and government. After analyzing, formed 3 main factors namely the environmental factors market (which includes convenience variables, service charge fee, market facilities, and government), welfare of traders factor (which includes security variables, location of markets, and profits), and hygiene factor (which include variable cleanliness. Based on the writer's observation in the field, factors trader welfare deserves special attention from the government because it has unfavorable response. Government can make improvements by looking at indicators of constituent elements of the welfare of traders factor (item question each variable). Environmental factors and hygiene market got a positive response from traders.

Key words: factor analysis, Segamas market, traders satisfaction.