

**Analisis Pengaruh Potensi Retribusi, Efektivitas Retribusi, dan
Kontribusi Retribusi Pasar Tradisional Terhadap Pendapatan Asli Daerah
Kota Semarang Tahun (2017-2021)**

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ABSTRAK

Tujuan penelitian yang dilakukan adalah mengukur potensi retribusi, efektivitas realisasi retribusi serta kontribusi terhadap PAD serta mengetahui faktor yang mengakibatkan belum tercapainya target retribusi daerah dan bagaimana cara mengatasi kendala yang mengakibatkan belum tercapainya target retribusi daerah. Metode penelitian yang dipakai adalah analisis kuantitatif deskriptif. Analisis yang dilakukan menunjukkan potensi retribusi pasar tradisional di Kota Semarang pada tahun 2017-2021 bersifat fluktuatif, sedangkan efektivitas retribusi belum maksimal karena efektivitasnya masih di bawah 100%. Selain itu, kontribusinya terhadap PAD masih kurang. Adapun faktor yang mengakibatkan belum tercapainya target retribusi daerah yaitu fasilitas belum memadai, kurangnya pelayanan SDM yang belum memadai, dan kurangnya sosialisasi, faktor ekonomi dan rendahnya kesadaran masyarakat. Cara untuk mengatasi kendala tersebut yaitu, mengalokasikan dana untuk meningkatkan atau memperbaiki fasilitas, meningkatkan pelayanan, memberikan pelatihan, dan memaksimalkan sosialisasi serta meningkatkan kesadaran akan pentingnya retribusi daerah.

Kata kunci : Potensi retribusi, efektivitas retribusi, kontribusi retribusi, pendapatan asli daerah

***Analysis of the Influence of Potential Levies, Effectiveness of Levies, and
Contribution of Traditional Market Levies on Local Revenue of Semarang City
in Years (2017-2021)***

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ABSTRACT

The purpose of the research conducted was to measure the potential for fees, the effectiveness of the realization of fees and the contribution to PAD and to find out the factors that have resulted in not achieving the target of regional fees and how to overcome the obstacles that have resulted in not achieving the target of regional fees. The research method used is descriptive quantitative analysis. The analysis carried out shows that the potential for traditional market fees in Semarang City in 2017-2021 is fluctuating, while the effectiveness of fees is not maximized because their effectiveness is still below 100%. In addition, its contribution to PAD is still lacking. The factors that have resulted in not achieving the regional levy target are inadequate facilities, inadequate human resource services, and lack of outreach, economic factors and low public awareness. ways to overcome these obstacles, namely, budgeting funds to improve or repair facilities, improve services, provide training, and maximize socialization and increase awareness of the importance of regional fees.

Keywords: *potential fees, effectiveness of fees, contribution of fees, local revenue*