# Strategy for Increasing Competitiveness of Traditional Markets in the Perspective of Community Satisfaction Based on Traditional Market Management Services (Case Study on Traditional Markets in the City of Bandung)

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| Article Info | ABSTRACT |
|---|---|
| | Traditional markets have been the backbone of the economy since ancient times, but currently, the existence of traditional markets is starting to fade along with the development of modern markets and the presence of e-commerce. This research aims to formulate strategies that should be implemented to enhance the competitiveness of traditional markets, particularly 39 traditional markets in the City of Bandung. The parameters used by the researchers are from the perspective of customer satisfaction and service satisfaction regarding the management services of traditional markets. Based on the research results, several important points such as infrastructure improvement, fostering the traditional market ecosystem, and enhancing the class of traditional markets can be pursued to rekindle public interest in shopping at traditional markets in the City of Bandung.<br><br> |

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## 1. INTRODUCTION

Traditional markets have an important role in the economic development of a region. Traditional markets have long been drivers of the local economy, where the need for goods and services and the activities of buyers and sellers meeting in one area are facilitated by traditional markets.

The existence of traditional markets is currently being eroded little by little by the existence of modern markets. Several other things that triggered the decline in the existence of traditional markets are the demographic growth in various regions in Indonesia, where this growing demographic is already accustomed to carrying out shopping activities in modern markets and e-commerce.

There are several reasons why people, especially teenagers/young people, prefer to shop at modern markets, as follows. 1) a feeling of pride or prestige towards friends; 2) a want to be able to choose the items to be purchased in one place; 3) a feeling of comfort and pleasure (safe and cool); 4) the desire for a fixed price for each type of goods sold because there is no desire to negotiate with consumers as in traditional markets and make it easier to allocate funds for shopping; and 5)

a reasonable price level, not too flashy [1]. Based on these problems, currently, traditional markets do not meet public satisfaction compared to modern markets. Customer satisfaction is a customer's feeling between what is expected and what is felt from the quality of the service and product that he has received or not according to his perception [2].

On the other hand, we cannot rule out the existence of competitive competition from modern markets, such as 1) Convenience and Certainty, modern markets often offer convenience in shopping with facilities such as convenient parking, better accessibility, and more professional customer service. This gives consumers certainty and comfort and provides a shopping experience. 2) Innovation and Choice, modern markets tend to offer innovation in products and wider choices. They can provide international, organic, or premium products that may be difficult to find in traditional markets. 3) Quality and Safety, product hygiene, quality, and safety standards are often more strictly maintained in the modern market, with regulations and certifications ensuring that the products sold are safe for consumption. 4) Logistics and Management Efficiency, more organized stock management and logistics efficiency can usually result in more stable prices and a more structured shopping experience for consumers.

The city of Bandung is the destination city for the young urban generation in the West Java Province region. In the Bandung City area, there are 39 traditional markets, most of which fulfill the need for goods and services as well as the basic needs of the people around the city of Bandung.

In the Bandung City area, modern markets are also mushrooming, the existence of traditional markets is directly accompanied by threats from the development of modern markets, even though in the economic context of a region, traditional markets mostly move the lower middle class and MSMEs around the market. This is different from the modern market which is sheltered by a private company that is entirely operated by a corporation.

In this research, researchers mapped out the problem formulation in the form of the condition of community satisfaction with the current existence of traditional markets and the quality of service felt by the community regarding the services provided in traditional markets.

So, this research aims to formulate a strategy to increase the competitiveness of traditional markets amidst the onslaught of modern markets. So, it is hoped that in the future the competitiveness of traditional markets can increase and also increase people's interest in shopping at traditional markets. Apart from that, the aim of this research is also to provide policy recommendations for stakeholders, especially the city government, in increasing the competitiveness of 39 traditional markets in the Bandung City area so that they can increase the degree of benefit for the surrounding economy.

## 2. LITERATURE REVIEW

### 2.1 Traditional market

Presidential Regulation of the Republic of Indonesia number 112 of 2007 defines traditional markets as markets that are built and managed by the Government, Regional Government, Private, State-Owned Enterprises, and Regional-Owned Enterprises including collaboration with the private sector with business premises in the form of shops, kiosks, stalls and tents. owned/managed by small, medium, and community-based traders or cooperatives with small-scale businesses, small capital, and a process of buying and selling merchandise through bargaining [3]. If viewed based on the type of activity, location, and service capabilities, according to the time of activity, and according to ownership status, Traditional Markets based on their activities consist of Retail Markets, Wholesale Markets, and Main Markets. If viewed based on location, traditional markets consist of regional markets, city markets, regional markets, neighborhood markets, and special markets.

If you look at the operational hours, traditional markets consist of the Siang Market with operating hours 04.00 AM–04.00 PM, the Night Market operating 04.00 PM – 04.00 AM, the Market which operates 24 hours, and the Emergency Market which is a market which is operationally carried out on public roads or public places based on the determination of the local regional head and certain conditions.

Based on ownership, traditional markets consist of 3 types of markets, namely markets with government ownership, markets with private ownership, and markets with illegal ownership [4].

## 2.2 Costumer Satisfaction

Customer satisfaction is a customer's feeling as a response to the product or service that has been consumed [5].

"Satisfaction reflects a person's judgment of a product's perceived performance in relationship to expectations. If performance falls short of expectations, the customer is disappointed. If it matches expectations, the customer is satisfied. If it exceeds them, the customer is delighted" [6] so customer satisfaction can be explained as a meeting between the readiness and ability of producers or business actors with the expectations that exist in the minds of consumers.

In determining the level of satisfaction

customers, there are five main factors that companies must pay attention to, namely 1) Product quality, 2) Service quality, 3) Emotional, 4) Price, 5) Cost, and customer [7].

## 2.3 Service Quality

Service quality is the ability to provide services to serve users of goods or services [8]. The resulting attitude in Variety services is to customer expectations and expectations [9], The resulting performance comes from a person's performance towards other people which can be in the form of intangible actions and does not lead to the ownership of goods and services to anyone [10] so that quality service is action-oriented by customer expectations to be served, given

benefits for the service and is oriented towards the satisfaction of whoever is served.

The Service Quality Dimension consists of 10 dimensions including:

1) Reliability
2) Responsiveness
3) Competence
4) Access
5) Courtesy
6) Communication
7) Credibility
8) Security
9) Understanding / Knowing the Customer
10) Tangibles

## 3. METHODS

This research is aimed at finding out the level of community satisfaction with traditional market management services. This research uses quantitative methods with descriptive and verification approaches. This research was conducted on 39 traditional markets owned by the Bandung City Government, most of these traditional markets are regional markets that serve several sub-districts within the Bandung City area. By KEPMENPAN Number 25 of 2004, the research sample was determined. The number of respondents for the survey was 150 respondents. With a sampling technique using Probability Sampling Technique with accidental sampling type. This is because the respondents are among the younger generation who already have an income have done shopping at the Traditional Market in Bandung City and are City Residents. The analytical tool used is GAP analysis which shows and analyzes current conditions and community expectations for Traditional Market services.

## 4. RESULTS AND DISCUSSION

Based on the results of the questionnaire that has been submitted regarding the current existing conditions of traditional markets in the Bandung City area. The results of the questionnaire analysis can be seen as follows:

Table 1. Analisa Gap

| No | Variable | Average Condition for Judgement Traditional Market | Average Value of Community Expectations for Traditional Markets | Gap Perception |
|---|---|---|---|---|
| 1 | Infrastructure Condition | 2,04 | 3,67 | -1,63 |
| 2 | Availability of Public Facilities | 2,00 | 3,78 | -1,78 |
| 3 | Easy access to both public and private vehicles to traditional market locations | 2,78 | 3,74 | -0,96 |
| 4 | Condition of cleanliness and tidiness of the environment | 1,81 | 3,74 | -1,93 |
| 5 | Suitability of trader layout to the characteristics of the commodities being sold | 2,11 | 3,70 | -1,59 |
| 6 | Compliance with operational hours | 2,56 | 3,67 | -1,11 |
| 7 | Availability of price information from traders to consumers | 1,59 | 3,78 | -2,19 |
| 8 | Availability of price information boards in traditional markets | 1,63 | 3,81 | -2,19 |
| 9 | Cleanliness conditions of traditional markets | 2,15 | 3,78 | -1,63 |
| 10 | Availability of cleaning and waste handling team | 2,37 | 3,85 | -1,48 |
| 11 | Conformity of the promised product quality with that provided | 2,78 | 3,89 | -1,11 |
| 12 | Availability of consumer information and complaints section | 2,19 | 3,78 | -1,59 |
| | **Low Level** | **1,59** | **3,67** | **-2,19** |
| | **Higher Level** | **2,78** | **3,89** | **-0,96** |
| | **Average** | 2,17 | 3,77 | -1,60 |
| | **Value Convertion ( a x 25 )** | **54,17** | **94,14** | **-39,97** |

*Source: Processed primary data (2024)*
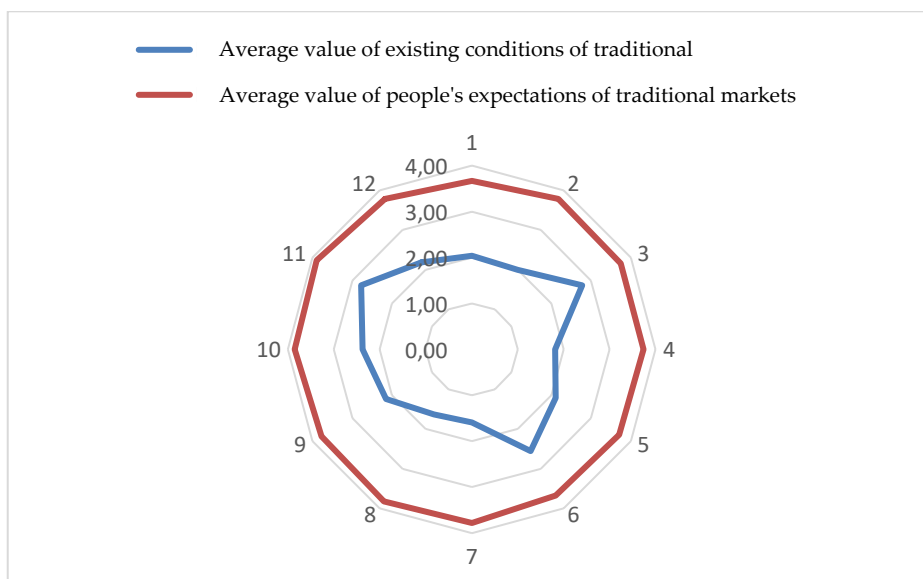


Figure 1. Analyz Spiderweb

Based on the results of the analysis, several information was obtained regarding the condition of traditional markets and also community expectations for traditional markets. Based on the results of respondents' perceptions of the overall average value of the 12 assessment items, the condition of traditional markets in Bandung City has a current value of 54.17, while the respondents' expectations have an average value of 94.14, so the respondent's perception gap is 39. 97.

Based on the results of respondents' perceptions, the variable that has the lowest value in assessing the existing conditions of traditional markets is the assessment variable related to the availability of price information from traders to consumers. So, the respondents think that price transparency in the Bandung City Traditional Market is still unclear, so there is no clarity on the prices given by traders to their customers.

Based on the results of respondents' perceptions, the variable that has the highest value in the assessment of existing traditional markets is the assessment variable related to the ease of public access to traditional markets which can be reached by public and private vehicles. So, this needs to be maintained if in the future the city government wants to expand the reach of traditional markets. The city government should review the feasibility of location aspects with various considerations so that traditional markets can be accessed by the entire general public.

Based on the results of respondents' perceptions carried out by the respondents, the variable that has the lowest value in the assessment of expectations for traditional markets is the assessment variable related to the suitability of operational hours. The community considers that the operating hours of traditional markets are by meeting customer needs.

Based on the results of the respondents' perceptions carried out by the respondents, the variable that has the highest value in the assessment of expectations for traditional markets is the assessment variable related to the conformity of the quality of the product

promised with what is provided. Respondents think that the quality provided, whether in terms of services or products from sellers in traditional markets in Bandung City, needs to be ensured. This is because some of the products promised do not match the reality provided to customers.

Based on the results of respondents' perceptions carried out by respondents, the highest gap between current conditions and the expectations desired by respondents is related to the assessment variable: the availability of price information from traders for consumers and the availability of price information boards in traditional markets. Meanwhile, the lowest gap is regarding ease of access for both public and private vehicles to traditional market locations.

Based on the respondents' responses, the current problem gap is that there is no transparency in price information provided by managers or traders who sell in traditional markets in the city of Bandung. So, in the future, it is hoped that the Bandung City government can pay more attention to aspects that are problematic to increase people's interest in shopping at traditional markets, especially in Bandung City.

## 5. CONCLUSION

Based on the results of the respondents' perceptions carried out by the respondents, the variable that has the highest value in the assessment of expectations for traditional markets is the assessment variable related to the conformity of the quality of the product promised with what is provided. Respondents think that the quality provided, whether in terms of services or products from sellers in traditional markets in Bandung City, needs to be ensured. This is because some of the products promised do not match the reality provided to customers.

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Policy strategies to increase people's interest in shopping at traditional markets can also be pursued by improving service quality and diversifying the value of existing services, such as improving the status of traditional markets which are only places for buying and selling to traditional markets which can be used as tourist destinations. So that people's interest in mebli can increase, people not only shop at traditional markets but also go on shopping trips. This can be done with several steps such as improving the quality of infrastructure, sharpening the thematic concepts in each market, increasing the attractiveness that each traditional market can provide to cultivating the traditional market ecosystem from business actors, and managers, and educating the community.

## ACKNOWLEDGEMENTS

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