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Comparative Study of Consumer Perceptions on Consumer's Buying Interest as the Impact of Traditional Market Revitalization in Medan

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Abstract

The revitalization program in traditional markets is carried out by 4 (four) principles, they are: the condition of the physical market, managerial system, social, cultural, and economic. In general almost all traditional market areas are lacking in good market management arrangements. Many people complained about the uncomfortable condition of the market, the lack of orderliness of traders in trading and transactions, unstandarized dirty water channels, and the improper condition of public toilets. After the revitalization of the traditional market program, the consumers' buying interest is increased, consumers were satisfied with the condition of traditional markets related to the environment, parking areas, toilets, the quality of the products as well as the services provided by traders. The purpose of this study is to compare the influence of consumer perceptions on consumer buying interest as a result of the revitalization of traditional markets such as the Sei Kambing Market, Kampung Lalang Market, and Suka Ramai Market in Medan. The sampling technique uses area sampling. Respondents in this study are the society of Sei Sikambing B Village, Suka Ramai II Village, and Kampung Lalang village, especially those who have shopped more than once and aged 18 - 60 years old. The samples used 280 respondents with details of 98 respondents of Sei Kambing Market, 90 respondents of Kampung Lalang Market and 92 respondents of Suka Ramai Market. The Method of this study is a quantitative descriptive method with stages of research conducting normality test and validity of data, determining the effect of consumer perceptions on consumer buying interest with a simple regression test. The results obtained that there are differences in consumer perceptions before and after revitalization in 3 traditional markets. It shows that the influence of consumer perceptions on consumer buying interest as the impact of the biggest revitalization is on the Kampung Lalang Market with 0.85% if consumer perception increased 1%. Meanwhile, the percentage for Sei Kambing Market is 0.346% and the Suka Ramai Market is 0.285%.

Key-word: - : Revitalization, Traditional Market, Consumer Perceptions, Buying Interest,

1. Introduction

Traditional market revitalization is a government program through the Ministry of Trade and the State Ministry for Cooperatives Small and Medium Enterprises. The traditional market revitalization program in Indonesia has been carried out on 2,715 traditional markets. The revitalization program is not only assessed from product evaluation, but also from the physical condition of the market, management, socio-culture, and it also concerns about comfortness, safeness, beautyness, and cleanliness.

The traditional markets have existed for a long time and still survive until now, but the existence of traditional markets has begun to decline due to poor market building conditions and governance. People prefer to go shopping in the modern market than in the traditional market.

It is because the conditions in the modern markets were cleaner and more comfortable compared to the conditions of the traditional markets today as mentioned in Rufaidah's research (2008) that the condition of the traditional market building in Bandung was mostly dirty, muddy when it rained [1]. In Fanani [2] study the Traditional Market in Surabaya is seen that many roads around the market are damaged and it cause a puddle. While research conducted by Nugroho determines that the condition of traditional markets in Semarang is very concern almost 40% [3]. Qoriah stated that in order to maintain the existence of these traditional markets, the government conducted a revitalization program for traditional markets by taking into account the form of buildings, the arrangement of booths / kiosks, the number of traders, infrastructure facilities, market locations and accessibility of traditional markets [4]. However, in Indonesia traditional market revitalization activities are still diverse, and not all traditional markets are successful after being revitalized. There is no absolute standardization of traditional market revitalization in Indonesia is one of the factors causing not all traditional markets are successful after being revitalized.

After the traditional market revitalization program was held, the buying interest of the society, especially the society around the traditional market, is increasing and consumers are satisfied with the good market conditions related to the physical environment, parking area, toilets, product quality and merchant services. The revitalization program has been implemented by the Medan City government in several traditional market places. Consumers are interested in buying a product if there is a tendency for someone to buy a product, it also describe the behavior of someone who has a primary preference and supports the positive characteristics of a product in the market. Consumers are satisfied if they match the expectations of consumers with the reality received, willing to revisit because the services and benefits obtained are satisfying, and consumers are willing to recommend to others. The implementation of the revitalization program is able to restore consumers' perceptions on traditional markets so that people's buying interest increases as well as being satisfied to shopping at traditional markets.

2. Literature Review

Market and Marketing

Marketing has a very important use because it is directly related to the activities of society as individuals who have a situation as intermediaries between producers and consumers. Marketing is the process of composing integrated communication aimed at providing information about products or services and their relationship in satisfying human needs and desires. [5]

Futhermore, Marketing is a collection of activities and management functions where businesses and other organizations create an exchange of values between the business and the company itself and its consumers. [6]. Whereas the market can be interpreted as a meeting place for consumers and traders in terms of dealing with household needs related to basic / primary, secondary or tertiary needs. Philiph Kotler and Armstrong put forward a statement that the definition of the market is a set of real and potential buyers of a product or service, whereas the modern market is known to us that between buyers and sellers do not transact directly, but potential customers see directly the price tags listed on these products, are in buildings and services that are carried out on a standalone system or served by salespeople. [7]

Revitalization of Traditional Market

Revitalization is an attempt to revitalize an area or part of the city that used to live, but has been degraded by the development of the era. Revitalization in traditional markets is expected to increase competition in traditional markets so it can compete with modern markets. As a very complex activity, revitalization occurs through several stages and requires a certain period of time as follow:

a. Physical Revitalization

This revitalization will be carried out in stages including the improvement and improvement of the quality and physical condition of the building, green layout, liaison system, sign or billboard system and regional open space.

b. Management Revitalization

The market must be able to develop market management that clearly regulates some aspects such as: traders' rights and obligations, procedures for placement, financing, facilities that must be available in the market and standard operating procedures for market services.

c. Economy Revitalization

Revitalization is done by looking at the level of society needs. Revitalization that begins with the process of rejuvenation of urban artifacts must support the process of economic activities rehabilitation. In the context of revitalization a mixed function needs to be developed that can encourage economic and social activities.

d. Social Culture Revitalization

Revitalization of an area will be measured if it can create an attractive environment. So it's not just making a good place but also have a positive impact and can improve the dynamics and social life of the community or residents. [8]

Consumer Perception

Perception is the process by which an individual chooses, formulates and selects something for inputs regarding information to create something meaningful about the world. Perception arises because of stimuli from outside which will affect a person through the five senses. The stimulus will be selected, organized, and interpreted by each person in their own way. [9]

Buying Interest

Buying interest is an integration process that combines knowledge to evaluate two or more alternative behaviors and choose one of them. The result of this integration process is a choice, presented cognitively as a desire to behave. From the explaination above it can be concluded that the consumer buying interest is the tendency of respondents to act before the decision to buy an item. [10]

Buying interest can be identified through the following indicators:

1. Transactional interest, namely a person's tendency to buy products.
2. Interest referrals are a person's tendency to refer products to other people.
3. Preferential interest is to describes the behavior of someone who has the main preference on the product.
4. Explorative interest is to illustrates the behavior of someone who is always looking for information about the product he is interested in. [11]

Service Marketing Mix

Service marketing is every action offered by one party to another party that is in principle intangible and does not cause any transfer of ownership. [6]

Marketing mix consists of 7P such as product, price, place, promotion, people, process, and physical evidence.

a. Product is a tangible offering from a company to the market that includes quality, design, shape, brand, and product packaging.
b. Price is the amount of value exchanged by consumers for the benefit of owning or using a product or service whose value is determined by the buyer and seller through a bargaining process or set by the seller for all of the same price of the buyer.
c. Place is a combination of location and distribution, which is related to the way services are delivered through strategic locations.
d. Promotion is a form of marketing communication and is a marketing activity that seeks to spread information, influence / persuade, remind the target market.
e. People are all actors who play a role in the presentation of services so that they can influence the buyer's perception.
f. Processes are all the actual procedures, mechanisms and activities that are used to deliver services.
g. Physical Evidence is the physical environment of service companies where services are created and where service providers and customers interact. The physical environment represents key decisions made by service providers regarding the design and layout of buildings. [12]

3. Methodology

This research was conducted in Sei Sikambing B Village (Sei Sikambing Market), Lalang Village (Kampung Lalang Market) and Sukaramai Village (Suka Ramai II Market) in Medan. The sampling technique uses area sampling. Respondents in this study are the society of Sei kambing B Village, Suka Ramai II Village, Kampung Lalang, Medan, especially those who have shopped more than once and aged 18 - 60 years. The data collection obtained through distribution of questionnaires to the respondents as follow: 280 respondents with details of 98 respondents from Sei Kambing Market, 90 respondents of Kampung Lalang Market, and 92 respondents of Suka Ramai Market.

To determine the effect of consumers' perceptions on consumer buying interest as a result of the revitalization of traditional markets in Medan with the stages of research conducting normality test, data validity, and simple linear regression tests.

4. Result and Discussion

The purpose of this study is to determine the effect comparison of consumer perceptions on consumer buying interest as the results of traditional market revitalization in Medan. Based on the research, there are some data that can be obtained as follow:

A. Comparative Test of the Effect of Consumer Perception on Consumer Buying Interest as a Impact of Revitalization in Sei Kambing Market Medan

1. Normality Test

Data normality testing is done by using a statistical test tool with the Kolmogorov-Smirnov Test model, and the following values are obtained:

Table 1 One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		98
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	6.24267009
Most Extreme Differences	Absolute	.083
	Positive	.067
	Negative	-.083
Kolmogorov-Smirnov Z		.820
Asymp. Sig. (2-tailed)		.512

a. Test distribution is Normal.

b. Calculated from data.

From the above output, the Asymp.Sig value of 0.512 is greater than 0.05, which means that the data can be concluded in normal distribution.

2. Reliability Test

Table 1 Case Processing Summary

		N	%
Cases	Valid	98	100.0
	Excluded[a]	0	.0
	Total	98	100.0

a. Listwise deletion based on all variables in the procedure.

Table 2 Reliability Statistics

Cronbach's Alpha	N of Items
.691	5

From the reliability test results, the value of Cronbach's alpha is 0.691, meaning that the questionnaire made is reliable because it is greater than the value of 0.60. These results indicate that the measuring instrument used is qualified and reliable.

3. Simple Linear Regression Test

Simple linear regression is a regression that has one dependent variable and one independent variable. The simple linear regression equation model is as follows:

$$\boxed{Y = a + bX}$$

Table 3 Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Consumer Perceptions [b]	.	Enter

a. Dependent Variable: Buying Interest

b. All requested variables entered.

Table 4 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.248[a]	.061	.052	7.016	.061	6.276	1	96	.014

a. Predictors: (Constant), Consumer Perceptions

Table 5 ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	308.905	1	308.905	6.276	.014[b]
	Residual	4725.146	96	49.220		
	Total	5034.051	97			

a. Dependent Variable: Buying Interest
b. Predictors: (Constant), Consumer Perceptions

Table 6 Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	36.164	9.074		3.985	.000
	Consumer Perceptions	.346	.138	.248	2.505	.014

a. Dependent Variable: Buying Interest

Based on the above table, the following results can be obtained:

1. The first table shows that the independent variable is consumer perception and the dependent variable is consumer buying interest.
2. Based on the output above "summary table", the R value (correlation coefficient value) is 0.248 means that the relationship between the two research variables is in the weak category. R Square value or the coefficient of determination (KD) which shows how good the regression model formed by the interaction of consumer perception variables and buying interest variables with the KD value is 6.1% which can be interpreted that consumer perception has an effect of 6.1% on consumer's buying interest in the Sei Kambing market and the other 95.9% is influenced by other factors outside the X variable.
3. Based on the third table, in determining the significance or linearity of the regression criteria is based on the F test or the Significance value test (Sig.). The results obtained are Sig. value = 0.014 which means> significant criteria (0.05), with the provision that if the Sig. <0.05, then the regression model is linear and vice versa, thus the regression equation model based on research data is significant, which means that consumers' perceptions affect linearity.
4. Based on the output in the coefficient table above, it can be seen in column B that it is a constant value and a regression coefficient. So that the figure can form a regression equation Y = 36,164 + 0,346X which means that if consumers' perceptions of traditional markets increase by 1%, consumer's buying interest will increase by 0.346%. The hypothesis test results of t count is 2.505 with t table of 1.985, or t count > t table which is 2.505> 1.985 which means that Ho is rejected and Ha is accepted, it can be concluded that consumer perception has a positive effect on consumer's buying interest as a result of the traditional market revitalization program at Sei Kambing Market Medan.

B. Comparative Test of the Effect of Consumer Perception on Consumer Buying Interest as a Impact of Revitalization in Kampung Lalang Market Medan

1. Normality Test

Data normality testing is done by using a statistical test tool with the Kolmogorov-Smirnov Test model, and the following values are obtained:

Table 7 One-Sample Kolmogorov-Smirnov Test

	Unstandardized Residual
N	90

Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	6.24269754
Most Extreme Differences	Absolute	.052
	Positive	.052
	Negative	-.043
Kolmogorov-Smirnov Z		.497
Asymp. Sig. (2-tailed)		.966

a. Test distribution is Normal.
b. Calculated from data.

From the above output, the Asymp.Sig value is 0.966 greater than 0.05 which means the data can be concluded in normal distribution.

2. Reliability Test

Table 8 Reliability Statistics

Cronbach's Alpha	N of Items
.631	5

From the reliability test results, the value of cronbach's alpha obtained in the table above is equal to 0.631, meaning that the questionnaire made is reliable because it is greater than the value of 0.60. These results indicate that the measuring instrument used is qualified and reliable.

3. Simple linear Regression Test

Simple linear regression is a regression that has one dependent variable and one independent variable. The simple linear regression equation model is as follows:

Table 9 Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Consumer Perceptions [b]	.	Enter

a. Dependent Variable: Buying Interest
b. All requested variables entered.

Table 10 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.519[a]	.269	.261	6.755

a. Predictors: (Constant), Consumer Perceptions

Table 11 ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1478.165	1	1478.165	32.391	.000[b]
	Residual	4015.835	88	45.634		
	Total	5494.000	89			

a. Dependent Variable: Buying Interest
b. Predictors: (Constant), Consumer Perceptions

Table 12 Coefficients[a]

Model		Unstandardeized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.452	10.020		.345	.731
	Consumer Perceptions	.855	.150	.519	5.691	.000

a. Dependent Variable: Buying Interest

Based on the above table, the following results can be obtained:

1. The first table shows that the independent variable is consumer perception and the dependent variable is consumer buying interest.
2. Based on the output above "summary table", the R value (correlation coefficient value) is 0.519 means that the relationship between the two research variables in the category is quite strong. R Square value or coefficient of determination (KD) which shows how good the regression model formed by the interaction of independent variables and dependent variables with KD values is 26.9% which can be interpreted that the independent variable X has an effect of 26.9% on the variable Y and 73.1% are influenced by other factors outside the X variable.
3. Based on the third table in determining the significance or linearity of the regression criteria determined based on the F test or the Significance value test (Sig.). The results obtained are Sig. = 0,000, which means <significant criteria (0.05), with the provision that if the Sig. <0.05, then the regression model is linear and vice versa, thus the regression equation model based on research data is significant, which means that consumers' perceptions affect linearity.
4. Based on the output in the coefficient table above, it can be seen in column B that it is a constant value and a regression coefficient. So that the figure can form a regression equation Y = 3.452 + 0.855X which means that if consumers' perceptions of traditional markets increase by 1%, Consumer’s buying interest will increase by 0.855%. The hypothesis test obtained the results of t count of 5.691 with t table of 1.662 or t count > t table ie 5.691> 1.662 means that Ho is rejected and Ha is accepted, it can be concluded that consumer perception has a positive effect on consumer’s buying interest as a result of the revitalization program at Kampung Lalang Medan.

C. Comparative Test of the Effect of Consumer Perception on Consumer Buying Interest as a Impact of Revitalization in Suka Ramai Market Medan

1. Normality Test

Data normality testing is done by using a statistical test tool with the Kolmogorov-Smirnov Test model, and the following values are obtained:

Table 13 One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		92
Normal Parameters[a,b]	Mean	0
	Std. Deviation	6.08981529
Most Extreme Differences	Absolute	0.053
	Positive	0.029
	Negative	-0.053
Kolmogorov-Smirnov Z		0.506
Asymp. Sig. (2-tailed)		0.96

a. Test distribution is Normal.

b. Calculated from data.

Based on the normality test results above, the Asymp.Sig value is 0.960 greater than 0.05 which means that the data can be concluded in normal distribution.

2. Reliability Test

Table 14 Case Processing Summary

		N	%
Cases	Valid	92	100.0
	Excluded[a]	0	.0
	Total	92	100.0

a. Listwise deletion based on all variables in the procedure.

Tabel 15 Reliability Statistics

Cronbach's Alpha	N of Items
.698	5

From the reliability test results can be seen that the value of Cronbach's alpha is 0.698, meaning that the questionnaire made is reliable because it is greater than the value of 0.60. These results indicate that the measuring instrument used is qualified and reliable.

3. Simple Linear Regression Test

Simple linear regression is a regression that has one dependent variable (buying interest) and one independent variable (consumer perceptions).

Table 16 Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Consumer Perceptions [b]	.	Enter

a. Dependent Variable: Buying Interest
b. All requested variables entered.

Table 17 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.268[a]	.072	.062	6.133

a. Predictors: (Constant), Consumer Perceptions

Table 18 ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	263.008	1	263.008	6.992	.010[b]
	Residual	3385.460	90	37.616		
	Total	3648.467	91			

a. Dependent Variable: Buying Interest

b. Predictors: (Constant), Consumer Perceptions

Table 19 Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	39.687	6.550		6.059	.000
	Consumer Perceptions	.285	.108	.268	2.644	.010

a. Dependent Variable: Buying Interest

Based on the above table, the following results can be obtained:

1) The first table shows that the independent variable is consumer perception and the dependent variable is consumer buying interest.
2) Based on the above output obtained by the R Square determination coefficient value of 0.072, which means that the influence of consumer perception on consumer's buying interest is 7.2%, while the rest of 92.8% is determined by other factors that are not research indicators such as; Cultural Factors, Social Factors, Personal Factors, and Consumer Psychology Factors. The value of the correlation coefficient R of 0.268 is 26.8% which means that there is a low relationship between consumer perceptions of consumer's buying interest as a result of revitalization in Suka Ramai Market.
3) Based on the third table, in determining the significance or linearity of the regression criteria is based on the F test or the Significance value test (Sig.). The results obtained are Sig. = 0.010 which means > significant criteria (0.05), with the provision that if the Sig. <0.05, then the regression model is linear and vice versa, thus the regression equation model based on research data is significant or 0.010 <0.05 which means that consumers' perceptions affect linearity on consumer buying interest.

4) Based on the output in the coefficient table above, it can be seen in column B that it is a constant value and a regression coefficient. So that the figure can form a regression equation Y = 39,687 + 0.285X which means that if consumers' perceptions of traditional markets increase by 1%, consumer's buying interest will increase by 0.285%. The hypothesis Test result of t count is 2,644 with t table of 1,662, or t count > t table which is 2,644> 1,662 which means that Ho is rejected and Ha is accepted, it can be concluded that consumer perception has a positive effect on consumer's buying interest as a result of the traditional market revitalization program at Suka Ramai Market Medan.

Table 20 Comparison of Simple Linear Regression of the three Traditional Markets in Medan

Indicator	Sei Kambing Market	Kampung Lalang Market	Suka Ramai Market
	N = 98	N = 90	N = 92
RegressionEquation	Y =36,164 + 0,346X	Y = 3.452 + 0,855X	Y =39.687 + 0,285X
Statement	If consumer perception increases by 1%, consumer's buying interest will increase by 0.346%	If consumer perception increases by 1%, consumer's buying interest will increase by 0,855%	If consumer perception increases by 1%, consumer's buying interest will increase by 0,285%
"t" Count	2.505	5.691	2.644
"t" Table	1.985	1.662	1.662
Hypothesis	H_a accepted	H_a accepted	H_a accepted

Based on research conducted at the Sei Kambing Market, Kampung Lalang Market, and Suka Ramai Market with 280 respondents consists of 15 statements of consumer perception variable and 15 statement of Buying interest variable with indicators products, process, people, physical evidence, and prices with the highest share of value that is in the Kampung Lalang Market Medan, it can be concluded that if consumer perception increases by 1%, the consumer's buying interest in shopping will increase by 0.855%. Meanwhile, in the Sei Sikambing Market Medan, if consumers' perceptions increase by 1%, consumer's buying interest in shopping will increase by 0.346%, and in the Suka Ramai Market Medan, if consumer perceptions increase by 1%, consumer's buying interest in shopping will increase by 0,285%.

Based on this facts, it can be said that the program carried out by the government in revitalizing the Kampung Lalang Market is welldone. It can be seen from the location of the Market that was built very strategically, motorcycle and car parking areas are neatly arranged. The existence of religious facilities, the difference in the stalls for products sold, flexible buying and selling transactions. Therefore, by looking at changes that occur due to the revitalization of traditional markets can form positive public opinion so that consumers are interested in doing exploratory to transaction matters, provide positive references to the market, and loyal to be traditional market customers, so it is not unlikely that modern market consumers will also switch to shopping at traditional markets.

CONCLUSION

Based on research conducted at the Sei Kambing Traditional Market, Kampung Lalang Market, and Suka Ramai Market Medan with 280 respondents is obtained the difference largest mean value of 20.14 on the Kampung Lalang Market Medan, 15.79 of Sei Kambing Market and in the Suka Ramai Market with an average of 15.22. This means that there is a very fundamental difference from the consumer's perception of traditional markets before the market revitalization is conducted in a very apprehensive condition, unmaintained and neat conditions, muddy, unorganized location for selling their product, parking areas that are not centralized and so on. After revitalizing the market, society's perceptions have changed. They like to shop at traditional markets because of conditions that are orderly, neat, clean, and comfortable.

Whereas for the influence test based on the summary table that the value of R square in the Sei Kambing Market is 6.1% which can be interpreted that consumer perceptions have an influence of 6.1% on consumer's buying interest in the Sei Kambing Market and the other 95.9% influenced by other factors outside the X variable. In the Kampung Lalang Market obtained an R square value of 26.9% which can be interpreted that consumer perception has an effect of 26.9% on consumer’s buying interest variables and another 73.1% is influenced by other factors outside the X variable. And for the Suka Ramai Market Medan R Square determination coefficient value of 0.072 which means that the influence of consumer perceptions of consumer's buying interest is 7.2%, while the remaining 92.8% is determined by other factors such as cultural factors, social factors, personal factors, and consumer psychological factors. Thus, consumer's buying interest is very small, influenced by consumers' perceptions. Therefore the government or market manager must be more responsive to cover the weaknesses of traditional markets. These weaknesses can be seen from the uneven development / changes made, many facilities that have been revitalized are damaged, the lack of counseling from the government regarding service excellence for traders, there are still many people who do not park according to their place, many traders who have not relocation to newly revitalized markets, and so on.

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