Comparative Analysis of Staretegi Traditional Market and Modern Markets of Consumer Valuation

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Abstract

The research method used in this research is the quantitative analysis method. While the sample used in the study was as many as 20 respondents, who shopped at The Puan Maimun market in Karimun Regency and some who shopped in minimarkets around the market. The data source that will be utilized in this study is primary data. Secondary data used is written sources such as book sources, scientific magazines, and documents. From the results of analysis and discussion of Comparative Analysis obtained Test Statistics and obtained chi-square value of 6,905 greater than the value of χ^2 table which is 5,991 so that the hypothesis answered with the acceptance of Ha, and Ho was rejected. This shows that there are differences between traditional and modern markets over consumers' assessments of marketing strategies. Tests taken based on probability values are by comparing significant values (sig) with significant levels (α), from the test statistics table obtained a significant value (sig) of 0.035, so that a significant value of $0.035 < 0.05$, so that Ho is rejected, meaning it will be concluded that there is a difference between traditional markets and modern markets in terms of price, product, place and marketing.

Keywords: *Traditional; Market; Consumer; Strategy; Revenue*

1. Introduction

Community life in the village is inseparable from the need for various support facilities needed by the inhabitants. The presence of these facilities can improve the quality of life of the community in a variety of areas, one of which is the economic sector. One of the public facilities in the economic sector is the market, which is a place to support the achievement of life. A market is defined as a meeting place where the marketing process in which sellers and buyers execute transactions is formed. The market is an exchange center, and transactions, in actual exchange activities, money emerges as an exchange tool. The market is one of the most important institutions of the economy. According to the trading method of the market, the market can be divided into two types: the traditional market and the modern market.

The name of the traditional market negotiation process arises, and the building consists of stalls, an open foundation established by market managers with Ross and the seller. The traditional market sells daily necessities such as groceries in the form of most fish, fruits, vegetables, eggs, meat, cloth, electronic clothing, services and more. Some traditional markets also sell cakes and other items. Traditional markets

are different from modern markets. The development of the industrial sector today has brought about other changes. There is quite a fierce market competition and a wide variety of different products of different types. Therefore, traders need to focus on their clients to survive in the fierce competition of today. Customer presence is an important factor for sellers. Customers prefer to shop in locations that offer the convenience and convenience of both market access, market infrastructure, and merchant-provided services.

This traditional market is synonymous with the smelly mud market. Sometimes there are still traders who are not very friendly to buyers. It can dissuade buyers and adversely affect their desire to shop. This dirty, muddy environment is the exact opposite of modern market conditions, whether it's clean with air conditioning, neatly organized and attractive items. However, these changes occur in conjunction with the development of mini-markets, modern markets that provide comfortable facilities for the community, and the low-income group who make a living from the community, especially the sale of less traded products. It also harms the economy. This clearly shows that the development process of providing comfort and proper facilities tends to hurt many parties. We need a solution that benefits many parties. Puan Maimun Market is one of the traditional markets of the Karimun Regency. Its location in the heart of the Karimun Regency makes the Puan Maimun market one of the traditional markets most frequented by the inhabitants of Karimun. Puan Maimun Market is always crowded with visitors from different parts of Karimun Regency, as it is the only relatively large-scale traditional market in Karimun Regency. The Karimun Regency market is one of the traditional markets which has suffered the impact of the strong development of modern markets.

Puan Maimun Market has always been the main choice for tourists to cater to their needs. This is inversely proportional to a time when modern markets looked like mushrooms around Puan Maimun market, and the shops and stalls of Puan Maimun market were abandoned by visitors. For those who trade in raw materials, meat and vegetables have little impact. Because consumers still prefer to shop in traditional markets for these types of products. But don't forget that the traditional market is overflowing with not only merchandise sellers but also ready-to-eat food such as clothing and shoes. For such products, the modern market price is cheaper than the traditional market price, because consumers are very concerned about the price of the product, feel the impact of the modern market formation. This will get the result in lowering the trader's turnover.

The existence of the modern market has a direct economic impact on market traders Puan Maimun. The main factor in the decline in the number of buyers is considered to be one of the causes of the decline in merchant turnover. Most visitors turn to shop in modern markets, which makes traders in Puan Maimun market even more disadvantaged. If this happens longer, it is feared that traders will go out of business. It is recognized that the ever-growing existence of a modern market has brought social change for visitors in the Puan Maimun market. Instead of shopping at Puan Maimun market, buyers prefer to shop in modern markets. Traditional markets that are synonymous with slums and bad smells become one of the factors that make shopping uncomfortable for tourists, so switch to modern markets and leave traditional markets. The modern market is considered more profitable for tourists because it offers a variety of shopping options and is equipped with good facilities.

The market situation in Puan Maimun is certainly one of the main reasons why visitors prefer to shop in the modern market and leave in the traditional market. Visitors shopping in the modern market can shop comfortably without worrying about the crowded, confused and pungent odours of the Puan Maimun market. Puan Maimun market merchants are relatively open until noon, while modern markets are open until night, making the Puan Maimun market less competitive with modern markets.

2. Literature Study

Promotion

According to Kotler (2010) marketing is a social and managerial process in which individuals and groups get what they need and want through the creation, offering and exchange of products or values with others. Marketing is one of the main activities carried out by entrepreneurs in maintaining their efforts to develop and develop and benefit as a measure of business success both in the form of profit and satisfaction. Success or not in achieving business goals depends on the expertise of entrepreneurs in the field of marketing.

Price

Price is one element of the marketing mix that can bring profits to a company. Price is also a consideration for consumers when purchasing products and services. Also, prices can change quickly because they are a flexible marketing mix element. A well-designed and marketed product can sell at a high price and generate huge profits. Pricing requires a systematic approach, including setting goals and developing an appropriate pricing structure. According to Kotler and Armstrong (2013: 151), the invoiced amount of goods or services or the amount of money that consumers earn from owning or using such products or services is worth the money. According to Philip Kotler (2012: 132), the price is the amount the customer has to pay for the product.

Price is the sum of all the values given to a customer to make a profit by owning or using a product or service (Philip Kolter, 2008: 345). According to Basu Swastha (2005: 185), price is the amount needed to obtain many combinations of goods and services (if possible, with some goods added). According to Tjiptono (2005), price is a currency or other measure that includes other goods and services that are exchanged for ownership or the rights of the user of the goods or services. According to experts, according to Tjiptono (2002), a price is a currency or other means (including other goods and services) that is exchanged for ownership or use of a good or service. Price is a factor that has a direct impact on a company's profits.

Product

Products can be offered to the market for attention, use, ownership and consumption so that they can meet their desires and needs. From these understandings, we can conclude that almost anything, including production, is a real target that we can see, feel and feel. If you look at the actual product, there are quite a lot of types. In general, product types can be described in detail into two types: consumer products and industrial products. Consumer goods are products that are used by end consumers, homes, businesses, or with the intention of not selling them again. Products are the focus of marketing activities because they are the result of a company that can be offered to the market for consumption and are a tool of the company to achieve the company's goals. If a product is not superior to other products in terms of quality, design, shape, size, packaging, service, warranty and taste, it can induce consumers to try and buy the product.

A product is anything that a manufacturer can offer to be bought, used or consumed with care and demanded of the market to meet the needs or requests of the relevant market. A product is the result of a manufacturing process carried out by a manufacturer or enterprise, which is later sold to consumers in need. Most of a company's revenue is from products it sells to consumers, and consumers purchase products to satisfy their daily needs as well as satisfy them. Many companies today believe that consumers prefer relatively inexpensive and high-quality products. Conceptually, we understand the subjective marathon of a manufacturer that a product can be offered to achieve an organization's goals by meeting the needs and desires of consumers, depending on the organization's capabilities and capabilities and the purchasing power of the market (Tjiptono, 2002). The definition of a product by Stanton (1997), colour, price, and packaging factory reputation is the retailer's reputation and a set of specific attributes already covered by the factory and distribution services. accepted by the buyer as something that may

charge his hopes. Kotler and Armstrong (2000) describe something that can be offered to the market for attention, purchase, use, or consumption and that can satisfy a desire or need.

Place

Location is one of the circumstantial factors that contribute to purchasing decisions. The concept of marketing has the term marketing mix or service marketing mix consisting of products, prices, places, public relations, people, physical evidence and processes. Business locations are often referred to as a company's distribution channel because it relates directly to buyers and consumers. In other words, a place is both a place where a manufacturer delivers a product to a consumer and a long-term resource commitment. Place affects future growth. The chosen area must be able to grow economically so that it can survive, whether it be a retail business or another trading venture.

According to Tjiptono (2015:345), place refers to various marketing activities that seek to promote and promote the delivery or distribution of goods and services from producers to consumers. According to Kotler and Armstrong (2014:76), the location includes corporate activities that make products available to target consumers. Subsequently, according to Lupiyoadi and Hamdani (2011:92), a location is what a company or educational institution decides on where to operate and place its staff. Opinions regarding the position of these experts are the decisions of companies that determine a location business establishment in the understanding of researchers, conduct business activities or operational activities, and distribute goods or services that become business activities to consumers. The importance of place to businesses and entrepreneurs greatly influences the decisions of the target market when making purchase decisions. Buchari Alma (2003:103) suggested that a place is a place where a company operates or a place where a company will engage in activities that produce goods and services that value economic aspects. According to Suwarman (2004:280), location is the place of business that greatly influences consumers' motivation to visit.

3. Research Methodology

According to Arikunto (2009: 160), the research method is the method used by researchers to collect research data, and according to Sugiyono (2010: 2), the research method is effective for discovery, demonstration and development. A scientific way to get data. The research method used in this study is a quantitative analysis method that emphasizes analyzing numerical data and numerical values obtained by statistical methods in the framework of inference research and hypothesis testing and brings the investigated variables. Sugiyono (2011) states that quantitative research can be used for quantitative/statistical data analysis to examine specific populations or samples to be interpreted as a research method based on a positivist philosophy, data collection using research equipment, and validation of hypotheses.

The study is a process that uses 70 respondents to collect preliminary data, observes preliminary experiences of existing and contemporary market phenomena, and leads to consumer perceptions of the marketing mix (promotions, prices, products, locations). It also ends with the study of the theory and the establishment of a theoretical framework, the submission of hypotheses, analysis, and conclusion. Next, to obtain the survey results effectively and to know the achieved results, the authors entered the data generated from these results surveys into Excel software for analysis and processing using statistical calculation application SPSS (Statistical Product and Service). Solution) Version 24. The sample used in this survey was 70 respondents, but some shopped at the Puan Maimun market and some shopped at the mini-markets around the market. The data source used in this investigation is primary data, which is data taken directly from the source. Also, nothing was taken directly from the secondary data sources for this investigation. The secondary data sources used are the sources of books, authored sources such as scientific magazines, documents, and so on.

4. Results

Validity Test

Table 1. Descriptive Statistics

Indicators	Value		Information
	r count	r table	
P1	0.715	0, 468	Valid
P2	0.742	0, 468	Valid
P3	0.858	0, 468	Valid
P4	0.742	0, 468	Valid
P5	0.551	0, 468	Valid
P6	0.715	0, 468	Valid
P7	0.701	0, 468	Valid
P8	0.650	0, 468	Valid
P9	0.576	0, 468	Valid
P10	0.858	0, 468	Valid
P11	0.742	0, 468	Valid
P12	0.715	0, 468	Valid
P13	0.650	0, 468	Valid
P14	0.592	0, 468	Valid
P15	0.742	0, 468	Valid
P16	0.576	0, 468	Valid
P17	0.682	0, 468	Valid
P18	0.592	0, 468	Valid

As a result of the above descriptive statistical validity test, it is possible to know whether all the statements submitted to the 20 respondents are valid. Looking at the comparison between each sentence of the calculated r and the r table of 0.468.

Reliability Test

It can be concluded that the research instrument is declared reliable because of the value of 0.921 > 0.468. Where the Alpha Cronbach value of 0.921 is greater than the table r-value of 0.468 so that thus the questionnaire to be used in the study qualifies as reliable i.e. consistent.

Table 2. Reliability Test Results
Reliability Statistics

Cronbach's Alpha	N of Items
.921	20

Statistics Test

Table 3. Statistical Test Results
Test
Statistics[a.b]

			ModernMarket
Chi-Square			6.905
Df			1
Asymp. Sig.			.342
Monte Carlo Sig.	Sig.		.035[c]
	95% Confidence Interval	Lower Bound	.141
		Upper Bound	.559

a. Kruskal Wallis Test
b. Grouping Variable: TraditionalMarket
c. Based on 20 sampled tables with starting seed 299883525.

Analysis of the Statistical Test table, b obtained from SPSS shows the value of Asymp. Sig. for the modern market of 0.342 which explains the influence of the modern market in the study of 34.2%. The value of χ^2 of the table depends on the degree of freedom (v) or degree of freedom (df) where k = 3-1 = 2, while α = 5% (0.05), so the value of χ^2 of the table is χ^2 (0.05, 2) = 5,991

1. From the Test Statisticsa table, b calculated H value = 6,905
2. From the Normal Distribution table the value of χ^2 table = 5,991
3. So H calculate = 6,905 > χ^2 table = 5,991, so H0 is rejected.

The evaluation of consumer marketing strategies (price, product, location, marketing) is a hypothesis that there is a difference between the traditional market and the modern market.

Results

Influence of price, product variety, and location on purchase motivation in Puan Maimun traditional market. The descriptive statistics table shows that the analysis with the fewest number of respondents has an average rank value of 4.17. Meanwhile, the most important opinion of respondents is that for the price, the average rank value is 12.11, the product ranks second after location and price, and the average rank value is 8.07. This shows that while many still consider the price of shopping, location is not a big deal for those who are shopping for basic needs.

The chi-square test statistic table accepts the hypothesis Ha because the value of 6,905 is greater than the χ^2 table value of 5,991, and the answer, H0, is rejected. This shows that there is a difference between the traditional market and the modern market for the evaluation of marketing strategies (price, product, place marketing) by consumers.

A test done according to the value of the probability, i.e. by comparing the significance level (sig) to the significance level (α), is a value of sig = 0.035 because a significance value (sig) of 0.035 was obtained in the test statistic table. < Since it is 0.05, H0 is rejected. In other words, the conclusion is that there is a difference between the traditional market and the modern market in terms of price, product, location and marketing.

Conclusion

From the results of the analysis and discussion of the comparative analysis of the traditional market and the modern market on the marketing strategy (price, product, place marketing) consumer evaluation, I would like to explain some conclusions from the case study results of the Puan Maimun Regency Markets. Can research according to the purpose of the study.

1. In the test statistic table, where 6,905 chi-square values greater than the χ^2 value were obtained, the answer, H0, is rejected, accepting the hypothesis Ha because the table is 5,991. This shows that there is a difference between the traditional market and the modern market for the evaluation of marketing strategies (price, product, place marketing) by consumers.

2. In the probability-based test, the significance value (sig) and the significance level (α) were compared on the test chart to obtain a significance value (sig) of 0.035, so sig = 0.035 & lt; 0.05, so H0. Is rejected and concludes that there is a difference between the traditional and modern markets considered in terms of price, product, location and marketing.

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