WHAT Y GENERATION THINK ABOUT BANDUNG TRADITIONAL MARKET

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Abstract

Traditional market is a tool that becomes a benchmark in improving people's welfare. Community income also affects the level of purchases in traditional markets. Store image of traditional markets in generation Y is indispensable to assist local traders in determining their fate in the future. There are eight dimensions used to measure the store image of traditional markets in Bandung, amongst merchandise, sales personnel, store atmosphere, services, reputation, promotion, location, and facilities. Methods of collecting data are done through the distribution of questionnaires to generation Y who had visited the traditional market in the city of Bandung. From the distributed questionnaires, 389 questionnaires were obtained.

Based on the results of data processing using the importance performance analysis, there are ten items whose performance can be maintained, three items become the top priority to be improved, eight items become the next priority, and the remaining two items can be reduced priority to repair. Based on the results of research, it is suggested for the manager of traditional markets in Bandung to focus on items that are in quadrant A. These items include circulation of movement in the market, market merchant services in the selection of merchandise, and parking facilities which found in Bandung traditional markets.

Keywords: Traditional Market, Store Image, Importance Performance Analysis, Y Generation

1. INTRODUCTION

Major cities in Indonesia that have begun to apply the concept of smart city are Surabaya, Denpasar, Bandung, Cimahi, Manado, Jakarta, and Yogyakarta. Bandung is currently being intensely run the concept of smart city. In this study, Bandung was chosen because it gives a local impact by studying for more customized and sharper research. In addition, also to support the work program Bandung Mayor, on the application of Bandung smart city is quite progressive since the leadership of Ridwan Kamil. The concept of smart city can be a solution to this problem, through good governance to enhance traditional market image store in Y generation. The program from Bandung government that has been applied in traditional market (Prabowo et al., 2017) such as revitalizing traditional market already done in Pasar Sarijadi with the modern concept but traditional nuances.

The existence of traditional markets at this time began shifted by the number of modern markets such as supermarkets and minimarkets. The community's response to traditional markets has been complained about the dirty and unhygienic market conditions. These conditions happened because public lack of interest to trade at traditional markets. Store image of traditional markets toward generation Y is indispensable to assist local traders in determining their fate in the future. According to Naafs (2012), generation Y is an important key that plays a role in the process of economic and social change. It is often forgotten that these two shifts are mostly made by young people.

The decline of visitors of traditional market in recent years is certainly not what the traditional market traders want. It needs a variety of improvement efforts so that the number of visitors does not decrease, so that will impact the visitor satisfaction. By making improvements, it will be possible if the traditional market visitor can increase year by year.

Traditional market image store is considered important, to know the needs and wants of consumers regarding their views on traditional markets today, so as to increase purchase transactions in traditional markets by generation Y. Currently generation Y is considered important because it is a group of individuals born in a period of time and the same journey of life. Generation Y has its own characteristics and experiences the same external events during late adolescence or in early adulthood. Cohorts (groups) are strongly influenced by external events, market segmentation with cohorts can determine motivation based on "coming of age" affecting values, attitudes, preferences, and purchasing behavior. In accordance with the existing problems, the research objectives to be achieved are:

1) To know the assessment of Y generation to store image of traditional market in Bandung;
2) Provide recommendations for traditional market in Bandung about the attributes that must be maintained, improved or reduced.

2. LITERATURE REVIEW

2.1 Smart City

Smart city is the development of the concept, implementation, and implementation of technology applied to an area (especially urban) as a complex interaction between the various systems in it. "(Pratt, 2014: 94; in (Wijaya, 2015). Smart City became one of innovations that is now heavily built in Indonesia as one step of modernization and adoption of technology to the wider sector. The concept of Smart City is emerging because of the dramatic shift in the urban population that encourages citizens, urban planners, businessmen and governments to see a new vision, smart city. Research on smart city in Indonesia continues to grow, Nadapdap et al. (2015) describes the performance of Ridwan Kamil as mayor in applying Bandung Smart City. Alamanda et al. (2015) identify the actors that most instrumental in supporting Ridwan Kamil's work program for Smart City Strategy

2.2 Y Generation

According to Huntington (1996) in Raharto and Noveria (2005: 140), "age structure of Indonesian population shows that in 2000, 20.08 percent were younger (aged 15-24)." The rate of population growth in this age group is 2.13 percent in 1980 in period of 1990 and 1.42 percent in period of 1990 to 2000. Y population generation in Indonesia increased since 1971, but is projected to decline in terms of numbers and the proportion of population since 2000.

2.3 Store Image

Rahadi & Widyarini (2008) and Zulaikha (2009) in Prabowo & Rahadi (2015: 30) found that loyalty to traditional markets was influenced by location (accessible), product freshness (quality), public facilities (such as rest rooms and places of worship), buying and selling relationships, ease of transactions, value (comparisons to perceived prices and benefits), knowledgeable traders, and cultural preservation (Ramdhani et al., 2010).

2.4 Importance Performance Analysis (IPA)

According to Martilla (1977), "Importance Performance Analysis offers the number of advantages to evaluate consumer acceptance of marketing programs." This analysis is inexpensive, easily understood techniques that can generate important insights on the marketing mix of companies should devote more attention and identify possible areas takes up too much resources. The resulting presentation of importance performance facilitates the interpretation of data network management and enhances its usefulness in making strategic marketing decisions.

2.5 Cohort

According to Prabowo & Rahadi (2015), "cohorts influence how consumers place different interests on different store image attributes based on their shopping motives." Meanwhile, according to Parment (2013) in Prabowo & Rahadi (2015), these findings explain why some researchers argue that using cohorts as segmentation variables is more useful than age groups.

This study used eight dimensions to measure the traditional market image of merchandise, sales personnel, store atmosphere, services, reputation, promotion, location, and facilities. The frame of thought in this study based on previous research shows in Fig. 1.
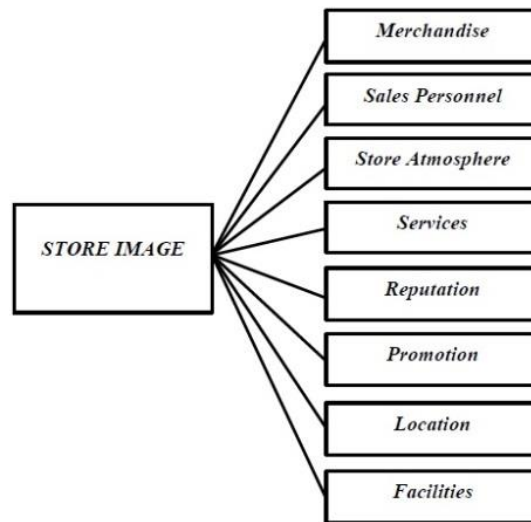
Figure 1. Conceptual Framework

3. RESEARCH METHODOLOGY

This research is a quantitative research, because the data generated in this study are numerical data obtained from structured questions. To collect data, this study used a questionnaire containing structured questions. The data had been obtained, analyzed quantitatively. Based on the objectives, the research is divided into explorative, descriptive, and causal research. There is one variable that is store image. Variable store image consists of several dimensions, namely merchandise, sales personnel, store atmosphere, services, reputation, promotion, location, and facilities.

The population used in this study is adapted to the object that has been selected, namely the traditional market in Bandung. Nonprobability sampling method was selected, which is incidental sampling method. "Incidental sampling is a technique of determining a sample by chance, ie anyone who accidentally / incidentally meets with the researcher can be used as a sample, when viewed by the person who happens to be found it is suitable as a source of data." (Sugiyono, 2015)

In analyzing data, this study used Importance Performance Analysis (IPA), it can calculate the importance and performance of various attributes. Through this technique can be known how high the level of importance and performance. It can also specify the actions to be taken on the attribute, whether it will be retained, enhanced, or minus its priority.

4. RESULT & DISCUSSION

The first step is to calculate the amount of importance and performance of each indicator store image. Then each score of these indicators will be calculated, both for the level of importance and performance. The number of respondents is 389. Each item scores for importance (Y) and score for performance (X). Both scores are used to make the ordinate point of Cartesian diagram for each item. Here is the score of importance and performance of each indicator store image is shown in Table 1.

The next step is to create a Cartesian diagram and illustrate the location of each item on the diagram, then to limit the diagram by using the average score. This step goal is to find out more in any indicators in the store image of traditional markets in Bandung that must be maintained, improved or reduced. Based on Table 1, it can be seen that the average score of performance is 3.85 (X) and while for the limit on line Y is taken from the average score of 4.15. Limits on both lines will produce the following diagram (Fig. 2):

Table 1 Score of *Store Image* on Bandung Traditional Market

| ITEM	Score		Score	
	Importance	*Performance*	*Performance* (X)	*Importance* (Y)
Merchandise				
1	1639	1551	3.99	4.21
2	1637	1516	3.90	4.21
3	1691	1610	4.14	4.35
4	1707	1581	4.06	4.39
Sales Personnel				
5	1722	1593	4.10	4.43
6	1722	1619	4.16	4.43
7	1651	1577	4.05	4.24
Store Atmosphere				
8	1530	1434	3.69	3.93
9	1630	1522	3.91	4.19
10	1621	1471	3.78	4.17
11	1541	1519	3.90	3.96
Services				
12	1465	1459	3.74	3.77
13	1586	1481	3.81	4.08
14	1639	1486	3.82	4.21
15	1666	1548	3.98	4.28
Reputation				
16	1496	1418	3.65	3.85
17	1521	1448	3.72	3.91
Promotion				
18	1549	1421	3.65	3.98
Location				
19	1715	1548	3.98	4.41
20	1605	1511	3.88	4.13
Dimensi *Facilities*				
21	1575	1311	3.37	4.05
22	1684	1480	3.80	4.33
23	1583	1384	3.56	4.07
Average Score			**3.85**	**4.15**
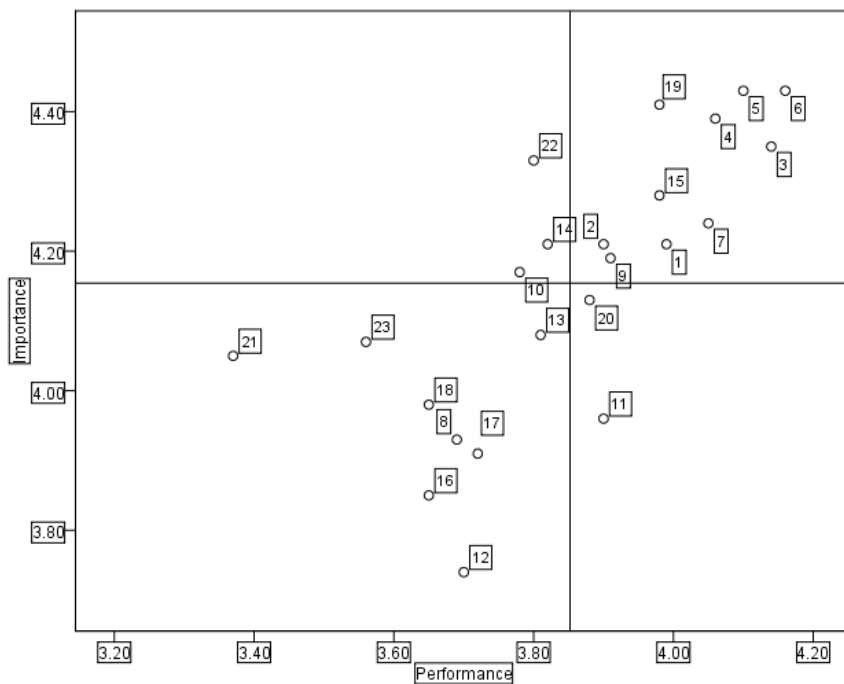
Figure 2. Cartecius Diagram of Store Image

5.CONCLUSION AND RECOMMENDATION

Visitors rate that store image of traditional market in Bandung city is not yet perfect, because performance given by traditional market not yet fully in accordance with visitor expectation. However, there are some items where visitors appreciate about traditional market, such as the market operating hours, since most traditional markets have operational times from dawn to night, and the location of traditional market presence is close to the community (home and office).

Based on the Importance Performance Analysis results, the following conclusions and recommendation are:
1) Attributes that need to be maintained are offering merchandise at low prices, offering high-quality merchandise, diverse merchandise, available merchandise when needed, market traders behaving decently in serving buyers, having knowledge of merchandise information, always helping when needed, lay out kiosks that facilitate shopping, good service in payment transactions, and market locations within easy reach by public transport;
2) Attributes that need to be fixed as a top priority are the circulation within the market to facilitate movement, good service in the selection of merchandise, and parking facilities. As for the second priority is the market display, inter services for certain merchandise, good service in merchandise packaging, return policy and merchandise exchange, give special price for buyer, clean toilet facility, and facility of place of worship;

It can be concluded that the consumer's preference towards marketing communication strategy of sass and co is sorted by the highest level of importance and the ideal or best combination for the respondents. The highest level of importance, namely: 1) Direct Marketing; 2) Advertisement; 3) Word-of-mouth Advertisement; 4) Marketing Promotion; 5) Personal Selling. The best attribute combination can be chosen to be the marketing communication strategy of sass and co based on the consumer's preference which is using social media advertisement, marketing promotion with defect product warranty, direct marketing via Shopee, word-of-mouth marketing through friends' recommendation, and personal selling though offline store.

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