

## CONSUMER PERCEPTION TOWARD STORE IMAGE OF BANDUNG TRADITIONAL MARKET

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### Abstract

*This research aims to find out what factors that affect consumer perceptions of store image Traditional Markets in Bandung. The sample in this research is 400 people who live in Bandung are calculated based on sampling convenience sampling. The method used is factors analysis. Consumer perceptions of store image measured through the dissemination of a questionnaire with items 19 statement. The results of factors analysis obtained 5 factors that affect consumer perceptions, these factors include in-store & location convenience and store atmosphere (4,781), convenience and merchandising (1,986), price (1,588), public facilities (1,079), quality of merchandising (1,005).*

*Keywords: Perceptions, Consumer behavior, Factors Analysis*

## 1. INTRODUCTION

Traditional market was estimated to have emerged since the era of Kutai Kartanegara kingdom in the 5th century (Malano, 2011). Thus the traditional market is a real example of "bhineka tunggal ika" and has become a culture in Indonesia. Traditional markets growing until now. However, the golden age of traditional markets only took place in the periods of 1960-1970s. Data from the Association of Indonesian Market Traders (IKAPPI) mentioned that the number of traditional markets throughout Indonesia are 13,540 but dropped dramatically to 9,950 markets within 4 years (2007-2011 period) (Mangkunegara, 2010).

Currently, traditional market has been abandonment due to the increasing of sophisticated era and accompanied by the increasing of economy globally. Increased income of citizens also increases their style and lifestyle. People with modern lifestyles prefer modern markets with modern management systems, easy, clean, comfortable, practical, and have a complete selection of goods (Malano, 2011). Therefore, the worsening of the traditional market is because consumers are more responsive to the modern market image store that is viewed better than the traditional market image store. Public Relation Division of PD Pasar Pasar Bermartabat Kota Bandung says there are 40 traditional markets in Bandung but only 52.5% or only 21 units of the traditional market are feasible while as many as 15 units are less feasible and 4 units into categories not feasible. Store image is an important factor in influencing consumer perception which can lead to customer loyalty for the continuity of traditional market in the future (Prabowo, et al., 2017). This study aims to determine what factors affect consumer perceptions toward store image in Bandung Traditional Market.

## 2. LITERATURE REVIEW

### 2.1 Consumer Behaviour

Consumer behavior is an action undertaken by individuals, groups or organizations dealing with decision-making processes in obtaining, and using economic goods or services that can be affected by

the environment (Etta et al., 2013). Everyone's perception of an object will vary, therefore perception is subjective. A person's perception is influenced by his memory. All what has entered the sensory region and received attention will be stored in memory so that the memory will be reopened and used as a reference to respond to it. Perception is a process arising from the sensation, where sensation is the activity of feeling or the cause of emotional state is encouraging. Sensation can also be defined as a rapid response of the receiving senses to basic stimuli such as light, color and sound. With all that perception will emerge (Sopiah & Syihabuddin, 2008). Moreover, Sopiah & Syihabuddin (2008) state that the image store has an understanding of public perception for it's the name or product of the shop effectively both in terms of value, quality and price. Creating a store image is very important because it affects consumer behavior. So store image of a place of shopping becomes important for consumers, because consumers generally prefer shopping centers that give a good image to them (Ramdhani, et al., 2010). The attributes taken from previous research, theories and interviews conducted by researchers, that store image factors consist of accessibility, merchandising, reputation, store ambience, in-store service, public facilities, price, promotion and security (Fig. 1).

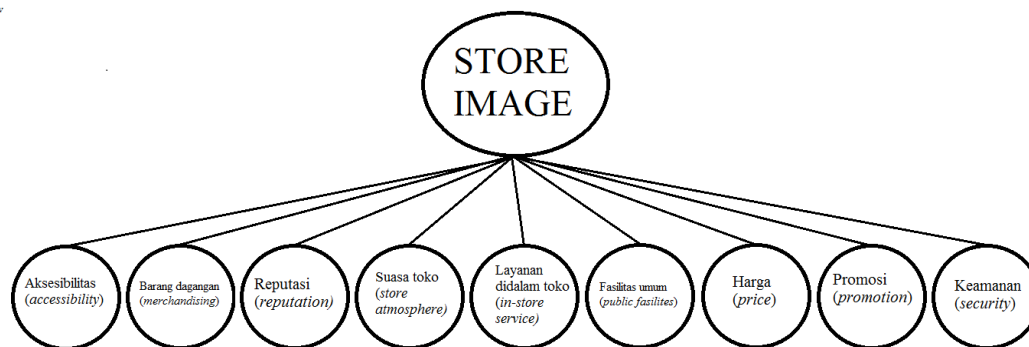


Figure 1. Conceptual Framework

### 3. RESEARCH METHODOLOGY

The type of research used in this study is a quantitative approach with factor analysis techniques. Using Likert scale 1-4 (Strongly disagree - Strongly agree) with a sample of 400 people who live in the city of Bandung, the questionnaires were distributed. Since the people of Bandung who have visited the traditional market can not be known, the sample size is calculated using the Bernoulli formula and by using the sampling convenience sampling technique. Data collection through questionnaires and interviews to the community in the city of Bandung who had visited the Traditional Market in Bandung.

### 4. RESULT AND DISCUSSION

#### 4.1 Respondents' Profil

Based on gender, female respondents are as many as 286 people (71.5%) and men as many as 114 people (28.5%). The data shows that female customers have more activity and desire to visit more, because it is usual to come and shop to the market is women. Based on the age of the respondents, 20-29 years as many as 190 people (47.5%), followed by the age of respondents aged 40-49 years as many as 83 people (20.75%), age 30-39 years as many as 62 people (15.5%), age > 50 years as many as 53 people (13.25%) and the last sequence of respondents <20 years age of 12 people (3%). These data indicate that a relatively young age is more reluctant to come to traditional markets. Based on the type of work that students or students are 132 people (33%), 61 private employees (15.25%), 45 (11.25%) civil servants, 75 businessmen (18.75%), and 87 (21.75%). While based on monthly income level, respondents with income <Rp. 1 million as many as 114 people (28.5%), > Rp. 1 million s.d. Rp. 2.5 million as many as 154 people (38.5%), > Rp. 2.5 million s.d. Rp. 5 million as many as 90 people (22.5%), > Rp. 5 million as many as 42 people (10.5%). This shows that high-income respondents tend to rarely visit traditional markets. Increased income also increases their style and lifestyle (Malano, 2011). A total of 400 respondents are domiciled in every sub-district in Bandung, dominated in Antapani sub-district.

#### 4.2 Factor Analysis

Measure of Sampling Adequacy showed in Table 1, the number is 0,803 with significance equal to 0,000. Supranto (2010: 34) says that if the value of MSA (Measure of Sampling Adequacy) is good when its greater than 0.5 then the variables can be predicted and analysed further, besides Narimawati (2008: 146) mentioned that when the value of significance is under 0.05 then the analysis of store image factor can be done further. Based on the value of MSA and the significance obtained, it can be said that the variable store image can be analysed further.

Table 1. KMO and Bartlett's Test

Kaiser-Meyer-Olkin	Measure of Sampling Adequacy.	,803
Bartlett's Test of Sphericity	Approx. Chi-Square	1929,787
	df	171
	Sig.	,000

Based on factor analysis, there are five factors formed from nine variables. Factor formed can be used as a new factor replacing the original variables seen from the highest loading factors and the highest eigenvalue value. Eigenvalue value. Here are five factors that affect consumer perceptions of traditional market image store in Bandung:

- In-Store & Location Convenience and Store Atmosphere factors have the highest eigenvalue value of 4,781 ( $> 1$ ), and able to explain 25,165% from total variance 54,942%. This explains that people's perception of traditional store image market is seen based on service and convenience in store, for example social interaction, information achievement obtained by buyer from trader, relationship between merchant and buyer, location and atmosphere in store;
- Convenience and Merchandising factors has eigenvalue value of 1,986 ( $> 1$ ), and able to explain 10,453% from total variance 54,942%. This explains that people's perceptions of traditional market image store are seen based on merchandise, such as completeness of goods, varied goods and structuring of goods.
- Price factor has eigenvalue value of 1,588 ( $> 1$ ), and able to explain 8,357% from total variance 54,942%. This explains that people's perception of traditional market image is seen based on price, for example like bargaining and price discount given by trader to buyer;
- Factors Public Facilities have eigenvalue value of 1.079 ( $> 1$ ), and able to explain 5,679% of the total variance 54.942%. This explains that people's perceptions of the traditional market image store are viewed based on public facilities, such as toilets, parking lots and Praying room;
- Factor of Quality Merchandising factor has eigenvalue value of 1.005 ( $> 1$ ), and able to explain 5,288% of total variance 54,942%. This explains that people's perception of traditional store image market is seen based on the quality of goods, for example like the quality of goods that exist in traditional markets.

The group of factors are shown in Table 2.

Factors	Name of Factor
<ol style="list-style-type: none"> <li>Location</li> <li>Pride</li> <li>Uniqueness of Goods</li> <li>Store atmosphere</li> <li>Information</li> <li>Social Interaction</li> <li>Customer Relationship</li> </ol>	In-Store & Location Convenience and Store Atmosphere
<ol style="list-style-type: none"> <li>Time operational</li> <li>Variation of goods</li> <li>Completeness of Goods</li> <li>Structure of Goods</li> </ol>	Convenience and Merchandising
<ol style="list-style-type: none"> <li>Cheaper</li> <li>Bargaining process</li> <li>Discount</li> </ol>	Price

1. Parking Area 2. Praying Room 3. Toilet 4. Safety	Public Facilities
1. Product quality	Quality of Merchandising

## 5. CONCLUSION

Based on the results of research that has been done, it can be taken some conclusions that are expected to provide answers to the problems formulated in this study. Namely factors of In-Store & Location Convenience and Store Atmosphere, Convenience and Merchandising is the second factor that dominates the perception of society to store image of traditional market in Bandung, Price is the third factor, Public Facilities and Quality of Merchandising.

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