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# **Study of traditional markets in Kotamobagu (case study of Kotamobagu matching market)**

#### **Eko Ganis**

*Brawijaya of University, Indonesia*  
Email: [eg.sukoharsono@ub.ac.id](mailto:eg.sukoharsono@ub.ac.id)

#### **Iwan Permadi**

*Brawijaya of University, Indonesia*  
Email: [permadi\\_iwan@yahoo.com](mailto:permadi_iwan@yahoo.com)

#### **Wike**

*Brawijaya of University, Indonesia*  
Email: [wike\\_fia@ub.ac.id](mailto:wike_fia@ub.ac.id)

#### **Maria Theresia Tulusan**

*UNPI Manado, Indonesia*  
Corresponding author email: [maria.tulusan@unpi.ac.id](mailto:maria.tulusan@unpi.ac.id)

**Abstract---***The problem of the traditional market in the big cities in Indonesia has never ceased. The market is dirty, muddy, gutters/channels are not running well, dark, stuffy, easy to burn, many pickpockets and thieves, flies, traffic jam, no parking lot, empty kios, the location are not strategic and low-quality buildings. The condition of the market environment observed from the facilities and infrastructure, clean and market management, respondent's opinion concerning of their location of the market according to the buyer as well as the seller in Kotamobagu Serasi Market and to know the buyer's perception of the traditional market compared to the supermarket. To answer the purpose of this research, the primer data and secondary data have been used which are directly obtained at the field, utilizing the purpose and sampling technique as well as direct observation of the market's activity. The method of analysis is descriptive revealing the result of data processing with the model of qualitative comparative percentage. The result indicates that a great part of buyers Kotamobagu Serasi Market is the people living around the market or having their residence not far from the location of the market.*

**Keywords---***buyer, environment, facilities and infrastructure, market management, traditional market.*

#### **Introduction**

It is commonly known that in an area there is a place where the population is concentrated and not or less concentrated. The concentration of the population and its activities are named after various terms, namely: City, trade center, industrial center, growth center, distribution node, residential center, nodal area, and so on. One of the above terms relates to "market" (Ekawati, 2014; Mone et al., 2013).

The market is where sellers and buyers are interconnected to conduct trade transactions. The market serves as a meeting place between sellers and buyers to conduct transactions of goods and services. In developing countries such as Indonesia, such markets are better known as traditional markets. Traditional markets both in rural and urban areas play a very important role not only in economic activities but also in community social activities. The market becomes a meeting place between the seller and the seller; between buyer and buyer; between the seller and the buyer; so that it directly serves as a social institution colored with its characteristics following the existing culture

and prevail around the market (Daryanto, 2003). Furthermore, according to Daryanto (2003), a prominent feature in traditional markets is the number of traders who sell the same type of goods and services, but for most small traders, the capital needed to run the business life is a big obstacle. Some traders have not always been able to support their household life from the results of selling.

The problem of traditional markets in major cities in Indonesia never stops. Dirty market, check, jammed channel, dark, stuffy, easy to fire, pickpockets and hands jahil, flies, congestion, difficulty finding parking lots, empty kiosks, less strategic location, low-quality buildings. In addition, there are street vendors who hinder the entrance and exit of the market, unhealthy competition with supermarkets and shopping centers, the payment of the levy is not smooth, do not have a Building Permit (IMB) and consumers also hinder efforts to realize a clean, safe, and comfortable market (Woo et al., 2001; Liu et al., 2005; Borghini et al., 2006). The development of the market as part and public facilities aims to realize adequate physical, social, mental, and spiritual services, adequate and affordable by the ability of the community. To create a good, safe, and comfortable market, you must look at the market segment based on the market location (in the city center and the roadside) and the type of market (city market, region, neighborhood, presidential, afternoon market, evening, and dawn).

For the market to be favored by visitors and buyers, the market must be managed regularly. Such as the installation of market names, good temporary garbage shelters, easy parking and safe, service sellers or grocery haulers act politely and informatively, well-regulated merchandise, pleasant service of traders, prices of merchandise are not high, traders are not afraid of pickpockets and security is guaranteed. One of the traditional markets that exist especially in Kotamobagu city is Serasi Market. Other background concerns the existence of this market. Such as daily service for a long time, with activities starting at dawn. The products sold in the traditional market almost meet all the needs of the community. The existence of a simple market organization provides its characteristics in its limitedness as a medium between sellers and buyers (Goyal, 2000; Ben-Daya & Hariga, 2004). Such uniqueness makes researchers interested in understanding and exploring how the role of traditional markets develops and plays a very important role in an economic and social system of society.

## **Research Methodology**

### *Data Collection Methods*

#### *Documentation*

Documentation is a way of obtaining data by examining documents related to research issues. According to Moleong (2007), documents consist of two kinds, namely personal documents and official documents. A personal document is a person's notes or essays in writing about his actions, experiences, and beliefs. This personal document consists of diaries, personal letters as well as autobiographies. Official documents are divided into internal and external documents.

Internal documents in the form of memos, announcements, instructions, rules of a particular community institution used in their circles. External documents contain information materials produced by an institution. In this study, the documentation method was used to collect data that was already available in the records or documents available in the Market Office. Its function is to support and primary data obtained through in-depth interviews and participant observations. Documentation is used to view historical data on the founding of this market. So are the facilities, administration, and funds of facilities and infrastructure in the market.

#### *Observation*

The observation method is a method of observation and proof of the relationship between a causal (cause) and effect (result) (Silverman, 2020; Ridder, 2014). In this study, observation is used to see and observe directly the existence of the market, both concerning the transaction process and the results of the transaction process.

#### *Interview*

According to Moleong (2007), an interview is a conversation with specific intent. This conversation is conducted by two parties, namely the interviewer who asked the question and the interviewee who answered the question. The interview method in this study uses a list of questions that have been compiled to find out the information that researchers want to know in-depth about the three traditional markets.

### *Data analysis techniques*

Data is presented systematically so that it is easier to understand interactions between parts in a whole context not apart from each other. Although this qualitative analysis has the flexibility of patterns or methods, the sensitivity and sharpness of researchers in explaining facts and what happens behind the facts will affect the integrity, honesty, and spirit work of researchers, which will ultimately determine the weight and meaning of the results of the study. Data analysis consists of data collection, data reduction, data presentation, data presentation, data collection.

### *Data collection*

To capture data, conceptual frameworks must appear empirically in the field when research is running because the most important research problems will become clear later the most meaningful actors can not be predicted before field research is conducted. The research problems can be formulated first or later and can be corrected or reformulated at the time of the implementation of field research. This study uses primary data with the technique of conducting direct interviews to selected respondents as many as 100 respondents conducted purposive random sampling, with sample details as follows:

Table 1  
Sample according to respondent group

| Location      | Group of | Total |
|---------------|----------|-------|
| Market        | Saler    | 20    |
|               | Buyer    | 35    |
| Around Market | Saler    | 10    |
|               | Buyer    | 15    |
| Supermarket   | Buyer    | 20    |
| Total         |          | 100   |

### *Data reduction*

Data reduction is defined as the selection process, focusing on simplification, literary, the next stage of reduction (creating summaries, coding, searching for themes, writing memos).

### *Data presentation*

All data relating to this Market, presented in a summary to be sought preliminary conclusions ranging from the market location, the transaction process, and the final result of the process that occurs in the traditional market.

### *Withdrawal of conclusions*

Every data collected in the Matching Market is analyzed continuously, although the conclusion is difficult, it has been attempted to remain at the conclusion. Such as the occurrence of a huge influence on the level of consumption and production of society to the existence of this traditional market.

## **Results and Discussion**

### *Overview of research areas*

In general, it can be described that the number of markets in Bolaang Mongondow District there are 18 markets. While the number of markets located in Kotamobagu city itself is only there are 2 pieces of Serasai market as research objects and markets March 23. The two markets are located nearby and Serasi market is the largest market in Kotamobagu city with daily trading activities.

Table 2  
Number and percentage of residents of four subdistricts in Kotamobagu, 2006

| District         | Population<br>(People) | Percentage<br>(%) |
|------------------|------------------------|-------------------|
| East Kotamobagu  | 25.289                 | 25.53             |
| South Kotamobagu | 25.449                 | 25.69             |
| West Kotamobagu  | 33.992                 | 34.31             |

|                  |        |        |
|------------------|--------|--------|
| North Kotamobagu | 14.338 | 14.47  |
| Total            | 99.068 | 100.00 |

Source : BPS Bolaang Mongondow, 2007

In addition, these two markets serve residents in four sub-districts in Kotamobagu, namely 99,068 people. Both markets are also located in the District of West Kotamobagu with the largest population in Kotamobagu, which is 33,992 people or 34.3 1% of the population. Data from the Market Office of Bolaang Mongondow Regency in Bolaang Mongondow District in Numbers (Tulusan, 2019; Saputri & Boedirochminarni, 2018; Rahmawati & Mulyaningsih, 2019). Shows that in 2006 the number of shops/shophouses in the Serasi market as many as 36 pieces and the number of stalls as many as 230 pieces. This is a trader in the market who has a fixed place to sell. In addition, in this market, there are also many non-fixed traders whose number varies every day, namely as many as 259 traders who are counted on Saturdays at the time of this study.

#### *Buyers in the matching market and surroundings*

Trade is one of the chains of economic activity that bridges producers and consumers. Indeed in the past more manufacturers directly related or conducted transactions with consumers. Before there was what people called 'money' as a means of payment, manufacturers (merchants) and consumers (buyers) exchanged goods or better known as barter.

After economic activity (transactions) developed rapidly finally used the money to mediate research that states that from 100 samples that have been set, 50 samples come from a sample of buyers both people who shop in the market and who shop in shops around the market. Of the 50 samples, 58.00 percent or as many as 29 buyers in the Serasi Kotamobagu market have a job taking care of the household, 24.00 percent or as many as 12 respondents working in the private and self-employed and the remaining 18.00 percent or as many as 9 people working as civil servants including members of the TNI and POLRI.

Table 3  
Number and percentage of respondents by occupation

| Occupation            | Multiplicity | Percentage (%) |
|-----------------------|--------------|----------------|
| CIVIL SERVANT         | 9            | 18.00          |
| Private/self-employed | 12           | 24.00          |
| Housewives            | 29           | 58.00          |
| Total                 | 50           | 100.00         |

Then also out of the 50 buyer respondents who have been surveyed, 48.00 percent or as many as 21 buyers in the market and around the market Serasi Kotamobagu has a distance from residence to market between 3 to 36 km, then 16 respondents or 32.00 percent have a distance of no more than 3 km and then the remaining 13 buyers or as much as 26.00 percent have the furthest distance from the market is more than 6 km. This means that most of the buyers in the Serasi Kotamobagu market as a community around the market or not too far away from the market. The full list can be found in table 4 below. Related to the distance in terms of the reach of buyers in accessing the market can be seen from vehicles that buyers often use to market. The type of vehicle that is often used by buyers to come to the market is 56.00 percent of buyers using two-wheeled public vehicles. This is very closely related to the type of public transportation that operates the most in this area, namely Bentor type vehicles. Furthermore, 22.00 percent of buyers who come to the market using four-wheeled public transport vehicles or more, and 18.00 percent of buyers also come to the market using private vehicles.

Table 4  
Number and percentage of respondents by distance from residence to market

| Distance from house to market | Multiplicity | Percentage (%) |
|-------------------------------|--------------|----------------|
| 0-3 Km                        | 16           | 32.00          |

|        |    |        |
|--------|----|--------|
| 3-6 km | 21 | 42.00  |
| > 6 km | 13 | 26.00  |
| Total  | 50 | 100.00 |

Table 5  
Number and percentage of respondents by vehicles frequently used to market

| Distance from house to market | Multiplicity | Percentage (%) |
|-------------------------------|--------------|----------------|
| Geberal trans 2 wheel         | 28           | 56.00          |
| Geberal trans 4 wheel         | 11           | 22.00          |
| Private vechile               | 9            | 18.00          |
| Pedestrain                    | 2            | 4.00           |
| Total                         | 50           | 100.00         |

In addition to using public vehicles, some buyers come to this Serasi market only on foot which is as much as 4.00 percent. This is very possible because the buyers only live in the area.

#### *Traders in Serasi Market and surrounding areas*

Through this research, several aspects of traders are discussed, especially in Kotamobagu Serasi Market. Some of them are types of businesses whether fixed or not fixed, the length of time trying in the market. Furthermore, discussing the perception of traders about developments during the business, as well as how business prospects in the future, facilities (facilities and infrastructure) are available, cleanliness, and others.

- **Types of Business Premises.** The availability of representative business premises is one of the factors that influence the development of economic activity in the trade sector. Merchants will arrange merchandise, while shoppers feel comfortable shopping. The number of traders who have a permanent place of business is an indication of the volume and diversity of commodities sold.

About 66.67 percent of the 30 respondents (businesses) trade-in Serasi Market Kotamobagu and surrounding areas moving around. The remaining 33.33 percent of traders are still moving. move or frequently exchange places even become a traveling trader in the market and its surroundings. If the separation between those who trade in the market (20 respondents) and those outside / around the market (10 respondents), it turns out that traders in Pasar Serasi Kotamobagu have a fixed place and do not remain the same much. Meanwhile, those selling around the market, all have a fixed place. The following is presented a table of the number of traders according to the type of place of business:

Table 6  
Percentage of traders by type of place of business  
Type of business premises (%)

| Location                        | Fixed  | Not Fixed | Amount |
|---------------------------------|--------|-----------|--------|
| Serasi Market Kotamobagu        | 50.00  | 50.00     | 100.00 |
| Around Market Serasi Kotamobagu | 100.00 | 0.00      | 100.00 |
| Amount                          | 66.67  | 33.33     | 100.00 |

- **Length of Effort.** Generally, traders studied at this location have been operating for at least 3 years, some even more than 5 years. A total of 50.00 respondents responded that it had been more than 5 years since they tried, and about 30.00 percent said they had been trading at the site for 3 to 5 years. A further 20.00 percent replied that they were trying for only about 1 to 2 years. If sorted by location, in the market almost evenly between the group of long trying, were for groups of 3 - 5 years and over 5 years each as much as 35.00 percent traders. While 20.00 percent give answers already trade about 1 - 2 years. Interesting to be heard i.e. trade businesses located in the vicinity.

Table 7  
Percentage Saler based on how long their job

| Location                              | How Long (%) |          |         | Amount |
|---------------------------------------|--------------|----------|---------|--------|
|                                       | 1-2 Year     | 3-5 Year | +5 Year |        |
| Serasi Market<br>Kotamobagu<br>Around | 30.00        | 35.00    | 35.00   | 100.00 |
| Market Serasi<br>Kotamobagu           | 0.00         | 20.00    | 15.00   | 100.00 |
| Amount                                | 20.00        | 30.00    | 50.00   | 100.00 |

- Business Development. This research talking about saler concept about their Business Development. The answer between there and the same development. If this condition is associated with the length of time it is attempted, and related with how long their trying then even if there are traders who answer the same, but they can maintain their business despite being hit by various business constraints.

In Kotamobagu Serasi Market, as many as 55.00 percent of traders experienced business development, while 45.00 percent said the conditions were the same compared to previous years. Another with the opinion of traders who are around the market. Respondents who think that there is a development of about 80.00 percent, means only 20.00 percent whose business development is the same as the last time. The percentage of business development can be seen in the following table.

Table 8  
Percentage of traders perception according to the absence of business development  
business development (%)

| Location                              | Exist | Same  | Nothing | Amount |
|---------------------------------------|-------|-------|---------|--------|
| Serasi Market<br>Kotamobagu<br>Around | 55.00 | 45.00 | 0.00    | 100.00 |
| Market Serasi<br>Kotamobagu           | 80.00 | 20.00 | 0.00    | 100.00 |
| Amount                                | 63.33 | 36.67 | 0.00    | 100.00 |

In general, as stated above, businesses trade sectors in and around the market, no one chooses the answer there is no development. The details are as follows, as many as 63.33 percent think there are developments during their business and there is about 36.67 percent answering the same development.

- Business Prospects. No trader is sure that his business prospects will be very good in the future, be it trying in the market or around the market. The answer they give is that it will be good, good enough and some will argue it is not good or unfavorable. Yet no one chooses the answer very less. The data in the following table shows the perception of future business prospects.

Table 9  
Percentage of traders' perceptions by business prospects in years to come (%)

| Location                              | Very Good | Good  | Good Enough | Less  | Very Less | Amount |
|---------------------------------------|-----------|-------|-------------|-------|-----------|--------|
| Serasi Market<br>Kotamobagu<br>Around | 0.00      | 40.00 | 40.00       | 40.00 | 20.00     | 100.00 |
| Market Serasi<br>Kotamobagu           | 0.00      | 70.00 | 70.00       | 30.00 | 0.00      | 100.00 |
| Amount                                | 0.00      | 50.00 | 36.67       | 13.33 | 20.00     | 100.00 |

Traders who strive in the market, both those who have a fixed place or move around. Also, who has long tried and experienced business development, with all kinds of calculations and experience do not dare to argue that the prospect of his business in the future will be very good. Respondents who chose a good answer were about 40.00

percent. Likewise, that argues quite well there are about 40.00. The rest, 20.00 think his efforts will go-ahead less well in the years to come on the grounds of many rivals and unorganized.

Meanwhile, those who sell outside the market are also not sure their business has very good prospects, but they also do not think that the business has a less profitable prospect in the location in the future. About 70.00 percent of the 10 respondents chose the answer to the business prospects will be good, while 30.00 percent are good enough. Only about 13.33 percent of all respondents in Pasar Serasi Kotamobagu and surrounding areas thought that their business would be less good or in other words bleak in the years to come. Because as many as 50.00 percent say his business has good prospects in the future. There was also about 36.67 percent who replied that the prospects of his business were quite good.

### *Perception of the environment*

#### *Facilities and Infrastructure*

#### *Buyer perception*

Buyer perception of the condition of facilities and infrastructure in the market today shows that 54.00 percent of the buyers feel enough to facilities available in this Serasi market as the size of a traditional market. A further 36.00 percent feel less than 10.00 percent and buyers in this market feel good for the advice and infrastructure that exists today. As for those who feel very good and very less no one answers.

Table 10

Number and percentage of buyer perceptions in the market and around the market to the condition of facilities and infrastructure in the current matching market

| Condition Answer Options | Buyers in the Market |        | Buyers Around the Market |        | Total Buyers |        |
|--------------------------|----------------------|--------|--------------------------|--------|--------------|--------|
| Really Good              | 0                    | 0.00   | 0                        | 0.00   | 0            | 0.00   |
| Good                     | 2                    | 5.51   | 3                        | 20.00  | 5            | 10.00  |
| Enough                   | 17                   | 48.71  | 10                       | 66.67  | 27           | 54.00  |
| Less                     | 16                   | 45.71  | 2                        | 13.33  | 18           | 36.00  |
| Really Less              | 0                    | 0.00   | 0                        | 0.00   | 0            | 0.00   |
| Amount                   | 35                   | 100.00 | 15                       | 100.00 | 50           | 100.00 |

When viewed in more detail for the perception of respondents who answered enough that is as much as 54.00 percent, the largest percentage came from or sourced from buyers around the market that is 66.67 percent and for direct buyers in the market, only 48.57 percent answered enough. On the contrary, for those who answered less, the largest percentage came from respondents directly interviewed in the market which was 45.71 percent while those interviewed around the market were only 13.33 percent. Nevertheless, both buyers in the market and around the market still have the perception that the condition of facilities and infrastructure in this market is still relatively good for the traditional market size. A relatively large percentage of respondents stated that the facilities in this market are relatively lacking, indicating that the buyers who directly buy in the market still feel directly that the facilities in this market are still lacking. This is shown by stalls, relatively narrow sales stalls, and temporary sales places in the form of dego-dego which is located irregularly so that it relatively hinders the movement of visitors in the market. In addition, the parking lot of vehicles that are not available representatively only using the shoulder of the road around the market further adds to the clutter of the market environment so traffic jams are difficult to avoid in this market.

Table 11

Number and percentage of perceptions of buyers in supermarkets to the condition of facilities and infrastructure in the current Serasi Market

| Condition Infrastructure<br>Answer Options | The buyer at the Supermarket |        |
|--|------------------------------|--------|
|  | Multiplicity                 | %      |
| Very Good                                  | 0                            | 0,00   |
| Good                                       | 0                            | 0.00   |
| Good Enough                                | 3                            | 15.00  |
| Less                                       | 15                           | 75.00  |
| Less Very                                  | 2                            | 10.00  |
| Total                                      | 20                           | 100.00 |

A comparison can be seen also from the perception of respondents who buy at the Super Market (supermarket) that states often or have shopped at the Serasi market. Of the 20 people interviewed, 15 people or 75.00 percent stated the condition of the facilities and infrastructure in the Serasi market was relatively poor, 3 people or 15.00 percent stated quite well and 2 people or 10.00 percent stated very less. The statement of perception is one of the things that make the competitiveness of traditional markets to supermarkets relatively less even though traditional markets have a special advantage over modern markets.

#### *Perception of traders*

Of the 5 answer options provided, none of the respondents had the opinion that the business environment concerning the availability of facilities and infrastructure has been very good or very lacking. Although realized a comfortable shopping environment will affect the desire of consumers to come shopping. A condition that is difficult to find in traditional markets, including Kotamobagu Serasi Market, where there are special records from respondents. Traders in the market and surrounding areas who argue the facilities and infrastructure are inadequate about 40.00 percent. Meanwhile, those who argue that it is sufficient for the traditional market size is also as much as 40.00 percent. Only about 20.00 percent answered already well.

These two locations produce different opinions between those inside the market and those outside the market. Half of 50.00 percent of the 20 respondents of trade sector businesses in the market answered the business environment, especially inadequate facilities and infrastructure, and 40.00 percent thought adequate, while about 10.00 percent said it was good. The perception of traders on environmental facilities and infrastructure should be heard in table 12 below. As previously stated, businesses in this case traders who are around are somewhat different opinions. Those who argue that the business environment is Sudak good about 40.00 percent of the 10 respondents. Then 40.00 percent again answered the means and existing infrastructure is enough Furthermore, about 20.00 percent said the environment in which they are trying is inadequately reviewed in terms of facilities and infrastructure.

Table 12  
Percentage of Traders' Perception of Business Environment Facilities and Infrastructure  
Business Environment (%)

| Location                                     | Very Good | Good  | Good Enough | Less  | Very Less | Amount |
|--|-----------|-------|-------------|-------|-----------|--------|
| Serasi Market<br>Kotamobagu<br>Around Market | 0.00      | 10.00 | 40.00       | 50.00 | 0.00      | 100.00 |
| Serasi<br>Kotamobagu                         | 0.00      | 40.00 | 40.00       | 20.00 | 0.00      | 100.00 |
| Amount                                       | 0.00      | 20.00 | 40.00       | 40.00 | 0.00      | 100.00 |

#### *Cleanliness*

##### *Buyer perception*

One of the characteristics of the traditional market in Indonesia that is directly in everyone's mind is a clutter and poorly maintained cleanliness. If it rains the market conditions are often muddy and slippery, the order in selling is less organized and the lack of managed facilities and infrastructure is there. Conditions that generally occur in traditional markets in Indonesia occur also in this Serasi Kotamobagu market. Cleanliness is relatively poorly noticed in this market both by the manager (government) and the main one by sellers and buyers. Garbage is only dumped in any place so it looks like garbage is scattered everywhere. Facilities and infrastructure to handle waste are not enough, waste bins are less an obstacle in waste management in this market.



Table 13

Number and percentage of buyer perceptions in the market and around the market to hygiene conditions in today's matching markets

| Condition<br>Answer Options | Buyers in the Market |        | Buyers Around the Market |        | Total Buyers |        |
|-----------------------------|----------------------|--------|--------------------------|--------|--------------|--------|
|                             | Multiplicity         | %      | Multiplicity             | %      | Multiplicity | %      |
| Really Good                 | 0                    | 0.00   | 0                        | 0.00   | 0            | 0.00   |
| Good                        | 2                    | 5.71   | 3                        | 20.00  | 5            | 10.00  |
| Enough                      | 17                   | 48.71  | 10                       | 66.67  | 27           | 54.00  |
| Less                        | 16                   | 45.71  | 2                        | 13.33  | 18           | 36.00  |
| Really Less                 | 0                    | 0.00   | 0                        | 0.00   | 0            | 0.00   |
| Amount                      | 35                   | 100.00 | 15                       | 100.00 | 50           | 100.00 |

The above circumstances are obtained from the results of direct observations or through surveys conducted. The survey results showed that 38.00 percent of buyers stated that cleanliness in this market is not good. 34.00 percent of existing buyers both directly in the market and around the market feel cleanliness in this market is very lacking. This is if summed up shows that 72.00 percent of existing respondents stated that cleanliness in this market needs to be taken more seriously. Although there is still 24.00 percent of buyers who state that cleanliness in this market is relatively good enough as a form of quality from the existing traditional market, there are even 4 percent of respondents who state cleanliness in this market is relatively good.

Table 14

Number and percentage of perceptions of shoppers in supermarkets to hygiene conditions in the current matching market

| Condition Infrastructure<br>Answer Options | The buyer at the Supermarket |        |
|--|------------------------------|--------|
|  | Multiplicity                 | %      |
| Very Good                                  | 0                            | 0.00   |
| Good                                       | 0                            | 0.00   |
| Good Enough                                | 0                            | 0.00   |
| Less                                       | 6                            | 30.00  |
| Less Very                                  | 14                           | 70.00  |
| Total                                      | 20                           | 100.00 |

Compared to the perception of respondents taken from buyers in supermarkets who often or have been shopping in the market Serasi stated that cleanliness in Serasi market quality is relatively very lacking. This was shown by 70.00 percent of respondents who answered this. Then also 30.00 percent replied that cleanliness in the Serasi market is relatively lacking. This means that all respondents interviewed at the supermarket stated that the cleanliness of the matching market needs to be taken seriously, the quality of the market environment is relatively low.

#### *Merchant's persecution*

Traditional markets deviate from a myriad of obstacles and problems. In addition to facilities and infrastructure also cleanliness. In our society in this case consumers are still confident for some commodities, prices in the national market are still cheaper, and especially can do bargaining. So even though the cleanliness of the environment is not guaranteed traditional market still has its customers.

The group of traders who sell in the market assesses cleanliness is not noticed by both the manager and the traders. Because there are no respondents who think cleanliness in the market is clean let alone very clean. Only 10.00 percent of the 20 traders sampled in this study answered the business environment is quite clean. Each 45.00 percent answered less even very lack of cleanliness.

Similar to the opinion of his colleagues in the market, traders located around the market also do not choose the answer to cleanliness the business environment is clean especially Very clean. But they also do not argue that the cleanliness of the business environment is very unclean or in other words very dirty. More than half or about 60.00 percent of the 10 respondents chose the answer to the cleanliness of the environment where the business is not clean and there is 40.00 percent who think it is clean enough.

The perception of all respondents, it turns out that 50.00 percent of the 30 samples answered the cleanliness of the business environment is not clean. Then followed by those who argue that the cleanliness of the business environment is very less clean about 30.00 percent. Rest as many as 20.00 percent of traders think the business environment is clean enough. The percentage of traders' respondent opinions on the cleanliness of the business environment can be observed through the following table 15.

Table 15  
Percentage of traders' perception of business environment cleanliness  
business environment hygiene (%)

| Location                                     | Very Good | Good  | Good Enough | Less   | Very Less | Amount |
|--|-----------|-------|-------------|--------|-----------|--------|
| Serasi Market<br>Kotamobagu<br>Around Market | 0.00      | 10.00 | 10.00       | 45.00  | 45.00     | 100.00 |
| Serasi<br>Kotamobagu                         | 0.00      | 40.00 | 40.00       | 60.00  | 0.00      | 100.00 |
| Amount                                       | 0.00      | 10.00 | 50.00       | 105.50 | 45.00     | 100.00 |

When compared to the statements of shoppers who shop at supermarkets, they judge the current market managers to be quite good with 75.00 percent of respondents answering this. While the 25.00 percent answer is not good management of the market at the moment. The positive value obtained from these buyers is because they compare with the management in previous years which was judged to be less good. However, the reason for the poor answer also needs to be considered, among others, not as expected, there is still a need for improvement with existing limitations from the government side.

Table 16  
Number and percentage of perceptions of shoppers in supermarkets

| Condition Infrastructure<br>Answer Options | The buyer at the Supermarket |        |
|--|------------------------------|--------|
|  | Multiplicity                 | %      |
| Very Good                                  | 0                            | 0,00   |
| Good                                       | 0                            | 0.00   |
| Good Enough                                | 0                            | 0.00   |
| Less                                       | 6                            | 30.00  |
| Less Very                                  | 14                           | 70.00  |
| Total                                      | 20                           | 100.00 |

#### *Perception of traders*

Generally, traders state that the management of the market and is good enough. Because 60.00 percent of the 30 respondents said the market management opinion is good enough. Furthermore, 26.67 percent even have a good opinion. Only 13.33 percent said the management of the market and its surroundings was poor. How traders perceive management can be seen in table 16. Respondents or traders located in Kotamobagu Serasi Market out of 20 people, 55.00 percent of whom chose the answer to market management is good enough (Brem & Voigt, 2009; Kumar et al., 2005). Then about 25.00 percent had an assessment that It's good. The medium as much as 20.00 percent prefer to choose an answer to poor market management.

Table 17  
Percentage of trader's perception of market management  
Market management (%)

| Location                    | Very Good | Good  | Good Enough | Less  | Very Less | Amount |
|-----------------------------|-----------|-------|-------------|-------|-----------|--------|
| Serasi Market<br>Kotamobagu | 0.00      | 25.00 | 55.00       | 20.00 | 0.00      | 100.00 |
| Around Market Serasi        | 0.00      | 30.00 | 70.00       | 0.00  | 0.00      | 100.00 |

|            |      |       |       |       |      |        |
|------------|------|-------|-------|-------|------|--------|
| Kotamobagu |      |       |       |       |      |        |
| Amount     | 0.00 | 26.67 | 60.00 | 13.33 | 0.00 | 100.00 |

Different from the opinions of traders located around the market. According to them the management of already good enough, it was proven that as many as 70.00 percent of the 10 respondents chose the answer. Even 30.00 percent of them think the management has provided good service.

#### *Market transfer/relocation*

##### *Buyer perception*

This question aims to know the opinion of the community, especially from the buyers that what do they think if this traditional market is moved or relocated because it is no longer following the current city arrangements. The results showed that of the 50 respondents questioned 56.00 percent answered agreed and 12.00 percent answered strongly. However, some responded with 26.00 percent disapproval and 6.00 percent disapproval.

Table 18

The amount and percentage perception of buyers in the market and around the market if the market is compatible moved/relocated

| Condition Answer Options | Buyers in the Market |        | Buyers Around the Market |        | Total Buyers |        |
|--------------------------|----------------------|--------|--------------------------|--------|--------------|--------|
|                          | Multiplicity         | %      | Multiplicity             | %      | Multiplicity | %      |
| Really Agree             | 4                    | 11.43  | 2                        | 13.30  | 6            | 100.00 |
| Agree                    | 21                   | 60.00  | 7                        | 46.67  | 28           | 56.00  |
| Enough                   | 8                    | 22.86  | 5                        | 33.33  | 13           | 26.00  |
| Not Agree                | 2                    | 5.71   | 1                        | 6.67   | 3            | 6.00   |
| Amount                   | 35                   | 100.00 | 15                       | 100.00 | 50           | 100.00 |

A Comparison of this result from buyers in supermarkets that also always use this traditional market (Aliyah et al., 2017; Gama et al., 2018). From the results of the survey conducted, 55.00 percent of respondents answered strongly agreed and agreed if this market was moved and 45.00 percent answered less agreed and those who disagree no one answers (see table 19). Various opinions are expressed in answering this question. For those who agree and strongly agree most state that it is not following the current condition of the city which is already in the middle of the city to disturb the environment that seems rundown, dirty, and garbage that smells bad if it is too late to be lifted. In addition, it is also often a source of congestion in the middle of the city. In the long run, it is very unqualified anymore. Furthermore, they also argue that if this market is moved it should be in an easy-to-reach place as it is today.

Table 19

Number and percentage of buyer perceptions in supermarkets if this matching market is moved/relocated

| Answer Options | The buyer at the Supermarket |        |
|----------------|------------------------------|--------|
|                | Multiplicity                 | %      |
| Really Agree   | 4                            | 11.43  |
| Agree          | 21                           | 60.00  |
| Less           | 8                            | 22.86  |
| Not Agree      | 2                            | 5.71   |
| Amount         | 35                           | 100.00 |

Contrary to those who agree and strongly agree, those who disagree also give the opinion that it is not yet time for this market to be moved. The market is located in the middle of the city with a strategic position and easy to reach and also the whole community still needs a traditional market because supermarkets in this area are still limited both the number and availability of goods daily consumer needs. If Moreover, with the limitations of existing budgets, is more efficient to do is a reorganization.

*Perception of traders*

Less than half of the 30 respondents traders agreed that the market was moving, which is about 30.00 percent. Half of 50.00 percent disapprove, while those disagree as much as 20.00 percent. This means that even traders may have fewer prospects in the future but are less prepared if the market location has to move. Conditions in the market that have not been able to accommodate all traders to have a fixed place, lack of prospects in the future, inadequate infrastructure and facilities, a less clean business environment, although balanced with some services provided by the market manager, make about, 45.00 percent of traders out of 20 people who are sampled prefer to agree if the market location is moved. By contrast, about 55.00 consisting of 45.00 percent disapproval and 10.00 percent disapproval, may feel threatened with continuity of business if the market location should be moved. Agree respondents if the market is moved can be observed through the following table.

Table 20  
Percentage of trader's perception of market location transfer  
market location transfer (%)

| Location                                     | Really Agree | Agree | Less  | Not   | Amount |
|--|--------------|-------|-------|-------|--------|
| Serasi Market<br>Kotamobagu<br>Around Market | 0.00         | 45.00 | 45.00 | 10.00 | 10.00  |
| Serasi<br>Kotamobagu                         | 0.00         | 0.00  | 0.00  | 40.00 | 40.00  |
| Amount                                       | 0.00         | 30.00 | 50.00 | 20.00 | 100.00 |

Another fact from 10 respondents located around the market, as many as 60.00 percent expressed disagreement. Then about 40.00 percent disagreed. This is, among others, closely related to the type of business premises that have settled even the type of permanent building, then more than half have tried to stay there over 5 years.

*Comparison with supermarkets*

As another consideration here to compare the condition of buyers in the traditional market Serasi conducted also a survey for buyers in the supermarket Paris Supermarket. The question that is asked is why choose a supermarket as a place to shop today? The results showed that 45.00 percent of respondents responded that in supermarkets they can shop for several types of goods in one place, clean and tidy, as well as a definite price and size. Then 20.00 percent chose a combination (1) and (2) namely shopping for several types of goods in one place, as well as clean and tidy, 15.00 percent stated that they shop in supermarkets because it is clean and tidy, 10.00 percent because of shopping for several types of goods in one place, and 10.00 percent also stated that in supermarkets they can get a clean and tidy atmosphere and price and size/measure for sure. From the opinion of respondents in the supermarket can be inventoried weaknesses that occur in traditional markets, especially the Serasi market in Kotamobagu.

Table 21  
Number and percentage of shoppers' perceptions in supermarkets for the question of choosing a supermarket as a place to shop

| Answer Options<br>Responder                | Multiplicity | Percentage (%) |
|--|--------------|----------------|
| Shopping some of the<br>items at one place | 2            | 10.00          |
| Clean and nada (2)                         | 3            | 15.00          |
| Price & sure zise (3)                      | 0            | 0.00           |
| Others (4)                                 | 0            | 0.00           |
| Combination 1 & 2 )                        | 4            | 20.00          |
| Combination 2 & 3                          | 2            | 10.00          |
| Combination 1, 2 & 3                       | 9            | 45.000         |
| Amount                                     | 20           | 100.00         |

## Conclusion

Most of the buyers in the Serasi Kotamobagu market are people around the market or not too far from where they live. The types of vehicles that are often used by buyers to come to the market mostly use two-wheeled or three-wheeled public vehicles. Generally, traders who have operated in the Serasi Market have tried at least 3 years, and traders experienced business development, but they with all kinds of calculations and experience do not dare to argue that the prospect of business in the future will be very good, but they are optimistic that the business will experience better development. Buyer perception of the condition of facilities and infrastructure in the market today shows that most buyers feel enough for the facilities available in this Serasi market as a measure of a traditional market (Sihalahi et al., 2015; Roascio-Albistur & Gámbaro, 2018). But for respondents who still feel directly that the facilities in this market are still lacking. This is demonstrated by the stalls where the sale relatively narrow and irregular location and vehicle parking space that is not available representatively.

The current market management conditions of the Bolaang Mongondow Regency Government are generally assessed by buyers both in the market and around the market is relatively satisfactory. In terms of buyers, most agree if this market is moved or relocated because it is not following the current conditions of the city that seems rundown, dirty, and garbage that smells bad. In addition, it is also often a source of congestion in the middle of the city. From the side of traders mostly expressed disagreement if this market is moved because the market is located in the middle of the city with a strategic position and easy to reach and also the whole community still needs a traditional market. After all, supermarkets in this area are still limited both the number and availability of goods daily consumer needs. If congestion and clutter and environmental conditions, especially regarding cleanliness that is the cause of this can still be arranged and repaired instead of market displacement. So the reorganization of the market should be done by the current government. Moreover, with the limitations of existing budgets are more efficient to do is a reorganization. The results showed that in supermarkets they can shop several types of goods in one place, clean and tidy, as well as a definite price and size. From the opinion of respondents in the supermarket can be inventoried weaknesses that occur in traditional markets, especially the Serasi market in Kotamobagu.

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