

THE DIFFERENT ATTRIBUTES BETWEEN VISITORS TRADITIONAL MARKET AND MODERN MARKET SAMARINDA EAST KALIMANTAN

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Abstract— AC Nielsen Research data states that in Indonesia there are 13.450 pieces in traditional markets as fast growing middle class population many were built modern markets in some big cities. Modern market grew by 31.4 % per year, while the traditional market following the 8 % per year. If the management of traditional markets are not addressed then the traditional market will lose visitors because most middle group will choose to shop in the modern market for reasons of hygiene, safety, comfort, etc.

This study aims to determine what attributes that differentiate consumers in traditional markets and modern. The basis of this research is the study of traditional market versus modern market of Indonesia. There are 8 attributes that differentiate consumers in modern markets and traditional markets, namely: price, quality, completeness goods, scales, location, security, convenience and ease of payment. With multiple analysis multiple discriminant analysis obtained that attributes of quality, completeness goods, security and comfort of an independent variable as perceived by visitors are significantly show the differentiate of traditional markets and modern.

The results provide managers recommendation that more traditional markets to improve the quality of goods, goods completeness, safety and comfort in order to keep the traditional markets enjoyed by visitors middle class group.

Keywords— *modern market, traditional market, middle class*

I. INTRODUCTION

Indonesia is the country ranked 4th in population after China, India and USA. Demographic structure consists of 80 % percent of the population aged less than 40 years [1]. The middle class is the ones who were born with the increase of education, employment opportunities, skill, technological advancement and development of informal progress. The number of middle class population in Indonesia is 134 million people or approximately 56.6 % of the total population of Indonesia [2]. The number of middle class has a tendency to increase each year.

According to the world bank middle class population are those who have the income range between 1 million to 6 million per month is also called middle class is a potential buyer. Increased consumption in Indonesia is characterized by the proliferation of the establishment of modern markets in big cities that offer a range of facilities to meet the needs of middle-class consumers. The facilities offered modern market is different from the traditional market which is identical to the frenzied atmosphere, dirty, bad, the price of goods that must be bargained in advance, less assured security and other attributes inherent in traditional markets. The modern market offers facilities such as a comfortable atmosphere, better quality goods, discount programs for certain goods, proper scales and various other facilities, so that the middle class prefer shopping in modern market than traditional markets.

The purpose of this study was to look for differences in the attributes of modern markets and traditional markets. These attributes are price, quality, completeness goods, scales, location, security, convenience and ease of payment. Are there significant differences that distinguish the attributes of modern markets and traditional markets in the Samarinda city.

II. LITERATURE REVIEW

The traditional market is a meeting place for sellers and buyers and sellers transactions characterized by direct purchasers and there is usually a bargaining process. Building usually consists of outlets, los, open benthic nurseries opened by sellers and market managers. The Most selling daily necessities. Such markets can be easily found in various regions in Indonesia from big cities to remote areas and residential areas are generally located for easy reach buyers market. Traditional markets throughout Indonesia continue to try to survive the attack of modern markets.

there is not too much different between the modern market and the traditional markets, but this kind of market, sellers and the buyers do not transact directly but buyers see the price tag

listed in the goods, directly in the building and servicing carried out independently or served by the clerk, who sold goods other than food and most of the goods sold are goods that can last a long time.

The number of middle classes in Indonesia grew rapidly within the last 10 years. The increase in the middle class population with increasing education, investment, employment opportunities are reflected in the figures of economic growth, which reached Indonesia in recent years .

Previous studies stated that the middle class is the group of people who created a massive welfare, advances in technology and social complexity [3]. The number of middle class is essential to every community by contributing to economic growth as a condition of social and political stability [4].

In the modern market research versus traditional market in Indonesia, states clearly attribute the differences between the traditional and the modern market. The traditional market is a collection of informal sector traders have attributes: cheaper, bargain with sellers, fresher product, smaller package and adventure in buying activity. While the modern market has attributes: can pay credit card, or more imported product choice, clean environment and close with the house. The fourth attribute is the reason why the middle class more frequently go shopping at a modern market than traditional markets. The Results of this study indicate that the ease of paying, the completeness of the product, comfort and location are the attributes that have significant influence in determining the shopping options in the modern market [5].

In previous studies, this study aimed to analyse the attributes that differentiate whether the visitor in modern markets and traditional markets in samarinda. There are 8 attributes are used as modifiers are: price, quality, completeness goods, scales, location, security, convenience and ease of payment.

The study, entitled traditional markets in the era of global competition stated a number of facts cause the decrease in the number of traditional Indonesian market [6]. Data from AC Nielsen said that in Indonesia there are 13,450 traditional markets with the amount of 12.6 million merchant traders. While modern market grew 31.4 per year, instead of traditional markets shrink 8% per year. Decrease in the number of traditional markets is not due to compete with modern market but because of internal problems-an issue on it's own traditional markets, such as poor management and infrastructure, lack of facilities and infrastructure, the withdrawal of charges that are not clear or are not well managed and the lack of capital support market traders

III. METHODOLOGY

The research was done on 2 respondents or visitors in the traditional markets, namely the market and the Pasar Pagi and 2 Segiri modern markets that is Hypermart Plaza Mulia and Foodmart Plaza Lembuswana. In test the hypothesis then analyser is needed to prove the hypothesis that there is . Tool used is multiple discriminant analysis. The steps are as follows:

- Analysis of statistical tables group, this analysis was conducted to determine the attributes of what respondents have a more positive perception among respondent's traditional markets and modern.
- Analysis table tests of equality of group mean, this analysis was conducted to determine whether there are differences between the groups for significant independent variables exist. Wilk ' lambda value range 0-1, if approached 0 data for each group is different, otherwise if it is close to 1, the data of each group did not differ. To measure significant can be seen from the sig < 0.05
- Analyses of the variables entered / remove and table variable in the analysis. This analysis was conducted to know the variables are most efficiently distinguished between the traditional and the modern market. The procedure used was to enter the stepwise variable and Mahalanobis Distance is used to determine which variables have the greatest discriminating power
- Analysis table of Wilks lambda. This analysis is used to see the value of Wilks lambda and its significance to conclude the difference perception each group
- Analysis elgenvalue table. This analysis to show the correlation canonical number (equivalent to R square in regression analysis)
- Analysis of the structure matrix table. Structure of this matrix gives the relative importance of each independent variable is differentiation of the second group
- Analysis of classification function coefficient table. This table shows the discriminant equations formed
- Analysis of classification result table. This analysis is used to assess how well the discriminant functions.

To obtain the necessary data in this study, the researchers used data collection techniques as follows:

- Field research is the search data by conducting interviews directly to consumers in many places that have been determined. The technique used by direct observation and questionnaires. Data collection was conducted to obtain primary data
- Library research is research carried out by searching for reference material by citing books, writings, and articles. Data collection was conducted to obtain secondary data

IV. RESULT

Total respondents in this study were 40 respondents consisting of 20 respondents who shop at traditional markets and 20 respondents who shopped in the modern market.

To clearly separate the visitor traditional markets and modern, the modern market selected respondent group was respondents who always shop in the modern market and almost never or rarely shop at traditional markets or ever shop at traditional markets but is not a routine visit. Converse is also true for the group of respondents traditional market is always a group of respondents who regularly shop at

traditional markets and may called rarely or almost never shop in the modern market

The demographic characteristic of the respondents are shown in the following table:

TABLE 1. CHARACTERISTICS FREQUENCY PERCENTAGE

Characteristic	Frequency	Percentage
1. Marital Status		
- Married	26	65
- Divorced	5	12,5
- Not married	9	22,5
2. Sex		
- Boys	8	20
- Women	32	80
3. Have Children		
- Yes	29	27,5
- No	11	72,5
4. Work		
- Yes	28	70
- No	12	30
5. Age		
- 16-25	8	20
- 26-35	17	42,5
- 36-45	8	20
- Above 45	7	17,5
6. Income		
- Under 3 million	12	30
- 3-5 million	10	20
- Above 5 million	8	42
7. Credit card ownership		
- Yes	25	62,5
- No	15	37,5

- The results of canonical correlation showed that 94.4 % of the variance can be explained by the respondents' perception of the discriminant model
- Having in mind that the attributes that differentiate modern markets and traditional markets are the attributes of quality, safety, comfort, and completeness of goods it can be done some improvements on the traditional markets for structuring that focuses on the 4 attributes above.

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V. CONCLUSION

Based on the research, analysis and discussion has been said it can be concluded as follows:

- Respondents traditional markets have had a more positive perception of the attributes of price and location while the modern market respondents have a more positive perception of the attributes quality of goods, luggage scales completeness , security , convenience and ease of payment than respondents modern market
- To attribute scales price and there is no difference and the difference was not significant between traditional and modern market
- On the quality attributes of goods, goods completeness, safety, convenience there is a significant difference between traditional and modern market
- For ease of payment and location attributes no significant difference between traditional markets and modern market
- Results No significant stepwise variable 4 is the quality , safety, convenience and completeness of goods is a variable that is able to distinguish between the two markets are the traditional markets and modern market