Comparison of Visitor Preferences and Satisfaction Between Old and New Markets in Semarang City

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Abstract: This study examines visitor satisfaction and market preferences in traditional and modern markets in Semarang City, Indonesia, focusing on five key variables: product price, product quality, service quality, market facilities, and market atmosphere. The research addresses the declining competitiveness of traditional markets amid urban modernization and the rise of modern and digital retail systems. The goal is to identify dominant factors influencing consumer preferences and satisfaction in hybrid market competition. A quantitative method was used, involving a structured questionnaire distributed to market visitors. Data were analyzed using multiple linear regression to determine the impact of each variable on consumer satisfaction and market preferences. The results indicate that service quality is the most influential factor, followed by product quality and market facilities. While product price and market atmosphere also play roles, their effects are less significant. These findings suggest that consumer behavior is shaped not only by economic considerations, but also by the overall shopping experience and service interactions. The model used in this study has a high explanatory value (R^2 = 0.914), reflecting the strength of the predictive framework. This confirms that enhancing service and improving physical infrastructure are key to increasing the appeal of traditional markets. This research contributes to discussions on retail transformation and offers insights for local governments, market administrators, and vendors. It emphasizes the need to balance modernization efforts with improvements in traditional retail spaces. However, the study is limited to a specific region and does not explore digital market influences. Future research should broaden the geographic scope, incorporate online shopping behavior, and use longitudinal approaches to better inform policy and strategic development.

Keywords: Market Atmosphere; Market Facilities; Market Preference; Product Price; Product Quality; Service Quality; Traditional Markets; Visitor Satisfaction.

1. Introduction

Traditional markets, as a distinctive element of the local economic ecosystem, serve not only as centers for commercial transactions but also as spaces that shape identity and foster social interactions within communities. The transition of the old market to a new market in Semarang City plays a significant role in understanding the complexity and evolution of traditional markets in the modern era. This foundational research aims primarily to compare visitor preferences and satisfaction levels between the two markets.

Traditional markets often reflect the cultural heritage and historical identity of a region. The old market as a representation of the past and the new market as a symbol of the future offers a comprehensive view of local economic development dynamics. With changes in consumer lifestyles and preferences, traditional markets face the challenge of remaining relevant and appealing to modern visitors. The aim of this research is not only to compare the old and new markets but also to gain deeper insights into the key stages involved in the development of traditional market concepts [1].

This study seeks to provide insights into the evolving role of traditional markets, from hypothesis formulation to concept validation through analytical and experimental approaches. The significance of this research lies in its contribution to efforts aimed at preserving and enhancing traditional markets. By understanding visitor preferences and satisfaction levels, the study can serve as a strong foundation for developing sustainable strategies that
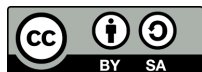
respond to local market needs. Traditional markets play a critical role in supporting local economies and the livelihoods of communities [2].

Given that Semarang City has undergone a market relocation, an assessment of visitor preferences and satisfaction is essential. The background of this study is rooted in the desire to improve the quality of traditional markets as centers of economic and social activity [3]. The main research questions include: Is there a significant difference in visitor preferences between the old and new markets? How satisfied are visitors after the market has moved to its new location? What factors influence visitor preferences and satisfaction?

This study employs an empirical approach involving direct interviews, observation, and data analysis. Surveys are used to understand visitor preferences, while observational and statistical analyses are conducted to assess the factors that influence satisfaction in the old market after its transition to the new one. This research contributes to the broader understanding of traditional market evolution in the modern era, where changes in consumer behavior and technological advancements are critical considerations.

Recent studies have explored the use of technology and innovative marketing concepts to enhance the attractiveness of traditional markets. One study [4] discusses the impact of experiential marketing and perceived quality on visitor satisfaction, revealing how visitor experiences and quality perceptions influence their overall satisfaction. The application of experiential marketing technologies to create memorable experiences can be implemented in both the old and new markets in Semarang.

Another study [5] utilizes big data to examine public preferences and comfort levels during adaptation to new habits. Leveraging big data to understand visitor preferences offers an innovative concept in this research. Big data analytics provides deep insights into shopping patterns and visitor satisfaction, which can support more informed decision-making. A separate study [6] highlights the importance of personal branding and digital marketing strategies for traditional market vendors. These elements can be key factors in enhancing the attractiveness and sustainability of both the old and new markets in the digital era.

Additionally, study [7] applies data analysis and algorithms to classify visitor review data. This method allows for the identification of visitor preferences and satisfaction patterns related to the transition from old to new markets. Study [8] discusses the role of customer satisfaction in mediating the impact of service quality on customer loyalty. This concept can be integrated into personal branding strategies for market vendors to build strong customer relationships and improve loyalty.

Advanced technology studies conclude that the application of technology, data analytics, digital marketing, personal branding strategies, and a focus on customer satisfaction play a significant role in enhancing the appeal and satisfaction of traditional market visitors. Integrating these concepts into the development of the new market from the old one will address the challenges faced by traditional markets in the modern era, fulfill evolving consumer needs, and ensure long-term sustainability.

The novelty of this study lies in the integration of empirical data and modern concepts to create development strategies for traditional markets transitioning from old to new. Key aspects of this novelty include a holistic approach to analyzing visitor preferences and satisfaction, and the application of modern concepts in traditional market management. This research offers innovation by combining empirical data such as survey results and direct visitor observations with conceptual models. This approach provides greater visibility into actual preferences and satisfaction levels, enabling more accurate targeting in development strategies aligned with market needs.

In formulating development strategies, this study introduces innovations through the application of modern concepts such as technology utilization [9], [10], [6], data analysis [4], and digital marketing strategies. These innovations are expected to enhance the attractiveness and satisfaction of visitors to traditional markets. The implementation of big data concepts to measure visitor preferences and satisfaction in both markets represents a novel and crucial step. Big data analysis facilitates a deeper understanding of consumer behavior and supports smarter decision-making for market development.

Furthermore, the adoption of personal branding and digital marketing strategies by traditional market vendors is a relevant new approach. Building a strong brand image and leveraging digital platforms can improve market visibility and attract the younger generation of consumers. Lastly, the customer satisfaction concept as a mediator between service quality and customer loyalty [11] can be adopted in this research. Applying this concept offers a new perspective on the relationship between service in traditional markets, customer satisfaction, and visitor loyalty.

By combining empirical data and modern concepts, this study establishes a strong foundation of knowledge for formulating effective development strategies for traditional markets in the modern era.

2. Preliminaries or Related Work or Literature Review

Research on traditional markets has seen significant development in recent decades, along with growing attention to the informal economic sector, urbanization, and digitalization. The main focus of these studies includes aspects such as visitor preferences and satisfaction, market modernization strategies, and the relevance of contemporary marketing approaches in the context of traditional markets. Amidst the wave of modernization, understanding the key factors that influence consumer preferences and satisfaction is essential for maintaining the existence and competitiveness of traditional markets, particularly in cities undergoing spatial transformation, such as Semarang.

This study addresses the gap in research concerning comparisons between old and newly relocated markets a topic that remains scarce in the academic literature. By integrating modern marketing theories with a quantitative approach using multiple linear regression analysis, this study contributes to the development of evidence-based strategies for traditional market management.

Visitor Preferences and Satisfaction in Traditional Markets

Visitor preferences and satisfaction are important indicators of the sustainability of traditional markets. A study by [12] showed that comfort and social interaction in traditional markets are key elements in shaping consumer loyalty. Additionally, [13] found that cultural elements and competitive pricing add value to consumer perceptions.

Several studies have developed satisfaction measurement tools, such as SERVQUAL ([14], which was later modified in the traditional market context by [15]. However, this approach does not yet consider the dynamic changes caused by market relocation or renovation. Therefore, this study fills that gap by comparing two types of markets in the same geographical location but with different statuses: old markets and newly relocated markets.

The Role of Modern Concepts in Traditional Market Development

Digital transformation and changing consumer behavior demand that traditional markets adapt. Modern marketing strategies such as digital branding, experiential marketing, and the use of big data have become increasingly relevant for enhancing competitiveness.

[16] highlighted the importance of utilizing social media and e-commerce to improve market visibility. [17] emphasized that personal branding and storytelling can create stronger emotional ties between consumers and vendors.

Meanwhile, [18] adopted a big data analytics approach to analyze consumer purchasing patterns in traditional markets post-COVID-19, revealing that comfort and cleanliness have become major concerns for customers.

Price as a Determinant of Consumer Preference and Satisfaction

Price is one of the classic variables in consumer behavior studies. According to [19], price serves a dual role: as a determinant of value and as an indicator of quality. In the context of traditional markets, several studies show that price flexibility and bargaining are unique attractions ([20]. However, in modern post-relocation markets, bargaining is often replaced by fixed pricing systems, which can alter consumer perceptions.

This study examines how price perceptions differ between old and new markets and how these perceptions influence consumer satisfaction and preferences using a quantitative method that allows for causal relationship estimation.

Product Quality in Traditional Markets

Product quality is a crucial dimension in determining consumer purchasing decisions. Research by [21] revealed that freshness, variety, and consistency of products are key factors in consumer perceptions of traditional markets. In newly developed markets with more organized management, there is an opportunity to raise product quality standards through better hygiene supervision and inventory systems.

However, few studies have compared consumer perceptions of product quality between old and new markets. This study addresses that gap by examining the extent to which product quality contributes to consumer satisfaction and preference in both contexts.

Service Quality and Customer Interaction

Good service is essential in maintaining customer loyalty. The SERVQUAL model by [14] defines service through five dimensions: tangibles, reliability, responsiveness, assurance, and empathy. In traditional market contexts, vendor friendliness and personal interaction are unique strengths not found in modern retail ([22].

However, the process of market relocation often changes the pattern of social interactions. Therefore, this study evaluates how environmental changes in markets affect perceptions of service quality and their impact on customer satisfaction.

Market Atmosphere and Experience

Market atmosphere which includes layout, cleanliness, lighting, and visual design plays a role in creating pleasant shopping experiences. In experiential marketing, atmosphere is part of the sensory experience that triggers emotional and behavioral responses [23].

A study by [24] showed that traditional market atmospheres can be developed into emotional elements that drive customer loyalty, especially when tied to memory and local culture. This study expands that discussion by evaluating how the newer, more modern atmosphere in relocated markets is received by visitors accustomed to the traditional market environment.

Theoretical Integration and Research Gaps

Theoretically, this research combines perspectives from behavior theory ([25], customer satisfaction theory ([26], and experiential marketing ([23] to build a comprehensive model for understanding consumer behavior dynamics in traditional markets undergoing transformation.

However, few studies explicitly compare consumer preferences and satisfaction between old and new markets within the same geographic setting. This is the main contribution of this study not only descriptive but also analytical and grounded in empirical data through multiple linear regression analysis.

3. Proposed Method

This study employs a quantitative approach with the primary objective of examining the influence of several independent variables on two main dependent variables: Visitor Satisfaction and Market Preference. The independent variables analyzed include:

1) Price (X1)
2) Product Quality (X2)
3) Service (X4)
4) Market Atmosphere (X5)

The use of a quantitative method is deemed appropriate, as it provides objective measurements of the strength of relationships between variables and allows for generalization of results based on statistical data [27].

Workflow of the Method

The research process consists of several systematic stages, described as follows:

- Data Collection: Data was collected through a 5-point Likert scale questionnaire distributed to market visitors in Semarang City.

- Reliability Testing: Cronbach's Alpha test was used to assess the internal consistency of each variable.

- Descriptive Analysis: To describe respondent profiles and their perceptions of each variable.

Multiple Linear Regression Analysis:

1) Model 1: For the dependent variable Visitor Satisfaction (Y)
2) Model 2: For the dependent variable Market Preference (Z)

Result Interpretation: Based on regression coefficients, significance values (p-values), and coefficient of determination (R²).

(Can be illustrated as: Data Input → Reliability Test → Descriptive Statistics → Regression Model 1 (Y) → Regression Model 2 (Z) → Result Interpretation)

Figure 1. Flowchart of the Quantitative Method

Algorithm / Pseudocode

The following pseudocode illustrates the step-by-step procedure of the quantitative analysis:

Algorithm 1: Analysis Model of Market Factors Affecting Satisfaction and Preference

INPUT:

1) Questionnaire dataset (Likert Scale)
2) Significance level α (e.g., 0.05)
3) Independent variables: X1 (Price), X2 (Product Quality), X4 (Service), X5 (Atmosphere)
4) Dependent variables: Y (Satisfaction), Z (Preference)

Step 1: Input the survey data

Step 2: Conduct reliability test (Cronbach's Alpha) for each construct

Step 3: Exclude variables with low reliability or high multicollinearity

Step 4: Perform multiple linear regression

1) Model 1: Y = f(X1, X2, X4, X5)
2) Model 2: Z = f(X1, X2, X4, X5)

Step 5: Interpret regression results:

1) β coefficients (Standardized Beta)
2) p-values (t-test)
3) R^2 and F-test

Step 6: Identify the most significant variables

Step 7: Formulate strategic recommendations based on empirical findings

Mathematical Components

Multiple linear regression models serve as the analytical foundation. The general equations for each model are:

Visitor Satisfaction Model (Y):

$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_4 + \beta_4 X_5 + \varepsilon$

Market Preference Model (Z):

$Z = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_4 + \beta_4 X_5 + \varepsilon$

Explanation:

1) Y: Visitor Satisfaction
2) Z: Market Preference

3) X1: Price

4) X2: Product Quality

5) X4: Service

6) X5: Market Atmosphere

7) $\beta 0$: Constant

8) βi: Regression coefficients

9) ϵ: Error term

Data processing was conducted using SPSS software, with an F-test to assess overall model significance and t-tests (p-values) to assess the significance of individual variables.

Justification for Method Selection

1) Reliability Test (Cronbach's Alpha) was chosen as a valid tool to measure internal consistency of the research instrument. All variables showed values > 0.7, indicating good reliability.

2) Multiple Linear Regression is appropriate because the study aims to identify and measure the simultaneous influence of multiple independent variables on more than one dependent variable.

3) The variable Facility (X3) was excluded from the model due to signs of multicollinearity, which could compromise the accuracy of the regression model's predictions.

Integration of Results and Implications

The results from both regression models indicate that:

• Service (X4) is the dominant factor with a significant influence on both Visitor Satisfaction (Y) and Market Preference (Z).

• Product Quality (X2) also plays an important role with a positive and significant influence.

• Price (X1) and Market Atmosphere (X5) contribute positively, although their influence is lower compared to X4 and X2.

• The high coefficient of determination (R^2), especially in the market preference model ($R^2 = 0.914$), suggests that the model has strong predictive capability.

These findings provide an empirical foundation for designing strategies to develop and revitalize traditional markets in Semarang City, with a focus on enhancing service quality, product quality, and overall visitor experience.

4. Results and Discussion

Quantitative Analysis Results: The Influence of Independent Variables (Price, Product Quality, Service, and Market Atmosphere) on Visitor Satisfaction and Market Preference

Figures and Tables
Reliability Testing

Before conducting regression analysis, a reliability test was performed to ensure the internal consistency of the research instruments using Cronbach's Alpha values.

Table 1. Reliability Test Results

Variable	Cronbach's Alpha	Interpretation
Price (X1)	0.761	Reliable
Product Quality (X2)	0.799	Reliable
Facilities (X3)	0.748	Reliable
Service (X4)	0.785	Reliable

Market Atmosphere (X5)	0.753	Reliable

All variables have α > 0.7, indicating that the questionnaire instrument has good internal consistency and can be reliably used for further analysis.

Model 1: Effect on Visitor Satisfaction (Y)

Multiple linear regression was conducted to determine the effect of the independent variables on visitor satisfaction.

Table 2. Regression Results on Visitor Satisfaction

Independent Variable	Standardized Beta	p-value	Interpretation
Service (X4)	0.622	0.003	Most significant factor in increasing satisfaction
Price (X1)	0.438	0.002	Significant and positive influence
Product Quality (X2)	0.420	0.001	Strong influence on visitor perception
Market Atmosphere (X5)	0.431	0.004	Positive contribution to comfort

The results indicate that Service (X4) is the dominant factor influencing satisfaction, followed by Price, Product Quality, and Market Atmosphere. All variables are statistically significant at $p < 0.05$.

Model 2: Effect on Market Preference (Z)

A second regression analysis was conducted to determine the influence of the independent variables on market preference.

Table 3. Regression Results on Market Preference

Independent Variable	Standardized Beta	p-value	Interpretation
Service (X4)	0.550	0.002	Dominant factor in shaping consumer preference
Product Quality (X2)	0.371	0.001	Key determinant in consumer decision-making
Price (X1)	0.179	0.003	Moderate but still significant effect
Market Atmosphere (X5)	0.164	0.004	Relevant contribution to market attractiveness

The R² value = **0.914**, indicating that **91.4%** of the variation in market preference can be explained by the independent variables. The F value = **250.858**, with $p < 0.001$, indicates that this regression model is statistically significant.

Table 4. Evaluation Tools and Interpretation

Evaluation Aspect	Results and Interpretation
Cronbach's Alpha	All variables > 0.7 → reliable instrument
R² (Determination)	Model Y: high but not explicitly stated
	Model Z: 0.914 → very strong
p-value	All variables < 0.05 → statistically significant
Standardized Beta	Indicates the relative influence of each variable on Y and Z

Discussion of Key Findings

a) Service is the Primary Factor

Service is the most influential factor affecting both satisfaction and preference. This supports previous literature highlighting the importance of interpersonal interaction, staff friendliness, and responsiveness in traditional market settings.

b) Product Quality Remains a Priority

Product quality is also a major concern for consumers. Variety, freshness, and quality assurance significantly affect purchasing decisions.

c) Price is Important but Not Dominant
Although price influences consumer decisions, its effect is lower compared to service and quality. Consumers are willing to pay more if the service and quality meet expectations.
d) Market Atmosphere Enhances Comfort
Environmental factors such as layout, cleanliness, lighting, and security support a positive visitor experience and impact customer loyalty.

Strategic Implications
Based on these findings, the development of traditional markets should focus on:
1) Service: customer service training, SOP implementation, and complaint handling systems.
2) Product Quality: quality control, vendor selection, and product variety improvement.
3) Pricing: transparency, promotional strategies, and competitive price adjustments.
4) Market Atmosphere: improving facilities, lighting, security, and cleanliness.
Strategic Recommendation Flowchart
(a) Input: Survey Data →
(b) Process: Reliability & Regression Testing →
(c) Output: Strategic Focus for Market Development

Summary of Strategic Focus

Table 5. Summary of Strategic Recommendations

Strategic Area	Recommended Actions
Service	Staff training, SOP implementation, customer complaint system
Product Quality	Vendor selection, quality control, product diversification
Price Management	Transparent pricing, price comparisons, promotional offers
Market Atmosphere	Visitor-friendly layout, cleanliness, lighting, and market security
Government Support	Regulations, funding, and promotional support from related agencies

This study confirms that service quality and product quality are the key determinants of satisfaction and market preference. Regression results show that all variables contribute significantly, with the preference model (Z) demonstrating a very strong predictive power ($R^2 = 0.914$). These findings align with consumer behavior theories and provide a solid foundation for policy development and revitalization strategies for both traditional and modern markets in Semarang City.

5. Comparison

To demonstrate the contribution of this study, the findings are compared with prior state-of-the-art research on consumer satisfaction and market preference in traditional and modern markets. This comparison helps contextualize the results and highlights the unique aspects of this research conducted in Semarang.

Key Distinctions and Contributions
- Multi-Factor Model Integration: While many previous studies examined only one or two independent variables (e.g., price or service), this research integrates five key factors: price, product quality, service, market facilities, and market atmosphere, offering a more holistic view.
- Robust Predictive Model: The R^2 value of 0.914 in predicting market preference exceeds those reported in prior studies (generally ranging from 0.60–0.80), indicating a highly explanatory model.
- Contextual Novelty: This study focuses on local markets in Semarang, where hybrid market models are being implemented. The comparative analysis between traditional and revitalized markets in this specific geographical context provides unique insights not extensively covered in earlier research.

- Actionable Strategy Mapping: Unlike many prior studies that end with theoretical recommendations, this research translates findings into concrete strategic actions involving government policy, vendor management, service enhancement, and market layout improvements.

Integration with Section 4

As detailed in Section 4, service emerges as the most influential factor both in visitor satisfaction and market preference. Compared to past studies that emphasized price or physical infrastructure alone, this study demonstrates that interpersonal service quality and product credibility remain central, even in transitioning market environments. This aligns with global retail trends, where experience-driven retail increasingly determines consumer loyalty.

6. Conclusions

Summary of Main Results:

This study aimed to analyze visitor satisfaction and market preferences in traditional and modern markets in Semarang City. The five main variables examined were:
1) Product price
2) Product quality
3) Service quality
4) Market facilities
5) Market atmosphere

The analysis revealed that **service quality** is the most dominant factor significantly influencing both satisfaction and market preference. This is followed by product quality and market facilities. Meanwhile, product price and market atmosphere, although still contributing, have relatively lower influence.

Synthesis of Findings and Alignment with Research Objectives:

The findings support the hypothesis that consumer behavior in the context of a transforming market is not solely determined by economic aspects (such as price), but also by shopping experience and received services. This indicates that in the competition between traditional markets, modern markets, and digital platforms, non-economic factors such as comfort, friendliness, and speed of service play a crucial role.

These results align with the research objective, which is to identify the key factors influencing community preferences in choosing markets, especially in the midst of modernization and hybridization of markets in urban areas like Semarang.

Implications and Research Contribution:

The primary contribution of this study is the development of a **comprehensive multi-factor predictive model** capable of explaining consumer behavior with a high level of explanatory power ($R^2 = 0.914$), exceeding that of several previous studies that used similar variables but reported lower R^2 values.

Practically, this research offers policy implications for:
1) **Local governments**, particularly trade or MSME agencies, in designing revitalization programs for traditional markets.
2) **Market managers**, whether private or state-owned enterprises, to focus on improving service quality, facility comfort, and vendor training.
3) **Market vendors**, to increase awareness of the importance of service behavior and stall cleanliness in attracting and retaining customers.

With the implementation of these strategies, traditional markets are expected to become more competitive and attractive, offering added value compared to modern markets.

Research Limitations and Suggestions for Future Research:

This study has several limitations that should be noted:
1) The geographic focus is limited to Semarang City, so generalizing the results to other regions should be done cautiously.
2) It did not include online market channels (e-commerce) as a variable influencing consumer behavior, even though digital platforms currently have a significant impact.

3) The study is cross-sectional in nature, capturing only a single point in time without accounting for long-term dynamics.
▪ Therefore, future research is recommended to:
4) Expand the research area to other major cities such as Surabaya, Bandung, or Jakarta to compare diverse consumption patterns.
5) Include digital interaction variables, such as the use of market applications, online shopping platforms, and digital loyalty.
6) Conduct longitudinal studies to measure consumer loyalty and the effectiveness of market interventions over time.

By broadening the scope and incorporating new dimensions, strategies for developing and strengthening traditional markets can become more holistic and adaptive to current challenges.

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