

INTISARI

Pasar tradisional merupakan salah satu pasar retail di Indonesia yang menjadi basis perekonomian rakyat. Bauran pemasaran merupakan salah satu strategi pemasaran yang diterapkan pedagang untuk menciptakan dan mempertahankan kepuasan konsumen pasar tradisional. Tujuan penelitian ini adalah (1) menentukan tingkat pentingnya bauran pemasaran menurut konsumen pasar tradisional di Pulau Jawa dan luar Pulau Jawa, (2) menentukan tingkat kepuasan konsumen di pasar tradisional Pulau Jawa dan luar Pulau Jawa dan (3) mengetahui strategi prioritas peningkatan kepuasan konsumen pasar tradisional di Pulau Jawa dan luar Pulau Jawa. Metode yang digunakan adalah metode *Customer Satisfaction Index* (CSI) dan *Importance Performane Analysis* (IPA). Pengambilan sampel dilakukan secara *non probability sampling* dengan teknik *accidental sampling* sebanyak 180 konsumen. Berdasarkan hasil analisis diketahui bahwa tingkat pentingnya aspek bauran menurut konsumen pasar tradisional di Pulau Jawa adalah 73,14% sedangkan di luar Pulau Jawa adalah 79,3% yang mana termasuk dalam kategori tinggi. Nilai CSI pada konsumen pasar tradisional di Pulau Jawa adalah 73% sedangkan nilai CSI pada konsumen pasar tradisional di luar Pulau Jawa adalah 76% yang berarti konsumen puas dengan pelayanan pedagang pasar tradisional. Strategi prioritas yang perlu dilakukan adalah meningkatkan kinerja atribut pada kuadran *Concentrate Here* pada seluruh pasar tradisional baik di Pulau Jawa maupun luar Pulau Jawa.

Kata kunci: bauran pemasaran, CSI, IPA, pasar tradisional.

ABSTRACT

Traditional market is one of the retail markets in Indonesia which become the base of people's economy. The marketing mix is one of the marketing strategies that merchants apply to create and maintain the satisfaction of traditional market customers. The objectives of this study are (1) to determine the level of importance of marketing mix according to traditional market consumers in Java Island and outside Java Island, (2) to determine consumer satisfaction level in traditional market of Java Island and outside Java Island and (3) to know priority strategy of increasing consumer satisfaction traditional markets in Java and outside Java. The method used are the method of Customer Satisfaction Index (CSI) and Importance Performance Analysis (IPA). The method used is the method of Customer Satisfaction Index (CSI) and Importance Performance Analysis (IPA). Sampling was done by non probability sampling with accidental sampling technique as many as 180 consumers. Based on the analysis, it is known that the importance of mixed aspects according to traditional market consumers in Java is 73.14% while outside Java Island is 79.3% which is included in the high category. The value of CSI in traditional market consumers in Java is 73% while the CSI value in traditional market consumers outside Java Island is 76% which means that consumers are satisfied with traditional market merchant services. The priority strategy that needs to be done is to improve attribute performance in the Quadrant Concentrate Here on all traditional markets both in Java and outside Java Island.

Keywords: *CSI, IPA, marketing mix, traditional market.*