

ABSTRACT

Traditional market as the centre of economic activity of most Indonesian society began to be displaced by the existence of modern market. Service improvement is important to provide satisfaction and increase consumers loyalty in order to retain them. The primary aim of this research were : to know the implementation level of marketing mix of (Product, Price, Place, Promotion, People, Process, and Physical Evidence in 7P traditional market; to know the level of satisfaction and loyalty of consumers and to determine the effects of services based on "7P" marketing mix towards traditional market consumers satisfaction and loyalty. There were 180 traditional market consumers who selected from 8 traditional markets in 6 districts in 5 provinces spread in Indonesia by incidental sampling method. Checklists and Likert scale questionnaires were used as tools in this study. Descriptive analysis method was used to analyze data. The conceptual model conducted in the research was analyzed by using Partial Least Square-Structural Equation Modeling (PLS-SEM) with significant level 1%, 5% and 10%. There are convergent validity, discriminant validity and Goodness of Fit (GOF) that used to test the model. All of three requirements was acceptable. From the analysis results known that according to the consumers, the implementation level of marketing mix in traditional market was high with an average value 74.07%. The order of marketing mix aspect from the highest is People, Process, Physical Evidence, Price, Place, Product, and Promotion. The average of consumers satisfaction was 76.53% while consumers loyalty level in traditional market was 77.61%. Both value were categorized as high. The other results were price, process and people had positive and significant effect toward satisfaction. Place, Physical Evidence, Price, Product, and People were significant on loyalty. Satisfaction also significant on Loyalty. The results of the analysis indicated that to increase the traditional market consumers satisfaction and loyalty, traders and market manager need to optimize the marketing mix aspects: Price, Product, Place, People, Process and Physical Evidence. Price had the highest effect. It implied that stakeholders should offer the lower and negotiable price, inform price changes transparently and provide discounts for certain quantity purchasing. R-squared value for Satisfaction is 49,7% while Loyalty is 30,0%.

Keywords: *loyalty, marketing mix, satisfaction, traditional market*

INTISARI

Pasar tradisional sebagai pusat kegiatan ekonomi sebagian masyarakat Indonesia mulai tergantikan oleh keberadaan pasar modern. Peningkatan pelayanan penting untuk memberikan kepuasan dan meningkatkan loyalitas konsumen sehingga dapat mempertahankan mereka. Tujuan penelitian ini adalah mengetahui tingkat penerapan bauran pemasaran 7P (*Product, Price, Place, Promotion, People, Process, Physical Evidence*) di pasar tradisional, mengetahui tingkat kepuasan dan loyalitas konsumen, serta pengaruh penerapan bauran pemasaran “7P” terhadap kepuasan dan loyalitas konsumen pasar tradisional. Sampel sejumlah 180 orang konsumen pasar tradisional yang dipilih dengan metode insidental sampling dari 8 pasar di 6 kabupaten di 5 propinsi di Indonesia. Pengambilan data dilakukan dengan menggunakan kuesioner berbentuk ceklis dengan skala Likert. Metode analisis deskriptif digunakan untuk menganalisis data. Konseptual model disusun dan dianalisis dengan metode *Partial Least Squares-Structural Equation Modeling* (PLS-SEM) dengan taraf signifikansi 1%, 5% dan 10%. Terdapat pengujian validitas konvergen, validitas diskriminan dan uji kecocokan model. Hasil semua pengujian menunjukkan model dapat diterima. Dari hasil analisis diketahui bahwa menurut konsumen, tingkat penerapan bauran pemasaran di pasar tradisional tergolong tinggi dengan nilai rata-rata 74,07%. Urutan tingkat penerapan aspek bauran pemasaran dari yang tertinggi adalah *People, Process, Physical Evidence, Price, Place, Product, dan Promotion*. Rerata tingkat kepuasan konsumen adalah 76,53% sedangkan tingkat loyalitas konsumen pasar tradisional 77,61%. Keduanya tergolong tinggi. Hasil penelitian menunjukkan aspek *Price, Process* dan *People* berpengaruh positif terhadap kepuasan. Aspek *Place, Physical Evidence, Price, Product* and *People* berpengaruh terhadap loyalitas. Kepuasan berpengaruh juga terhadap Loyalitas. Untuk meningkatkan kepuasan dan loyalitas konsumen pasar tradisional diperlukan optimalisasi aspek bauran pemasaran yaitu *Price, Product, Place, People, Process* and *Physical Evidence*. Pengaruh *Price* adalah paling besar dibandingkan aspek lain. Implikasinya, pemangku kepentingan sebaiknya menyediakan produk dengan harga murah dan dapat ditawar, menginformasikan perubahan harga secara transparan serta memberikan diskon untuk pembelian dalam jumlah tertentu. Nilai *R-squared* untuk Kepuasan adalah 49,70% sedangkan Loyalitas 30,0%.

Kata kunci: bauran pemasaran, kepuasan, loyalitas, pasar tradisional.