

ANALYSIS OF USER SATISFACTION WITH PARIAMAN PEOPLE'S MARKET ASSETS AND FACILITIES

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Abstract: *User satisfaction has an influence on customer retention, purchase intention and willingness to repeat business. Satisfied users tend to be loyal, while dissatisfied users tend to leave the transaction. The aim of the research is to analyze factors and determine the dominant factors in user satisfaction with Pariaman people's market facilities. Then look for solutions to increase user satisfaction at the Pariaman People's Market. The research method used was qualitative by interviewing informants. The results of the research found that the dominant factors in user satisfaction with the Pariaman People's Market facilities were: The condition and atmosphere of the market was not congested, all traders were of the opinion that the condition and atmosphere of the not congested market had not yet reached the level of user satisfaction with the Pariaman People's Market facilities.*

Keywords: *Satisfaction, Assets, Facilities, People's Market, Pariaman*

A. Introduction

The market can be interpreted as a place where consumers and traders meet in terms of transactions regarding people's household needs related to basic/primary, secondary and tertiary needs (Ruddin & Nasution, 2019). According to Fadjarwati (2021) The market is a set of real and potential buyers of a production or service. Meanwhile, we already know that in modern markets, buyers and sellers do not interact directly, but rather potential consumers see the price tag printed on the product, whether it is in the building and the service is carried out using an independent system or served by sales assistants (Sihombing et al., 2019).

People's markets help the community and government in improving the economy through buying and selling and distributing goods. People's markets help the government in improving the lives of various parties, in this case as customers of market infrastructure, including traders, buyers and related parties who depend on traditional markets for their livelihoods (Fadjarwati et al., 2021).

User satisfaction is a post-purchase evaluation between perceptions of the performance of selected product or service alternatives that meet or exceed expectations. If the perception of asset performance cannot meet expectations, then what will happen is dissatisfaction. A user, if he is satisfied with the value provided by a product or service, is very likely to remain a user for a long time. So, it can be concluded that user satisfaction is a level of feeling where someone states the results of a comparison of the performance of the product or service received and expected (Sihombing et al., 2019).

In the city of Pariaman there is the Pariaman people's market which is more than 100 years old, this market has experienced several damages due to earthquakes and fires. This market condition cannot fulfill user desires, therefore market revitalization is needed. The Pariaman People's Market is planned not only as a people's market, but also as part of tourist services because its location is in the city center and close to Gandoriah Beach. This people's market building consists of four floors, equipped with a concrete roof construction. Pariaman People's Market which has been revitalized and inaugurated on April 6 2021 with funding sources from the APBN through the Ministry of Public Works and Public Housing with a budget of IDR. 92 billion and the building has earthquake-resistant strength and is environmentally friendly (Pariaman City Cooperative Industry and Trade Service, 2022). Even though this people's market is traditional, the concept applied is a modern market, one example is implementing payments using a non-cash system or using digital money.

Currently, the condition of the Pariaman market is starting to improve in terms of infrastructure and supporting facilities, but there are still shortcomings in terms of service for consumers, as the results of interviews with 3 market users show that buyers are not satisfied with the condition of the revitalized market, with incomplete traders who fill the stalls provided by the market owner. Meanwhile, in interviews with 3 traders, the traders admitted that they were grateful to be able to trade in the new market building because it has a good building structure so that it increases tourist visits, but buying and selling has not yet increased too much. Meanwhile, according to other traders, there are those who have requested that the trader arrangements be rearranged because they are currently deemed not appropriate. Traders requested that clothing and bags be placed on the same floor because these two commodities are one unit that cannot be separated (Interview on December 2, 2021).

In the journal Facilities Management Service and Customer Satisfaction In Shopping Mall Sector (Hui et al., 2013) user satisfaction is considered as a function of service quality, there is a relationship between service quality and post-purchase phenomena such as changes in attitudes, repeat purchases and even loyalty. According to Hui (2013), user satisfaction has an influence on customer retention, purchase intention and willingness to repeat business. Satisfied users tend to be loyal, while dissatisfied users tend to leave the transaction. Therefore, for suppliers who intend to make wise market decisions and attract users, they must take user satisfaction into account in policy making. Apart from the satisfaction factors above stated by users, of course there are many other factors that contribute to user satisfaction, therefore it is necessary to carry out research on analyzing user satisfaction with Pariaman People's Market facilities.

B. Methods

In this research, a qualitative method was used, namely a research method using a descriptive-analytical survey method, namely taking samples from the population by interviewing informants. The informants chosen were users of the Pariaman people's market. The location of the research that will be carried out by researchers is in the Pariaman People's Market Building. Based on the problem formulation and research objectives to be achieved, the research stages can be summarized in the form of a research methodology flow diagram presented in Figure 1.

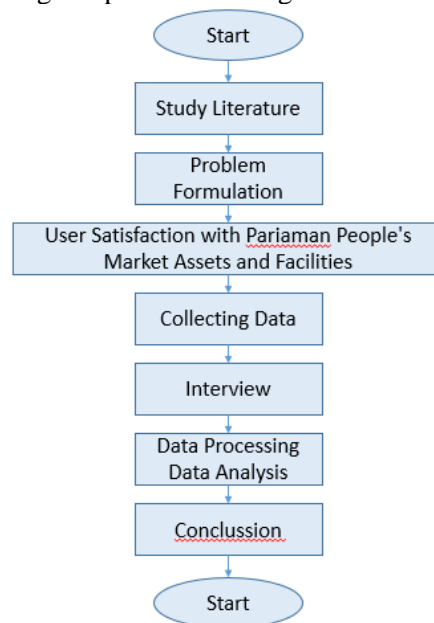


Figure 1. Research Stages

C. Results and Discussion

The results of this research come from primary data (informants) and secondary data (documentation and observation). Primary data was taken by means of in-depth interviews (indepth interview) to all informants totaling nine people (9), namely users of Pariaman People's Market. Meanwhile, secondary data was taken through research documentation, the documentation consisted of photos of the author and all informants, as well as supporting documents proving the information provided by the informants at the time the interviews were conducted. Following are the results of the research which will be described in the form of informant profiles, results of data analysis for the first objective, results of data analysis for the second objective, results of data analysis for the third objective, and data presentation in the form of a recapitulation table of interview results.

Analisis Data

Research Informant

The informants in this research were users of the Pariaman People's Market, namely 9 informants consisting of market traders, head of market traders, and head of the market UPT. The following informants the author interviewed can be seen in Table 1.

Tabel 1. Informant

No	Informant	Work	Age
1	Informant 1	Trader	50 Year
2	Informant 2	Trader	52 Year
3	Informant 3	Trader	42 Year
4	Informant 4	Trader	57 Year
5	Informant 5	Trader	50 Year
6	Informant 6	Trader	49 Year
7	Informant 7	Trader	32 Year
8	Informant 8	Chief Trader	52 Year
9	Informant 9	Head of Market UPT	42 Year

Based on the results of interviews with the 9 (nine) informants above, it can be concluded regarding strategies for increasing user satisfaction at Pasar Rakyat Pariaman:

- 1) Needs repair for leaking roof ceiling.
- 2) Add air ventilation because the temperature in the market is quite hot.
- 3) Repair damaged market facilities.
- 4) Increase the number of kiosks.
- 5) Expanding the size of a narrow kiosk.
- 6) Market management has been further improved.
- 7) There is the addition of a lift for transporting goods.
- 8) Adjust the size of the shop to the type of goods to be sold.
- 9) The government should pay more attention to traders' complaints.
- 10) Improving market structuring.
- 11) Attract people's interest in shopping at the market so that visitors are not empty.
- 12) Improve market facilities.
- 13) Improved shop layout.
- 14) Improve services for buyers to attract people's interest in shopping at the market

Data Presentation

The following is a presentation of the interview results from each informant:

Table 2. Presentation Results Interview

Question	They inform	Conclusion	(%)
Does the existence of toilets for market visitors increase the level of user satisfaction with the Pariaman people's market facilities, please explain?	1	Quite satisfied	77,78
	2	Quite satisfied	77,78
	3	Quite satisfied	77,78
	4	Quite satisfied	77,78
	5	Quite satisfied	77,78
	6	Quite satisfied	77,78
	7	Not satisfied	11,11
	8	Quite satisfied	77,78
	9	Very satisfied	11,11
Does the existence of waste management increase the level of user satisfaction with Pariaman people's market facilities, please explain?	1	Very satisfied	44,44
	2	Very satisfied	44,44
	3	Very satisfied	44,44
	4	Very satisfied	44,44
	5	Quite satisfied	55,56
	6	Quite satisfied	55,56
	7	Quite satisfied	55,56
	8	Quite satisfied	55,56
	9	Quite satisfied	55,56
Does the management of water channels/drains increase the level of user satisfaction with Pariaman people's market facilities, please explain?	1	Quite satisfied	55,56
	2	Very satisfied	11,11
	3	Not satisfied	11,11
	4	Quite satisfied	55,56
	5	Quite satisfied	55,56
	6	Quite satisfied	55,56
	7	Less satisfied	22,22
	8	Less satisfied	22,22
	9	Quite satisfied	55,56
Does the existence of a shop room or table for selling increase the level of user satisfaction with the Pariaman people's market facilities, please explain?	1	Quite satisfied	33,33
	2	Less satisfied	66,67
	3	Less satisfied	66,67
	4	Quite satisfied	33,33
	5	Less satisfied	66,67
	6	Less satisfied	66,67
	7	Less satisfied	66,67
	8	Less satisfied	66,67
	9	Quite satisfied	33,33
Does the arrangement of merchandise increase the level of user satisfaction with Pariaman people's market facilities, please explain?	1	Quite satisfied	33,33
	2	Not satisfied	11,11
	3	Less satisfied	55,56
	4	Less satisfied	55,56
	5	Less satisfied	55,56
	6	Less satisfied	55,56
	7	Less satisfied	55,56
	8	Quite satisfied	33,33

	9	Quite satisfied	33,33
Does the presence of a parking area increase the level of user satisfaction with the Pariaman people's market facilities, please explain?	1	Quite satisfied	88,89
	2	Quite satisfied	88,89
	3	Quite satisfied	88,89
	4	Quite satisfied	88,89
	5	Quite satisfied	88,89
	6	Quite satisfied	88,89
	7	Quite satisfied	88,89
	8	Quite satisfied	88,89
	9	Very satisfied	11,11
Does the existence of facilities for places of worship increase the level of user satisfaction with Pariaman people's market facilities, please explain?	1	Quite satisfied	77,78
	2	Quite satisfied	77,78
	3	Quite satisfied	77,78
	4	Quite satisfied	77,78
	5	Quite satisfied	77,78
	6	Quite satisfied	77,78
	7	Less satisfied	11,11
	8	Quite satisfied	77,78
	9	Very satisfied	11,11
Does the availability of ATMs increase the level of user satisfaction with Pariaman people's market facilities, please explain?	1	Quite satisfied	11,11
	2	Very satisfied	66,67
	3	Very satisfied	66,67
	4	Very satisfied	66,67
	5	Very satisfied	66,67
	6	Very satisfied	66,67
	7	Less satisfied	22,22
	8	Less satisfied	22,22
	9	Very satisfied	66,67
Does having a clean location/place increase the level of user satisfaction with Pariaman people's market facilities, please explain?	1	Quite satisfied	66,67
	2	Quite satisfied	66,67
	3	Very satisfied	22,22
	4	Quite satisfied	66,67
	5	Quite satisfied	66,67
	6	Quite satisfied	66,67
	7	Less satisfied	11,11
	8	Quite satisfied	66,67
	9	Very satisfied	22,22
Does having good sanitation/cleanliness facilities increase the level of user satisfaction with Pariaman people's market facilities, please explain?	1	Quite satisfied	66,67
	2	Quite satisfied	66,67
	3	Very satisfied	22,22
	4	Quite satisfied	66,67
	5	Quite satisfied	66,67
	6	Quite satisfied	66,67
	7	Not satisfied	11,11
	8	Quite satisfied	66,67
	9	Very satisfied	22,22
Is storing and providing food that is kept clean the level of user satisfaction with Pariaman people's	1	Quite satisfied	33,33
	2	Very satisfied	55,56

market facilities, please explain?	3	Very satisfied	55,56
	4	Very satisfied	55,56
	5	Very satisfied	55,56
	6	Quite satisfied	33,33
	7	Less satisfied	11,11
	8	Quite satisfied	33,33
	9	Very satisfied	55,56
Does having a high management unit increase the level of user satisfaction with Pariaman people's market facilities, please explain?	1	Very satisfied	44,44
	2	Quite satisfied	22,22
	3	Very satisfied	44,44
	4	Very satisfied	44,44
	5	Very satisfied	44,44
	6	Quite satisfied	22,22
	7	Not satisfied	33,33
	8	Not satisfied	33,33
	9	Not satisfied	33,33
Does security when shopping contribute to the level of user satisfaction with Pariaman people's market facilities, please explain?	1	Very satisfied	77,78
	2	Very satisfied	77,78
	3	Very satisfied	77,78
	4	Very satisfied	77,78
	5	Quite satisfied	22,22
	6	Very satisfied	77,78
	7	Quite satisfied	22,22
	8	Very satisfied	77,78
	9	Very satisfied	77,78
Does the condition and atmosphere of the market not being congested determine the level of user satisfaction with the Pariaman people's market facilities, please explain?	1	Less satisfied	44,44
	2	Quite satisfied	55,56
	3	Quite satisfied	55,56
	4	Less satisfied	44,44
	5	Quite satisfied	55,56
	6	Quite satisfied	55,56
	7	Less satisfied	44,44
	8	Less satisfied	44,44
	9	Quite satisfied	55,56
Is it far from an unpleasant smell to the level of user satisfaction with the Pariaman people's market facilities, please explain?	1	Very satisfied	55,56
	2	Very satisfied	55,56
	3	Very satisfied	55,56
	4	Very satisfied	55,56
	5	Quite satisfied	44,44
	6	Quite satisfied	44,44
	7	Quite satisfied	44,44
	8	Quite satisfied	44,44
	9	Very satisfied	55,56
Does the seller's friendliness determine the level of user satisfaction with the Pariaman people's market facilities, please explain?	1	Quite satisfied	77,78
	2	Quite satisfied	77,78
	3	Quite satisfied	77,78
	4	Quite satisfied	77,78
	5	Very satisfied	22,22

	6	Quite satisfied	77,78
	7	Quite satisfied	77,78
	8	Quite satisfied	77,78
	9	Very satisfied	22,22

D. Conclusions

Based on the research results, conclusions can be drawn:

1. Objective 1

Factors of user satisfaction with the assets and facilities of Pariaman People's Market are, (a) Room or shop table for selling; (b) Arrangement of merchandise; (c) The market conditions and atmosphere are not congested.

2. Objective 2

The dominant factors of user satisfaction with the Pariaman People's Market facilities are: The condition and atmosphere of the market is not congested, all traders are of the opinion that the condition and atmosphere of the not congested market have not reached the level of user satisfaction with the Pariaman People's Market facilities.

3. Objective 3

Strategic solutions to increase user satisfaction at Pariaman People's Market: (a) Repair the leaking roof ceiling; (b) Add ventilation because the market is quite hot; (c) Repair damaged market facilities; (d) Increasing the number of kiosks which are still lacking; (e) Expanding the size of the narrow kiosk; (f) Market management is further improved; (g) The addition of lifts for transporting goods; (h) adjust the size of the shop to the type of goods to be sold; (i) The government should pay more attention to traders' complaints; (j) Market structuring to be further improved; (k) Attract people's interest in shopping at the market so that visitors are not empty; (l) Improving market facilities; (m) Improvement of shop layout; (n) Improve services for buyers to attract people's interest in shopping at the market.

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