Maintaining Traditional Market to Encourage Local Economy

Didit Welly Udjianto [a], Rini Dwi Astuti [a*] and Sri Rahayu Budi Hastuti [a]

[a] Universitas Pembangunan Nasional Veteran Yogyakarta, JL. SWK 104 Condongcatur Yogyakarta, Indonesia.

Authors' contributions

This work was carried out in collaboration among all authors. All authors read and approved the final manuscript.

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ABSTRACT

As the smallest unit in national development, villages must be independent and reduce financial dependence from the central and regional governments. Financial independence can be achieved by optimizing the role of village-owned enterprises (BUMDesa). One of the roles of BUMDesa Srimartani is the management of the Kembangsari Traditional Market. This study aims to analyze: 1) merchant and consumer satisfaction, 2) determinants of consumer satisfaction, and 3) the influence of consumer satisfaction on the local economy, using Importance-Performance Analysis, consumer satisfaction index, and Partial Least Square. The results showed that the level of satisfaction with market management was included in the satisfied category. Factors that influence the level of consumer satisfaction are accessibility, product condition, and physical infrastructure. The responsibility factor does not significantly affect customer satisfaction. Local economy can be considerably influenced by consumer satisfaction. Increased consumer satisfaction causes the market to develop faster and increases the acceptance of market levies. As a result, the local economy will grow through an increase in the original local revenue.

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1. INTRODUCTION

Rural development is an effort made to improve the quality of life and community life in an area where rural development is done by all levels of government as well as society. As regulated in the Minister of Home Affairs Regulation Number 114 of 2014 concerning Village Development Guidelines, it is stated that village development planning is a process of stages of activities organized by the village government by involving the Village Consultative Body and community elements in a participatory manner for the utilization and allocation of village resources in the context of achieving village development goals.

The Village Owned Enterprises or (BUMDesa) is the embodiment of the mandate of Law Number 6 of 2014 in Article 87, which states that BUMDesa are formed based on the spirit of kinship and cooperation to utilize all economic potential, economic institutions, as well as the possibility of natural resources and human resources. to improve the welfare of rural communities so that the existence of BUMDesa in village communities can run businesses in the economy and public services whose activities are not only profit-oriented but oriented to support the improvement of the welfare of rural communities. The importance of establishing village-owned enterprises is carried out by the village government so that the BUMDesa can become one of the legitimate sources of original village income, which later on the profit-sharing from the BUMDesa can be realized for village development. As a business entity owned by the village, BUMDesa must be able to contribute to the village economy.

BUMDesa emerged as a new approach in an effort to improve the village economy based on village needs [1] and potential [2]. BUMDesa accommodates community economic activities in an institutional form or business entity that is managed professionally [3] but still relies on the original potential of the village [4]. This can make community businesses more productive and effective. However, in reality, it is not easy to develop BUMDesa in the village. Some of the problems of BUMDesa include communication problems between management, business unit management, personnel problems, and village potentials that have not been utilized [5]. Issues in managing BUMDesa in several areas include

the type of business that is run is still limited, limited human resources that manage BUMDesa, and low community participation due to their insufficient knowledge [6]. The BUMDesa business unit has not been able to empower the community and reduce the unemployment rate because the total absorption of labor from the BUMDesa business units is still tiny [7]. Although the BUMDesa turnover is good, the profit obtained is still slight, so it has not contributed to original local revenue [8].

BUMDesa owned and managed by the village are believed to be able to improve the village economy and help overcome the community's problems through the mobilization of local resources [9]. Entrepreneurship by local communities is often cited as a promising strategy to promote development goals in rural areas [10,11]. One of the efforts carried out by BUMDesa is the management of village markets which are traditional markets. In BUMDesa Srimartani Piyungan Bantul, market fees are the primary revenue source for BUMDesa to contribute to the village's original income. So that reliable market management is the primary key to the success of BUMDesa Srimartani. Satisfaction is the primary key in every business, including in traditional markets. Increased satisfaction leads to loyalty and causes traditional markets to survive competition with modern market [12].

Various studies on the market have been carried out, but each analyzes it from a different point of view. Oppong (2020), Suhud, et al. (2020), Pratama et al. (2021) explored the importance of customer satisfaction in market management [13,14,15]. Other studies highlight aspects of consumer satisfaction and loyalty as the key to the success of traditional markets [16,17,18]. Others focus on consumer satisfaction and marketing mix [12,19]. However, there is no research linking the satisfaction of traditional market users with economic development. This research closes the gap of previous research so that the management of traditional markets can be more optimal to improve the local economy. Growing traditional markets encourage an increase in original local revenue as a source of financing for local development. The research examines various aspects of market management and their impact on the local economy. How is consumer satisfaction with merchants and market managers? How is the

merchant satisfaction with market managers? What factors influence consumer satisfaction, and how does consumer satisfaction affect the improvement of the local economy?

2. METHODOLOGY

2.1 Importance Performance Analysis

Data analysis technique using Importance Performance Analysis (IPA) is a method to map the importance of the specific performance of a product. The level of significance is mapped in a Cartesian diagram called the IPA Matrix. The IPA matrix consists of four quadrants, each of which describes a different situation. These conditions are:

a) Quadrant I (Main Priority), this quadrant contains attributes that are considered important by respondents, but the performance of these attributes is less than what is expected. Characteristics included in this quadrant must be improved,

b) Quadrant II (Maintain Achievement), this quadrant contains attributes that are considered necessary by respondents, and their implementation is regarded as expected. Attributes in this quadrant must be maintained,

c) Quadrant III (Low Priority), this quadrant contains attributes that are considered less important by respondents, and the performance of these attributes is less than what is expected. The increase in attributes that enter this quadrant needs to be considered because it does not have much effect on respondents,

d) Quadrant IV (Excessive), this quadrant contains attributes that are considered less critical by respondents while the company's performance on this attribute is too high, so it is deemed to be excessive. Efficiency must be done on the characteristics in this quadrant so that it can save costs.

Based on the assessment results of the level of importance and level of performance, a calculation of the level of importance and level of performance will be carried out, which is then described in a Cartesian diagram. The level of significance and performance contained in the Cartesian diagram is an assessment score of importance and total performance. Each attribute is positioned in a diagram. The total score of the assessment of the level of performance shows the position of a point on the X-axis, while the part of the quality on the Y-axis shows the total score of the importance to the attribute.

The cartesian diagram is a shape that is divided into four parts bounded by two lines that intersect at right angles to the point (A, B). A is the average of the total score of the level of performance, and B is the average of the total score of the importance of all factors that affect the excellence of a business entity. The formula measures value A and B:

$$A = \frac{\Sigma x}{k} \quad B = \frac{\Sigma y}{k}$$

A = X-axis limit
B = Y-axis limit
k = number of attributes

2.2 Consumer Satisfaction Index

Customer Satisfaction Index method (CSI) is an index that determines the overall level of customer satisfaction with an approach that considers the importance and performance of the measured attributes. There are four steps in calculating CSI:

1. Determining the Mean Important Score (MIS) and Mean Satisfaction Score (MSS). This value is based on the level of importance and performance of each respondent.
2. Create Weight Factors (WF)
   This weight is the percentage of MIS value per attribute on all MIS attributes.
3. Creating a Weight Score (WS)
   This weight is the Weight Factors (WF) product with the average level of satisfaction or Mean Satisfaction Score (MSS).
4. Determine the Customer Satisfaction Index (CSI).

2.3 Partial Least Squares

Partial Least Square is a multivariate statistical technique that can handle much variable response and explanatory variables at once. This analysis is an excellent alternative to the multiple regression analysis methods and principal component regression because this method is more robust. Robust means that the model parameters do not change much when a new sample is taken from the total population.

Partial Least Square (PLS) is a predictive technique that can handle many independent variables, even if there is multicollinearity between these variables. PLS is a powerful analytical method because it is not based on assumptions or conditions, such as normality tests and multicollinearity. This method has its advantages: the data does not have to have a multivariate normal distribution. Even indicators with information scale categorical, ordinal, interval to ratio can be used. Another advantage is that the sample size does not have to be significant.

3. RESULTS AND DISCUSSION

Consumer satisfaction should be a primary concern for merchants and managers to increase consumer loyalty [16,17,18,20,21]. Consumer satisfaction is influenced by several factors such as accessibility, product quality, physical infrastructure, and the responsibility of merchants. Consumer satisfaction affects the development of the village economy by increasing the acceptance of market levies. Satisfied consumers in shopping increase loyalty and the number of visits. As a result, merchants' acceptance and ability to pay user fees increases. The higher retribution revenue means that the original local revenue is getting bigger. This increase will encourage village or local financial independence and reduce dependence on the central and regional governments.

The level of satisfaction of merchants with all traditional market governance and services was 75.65 percent (Table 1). Management aspects include:

1. Managers periodically monitor market problems.
2. The manager asks the merchant's complaint.
3. Managers are quick to respond in responding to complaints.
4. Market managers are firm in solving problems.
5. The manager asks for idea from the merchant.
6. Managers provide direction to merchants to improve market service performance to buyers.
7. Managers provide training to merchants.
8. The manager provides convenience in managing the rental of business premises.
9. Market managers always pay attention to market cleanliness.

10. Market managers always pay attention to market security.
11. Market managers always provide facilities according to the needs of merchants.
12. Market managers are always friendly in providing services.

Aspects that must be the attention of the manager and are the main priority to be implemented are: the manager asks merchants' complaints, the manager is quick to respond to criticisms, the market manager is firm in solving problems, and the manager asks for input of merchants in market management. Aspects that have been well done and to be maintained are that the manager periodically monitors market problems, the manager provides convenience in managing the rental of business premises, the market manager always pays attention to the cleanliness of the market, the market manager always pays attention to market security, the market manager always provides facilities according to the needs of merchants, and market managers are always friendly in delivering services. The last two aspects are the ones with the lowest priority due to low importance and performance. The manager provides direction to merchants to improve service performance to buyers, and the manager allows training to merchants (Fig.1).

According to governance and service factors, market facilities are also essential in managing traditional markets. Market facilities cover nine aspects:

1. Market buildings are in good condition.
2. The clean market.
3. The clean toilet.
4. Kiosk neatly arranged.
5. Kiosks are grouped by type of goods.
6. A large parking area.
7. Hand washing area.
8. A suggestion box.
9. Security post.

The satisfaction of merchants and consumers with market facilities reached 67.29% (Table 2). The IPA matrix (Fig. 2) shows that the facilities considered suitable to be maintained market buildings/buildings in good condition, clean markets, and neatly arranged kiosk. Aspects of facility improvement that are the main priority to be implemented are improving sanitation due to unsanitary toilets, increasing handwashing places with soap which are still lacking, and expanding parking spaces that are still narrow. If

this plan is not implemented immediately, it can affect the health aspects of users, both merchants, and consumers. Lack of attention to health protocols can also worsen the condition of the Covid-19 pandemic, which has not yet ended. Parking lot problems can also cause traffic jams because visitors use the road for parking.

Table 1. Merchants satisfaction index towards market management

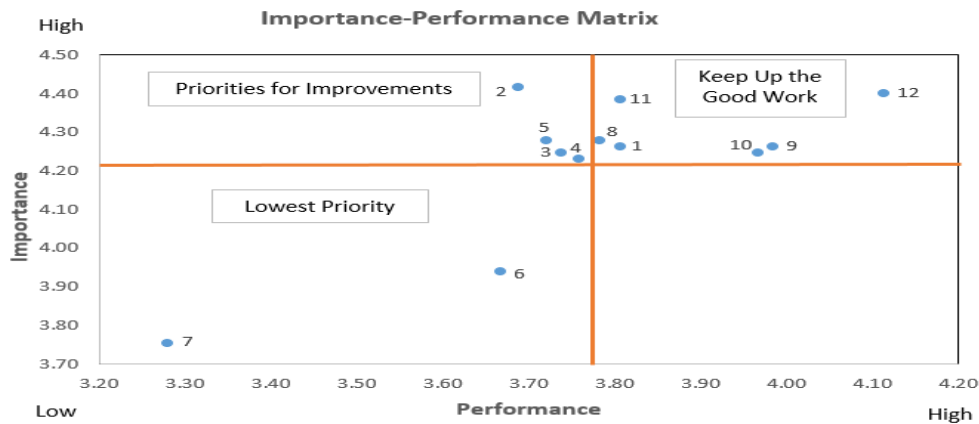| No	Average	Importance Weighting Factors (%)	Average Performance	Weighted Score	CSI Each Attribute
1	4.26	8.41	3.8065	0.3200	0.0640
2	4.42	8.71	3.6885	0.3213	0.0643
3	4.25	8.38	3.7377	0.3131	0.0626
4	4.23	8.35	3.7581	0.3136	0.0627
5	4.28	8.44	3.7213	0.3140	0.0628
6	3.94	7.77	3.6667	0.2849	0.0570
7	3.75	7.41	3.2807	0.2429	0.0486
8	4.28	8.44	3.7833	0.3192	0.0638
9	4.26	8.41	3.9836	0.3349	0.0670
10	4.25	8.38	3.9667	0.3323	0.0665
11	4.38	8.65	3.8070	0.3293	0.0659
12	4.40	8.68	4.1129	0.3570	0.0714
Total	50.69	100.00	45.31	3.7824	0.7565
Merchant Satisfaction Index			75.65%		

Fig. 1. IPA Matrix: management and service aspects by merchants

Table 2. Merchant and consumer satisfaction index towards market facilities

| No	Average	Importance Weighting Factors (%)	Average Performance	Weighted Score	CSI Each Attribute
1	4.30	10.93	3.68	0.4022	0.0804
2	4.45	11.33	3.63	0.4109	0.0822
3	4.45	11.31	3.36	0.3797	0.0759
4	4.27	10.86	3.69	0.4005	0.0801
5	4.09	10.39	3.36	0.3497	0.0699
6	4.30	10.95	3.20	0.3503	0.0701
7	4.37	11.11	3.38	0.3751	0.0750
8	3.79	9.64	3.27	0.3152	0.0630
9	4.03	10.25	3.71	0.3807	0.0761
Total	38.05	100.00		3.3643	0.6729
Merchant and Consumer Satisfaction Index			67.29 %		
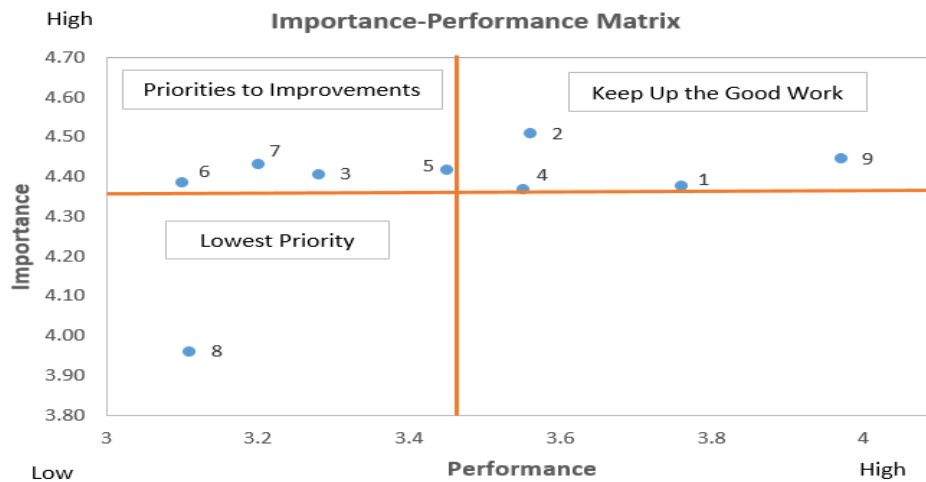
Fig. 2. IPA Matrix: facilities aspects by merchants and consumers

Quadrant III shows facilities that are considered the lowest priority because of their low importance and performance. The facilities included in this quadrant are the grouping of kiosks according to the type of goods and the provision of suggestion boxes. Buyers and sellers are comfortable with the current kiosk arrangement because the market area is relatively small, so it doesn't bother buyers when shopping. A suggestion box is also not considered a top priority because suggestions, criticisms, or market problems can be submitted through the merchant forum.

Quadrant IV is considered a redundant aspect because of low importance but high performance. Facilities included in this quadrant are the security posts. The existence of high social capital in rural areas, the principle of caring for and helping each other make the market environment a safe and comfortable environment for shopping. So the threat in the security aspect tends to be non-existent.

If the satisfaction index with facilities is distinguished between merchants (Table 3) and consumers (Table 4), the level of satisfaction of merchants is higher (70.25 percent) compared to consumers (68.93 percent). Consumers are more demanding the provision of more facilities good compared to merchants. As the primary users of the market, consumers are supposed to demand a higher quality of service. Consumers have the right to determine where they shop. Managers and merchants who are not able to provide excellent service to customers can be quickly abandoned. As a result, the market does not develop, as well as the acceptance of market

levies. In the end, it reduces the original local revenue as a source of financing for village development. Villages become independent and increase financial dependence on both central and regional governments.

The IPA matrix in Fig 3 shows that the facilities in Quadrant I where the importance and performance are high are the market buildings/buildings are in good condition, the market is in clean condition, the kiosks are neatly arranged reasonably available. The place to wash hands with soap. According to merchants, all these facilities are sufficient, and there is no need for improvement from the manager.

Facilities that need immediate repair are unsanitary toilets and the provision of adequate parking spaces (Quadrant II). Quadrant III is a facility that is considered to have the lowest priority, namely the arrangement of kiosks according to the group or type of merchandise and the availability of suggestion boxes and security posts.

In the consumer science matrix (Fig 4), there are four facilities considered reasonable by consumers: market buildings/buildings in good condition, clean markets, neatly arranged kiosks, and the availability of security posts (Quadrant I). In Quadrant II, facilities that need to be prioritized for improvement are sanitation improvements, arrangement of kiosks according to groups or types of goods, provision of handwashing facilities with soap, and adequate parking space. Quadrant III shows the facilities that are considered the lowest priority, namely the condition of

suggestion boxes. Differences in views between consumers and merchants in terms of structuring kiosks according to groups or types of

goods need to get the attention of market managers so that consumers can shop more comfortably.

Table 3. Merchant satisfaction index of market facilities

No	Average	Importance Weighting Factors (%)	Average Performance	Weighted Score	CSI Each Attribute
1	4.22	11.46	3.60	0.4124	0.0825
2	4.40	11.96	3.69	0.4417	0.0883
3	4.48	12.19	3.44	0.4188	0.0838
4	4.17	11.34	3.82	0.4336	0.0867
5	3.75	10.21	3.28	0.3347	0.0669
6	4.22	11.47	3.30	0.3787	0.0757
7	4.31	11.70	3.55	0.4155	0.0831
8	3.61	9.83	3.43	0.3374	0.0675
9	3.61	9.83	3.46	0.3396	0.0679
Total	36.78	100.00		3.5123	0.7025
Merchant Satisfaction Index		70.25%			

Fig. 3. IPA Matrix: facilities aspects according to merchants

Table 4. Consumer satisfaction index to market facilities

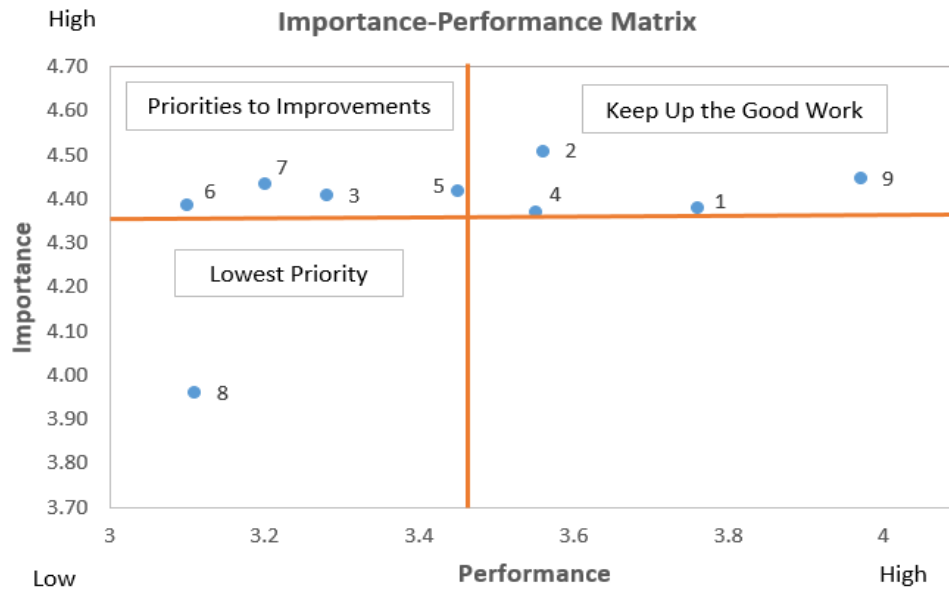| No	Average	Importance Weighting Factors (%)	Average Performance	Weighted Score	CSI Each Attribute
1	4.38	11.14	3.76	0.4188	0.0838
2	4.51	11.47	3.56	0.4084	0.0817
3	4.41	11.21	3.28	0.3678	0.0736
4	4.37	11.12	3.55	0.3946	0.0789
5	4.417	11.24	3.45	0.3877	0.0775
6	4.39	11.16	3.1	0.3458	0.0692
7	4.43	11.28	3.2	0.3609	0.0722
8	3.96	10.08	3.11	0.3134	0.0627
9	4.45	11.31	3.97	0.4491	0.0898
Total	39.31	100.00		3.4465	0.6893
Consumer Satisfaction Index		68.93%			

Fig. 4. IPA Matrix: facilities aspects by the consumers

Table 5. Consumer satisfaction index towards merchant products and services

No	Average	Importance Weighting Factors (%)	Average Performance	Weighted Score	CSI Each Attribute
1	4.36	12.43	3.81	0.4737	0.0947
2	4.45	12.71	3.84	0.4880	0.0976
3	4.45	12.71	3.91	0.4971	0.0994
4	4.43	12.64	3.83	0.4839	0.0968
5	4.31	12.31	3.62	0.4455	0.0891
6	4.44	12.68	3.94	0.4996	0.0999
7	4.30	12.27	3.85	0.4724	0.0945
8	4.29	12.25	3.72	0.4557	0.0911
Total	35.03	100	30.52	3.8160	0.7632
Consumer Satisfaction Index		76.32%			

The index of consumer satisfaction with merchant products and services is 76.32 percent (Table 5). The attributes to measure the index are:

1. Completeness of goods.
2. Quality of goods.
3. Price.
4. Size accuracy.
5. Merchants notify the condition of the goods.
6. Merchant friendliness.
7. Speed of service by merchants.
8. Merchants serve customer complaints.

In the IPA matrix of product and service aspects of merchants according to consumers (Fig 5), there are only two attributes included in the central priority quadrant (Quadrant II), namely merchants informing the condition of the goods sold to buyers serving customer complaints. The other six aspects enter Quadrant I, which are essential attributes and performance that must be maintained. Service to consumers is not just selling goods at low prices. Still, it is necessary to convey information to customers about the condition of goods to become confident about their quality. Merchants must also carry out after-sales service by serving customer complaints.

BUMDEsa has an important role in improving rural economic developmant [22]. Based on the PLS analysis, it is known that the local economy (Y) is significantly influenced by consumer satisfaction (X5). Accessibility variables (X1), product condition (X2), and

physical infrastructure (X3) affect consumer satisfaction substantially. However, the merchant's responsibility (X4) does not significantly affect consumer satisfaction (Fig. 6). Accessibility includes ease in reaching markets and ease of access to merchants. Product condition variables include product quality, completeness, cleanliness and freshness, suitability to needs, price, and measurement accuracy. Physical conditions include market buildings, market cleanliness, cleanliness of toilets, arrangement of kiosks, parking lots, hands washing, availability of suggestion boxes, and security posts. Factors of responsibility include merchants notifying the condition of the goods being sold, merchants serving customer questions and complaints, merchants serving quickly and friendly. The responsibility factor does not have a significant effect because merchants still lack of awareness of merchants about the importance of responsibility.
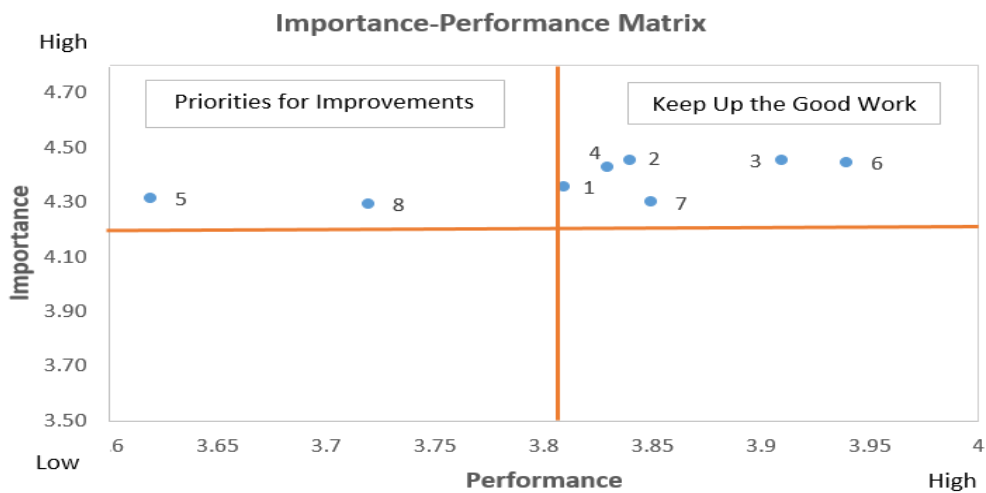

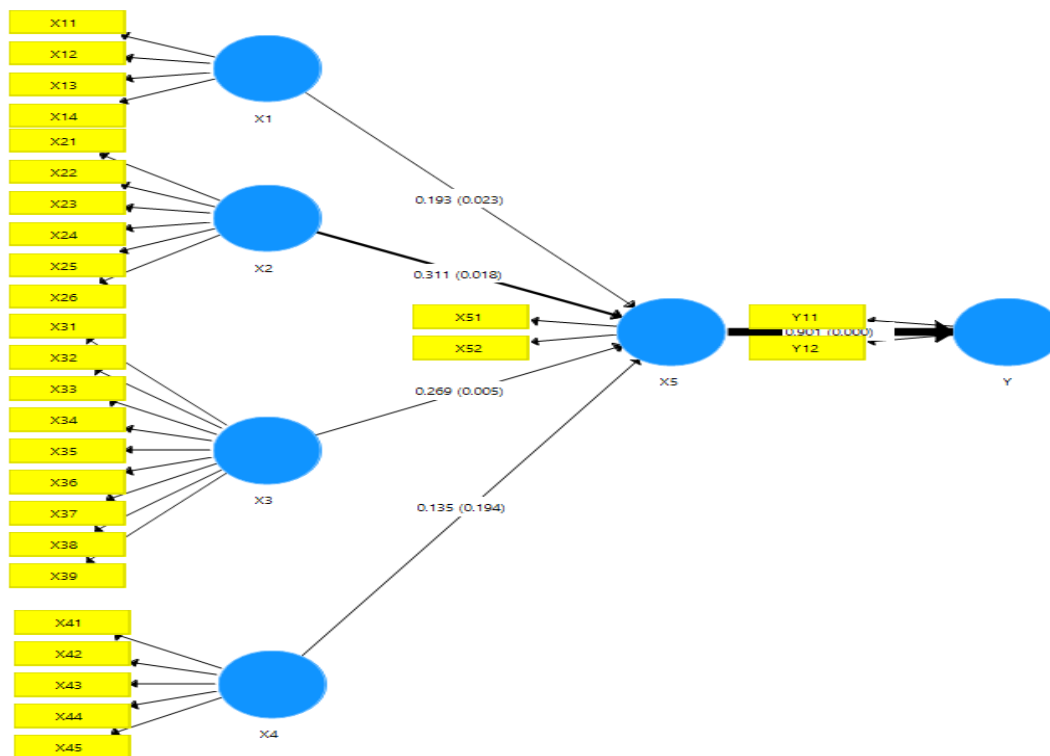**Fig. 5. Matrix IPA: aspects of products and services merchants by consumers**

Fig. 6. Determinants of local economy with consumer satisfaction as a moderating variable

To optimize the original local revenue from market levies, it is necessary to increase the role of the village market technical management unit and the merchants' association. Cooperation with government agencies, the private sector, and universities needs to be carried out in the context of fostering merchants and fulfilling market facilities and infrastructure, as well as establishing thematic markets to organize markets and illegal merchants to increase original local revenue and structuring market infrastructure. The five strategies that have been determined together with the operational strategy are a close unit, support each other, and form a synergy between one strategy and another so that in the implementation and tactical operations, need integrated coordinated both program and activity management.

4. CONCLUSION

The study results indicate that the level of satisfaction of merchants and consumers in the Srimartani village market is quite good. To optimize the source of local revenue originating from market retribution, the following steps need to be taken. First, to improve market management, it should be directed to physical arrangement accompanied by improving the quality of market management human resources. Second, for more professional market management and able to compete with modern markets, cooperation with the private sector needs to be well applied and forged by BUMDesa Srimartani and directed to obtain the maximum added value for merchants and the community in general to create a relationship of mutual need and mutual benefit between the various parties. Last, in implementing market policies and regulations, a familial approach is needed, socialization and law enforcement through intensive control and supervision of merchants from the authorities so that the policies and rules that are made can run as they should.

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COMPETING INTERESTS

Authors have declared that no competing interests exist.

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