



Analysis of the Influence of Traditional Market and Modern Market Image on Consumer Loyalty (Case Study at Pd Ya'ahowu, Gunungsitoli City)

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Abstract

This study aims to analyze: (1) the influence of traditional market image on consumers; (2) the impact of conventional market image on consumer loyalty; (3) the influence of consumer satisfaction on consumer loyalty; and (4) the influence of traditional markets on consumer loyalty with consumer satisfaction as a mediating variable at PD Ya'ahowu Gunungsitoli City. Using a quantitative approach with multiple linear regression analysis methods. The sample of this study involved 77 respondents selected using a purposive sampling technique. Taken by accidental sampling. The data collection technique used a questionnaire through validity and reliability tests. The requirements for the regression test used the classical assumption test. The results of this study prove that the image of traditional and modern markets significantly affects consumer loyalty at PD Ya'ahowu Gunungsitoli City. The implications of this study confirm that PD Ya'ahowu Gunungsitoli City needs to improve the brand image of traditional markets by designing more effective strategies to increase productivity, build a comfortable shopping environment, and provide good service and product quality.

How to Cite

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INTRODUCTION

As time goes by, traditional markets have begun to be replaced by modern retail businesses. Various modern shopping centers have spread and replaced traditional markets as the central place to fulfill people's needs. Supermarkets, mini-markets, and modern shops have begun to dominate urban and rural areas. This affects a traditional market still closely associated with simplicity and unfamiliar with modernity and progress.

Traditional markets very much need consumer loyalty to survive in competition in this increasingly modern era. Loyalty or faithfulness is defined as a firmly held commitment to buy or subscribe to certain products or services in the future, even though there are influences of situations and marketing efforts that have the potential to cause changes in behavior.

Traditional markets must be able to maintain consumers so that they do not move to other places. Traders and their management must know what can cause consumers to be loyal or disloyal. One strategy to maintain loyal consumers is to give a good impression and image in the eyes of customers or consumers. One strategy to maintain loyal consumers is to build a good image in the eyes of consumers or the community. This study created dimensions of traditional market images that can influence consumer loyalty, such as price, service, quality, physical condition, location, and diversity. Traditional market management can pay attention to these dimensions to increase and maintain consumer loyalty. The price set in conventional markets is not fixed; consumers can still bargain according to the agreement between consumers and sellers, but the price set by the seller to consumers is sometimes too high, so consumers are afraid to deal first. Sellers must also be good at setting prices in the market; although traditional markets are identical with prices that can still be negotiated, sellers should be able to set appropriate prices so that consumers do not feel burdened by the prices offered.

Traditional markets are not yet familiar with modern markets, but the quality of products in traditional markets is not far behind modern markets. The quality of goods and products is also maintained in the Gede Solo market. Still, the lack of adequate facilities such as good cooling and storage places decreases the quality of goods or products such as fruit, vegetables, and meat.

Therefore, excellent service is needed to attract consumers. Some consumers like a shopping place just because the service provided is fantastic. Because satisfaction with the service provided to a customer or consumer can create consumer interest in buying a product.

Consumers generally choose traditional markets with strategic locations, such as in the middle of the city or close to residents. This selection is expected to be easily accessible by private or public transportation. Consumers in the lower middle class who do not have private cars shop more often at traditional markets because they save more on transportation costs.

The diversity of necessities in traditional markets can make it easier for consumers to obtain the necessary goods. Choosing and sorting the goods they want and determining what needs to arise when shopping because all the goods are already available. The increasing development of modern retail businesses such as supermarkets and modern markets certainly causes changes in consumer behavior when making purchases. Influences consumer interest in visiting traditional markets. So that conventional markets can continue to survive and develop in the increasingly tight competition. There needs to be anticipation and appropriate steps so that consumers continue to choose traditional markets as their destination for shopping for their needs.

Several dimensions described above can affect consumer loyalty, but the study also mentioned that there are other variables that were not studied, which have also affected consumer loyalty. The dimensions in the image of a traditional market can encourage the formation of a sense of satisfaction in the

minds of consumers. Consumer satisfaction is a feeling of pleasure or disappointment that arises after comparing the performance (results) of the product being considered against the performance of the product. Expected. If performance is below expectations, consumers are dissatisfied. If performance meets expectations, consumers are satisfied. If performance exceeds expectations, consumers are very satisfied or happy.

Consumers try to compare their expectations when shopping with the results after they shop, and the way consumers compare this is by looking at the dimensions in the image of traditional markets. Consumer satisfaction is the attitude consumers show towards goods or services after they obtain and use them. Consumer satisfaction will encourage customers to establish strong bonds with the shopping place. Thus, consumer loyalty is a condition in which customers have a positive attitude towards a place to fulfill their needs, commit to the place, and intend to continue their purchases in the future.

A market is where products and services are exchanged, with buyers as the goods' beneficiaries. Public knowledge about various types of markets, such as traditional markets, contemporary markets, and online markets (e-commerce), continues to grow along with societal changes. Traditional markets usually have more sellers and do not have technological devices. Traders in these markets typically come from the lower middle class and can be found in rural and urban areas, operating from morning to night. The upper middle class is usually represented by buyers and sellers in contemporary markets, which use sophisticated technology to operate, and prices for goods are set in advance. Finally, sales made through developing technology platforms such as internet browsing, television media, and other types of electronic media are referred to as online markets or e-commerce. (Ludji et al., 2021).

Conventional markets are the process of buying and bargaining between traders and prospective buyers, which often involves ne-

gotiation. The community benefits from the existence of traditional markets because traditional markets provide a variety of complete food needs from necessities that are sold at low prices. Therefore, the growth of conventional markets needs to be boosted. In essence, the purpose of traditional markets is to serve the community's needs. Unfortunately, many people associate traditional markets with negative aspects such as being muddy, dirty, and smelling bad due to garbage, making them reluctant to shop. This is in stark contrast to the experience of shopping in supermarkets. A prominent characteristic of traditional markets is that traders are usually unwilling to sell in large quantities due to limited funds and a lack of adequate storage facilities, such as refrigerators (Angkasawati & Milasari, 2021).

According to the Gunungsitoli City Trade and Manpower Office, it was recorded that in 2023, there were 21 trading facilities spread across six sub-districts in Gunungsitoli City, namely 9 Traditional Markets, 1 Fish Market, and 11 Pekan Markets. The distribution of these trading facilities is not even between sub-districts, for example, West Gunungsitoli District (BPS Kota Gunungsitoli, 2024). In 2024, there will be 23 trading places spread across six sub-districts in Gunungsitoli City, including 11 Traditional Markets, 1 Fish Market, and 11 Pekan Markets. The total rice received at Sub Bulog Region IV Gunungsitoli in 2024 was 13,313 tons, an increase of 38% compared to the previous year's receipts (BPS Kota Gunungsitoli, 2025).

Since the availability of contemporary markets can affect personal purchasing choices, the number of buyers in conventional markets has decreased due to the growth of modern markets. Competition arises when there are traders around selling equivalent products of good quality. To retain consumers, contemporary and traditional markets must offer distinctive features that attract buyers (Purna Yudha, Kurniawan, Moch et al., 2023). Modern markets often provide a measurable inventory of goods. In terms of quantity, the products to be marketed are of the best qua-

lity because they have gone through various product selections until they reach the hands of these consumers, ensuring that any goods that do not meet the categorization criteria will be discontinued. Regarding price, modern markets display certain price tags on their products (Harsono et al., 2024). The quality of the product or service offered and the quality of service provided can contribute to customer satisfaction. Customer loyalty can be formed when satisfaction results from exceptional quality. (Yulita et al., 2024) Customer loyalty is a primary goal in marketing efforts. Customer loyalty is expected to provide long-term benefits to the company through mutually beneficial relationships. This suggests that when customers remain loyal, companies must improve their service quality and handle complaints effectively to increase profits in the long run (Wijaya et al., 2024).

PD Ya'ahowu Market is one of the markets located in Gunungsitoli City. This market is one of the economic centers in Gunungsitoli City, where the construction of this market is intended to facilitate meetings between producers and consumers, both from Gunungsitoli itself and from other regions. The regulation established by the Nias Regency Government, numbered 2 of 2010, concerning the Establishment of the Ya'ahowu Market Regional Company, states that the regulation is formed to establish and create good rules for company management. PD Pasar Ya'ahowu is a crucial traditional market that functions as a place to exchange various commodities, from food to daily necessities. This market is the center of the Gunungsitoli community's economy and not only helps meet consumer needs but also creates space for local economic development. As a result, many micro, small, and medium enterprises (MSMEs) continue to spread and grow rapidly in the community in the PD Pasar Ya'ahowu, Gunungsitoli City context. Several problems that researchers often encounter include: (1) Service and Product Quality: Customers often evaluate service and product quality when assessing loyalty. Traditional markets may struggle to meet consumer ex-

pectations for consistent quality; (2) Physical Environment and Shopping Comfort: Aspects such as cleanliness, market layout, and convenience of facilities can influence consumer perception, which in turn affects their loyalty. A neglected market can encourage consumers to choose modern alternatives that provide a more enjoyable shopping experience; (3) Competition with Modern Markets: Modern shopping places, such as minimarkets and supermarkets, present alternatives that offer convenience and a wider choice of products and services for consumers not in traditional markets. This competition can reduce consumer loyalty to conventional markets; (4) Adaptation to Online Marketing (e-commerce): Advances in technology and the rise of online marketing (e-commerce) require traditional markets to evolve. Studies show that online marketing (e-commerce) significantly impacts consumer loyalty. However, many conventional markets have not fully adopted this technology, so they risk losing customers who prefer online shopping (e-commerce).

Responding to these challenges with an effective strategy is very important for PD Ya'ahowu Gunungsitoli City to improve its reputation and maintain consumer loyalty amidst modern market competition and shifting consumer preferences. Researchers are interested in studying this topic because there is a real problem in the form of competition between traditional and contemporary markets that impacts consumer loyalty. This phenomenon is very relevant in Gunungsitoli City, especially in PD Ya'ahowu, which faces challenges in retaining customers amidst changing consumer preferences and the ever-evolving market image.

METHODS

Researchers use quantitative research to determine how independent variables affect dependent variables. Researchers will use quantitative data collection techniques through validated and reliable measurement instruments. Data collection techniques refer

to the methods used to effectively collect research data, including interviews, surveys, observations, assessments, and documentation (Soesana Abigail, 2023).

The population in this study was consumers who had made purchases at PD Pasar Ya'ahowu and modern markets in the Gunungsitoli City area. Meanwhile, the research sample used a purposive sampling technique to select 77 samples. This methodology allows researchers to identify the most appropriate sample by considering several representative criteria, including age, education level, gender, occupation, and demographic characteristics. Because researchers set precise parameters or standards for the selected sample, a purposive sampling approach is usually associated with high-quality samples (Soesana Abigail, 2023).

Validity and reliability tests were conducted to examine all the collected research data and information. In addition, the Kolmogorov-Smirnov test and multiple linear regression analysis test were used to evaluate the normality of the data. To examine how traditional and contemporary market perceptions affect customer loyalty, it is essential to assess the significance of the influence of independent factors on the dependent variable and investigate the relationship between the variables studied (Soesana Abigail, 2023).

RESULTS AND DISCUSSION

Validity and Reliability Test Results

The following table will present the results of the instrument validity test for each variable and also test the instrument reliability of each variable to find out how valid and reliable the instrument used by the researcher is in conducting the research.

Table 1 show three variables that tested the validity and reliability of the instrument that will be used in the research, the calculated $r\text{-value} > r\text{ table } 0.224$, and the reliability of the instrument can be seen from the Cronbach's alpha score > 0.60 , meaning that the research instrument for the three variables above is valid and reliable.

Table 1. Validity and Reliability Test Results

Variables	Number of Statements	Validity Coefficient (r)	Cronbach's Alpha
Traditional Market Image	20	0.464	0.928
Modern Market	20	0.443	0.912
Consumer Loyalty	20	0.494	0.921

Source: Processed Primary Data, 2025

Normality Test

A normality test is used to see whether the collected data is normally distributed. This is done before conducting parametric testing. The results of the normality test can be seen in the Table 2.

The normality results using the Kolmogorov-Smirnov test showed a significance value > 0.05 , meaning that the data collected by the researcher was normally distributed and could be tested parametrically.

Table 2. Normality Test

Kolmogorov-Smirnov			
	Statistics	df	Sig.
Traditional Market Image	0.084	77	0.200
Modern Market	0.083	77	0.200
Consumer Loyalty	0.081	77	0.200

Source: Processed Primary Data, 2025

t-Test Results

In the t-value test, the test results conducted by the researcher produced a score much greater than the t-value in the table so that hypothesis testing could be carried out. The following table shows the results of the t-test on the variables of contemporary market image and traditional market image.

Based on the t-test results in Table 3, the traditional market image variable produces a t value = 5.662 > t table = 1.665 with a sig. A value of 0.000 < 0.05 indicates that the image of the traditional market affects customer loyalty. Meanwhile, the modern market variable produces a t value = 3.608 > t table = 1.665 with a sig. A value of 0.009 < 0.05 indicates that the contemporary market affects customer loyalty at PD Ya'ahowu, Gunungsitoli City.

F Test Results

The F test tests the simultaneous effect of all independent factors on the dependent variable. This test is also known as the ANOVA test or the simultaneous test. Or to assess the significance of the regression model we developed.

Based on the results of the F test, the variables of the image of traditional markets and modern markets contributed to the calculated F value = 18.610 > F table = 3.120 with a sig

of 0.000. This shows that the perception of traditional and contemporary markets affects customer loyalty at PD Ya'ahowu, Gunungsitoli City.

Determination Test (R^2)

In this test, researchers can find out the extent of the influence of independent variables on dependent variables. A higher R^2 score indicates that the prediction model of the proposed research model is improving. The determination coefficient test (R^2) determines the two variables' influence percentage.

Consumer loyalty is proven to be 98.7% influenced by traditional and modern market perceptions, according to the R^2 Determination test. These results indicate that conventional and modern market perception variables can explain 98.7% of the variation in consumer loyalty. In comparison, the remaining 1.3% comes from additional factors not included in the study model.

Table 3. t-Test Results

Variables	Unstandardized Coefficients		Standard Coefficient	Sig.
	B	Std. Error	Beta	
Traditional Market Image	0.561	0.099	0.554	0.000
Modern Market	0.375	0.104	0.353	0.001

Source: Processed Primary Data, 2025

Table 4. F-Test Results

	Sum of Squares	df	Mean Square	F	Sig.
Regression	746.869	2	373.435	18.610	0.000
Residual	1484.923	74	20.067		
Total	2231.792	76			

Source: Processed Primary Data, 2025

Table 5. Results Determination Test (R^2)

Variables	R	R^2	Adjusted R^2	Std. Error of the Estimate
Image of Traditional Market and Modern Market	0.993	0.987	0.987	1.52327

Source: Processed Primary Data, 2025

The Influence of Traditional Market Image on Consumer Loyalty

Customer loyalty can be interpreted as consumers who are consistently interested in and buy a product or use a service a business sector provides. Customer loyalty will determine short-term success and long-term competitive advantage. Because a company's ability to retain customers is a strategic advantage. (Syah, 2024) Traditional markets can grow and remain competitive; traditional markets are required to see broad projections about what customers need and want. As we all know, the goal of selling a product is its customers. A person's perception of a product can be used to measure its level of acceptance. Customers will purchase products if they believe they are valuable and meet their needs and desires (Ludji et al., 2021).

The Influence of Modern Markets on Consumer Loyalty

The current modern market trend has developed into a desire for a contemporary lifestyle, which is growing in society. This trend has spread to small cities in Indonesia and large metropolitan areas. Nowadays, finding a supermarket or minimarket close to our homes is relatively easy. These locations offer convenient retail spaces at affordable prices. The development of the era follows the lifestyle of people who are starting to shift to modern markets, which are much more convenient than traditional markets. Now, we have seen how fast modern markets are today. Given the abundance of goods and services available in the market today, many customers believe that they will have a variety of choices of places to shop, which, of course, must be adjusted to their level of shopping ability (Purna Yudha, Kurniawan & Hermawan, 2023).

Consumer behavior and buying habits in Indonesia have undergone significant changes as a result of the modernization of the retail industry and the digital revolution. The main attraction for today's consumers is the efficiency and convenience of today's marketplace. A neat and educational product

display system combined with a clean, organized, and air-conditioned shopping space makes the shopping experience more enjoyable. Customers also appreciate the ease of finding products due to clear instructions and classifications and the fact that there is no need to bargain because prices are displayed. Various digital payment methods and computerized payment systems further enhance the efficiency of the purchasing process. (D. P. Paneling et al., 2024).

The Influence of Traditional Market and Modern Market Image on Consumer Loyalty

Traditional markets in Indonesia are more related to customs, culture, and traditions that have existed for a long time in various regions in Indonesia than to economic considerations. The community still relies heavily on traditional markets as centers of economic activity. (Riani & Syafruddin, 2024) In conventional markets, buyers and sellers gather and engage in direct business transactions. Usually, the structure consists of kiosks, open bases, and stalls opened by market managers or traders. Modern markets are known as markets usually found in cities with a management system that follows technological and contemporary developments that offer various products and services that increase interest among providers (Harsono et al., 2024). Traditional markets have similarities with modern markets in meeting the needs of buyers. Traditional markets are in demand because of their low prices, and contemporary markets are more comfortable with attractive product conditions and have easier and more affordable accessibility. (Purna Yudha, Kurniawan, & Hermawan, 2023).

The results of this study are those carried out by Ludji et al. (2021), explaining that product variation, location, quality, and price are market factors that significantly affect customer loyalty. Meanwhile, the physical environment and services do not have a significant influence. Loyal customers are likelier to shop at Oesapa Traditional Market because of its affordable and flexible prices, high-

quality products, diverse selection of goods, and strategic location. Price increases hurt the price variable because they can reduce customer loyalty. The product variety is the factor that most influence customer loyalty. Because traditional markets offer a wider variety of goods than other locations, loyal customers choose to shop there. The results of different studies (Mulyana et al., 2024) show that the performance of traditional market traders is affected by modern markets, as evidenced by the decline in turnover, profitability, and number of staff in conventional markets. Traditional markets are less competitive in infrastructure and price than contemporary markets that are well-managed, widely advertised, and enjoy economies of scale. Traditional market traders must improve cleanliness, layout, and product quality to compete because customers are increasingly selective and analytical when choosing a business.

CONCLUSION

The more positive the image of traditional markets in the eyes of the public, the more likely consumers will continue to shop there. The main factors that support consumer loyalty include lower prices, more personal relationships between traders and consumers, and the variety of products available. However, traditional markets face challenges such as the disorderliness of street vendors, lack of adequate infrastructure, and less than optimal management. This can cause a shift in consumer preferences to modern markets that offer a more comfortable and organized shopping experience.

The main factors that attract consumers to modern markets are cleanliness, neater layouts, the availability of products at prices listed without the need to bargain, and the ease of shopping through more practical digital payment methods. The development of modern markets has also changed people's shopping patterns, with many consumers switching from traditional markets to modern markets. Previous research also shows that

the expansion of modern markets has decreased customers in traditional markets due to the advantages of facilities, convenience, and technology integration in the transaction system.

Traditional markets excel in price affordability and more personal social interaction, while modern markets offer convenience, efficiency, and a more systematic shopping experience. Consumers tend to adjust their shopping preferences to the needs and convenience of both markets. Although modern markets are increasingly dominant, traditional markets still have the opportunity to survive if innovations are made, such as improving cleanliness, better location planning, and support from local governments in more structured market management. For this reason, several things must be considered, including increasing the competitiveness of traditional markets, considering that the image of conventional markets greatly influences consumer loyalty. Hence, managers and traders need to increase the attractiveness of traditional markets by improving the cleanliness and comfort of the market environment, optimizing market governance to be more orderly and organized, and providing a more flexible payment system, including digital options, to attract more consumers. Adaptation of traditional markets to consumer trends With the development of modern markets and changes in consumption patterns, traditional markets can retain customers by adopting digital technology for marketing, such as promotions on social media or e-commerce platforms, offering additional services such as delivery or pre-order systems to increase customer convenience, and developing loyalty programs, such as special discounts for loyal customers and optimizing modern markets to reach a broader range of consumers. Modern markets influence consumer loyalty, although not as much as traditional markets. To strengthen its appeal, managers can provide more product variations at competitive prices, improve services and shopping experiences with a more personal approach, and expand cooperation

with local MSMEs to offer added-value regional products. And education and assistance for traditional market traders. Given that traditional markets are still the leading choice for consumers, they need to be helped to compete with modern markets.

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