

Preference Analysis Of Traditional Traders Towards Relocation Of The Deli Tua Market In City Structure In The District Of Deli Tua Deli Serdang Regency

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Abstract.

The purpose of this study was to analyze the effect of new market characteristics (tariffs, potential traders, facilities, access, merchandise diversity) on the preferences of traders in Deli Tua District, Deli Serdang Regency; analyze the effect of the old market characteristics (tariffs, potential traders, facilities, access, merchandise diversity) on the preferences of traders in Deli Tua District, Deli Serdang Regency; and to analyze the effect of market relocation on urban planning in Deli Tua District, Deli Serdang Regency. With a total sample of 72 traders from a total of 245 population. The analytical method used in this research is multiple regression analysis. The results obtained are: 1) Partially the characteristics of the new market in the form of tariffs have a positive and significant effect, potential buyers have a negative and significant effect, facilities have a positive and insignificant effect, access has a negative and significant effect, and merchandise diversity has a positive and significant effect on the preferences of market traders. new. Simultaneously the characteristics of the new market have a positive and significant effect on the preferences of new market traders; 2) Partially, the characteristics of the old market in the form of tariffs have a positive and insignificant effect, potential buyers have a positive and significant effect, facilities have a positive and significant effect, access has a positive and significant effect, and trade diversity has a positive and significant effect on the preferences of old market traders. Simultaneously, the characteristics of the old market have a positive and significant effect on the preferences of the old market traders; 3) The relocation of the old market from the Old Deli Traditional Market to the Traditional-Modern Deli Old Town has not yet had an impact on a better urban arrangement because the old market is still operating, traffic jams still occur and are still irregular.

Keywords: Merchant Preference, Market Relocation, City Planning

I. INTRODUCTION

Technological developments and the flow of globalization have led to changes in the forms of markets that grow in society, especially markets owned by supermarkets and minimarkets that offer various advantages. This fact is certainly a challenge for the government, especially local governments, in establishing regulations to protect the lower middle class businesses that develop in traditional markets. Therefore, the existence of traditional markets must be considered in order to create a balance of the economy both regionally and nationally. Traditional markets are expected to be the foundation of the community's economy. Based on data collected from the Central Statistics Agency (BPS) in 2019, the number of markets in North Sumatra Province is 899, consisting of 858 traditional markets, 23 shopping markets and 18 supermarkets. in increasing the competitiveness of traditional markets is to revitalize and relocate traditional markets that stand in an area [3]. The regulation refers to the Regulation of the Minister of Trade Regulation of the Minister of Trade No. 70/M-DAG/PER/12/2013 concerning Guidelines for Arrangement and Development of Traditional Markets, Shopping Centers and Modern Stores [6].

Based on research that aims to analyze public perceptions of the relocation of traditional markets in the Genggulang Village, North Kotamobagu Subdistrict, it is stated that the majority of traders and the surrounding community refuse to implement the relocation due to the lack of facilities and infrastructure, especially the terminal in the new market location, namely the Genggulang Traditional Market and the new market position that is not strategic. This also happened in the Deli Tua Market, seeing public problems that occurred repeatedly in traditional markets, such as the function of the road that was supposed to be public access, now the shoulder of the road is used as a selling stall by traders and of course this causes traffic jams or narrowing. road [2]. The Deli Serdang Regency Government is looking for a solution to overcome the problem of traditional markets based on Deli Serdang Regent Regulation No. 688 of 2012 concerning

Management of Traditional Markets, Shopping Centers and Modern Stores [5]. The Deli Serdang Regency Government issued a policy for structuring the Deli Tua traditional market, namely the relocation of the market to a new traditional market which is 500 meters from the previous market. The Deli Serdang Regency Government has given authority to the Market Service as a facilitator for the arrangement of the Deli Tua traditional market, which has a role in structuring a new traditional market, which is named the Deli Old Town Traditional-Modern Market, located on Deli Tua, Pamah street. Previously, the relocation of the Deli Tua traditional market in the first stage had been carried out and succeeded in making several traders move to new markets.

However, the second phase of relocation has not yet been implemented due to the spread of the COVID-19 virus that has occurred in the last two years and other problems related to the financing of the relocation. If it is related to the regional development that occurs in Indonesia, it appears to apply a very diverse model, this happens because it is influenced by the development of theories and models of regional development as well as the socio-economic order, government system, and development administration. An approach that prioritizes growth without paying attention to the environment will even hinder growth itself. Whereas regional development by taking into account the potential for growth will help increase sustainable economic growth through a more rational population distribution, increasing job opportunities and productivity. One of the basic principles in regional development, namely regional development requires inter-regional development cooperation efforts and is the main requirement for the success of regional development. In the development of the market arrangement area, it must also be a prerequisite for the planning of the development area [4].

II. RESEARCH METHOD

In this case the researcher uses a quantitative descriptive method [8]. Researchers will conduct research in the traditional market of Deli Tua, Deli Tua District, Deli Serdang Regency, North Sumatra Province. The choice of sampling technique in the form of cluster random sampling was done because the research area consisted of two different clusters, namely Traditional Markets and Traditional Markets-Modern Deli Old Town. Furthermore, by using the Slovin formula, the number of samples obtained is 71.01 people and is rounded up to 72 respondents as samples. The variables used in this study are Trader Preferences (Y), Market Rates (X_1), Market Buyer Potential (X_2), Market Facilities (X_3), Market Access (X_4), and Market Trade Diversity (X_5). To test the research hypothesis, the analytical technique used is multiple linear regression analysis.

III. RESEARCH RESULTS

The number of traders who have been successfully renovated to the Traditional Market-Modern Deli Old Town is 119 traders or 49% and those who are still living in the Traditional Market are 126 traders or 51%. Both markets operate from 06:00 WIB to 16:00 WIB. Seeing the percentage of traders' preferences that are superior in Traditional Markets compared to Traditional-Modern Markets, Deli Old Town is certainly caused by various factors, namely in terms of tariffs, potential buyers, facilities, access, and the variety of merchandise available in these two markets.

Effect of Market Characteristics on Trader Preferences in New Markets

The tariffs in this case are the selling price of the stalls, the cleaning retribution fee, the security fee, and the parking fee. The results of the analysis show that the tariff has a positive and significant effect. This significant effect shows that the costs incurred by traders during selling in the new market are in accordance with the benefits received so that the preferences of new market traders have a positive and significant effect. The result of collecting tariff characteristics data shows an average value of 3.3 points from the highest scale of 5 points. Regarding the rental of stalls in the new market, there is an agreement with a payment method using a receipt so that it has valid proof of payment. Whereas in the old market, the rental fee is cheaper because the quality of the stalls provided seems as it is, and does not use receipts as proof of rental payments. Of course, this can lead to misunderstandings between market administrators and stall tenants. There is a

cleaning and safety retribution levy in the new market which causes traders in the new market to pay more when compared to the old market which does not apply this. In contrast to the old market, the cleaning and safety levy collection in the new market is carried out separately, so traders have to spend more to pay the obligations as a trader in the new market. In addition, in this new market there is also a vehicle parking fee with respect to standards in Deli Tua District, which is Rp. 2,000, - (two thousand rupiah). Thus, the new market must apply parking fees that have been set by the government. Potential buyers of new markets have a negative and significant effect on traders' preferences.

This shows that traders feel that the market they are currently using does not or does not yet have a high potential to attract buyers. The average score for potential buyers is 3.1. From the results of data collection, most traders feel that buyers who come only come from Deli Tua District, this is because access to markets such as public transportation does not pass through many new markets. The number of people who shop at the new market is also not more than the people who come to the old market. The negative effect of potential buyers has an impact on the income of traders. The distance between the old market and the new market does not take long, but the relocation has quite a large impact on the actions of buyers in making shopping choices. The new market is a market that has been built since the beginning, so that it is more organized and facilities such as toilets and parking lots are also more structured and controlled. The facilities in the new market (Traditional-Modern Deli Old Town market) are: land area of 8,988 meters; ceramic floor; equipped with facilities such as CCTV, TPS (Temporary Disposal Site) for waste, TPA (Final Disposal Site) for waste, water faucets for washing goods and having ventilation; available places for business use such as Kiosk 107 units, Los 6 units 280 stands, and Kiosk Layang There are 96 booths which can accommodate 1,105 traders in total. As for the number of stalls that are still empty as many as 7 units, as many as 200 booths empty, and as many as 46 units of empty floating kiosks. The existence of empty kiosks and stalls is caused by traders in the old market still rejecting the market relocation program from the government by staying in the old market.

Access in the form of inadequate transportation facilities and infrastructure for buyers to reach new markets has a negative and significant impact on traders' preferences. This indicates a mismatch of access to new markets with traders' expectations. In the question item "I feel that there is public transportation around the new market" the average score obtained is 2.1 out of a scale of 5. The low score indicates that most traders do not agree if there is a statement about the availability of access in the form of public transportation to new market. The importance of the government's role in improving access (in this case transportation) to new markets will certainly influence traders to prefer trading in new markets. Changes in the location of a market should provide benefits for traders, or at least not make traders experience increased operational costs or reduced sales turnover. The relocation of the market location from the old market has actually considered market participants, especially traders, in their migration. The layout of merchant stalls based on the type of merchandise makes the new market look neater. This is the background that the diversity of merchandise has a positive effect on trader preferences. It is evident from the average score received by the third question item for the characteristics of merchandise diversity of 3.5 points. However, for the first question item, namely the completeness of the type of merchandise, it only gets a score of 2.5 out of a scale of 5. From all the characteristics that have been described previously, it can be considered that relocation carried out in a market does not always have a positive impact. The relocation of the old market traders (Deli Tua Traditional Market) has resulted in several market characteristics that have a negative effect on the preferences of traders in the new market.

Effect of Market Characteristics on Traders Preferences in Old Markets

The market characteristics owned by the old market all have a positive effect on the preferences of old market traders, almost all variables have a significant effect except the tariff variable. This insignificance indicates that if there is a change in tariffs, the preferences of traders will also change in the same direction but in the end the changes are not significant or do not greatly affect the preferences of old market traders. The levy rates for the old market and the new market are different. For the old market, the retribution rate and the kiosk fee will be determined by the manager. For new markets, the government will determine the levy rate. Regarding the price which is a problem for traders, the relocation team does not interfere, this is a

matter for traders and managers, what the relocation team does is return the function of the land. Specifically, the costs that are questioned by traders are the business of the trader and the manager. The location of the old market which is at the crossroads of the causeway encourages the high mobility of people to pass through the market. Buyers who shop also do not only come from Deli Tua District, but also from surrounding districts. This is also the reason why traders stay in the old market because the potential for buyers is greater than in the new market. Trading locations that are close to community activities will attract people's attention to visit the merchandise offered. The existing facilities in the old market also have a positive and significant effect on traders' preferences. The facilities in question are supporting facilities, easily accessible parking lots, cleaning facilities, and stalls. If measured from a scale of 5, the characteristics of the facility get a score of 3.5 in data collection in the old market.

The high variable coefficient for facility characteristics of 1.007 is the largest when compared to variable coefficients for other old market characteristics such as tariffs, potential buyers, access, and diversity of merchandise. So that positive changes to the facilities in the old market will have a big impact on the preferences of old market traders. Easy access to the old market is a plus for the market. The old market can be accessed via public transportation or private vehicles. The positive and significant relationship of the characteristics of access to merchant preferences cannot be denied because the easier access to the market, the more people who come to buy. The availability of transportation in the old market which is quite a lot makes traders prefer to stay in the old market, this is because many buyers who use public transportation for shopping will support the level of sales income of traders in the old market. Although to explore the old market there is a muddy road, this does not reduce the income of traders selling in the old market. The diversity of trade in the old market which has a positive and significant effect on trader preferences shows that the more diverse traders are enlivened, the more traders will have a high preference for the old market. If the various types of merchandise also need to be grouped neatly, this will make it easier for buyers to shop. The persistence of traders in the old market, which is indicated by the high influence of market characteristics on traders' preferences, shows that tariffs, potential buyers, facilities, access, and diversity of merchandise are still in accordance with the preferences of traders to make Deli Tua Traditional Market a location for selling.

Market Relocation in Relation to City Planning in Deli Tua District

The preparation of the Deli Serdang Regency Spatial Plan is carried out in accordance with the National Spatial Plan, the North Sumatra Province Spatial Plan, the Mebendaro Regional Spatial Plan (Medan, Binjai, Deli Serdang, Karo) as well as taking into account the Regency/City Spatial Planning border. The Deli Serdang Regency Spatial Planning (RTRW) was prepared as a basis and guide for (article 26 paragraph 2 of Law No. 26/2007) [7]. In the preparation of the Deli Serdang Regency Spatial Plan by considering the potential and problems as well as the position of the Deli Serdang Regency in a wider regional area, it is explained that the Deli Serdang Regency Spatial Planning aims to create a safe, comfortable, productive and environmentally friendly space. facilities and infrastructure that support economic growth in order to increase food self-sufficiency through the agricultural, fishery and marine sectors as well as to realize the integration of spatial planning in the Deli Serdang Regency in supporting the MEBIDANGRO Urban Area and the surrounding area.

Utilization of space and controlling the use of space in the Deli Serdang Regency area aims to realize the Deli Serdang Regency area, especially Deli Tua Subdistrict which is safe, comfortable, productive and environmentally friendly. The relocation of traditional markets is carried out for the maintenance and realization of the preservation of environmental functions and restoring the balance of the ecosystem in Deli Tua District. Based on the results of interviews with respondents, the land for the Traditional Market will later be built with a Green Open Space and the Deli Tua Camat Office. Green Open Space in Deli Tua District is estimated to be 55.63 ha consisting of a TPU and a field. Urban design in this case is seen as part of the urban planning process related to the formation of the physical quality and shape of the urban environment. However, in practice the urban designers will not be able to design all elements of the physical form of the city completely except in the formation of a new city. This happens in urban planning in Deli

Tua District, the difficulty of approaching traditional market traders (old markets) will be an obstacle to the city planning plan that has been planned by the Deli Serdang Regency Government.

IV. CONCLUSION

The conclusions in this study, namely:

1. Partially, the characteristics of the new market in the form of tariffs have a positive and significant effect, potential buyers have a negative and significant effect, facilities have a positive and insignificant effect, access has a negative and significant effect, and the diversity of merchandise has a positive and significant effect on the preferences of new market traders. Simultaneously, the characteristics of the new market have a positive and significant effect on the preferences of new market traders.

2. Partially, the characteristics of the old market in the form of tariffs have a positive and insignificant effect, potential buyers have a positive and significant effect, facilities have a positive and significant effect, access has a positive and significant effect, and the diversity of merchandise has a positive and significant effect on the preferences of old market traders. Simultaneously, the characteristics of the old market have a positive and significant effect on the preferences of the old market traders.

3. The relocation of the old market from the Old Deli Traditional Market to the Traditional-Modern Deli Old Town has not yet had an impact on better urban planning because the old market is still operating, traffic jams still occur and are still irregular.

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