

# CHAPTER I

## INTRODUCTION

### 1.1 Background

Indonesia is a consumptive society. Where shopping is an activity that is usually carried out by everyone to meet their daily needs, both men and women. This shopping activity is definitely inseparable from the market, which is one of the places for economic interaction. And now the market or place of shopping has grown so rapidly, where the place to shop is in such a way with various names, such as supermarkets, minimarkets, supermarkets and so on (commonly called modern markets). The growth of the modern market seems to have pushed aside the ordinary market or traditional market.

Along with the development of the times, the existence of traditional markets began to compete or even be shifted by the existence of modern retail businesses. Retail business or commonly known as retail merchants has the meaning of its existence in everyday society. Various kinds of shopping centers appear with different shapes and sizes.

In order for traditional markets to survive and develop in a competitive business world in competing for consumers, they must be able to comprehend their consumers as a whole, because consumers are the target market for a product. Acceptance of the product or not depends on consumer perceptions of the product. If consumers feel that the product can meet their needs and wants, then the product will be accessible to the consumer.

In general, consumers will choose traditional markets that are strategically located, such as in the middle of a city, close to these residents. As for choosing the strategic place, it is hoped that it will be easily reached by private vehicles and public vehicles. Consumers who belong to the lower middle class and do not have private vehicles are more likely to shop in traditional markets, because they are more economical on the cost of transportation.

Goods that are sold in the modern market are of high quality, for example, vegetables that are always fresh because they are put in the cold room. Whereas in traditional markets, there is no cooling space provided so fast wood. Modern markets are neat, orderly and clean, because they are properly regulated. Whereas in traditional markets are not regular, hot, muddy, and dirty because the location is only. to provide various facilities and merchandise. Whereas in traditional markets, most of the sellers come from the middle to lower class. Kalinid can be seen from the various kinds of products that are sold, consisting of only a few kinds of brands. In addition, the selling time of the modern market is limited, which is from bill to night. However, in traditional markets the selling time is unlimited, which is from dawn to high or even at night.

The existence of traditional and modern markets is also widely known on the Bengkalis island. Bengkalis is one of the districts in Riau Province, Indonesia. Its territory includes the eastern part of the island of Sumatra and the archipelago, with an area of 8,403.28 km<sup>2</sup>. Bengkalis has 11 districts including Bengkalis, Bantan, Siak Kecil, Bukit Baku, Bathin Solapan, Pinggir, Talang Muandau, Rupal, Rupal Utara, Bandar Laksamana, and Mandau. (Central Statistics Agency of Bengkalis Regency (2020:5)). And on the island of Bengkalis itself, there are 2 districts, namely Bengkalis and Bantan. Bengkalis Island is right at the mouth of the Siak River, so it is said that Bengkalis Island is the Siak River Delta.

Based on the above background, the writer feels interested in knowing more closely and clearly and clearly with the sample object of the community in Bengkalis. Thus the authors compile this thesis with a title “Comparative Study on Consumer Satisfaction In Choosing Shopping Places Between Modern And Traditional Market (Case Study: Bengkalis Island)

## **1.2 Formulation of the Problem**

Based on the background above, the formulation of the problem to be studied is, how do you compare consumer satisfaction in choosing shopping places between Modern and Traditional market.

### **1.3 Purpose of the Study**

Based on the background of the purpose of the study are To find out the comparison consumer satisfaction in choosing shopping places between Modern and Traditional market.

### **1.4 Significance of the Study**

Research conducted by researchers will provide several benefits and uses for various parties, including:

1. For government, private sector and other related parties

Hopefully this can be used as input in making policies about the market as well as being used as literacy about people's satisfaction towards traditional and modern markets in Bengkalis Island in relevant research for interested parties.

2. For writers and further researchers

It is hoped that this research can provide information to readers to add insight and also as a reference for further research.

### **1.5 Scope and Limitation of the Problem**

Based on the background of the problem and existing identification, it can be seen that the problems associated with the research topic are very broad. Therefore, the problem needs to be limited. This study focuses more on consumer satisfaction in choosing shopping places between modern and traditional markets. The study will be carried out on consumers in Bengkalis Island.

### **1.6 Writing System**

Systematics of writing on the study “Comparative Study On Consumer Satisfaction In Choosing Shopping Places Between Modern and Traditional Market (Case Study: Bengkalis Island)” as follows:

#### **CHAPTER I : INTRODUCTION**

This chapter contains the background of problem, the formulation of the problem, the purpose of the study, the

benefits of the study, the scope and boundaries of the problem and the systematic writing of the report.

**CHAPTER II : LITERATURE REVIEW**

This chapter explains about previous research, theoretical basis, and frame of mind

**CHAPTER III : METHOD AND ACCOMPLISHMENT PROCESS**

In this chapter the author describes the method and process of completion, which consists of Location, Time, and Object of Research, Types and Sources of Data, Population and Samples, Sampling technique, Data Collection Techniques, Data Processing Techniques, Scale Measurement, Data Analysis Methods, Type of Research, Concept and Operational Variable Definition.

**CHAPTER IV : RESULTS AND DISCUSSION**

At this point, the author explains or outlines the results and discusses after the author conducted research based on data obtained through questionnaires and interviews, observation and case studies.

**CHAPTER V : CONCLUSION AND SUGGESTION**

At this point the researcher explains the conclusions of the results and discussion which is done in a conclusion and suggestions as recommendation for improvement on the related study in the future.