

PERCEPTION OF MARKET USERS ABOUT MARKET CLEANLINESS AND FACILITIES AT THE TERUBUK MARKET IN BENGKALIS CITY

Student Name : Tiya Ariani
Student ID Number : 5404181183
Supervisor Lecturer : **Hutomo Atman Maulana, S.Pd, M.Si**

ABSTRACT

This study aims to determine the highest and lowest factors the market user's perception of the cleanliness and Facilities of the Terubuk Bengkalis market. This research uses qualitative research methods. The data analysis method used the simple linear regression method. The sampling techniques used are probability sampling, random sampling, sampling and data testing using descriptive statistics. The results of this study indicate that the highest factor of the market cleanliness variable according to market users, with an average indicator value of 4.10 from the buyer's side. The lowest factor is having adequate sanitation facilities from the buyer's side, with an average value of 3.82. The highest dominant factor of the market cleanliness variable, according to market users, is maintaining a clean environment with an average indicator value of

4.10 from the seller's side. The second lowest factor is having adequate sanitation facilities from the seller's point of view. The average value is 3.28 in the high category and from the seller's side. The highest factor is the market facility variable. Based on the results of the descriptive statistics above, it shows that of the 3 indicators from the aspect of the average variable regarding the facilities on the buyer and seller sides, the third indicator, namely equipment and furniture, is the highest factor, with an average value of 4.10 on the buyer side with a high category and 4.16 on the seller side. The lowest factor of the market facility variable according to Terubuk buyers is

3.11. Meanwhile, for the lowest factor, the facility variable is 3.67.

Keywords: *Bengkalis terubuk market, perception, cleanliness, and facilities*