

**UNDERGRADUATE THESIS**

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

*As Part of Fulfillment of the Requirements to Obtain an Applied Bachelor's Degree in the  
International Business Administration Study Program at the Department of Business  
Administration State Polytechnic of Bengkalis*



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2021**

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AND FACILITIES AT THE TERUBUK MARKET IN BENGKALIS CITY

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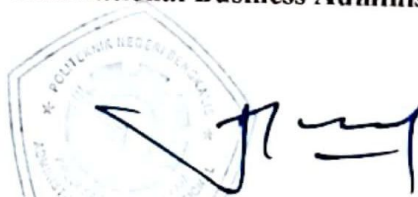
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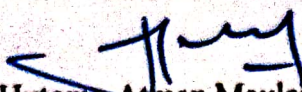
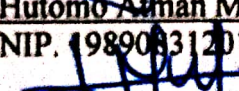
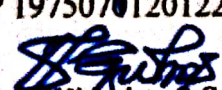

### PERCEPTION OF MARKET USERS ABOUT MARKET CLEANLINES AND FACILITIES AT THE TERUBUK MARKET IN BENGKALIS CITY

*As one of the requirements to complete the Applied Undergraduate Study  
Program majoring in International Business Administration*

By :

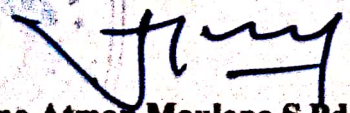
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## DECLARATION SHEET

I truly state that this thesis assignment is purely the result of my own work and no work has ever been done to obtain an applied degree at the State Polytechnic of Bengkalis, and to my knowledge there are also no works or opinions that have ever been written or published by other people, except where the source is stated in writing and in the references.

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

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## 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*

## DEDICATION SHEET

The main thing of all ..

Praise be to Allah SWT who has given His grace and mercy so that I can complete this thesis properly and on time. I dedicate this simple work to the most precious person in my life:

Beloved Father and Mother`

To my dear Father and Mother, Thank you countless without counting I say for all your love and affection, effort, and also prayers that you always devote to me in completing this thesis. may you always be happy and given health and strength to be able to witness my struggles, and hopefully one day I can be proud of the results that I have fought for so far

My Best Friend

Dear friends, Thank you very much for the support, enthusiasm, motivation, and prayers that you have always given me so far. and hopefully one day I can be proud of the results I've been fighting for, my friend.

My Thesis Advisor

Mr. Hutomo Atman Maulana, S.Pd, M.Si Si as the thesis supervisor, thank you very much, because I have been assisted so far, have been taught, I will not forget the help and patience so far.

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Praise and Gratitude for the presence of ALLAH SWT for all his gifts and graces,so that the author can complete the thesis as one of the requirement to get on an applied bachelor degree in the international business administration study program at the department of business administration State Polytechnic of Bengkalis with the title: "**Perception Of Market Users About Market Cleanliness And Facilities At The Terubuk Market In Bengkalis City**". This research is far from perfect. Therefore constructive criticism and suggestions will always be accepted openly. Many thanks are expressed for the assistance and direction of various parties in the writing and completion of this research include :

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4. Mr. Hutomo Atman Maulana,S.Pd.,M.Si as Head of the International Business Administratison Study Program and Mr. HutomoAtman Maulana,S.Pd.,M.Si as thesis advisor of the International Business Administration Study Program.
5. All Lecturers,especially the Bachelor of Applied International Business Administration Study Program who have taught during the lecture.
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7. Especially for my parents, my father, Abdurrahim, and my mother, Maslina, who have given a lot of help, support, prayers, time, and materials to help and provide convenience during lectures to realize your goals. .
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The author realizes that the preparation of this thesis report is still far from perfect, both in terms of preparation, language, and writing. Therefore, the authors highly expect criticism and constructive suggestions to become a reference for writers in the future. Hopefully, this thesis report is useful for both writers and readers.



Bengkalis, 2021

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## TABLE OF CONTENT

<b>APPROVAL SHEET</b> .....	<b>i</b>
<b>VALIDITY SHEET</b> .....	<b>ii</b>
<b>ACCEPTENCE SHEET</b> .....	<b>iii</b>
<b>DECLARATION SHEET</b> .....	<b>iv</b>
<b>ABSTRACT</b> .....	<b>v</b>
<b>DEDICATION SHEET</b> .....	<b>vi</b>
<b>AKNOWLEDGEMENT</b> .....	<b>vii</b>
<b>TABLE OF CONTENT</b> .....	<b>ix</b>
<b>LIST OF FIGURES</b> .....	<b>xii</b>
<b>LIST OF TABLES</b> .....	<b>xiii</b>
<b>LIST OF APPENDICES</b> .....	<b>xiv</b>
<b>CHAPTER I INTODUCTION</b> .....	<b>1</b>
1.1 Background .....	1
1.2 Formulation of the Problem .....	5
1.3 Purpose of the Study .....	5
1.4 Significance of the Study .....	5
1.5 Scope and Limitation of the problem .....	6
1.6 Writing System.....	6
<b>CHAPTER II LITERATURE REVIEW</b> .....	<b>8</b>
2.1 Related Theory .....	8
2.2 Literature Review .....	11
2.2.1 Defenition Of Perception .....	11
2.2.2 Conditions For The Occurrence Of Perception .....	13
2.2.3 Factors Affecting Perception .....	13
2.2.4 Perception Process .....	14

2.2.5 Market stalls Cleanliness .....	15
2.2.5.1 Understanding Market Stalls.....	15
2.2.5.2 Factors Affecting Market Stalls .....	16
2.2.5.3 Supporting Factors .....	20
2.2.5.4 Market Hygiene Component.....	21
2.2.6 Market Facilities .....	23
2.2.6.1 Understanding Facilities .....	23
2.3 Framework .....	29

**CHAPTER III METHODOLOGY OF RESEARCH..... 30**

3.1 Location and Object of the Study .....	30
3.1.1 Location of the Study.....	30
3.1.2 Object of the Study .....	30
3.2 Types and Sources of Data.....	30
3.2.1 Type of the Data .....	30
3.2.2 Source of the Data.....	31
3.5 Population and Sample.....	31
3.3.1 Population .....	31
3.3.2 Sample .....	32
3.4 Sampling Technique .....	32
3.5 Data Collection Technique.....	34
3.6 Data Processing Technique.....	35
3.7 Scale Measurement .....	35
3.8 Data Analysis Method.....	36
3.9 Type of study .....	37
3.10 Concept Definition and Operational Variables .....	37
3.10.1 Operational Variables .....	37

**CHAPTER IV RESULT AND DISCUSSION..... 39**

4.1 Result .....	39
4.1.1 Research Object Overview .....	40

4.1.2	Characteristic of Respondents .....	41
4.1.2.1	Characteristics of Market Participants .....	41
4.1.2.2	Gender Respondent .....	42
4.1.2.3	According to Occupation.....	42
4.1.2.4	Based on Income .....	43
4.2	Descriptive statistic .....	44
4.2.1	Respondent Explanation Cleanliness.....	44
4.2.2	The Explanation of Facility .....	46
4.2.3	Respondent Explanation Seller Cleanliness .....	46
4.2.4	Responden Explanation Seller Facilities .....	48
4.3	Discussion .....	49
4.3.1	Market Perception Cleanliness .....	49
4.3.2	Market Perception Facilities .....	51
4.4	Limitation of Study .....	53
<b>CHAPTER V CONCLUSION AND SUGGESTION .....</b>		<b>54</b>
5.1	Conclusions.....	54
5.2	Suggestions.....	55
<b>REFEREENCES .....</b>		<b>56</b>
<b>APPENDICES .....</b>		<b>60</b>
<b>WRITER BIOGRAPHY .....</b>		<b>90</b>

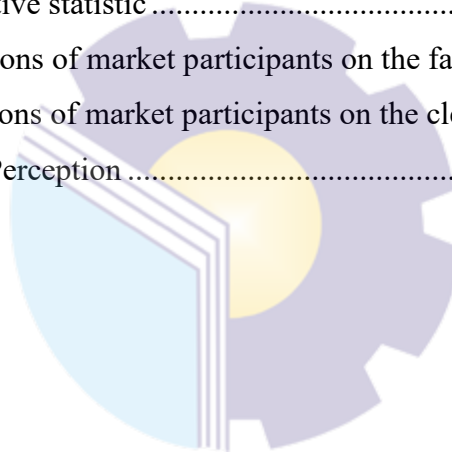
## LIST OF FIGURES

Figure 2.1 Framework.....	29
Figure 4.2 Market Terubuk Bengkalis .....	39



## LIST OF TABLES

Table 3.1	Scala measure.....	35
Tabel 3.2	Score Identification .....	36
Tabel 3.3	Operation Variable .....	38
Tabel 4.1	Characteristics Respondent .....	41
Table 4.2	Characteristics of Respondents by Gender .....	42
Table 4.3	Characteristics Of Job Requirement .....	42
Table 4.4	Based In Income.....	43
Table 4.5	Descriptive statistic .....	58
Tabel 4.6	Perceptions of market participants on the facility.....	59
Tabel 4.7	Perceptions of market participants on the cleanliness.....	61
Tabel 4.8	Public Perception .....	62



## LIST OF APPENDICES

Appendix 1 Data Processed of SPSS.....	59
Appendix Descriptive Statistik.....	59
Appendix 2 Research Questionnaire.....	66
Appendix 3 Respondent Identify.....	71
Appendix 4 Respondents Answer To Each Question Item.....	76
Appendix 5 Interview Trancipt.....	83
Appendix 6 Research Documentation.....	85
Appendix 6.1 Picture of the Fish Stall Behind the Market.....	85
Appendix 6.2 Picture of Seating Facilities In The Middle of The Building....	85
Appendix 6.3 Picture of The Facility Canopy From The Market.....	86
Appendix 6.4 Picture of The Inside of The Vegetable Market.....	86
Appendix 6.5 Market Facilities In The Form of Stock Light Contacts .....	87
Appendix 6.6 Pictures of Toilet Facilities .....	87
Appendix 6.7 Picture of an interview with one of the sellers at the Terubuk Bengkalis market.....	88
Appendix 6.8 Picture of an Interview With One of he Sellers at the Terubuk Bengkalis Market	89
Appendix 6.9 Picture of An Interview With One of he Sellers At the Terubuk Bengkalis Market.....	88

# CHAPTER 1 INTRODUCTIONS

## 1.1 Background

In the current era of globalization, where the Indonesian people desperately need a market to get all their necessities of life, market environmental health management aims to achieve a harmonious relationship between traders and buyers as well as the people who are in the market environment itself. Many people, especially young people, really need a place to shop to find food, clothing, and boards for their daily needs. Indonesia is a developing country. Therefore, it is inseparable from the problems faced, one of which is the cleanliness of market stalls and the health of the market environment. The problem of stall cleanliness and the health of the market environment tends to increase if it does not get special attention and high concern from the kiosk owner traders and market environmental cleaners. A good and correct waste management system will provide the advantage of reducing pollution caused by the accumulation of waste, by providing alternative efforts due to the generation of well-managed waste (Soekidjo, 2015).

The provision of a container used for garbage collection must meet the requirements of the proposed trash can, such as not leaking easily, having a strong construction, having a lid for the trash can, and being easy to lift by one person. Waste management cannot be separated from the role of traders in managing and maintaining the cleanliness of the selling environment and behavior towards waste before it is disposed of. Cleanliness is the most important factor in achieving healthy market requirements. Hygiene is a public health effort that aims to prevent disease in humans. Public health efforts that study the influence of environmental conditions on human health, efforts to prevent disease due to the influence of unsanitary conditions in public stalls, as well as efforts to maintain environmental conditions and create environmental cleanliness (Soekidjo, 2015).



Environmental health is a condition or an optimum environmental condition so that it has a positive influence on the realization of optimal health status. The scope of environmental health includes: housing, disposal of human waste (feces), provision of clean water facilities, waste disposal, disposal of dirty water (waste), livestock housing (cages), sanitation of public places and so on. Business in environmental health is an effort to improve or optimize the human environment as a good medium for the realization of optimum health for humans who live in it. Based on this statement, the cleanliness of market stalls is one of the places that needs to be considered from the aspect of environmental health (Soekidjo, 2015).

The demand from the public for clean and healthy market stalls and good service is much higher. Therefore, the management of a "healthy market" is continuously being pursued by the government. Data from the Minister of Health of the Republic of Indonesia No. 519/MENKES/SK/VI/2015 concerning Guidelines for the Implementation of Healthy Markets explains that in Indonesia there are around 13,450 traditional markets with 12,625 million traders operating in them. If each trader has 4 family members, then more than 50 million people or almost 25% of the total population of people in Indonesia are active in the market. In addition, to facilitate distribution activities, the market is equipped with several market management elements consisting of the market head, secretary, treasurer, cleanliness, order and maintenance department. Not only the management of the place, but also the management of the surrounding waste. For this reason, it is necessary to have the ability to manage waste properly and correctly by using effective, safe, environmentally friendly waste management systems and methods. The problem of waste management is closely related to regulations, temporary storage, storage, collection, transfer, transportation, processing and final disposal.

**People** who are active in the market environment are not easily infected with diseases due to the condition of the stalls and the market environment, which is a lot of dirt because it is not kept clean, so people who are active can still live healthy (Minister of Health RI, 2013). ..which is negative in society, because most people think that traditional markets are synonymous with dirty stalls, have bad

odors, muddy floor conditions, and musty air and dark lighting. Traditional markets are also one of the pillars of the economic driving force of small and medium-sized communities. This is because traditional markets are places to sell for small and medium-sized traders. Apart from that, traditional markets are also an asset to increase the Bengkalis City's own Regional Original Income (PAD). traditional revenue into local revenue (PAD). The government has tried to realize that traditional markets can become healthy markets with the issuance of the Decree of the Minister of Health of the Republic of Indonesia No. 519/MENKES/SK/VI/2008 concerning Guidelines for the Implementation of Healthy Markets (Menkes RI, 2011).

RI Law No. 18 of 2008 concerning Waste Management. Article 28 Paragraph 1 reads: "The community can participate in waste management organized by the government." This means that community participation in waste management is very much needed for the realization of a good, healthy, clean and tidy environment and good hygiene management is indispensable in managing traditional markets that are clean and healthy. Cleanliness determines the good quality of an environmental condition. Market cleanliness affects the quality of health and products sold in traditional markets. One of the waste problems that is quite complicated is the problem of market waste. In addition to the relatively large number and having its own problems, this situation occurs in traditional markets as a place for the economy. The existing activities are either buying and selling from traders to consumers or from traders to traders indirectly. causing the accumulation of waste. In a market environment, waste sources can be classified based on the type of goods traded. The general market has more types of waste sources than special markets.

The types of goods traded in a market affect the volume and nature of the waste produced. Market waste has distinctive characteristics, large volume, high water content, and easy to decompose. Market waste management needs to be carried out properly and in terms of the characteristics of the waste. If the market is not clean, it will affect the quality of health. Such as the food purchased by buyers and various processed products that are sold by traders. Therefore, good

management of the waste in the traditional market is needed.

Bengkalis City Terubuk Market, located on Jl.Kelapapati Laut, is the central market in Bengkalis City and its surroundings. Terubuk Market has 353 units of stalls with a total of 21 market management officers. Market management officers are involved and play a major role in managing market cleanliness so that the market environment remains clean. But this must be supported by stall owners and traders who clean the condition of the kiosks they occupy every day. This is because market officers can only clean around the stall environment (Desperindag.Bengkalis\_2020).

Facilities are everything that is intentionally provided by service providers to be used and enjoyed by consumers with the aim of providing the maximum level of satisfaction. Facilities are everything that is physical equipment provided by the service seller to support consumer convenience (Kotler, 2009). Meanwhile, according to Lupioadi (2013), facilities are the appearance, ability of infrastructure facilities, and the state of the surrounding environment in showing their existence to the external, which includes physical facilities (buildings), equipment, and equipment. which includes facilities that can be in the form of tools, objects, equipment, money, or work space.

According to Tjiptono (2014), the design and layout of service facilities is closely related to the formation of customer perceptions. A number of types of services, perceptions formed from interactions between customers and facilities affect the quality of these services in the eyes of customers. Cleanliness and facilities are the most important factors in achieving healthy market requirements. Hygiene is a public health effort that aims to prevent disease in humans. Public health efforts that study the influence of environmental conditions on human health, efforts to prevent disease due to the influence of unsanitary conditions, as well as efforts to maintain environmental conditions and create environmental cleanliness.

**Service** providers to be used and enjoyed by consumers who aim to provide the maximum level of satisfaction. Facilities are everything that is physical equipment provided by the service seller to support consumer convenience (Kotler,

2010). Meanwhile, according to Lupioadi (2012), facilities are the appearance, ability of infrastructure facilities, and the state of the surrounding environment in showing their existence to the external, which includes physical facilities (buildings), equipment, and equipment. which includes facilities that can be in the form of tools, objects, equipment, money, or work space. According to Tjiptono (2006), the design and layout of service facilities is closely related to the formation of customer perceptions. A number of types of services, perceptions formed from interactions between customers and facilities affect the quality of these services in the eyes of customers.

The importance of this research is to know the "**Perception of Market Users About Market Cleanliness and Facilities at the Terubuk Market in Bengkalis City**" and what the benefits of cleanliness and market facilities that have been created at the Terubuk market for the Bengkalis community are.

## **1.2 Formulation of the problem**

From the background and description of the problem above, the formulation of the problem in this study is: What is the market user perception of the cleanliness and facilities of the Bengkalis City Terubuk Market?

## **1.3 Purposes of the Study**

Every piece of research carried out must have a purpose and a goal. Special research in empirical science generally aims to find, develop, and test the truth of a science. The objectives of this research are

1. Find out the highest and lowest factors on the perception of market users about the cleanliness of the Terubuk Bengkalis market.
2. Find out the highest and lowest factors on the perception of market users about the facilities in the Terubuk Bengkalis market.

## **1.4 Significance of the Study**

By conducting research, the author can device the significant of the study into three part as follows:

1. Advantages for the open market  
As a consideration and evaluation, as well as providing information on how market users perceive the cleanliness and facilities of the market in Bengkalis City.
2. For the readers/community  
As a means of broadening one's understanding and knowledge of cleanliness and market facilities
3. Writer Advantages  
Apart from being a requirement for completing education, it can also increase knowledge about market users' perceptions of cleanliness and facilities from the biggest market in Bengkalis City.

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

Based on the background that has been described previously, the author makes a problem definition the scope of this research is clear. The limitation of the problem is that this research will analyze the market user's perception of cleanliness and facilities at the Terubuk Market in Bengkalis City.

### **1.6. Writing System**

A systematic approach to report writing is needed in order for the writing of this thesis report to be systematic and neatly arranged. A systematic approach to report writing is needed. The following is a systematic thesis report on writing:

#### **CHAPTER 1 : INTRODUCTION**

In Chapter 1, will explain about the background of the problem, problem formulation, research objectives, research benefits, research scope and problem boundaries, as well as report writing systematics.

#### **CHAPTER 2 : LITERATURE REVIEW**

In Chapter 2, will explain about explains the literature review and the previous theoretical basis that will be used in completing the research.

### **CHAPTER 3 : METHODOLOGY OF RESEARCH**

Chapter 3 will explain about the implementation plan, starting from the location, time and object of research, types and sources of data, data analysis methods, types of research, research schedules and budgets.

### **CHAPTER 4 : RESULT AND DISCUSSION**

In Chapter 4, will explain about the results and discussion of the research.

### **CHAPTER 5 : CONCLUSION AND SUGGESTION**

In Chapter 5, will explain about the conclusions and suggestions resulting from the research conducted.



## **CHAPTER II LITERATURE REVIEW**

### **2.1 Related Theory**

Before conducting research, previous research collected data in the form of the results of previous studies. Collecting data from the results of previous studies is intended to be used as reference material and also a comparison between research that has been carried out by other researchers and research that will be carried out by researchers. The following is a description of the results of previous studies that are relevant to the research.

Dedi Junaedi, Qowaid, Amie Primarnie, Moh.Romli (2020) this study of Analysis of the Perception of the Academic Community on the Implementation of E-Learning Lectures During the COVID-19 Pandemic, aims to explore the cognitive, affective and conative aspects of e-learning implementation; and analyzing the influence of age, gender differences, status and area on the implementation of e-learning at the IAI-N Laa Roiba campus. The research method used is a combination of descriptive analysis and quantitative analysis with a dummy variable regression approach. Research respondents were the academic community of IAI-N Laa Roiba. The results are as follows: e-learning is generally carried out using the Google Classroom application, Google Meet and Zoom Meeting. Other models are WA and website portals.

The cognitive aspects of the implementation of e-learning during a pandemic are influenced by effective, conative aspects, and to some extent are influenced by factors of age, gender, education and location of domicile. The affective aspect is obeyed by the cognitive and conative aspects, and to some extent it is influenced by the level of education and gender. While the conative aspect is influenced by cognitive and affective aspects, and to some extent is influenced by the level of education. The factors of age, gender, status, and location did not significantly influence the conative aspects of e-learning implementation during the Covid-19 pandemic.

Rena Febrita Sarie (2020) entitled Changes in consumer behavior in Surabaya. This research is about the changing shopping behavior of woman from traditional market to mobile vegetable traders (Mlijo) in Surabaya.. This research uses qualitative approach. This sample of study was 20 people, with the criteria ten women were housewives and ten working women by using snowball sampling technique. The results of this study indicate that there is a changing in shopping behavior of woman from traditional market to mobile vegetable traders. Nine themes emerges in this study motivate woman to change their behavior in shopping for daily needs. This changing behavior occurs because (1). Time Efficiency (2) Cost Efficiency (3) Effectiveness (4) Convenience in life , (5) Healthy lifestyle by consuming healthy food. (6) Clean Environment (7) Kindness and Compassion (8) New Life Style (9) Productivity Improvement.

Lusi Fauziah, Agus Sutardjo, Rizka Hadya Puji (2021) entitled The Influence Of Service Quality And Service Facilities Save Customers Satisfaction At Bri Unit Bank City, Bank BRI Bandar Create Unit is a service agency in the banking world which began operating on January 2, 1975. Data obtained from Bank BRI Bandarbuat Unit saw an increase in the number of customers from 2015 to 2019 which was an average of 2,086 people. This increase in the number of customers can show how high the satisfaction felt by customers in obtaining services and facilities from Bank BRI Unit Bandar Create Padang. The purpose of the study was to determine the effect of service quality and service facilities on customer satisfaction for savers at Bank BRI Bandarbuat Unit. Data collection methods are Field Research (Field Research) and Library Research (Library Research). Types and sources of data are primary data and secondary data. The population in this study as a sample is all customers of Bank BRI Unit Bandar Create Padang in 2019. The population is 20,834 people in 2019 and a sample of 100 people, the sampling technique is accidental sampling. The method of analysis used multiple linear regression analysis. The results of the study found (1) The results of the t-test found the tcount value of 3.662 and the value (sig = 0.000 ttable or  $3.662 > 1.661$ , then the quality of service affects the satisfaction of customer savers at PT. BRI (Persero) Unit Bandar Create Indarung Padang, (2)



The results of the t-test found the t-count value of 4.365 and the value (sig = 0.000) ttable or  $4.365 > 1.661$ , then the facility has an effect on customer satisfaction of savers at PT. BRI (Persero) Unit Bandar Create Indarung Padang and (3) Variables of quality of service and facilities have a positive and significant effect together on customer satisfaction of savers at PT. BRI (Persero) Bandar Unit for Indarung Padang.

Vincent P. Magnini, Anita Zehrer (2020) entitled Subconscious influences on perceived cleanliness in hospitality settings, Due to the COVID-19 pandemic, now and for years to come, guests at hospitality venues will have heightened awareness with regard to formulating their perceptions of cleanliness. While perceived cleanliness has received attention in our existing body of literature, this conceptual paper integrates potential subconscious influencers on cleanliness perceptions into our understanding. Specifically, findings contained in various streams of research suggest that a number of factors can have subconscious influences on individuals' perceptions of cleanliness in service environments. Such factors include the degree of lighting, the presence of plants / greenery, the shininess of surfaces, the use of ambient scents, the use of white bedding, and the presence of cleaning staff. Evidently, the sooner hospitality venues (particularly airlines, lodging operations, restaurants, and cruise ships) are perceived as clean and safe, the faster they will recover from the pandemic. As such, this paper is rich with both practical and research implications.

Zakiul Ifkar Hamsi, Ermi Girsang, Sri Lestari Ramadhani Nasution, etc. (2020) entitled The Influence of Spatial, Cleanliness and the Environment of Investigation on Patients' Comfort during Receiving Treatment at RSU H. Sahudin Kutacane, Comfort is the right of patients and people who use health facilities. The hospital must pay attention so that good public services can be felt by the community. Improving the quality of public services in health facilities such as hospitals, not only in terms of services or facilities of medical devices, but also must be accompanied by a sense of comfort of patients while in the facility. Comfort is in the spotlight of the reason patients choose the same hospital when they need treatment or forced home because of discomfort both physically,

psychospiritual, physical environment and different socio-cultural. The purpose of this study was to analyze the effect of spatial planning, cleanliness and inpatient environment on patient comfort while receiving treatment at H. Sahudin Kutacane Hospital in 2019. This study uses quantitative associative research. The population in the study were all 67 patients hospitalized in Class III at RSU H. Sahudin Kutacane and the study sample was the total population. The data analysis method used in this study consisted of univariate, bivariate and multivariate analysis. The results of the study show:

1. Inpatient care affects patient comfort.
2. Cleanliness of inpatient room influences patient comfort.
3. Inpatient room environment has an effect on patient comfort.
4. The most dominant inpatient room environment influences patient comfort while receiving home care sick.

Looking at the results of the study it is recommended that the hospital always conduct hospital performance evaluations to improve health services to patients or the community so that hospital service users get satisfaction with the services provided.

## **2.2 Literature Review**

### **2.2.1 Definition of Perception**

According to Dewanto in Hartanto (2012), perception is an Indonesian term derived from the English language word perception, which means seeing or observing. In the Big Indonesian Dictionary, perception can be interpreted as a direct response (acceptance) of something or someone's process of knowing things through their five senses. Perception can also be interpreted as a cognitive process from a person to his environment which is used to interpret the surrounding environment (Hartiningtyas in Hartanto, 2011). The cognitive process is strongly influenced by several situational factors, needs, desires and also willingness so that everyone will have a different perspective on the perceived object.

Perception has an important role in decision making. Perception is defined

as a psychological function that enables individuals to observe sensory stimuli and turn them into an orderly related journey (Daldjoeni in Hartanto, 2011). In another sense, perception is a more complicated process than just seeing and judging, whereby people can select, organize, and interpret sensory stimuli into a picture of a world full of water and logically relate them (Hartiningtyas, 2005). Accept or take it. According to Leavitt (Desmita, 2011), "Perception in a narrow sense is vision, which is how someone sees something, while in a broad sense, perception is view, namely how someone views or interprets something"

Meanwhile, according to Slameto (2012), perception is a process that involves the entry of messages or information into the human brain. Through perception, humans are constantly in touch with their environment. This relationship is done through the senses, namely the senses of sight, hearing, touch, taste, and smell. Meanwhile, Miftah Toha (2011) also explains that perception is essentially a cognitive process experienced by everyone in understanding information about their environment, either through sight, hearing, appreciation, feeling, and smell. The key to understanding perception lies in recognizing that it is a unique interpretation of the situation, rather than a true recording of the situation.

Understandings of perception as above, it can be interpreted that perception is a response or assessment of the direct observation process of a meaning which is influenced by several factors of the situation, needs, desires and also willingness so that everyone will have a different perspective on the object. that is felt (Hartanto, 2012). Therefore, in receiving a stimulus, human ability is very limited, so humans are not able to process all the stimuli they catch. This means that although it is often realized, the stimulus that will be perceived is always a stimulus that has relevance and meaning for him. Thus, it can be seen that there are two forms of perception, namely positive and negative:

1. Positive Perception

Positive perception is the perception or view of an object and leads to a situation where the perceiving subject tends to accept the object that is captured because it is in accordance with his personality. The cause of the

emergence of a person's positive perception is because of the individual's satisfaction with the object that is the source of his perception, the existence of individual knowledge, and the individual's experience of the perceived object.

## 2. Negative Perception

Negative perception is the perception or view of the object subject and refers to a situation where the perceiving subject tends to reject the object being captured because it is not in accordance with his personality. The cause of the emergence of a person's negative perception can arise due to individual dissatisfaction with the object that is the source of his perception, individual ignorance and the absence of individual experience of the perceived object and vice versa.

### 2.2.2 Conditions for the Occurrence of Perception

Perception is a basic element of communication activity. The process of perception formation occurs through five stages, namely starting from stimulation-selection, grouping, interpretation-evaluation, storage in memory, and recall. According to Sunaryo (2011), the conditions for the occurrence of perception are as follows:

1. There is a perceived object.
2. There is attention, which is the first step as a preparation for making perceptions.
3. The existence of sensory organs and receptors, namely tools to receive stimuli.
4. Sensory nerves are used as a tool to transmit information to the brain.
5. As a tool to conduct a response.

### 2.2.3 Factors Affecting Perception

According to Miftah Toha (2012), the factors that influence a person's perception are as follows:

1. Internal factors: feelings, attitudes and individual personalities, prejudices, desires or expectations, attention (focus), the learning process, physical condition, mental disorders, values and needs as well as interests, and motivation
2. External factors: family background, information obtained, knowledge and needs around, intensity, size, opposition, repetition of motion, new and familiar things or the indirectness of an object.

#### 2.2.4 Perception Process

According to Miftah Toha (2011), the process of perception is based on several stages, namely:

1. Stimulus

Stimulus The occurrence of perception begins when a person is faced with a stimulus or stimulus that comes from their environment.

2. Registration

In the registration process, a symptom that appears is a physical mechanism in the form of sensing and the condition that a person influences through the senses he has. A person can listen to or view the information sent to him, then list all the information sent to him.

3. Interpretation

Interpretation is a cognitive aspect of perception which is very important, namely the process of giving meaning to the stimulus it receives. The interpretation process depends on the way of deepening, motivation, and personality of a person.

According to Dedi Junaedi in journal (2020) with title Analysis of the Perception of the Academic Community on the Implementation of E-Learning Lectures During the COVID-19 Pandemic, indicator of Perception namely :

1. Cognitive, is That is a component that is composed on the basis of knowledge or information possesses someone about the object of his

attitude. From this knowledge, they will then form an Certain beliefs about the object of the attitude

2. Affective, here is a related to feelings of pleasure and displeasure. So it is evaluative The values of a culture or its value system are inextricably linked to the values of an individual.
3. Conative, here contains a According to Krech and Crutfield in Suwartinah (2015), the factors that affect affect a person's perception of an object include:
  - a. Necessity. A temporary and permanent need for a person. Thus, different needs will lead to different perceptions.
  - b. Mental preparedness A person's mental atmosphere will affect or determine perception. Somebody.
  - c. Emotional climate Someone, whether he is in a sad, happy, or anxious state, will be very happy. It affects the perception of the object of stimulation.
  - d. Cultural background The person's cultural background will have an impact on him or her. influence and determine the person's perception of a stimulus object.

#### 2.2.5 Market Stall Cleanliness

Research conducted to Dyah Widiastuti (2020) he market is a place for selling transactions and buying various commodities, including food. Sanitation problems in the traditional market environment include improper garbage disposal, lack of water supply, inadequat MCK facilities, and contamination of various infectious agents such as rats or flies.

##### 2.2.5.1 Understanding Market Stall Cleanliness

The cleanliness of a market stall is a condition or condition of a market stall that is in accordance with or has met the standards in accordance with the requirements of a healthy market environment. If the condition of the market stall is not in accordance with the cleanliness of the market stall, it is a condition or

condition of the market stall that is in accordance with or has met the standards in accordance with the health requirements of a healthy market environment. If the market stall conditions are not in accordance with the market environmental health requirements according to the Minister of Health Decree no. 519 of 2015, then the market is not included in the category of a healthy market stall.

#### 2.2.5.2 Factors Affecting Market Stall Cleanliness

In development, the factors that influence behavior according to Lawrence Green's theory cited by Notoatmodjo (2011) are:

1. Predisposition Factor

Predisposing factors are those that put a child at risk of developing a problem (in this case, high anticipatory distress). These may include genetics, life events, or temperament. Precipitating factors refer to a specific event or trigger to the onset of the current problem.

2. Knowledge

Knowledge is the result of knowing, and this occurs after a person has sensed a certain object. Sensing occurs through the human senses, namely: the senses of sight, hearing, smell, taste and touch. Most of human knowledge is obtained through the eyes and ears. Knowledge or cognitive is a very important domain for the formation of one's actions (overt behavior). Here are two fundamental concepts, according to Notoatmodjo (2011): Knowledge covered in the cognitive domain has 6 levels, namely:

- a. You know

Knowing is defined as remembering a material that has been studied previously. Included in this level of knowledge is recalling something specific from all the material studied or stimuli that have been received. Therefore, knowing this is the lowest level of knowledge.

- b. Understanding it

Understanding is defined as the ability to correctly explain known objects as well as the ability to correctly interpret the material.

- c. Utilization

Application is defined as the ability to use the material that has been studied in real (actual) situations or conditions. This application also means the application or use of laws, formulas, methods, principles and so on in other contexts or situations.

d. Analysis of

Analysis is the ability to describe a material or an object into components, but still in an organizational structure and still have a relationship with each other.

e. Synthesis

Synthesis refers to an ability to put or connect parts into a new whole. In other words, synthesis is an ability to develop new formulations from existing formulations.

f. Evaluation of

This evaluation is related to the ability to justify or evaluate a material or object. The assessments are based on self-determined criteria or using existing criteria. Knowledge measurement can be done by interview or questionnaire asking about the content of the material to be measured from the research subject or respondent.

3. Attitude.

An attitude is a reaction or response that is still closed from a person to a stimulus or object. Attitude clearly shows the connotation of a suitability of reactions to certain stimuli which in everyday life are reactions that are characteristic and are not the implementation of certain motives. An attitude is not yet an action or activity, but is a predisposition to the action of a behavior (Notoatmodjo, 2011). Our friendly attitude attracts buyers to be interested in transacting because of our friendly attitude, and makes buyers become loyal customers because they are comfortable with the services we provide. In another section, Allport (2010) explains that the attitude has three main components, namely:

- a. Beliefs, beliefs, ideas, and concepts about a specific object.
- b. Emotional life or emotional evaluation of an object.



c. Tendency to act.

These three components together form a complete attitude. In determining this complete attitude, knowledge, thinking, beliefs and emotions play an important role.

Research conducted to Notoatmodjo (2011), as with knowledge, this attitude consists of various levels, namely:

1. Take advantage of.

Receiving means that people (subjects) want and pay attention to the given stimulus (object).

2. Responding.

Giving answers when asked, doing and completing the given task is an indication of attitude. Because with an attempt to answer a question or do a given task, whether the job is right or wrong, it means that people accept the idea.

3. Appreciate it.

Inviting other people to work on or discuss with others about a problem is an indication of a third-level attitude.

4. Practice or Action

An attitude is not automatically manifested in an action. To realize an attitude into a real difference, a supporting factor or a possible condition is needed, including facilities. Besides the facility factor, support from other parties is also needed.

The construction of buildings and roads and the provision of water supplies and improved drainage, while expensive, are often attractive because they are tangible and easy to implement. Other approaches include improving the operational environment and reducing the impact of the market on the adjacent community. Options for possible improvements are suggested in the International

Code of Practice, General Principles of Food Hygiene, adopted by the Codex Alimentarius Commission (2017).

1. The location

According to Ujang Suwarman (2011), "location is a place of business that greatly influences a consumer's desire to come and shop".

- a. The location is in accordance with the local General Spatial Plan.
- b. Not located in areas prone to natural disasters such as: riverbanks, lava flows, prone to landslides, floods, and so on.
- c. Not located in accident-prone areas or flight landing areas, including road borders.
- d. Not located on a former landfill site or a former mining site.
- e. Have clear boundaries between the market and its environment. Clean and healthy living behavior.

2. Merchants and Workers

Traders are people or entities that carry out buying and selling activities of goods or services in the market (Yogyakarta City Government, 2009) In trading activities, a trader is a person or institution that trades products or goods, either directly or indirectly, to consumers.

- a. For meat/poultry carcass traders, fish and poultry cutters, use personal protective equipment according to their work (boots, gloves, aprons, hair covers, etc.).
- b. Clean and healthy lifestyle, wash hands with soap, don't smoke, take a shower before going home, especially for traders and poultry slaughterers, don't throw garbage carelessly, don't spit and throw phlegm carelessly etc.
- c. Conduct health checks for traders on a regular basis, at least every 6 months.
- d. Fast food traders do not suffer from direct infectious diseases such as diarrhea, hepatitis, tuberculosis, scabies, ARI, etc.

### 3. Visitors

According to the International Union of Official Traveler Organization (IUOT 2015), a visitor is any person who comes to a country or other place of residence for any purpose except to do work and receive a salary.

- a. Clean and healthy lifestyle, such as: not littering, not smoking, not spitting and throwing phlegm carelessly etc.
- b. Wash your hands with soap and water, especially after handling live poultry or animals, meat, or fish.

#### 2.2.5.3 Supporting Factors

These factors include the availability and affordability of health service resources, the priorities and commitment of the community and government, and actions related to health.

##### 1. The Age

Age is the length of life that is calculated from birth until now. Determination of age is done using a number of years. Age is a variable that is always considered in epidemiological investigations. Morbidity and mortality rates almost always show a relationship with age. Age affects the perception and mindset of a person. As they get older, their grasping power and mindset will also develop so that the knowledge they gain is getting better (Notoatmodjo, 2011).

Based on the results of research conducted by Beni (2014), stated that the p value of  $0.032 < 0.05$  means that age has a significant effect on market cleanliness. These findings are in accordance with the research hypothesis that a higher age tends to have better stall cleaning behavior compared to a younger age (Beni, 2014).

##### 2. Education.

Education in health is an application of the concept of education in the health sector. In terms of education, health education is a practical pedagogy or educational practice. Therefore, the concept of health education is an educational concept that is applied to the health sector. Education is a

learning process, which means that in education there is a process of growth, development, or change towards a more mature, better, and more mature individual, group, or community (Notoatmodjo, 2011).

Health education experts have also tried to define different health education boundaries, according to their respective concepts of education. Limitations that are often used as references include: Nyswander, Stuart, Green, the WHO expert team, and so on (Notoatmodjo, 2011).

#### 2.2.5.4 Market Hygiene Components

Hygiene of the market place/equipment is the main requirement for selling merchandise in traditional markets, especially for food products.

1. Sanitation
  - a. Pure water
  - b. There is an adequate amount of clean water every day on an ongoing basis, a minimum of 40 liters per trader.
  - c. There are water reservoirs that guarantee the continuity of water availability and are equipped with water faucets that ensure the continuity of water availability and are equipped with faucets that do not leak. Clean water quality is checked every 6 months.
2. Toilet and bathroom.
  - a. Separate male and female toilets should be provided with clear symbols.
  - b. In the bathroom, there must be a tub and clean water in sufficient quantities to be free of larvae.
  - c. There must be a goose-neck latrine, a flush, and a water tank in the toilet.
  - d. There is a sufficient number of hand washing facilities equipped with soap and running water.
  - e. Wastewater is discharged into a septic tank or infiltration hole that does not contaminate ground water within 10 meters of a clean water source.

- f. The floor is made watertight, not slippery, easy to clean, and must have a slope so that there is no puddle of water.
3. Waste management.
  - a. Each kiosk/aisle is provided with wet and dry trash cans.
  - b. Made of waterproof material that is not prone to rusting, is strong, closed, and simple to clean.
  - c. There is a means of transportation that is strong, easy to clean, and easy to move.
  - d. Watertight, strong, watertight temporary waste disposal sites (TPS) or containers that are easy to clean and reachable by garbage collectors are available.
  - e. TPS is not a breeding ground for disease-transmitting animals (vectors).
  - f. The TPS location is not on the main market route and is at least 10 meters from the market building.
  - g. Garbage is transported at least once every 24 hours.
4. Drainage
  - a. The gutters or drainage around the market are covered with metal sides so they are easy to clean.
  - b. The drainage channel has a slope so as to prevent inundation.
5. Place to wash hands.

Hand washing facilities must be located in an easily accessible location, hand washing facilities are equipped with soap and running water.
6. Disease-transmitting animals (vectors).

For ready-to-eat food stalls and foodstuffs to be free from disease vectors, for example, mice, cockroaches, and flies, In the market area, the rat density number must be zero.
7. Food and food ingredient quality.

The quality of foodstuffs and food ingredients should not be stale and should not contain harmful and toxic ingredients such as borax preservatives, formaldehyde, and harmful textile dyes. Food storage must have a distance

of 15 cm from the floor, walls, and ceiling, with the floor having a distance of 15 cm and the walls, 5 cm.

8. Market sanitation.

Market disinfection must be carried out thoroughly 1 day a month. The disinfection materials used do not pollute the environment.

9. Maintaining a clean and healthy lifestyle.

a. Merchandisers and workers.

For meat or poultry carcass traders, fish and poultry slaughterers use personal protective equipment in accordance with their work (boots, gloves, aprons, hair covers, etc).

b. Have a clean and healthy lifestyle (wash your hands with soap, don't smoke, take a shower before going home, especially for traders and poultry slaughterers, don't litter).

c. Regular health checks are carried out for traders, at least every 6 months.

According to in jurnal Rena Febrita Sarie (2021) the hygiene requirements that must be met based on indicators of cleanliness include:

1. Maintain a Clean Environment.

Environmental cleanliness is a state free from dirt, including dust, garbage, and odors.

2. Provide adequate sanitary facilities.

Sanitation of public places is an effort to monitor and prevent losses due to public places, especially those closely related to the emergence or transmission of a disease.

## 2.2.6 Market Facilities

### 2.2.6.1 Understanding Facilities

According to Pieter Palenewen (2016), facilities are everything that can facilitate and expedite the implementation of a business. Something that can Objects or money usually serve to facilitate and expedite a business transaction.

Facilities can be defined as anything that makes it easy for consumers in obtaining satisfaction.

1. Centralized and Distributed Service Facility Activities.

The term service in English is U.S. "service". Moenir (2018:26-27) defines "service as an activity carried out" by a person or group of people with a certain basis where the level of satisfaction can only be felt by the person who serves or served, depending on the ability of the service provider to meet user expectations.

a. Centralized trading facilities.

This infrastructure is the highest hierarchy of facility trade and has a layout in the city center. Centralized trading activities generally consist of: Retail trade or retail trade, which includes shops and markets selling daily necessities.

b. The wholesale trade

This area, in addition to functioning as a service center throughout the city, is also a service center for marketing regional production and the surrounding area.

c. Scattered facilities.

The infrastructure for trading activities is spread out, functioning as a service neighbor hoods within the city. Where is this container inside the allocation is in the centers of the service area and becomes one with other social facilities and is the center of the environment.

2. Physical facilities.

Physical facilities can include the appearance of facilities or physical elements, equipment, personnel, and communication materials. The aim is to strengthen the impression of the quality, comfort, and safety of the services offered to consumers.

a. The main elements.

One of the main elements in the market is open space. This area is usually used as a place for non-permanent traders or illegal parking

areas that are starting to emerge at this time. The other main element is enclosed space. What is meant by "closed space" is a room that is covered by a roof but not completely by a wall or other room divider.

b. Element of Support.

Vehicle storage/parking facilities, loading and unloading facilities, Electrical Mechanical, Means of communication, Means of tethering animals, Special roads, Means security, hygiene and sanitation facilities.

c. The Support Element.

Some of the supporting elements in the market are service centers, health and child care, transport service centers, management offices, market cooperative offices, and places of worship/musholla/mosque.

3. Infrastructure and Facilities

Physical facilities are factors that influence a person's actions, which are reflected in their practice or actions. The availability of facilities affects the behavior of a person in a community group. The influence of the availability of facilities on behavior can be positive or negative (Notoatmodjo, 2011).

The Components of market facilities research conducted to (Notoatmodjo, 2011), following :

1. Building

a. General

Buildings and building designs must be made in accordance with applicable laws and regulations.

b. Trading Room Configuration.

a) The division of the area according to the type of commodity, according to its nature and classification, such as: wet, dry, live poultry sale, poultry slaughter.

b) The division of zoning is given a clear identity.

c) Places to sell meat, poultry carcasses, and fish are placed in a special place.



- d) Each stall (area based on zoning) has a hallway that is 1.5 meters wide.
- e) Each stall or kiosk has an identity board, namely the number and the name of the owner, and it is easy to see.
- f) The distance between the poultry shelter and the slaughterhouse is at least 10 m from the main market building or a parapet wall with a minimum height of 1.5 m.
- g) Especially for types of pesticides, hazardous and toxic materials (B3) and other hazardous materials are placed separately and not side by side with the food and food ingredients zone.

2. Manager's office.

- a. Office space has ventilation of at least 20% of the floor area.
- b. The minimum level of lighting in the room is 100 lux.
- c. There is management office space available with high ceilings and floors in accordance with applicable regulations.
- d. There are separate toilets for men and women.
- e. There is a hand-washing area equipped with soap and running water.
- f. Places to sell food and food.
- g. A location for the sale of wet food.

3. Parking area

The parking area must have a clear separator at the market area boundary, separate parking based on the type of transportation means (cars, motorbikes, odong/delman bikes, and tricycles), no standing water, green plants, water infiltration in the parking lot.

a. Construction

For the construction of market buildings must be feasible in accordance with the standards, for example; the roof must be strong and must not leak, roofs that have a height of 10 meters or more must be equipped with lightning rods. For walls, the surface must be clean, not damp and the color must be bright, the floor meeting with the wall and the

meeting of the other two walls must be curved. The floor must be made of water-resistant material, the surface is flat so that it is not slippery and easy to clean.

b. Stairs

There are handrails on the right and left of the stairs, made of strong, non-slip material.

c. Lighting

The lighting intensity of each room should be sufficient to carry out effective grocery management and food cleaning activities.

d. Door

Especially for the door for selling meat, fish, and food ingredients with a strong smell, it is advisable to use a door that can open and close itself or a plastic curtain to prevent disease-transmitting animals such as flies or other insects from entering.

e. Security

There is sufficient firefighting equipment that is sufficient and functioning and not expired, a sufficient number of water hydrants are available, the location of firefighting equipment is easily accessible and there are directions for self-rescue and instructions for using fire extinguishers.

4. Market support services

The arrangement of market support facilities includes:

a. Administration.

b. The location is easily accessible by traders and visitors.

c. Display an identification sign.

5. Other amenities

a. Places of worship

Availability of places of worship equipped with ablution places in easy-to-reach locations, adequate ventilation and lighting.

b. A location for the sale of live poultry.

The availability of a separate poultry place from the main market, as well as having access to enter and exit a separate poultry transport vehicle, the availability of a special liquid waste disposal channel

- c. Availability of health service posts that are easily accessible and with adequate first aid equipment (P3K).

Facility Indicators According to Tjiptono (2016) there are 3 Facility indicators, namely:

1. Spatial Consideration/Planning

Aspects such as proportion, comfort and others are considered, combined and developed to provoke both intellectual and emotional responses.

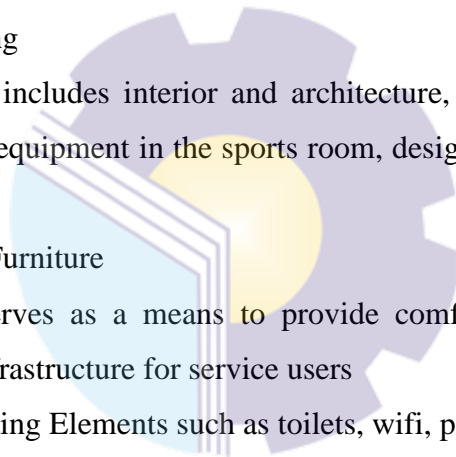
2. Room Planning

This element includes interior and architecture, such as the placement of furniture and equipment in the sports room, design and circulation flow and others.

3. Fixtures and Furniture

Equipment serves as a means to provide comfort, as a display or as a supporting infrastructure for service users

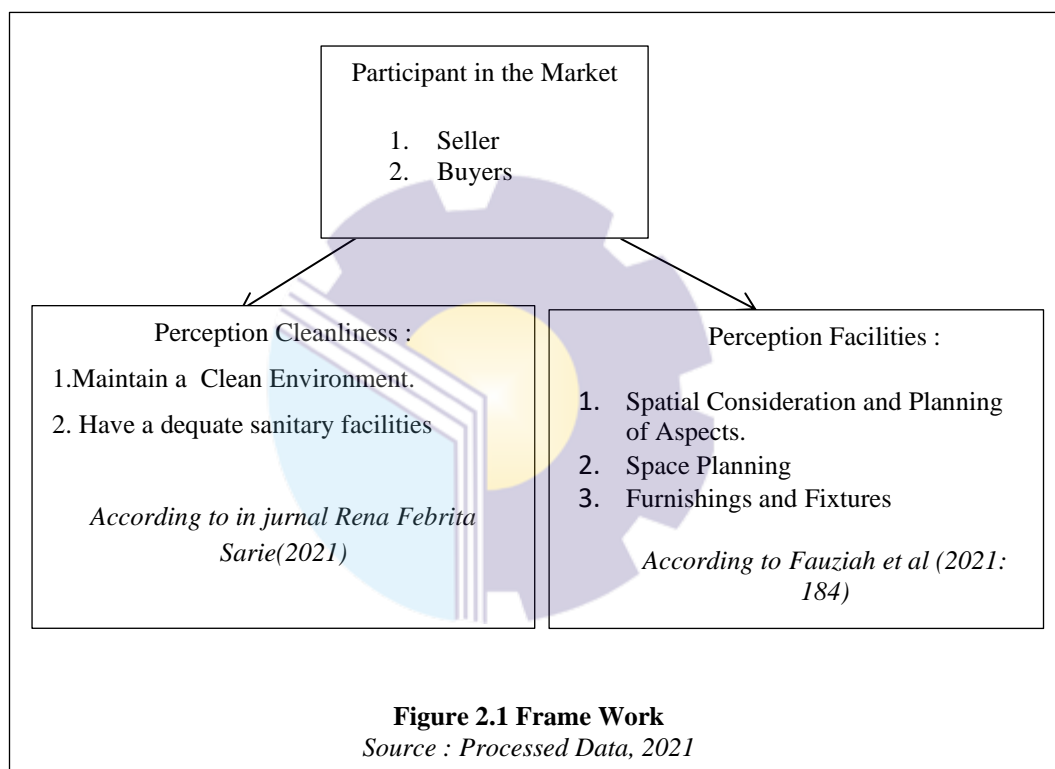
4. Other Supporting Elements such as toilets, wifi, parking lots, and others.



### 2.3 Framework

Uma no in his book business research (Prof. Dr. Sugiyono, 2018) argues that the frame of mind is conceptual model of how theory related to various factors of have been identified as important problems.

To facilitate understanding of the whole series of this research, the research framework was formulated as follow :



## **CHAPTER III**

### **METHODOLOGY OF RESEARCH**

#### **3.1 Location and Object of the Study**

##### 3.1.1 Location of the Study

The research location is a place or area where the research will be carried out. The research conducted by the author took place in Terubuk Market, Jalan Kelapapati Laut, Bengkalis District, Bengkalis Regency, Riau.

##### 3.1.2 Object of the Study

The object of research is something that will be the focus of this research or what will be studied. The object of this research is the Bengkalis Terubuk Market.

#### **3.2 Type and Sources of Data**

##### 3.2.1 Type of the Data

This research was conducted using qualitative research methods through a case study approach. Qualitative research is research conducted by taking into account the circumstances, behavior, views of groups or individuals, and procedures of the system of thought and events with the aim of explaining the picture systematically and analytically in the ongoing problem-solving process (Suryabrata, 2011). This research was conducted in the biggest market in the city of Bengkalis. Primary data was obtained by researchers through direct interviews with key informants. While the secondary data researchers get through books and journals related to this research.

Judging from the type of data used, the research approach used in this study is a qualitative approach. According to Sugiyono (2014), qualitative research methods are research methods used to examine the condition of natural objects, (as opposed to experiments) where the researcher is the key instrument, data collection techniques are carried out by triangulation (combined), data analysis is

inductive, and qualitative research results emphasize meaning rather than generalization. Sekaran and Bougie (2012) argue that qualitative data is data in the form of words. (Qualitative data is data in the form of words). From the opinions of the experts above, it can be concluded that a qualitative approach is a detailed explanation of an event, situation, and interaction, both verbal and visual, in order to form a data.

### 3.2.2 Sources of Data

In this study, the data sources that the author uses are as following:

#### 1. Primary Data

Primary data is data obtained from the first data source, such as the results of interviews collected directly by researchers at the location of the research. Primary data sources refer to the information obtained directly (from the first hand) by researchers related to variables of interest for a particular purpose of study. Multiple data sources Individual, focus group, panel, and general methods are the most common (Sekaran and Bougie. 2017). Primary data sources in research This is obtained from the respondents' answers to the questionnaires that have been given.

#### 2. Secondary data

Secondary data is data obtained from a second source. Data is needed to provide information or complementary data as a comparison material. Secondary data refers to information that is collected from existing sources. There are several secondary data sources, including company overview data and profiles of companies. In addition, the authors also take relevant data from books, literature, and research journals.

## 3.3 Population and Sample

### 3.3.1 Population

Research conducted to Sugiyono (2014) defines population as "a generalization consisting of objects or subjects that have certain qualities and characteristics determined by research to be studied and then drawn conclusions

from. "So, the population is not only people, but also objects and other natural objects. The population is also not just the number that is in the object/subject being studied, but includes all the characteristics and properties possessed by the object/subject. According to V. Wiratna Sujarweni (2014), population is the total number of objects/subjects with specific characteristics and qualities chosen by the researcher to be studied and conclusions drawn about. In this study, the population in question is buyers and traders who are in the Bengkalis Terubuk market.

### 3.3.2 Sample

According to Sugiyono (2017), the sample is part of the number and characteristics of the population. If the population is large, and it is impossible for the researcher to study everything in the population, for example due to limited funds, manpower, and time, the researcher can use samples taken from that population. What is learned from the sample, the conclusions will apply to the population. For this reason, samples taken from the population must be truly representative (representative). The number of samples in this study were 146 respondents who were divided between sellers and buyers, to determine the number of sellers in the Bengkalis market using a sample calculation of traders, the researcher used the Slovin formula (introduced by Slovin in 1960), and to determine the number of samples. Buyers in the Bengkalis market use a purposive sampling technique, so to make it easier to determine the number of samples taken, the Stanley Lemeshow formula is determined (Ridwan, 2012).

From the population must be correct. -really representative (Sugiyono, 2018). The sample is part of the number and characteristics possessed by the population.

### 3.4 Sampling Technique

According to Sugiono (2017), the sampling technique is a sampling technique. To determine the sample to be used in the study, there are various sampling techniques used. As for the method of determining the sample, the

author uses 2 formulas to determine the number of samples between sellers and buyers. For buyers, the author uses the Slovin formula (introduced by Slovin in 1960), and to determine the number of buyers the author uses the Lemeshow formula (Ridwan, 2012). Because the number of samples from buyers in the market is unknown, with a non-random sampling technique that is purposive sampling technique.

For example, if the population is large and the research is not possible to study everything in the population due to limited funds, manpower, and time, the researcher can use samples taken from that population. The conclusion will apply to the population, where samples taken from the population must be correct. -very representative (Sugiyono, 2018). For example, the sample of sellers, it is calculated by the number of active kiosk with direct observation to the research location and the number of kiosks and stalls for traders as many as 262 units. The number of retail outlets and stalls that are active or used by traders is 87. So the total number of traders in the Bengkalis Terubuk Market is 87. This can be seen in the table.

Traditional market traders may number 87 people. So for the calculation of the sample of traders, the researchers used the same formula, namely Slovin as follows:

$$n = N / 1 + (N \times e^2) = 87 / 1 + (87 \times 0,1^2) = 46$$

Therefore, the number of samples used by traders was as high as 46. The sampling technique used is random sampling.

Determine the number of samples from buyers, the author uses the Lemeshow formula. Determination of the sample in this study using a non-probability purposive sampling technique. Purposive sampling technique according to Sugiyono (2017), purposive sampling is a sampling technique with certain considerations. Data or information is obtained through written questions using a questionnaire distributed to respondents who are market participants, namely buyers in the Bengkalis market. . In this study, the size of the population.

Is unknown, so to make it easier to determine the number of samples taken, the Stanley Lemeshow formula is determined (Ridwan, 2012).



Sample calculation formula:

$$n = \frac{z^2 \times p(1-p)}{d^2}$$

$$n = \frac{1.96^2 \times 0.5(1-0.5)}{0.1^2}$$

$$n = 96$$

Information:

n = Number of samples

z = z score at 95% = 1.96

P = maximum approximation = 0.5

d = Alpha (0.001) or sampling error = 10%

From the results of the calculations above, a minimum sample of 96 customers who make purchases at the Bengkalis market is obtained. For a better population representation, the number of samples taken is 100 respondents.

Whereas for interview activities (interviews) to support the results of observations to know the perceptions of users (traders and buyers) on cleanliness and facilities at the Bengkalis Terubuk market, a purposive sampling technique was used where 3 traders were interviewed. Meanwhile, three visitors/buyers were interviewed to find out their perception of the cleanliness and facilities of the Terubuk Bengkalis market.

### 3.5 Data Collection Technique

Data collection techniques are the most important step in research, because the purpose of research is to obtain data. The data collection techniques that will be used in this research are as follows:

1. Questionnaires are data collection techniques that are done by giving a set of questions or written statements to respondents to answer. Questionnaires are also suitable for use when the number of respondents is large enough and spread over a large area. Questionnaires can be closed or open, and

open questions/statements can be given to respondents in person or sent via mail or the internet.

2. Interview or Interview.

That is by asking questions directly and verbally to the kios owner and visitors about the facilities and cleanliness of the Bengkalis market.

### 3.6 Data Processing Technique

Research conducted to Hasan (2012), data processing is a process in obtaining summary data or summary figures by using certain methods or formulas. data processing aims to change the raw data from the measurement results into more refined data so as to provide direction for further study.

The processing technique in this study that must be passed in data processing is collecting data, namely collecting data at the research location by conducting interviews and direct questionnaires using SPSS 26 and Ms.Excel 2010.

### 3.7 Scale measurement

In this research, the measurement scale used is the Likert scale. The Likert scale is used to measure attitudes, opinions, and perceptions of a person or group of people about social phenomena (Sugiyono: 2017).

**Table 3.1 Scale Measurement**

No.	Description	Score
1	For the answer Strongly Agree (SS) is given a score of	5
2	For the answer Agree (S) is given a score of	4
3	For the answer Doubtful (RR) is given a score of	3
4	For the answer Disagree (TS) is given a score	2
5	For the answer Strongly Disagree (STS) is given a score of	1

Source : Mulyono in Gusniputra (2017)

According to Mulyono in Gusniputra (2017), to see the scale of the research given above, the answer is obtained, these steps are formulated to

findout the mean score and category of each of these items. For this reason, to classify the score the following formula is used :

$$\text{interval} = \frac{\text{Highest Score} - \text{Lowest Score}}{\text{Number of Classes}}$$

$$\text{interval} = \frac{5-1}{5}$$

$$\text{interval} = 0.8$$

**Table 3.2 Score Identification**

Class Score	Range	Mean
5	Very High	4,21 – 5,00
4	High	3,41 – 4,20
3	Medium	2,61 – 3,40
2	Low	1,81 – 2,60
1	Very Low	1,00 – 1,80

Source : Mulyono in Gusniputra (2017)

### 3.8 Data Analysis Method

#### 3.8.1 Descriptive Statistics

According to Sugiyono (2018), descriptive statistics are statistics used to analyze data by describing or describing the data that has been collected as it is without intending to make conclusions that apply to the public or generalizations. Descriptive statistics can be used if the researcher only wants to describe the sample data and does not want to make conclusions that apply to the population where the sample is taken. However, if the researcher wants to make conclusions that apply to the population, the analysis technique used is inferential statistics. Included in descriptive statistics are the presentation of data through tables, graphs, pie charts, pictograms, calculation of mode, median, mean (measurement of central tendency), calculation of deciles, percentiles, calculation of data distribution through calculation of the average and standard deviation,

calculations percentage (in Sugiyono (2018)).

In descriptive statistics, it can also be done to find the strength of the relationship between variables through correlation analysis, make predictions with regression analysis, and make comparisons by comparing the average sample or population data. So, technically, descriptive statistics have no significance test, no error level, and no generalization error because the researcher does not intend to make generalizations.

### **3.9 Type of Study**

In this study, the researcher used a case study descriptive type of research. Nazir (2013) explains that when viewed from the type of problem being investigated, the techniques and tools used, as well as the place and time of the research, descriptive research consists of several types, namely survey methods, continuous descriptive methods, case study research, job analysis research and activities, action research, and library and documentary research.

### **3.10 Concept Definition and Operational Variable**

#### **3.10.1 Concept Definition**

A variable is anything that can differentiate or change values. Values can be different at different times for the same object or person, or at the same time for different objects or people (Sekaran & Bougie, 2013).

1. According to Taghavi & Seyedsalehi (2017), packaging is defined as a container for a product, which includes color, labeling, shape, design, and materials used.
2. The decision to make a sudden or spontaneous purchase without prior planning is often referred to as an impulse purchase (impulse buying or impulse buying). (Sumarwan in Kasimin et al. 2014).

#### **3.10.2 Operational Variable**

Operation variables are needed to describe research variables into the concept of dimensions and indicators. In addition, the aim is to facilitate

understanding and avoid differences in perceptions in this study. In this study, the following operationalization of variables from this study :

**Table 3.3 operation variables**

No	Variable	Operational Definiton of Variables	Indicator	Scale
1.	Perception Of Market User	The etymological understanding of perception comes from English, namely perception or Latin, namely perceptio from the word percipare which means to accept or take (Sobur, 2003: 445). Byrne and Myers (1996) there are three, namely: 1. Cognitive component 2. Affective component 3. The conative component	1. Cognitive 2. Affective 3. Conative  <i>(According Allport (dalam Mar'at, 1991) serta Baron, Byrne dan Myers (1996) in Jurnal dedi at all 2020)</i>	Likert 1 = STS 2 = TS 3 = RR 4 = S 5 = SS
2.	Cleanliness	Good hygiene management is very necessary in managing a clean and healthy traditional market. Cleanliness determines the good quality of an environmental condition. Market cleanliness affects the quality of health and products sold in traditional markets. If the market is not clean, it will affect the quality of health and facilities, which is closely related to the formation of customer perceptions.	1. Maintain a Clean Environment 2. Have adequate sanitary facilities.  <i>According to in jurnal Rena Febrita Sarie(2021)</i>	Likert 1 = STS 2 = TS 3 = RR 4 = S 5 = SS
3	Facilities Market	According to Pieter Palenewen et al (2016: 187) Facilities are everything that can facilitate and expedite the implementation of a business. Something that can facilitate and launch a business is usually in the form of objects or money. Facilities can be defined as everything that makes it easy for consumers to obtain satisfaction.	1. Spatial Consideration and Planning of Aspects. 2. Space Planning 3. Furnishings and Fixtures  <i>According to Tjiptono (2016)</i>	Likert 1 = STS 2 = TS 3 = RR 4 = S 5 = SS

Source : Processed data, 2021

## CHAPTER IV

### RESULTS AND DISCUSSION

#### 4.1 Results

##### 4.1.1 Reserch Object Overview

Terubuk Market is one of the markets in Bengkalis Regency. This traditional market sells various basic necessities such as looking for Bengkalis Regency rice, flour, sugar, salt, vegetables, onions, chilies, fish, chicken, and others. The advantage of this type of traditional market is that the products are sold at people's prices, so the price is cheap for the community, as is the function of the market in general. In this Terubuk Bengkalis market, sellers and traders and buyers can bargain with each other to get a price agreement that is profitable for both parties. Ordinary traders also provide discounts, promos, or rebates to their customers. This market has also been modernized by the local government to make it convenient for shopping, buying, and selling.



**Figure 4.1 Market Terubuk Bengkalis**  
Source : Processed Data, 2021

A traditional market with a modern style that was completed in 2010 and was abandoned. Finally, the market building located on Jalan Kelapapati Laut,

Kelapapati Village, Bengkalis District, was officially functioned and was given the name "Pasar Terubuk." The inauguration of the two-story market was carried out directly by the Regent of Bengkalis, Herliyan Saleh, and was marked by the signing of the inscription, followed by the unveiling of the market name and the procession of Flour Flour by Deputy Regent Suayatno, as well as elements of the Regional Leadership Communication Forum (Forkompinda), Bengkalis officials, and community leaders. The Regent of Bengkalis, Herliyan Saleh say that the joy of finally having the magnificent market building, one of the prides of the people of Bengkalis City, functioning was finally here. The Regent of Bengklis, Herliyan Saleh, also deny it that there was an ineffectiveness in utilizing the time of the development process and the market for the community. "I think it is very slow. This is not effective in the process of development to utilization. We will evaluate this in the future," he said in front of the audience. However, with the inauguration of this highly representative market building, Herliyan Salah reminded the managers and all traders to maintain neatness, cleanliness, buyer, and the assets inside properly. "The conditions are shabby, dirty, and smell bad in this market," Herliyan ordered. Regarding the name Terubuk, said Bengkalis Regent, Herliyan Saleh, the matter has been discussed with community leaders, administrators of the Bengkalis Malay Traditional Institute and various other competent parties. He hoped that there would be no disagreements in the future. From these names that appeared and were proposed in a meeting some time ago, from these names we agreed to name our market Terubuk Market. Hopefully, in the future, this market will be in line with the fame of the legend of Terubuk itself, "hoped Bengkalis Regent, Herliyan Saleh.

There are still some facilities that are lacking, such as fish warehouses. The steiger is not long enough so that the boat is difficult to lean on. The Bengkalis Gardening and Hygiene Market Service targets all deficiencies to be met this year. The contents of the traders who occupy the stalls in the "Terubuk" market come from the Pelita market (the old market, ed) and some 382 new traders. Vegetable traders occupied 140 tables, 80 tables for fish, 87 stalls of clothing, 19 stalls of basic necessities, 7 stalls of sandals, 5 boxes of accessories, 5 boxes of fruit, and

10 boxes of chicken. The ground floor is devoted to traders of fish, meat, vegetables, basic necessities, and others. There are also ten fish traders' stalls. Meanwhile, on the second floor, there are 122 booths devoted to clothing, sandals, accessories, cassettes, and other vendors, and in the current year, only kiosks that operate on the bottom, sections, or on the second floor are no longer used because many traders don't want to sell on the floor. On the upper level, the ceramics and the condition of the room are also not good or many have been damaged.

#### 4.1.2 Characteristics of Respondents

Respondents in this study amounted to 146 respondents, namely 100 respondents from defenders who had been screened using the Slovin formula. For sellers and Lemeshow formulas for buyers. Respondents are classified into several characteristics, namely Market Participants, Gender, Occupation, and Income.

##### 4.1.2.1 Characteristics of Respondents Based on Market Participants

From a number of respondents who were sampled in this study, data on market participants, namely sellers and buyers in the Terubuk Bengkalis market, can be seen in Table 4.1 below:

**Table 4.1 Characteristics Respondent**

No	Market player	Frequency	Percent
1.	Buyer	100	100.0%
2.	Seller	46	100.0%
	Total	146	

*Source: Processed data, 2021*

Based on Table 4.1, it can be seen that the number of buyers could be as high as 100 with a percentage of 100% using the Lemeshow formula and the number of sellers could be as high as 46 with a percentage of 100% using the Slovin formula.



#### 4.1.2.2 Gender-Based Characteristics of Respondents

From a number of respondents who were sampled in this study, data on the gender of respondents from market participants, namely sellers and buyers in the Terubuk Bengkalis market, can be seen in Table 4.2 below:

**Table 4.2: Characteristics of Respondents Gender**

<b>Buyer</b>			
No	Gender	Frequency	Percent
1	Male	12	12.0%
2	Female	88	88.0%
Total		100	100.0%
<b>Seller</b>			
No	Gender	Frequency	Percent
1.	Male	26	56.5%
2.	Female	20	43.5%
Total		46	100.0%

Source: Processed data, 2021

Table 4.2 above shows that of the 146 respondents between sellers and buyers, some of the buyer respondents are female, namely 88 with a percentage of 88.0% of respondents and the rest are male, which is 12 with a percentage of 12.0% of respondents. This is because more women shop at the market to meet their daily needs at home. And for seller respondents, most of them are male, as many as 26 with a percentage of 56.5% of respondents and the rest are female as many as 20 with a percentage of 43.5% of respondents. This is because there are more men selling in the market, especially in the side dishes, because it is more common for men to sell goods than women.

#### 4.1.2.3 According to Occupation

The categories of work are grouped into 7 groups. The grouping of respondents based on the type of work is presented in Table 4.3.

**Table 4.3 characteristic Job Requirements**

<b>Buyer</b>			
No	Profession	Frequency	Percent
1.	Student	29	29.0 %
2.	Private Sector Employee	3	3.0%
3.	Honorary Employee	7	7.0%
4.	Civil Servant	15	17.0%
5.	Wiraswasta	19	23.0%
6.	Ibu Rumah Tangga	27	23.0%
7.	Pedagang	-	-

Total		100	100.0%
<b>Seller</b>			
No	Gender	Frequency	Percent
1.	Trader	46	100.0%
Total		46	100.0%

Source : Processed data, 2021

From table 4.3 above, for seller and buyer respondents, it shows that respondents whose jobs are students are more than 29, with a percentage of 29.0% who make purchases at the Bengkalis Terubuk market, because most of the residents who live in Bengkalis are students studying on the island of Bengkalis. Of this, the rest are jobs such as housewives, as many as 27 with a percentage of 27.0%, as many as 19 entrepreneurs with a percentage of 19.0%, civil servants, as many as 15 with a percentage of 15%, honorary employees, as many as 7 with a percentage of 7%, and the lowest is working as a private employee, as many as 3 with a percentage of 3.0%. And for seller respondents, the majority of their jobs are as traders, at 46, with a percentage of 100% as their livelihood.

#### 4.1.2.4 Based on income.

The income level category is grouped into 4 groups. Characteristics of respondents based on income level are presented in Table 4.4.

**Table 4.4 Based in income**

<b>Buyer</b>			
No	Income	Frequency	Percent
1.	< Rp 1.000.000	40	40.0%
2.	Rp 1.000.000 – Rp 3.000.000	40	40.0%
3.	Rp 3.000.000 – Rp 5.000.000	14	14.0%
4.	> Rp 5.000.000	6	6%
Total		100	100.0%
<b>Seller</b>			
No	Gender	Frequency	Percent
1.	< Rp 1.000.000	16	34.8%
2.	Rp 1.000.000 – Rp 3.000.000	22	47.8%
3.	Rp 3.000.000 – Rp 5.000.000	8	17.4%
4.	> Rp 5.000.000	-	-
Total		46	100.0%

Source: Processed data, 2021

Based on Table 4.4 above, for the seller and buyer respondents above, it shows that the income of buyer respondents with an income of Rp.000–Rp. 5,000,000 is as many as 14 with a percentage of 14.0% and an income of at least

Rp. 5,000,000 is as many as 6 with a percentage of 6.0%. And for seller respondents, it shows that the highest seller income is IDR 1,000,000–IDR 3,000,000, as much as 47.8%, then income IDR 1,000,000, as many as 16 with a percentage of 34.8%, and the minimum income is IDR 3,000,000–IDR 5,000, as many as 8 with a percentage of 17.4%.

## **4.2 Descriptive Statistik**

### **4.2.1 Respondents' explanation of the cleanliness variable on the Buyer's Perception**

A descriptive statistical analysis of respondents' answers to the perception variable on the buyer's side of market cleanliness is based on the respondents' answers to the questions contained in the questionnaires distributed to respondents. Based on table in Appendix 1, it can be seen from the buyer's side that the first cleanliness variable, namely maintaining a clean environment, is described using 3 indicators of perception, namely cognitive, affective, and conative, and the average variable is in the high category. The first indicator from the cognitive section has an average value of 4.10. This shows that respondents agree with the statement that the market environment is well maintained and there are enough trash cans. The second indicator from the affective section has an average value of 4.10, indicating that the average respondent agrees with the safe and comfortable market conditions when shopping at the Terubuk Bengkalis market because the market environment is well maintained and the conditions in the market are not muddy, and the third indicator has This average value of 4.10 indicates that the average respondent agrees with the attitude of the seller who is willing to clean up the rest of the sale of the trash cans that have been provided, and that the seller or trader can take the time to throw the garbage into the trash can so that the garbage is not scattered everywhere, causing a bad smell. not delicious. Based on table 4.5, this variable obtained a grand mean of 4.10 in the high category.

Based on table in Appendix 1 it can be seen from the seller's side that with the second hygiene variable, namely having adequate sanitation facilities, and described using 3 indicators of perception, namely cognitive, affective, and

conative, the average variable is in the high category. The first indicator from the cognitive section has an average value of 3.22, which shows that the average respondent agrees with the statement that the toilets in the open market are quite comfortable and the availability of clean water is also sufficient. The second indicator from the affective section has an average value of 4.13. It shows that, on average, the respondents agree that the side dishes and vegetables that are sold are always fresh and do not feel uncomfortable when shopping because there is no scattered garbage due to the availability of strong and safe trash cans. easy to move, and the third indicator has an average value of 4.17. This shows that, on average, the traders can maintain the cleanliness of the market and the availability of separate toilet facilities for men and women. So to clean up the rest of the sale of trash cans that have been provided, sellers or traders can take the time to throw garbage into the trash so that the garbage doesn't scatter everywhere, causing bad odors. Based on table 4.5, this variable obtained a grand mean of 3.82 in the high category.

#### 4.2.2 The explanation of the facility variable on the Buyer's Perception provided by the respondent

Descriptive statistical analysis of respondents' answers about the perception variable on the buyer's side of market facilities, is based on the respondents' answers to the questions contained in the questionnaires distributed to respondents. The following are respondents' answers

It can be seen Appendix 1 from the buyer's side that with the first market facility variable, namely spatial considerations or planning, and described using 3 indicators of perception, namely cognitive, affective, and conative, the average variable is in the high category. The first indicator from the cognitive section has an average value of 4.16. This shows that respondents agree that the distance and toilets are easy to reach and close enough during this pandemic. There is a hand washing place at the Terubuk Market, which is located in the middle of the city of Bengkalis. The second indicator from the affective section has an average value of 3.74. This indicates that the average respondent agrees and is happy and

comfortable because there is sufficient lighting in the room so that they can see the merchandise being sold clearly and the distance from one kiosk to another is not. Shopping time is more efficient, and the indicators for the three cognitive sections have an average value of 4.15. This indicates that the market security system is good because there are 2 security posts in front and behind the market section, and there are additional facilities in the form of an iron canopy with a roof so that visitors don't feel hot and wet when they want to go to the fish stall. Based on table 4.6, this variable gets a grand mean of 3.11 in the high category.

It can be seen Appendix 1 from the buyer's side with the second market facility variable, namely spatial planning, and described using 3 indicators of perception, namely cognitive, affective, and conative. The average variable is in the high category. The first indicator from the cognitive section has an average value of 4.12. This shows that respondents know that the stalls in the open market are neatly arranged, know the availability of good parking in the busiest market, know the colors and walls of the market buildings are quite good, know the lighting in the market is quite bright, and know the location of the fish stall is very strategic because it is directly adjacent to the beach. The second indicator from the affective section has an average value of 4.04. This indicates that the availability of seating facilities is provided in the middle of the market building that uses good and strong iron, and the third indicator from the conative section has an average value of 4.04. This indicates that the third indicator of the conative section has an average value of 4.04. This average value of 4.10 indicates that the spatial design is made appropriately according to market needs, the types of merchandise are neatly arranged and the design for the construction of stalls for side dishes, vegetables, and spices in the biggest market is made using ceramic floors and is high with a slope of the table (kiosk side dishes). This variable has a grand mean of 4.08 in the high category.

#### 4.2.3 Respondents' explanation of the cleanliness variable on the perception of the seller's side

A descriptive statistical analysis of respondents' answers to the perception

variable on the seller's side of market cleanliness is based on the respondents' answers to the questions contained in the questionnaires distributed to respondents. The following are respondents' answers

It can be seen Appendix 1 from the seller's side that the first cleanliness variable, namely maintaining a clean environment, is described using 3 indicators of perception, namely cognitive, affective, and conative, and the average variable is in the high category. The first indicator from the cognitive section has an average value of 4.10. This shows that respondents agree with the statement that the market environment is well maintained and there are enough trash cans. The second indicator from the affective section has an average value of 4.10, indicating that the average respondent agrees with the safe and comfortable market conditions when shopping at the Terubuk Bengkalis market because the market environment is well maintained and the conditions in the market are not muddy, and the third indicator has This average value of 4.10 indicates that the average respondent agrees with the attitude of the seller who is willing to clean up the remaining sales of the trash cans that have been provided, and that the seller or trader can take the time to throw the garbage into the trash can so that the garbage is not scattered everywhere to cause a smell. not delicious. Based on table 4.7, this variable obtained a grand mean of 4.10 in the high category.

it can be seen Appendix 1 from the seller's side that with the second hygiene variable, namely having adequate sanitation facilities, and described using 3 indicators of perception, namely cognitive, affective, and conative, the average variable is in the high category. The first indicator from the cognitive section has an average value of 3.22, which shows that the average respondent agrees with the statement that the toilets in the open market are quite comfortable and the availability of clean water is also sufficient. The second indicator from the affective section has an average value of 4.13. It shows that, on average, the respondents agree that the side dishes and vegetables that are sold are always fresh and do not feel uncomfortable because there is no scattered garbage due to the availability of strong and easy trash cans. moved, and the third indicator has an average value of 4.12. This indicates that, on average, the traders can maintain

the cleanliness of the market and the availability of separate toilet facilities for men and women. On average, respondents agree with the attitude of the seller who is willing to clean the rest of the sale of the trash cans that have been provided, and the seller or trader can take the time to throw the garbage into the trash so that the garbage doesn't scatter everywhere, causing an unpleasant odor. Based on table 4.7, this variable obtained a grand mean of 3.28 in the high category.

#### 4.2.4 Respondent's explanation of the facility variable on the perception of the seller's side

Descriptive statistical analysis of respondents' answers about the perception variable on the seller's side of market cleanliness, is based on the respondents' answers to the questions contained in the questionnaires distributed to respondents. The following are respondents' answers.

it can be seen Appendix 1 from the seller's side that with the first market facility variable, namely spatial considerations or planning, and described using 3 indicators of perception, namely cognitive, affective, and conative, the average variable is in the high category. The first indicator from the cognitive section has an average value of 4.87. This shows that respondents agree that the distance and toilets are easy to reach and close enough during this pandemic. There is a hand washing place at the Terubuk Market, which is located in the middle of the city of Bengkalis. The second indicator from the affective section has an average value of 3.97. This indicates that the average respondent agrees and is happy and comfortable with the market because there is sufficient lighting in the room so that they can see the merchandise being sold clearly, and the distance between one kiosk and another is not too far apart, so that shopping time is more efficient, and the indicators for the three cognitive sections have an average value of 4.07. This shows that the market security system is good because there are two security posts in front and behind the market section, and there are additional facilities in the form of an iron canopy with a roof so that visitors don't feel hot and rained when

they want to go to the fish stall. Based on table 4.8, this variable gets a grand mean of 4.03 with a high category.

It can be seen Appendix 1 from the seller's perspective that the second market facility variable is spatial planning and is described using 3 indicators of perception, namely cognitive, affective, and conative. The average variable is in the high category. The first indicator from the cognitive section has an average value of 4.21. This shows that respondents know that the stalls in the open market are neatly arranged, know the availability of good parking in the busiest market, know the colors and walls of the market buildings are quite good, know the lighting in the market is quite bright, and know the location of the fish stall is very strategic because it is directly adjacent to the beach. The second indicator from the affective section has an average value of 3.19. This shows that the availability of seating facilities is provided in the middle of the market building that uses good and strong iron. And the third indicator from the conative section has an average value of 3. This average value of 4.09 indicates that the spatial design is made appropriately according to market needs, the types of merchandise are neatly arranged, and the design for the construction of stalls for side dishes, vegetables, and spices in the biggest market is made using ceramic floors and is high with a slope of the table (kiosk side dishes). This variable has a grand mean of 4.16 in the high category, according to table 4.8.

### **4.3 Discussion**

Based on the research conducted to determine the highest and lowest factors of cleanliness and market facilities, the authors used descriptive statistical analysis as a reference to determine the highest and lowest factors of cleanliness and facilities at Terubuk Bengkalis Market.

4.3.1. Market users' perception of market cleanliness by determining the highest and lowest factors.

From the respondents regarding the highest and lowest factors of market participants' perceptions of the cleanliness of the Terubuk market, the authors



have summarized the total average value of each statement, which can be seen in the results of descriptive statistics on market cleanliness. Based on the results of the descriptive statistics above, it shows that of the 2 indicators from the aspect of the average variable regarding cleanliness from the buyer and seller sides, the first indicator, namely maintaining the market environment, is the highest factor with an average value of 4.10, with a high category from both the buyer and seller.

The highest dominant factor of the market cleanliness variable, according to market users based on the results of descriptive statistics, is maintaining a clean environment, with an average indicator value of 4.10 from the seller's side in the high category. Meanwhile, the second lowest factor is having adequate sanitation facilities from the seller's point of view, which has an average value of 3.28 in the high category and from the seller's side.

From the results of interviews with market users, according to Ibuk Darmalinda, a buyer at the Terubuk market, the cleanliness of the market environment was quite clean, because there were enough trash cans so that the garbage was not scattered, and the cleaners had also done their job well to transport trash in this market, as well as market users could keep each other clean in this market, one of which is the availability of clean toilets here. According to Mr. Zulfitri, a fish trader in the Terubuk market, the cleanliness of the fish stall is very poor because the cleaners only carry out their duties in outline, not in detail, so sometimes there are still remnants of pieces of side dishes scattered around, causing a foul smell if they are not cleaned, so the traders in each stall clean themselves.

According to Anggoro et al. (2020), with the title "Waru market development strategy in North Panajam Paser Regency based on shopping convenience factors," there are several shortcomings that can reduce consumer shopping comfort. waru market In general, when viewed in terms of the physical condition of the Pasar Waru building, consumers do not feel comfortable. This is because there are still shortcomings, such as: there are still parts of the market that do not get maximum sunlight; the cleanliness of the market area and merchant stalls with a low level of cleanliness; unpleasant odors in the market caused by

garbage and fish traders' waste; and so on. However, when viewed from the service aspects and non-physical aspects of the market building, consumers are generally satisfied or comfortable, but there is a threat in terms of weather conditions, which are considered by consumers to have a significant impact on decreasing shopping comfort, especially when conditions are low. It's pouring outside. Pasar Waru is equipped with waste facilities in the form of 1 garbage bin, which is intended to accommodate the waste of traders and household waste of the surrounding community. This makes the cleanliness of Pasar Waru low and the corridors that have not been paved will be flooded when it rains, making the market look dirty because the market corridors become muddy. The low cleanliness of the Waru Market is also caused by the unavailability of waste facilities at the traders' stalls. This causes the traders' waste to be scattered around the kiosk or stall, especially during market operating hours. In addition, Pasar Waru is not equipped with waste water storage facilities, so fish traders only dispose of their fish waste water in the kiosk area, making the cleanliness of the kiosk even lower. Traders' stalls, especially those who open their stalls using only tarpaulin mats, will get dirtier when it rains, because muddy corridors of unpaved corridors can contaminate merchants' stalls and stalls. This clean condition also causes an unpleasant odor in Pasar Waru, which is caused by piles of garbage that are not accommodated and the waste of fish traders.

#### 4.3.2 Market users' perceptions of market facilities by determining the highest and lowest factors

From the respondents regarding the highest and lowest factors of the perception of market participants to the Terubuk Market facilities, the authors have summarized the total average value of each statement which can be seen in the results of Descriptive Statistics about market facilities. Based on the results of the descriptive statistics above, it shows that of the 3 indicators from the aspect of the average variable regarding facilities from the buyer and seller side, the third indicator, namely equipment and furniture, is the highest factor with an average

value of 4.10 from the buyer's side with high and low categories. 4.16 from the seller's side in the high category.

The lowest factor of the market facility variable according to Terubuk buyers is 3.11 with a high category of spatial planning/consideration indicators. Meanwhile, for the lowest factor, the facility variable is 3.67 with room planning indicators in the high category.

From the results of an interview with one of the market users, according to Mrs. Rita Mulyani, this Terubuk market is sufficient because all the daily necessities are quite complete, and the stalls are separate; there is a fish market, there is a vegetable market, and so on. For convenience, Ibuk Rita also said that in this terubuk market there are already drains or sewers so that there are no puddles of water and it is comfortable with facilities and cleanliness. Judging from the available stalls, those that are close together are very good because they are far apart, so there is no difference between other buyers. And market participants also take care of the facilities provided in this terubuk market well, especially the availability of hand washing facilities, because they are still in a state of COVID, so the facilities provided are in accordance with what should be done or provided.

According to Angriana et al. (2021), with the title Factors Relating to Traditional Market Environmental Sanitation Hygiene at Market Cleaning Officers in Kampar Regency, explained that market environmental sanitation conditions are influenced by environmental sanitation at kiosks/los, sanitation at market facilities, and the behavior of traders and market cleaners who lack the hygiene and sanitation of the market environment. The results showed that the level of market hygiene facilities in environmental sanitation hygiene in Kampar Regency was found to have low knowledge of 66.7% and 33.3% who met the requirements. Judging from the facilities for personal protective equipment (PPE) or uniforms for janitors, they still do not meet the requirements. Based on the results of the Chi Square test between knowledge and practice of janitors in market environmental sanitation hygiene, where p value is 0.03, it shows a significant relationship between knowledge and practice of market janitors in market environmental sanitation hygiene in Kampar Regency. Based on the

results of the Chi Square test between the availability of facilities and janitors in environmental sanitation and market hygiene in Kampar Regency, the p value is 0.03, which indicates a relationship between the availability of facilities and the practice of market cleaners, market hygiene, sanitation, and environmental markets in Kampar Regency. According to direct admissions from officers, funds were allocated for the procurement of personal protective equipment (PPE) from the Trade Office, but it did not come out on a regular basis. Therefore, sometimes there are still officers who do not use complete PPE because the factors have been damaged or are not suitable for use anymore. The availability of facilities in market hygiene sanitation here is in the form of masks, gloves, plastic bags, waste baskets, broom sticks, containers, TPS, and garbage trucks. However, based on the observations made, it can be said that they meet the requirements if the availability of wet and dry trash cans at the merchant's stalls is still inadequate for PPE cleaners, such as boots, hats, and TPS.

#### **4.4 Limitation of Study**

In conducting this research, there are some limitations experienced by this research. There are also limitations to this research as follows:

1. This research only focuses on the Bengkalis Terubuk market.
2. The variables studied only focused on the cleanliness and facilities of the Bengkalis Terubuk Market

## CHAPTER V

### CONCLUSIONS AND SUGGESTIONS

#### 5.1 Conclusions

Based on the results of research and discussion on the analysis of entrepreneurial intentions and self-efficacy of young entrepreneurs in the culinary center of Bengkalis city center park, the following conclusions are obtained:

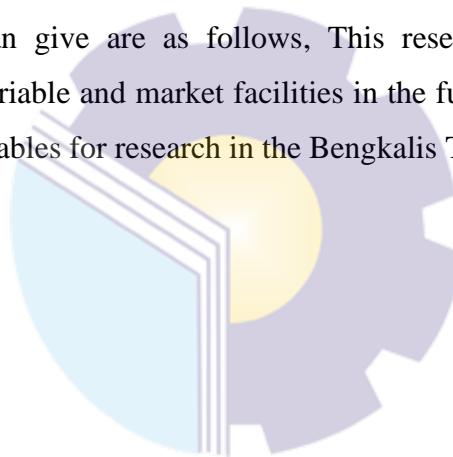
1. The highest and lowest factors of the cleanliness of the Bengkalis Terubuk Market.
  - a. According to market users, the highest dominant factor of market hygiene variableThe second lowest factor,based on the results of descriptive statistics, is maintaining a clean environment with an average indicator value of 4.10 from the buyer's side in the high category. The third lowest factor is having adequate sanitation facilities for buyers, with an average value of 3.82 from the high category and from the buyer's side.
  - b. The highest dominant factor of the market cleanliness variable according to market users based on the results of descriptive statistics is maintaining a clean environment, with an average indicator value of 4.10 from the seller's side in the high category. Meanwhile, the second lowest factor is having adequate sanitation facilities from the seller's point of view, which has an average value of 3.28 in the high category and from the seller's side.
  
2. The highest and lowest factors of the Facilities of the Bengkalis Terubuk Market.
  - a. The market facility variable with the highest factor.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 with a high category.

- b. The lowest factor of the market facility variable according to Terubuk buyers is 3.11, with a high category of spatial planning and consideration indicators. Meanwhile, for the lowest factor, the facility variable is 3.67, with room planning indicators in the high category.

## 5.2. Sugestion

Based on the results of research and discussion on the analysis of perception of market user about cleanliness and facilities market, the suggestions that the author can give are as follows, This research only focuses on the cleanliness variable and market facilities in the future, in order to be able to add more variables for research in the Bengkalis Terubuk market.



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**APPENDIX 1 : DATA PROCESSED OF SPSS**

1. Descriptive Statistik Perception Market Participant Cleanliness from Buyer

**Table 4.5 Perceptions of market participants on cleanliness from the buyer's side**

No	Indicator kebersihan	Indicator Persepsi	No	Item	STS	TS	RR	S	SS	T	Mean Item	Mean Indicator	Grand mean V	Score Range
					1	2	3	4	5					
1.	Keep the environment clean	Cognitive	Q 1.1	Freq	1	-	7	76	16	100	4,06	4,10	4.10	<b>High</b>
				Score	1	-	21	304	80	406				
			Q 1.2	Freq	-	-	5	77	18	100	4,13			
				Score	-	-	15	308	90	413				
		Affective	Q 1.3	Freq	-	-	7	79	14	100	4,07	4,10		
				Skor	-	-	21	316	70	407				
			Q 1.4	Freq	-	-	6	79	15	100	4,14			
				Skor	-	-	18	316	80	414				
		Conative	Q 1.5	Freq	-	2	6	70	22	100	4,12	4,10		
				Skor	-	4	18	280	110	412				
			Q 1.6	Freq	-	1	6	75	18	100	4,09			
				Skor	-	-	18	300	90	409				
2.	Have good sanitation facilities.	Cognitive	Q 1.7	Freq	12	20	15	44	9	100	3,18	3,22	3,82	<b>High</b>
				Skor	12	40	45	176	45	318				
			Q 1.8	Freq	10	14	19	45	12	100	3,26			
				Skor	10	28	57	180	60	326				
		Affective	Q	Freq	1	-	2	79	18	100	4,13	4,13		

		Conative	1.9													
			Skor	1	-	6	316	90	413							
			Q 1.10	Freq	1	-	1	78	20	100	4,14					
			Skor	1	-	1	312	100	414							
			Q 1.11	Freq	-	3	3	77	17	100	4,08	4,12				
			Skor	-	6	9	308	85	408							
			Q 1.12	Freq	-	1	4	72	23	100	4,17					
			Skor	-	2	12	288	115	417							

Source : Processed data, 2021

## 2. Descriptive Statistic Perception of Market Participant Facility from Buyer

**Table 4.6: Perceptions of market participants on the facility from the buyer side**

No	Indicator facilities	Indicator facilities	No	Item	STS	TS	RR	S	SS	T	Mean Item	Mean Indicator	Grand mean V	Score Range
					1	2	3	4	5					
1.	Spatial Consideration and Planning	Cognitive	Q 2.1	Freq	-	-	8	78	14	100	4,06	4,16	3,11	High
				Score	-	-	24	312	70	406				
			Q 2.2	Freq	-	-	7	65	28	100	4,21			
				Score	-	-	21	260	140	421				
			Q 2.3	Freq	-	-	7	65	28	100	4,21			
			Skor	-	-	21	260	140	421					
		Affective	Q 2.4	Freq	-	3	1	77	19	100	3,35	3,74		
				Skor	-	6	3	231	95	335				
			Q 2.5	Freqi	-	-	5	76	19	100	4,14			
				Skor	-	-	15	304	95	414				
Conative	Q 2.6	Freqi	-	-	4	79	19	100	4,23	4,15				
		Skor	-	-	12	316	95	423						
	Q 2.7	Frequensi	-	2	3	73	22	100	4,15					
		Skor	-	4	9	292	110	415						
	Q 2.8	Freq	1	3	7	76	15	100	4,07					

2.	Room Planning	Cognitive		Skor	1	6	21	304	75	407		4,12	4,08	High
			Q 2.9	Freq	1	-	2	79	18	100	4,13			
				Skor	1	-	6	316	90	413				
			Q 2.10	Freq	1	-	1	78	20	100	4,14			
				Skor	1	-	1	312	100	414				
			Q 2.11	Freq	-	3	3	77	17	100	4,08			
				Skor	-	6	9	308	85	408				
		Q 2.12	Freq	-	1	4	72	23	100	4,17				
			Skor	-	2	12	288	115	417					
		Q 2.13	Freq	-	1	5	78	16	100	4,09				
			skor	-	2	15	312	80	409					
		Affective	Q 2.14	Freq	-	1	2	83	14	100	4,10			
				skor	-	2	6	332	70	410				
			Q 2.15	Freq	-	-	6	78	16	100	3,98			
	skor	-	-	18	300	80	398							
Conative	Q 2.16	Freq	-	-	4	79	16	100	4,08					
		skor	-	-	12	316	80	408						
	Q 2.17	Freq	-	1	5	75	19	100	4,12					
	skor	-	2	15	300	95	412							
3.	Fixtures and furniture	Cognitive	Q 2.18	Freq	-	-	7	76	17	100	4,10	4,11	4,10	High
				skor	-	-	21	304	85	410				
			Q 2.19	Freq	-	2	2	77	19	100	4,13			
				skor	-	4	6	308	95	413				
			Q 2.20	Freq	-	-	7	72	21	100	4,14			
				skor	-	-	21	288	105	414				
			Q 2.21	Freq	-	2	3	72	23	100	4,16			
				skor	-	4	9	288	115	416				
			Q 2.22	Freq	-	1	6	72	21	100	4,13			
				skor	-	2	18	288	105	413				
			Q 2.23	Freq	1	1	7	72	19	100	4,07			
				skor	1	2	21	288	95	407				
			Q 2.24	Freq	1	1	7	70	21	100	4,09			
				skor	1	2	21	280	105	409				

		Affective	Q 2.25	Freq	1	1	6	74	18	100	4,07	4,08		
				skor	1	2	18	296	90	407	4,11			
			Q 2.26	Freq	-	1	8	70	21	100				
				skor	-	2	24	280	105	411				
		Conative	Q 2.27	Freq	-	1	4	80	15	100	4,09	4,12		
				skor	-	2	12	320	75	409				
			Q 2.28	Freq	-	1	4	76	19	100	4,13			
				skor	-	2	12	304	95	413				
			Q 2.29	Freq	-	1	3	77	19	100	4,14			
				skor	-	2	9	308	95	414				

Source : Processed data, 2021

### 3. Descriptive Statistik Perception Market Participant Cleanliness from Seller

**Table 4.7 Perceptions of market participants on the cleanliness variable from the seller's perspective**

No	Indicator cleanliness	Indicator Perception	No	Item	STS	TS	RR	S	SS	T	Mean Item	Mean Indicator	Grand mean variable	Score Range
					1	2	3	4	5					
1.	Keeping the environment clean	Cognitive	Q 1.1	Freq	-	1	2	41	2	46	3,95	4,10	4.10	High
				Score	-	2	6	164	10	182	3,84			
			Q 1.2	Frequ	-	-	9	35	2	46				
				Score	-	-	27	140	10	177				
		Affective	Q 1.3	Freq	-	-	2	43	1	46	3,97	4,10		
				Skor	-	-	6	172	5	183				
			Q 1.4	Freq	-	1	13	30	2	46	3,71			
				Skor	-	2	39	120	10	414				
		Conative	Q 1.5	Freq	-	2	5	39	-	46	3,80	4,10		
				Skor	-	4	15	156	-	175				
Q 1.6	Freq		-	2	8	34	2	46	3,78					
	Skor		-	4	24	136	10	174						
2.	Have good sanitation	Cognitive	Q 1.7	Freq	14	6	11	15	-	46	2,58	3,22	3,28	High
				Skor	14	12	33	60	-	119				

facilities.		Q 1.8	Freq	6	5	14	21	-	46	3,08	4,13		
			Skor	6	10	42	84	-	142				
	Affective	Q 1.9	Freq	-	-	2	43	1	46	3,97			
			Skor	-	-	6	172	5					
	Q 1.10	Freq	-	-	7	37	2	46	3,89				
		Skor	-	-	21	148	10	179					
	Conative	Q 1.11	Freq	1	-	4	39	2	46	3,39			
			Skor	1	-	12	156	10					
	Q 1.12	Freq	1	4	11	28	2	46	2,84				
		Skor	1	8	33	112	10	131					

Source : Processed data, 2021

#### 4. Descriptive Statistic Perception Facility Seller of the Facility

**Table 4.8 Public perception of the facility from the seller's perspective**

No	Indikator fasilitas	Indikator	No	Item	STS	TS	RR	S	SS	T	Mean Item	Mean Indicator	Grand mean V	Score Range
					1	2	3	4	5					
1.	Spatial Consideration and Planning	Cognitive	Q 2.1	Freq	-	-	5	38	3	46	3,95	3,87	4,03	High
				Score	-	-	15	152	15	182				
			Q 2.2	Freq	-	-	5	40	1	46	3,91			
				Score	-	-	15	160	5	180				
		Q 2.3	Freq	-	-	8	36	1	46	3,76				
			Skor	-	-	24	144	5	173					
		Affective	Q 2.4	Freq	-	3	9	35	2	46	4,04	3,97		
				Skor	-	6	27	136	10	186				
			Q 2.5	Freq	-	-	5	40	1	46	3,91			
				Skor	-	-	15	160	5	180				
		Conative	Q 2.6	Freq	-	-	9	36	1	46	3,82	4,25		
				Skor	-	-	27	144	5	176				
Q 2.7	Frequ		-	-	3	40	3	46	4,00					
	Skor		-	-	9	160	15	184						
Q 2.8	Freq	1	-	8	34	15	46	4,93						

2.	Room Planning	Cognitive		Skor	-	-	16	136	75	227		3,01	3,67	High
			Q 2.9	Freq	-	-	9	33	4	46	3,89			
				Skor	-	-	27	132	20	179				
			Q 2.10	Freq	1	-	10	32	3	46	3,78			
				Skor	1	-	30	128	15	174				
			Q 2.11	Freq	-	-	6	38	3	46	3,89			
				Skor	-	-	12	152	15	179				
			Q 2.12	Freq	-	-	6	37	2	46	3,69			
			Skor	-	-	12	148	10	170					
		Q 2.13	Freq	-	-	8	35	3	46	3,71				
			skor	-	-	16	140	15	171					
		Affective	Q 2.14	Freq	-	-	5	39	2	46	3,93			
				skor	-	-	15	156	10	181				
			Q 2.15	Freq	-	-	6	37	3	46	3,93			
	skor		-	-	18	148	15	181						
Conative	Q 2.16	Freq	-	-	4	40	2	46	3,95					
		skor	-	-	12	160	10	182						
	Q 2.17	Freq	-	-	2	33	11	46	4,19					
		skor	-	-	6	132	55	193						
3.	Fixtures and furniture	Cognitive	Q 2.18	Freq	-	-	1	35	10	46	4,19	4,21	4,16	High
				skor	-	-	3	140	50	193				
			Q 2.19	Freq	-	-	1	33	12	46	4,23			
				skor	-	-	3	132	60	195				
			Q 2.20	Freq	1	-	3	29	13	46	4,15			
				skor	1	-	9	116	65	191				
			Q 2.21	Freq	-	-	1	29	16	46	4,32			
				skor	-	-	3	116	80					
			Q 2.22	Freq	-	-	2	29	15	46	4,28			
				skor	-	-	6	116	75	197				
			Q 2.23	Freq	-	-	1	32	13	46	4,26			
				skor	-	-	3	128	65	196				
			Q 2.24	Freq	1	-	2	32	11	46	4,13			
				skor	1	-	6	128	55	190				

		Affective	Q 2.25	Freq	1	-	1	33	11	46	4,13	4,19		
				skor	1	-	3	132	55	190	4,26			
			Q 2.26	Freq	-	-	2	30	14	46				
				skor	-	-	6	120	70	196				
		Conative	Q 2.27	Freq	-	1	-	36	9	46	3,93	4,09		
				skor	-	2	-	144	35	181				
			Q 2.28	Freq	-	1	1	34	10	46	4,15			
				skor	-	2	3	136	50	191				
			Q 2.29	Freq	-	1	-	34	11	46	4,19			
				skor	-	2	-	136	55	193				

Source : Processed data, 2021

## APPENDIX 2 : RESEARCH QUESTIONNAIRE

Peace be upon you, and Allah's mercy and blessings

Dear Respondent,

I am Tiya Ariani, a student of the Bengkalis State Polytechnic Study Program, International Business Administration, requesting the availability of Mr./Mrs./I to fill out a list of questionnaires that I have distributed related to the research I will be doing on "Perception of Market Users About Market Cleanliness and Facilities at the Terubuk Market in Bengkalis City."

Your response will be kept confidential, there is no need to hesitate to give an answer because it is only for the purposes of my thesis research and will not be used for other purposes. Therefore, I hope that you can participate by filling out this questionnaire in accordance with conditions and actual conditions. For your willingness to fill out this questionnaire, I thank you.

Waalaikunsalam Wr.Wb

### A. IDENTITY OF THE RESPONDENT

Fill in your identity according to your current state and situation:

1. Name :
2. I am :
  - a. Saller :
  - b. Buyer :
3. Gender : a. male b. female
4. Profession : a. PNS (civil servant) b. Private Employee  
c. honorary employee d. Entrepreneur  
e. student f. other .....
5. Income : a. < Rp 1.000.000  
b. Rp 1.000.000 – Rp 3.000.000  
c. Rp 3.000.000 – Rp 5.000.000  
d. > Rp 5.000.0000



B. General Instructions for Questionnaire

This questionnaire is presented in the form of a statement, in which there is no right or wrong answer, thus allowing you to freely choose alternative answers according to your opinion or experience by ticking (√) the answer that best suits you. The answer options provided are as follows.

Answer	Skor
Strongly agree (SS)	5
Agree(S)	4
Doubtful(RR)	3
Do not agree.(TS)	2
I strongly disagree.(STS)	1

B. Questionnaire questions

1. Cleanliness

a. Keeping the environment clean

No.	Question	SS (5)	S (4)	RR (3)	TS (2)	STS (1)
1.	Cognitive 1. I know that the busiest market environment is well maintained. 2. I know that there are enough trash cans in the open market.					
2.	Affective 1. I feel comfortable when selling in the open market because the cleanliness of the environment is always maintained. 2. I can accept input and opinions from the market cleaning service. They will always pay attention to the market environment and each selling place.					
3.	Konatif 1.I like the attitude of buyers in the open market because they always maintain cleanliness. 2. I feel that the existing facilities are quite good, one of which is the available male and female toilets.					

b. Have good sanitation facilities

No.	Question	SS (5)	S (4)	RR (3)	TS (2)	STS (1)
1.	Cognitive 1. I know that the toilets on the market are quite clean and comfortable. 2. I know that the availability of clean water in the market is quite good.					

2.	Affective 1. I feel happy when selling in the open market because the space and facilities provided are very sufficient. 2. I feel comfortable selling in the Teerubuk market because the place to sell is very wide.					
3.	Konatif 1. I like the attitude of buyers in the market because they can and still maintain good sanitation facilities available in the market. 2. I feel that the existing facilities are quite good, one of which is that there are separate male and female toilets equipped with clear signs and symbols.					

## Public Perception of Terubuk Bengkalis Market Facilities

### 1. Spatial Planning and Consideration

No.	Question	SS (5)	S (4)	RR (3)	TS (2)	STS (1)
1.	Cognitive 1. I know the distance between the toilet and the market is easy to reach and quite close. 2. During this pandemic, I know that there is a hand washing place in the open market. 3. I know the location of this terubuk market in the middle of the city of Bengkalis.					
2.	Affective 1. I feel comfortable when shopping because the stalls or kiosks are not too far away, meaning that the time for shopping is more efficient. 2. I feel comfortable when shopping in the open market because the available lighting is sufficient to see the merchandise being sold clearly.					
3.	konatif 1. I like the security system implemented by the market manager because there are 2 security posts at the front and back of the market, so it is safe. 2. The availability of additional new facilities by the manager of the Terubuk market in the form of an iron canopy with a roof so that market visitors do not feel hot and rained on when they go to the fish stall.					

## 2. Scheduling of space

No.	Pernyataan	SS (5)	S (4)	RR (3)	TS (2)	STS (1)
1.	<p>Cognitive</p> <ol style="list-style-type: none"> <li>1. I know the kiosk is neatly arranged and according to the type of merchandise being sold so that it is easy for buyers to get what they need.</li> <li>2. I know the parking area provided in the market is wide and comfortable.</li> <li>3.. I know the color and walls of the market building are pretty good.</li> <li>4. I know the lighting in the market room is quite bright.</li> <li>5. I know the location of the side dish stall is quite strategic because it is directly adjacent to the beach</li> </ol>					
2.	<p>Affective</p> <ol style="list-style-type: none"> <li>1. I feel comfortable and happy with the availability of seats placed in the middle of the biggest market building that uses good and strong iron.</li> <li>2. I feel comfortable when shopping at the terubuk market because it provides a comfortable roof for shoppers so they don't get hot and rain when shopping</li> </ol>					
3	<p>Konatif</p> <ol style="list-style-type: none"> <li>1. I like the spatial design of the biggest market because it is made according to the needs of the market and all types of merchandise are neatly arranged.</li> <li>2. I like the design of the side dish, vegetable, and spice stalls in the open market, which are made using ceramic floors and are high with a table (side dish stall) that fits right so that the water is not protected and is directly adjacent to the beach.</li> <li>3. I like the vegetable table layout design. Spices and crackers are made to the same size, so they look neatly arranged.</li> </ol>					

## 3. Fixtures and furnishings

No.	Pernyataan	SS (5)	S (4)	RR (3)	TS (2)	STS (1)
1.	<p>Cognitive</p> <ol style="list-style-type: none"> <li>1. I know that there are toilets available on the market.</li> <li>2. I know that there is a large parking space available.</li> <li>3. I know there is a prayer room in the open market.</li> <li>4. I know that there are food and beverage stalls at the back of the market.</li> <li>5. I know that the merchandise sold on the market is</li> </ol>					

	quite complete. 6. I know there is a prayer room in the open market. 7. I know there is a drain that isn't flowing in the market.					
2.	Effective 1. I feel happy shopping at the biggest market because the toilet is not too far away 2. I feel happy shopping in the open market because the merchandise sold is quite complete and halal.					
3.	Konatif 1. I am happy when shopping at the Terubuk market because there are food and drink stalls that make it easier for us when we are hungry. 2. I like and am happy with the availability of adequate socket and light facilities. 3. I like the parking area provided at the market, so it's not too crowded when I want to park my vehicle.					

### APPENDIX 3 : RESPONDENT IDENTITY

Name	Gender	Job	Income	I am
Aisyah	Female	Student	< 1000.000	Buyer
Sabrina aulia	Female	Student	< 1000.000	Buyer
Erni	Female	Student	< 1000.000	Buyer
Siti Aminah	Female	Private sector employee	> Rp 5.000.000	Buyer
Kartini Nelviasari	Female	Student	< 1000.000	Buyer
Ratih Fauziah	Female	Student	< 1000.000	Buyer
Yati	Female	Enterpreneur	1.000.00 - 3.000.000	Buyer
Suri marwa	Female	Student	< 1000.000	Buyer
Putri Wahyuni	Female	Student	< 1000.000	Buyer
Wahyu fitrah	Female	Enterpreneur	1.000.00 - 3.000.000	Buyer
Elvi	Female	Student	< 1000.000	Buyer
Shintia Febriyanti	Female	Student	< 1000.000	Buyer
Riyan Agustin	Male	Student	1.000.00 - 3.000.000	Buyer
Gusti Eko Purnomo	Male	Student	< 1000.000	Buyer
Rika Agustina	Female	Student	< 1000.000	Buyer
Dea Peranti	Female	Student	< 1000.000	Buyer
Jamilah	Female	Enterpreneur	1.000.00 - 3.000.000	Buyer
Maslina	Female	Enterpreneur	1.000.00 - 3.000.000	Buyer
Surtia	Female	Student	< 1000.000	Buyer
Mulyadi	Male	Student	< 1000.000	Buyer
Eka puspita	Female	Student	< 1000.000	Buyer
Mella	Female	Student	< 1000.000	Buyer
Darma rani	Female	Student	< 1000.000	Buyer
Nuryati	Female	Civil servant	3.000.000-5.000.000	Buyer
Ida hayati	Female	Enterpreneur	1.000.00 - 3.000.000	Buyer

Sakinah	Female	Honorary employee	1.000.00 - 3.000.000	Buyer
Imran	Male	Civil servant	3.000.000-5.000.000	Buyer
Jumiati	Female	Entrepreneur	1.000.00 - 3.000.000	Buyer
Zainal	Female	Entrepreneur	1.000.00 - 3.000.000	Buyer
Ramlah	Female	Civil servant	3.000.000-5.000.000	Buyer
Juliana	Female	Entrepreneur	3.000.000-5.000.000	Buyer
Kamariah	Female	Entrepreneur	3.000.000-5.000.000	Buyer
Normala	Female	Honorary employee	3.000.000-5.000.000	Buyer
Zuraida	Female	Entrepreneur	3.000.000-5.000.000	Buyer
Ani	Female	Entrepreneur	3.000.000-5.000.000	Buyer
Nur atika	Female	Student	< 1.000.000	Buyer
Maharani	Female	Civil servant	3.000.000-5.000.000	Buyer
Fitri Wulandari	Female	Housewife	1.000.000-3.000.000	Buyer
BUNNY	Female	Entrepreneur	1.000.000-3.000.000	Buyer
Soibah	Female	Honorary employee	1.000.000-3.000.000	Buyer
Yodi Haferi	Male	Civil servant	> Rp 5.000.000	Buyer
Jumiati	Female	Housewife	1.000.000-3.000.000	Buyer
Wiwik	Female	Housewife	< 1.000.000	Buyer
Emi	Female	Honorary employee	1.000.000 - 3.000.000	Buyer
Azlina	Female	Honorary employee	3.000.000-5.000.000	Buyer
Uci balita	Female	Honorary employee	1.000,000-3.000.000	Buyer
Dimas septianto	Male	Civil servant	> Rp 5.000.000	Buyer
Sultan zidane	Male	Honorary employee	> Rp 5.000.000	Buyer

Putri awdes	Female	Honorary employee	> Rp 5.000.000	Buyer
Tarmizi	Female	Honorary employee	> Rp 5.000.000	Buyer
Tia	Female	Housewife	3.000.000-5.000.000	Buyer
Suryani	Female	Entrepreneur	3.000.000-5.000.000	Buyer
Susi	Female	Entrepreneur	1.000,000-3.000.000	Buyer
Susi	Female	Civil servant	< 1000.000	Buyer
Sinta	Female	Student	< 1.000.000	Buyer
Maria	Female	Entrepreneur	1.000,000-3.000.000	Buyer
Kamila	Female	Student	< 1.000.000	Buyer
Misni	Female	Entrepreneur	1.000,000-3.000.000	Buyer
Tini sari	Female	Civil servant	3.000.000-5.000.000	Buyer
Jumiati	Female	Civil servant	3.000.000-5.000.000	Buyer
Aida wahab	Female	Entrepreneur	1.000,000-3.000.000	Buyer
Nely herawita	Female	Entrepreneur	1.000,000-3.000.000	Buyer
Nurhayati	Female	Civil servant	1.000,000-3.000.000	Buyer
Nurmala	Female	Entrepreneur	1.000.000-3.000.000	Buyer
Iin kurniasari	Female	Civil servant	3.000.000-5.000.000	Buyer
Fatmawati	Female	Entrepreneur	1.000.000-3.000.000	Buyer
Suryani	Female	Entrepreneur	1.000.000-3.000.000	Buyer
Badariah	Female	Housewife	1.000.000-3.000.000	Buyer
Sumiah	Female	Housewife	< 1.000.000	Buyer
Robiah	Female	Housewife	< 1.000.000	Buyer
Susi susanti	Female	Housewife	1.000.000-3.000.000	Buyer
Juliana	Female	Housewife	1.000.000-3.000.000	Buyer
Supina	Female	Housewife	< 1.000.000	Buyer
Rini wati	Female	Housewife	< 1.000.000	Buyer
Narti	Female	Housewife	< 1.000.000	Buyer

Tina	Female	Housewife	< 1.000.000	Buyer
Nur laini	Female	Housewife	1.000.000-3.000.000	Buyer
Surtini	Female	Housewife	< 1.000.000	Buyer
Tutiyani	Female	Housewife	< 1.000.000	Buyer
Aini nur laili	Female	Housewife	< 1.000.000	Buyer
Beti nurbaya	Female	Housewife	1.000.000-3.000.000	Buyer
Mikasi	Female	Housewife	1.000.000-3.000.000	Buyer
Diana	Female	Honorary employee	1.000.000-3.000.000	Buyer
Iwan	Male	Private sector employee	3.000.000-5.000.000	Buyer
Intan	Female	Housewife	< 1.000.000	Buyer
Musaad zaki	Female	Student	3.000.000-5.000.000	Buyer
Yayin irma sahara	Female	Student	< 1.000.000	Buyer
Anggi Taqiyah	Female	Honorary employee	1.000.000-3.000.000	Buyer
Iskandar dinata	Male	Student	1.000.000-3.000.000	Buyer
Kiki amrina	Female	Student	< 1.000.000	Buyer
Aina	Female	Housewife	1.000.000-3.000.000	Buyer
Suminah	Female	Housewife	1.000.000-3.000.000	Buyer
Ino yati	Female	Housewife	< 1.000.000	Buyer
Elvina	Female	Housewife	1.000.000-3.000.000	Buyer
Khadijah	Female	Housewife	< 1.000.000	Buyer
Rahmi	Female	Housewife	< 1.000.000	Buyer
Anjani	Female	Student	< 1.000.000	Buyer
Cintia	Female	Student	< 1.000.000	Buyer
Nur pika	Female	Student	< 1.000.000	Buyer



## APPENDIX 4 : RESPONDENTS ANSWERS TO EACH QUESTION ITEM

### 1. Market Cleanliness From The Buyer's Side

No	Indicator Cleanliness											
	Keeping the environment clean						Have good sanitation facilities					
	Indicator perception											
	Cognitive		Affective		Conative		Cognitive		Affective		Conative	
	Q1.1	Q1.2	Q1.3	Q1.4	Q1.5	Q1.6	Q1.7	Q1.8	Q1.9	Q1.10	Q1.11	Q1.12
1.	4	4	4	4	4	4	4	4	5	5	4	5
2.	4	4	4	4	4	5	4	4	4	5	4	5
3.	5	5	4	3	5	4	3	3	5	4	5	5
4.	4	5	4	4	4	4	3	4	4	4	5	5
5.	3	3	3	4	4	4	3	3	4	4	3	3
6.	4	4	4	4	4	4	4	4	4	4	4	4
7.	4	4	4	4	5	4	4	4	4	4	5	4
8.	4	4	4	4	5	5	5	5	4	4	4	5
9.	4	5	5	4	5	5	5	4	5	5	4	4
10.	5	4	5	5	5	4	3	4	4	5	4	4
11.	4	4	4	4	4	4	4	4	4	4	4	4
12.	5	5	5	4	5	5	5	5	5	5	5	5
13.	4	4	5	5	5	5	4	4	4	4	4	4
14.	3	4	4	4	2	3	3	3	4	4	2	2
15.	4	4	4	4	4	4	4	4	4	4	4	4
16.	3	4	3	4	4	3	3	3	4	4	4	4
17.	4	4	4	4	4	4	4	4	4	4	4	5
18.	4	4	4	4	4	4	4	4	4	4	4	4
19.	4	4	4	4	4	4	4	4	4	4	4	4
20.	4	4	4	4	4	4	4	4	4	4	4	4
21.	4	4	4	4	4	4	4	4	4	4	4	4
22.	4	4	4	4	4	4	4	4	4	4	4	4
23.	4	4	4	4	4	4	4	4	4	4	4	4
24.	4	4	4	4	4	4	4	4	4	4	4	4
25.	4	4	4	4	5	5	4	4	4	4	4	4
26.	4	4	4	5	4	5	4	4	4	4	4	4
27.	4	4	4	5	4	4	4	4	4	4	5	5
28.	4	5	4	4	4	4	4	4	4	5	4	4
29.	4	4	4	4	4	4	4	4	4	4	4	4
30.	4	4	4	4	4	5	4	4	4	4	5	5
31.	4	4	4	4	4	4	4	4	4	4	4	4
32.	4	4	4	4	4	4	4	4	4	4	4	4
33.	4	4	4	4	4	4	4	4	4	4	4	4
34.	4	4	4	4	4	4	4	4	4	4	4	5
35.	4	4	4	4	4	4	4	3	4	4	4	4
36.	4	4	4	4	4	4	4	4	4	4	4	4

37.	4	4	4	4	4	4	2	3	5	4	4	4
38.	4	5	4	4	5	5	3	4	5	5	5	5
39.	5	5	4	5	5	5	5	4	5	5	5	5
40.	4	5	4	4	4	4	4	4	4	4	4	5
41.	5	5	5	4	5	5			5	5	5	5
42.	4	5	4	5	5	4	4	5	4	4	4	4
43.	5	4	5	5	5	4	4	5	4	5	5	5
44.	5	4	4	5	5	5	4	4	5	5	4	4
45.	4	5	5	4	4	4	4	3	5	4	5	5
46.	5	5	5	5	5	5	5	5	5	5	5	5
47.	5	5	5	5	5	5	5	5	5	5	5	5
48.	5	5	5	5	5	5	5	5	5	5	5	5
49.	5	5	5	5	5	5	5	5	5	5	5	5
50.	5	4	4	4	5	4	4	4	5	5	4	5
51.	4	5	4	5	4	5	4	5	5	5	5	4
52.	5	5	5	5	5	4	4	5	5	5	4	4
53.	5	4	4	4	5	4	4	5	4	5	4	5
54.	4	4	4	4	4	4	4	4	4	4	4	4
55.	4	4	4	4	4	4	2	1	4	4	4	4
56.	4	4	4	4	4	4	4	4	4	4	4	4
57.	1	4	4	4	4	4	2	4	4	4	4	4
58.	4	4	4	4	4	4	1	1	4	4	4	4
59.	4	4	4	4	4	4	2	2	4	4	4	4
60.	4	4	4	4	4	4	1	1	4	4	4	4
61.	5	4	4	4	4	4	3	4	4	4	4	4
62.	4	4	4	4	4	4	3	3	4	4	4	4
63.	4	4	4	4	4	4	4	4	4	4	4	4
64.	4	4	4	4	3	4	2	4	4	4	4	4
65.	4	4	4	4	4	4	1	1	4	4	4	4
66.	4	4	4	4	4	4	3	3	4	4	4	4
67.	4	4	4	4	4	4	4	4	4	4	4	4
68.	4	4	4	4	4	4	1	1	4	4	4	4
69.	4	4	4	4	4	4	1	1	4	4	4	4
70.	4	4	4	4	4	4	1	1	4	4	4	4
71.	4	4	4	4	4	4	1	1	4	4	4	4
72.	4	4	4	4	4	4	1	2	4	4	4	4
73.	4	4	4	4	4	4	2	2	4	4	4	4
74.	4	4	4	4	3	3	2	2	4	4	4	3
75.	4	4	4	4	4	3	1	1	4	4	4	4
76.	4	4	4	4	4	4	1	2	4	4	4	4
77.	4	4	4	4	4	4	1	3	4	4	4	4
78.	4	4	4	4	4	4	1	1	3	4	4	4
79.	4	4	4	3	4	4	3	4	4	4	4	4

80.	4	3	4	3	4	4	3	4	4	4	4	4
81.	3	3	4	4	4	4	3	3	4	4	4	4
82.	4	4	3	4	3	4	3	3	4	4	4	4
83.	4	4	4	4	4	4	4	4	4	4	4	4
84.	5	5	5	5	5	5	5	5	5	5	5	5
85.	4	4	4	4	4	4	2	3	4	4	4	4
86.	4	4	3	3	2	2	4	2	4	1	2	3
87.	3	3	5	4	3	4	4	3	4	4	3	4
88.	3	4	3	3	3	3	2	4	2	4	3	3
89.	3	3	3	3	3	3	3	3	3	3	2	4
90.	4	4	3	4	4	4	2	2	4	4	4	4
91.	4	4	4	4	4	4	2	3	4	4	4	4
92.	4	4	4	4	4	4	2	3	4	4	4	4
93.	4	4	4	4	4	4	2	2	4	4	4	4
94.	4	4	4	4	4	4	2	2	4	4	4	4
95.	4	4	4	4	4	4	2	2	4	4	4	4
96.	4	4	4	4	4	4	2	2	4	4	4	4
97.	4	4	4	4	4	4	2	2	4	4	4	4
98.	4	4	4	4	4	4	2	2	4	4	4	4
99.	4	4	4	4	4	4	2	3	4	4	4	4
100.	4	4	4	4	4	4	4	2	3	2	4	3

### 1. Cleanliness from the seller's side

No	Indicator cleanliness											
	Keeping the environment clean						Have adequate sanitation facilities					
	Indicator perception											
	Cognitive		Affective		Conative		Cognitive		Affective		Conative	
	Q1.1	Q1.2	Q1.3	Q1.4	Q1.5	Q1.6	Q1.7	Q1.8	Q1.9	Q1.10	Q1.11	Q1.12
	5	5	4	5	4	5	3	4	5	4	5	4
1.	4	4	4	4	4	4	4	4	4	4	4	4
2.	4	4	4	4	4	4	4	3	4	4	4	4
3.	4	4	4	4	4	4	4	4	4	4	4	4
4.	5	5	5	5	4	5	4	4	4	4	5	5
5.	4	4	4	4	4	4	3	4	4	4	4	3
6.	4	4	4	4	4	3	3	4	4	4	4	3
7.	4	4	4	4	4	3	2	4	4	4	4	2
8.	4	4	4	4	4	4	2	2	4	4	3	2
9.	2	4	4	4	2	2	2	2	4	4	4	2
10.	4	4	4	4	3	4	4	4	4	4	4	5
11.	4	4	4	4	4	2	2	4	4	4	4	4

12.	4	4	4	4	2	4	1	1	4	4	4	4
13.	4	4	4	2	4	4	1	4	4	4	4	4
14.	4	4	4	4	4	4	1	4	4	4	4	4
15.	3	4	4	4	4	4	4	4	4	4	4	4
16.	4	4	4	4	4	4	4	4	4	4	2	1
17.	4	4	4	4	4	4	1	4	4	4	4	4
18.	4	4	4	4	4	4	1	4	4	4	4	4
19.	4	4	4	4	4	4	1	2	4	4	4	4
20.	4	4	4	4	4	4	1	2	4	4	4	4
21.	4	4	4	4	4	4	1	4	4	4	4	3
22.	4	4	4	4	4	4	1	2	4	4	4	4
23.	4	4	4	4	4	4	1	1	4	4	4	4
24.	4	4	4	4	4	4	1	1	4	4	4	4
25.	4	3	4	3	4	3	4	4	4	5	4	3
26.	4	4	4	4	4	4	1	1	4	4	4	4
27.	4	4	4	4	4	4	1	1	4	4	4	4
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34.	4	4	4	3	4	3	4	3	4	3	4	3
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45.	4	3	4	4	4	4	2	3	4	4	4	4
46.	4	3	4	4	4	4	2	4	3	2	4	2

1. Facilities from the buyer and seller side

Facilities
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Q 2 1	Q 2 2	Q 2 3	Q 2 4	Q 2 5	Q 2 6	Q 2 7	Q 2 8	Q 2 9	Q 2 0	Q 2 1	Q 2 1	Q 2 3	Q 2 4	Q 2 5	Q 2 6	Q 2 7	Q 2 8	Q 2 9	Q 2 0	Q 2 1	Q 2 2	Q 2 3	Q 2 4	Q 2 5	Q 2 6	Q 2 7	Q 2 8	Q 2 9		
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*Buk rita : If you want to shop for a fish stall or a vegetable stall, it's quite adequate and an integrated kiosk is better.*

Tiya : What are the facilities that mom or dad can enjoy while shopping at this terubuk market?

*buk rita : it's easy. It's like we are easy and fast to find. Don't bother looking for a kiosk because it's already neatly arranged.*

Tiya : What do you think about other consumers in terms of maintaining cleanliness and market facilities?

*Buk rita: Yes, taking care of one another means that there is no dirt that could bother other customers.*

seller 1

Tiya: When did you start selling?

*Pak erwin : Since 2012, Erwin has been selling here.*

Tiya: What kind of merchandise do you or your father offer?

*Pak erwin :Sandals*

Tiya: Thank you.How clean is this market? Have the existing cleaners done their job well?

*Erwin: It's pretty clean, because among other markets, this Bengkalis is number one for market cleanliness, because the cleaners do 2 shifts in the morning and evening.*

Tiya: Are there flies in the market? If so, how did your mother or father deal with this?

*Erwin:-*

Tiya: " Apart from flies, are there any rats roaming this market? How did your mother or father deal with this?

*Erwin: In this traditional market, the problem of mice or cats is unavoidable, but here, the problem of mice is less because it is generally unavoidable.*



Tiya: Thank you. How about this market facility? Is it complete enough? Is it good or bad?

*Erwin: It is complete; there are lights; there is cleanliness; there are sockets; it is a comfortable place; security is maintained.*

As a trader, what facilities do you or your mother enjoy while selling in this market?

*Erwin: There is enough of everything.*

seller 2

Tiya: When did you start selling?

*Mr Darma : since the establishment of this market around 2012*

Tiya: What kind of merchandise do you or your father offer?

*Mr Darma: fruits and vegetables*

Tiya: Thank you. How clean is this market? Have the existing cleaners done their job well?

*Mr Darma: For cleanliness, the officers do their job well and pick up trash in the morning and evening.*

Tiya: Are there flies in the market? If so, how did your mother or father deal with this?

*Mr. Darma: I usually use a fan.*

Tiya: " Apart from flies, are there any rats roaming this market? How did your mother or father deal with this?

*Mr. Darma: It still can't be eradicated, but if you are in this place, it's rare because we always clean this stall.*

Tiya: Thank you. How about this market facility? Is it complete enough? Is it good or bad?

*Mr. Darma: If the facilities are quite complete,*

As a trader, what facilities do you or your mother enjoy while selling in this market?

*Mr. Darma: One of them is a lamp, enough and satisfying for facilities in this market*

## **APPENDIX 6: RESEARCH DOCUMENTATION**



**Appendix 6.1 Picture Of The Fish Stall Behind The Market**  
Source : Processed Data,2021



**Appendix 6.2 Picture Of Seating Facilities In The Middle Of The Building**  
Source : Processed Data,2021



**Appendix 6.3 Picture Of The Facility Canopy From The Market**  
**Source : Processed Data,2021**



**Appendix 6.4 Picture Of The Inside Of The Vegetable Market**  
**Source : Processed Data,2021**



**Appendix 6.5 Market Facilities In The Form Of Stock Light Contacts**  
Source : Processed Data,2021



**Appendix 6.6 Market Facilities In The Form Of Lighting Inside The Building**  
Source : Processed Data,2021



**Appendix 6.7 Pictures Of Toilet Facilities**  
**Source : Processed Data,2021**



**Appendix 6.8 Documentation of An Interview With One of he Sellers At the Terubuk  
Bengkalis Market**  
**Source : Processed Data,2021**



**Appendix 6.9 Picture Of An Interview With One of The Buyers In The Terubuk Market  
Bengkalis**

**Source : Processed Data,2021**

## WRITER BIOGRAPHY



The writer of this thesis is Tiya Ariani. Daughter of Abdurrahim father and Maslina mother. He was born in the village of Bad-Bakul, on March 28, 2021, and has 1 younger sister named Anya Safitri. His educational history began when he finished elementary school in 2012 at SDN 06 Bad Bakul, junior high school in 2012 at SMPN 7 Bukit Batu, and high school in 2015-2018 at SMAN 1 Bukit Batu After graduating from high school, he then decided to continue his studies at the Bengkalis State Polytechnic, with a dominates Business Administration, and with a Bachelor's degree in

International Business Administration, from 2018 to present. The author has several organizational experiences while at the Bengkalis State Polytechnic. And in September 2021 the author made an industrial and table manner visit to Medan. With high motivation as well as all the support and prayers from my parents, whole family, closest friends and also all parties, I was finally able to complete a thesis entitled Market User Perceptions of Cleanliness and Market Facilities Terubuk Bengkalis Market study case under the guidance of Mr. Hutomo Atman Maulana, S.Pd, M.Si, and hopefully this thesis can be useful and contribute to the world of education.