



## Enhancing Market Management Systems and Verification Services: Determinants of Vendor Satisfaction in Traditional Vegetable Markets

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### ABSTRACT

This research aims to analyze the influence of the market management system and the quality of tera/re-terra services on the satisfaction of traders at the Magetan Regency Vegetable Market. The type of research used was descriptive-quantitative with 80 market traders as respondents obtained through probability sampling techniques. The research results show that the traditional market management system has a positive and significant effect on trader satisfaction. The quality of tera/re-terra service also has a positive influence on trader satisfaction. Simultaneously, the traditional market management system and the quality of tera/reprint services influence trader satisfaction. The implication of this research is the need for market managers to manage market facilities and infrastructure well and add facilities that do not yet exist. Tera/re-terra service officers also need to provide clarity and certainty in serving traders, including regarding tera fees. Future research can explore other variables and conduct studies in other markets and different regions

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## 1. INTRODUCTION

In this era of globalization, traditional markets are an important defense tool in a country's economy. This occurs as buyers increasingly pay attention to the importance of fresh food products, health and desirability. The emergence of healthy lifestyle trends and concern for the environment has strengthened the appeal of traditional markets, where consumers tend to look for local products. Although traditional markets provide easy access to local food products, the challenges faced are mainly related to the level of satisfaction of traders. Product brightness standards often vary, creating for consumers (Bonilla et al., 2018a service; Uematsu et al., 2016a). Therefore, the government and relevant stakeholders need to work together to implement strict regulations to ensure that traditional markets remain a source of high quality products. Training and education for traditional market traders is also important so that they can understand and comply with the standards set, maintaining market integrity and consumer trust in the long term. In this way, traditional markets can continue to act as an important element in a sustainable economic ecosystem.

The Magetan Regency Government currently has 16 Regional Markets in the Magetan Regency area. Therefore, the government and relevant stakeholders need to work together to implement strict regulations to ensure that traditional markets remain a source of high-quality products. (Oktavia et al., 2022) Traditional markets can continue to act as an important element in a sustainable economic ecosystem (Noer, 2020). In Magetan Regency, there is a phenomenon of uncertainty related to services related to the level of satisfaction with traders in the vegetable market. These local issues involve concerns affecting honesty, fraud and accuracy of scale measurements, transparency in the service of the printer. This phenomenon may result in financial losses and loss of consumer confidence. (Syariah et al., 2021)

Ideally, vegetable markets should be a transparent, safe, and trustworthy environment for consumers. According to the fact that there are still many measuring tools used in buying and selling transactions that are not in accordance with this matter, it is very important to conduct research on the management and services at the vegetable market in Magetan district to maintain customer satisfaction (Jullien et al., 2020; Na & Hypertensive, n.d.) The management of traders to carry out activities to carry out re-printing activities appears as the main pillar in maintaining fairness and balance between producers or sellers and consumers. The importance of this role is illustrated by several crucial aspects that help strengthen the foundation of justice in various consumer transactions. An orderly market first creates a safe environment for consumers. This includes strict supervision of the quality of the product or service presented, ensuring that every aspect of the product is safe to use or consume without compromising consumer health and safety. (Cooney et al., 2021; Pappalardo, 2022a; Thierse & Luch, 2019a) .In addition, consumer protection brings the concept of clear and accurate information into the limelight. Consumers have the right to obtain transparent information about the products or services they purchase, including their prices, benefits, risks, and rights and obligations. An informed society empowers consumers to make smarter decisions. (Mak & Terryn, 2020a)

Traditional market management also aims to create fair transaction conditions. Through strict regulation, business practices that harm consumers, such as fraud, price manipulation, or misleading information, can be prevented and eradicated. This creates a valuable foundation for fairness in every economic transaction. The right to lodge a complaint is another important element of consumer protection. Consumers have the right to voice their dissatisfaction and file complaints if they encounter problems with the products or services

they purchase. This not only creates an effective channel for resolving disputes, but also builds consumer trust. Not only as a control tool, consumer protection is also a catalyst for improving the quality of products and services. Strict regulations encourage manufacturers and service providers to continuously improve the quality of their products, creating an atmosphere of innovation that provides direct benefits to consumers. (Dickinson-Delaporte et al., 2020; Hunold et al., 2020) (Belwal et al., 2021; Donnelly & White, 2019; (Rahimzadeh, 2021a) . More than that, the traditional market management system is a reflection and a means to realize all transactions honestly and fairly (Nurhayati & Sulistyowati , 2015) . Traditional market management, as a concept, is not only transformed into a series of regulations, but also the main foundation in building sustainable relationships. Traditional market management is an attitude owned by traders, where if good traditional market management will be a service to consumers as well. (Trisnawati et al., 2021)

However, in reality, uncertainty and differences in approaches in the quality of *tera/re-tera* services and traditional market management systems are still a problem in the vegetable market in Magetan Regency. One of the important aspects in achieving this is the quality of the re-impression service that is carried out appropriately and honestly. A transparent service quality process will give consumers confidence that the weight and price of the product they buy is in accordance with applicable standards. The government and relevant authorities have a crucial role in overseeing the implementation of the quality of re-labeling services in vegetable markets by ensuring that practices that violate the norms of justice are not allowed to flourish. (Bombard et al., 2018; Saunders, 2019; Vieira et al., 2021) (Diep, Thu, et al., 2022a; Karaca & Durna, 2019a; Trong Diep & Tran Ngoc Huy, 2022). The quality of *terra/re-*impression service has a very important role in maintaining transparency and trust in the market, especially in the vegetable market. The process of quality of service is essentially related to accurate measurement of the weight of the product offered, so that the price charged to the consumer is in accordance with the actual amount. This accuracy is the foundation of market integrity and consumer confidence. (Huang & Rust, 2021a; Prentice & Kadan, 2019a; Theresiawati et al., 2020a) . With the quality of re-impression service carried out appropriately and honestly, consumers can have confidence that they are not victims of fraudulent practices or heavy manipulation of products. This process creates the basis of economic fairness in the market, ensuring that each transaction takes place in fair proportion. In addition, the quality of *tera / re-tera* service also involves the role of supervision from authorities, such as the government or related institutions. This supervision is a preventive measure to prevent traders who are dishonest or do not comply with the rules of the market. As a result, the market can operate in a clean, orderly, and trustworthy environment. (Jagers et al., 2019a; Levy, 2023a; Wibisono et al., 2023a)

The importance of the quality of service is not only about economic justice, but also about building a strong foundation of trust between merchants and consumers. With consumers feeling safe and confident in every transaction, the market can be a sustainable and thriving place, upholding environmental financial development and providing positive benefits to the local area. Thus, the quality of re-printing services is not only a practical need, but also an ethical foundation in maintaining the sustainability of traditional markets. The right strategy needs to be developed to improve the quality of *tera* services. Improving the quality of service and the formation of positive trader satisfaction in the vegetable market requires a careful and holistic strategy. First of all, local governments can play a central role in drafting and enforcing clear regulations related to the quality of *tera* services. These regulations should include strict guidelines for the weight measurement process, with clear penalties for traders

who violate them. Thus, the government can create a strong foundation for certainty and accuracy in transactions in the vegetable market. (Arora et al., 2019; Cherian et al., 2021; Utami, 2017) (Agarwal et al., 2020; Patil et al., 2021). The satisfaction of the traders referred to in this study is those who are willing to accept the results of the quality of service in the vegetable market to maintain market integrity, increase consumer confidence, and support honest marketing. Merchants who understand the importance of the re-stamping process as an integral part of ethical and transparent business practices show a positive attitude towards their responsibility to consumers and the surrounding community. (Gairola, 2019; Malmström et al., 2020) Traders who are willing to carry out the quality of teraf/re-stamped service usually show transparency in every transaction. They pay special attention to the process of measuring the weight of the product, ensuring that each consumer gets the amount that corresponds to the payment they provide. (Bonilla et al., 2018b; Ramadhani & Imron, 2020)

In addition, traders who are satisfied with the quality of tera / re-impression services also generally have a strong understanding of consumer rights and needs. They realize that the quality of the re-marking service is not only a legal obligation, but also a way to ensure fairness in every transaction. By having this understanding, traders can better respond to consumer needs and build a good reputation in the market. Traders' satisfaction in being available to carry out the quality of tera / re-impression services also reflects an open attitude to change and improvement. They may receive advice and feedback from authorities, consumer organizations, or other parties concerned with consumer protection. (Diep, Thu, et al., 2022a; Jagers et al., 2019a; Wibisono et al., 2023a). It's important to remember that merchants who are willing to carry out the quality of service are not only beneficial to consumers, but can also bring benefits to their own business. By creating a fair and transparent business environment, merchants can build consumer trust, increase customer loyalty, and ultimately, achieve long-term sustainability within the vegetable market. Furthermore, an educational approach and training for traders is an important step to form a positive attitude towards consumer protection. Training programs can involve aspects such as understanding the needs and rights of consumers, as well as the implementation of transparent and fair business practices. By increasing traders' awareness, it is hoped that they will better understand the importance of market integrity and provide quality of re-impression services. (Huang & Rust, 2021a; Levy, 2023a) (Uematsu et al., 2016b; Vieira et al., 2021). Active involvement of merchant associations or local business organizations can also be an effective strategy. Collaboration with authorities and consumer agencies can form joint initiatives that focus on improving service standards and regulatory compliance. This cooperation can create positive pressure from within the merchant community to comply with high standards, as well as increase mutual understanding between traders and consumers. (Bombard et al., 2018; Saunders, 2019). Through the combination of this strategy, it is hoped that a more transparent, fair, and supportive environment in the vegetable market can be formed. Synergy between the government, traders, and consumers is the key to success in improving the quality of tera/re-tera services and forming a positive attitude of traders towards consumer protection.

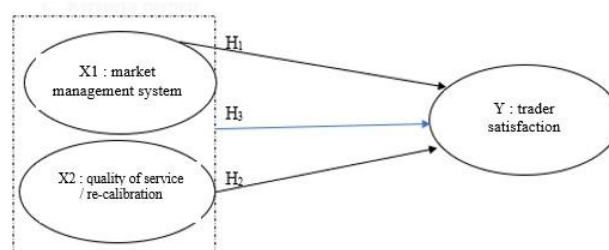
**Research Gap** This study lies in the fact that it has not fully explored the simultaneous influence between traditional market management and the quality of terra/re-impression service on the satisfaction of traders in the vegetable market, especially in the local context of Magetan Regency. Where problems related to traders' awareness in accepting traditional market management and the quality of service are also a problem in the research. So that the novelty of this research lies in the focus on combining the variables of traditional market

management and the quality of service and the implementation of the vegetable market in Magetan Regency. The method carried out in the study is a quantitative method by testing variables and indicators using multiple linear regression analysis based Kurniawan, et al at year 2022 on ordinary least square (OLS) with the help of the SPSS Statistics 26.0 application. Based on the description that has been explained above, the urgency of this research lies in the need for a deep understanding of the factors that affect the satisfaction of traders in the vegetable market to formulate policies that can improve service standards and honesty in trading. The reason for choosing the Magetan Regency Vegetable Market as the location of the study is because the Magetan Regency Vegetable Market was chosen because it is representative as an example of a traditional market in rural areas. The results of this research are expected to contribute to formulating policies that can improve the quality of the traditional market management system and the quality of service quality in the vegetable market of Magetan Regency, as well as provide a basis for further research in this domain. This study shows that the management of traditional markets and the quality of tera/re-tera services have a positive influence on the satisfaction of traders in the Magetan Regency Vegetable market. In addition, the results of this research can provide insight to stakeholders regarding trader satisfaction in the traditional market more broadly management policies and practices in public hospitals, as well as provide a better understanding for researchers and practitioners in managing these factors to improve employee performance. The practical implications can extend to improving the quality of health services provided by hospitals.

## 2. METHOD

### *Varenablers and Operational Definitions*

This research uses a descriptive- quantitative approach to analyze the influence of the market management system and the quality of tera/re-terra services on trader satisfaction at the Magetan Regency Vegetable Market. The research subjects were market traders who used table scales at the Magetan Regency Vegetable Market. The following is the conceptual framework of this research:



**Figure 1. Research Framework**

Source: Researchers, 2024

The population in this study was 100 market traders. The sampling technique used was probability sampling with a simple random sampling method based on the Slovin formula, so that 80 respondents were obtained as the research sample. Data collection was carried out through a questionnaire using a Likert scale. The variables in this research consist of the market management system and the quality of tera/reprint services as independent variables, as well as trader satisfaction as the dependent variable. Before carrying out data analysis, validity and reliability tests were carried out on the research instruments. Next, a classic

assumption test was carried out consisting of a normality test, multicollinearity test and heteroscedasticity test to ensure that the data obtained met the requirements for multiple linear regression analysis. Data analysis in this study used the multiple linear regression method with the help of SPSS version 26.0 software. Data analysis consists of descriptive analysis, t test, F test, and coefficient of determination (R<sup>2</sup>) to determine the effect of the independent variable on the dependent variable, both partially and simultaneously. Descriptive analysis is used to describe the characteristics of respondents and research variables, while the t test and F test are used to test and practical contributions to the development of management science, especially in the fields of marketing management and operations management. Theoretically, the results of this research can enrich studies regarding the factors that influence trader satisfaction in traditional markets. Practically, the results of this research can be a consideration for market managers and local governments in improving the quality of market management and reprint/reprint services to increase trader satisfaction in traditional markets.

#### 4. RESULTS AND DISCUSSION

The questionnaire will be used as a data collection tool and then tested for validity and reliability. Then a normality test, a multicollinearity test, a heteroscedasticity test and multiple linear regression analysis will be carried out. The validity test was carried out by correlating the score of each item with the overall score using the Item Second Relationship strategy. With the number of samples  $n = 100$  and the level of significance ( $\alpha = 0,05$ ) it is known that the value of the table = 0.195. The overview of the results of the rxy calculation

**Table 1. Validity Test**

Variable	Items	Correlation Value (r calculate)	r table (N = 100 ; $\alpha = 5\%$ )	Information
Market Management System (X1)	x1.1	0.847	0.195	valid
	x1.2	0.825	0.195	valid
	x1.3	0.893	0.195	valid
	x1.4	0.866	0.195	valid
	x1.5	0.906	0.195	valid
	x1.6	0.783	0.195	valid
	x1.7	0.843	0.195	valid
	x1.8	0.792	0.195	valid
	x1.9	0.75	0.195	valid
	x1.10	0.777	0.195	valid
Quality of Service Era/Re-Impression (X2)	x2.1	0.828	0.195	valid
	x2.2	0.838	0.195	valid
	x2.3	0.839	0.195	valid
	x2.4	0.877	0.195	valid
	x2.5	0.842	0.195	valid
	x2.6	0.829	0.195	valid
	x2.7	0.849	0.195	valid
	x2.8	0.811	0.195	valid
	x2.9	0.751	0.195	valid
	x2.10	0.761	0.195	valid
Trader Satisfaction (Y)	Y1	0.848	0.195	valid
	Y2	0.863	0.195	valid
	Y3	0.887	0.195	valid

as well as the output of the SPSS 26.0 for windows program can be seen in the table below.

from the determined r is greater than the r of the table. From this, all of them are legitimate so they are used as research information collection instruments.

**Table 2. Cronbach- Alpha**

Variable	Alpha-Cronbach	Information
Market Management System (X1)	0.948	Reliable



Tera/Re- Impression Service (X2)	0.947	Reliable
Trader Satisfaction (Y)	0.832	Reliable

From the table above, it is known that in Alpha-Cronbach the incentive for all factors is greater than 0.6. Therefore, all survey items are declared reliable so that they are declared good and suitable to be used as information collection instruments. The purpose of the normality test is to test whether the relapse model of free factors and environmental factors has a distinctive delivery or not. The results of the normality test are assumed to be typical or close to ordinary. The results of the Ordinariness test must be seen from the Trial of Ordinariness, Kolmogorov-Smirnov Test in the Sig segment. Basis for Decision Making: If the probability value (Sig.) < 0.05, then at that point the spread is unusual and If the probability value (Sig.) > 0.05, then at that point, the means of transport is typical.

From the table 3, it can be argued that the factors used are usually scattered because the probability value (Sig.) > 0.05.

**Table 3. K-S results**

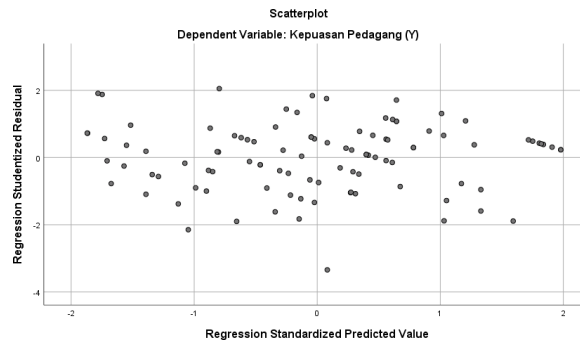
Variable	K-S	Sig.	Decision
Market Management System (X1)	0,082	0,096	Usual
Tera/Re- Impression Service (X2)	0,086	0,064	Usual
Trader Satisfaction (Y)	0,088	0,053	Usual

The variables of the Role of Traditional Market Management (X1) and Tera / Re-Tera Services (X2), each variable has a tolerance value of less than 1, as well as the VIF number is still between 1-10, meaning that there is no multicollinearity.

**Table 4. Multicollinearity Assumption Test Results**

Variable	Collinearity Statistics		Information
	Tolerance	VIF	
Market Management System (X1)	0,754	10,326	No multilinearit y occurs
Quality of Service Era/Re Impression (X2)	0,754	10,326	No multilinearity occurs

The following is a graph of heteroscedasticity results, The graph image shows that the dots spread randomly without forming a clear pattern. Thus, it can be concluded that heteroscedasticity so the regression model is feasible. Multiple linear regression analysis was used to determine how much influence the independent variables, namely the Market Management System (X1) and the Quality of Service Tera/Re-Tera (X2) on Trader Satisfaction (Y). The results of the analysis are seen in the following table:



**Figure 2. Heteroscedasticity Test Results**

**Table 5. Regression Results**

Independent Variables	Unstandardized Coefficients		Beta	t- calculate	t- sign
	B	Std. Error			
(Constant)	0,729	0,964		0,757	0,451
Market Management System (X1)	0,124	0,025	0,390	40,996	0,000
Quality of Service Era/Re Impression (X2)	0,154	0,026	0,469	60,011	0,469
R Square (R2)	0,554				
Adjusted R-Square (adj. R2)	0,545				
F- calculate	60,235				
Sign- F	0,000				

From the table above, the regression equation of the regression equation is as follows:Y

= 0.729 + 0.124 X1 + 0.154 X2. From the

regression equation, it is known that:

- A constant value of 0.729 means that the Management Framework Market factor (X1), Administrative Quality Tera/Re-Tera (X2) is equivalent to 0 (zero), then at that point Consumer Loyalty (Y) is 0.729.
- The Market Management System variable (X1) has a positive regression coefficient value of 0.124. This means that each unit of expansion of the Executive Framework Variable Market (X1) will provide an increase in Consumer Loyalty (Y) of 0.124 assuming other factors remain. This information shows that the Market The Executives Framework (X1) has a positive (unidirectional) influence on Consumer Loyalty (Y), meaning that the higher the Market The Board Framework (X1), the higher the Consumer Loyalty (Y).
- The variable of Service Quality of Tera/Re-Tera (X2) has a positive regression coefficient value of 0.154. This means that every addition of one unit to the Tera/Re-Tera service quality variable (X2) will provide an increase in Consumer Loyalty (Y) by 0.154 assuming other factors remain consistent. The information shows that the quality of Tera/Re-Tera service (X2) has a positive (unidirectional) influence on Consumer Loyalty (Y), meaning



that the higher the Quality of Tera/Re-Tera Administration (X2), the higher the Merchant Satisfaction (Y).

**Table 6. Determinant Coefficient**

Type	R	R Square	Adjusted R Square
1	0,744	0,554	0,545

From table above, the value of the determination coefficient (Adjusted Square) is 0.545. This means that 54.5% of Customer Satisfaction (Y) is influenced by the Market Management System (X1) and the Quality of Service Tera/Re-Impression (X2), while the remaining 45.5% is influenced by other factors. The T test is used to test the regression coefficient partially. The results of the T test are seen in the table:

**Table 7. Recapitulation of Test Analysis Results**

Independent Variable	t	Prob.	Information
Market Management System (X1)	40,996	0,000	Significant Influence
Quality of Service Era/Re-Impression (X2)	60,011	0,000	Significant Influence

From Table it can be explained as follows:

Traditional Market Management on Trader Satisfaction with a t-statistic value of 40.996 is greater than 1.96 and a p-value of 0.000 is less than

0.05. The results concluded that there was a significant positive influence between the X1 variable (Market Management System) on the Y variable (Trader Satisfaction) on traders in the vegetable market in Magetan Regency. The results of this test show that the Higher Management of Traditional Markets, will significantly increase Trader Satisfaction positively in Traders in the vegetable market of Magetan Regency. Based on these results, the first hypothesis that suspects that

the Traditional Market Management System has a significant positive effect on Trader Satisfaction in the vegetable market in Magetan Regency can be accepted (H1 accepted).

The Quality of Impression/Re-Impression Service on Trader Satisfaction with a t-statistic value of 60.011 is greater than 1.96 and a p-value of 0.000 is less than 0.05. The results conclude that there is a significant positive influence between the X2 variable (Quality of Service Era/Re-Tera) on the Y variable (Trader Satisfaction) on traders in the vegetable market of Magetan Regency. The results of this test show that the higher Tera / Re- Tera Service will significantly increase Trader Satisfaction positively in Traders in the vegetable market of Magetan Regency. Based on these results, the second hypothesis that suspects that the Era/Repeat Tera Service has a significant positive effect on the performance of traders in the vegetable market in Magetan Regency can be accepted (H2 accepted). The F test is used to prove whether the variables namely the Role of Traditional Market Management (X1) and

Stamp / Re-Impression Service (X2) together affect Customer Satisfaction (Y). The recapitulation of the results of the F test can be seen in the following table:

**Table 8. F-Test Analysis Results**

Independent Variable	F	Prob.	Information
Market Management System (X1) and Quality of Service (X2)	60,235	0,000	Significant Influence

calculated F value is 60.235 with a significance of 0.000, meaning that the Significant F is less than

0.05 indicating that the variables of the Role of Traditional Market Management (X1) and Terrace/Re-Impression Services (X2) together affect Customer Satisfaction (Y). Thus it can be concluded that hypothesis 3 is accepted. Discussion

The following will discuss the findings of empirical data analysis research in relation to the hypothesis proposed, namely the influence of Traditional Market Management and Terrace/Re-Impression Services on Trader Satisfaction in the vegetable market of Magetan Regency.

H1 Traditional Market Management has a significant positive impact on Trader Satisfaction

The results of the research test show that traditional market management has an influence on trader satisfaction in the vegetable market in Magetan Regency with a significance value of 0.000 or less than 0.05 which means that the traditional market management variable has a positive and significant effect on the satisfaction of traders in the vegetable market of Magetan Regency. Thus the first hypothesis is acceptable (H1 accepted). The average value of respondents' responses to the Traditional Market Management variable was 3,683. These results show that the management of the traditional market felt by traders in the vegetable market in Magetan Regency is relatively good. The management of the traditional market felt by traders in the vegetable market in Magetan Regency is the highest in the statement 'Market management officers perform the same service regardless of social status' shown with the highest average value of 3.87. This increases traders' satisfaction with market managers, because managers carry out services regardless of the social status of traders, whether rich or poor, both old or new traders, men or women and any age receive the same service. In the statement 'The availability of adequate and good market facilities and infrastructure' is shown with the lowest average value of 3.52. This shows that traders still need to add adequate market facilities and infrastructure. Market infrastructure facilities include adequate electricity supply for trade and room lighting. The existence of adequate lighting will increase comfort for both buyers and sellers. Infrastructure facilities that need to be considered are also in terms of waste handling. Waste must be managed better. Cleaners must regularly collect garbage and transport it to the main shelter, so that the area around the place of sale looks clean. Fire prevention tools also need to be considered, considering that the market is a public place that is prone to fires. In each aisle of the market must be equipped with fire extinguishers and hydrants that are easily accessible. Likewise, traders also

need to be given training in using fire extinguishers. In addition, facilities such as toilets, seating, and rest areas for traders and visitors also need to be considered.

The satisfaction of market traders has increased with the policy of the market manager regarding the arrangement of stalls that are good and involve traders. The stalls are arranged based on the type of product or category such as vegetables, meat, fish, fruits, spices and so on. A neat arrangement will help buyers find what they are looking for easily. The corridor road access between the stalls is made wide enough for visitors to pass by and makes it easier to transport goods. The stall must also have good lighting so that merchants and visitors can see the products clearly. The satisfaction of traders and market visitors increases if the market security system is implemented properly. Managers need to place safe parking areas. Market management officers must always carry out security control at every corner of the market. It is also worth considering installing CCTV and arranging security patrols. Confidence in good market security makes visitors comfortable and interested in coming back later, so that the market will always be crowded and make traders' satisfaction increase. In terms of cleanliness, market managers must always maintain the cleanliness of the market location. Traditional market management officers have placed cleaners evenly. Hygiene and waste handling rules must always be established so that the kiosk always looks clean and tidy. Awareness of cleanliness by both market managers and market traders themselves needs to be increased, so that market visitors are comfortable and satisfied in shopping. This research is in line with the research submitted by Sakur (2020) which stated that the strategy of increasing the Bundeg Durin Timur Konang market in expanding the fulfillment of traders and payments is carried out by understanding the corners that exist after the rejuvenation is carried out. This research is also in line with research by Sabir Zainuddin, Maryadi, Andi Ririn Oktaviani who stated that there is a positive and significant influence between the variables of Service Quality, Transparency and Accountability together (simultaneously) on Tera service satisfaction at the Parepare City Trade Office.

## H2 Tera/Re-Impression Service Significantly Affects Merchant Satisfaction

The results of the research test showed that the tera / re-tera service had an influence on the satisfaction of traders in the vegetable market of Magetan Regency with a significance value of 0.000 or less than 0.05 which means that the variable of tera / re-tera service had a positive and significant effect on the performance of traders in the vegetable market of Magetan Regency. Thus the second hypothesis is acceptable (H2 accepted). The average value of respondents' responses to the variable of tera / re-tera service was 3,801. These results show that the re-marking service carried out by the vegetable market manager of Magetan Regency is relatively good. The highest score on the statement 'Welcoming officers not to distinguish between Mandatory Soldiers' is shown with the highest average score of 3.98. This result is in accordance with market conditions because market managers do not discriminate against traders in the implementation of re-impressions. All levels of social status of traders, rich and poor, men and women, young or old are welcomed by market managers. This good welcoming of officers will increase the satisfaction of market traders. In the statement 'Officers provide clarity and certainty in serving' is shown with the lowest average score of 3.61. This shows that market managers need to increase clarity and certainty in re-impression

services. Market managers must be able to provide clarity on the cost of the mark. Traders should know clearly and definitely about the re-stamping fees charged. This can avoid uncertainty and ensure equality for all traders. Market managers need to conduct counseling and socialization to traders about the importance of re-marking can increase the awareness and compliance of traders. In addition, strict supervision of the implementation of re-marking helps prevent fraud and ensure the quality of service. Merchant satisfaction increased with the provision of Tera/Tera Ulang service places as adequate physical and supporting facilities owned by UPTD Metrology of Magetan Regency. Comfortable and functional physical facilities, such as seating comfort, cleanliness, interior design and adequate lighting, affect the satisfaction of traders, so that traders have the awareness of doing re-printing. In addition, there are Tera/Tera Re-Tera service officers of the Metrology UPTD of Magetan Regency who have a uniform and neat appearance. This can improve the quality of service, including the friendliness of the staff, quick responses, and effective communication, contributing to merchant satisfaction.

In terms of reliability, trader satisfaction can increase with the accuracy of the arrival of Tera/Tera Re-Tera service officers at the Metrology UPTD of Magetan Regency. When the service personnel arrive according to the scheduled time, the trader will feel satisfied, as there is no need to wait and waste time. The accuracy of the officer's arrival reflects the overall quality of service. Traders will appreciate the accuracy and friendliness of the officers. Merchant satisfaction can increase with the ease of procedures, tool inspection, testing speed and accuracy obtained through service. Market traders will be satisfied if the procedures they have to follow are easy to understand and implement. A complicated or time-consuming process can reduce the satisfaction of traders. In terms of responsiveness, traders' satisfaction can increase with the ability of Magetan Regency Metrology UPTD officers to be able to handle mandatory complaints. The officer's response to customer complaints is good, making traders feel appreciated and satisfied with the tera's service. This will increase the merchant's satisfaction and awareness to do the tera. So it is very important to ensure that the officer has adequate skills and knowledge to handle complaints properly. Officers also provide clarity and certainty in serving. Clarity in service includes procedures and information provided by officers that are easy to understand and clear so that traders will feel satisfied. Meanwhile, certainty includes punctuality and consistency in service. Officers must be able to provide certainty regarding the completion time so that it will increase merchant satisfaction.

In terms of assurance of certainty, traders' satisfaction can increase with the presence of officers who are responsible for providing services and are obliged to re-stamp / re-stamp to get justice in the services of the Metrology UPTD of Magetan Regency. Officers must carry out transparent and fair procedures. The service process runs according to the rules and traders feel well treated, which will increase merchant satisfaction. The friendly attitude of the officers, responsiveness, and empathy can increase the satisfaction of traders/mandatory traders.

In terms of attention, merchant satisfaction can increase with the welcome of officers who do not distinguish between mandatory stamps. Officers who do not distinguish traders show

professionalism and equality in service. All traders must be treated equally and without discrimination whether religion, race, gender, age and so on. In addition, the services of the UPTD Metrology Program of Magetan Regency in completing the work are complete and able to work outside of working hours. This shows the high work ethic of the officers, so that it is able to increase the satisfaction of traders as mandatory workers. The results of this study are strengthened by the follow-up effect of the exploration introduced by Rahmad Kurniawan; Jefry Tarantang; Extraordinary Disclosure; Ahmad Dakhoir; Novi Angga Safitri (2022) revealed that the general public or business people can guarantee the accuracy of every estimating device, estimating device, and weighing device. This scale alignment/confirmation is expected to guarantee that traders and buyers do not feel in a difficult or disadvantaged position.

### H3 Traditional Market Management and Simultaneous Printing/Re-Impression Services Affect Trader Satisfaction

The results of the research test show that the management of traditional markets and re-branded services has a significant influence on the satisfaction of traders in the Magetan Regency vegetable market with a significance value of 0.000 or less than 0.05 which means that the variables of traditional market management and re-branded services have a positive and significant effect on the performance of traders in the Magetan Regency vegetable market. Thus the third hypothesis is acceptable (H3 accepted). The average value of respondents' responses to the merchant satisfaction variable was 3.72. This result shows that the satisfaction of vegetable market traders in Magetan Regency is relatively good. The highest score on the statement 'Traders are willing to become permanent traders of the market and recipients of Era/Tera Re-Impression services' is shown with the highest average value of 3.83. This result explains that because of the traditional market management system and good terra/re-tera services, traders will be willing to become permanent traders and receive re-impession services. However, the satisfaction of traders with the performance of the Tera/Tera Ulang service is still slightly lower than the satisfaction with the traditional market management system at the Magetan Vegetable Market. This needs to receive attention for the Tera/Tera Re-Tera service to be improved again, so that merchant satisfaction can increase.

## 4. CONCLUSION

Based on the results of the research that has been carried out, several conclusions can be drawn as follows: The working hypothesis is proven, namely that the traditional market management system has a positive and significant effect on trader satisfaction at the Magetan Regency Vegetable Market. This shows that the better the market management system implemented, the higher the level of trader satisfaction. The quality of the tera/re-terra service has also been proven to have an influence on the satisfaction of traders at the Magetan Regency Vegetable Market. The better the quality of the tera/re-terra service provided, the higher the level of merchant satisfaction will be. Simultaneously, the traditional market management system and the quality of tera/reprint services influence the satisfaction of traders at the Magetan Regency Vegetable Market. This means that these two variables must be considered and improved together to increase trader satisfaction.

This research provides a new contribution in understanding the factors that influence trader satisfaction in traditional markets, especially in aspects of the market management

system and the quality of reprinted/reprinted services. However, there are limitations to this research, namely that it was only carried out in one vegetable market, so the results cannot be generalized to other markets. For further research, it is recommended to expand the research object not only to vegetable markets, but also other traditional markets in various regions. Apart from that, you can also add or modify other variables that are thought to influence trader satisfaction, such as market infrastructure factors, government policies, etc. By implication, the results of this research can be input for market managers to improve the quality of the market management system and the quality of counter/reprint services, so as to increase trader satisfaction. For local governments, the results of this research can be used as consideration in making policies and programs related to the development of traditional markets.

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