

The Existence of *Peterongan* Traditional Market Based on Consumers' and Traders' Perception and Preference

Dwi Adinugroho, Wido Prananing Tyas

ABSTRACT

The growth of the Semarang city leads to the realization of a metropolis city. It is seen through numerous inhabitants, and the increasing development of many sectors like trade, service, and industry that are marked with trade centers and modern shopping which offer various goods surpluses in the term of the quality, style of the goods, and better service rather than those in traditional market. This reality was worried to directly affect especially retailers in the traditional markets because the existence of these shopping centers will not only be the competitors but also a deadly threat. Moreover, they also force any behavioral change of the consumers who could be affected by the consumer's perception and preference. From the analysis, it is concluded that the traditional market at this recent time still have the trend to continue to exist. It can be seen from the results of the consumer's perception and preference as well as the traders' who still have positive responds towards the style factor, the quality, and price in *Peterongan* Traditional Market. The recommendations are the existence of policy which is able to functionally harmonize the traditional and the modern sector as well as the improvements and the provisions of the infrastructure trade service especially in traditional markets as efforts to increase the competitive value. Thus, it will enable them to still exist in the competition.

Keywords: existence, traditional market, preference, perception, consumer, trader