

A Study on Consumers' Satisfactory Level Toward Market Facilities in Johar Market

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ABSTRACT

Johar Market region is one of shopping facility regions in Semarang. The existence of Johar Market serves public in trade sector and influences Semarang economic activity. However, there are now various problems occurred in this market that will certainly influence the consumers' perception. The research aims to identify and to analyze the service improvement of market facilities in Johar Market region based on consumers' satisfaction level and to direct the service quality improvement of the market facilities. This research uses qualitative explanatory analysis that is to describe the existing conditions and activities in Johar Market region and qualitative comparative analysis that is used to analyze the service improvement of the market facilities. The result shows that generally the consumers consider that Johar market facilities have not yet accommodated their needs and interests. The consumers dissatisfy with bad air circulation and illumination, pedestrians' circulation, and supporting infrastructure. Their perceptions are worsen by the street vendors disturbance, tidal flooding problems, traffic jam, in-disciplined public transportation, unavailability of pedestrians, lack of vegetation, and environmental chaos. Thus the consumers demand an improvement to give satisfaction during shopping. Based on some necessities for facility services at Johar Market region, it is recommended to discipline and relocate the street vendors, re-converse the square to be public space, manage Johar Market region without changing its characteristics as historical region, create it to be shopping tourism region, and improve the supporting infrastructure and commodity which will attract community and stakeholder participation in the ethic to develop.

Keywords: service level of market facilities, consumers' satisfaction, Pasar Johar region