

CONSUMER PREFERENCE ANALYSIS ON SHOPPING INTEREST IN TRADITIONAL AND MODERN MARKETS IN BADUNG REGENCY

Dewa Gede Agung Ari Guna Artha, Made Dwi Setyadhi Mustika

Economics at the Faculty of Economics and Business, Udayana University, Denpasar

dewagede4003@gmail.com

*Correspondenting Author : dewagede4003@gmail.com

Abstract: The rapid growth of modern markets in Badung Regency has led to a shift in consumer preferences from traditional markets to modern ones. This change is influenced by various factors related to social, economic, and lifestyle conditions. This study aims to examine the effect of price, income, service quality, promotion, and location on consumer shopping interest in both traditional and modern markets, both simultaneously and partially. The data used in this study consists of both primary and secondary data obtained through interviews with 100 respondents selected using purposive sampling. Data collection was conducted using questionnaires, and the analytical method employed was multiple linear regression. The results of the study indicate that the variables of price, income, service quality, promotion, and location simultaneously have a significant influence on consumer shopping interest. Partially, each of the five variables also has a positive effect on consumer preference. These findings suggest that the more favorable consumers perceive price, income, service quality, promotion, and location, the greater their tendency to choose shopping venues that align with their preferences. Consumers with specific income levels and needs tend to choose shopping places they find most beneficial, whether traditional or modern markets. This study is expected to serve as a reference for developing marketing strategies and enhancing the competitiveness of traditional markets amid the growing dominance of modern markets.

Keywords: Consumer preference, shopping interest, traditional markets, modern markets, price, income, service quality, promotion, location.

INTRODUCTION

Economic development in a particular region is significantly influenced by the economic activities taking place within it. These activities are fundamentally dependent on the level of demand for goods and services, which serves as the main driving force of economic dynamics. Economic activities are closely tied to the process of matching supply and demand, typically occurring in a physical location known as a market. A market, in simple terms, is a place where sellers and buyers meet to conduct transactions, either through bargaining or by agreeing on a certain price. According to Article 1 Paragraph (1) of Presidential Regulation No. 112 of 2007 and Article 1 Paragraph (1) of the Minister of Trade Regulation No. 53/MDAG/PER/12/2008, a market is defined as an area or location used for trading activities involving more than one seller. The term "market" encompasses various forms and types of trade centers, ranging from

traditional markets, shopping centers, and retail outlets to malls, plazas, or other trading facilities.

In the context of economic development, the trade sector plays a crucial role as one of the government's strategic priorities for fostering independent business development among the public. By strengthening the trade sector, the government seeks to create wider business opportunities and increase local economic activity, thus supporting broader economic growth. Both traditional and modern markets serve as vital centers of economic activity, not only as venues for transactions but also as integral components of regional economic development (Wulandari & Meydianawathi, 2016).

The existence of markets is a key pillar in the daily economic life of society (Magdalena et al., 2024). The trade sector is one of the main focuses of the government, especially in promoting independent entrepreneurship (Wulandari & Meydianawathi, 2016). Market development in Indonesia has accelerated in line with the country's economic growth. Currently, markets are categorized into two main types: traditional markets and modern markets. However, the growth of modern markets in Indonesia has outpaced that of traditional markets. The rapid expansion of modern markets has had a widespread impact, posing challenges to the existence of traditional markets and small-scale enterprises operating nearby.

According to a study by AC Nielsen (2004), modern markets have grown by 31.4%, while traditional markets have experienced a decline of 8%. If this trend continues, traditional markets may face extinction. Since prehistoric times, fulfilling human needs has been central to survival. One of the primary means of meeting these needs has been through markets, which facilitate the exchange of goods and services. Markets are among the most basic economic activities, reflecting how humans adapt to their environment. This development is largely driven by the evolving economic challenges initially centered around fulfilling basic needs. Economists define markets as collections of buyers and sellers engaging in transactions for specific products or product groups.

Traditional markets are locations where buyers and sellers interact directly, with bargaining as a defining characteristic (Aliyah, 2023). These markets generally consist of simple structures such as kiosks or stalls and open areas. Often managed by local traders or market administrators, the surrounding environment tends to be less convenient, with poor sanitation, muddy conditions, and unpleasant odors (Ainiyah & Rahman, 2024). Goods sold in traditional markets include daily necessities such as fish, fruits, vegetables, eggs, meat, clothing, electronics, services, and various other items. Traditional markets play a vital role in Indonesia's grassroots economy. The majority of the population belongs to the lower-middle-income group, making these markets essential for meeting their daily needs. In addition to serving as shopping venues, traditional markets also provide employment opportunities for traders. Therefore, the existence and sustainability of traditional markets are of utmost importance in Indonesia.

Modern markets represent a more advanced and organized form of retail, offering enhanced facilities and an emphasis on customer comfort. Characterized by large, permanent buildings with comprehensive, safe, and clean amenities, these markets often feature attractive discounts. Operated under modern management systems, they are typically located in urban areas and offer a wide range of goods and services with high-quality customer service, catering primarily to middle-to-upper-class consumers. Modern market types include malls, supermarkets, department stores, shopping centers, convenience stores like Alfamart and Indomaret, among others. The presence of modern markets has generated varied perceptions in society. Some, particularly from the middle and upper classes, view them positively, citing the convenience and completeness of the shopping experience. However, others see them negatively, feeling that modern markets have brought disadvantages to their local communities.

Consumers are individuals or groups engaged in purchasing goods and services to satisfy their needs and wants. As economic agents, consumers play a critical role in driving markets and shaping consumption patterns based on preferences and requirements. Consumer decisions in choosing products or services can influence market trends and overall economic activity (Kotler & Armstrong, 2017). In this study, consumers refer to shoppers who frequent both traditional and modern markets. Within this context, consumers tend to have different preferences depending on their needs and objectives during the shopping process. Those who favor traditional markets typically prioritize affordability and value the social and personal interactions with vendors. On the other hand, consumers who prefer modern markets are more focused on convenience, accessibility, and comprehensive facilities, such as digital payment systems, ample parking space, and a cleaner, more organized environment (Sutrisno & Wahyuni, 2021).

The Province of Bali hosts 379 traditional markets and 1,888 modern markets distributed across its 9 regencies and municipalities. A complete breakdown of traditional and modern markets in Bali in 2024 is presented in Table 1.

Table 1. Number of Traditional and Modern Markets in Bali Province in 2024

Regency/City of Bali Province	Number of Traditional Markets (Units)	Market Size Modern (Unit)
Denpasar	50	617
Badung	53	653
Bangli	28	30
Buleleng	92	80
Gianyar	62	185
Karangasem	27	66

Kelungkung	27	88
Tabanan	13	139
Jembrana	27	30
Total	379	1,888

Source: Department of Industry and Trade of Bali Province (2024)

Table 1 shows that Badung Regency has 53 traditional markets and 653 modern markets, making it the region with the most significant number of modern markets in Bali Province. As an economic and tourism hub, Badung Regency plays an essential role in regional development, with popular destinations such as Kuta, Seminyak, and Nusa Dua attracting international tourists and driving local economic growth. The rapid development of tourism, urbanization, and globalization has brought significant changes to consumption patterns. The rapid growth of modern markets in Badung Regency is one of the impacts of this change, where modern markets are now found in various areas, offering convenience, cleanliness, and a wide range of products that match the increasingly efficiency- and convenience-oriented lifestyles of the people.

This change has driven a shift in public preference toward modern markets over traditional ones. This is because consumers prefer to shop at minimarkets due to their cleanliness, satisfying services, and affordable prices. Traditional markets, which were once the primary choice for daily necessities, now have to compete with modern markets that are more appealing, especially to higher-income consumers. This transformation reflects a major change in how Badung residents shop, influenced by various factors such as price, income, quality of service, promotion, and location or ease of access offered by modern markets. With all these dynamics, Badung Regency becomes a relevant example in observing how social and economic changes affect consumer shopping choices.

Based on a quick survey conducted by the author on November 26, 2024, across various market locations involving 10 respondents, this study aims to explore consumer preferences in shopping at traditional and modern markets in Badung Regency. From the survey, five main variables were identified that influence consumers' shopping decisions: price, income, service quality, promotion, and location. Price is one of the main aspects considered by consumers, where the majority of respondents stated that more affordable prices were the reason they chose traditional markets. Traditional markets are considered better able to offer prices that match the needs and purchasing power of the public. In addition, income also influences consumer preferences, where higher-income respondents tend to choose modern markets because they prioritize comfort and services that match their lifestyle. The service quality in modern markets, such as ease of transactions, cleanliness, and a more organized atmosphere, becomes an attraction for consumers. Promotion is also one of the factors considered, especially special offers, loyalty programs, and other benefits often provided by modern markets.

Market location is another important factor, where markets that are easily accessible and strategically located attract more consumer interest. These five variables provide a comprehensive picture of the factors that influence consumer preferences in choosing shopping places in Badung Regency, whether in traditional or modern markets.

The rapid growth of modern markets has raised concerns among traditional market traders about the tendency of public interest to shift toward modern markets. This greatly affects traditional market traders because with the public's shifting interest toward shopping at modern markets, the income of traditional market traders will automatically decline (Ratika & Kembar, 2017). Modern markets are often more favored and visited by consumers compared to traditional markets because they have advantages in terms of marketing, such as products, prices, location, and promotion. Although traditional and modern markets offer similar products, modern markets offer more product variety, a more organized product layout, and make it easier for buyers to get information and purchase the goods they need.

Price is a determining factor that influences consumers to buy according to their available budget. The higher the price, the lower the consumer's interest in purchasing the product. Moreover, product quality in modern markets is more guaranteed than in traditional markets because modern markets regularly improve product quality to maintain their image in the eyes of consumers (Ngandoh, 2022). One of the modern markets that has developed rapidly in Badung Regency is the minimarket. The emergence of modern minimarkets in close proximity nowadays provides convenience for the surrounding community to fulfill their needs. The product variety offered in minimarkets is also diverse, ranging from household needs to food ingredients (Raharjani, 2005). The decline in traditional market growth and the increasing development of minimarkets further illustrate a shift in public preferences in meeting their daily needs (Munoz, 2011).

The increasing prosperity of the community has led to a rise in the number of minimarkets spread across Badung Regency, causing concerns about its negative impact on retailers in traditional markets (Kusuma, et al., 2017). The increasing number of minimarkets has made traditional market traders selling similar food and beverage products increasingly anxious. This is because consumers prefer to shop at minimarkets due to their cleanliness, satisfying service, and affordable prices. The rapid development of modern markets has direct and indirect impacts on traditional markets as long-standing players in the national retail industry (Hendra, 2013).

The abundance of shopping places significantly influences decision-making in choosing the best alternative shopping venue. Besides their large number, the heterogeneity of shopping places is increasingly complex, making it very difficult to choose a shopping place that suits one's desires. The presence of modern markets is perceived to be more beneficial for consumers because they offer a variety of alternative shopping places with pleasant facilities (Mehta, et al., 2014). Modern

markets have successfully captured consumer needs, fulfilling consumer desires and tastes, while traditional markets are slow in responding to the dynamic shift in consumer shopping interests. As a result, consumer preferences have changed and started to shift toward modern markets (Pramudiana, 2017). The preference in this context refers to the change in choice of shopping venues for daily necessities—a shift in lifestyle from traditional to modern, thus creating consumer preferences in choosing shopping centers (Josiassen et al., 2011).

Consumer preference essentially refers to understanding why consumers choose or favor certain products, services, or brands based on their needs, desires, values, and experiences. Schiffman and Kanuk (2008:6) stated that the study of consumer preference is a study of how an individual makes decisions to allocate available resources such as time, money, effort, and energy in determining their choices among various available alternatives. Consumer preferences in shopping are generally influenced by several factors such as product price, income, service quality, promotion, and location.

According to Kotler and Armstrong (2001: 439), price is the amount of money charged for a product or service, or the value exchanged by the consumer for the benefits of owning or using the product or service. Pricing policy is only temporary, meaning that producers must follow price developments in the market.

Income is the total receipt in the form of money or goods from other parties or industrial results valued in money according to the prevailing wealth standard. Income is a source of livelihood for someone to meet daily needs and is very important for one's survival directly or indirectly. Income will influence the amount of goods consumed. It is often found that with increased income, the quantity and quality of consumed goods also increase (Danil, 2013).

According to Fandy Tjiptono (2017: 180), service quality is defined as the measure of how well the level of service provided matches customer expectations. Parasuraman in Arni Purwani and Rahma Wahdiniwati (2017:65) states that service quality is the comparison between the perceived service and the expected service. Good service quality becomes a priority for every company. They compete to provide better, friendlier, and more engaging services to consumers. The need and desire of customers for a product or service is one of the reasons entrepreneurs establish businesses. Many companies begin to emphasize customer service with the hope that customers will feel satisfied and loyal to the product or service, as customers are among the most valuable assets for a company. The better the service quality, the greater the company's profit potential. Service quality is very important for a company because, without customers, no transaction will occur between the two parties.

According to Zahara & Sembiring (2021), promotion is the act of informing the public about an offering to attract consumers to purchase the offered product or service. Husein (2018:37) states that promotion is a communication activity between

seller and buyer so that the product can be recognized and bought by the public. Gitosudarmo (2021:63) defines promotion as an activity designed to influence consumers so that the company can introduce products, and consumers will be interested and make a purchase. Based on various expert opinions, promotion is a designed activity to provide information and offer to the public or consumers so that they are happy and willing to buy the product.

Store location is a critical aspect of the store's sustainability. A strategic location, especially in terms of transportation, indicates the ease of access to that location (Munadi, 2017). Entrepreneurs who choose their business location by considering customer preferences and company needs can build a strong competitive advantage compared to competitors who choose business locations carelessly (Zimmerer & Scarborough, 2009: 290). Planning a business requires strategic location selection due to its relation to transportation efficiency, product characteristics, and accessibility to customers (Maharani & Jember, 2016).

Price is the link between producers and consumers in the market. In microeconomics, prices are formed through the interaction between supply and demand. Market-determined prices will influence the levels of production and consumption of goods and services (Samuelson & Nordhaus, 2010). Price is related to consumer preferences in shopping, as price levels in traditional and modern markets certainly differ. Thus, consumers will decide to shop where the prices match their financial capability (Kodu, 2013). Consumer behavior theory, often abbreviated as consumer theory, explains consumer behavior in spending their income to obtain goods or services (Berger, 1998).

Consumer theory is divided into two approaches: the cardinal utility approach and the ordinal utility approach. The cardinal utility approach assumes that satisfaction can be not only compared but also measured. Since satisfaction cannot realistically be measured, this assumption is considered unrealistic. This is a common criticism of classical marginal utility theory (Miller, 2006). Conversely, the ordinal utility approach uses a more realistic assumption. With the use of indifference curves, it allows for comparison of satisfaction levels without assuming that satisfaction can be quantified (Reksoprayitno, 2000).

Income influences the amount of goods consumed. It is often found that with increased income, both the quantity and quality of goods consumed increase. Consumer choices change as income changes. When income increases, consumers will buy goods that match their capabilities. Conversely, when income decreases, consumers will change their purchasing decisions and prioritize more essential goods (Danil, 2013).

Service quality issues also determine business development. There is a significant difference in consumer satisfaction with service quality; service quality in modern markets is considered good, while in traditional markets, it is considered

adequate (Arianty, 2013). Good service that meets expectations will result in consumer satisfaction. According to Tjiptono (2012:39), service quality is the level of excellence expected and the control over that level of excellence to meet consumer desires. It is the company's responsibility to provide good service when facing consumers. Companies must reassess consumer needs and make maximum efforts to provide the best service. Sales promotions influence consumer purchasing decisions.

Sales promotions also provide stimuli that attract consumer attention to make more purchases. Consumers respond positively to various promotions because they believe that during promotions, prices are cheaper, and they feel they are making better purchases. The more favorable the attitude toward promotional tools, the more likely consumers are to make purchasing decisions during promotions (Benjamin & Sok, 2011). Modern markets often offer special deals, discounts, and attractive product promotions. These factors can influence consumers to switch from traditional markets to modern markets as they feel they are receiving better value or savings. Every buyer has different characteristics and opinions about the products offered by marketers.

Location plays a significant role in influencing consumer purchase decisions. Markets or shopping centers that are strategically located and easily accessible tend to be more attractive than those that are difficult to reach. Factors such as proximity to residential areas, transportation access, and supporting facilities around the location determine how often consumers shop in a particular place. If a market's location is easy to access, consumers are more likely to shop there. Conversely, if the location is not strategic or difficult to reach, consumers tend to seek more convenient alternatives (Sutrisno & Wahyuni, 2021).

Based on the background explained above, the researcher is interested in conducting a study using Consumer Preference as the dependent variable and five independent variables: product price, income, service quality, promotion, and location. Therefore, the researcher carries out a study titled: **"Analysis of Consumer Preferences toward Shopping Interest in Traditional and Modern Markets in Badung Regency."**

RESEARCH METHODS

This study employs an associative quantitative method to analyze the influence of Price, Income, Service Quality, Promotion, and Location on Consumer Preferences in shopping at traditional and modern markets in Badung Regency, which was chosen due to its rapid minimarket development and role as Bali's economic and tourism hub. The object of this research is consumer preference as the dependent variable, with the independent variables measured using a Likert scale. The data used consists of both quantitative and qualitative data obtained from primary sources through questionnaires and interviews, and secondary data from relevant institutions. The study population includes all consumers of traditional and modern markets in Badung Regency totaling 573,700 people, while the exact number of consumers who have

shopped in both market types is unknown. The sample was selected using non-probability purposive sampling, and data collection was conducted through observation and structured interviews based on the research variables.

RESULTS AND DISCUSSION

Descriptive Statistical Analysis

Table 2. Results of Descriptive Statistical Analysis

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Standard Deviation
Consumer Preferences	100	8	20	16.56	2,962
Price	100	10	20	17.11	1,999
Income	100	500000	5500000	2606000.00	1412914,461
Quality of Service	100	8	15	12.77	1,728
Promotion	100	8	20	16.39	2,781
Location	100	8	20	15.95	2,626
Valid N (listwise)	100				

Source: Processed Data, 2025 (Appendix 3)

Based on Table 2, the consumer preference variable (Y) as the dependent variable shows a mean value of 16.56 with a standard deviation of 2.962. The price variable (X1) as an independent variable has a mean of 17.11 and a standard deviation of 1.999. The income variable (X2) yields a mean of 2,606,000.00 with a standard deviation of 1,412,914.461. The service quality variable (X3) has a mean of 12.77 and a standard deviation of 1.728. The promotion variable (X4) has a mean of 16.39 with a standard deviation of 2.781, and the location variable (X5) shows a mean of 15.95 with a standard deviation of 2.626.

Validity and Reliability Test of Research Instruments

1) Validity Test

Table 3. Validity Test Results

Variables	Code Instrument	r count	Information
Price (X1)	X1.1	0.711	Valid
	X1.2	0.681	Valid
	X1.3	0.742	Valid
	X1.4	0.626	Valid

Service Quality (X3)	X3.1	0.819	Valid
	X3.2	0.854	Valid
	X3.3	0.672	Valid
	X4.1	0.823	Valid
Promotion (X4)	X4.2	0.814	Valid
	X4.3	0.843	Valid
	X.4.4	0.801	Valid
	X5.1	0.784	Valid
Location (X5)	X5.2	0.820	Valid
	X5.3	0.668	Valid
	X.5.4	0.613	Valid
	Y.1	0.788	Valid
Consumer Preferences (Y)	Y.2	0.759	Valid
	Y.3	0.846	Valid
	Y.4	0.828	Valid

Source: Processed Data, 2025 (Appendix 4)

According to Table 3, it can be explained that all research instrument variables—price, service quality, promotion, location, and consumer preference—have met the criteria for the validity test. This is evident from the Pearson correlation values of each instrument, which are greater than the r-table value (0.1946). Therefore, these instruments are considered valid as measurement tools in this study.

2) Reliability Test

Table 4. Reliability Test Results

Variables	Cronbach's Alpha	Information
Price (X1)	0.617	Reliable
Service Quality (X3)	0.675	Reliable
Promotion (X4)	0.836	Reliable
Location (X5)	0.697	Reliable
Consumer Preferences (Y)	0.814	Reliable

Source: Processed Data, 2025 (Appendix 5)

Table 4 presents the Cronbach's Alpha values for each research instrument variable, all of which are above 0.60. This indicates that the instruments are reliable, meaning that they are capable of serving as measurement tools that produce consistent results when used repeatedly under the same conditions.

Classical Assumption Test

1) Normality Test

Table 5. Normality Test Result
One-Sample Kolmogorov-Smirnov Test

Unstandardized Residual

N	100
Test Statistics	0.60
Asymp. Sig. (2-tailed)	0.200

Source: Processed Data, 2025 (Appendix 6)

Based on the Kolmogorov-Smirnov table above, the data can be declared as normally distributed if the Asymp. Sig. value > 0.1 and declared as not normally distributed if the Asymp. Sig. value < 0.1 . It is known that the variables Education, Capital, and Information Technology have an Asymp. Sig. value of 0.200, which is > 0.1 , therefore the data above is declared to be normally distributed.

2) Multicollinearity Test

Table 6. Multicollinearity Test Results

Variables	Tolerance	VIF	Information
Price (X ₁)	0.702	1,424	Multicollinearity Free
Income (X ₂)	0.919	1,088	Multicollinearity Free
Quality of service (X ₃)	0.678	1,475	Multicollinearity Free
Promotion (X ₄)	0.467	2140	Multicollinearity Free
Location (X ₅)	0.479	2,088	Multicollinearity Free

Source: Processed Data, 2025 (Appendix 6)

Table 6 shows that the tolerance values of each independent variable are greater than 0.1 and the VIF values are less than 10. This indicates that there is no multicollinearity in the regression model used. In other words, there is no interdependence among the independent variables in this study.

3) Heteroscedasticity Test

Table 7. Results of Heteroscedasticity Test

Variables	Sig.	Information
Price (X ₁)	0.326	Free of Heteroscedasticity
Income (X ₂)	0.972	Free of Heteroscedasticity
Service Quality (X ₃)	0.103	Free of Heteroscedasticity
Promotion (X ₄)	0.322	Free of Heteroscedasticity
Location (X ₅)	0.611	Free of Heteroscedasticity

Source: Processed Data, 2025 (Appendix 6)

Based on the table above, the significance values of all five independent variables are greater than 0.1. Referring to the decision-making criteria, it can be concluded that the regression model is free from heteroscedasticity. In other words, the residual variance in the regression model remains constant across observations.

Multiple Linear Regression Analysis

Table 8. Results of Multiple Linear Regression Test Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-3,620	1,849		-1,958	.053
	Price	,285	.115	.192	2,489	.015
	Income	3.7078E-7	.000	.177	2,617	.010
	Quality of Service	,579	.135	.338	4,293	.000
	Promotion	,221	.101	.208	2,193	.031
	Location	,208	.106	.184	1,971	.052

Source: Processed Data, 2025 (Appendix 7)

Based on the results of the multiple linear regression analysis in the table above, a regression equation can be formulated as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \varepsilon$$

$$Y = -3.620 + 0.285X_1 + 0.707X_2 + 0.579X_3 + 0.221X_4 + 0.208X_5 + \varepsilon$$

The multiple linear regression equation illustrates the direction of influence of each independent variable on the dependent variable. The equation is elaborated as follows:

- 1) The constant (α) of 3.620 is negative, which means that if price (X_1), income (X_2), service quality (X_3), promotion (X_4), and location (X_5) are all zero, then consumer preference (Y) will decrease. The constant value is important in the regression model because it indicates the baseline value of consumer preference when all independent variables (price, income, service quality, promotion, and accessibility) are assumed to have no influence. In other words, this confirms that consumer preference is highly dependent on these five factors.
- 2) The regression coefficient for X_1 is 0.285 and is positive, indicating a positive influence of the price variable (X_1) on the consumer preference variable (Y) by 0.285. Therefore, every increase in price leads to an increase in consumer preference.
- 3) The regression coefficient for X_2 is 3.708E-7 and is positive, indicating a positive influence of the income variable (X_2) on the consumer preference variable (Y) by 3.708E-7. Therefore, every increase in income leads to an increase in consumer preference.
- 4) The regression coefficient for X_3 is 0.579 and is positive, indicating a positive

influence of the service quality variable (X3) on the consumer preference variable (Y) by 0.579. Therefore, every improvement in service quality will also lead to an increase in consumer preference.

- 5) The regression coefficient for X4 is 0.221 and is positive, indicating a positive influence of the promotion variable (X4) on the consumer preference variable (Y) by 0.221. Therefore, every increase in promotional activities will also result in an increase in consumer preference.
- 6) The regression coefficient for X5 is 0.208 and is positive, indicating a positive influence of the location variable (X5) on the consumer preference variable (Y) by 0.208. Therefore, the more strategic and accessible a market location is, the greater the likelihood that consumers will choose to shop there.

Simultaneous Regression Coefficient Test (F Test)

Table 9. Results of the Simultaneous Regression Test (F Test)

Model		Sum of Square s	df	Mean Squar e	F	Sig.
1	Regression	526,065	5	105,213	45,102	.000 b
	Residual	342,575	94	3,644		
	Total	868,640	99			

Source: Processed Data, 2025 (Appendix 8)

The simultaneous testing of price, income, service quality, promotion, and location on consumer preferences in shopping at traditional and modern markets in Badung Regency (F-Test) aims to determine whether the independent variables—price, income, service quality, promotion, and location—have a simultaneous effect on the dependent variable, namely consumer preferences in Badung Regency.

- 1) Hypothesis Formulation

H₀: $\beta_1 = \beta_2 = \beta_3 = \beta_4 = \beta_5 = 0$: meaning price, income, service quality, promotion, and location simultaneously have no effect on consumer preference.

H₁: At least one of $\beta_1 \neq 0$: meaning price, income, service quality, promotion, and location simultaneously have a significant effect on consumer preference.
- 2) Significancel Level

Significance level (α) = 0.1 or 10% confidence level. Degrees of freedom = (k-1) and (n-k) = (5; 95), thus F-table = 1.91
- 3) Testing Criteria:

H₀ is accepted if Fcount \leq Ftable or if the significance value $\geq \alpha$ (0.1).

H₀ is rejected if Fcount \geq Ftable or if the significance value $\leq \alpha$ (0.1)
- 4) Statistical Test

From SPSS data output, the Fcount value is 45.102.

5) Conclusion

Since Fcount (45.102) > Ftable (1.91), H_0 is rejected, meaning price, income, service quality, promotion, and location simultaneously have a significant influence on consumer preference in Badung Regency.

Regression Coefficient Test (R Square)

**Table 10. Coefficient of Determination
Model Summary**

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.840a	.706	.690	1.52723

a. Predictors: (Constant), Location, Income, Price, Service Quality, Promotion

Source: SPSS Data Processing Results, 2025 (Appendix 8)

Based on the analysis in Table 10, the value of the coefficient of determination (Adjusted R Square) is 0.690, which means that the variables of price, income, service quality, promotion, and location collectively influence the consumer preference variable (Y) by 69 percent. The remaining 31 percent is influenced by other factors that were not included in this study.

Partial Regression Coefficient Test (t-Test)

Table 11. Partial Regression Test Results (t-Test)

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	-3,620	1,849		-1,958	.053
	Price	.285	.115	.192	2,489	.015
	Income	3,708E-7	.000	.177	2,617	.010
	Quality of Service	.579	.135	.338	4,293	.000
	Promotion	.221	.101	.208	2,193	.031
	Location	.208	.106	.184	1,971	.052

Source: Processed Data, 2025 (Appendix 8)

1) Partial test of price variable (X₁) on Consumer Preferences (Y) in Badung Regency.

a) Hypothesis Formulation

H_0 : $\beta_1 = 0$, meaning that partially there is no significant influence of the price variable on consumer preferences in Badung Regency.

$H_1: \beta_1 > 0$, meaning that partially the price variable has a positive and significant influence on consumer preferences in Badung Regency.

b) Significance Level

The significance level (α) is set at 10 percent, with degrees of freedom $(n-k) = 100 - 5 = 95$, thus $t_{table} = 1.661$.

c) Testing Criteria:

H_0 accepted if the significance value of $t_{count} > 0.1$ or $t_{count} \leq 1,661$

H_0 rejected if the significance value of $t_{count} \leq 0.1$ or $t_{count} > 1,661$.

d) Statistical Test

Based on SPSS output, the t-value for the price variable is 2.489.

e) Conclusion

The significance value for the influence of price on consumer preference in Badung Regency is 0.015 ($0.015 < 0.1$), and the t-value of $2.489 > t_{table} 1.661$. These results indicate that H_1 is accepted and H_0 is rejected, meaning: "There is a positive and significant influence of the price variable on consumer preferences in choosing shopping places in Badung Regency".

2) Partial Test of the Income Variable (X_2) on Consumer Preferences (Y) in Badung Regency.

a) Hypothesis Formulation

$H_0: \beta_2 = 0$, meaning that partially there is no significant influence of the income variable on consumer preferences in Badung Regency.

$H_1: \beta_2 > 0$, meaning that partially the income variable has a positive and significant influence on consumer preferences in Badung Regency.

b) Significance Level

Significance level (α) = 10 percent, degrees of freedom $(n-k) = 95$, t table = 1.661.

c) Testing Criteria:

H_0 accepted if the significance value $t_{count} > 0.1$ or $t_{count} \leq 1,661$

H_0 rejected if the significance value of $t_{count} \leq 0.1$ or $t_{count} > 1,661$

d) Statistical Test

Based on SPSS analysis, the t count for the income variable is 2.617.

e) Conclusion

There is a significance value for the effect of income on consumer preferences in Badung Regency of 0.010 ($0.010 < 0.1$) and a t count of $2.617 > t$ table 1.661. These values prove that H_1 is accepted and H_0 is rejected, meaning that: "There is a positive and significant effect of the income variable on consumer preferences in choosing shopping places in Badung Regency".

3) Partial test of the service quality variable (X_3) on consumer preferences (Y) in Badung Regency.

a) Hypothesis Formulation

$H_0: \beta_3 = 0$, meaning that partially there is no significant effect of the service quality variable on consumer preferences in Badung Regency.

$H_1: \beta_3 > 0$, meaning that partially the service quality variable has a positive and significant effect on consumer preferences in Badung Regency.

b) Significance Level

$\alpha = 10\%$, degrees of freedom = 95, t table = 1.661.

c) Testing Criteria:

H_0 accepted if the significance value $t_{\text{count}} > 0.1$ or $t_{\text{count}} \leq 1,661$

H_0 rejected if the significance value of $t_{\text{count}} \leq 0.1$ or $t_{\text{count}} > 1,661$

d) Statistical Test

Based on SPSS results, the t count value for the service quality variable is 4.293.

e) Conclusion

There is a significance value for the effect of service quality on consumer preferences in Badung Regency of 0.000 ($0.000 < 0.1$) and a t count of $4.293 > t$ table 1.661. These values prove that H_1 is accepted and H_0 is rejected, meaning that: "There is a positive and significant effect of the service quality variable on consumer preferences in choosing shopping places in Badung Regency".

4)) Partial test of the promotion variable (X4) on consumer preferences (Y) in Badung Regency.

a) Hypothesis Formulation

$H_0: \beta_4 = 0$, meaning that partially there is no significant effect of the promotion variable on consumer preferences in Badung Regency.

$H_1: \beta_4 > 0$, meaning that partially the promotion variable has a positive and significant effect on consumer preferences in Badung Regency.

b) Significance Level

$\alpha = 10\%$, degrees of freedom = 95, t table = 1.661

c) Testing Criteria:

H_0 accepted if the significance value $t_{\text{count}} > 0.1$ or $t_{\text{count}} \leq 1,661$

H_0 rejected if the significance value of $t_{\text{count}} \leq 0.1$ or $t_{\text{count}} > 1,661$

d) Statistical Test

Based on SPSS processing, the t count value for the promotion variable is 2.193.

e) Conclusion

There is a significance value for the effect of promotion on consumer preferences in Badung Regency of 0.031 ($0.031 < 0.1$) and a t count of $2.193 > t$ table 1.661. These values prove that H_1 is accepted and H_0 is rejected, meaning that: "There is a positive and significant effect of the promotion variable on consumer preferences in choosing shopping places in Badung Regency".

5) Partial test of the location variable (X₅) on consumer preferences (Y) in Badung Regency.

a) Hypothesis Formulation

H₀: $\beta_5 = 0$, meaning that partially there is no significant effect of the location variable on consumer preferences in Badung Regency.

H₁: $\beta_5 > 0$, meaning that partially the location variable has a positive and significant effect on consumer preferences in Badung Regency.

b) Significance Level

$\alpha = 10\%$, degrees of freedom = 95, t table = 1.661

c) Testing Criteria:

H₀ accepted if the significance value $t_{\text{count}} > 0.1$ or $t_{\text{count}} \leq 1,661$

H₀ rejected if the significance value of $t_{\text{count}} \leq 0.1$ or $t_{\text{count}} > 1,661$

d) Statistical Test

Based on SPSS results, the t count for the location variable is 1.971.

e) Conclusion

There is a significance value for the effect of location on consumer preferences in Badung Regency of 0.052 ($0.052 < 0.1$) and a t count of $1.971 > t$ table 1.661.

These values prove that H₁ is accepted and H₀ is rejected, meaning that:

"There is a positive and significant effect of the location variable on consumer preferences in choosing shopping places in Badung Regency".

CONCLUSION

- 1) The variables of price, income, service quality, promotion, and location are simultaneously proven to have a significant influence on consumer preferences in shopping interest at traditional and modern markets in Badung Regency. This indicates that all these variables contribute collectively to shaping consumer behavior patterns in selecting shopping places that align with their expectations and needs.
- 2) The variables of price, income, service quality, promotion, and location are also proven to have a positive and significant influence individually (partially) on consumer preferences in shopping interest at traditional and modern markets in Badung Regency.

REFERENCES

- Aliyah, I. 2023. Pemahaman Konseptual Pasar Tradisional di Perkotaan. Jurnal Perencanaan Wilayah dan Kota, Universitas Sebelas Maret. *Jurnal Cakra Wisata*. Vol 18 No. 2
- Andini. 2023. Pengaruh persepsi harga, kualitas produk, dan citra merek terhadap keputusan pembelian di Toko Adypeny Semarang (Skripsi, Universitas Semarang).

- Ainiyah, I., & Rahman, A. 2024. Karakteristik dan Pengelolaan Pasar Tradisional di Era Modern. *Jurnal Ekonomi dan Manajemen*, 1(1), 10-20.
- Arrow, K. J. (1951). *Social choice and individual values*. Wiley.
- Aryani, D. 2011. The Effect of Traditional Merchant Income from the Many Emergence of Minimarkets in Malang City. *Journal of Management Dynamics*, 2 (2), pp.169-180.
- Berger, P.D., and Nasr, N.I. 1998. Customer Lifetime Value: Marketing Models and Applications. *Journal of Interactive Marketing*. Vol 12 No. 1
- Badan Pusat Statistik. 2021. Indikator kesejahteraan rakyat 2021.
- Cadillah, R. 2011. Perubahan sosial dan perilaku konsumen di era modern. Jakarta: Pustaka Media.
- Ekapribadi, W. 2007. Fenomena pusat belanja modern dan perubahan perilaku konsumen. Jakarta: Gramedia Pustaka Utama.
- Ernando, L., Hasianda Tigor, R., & Shinta Lestari, D. (2024). Analisis pengaruh bauran pemasaran dan pendapatan masyarakat terhadap keputusan pembelian pada Toko Yunna Snack tahun 2023. *Jurnal Ilmu Pemasaran dan Bisnis*, 8 (1), 100-110.
- Fadillah, N., & Fitria, S. 2023. Pengaruh harga, tempat, dan promosi terhadap keputusan pembelian kopi Esensi. *STIE GICI*.
- Hendra Fure. 2013. Lokasi, Keberagaman Produk, Harga, dan Kualitas Pelayanan Pengaruhnya Terhadap Minat Beli Pada Pasar Tradisional Bersehati Calaca. *Jurnal EMBA Fakultas Ekonomi dan Bisnis: Universitas Sam Ratulangi Manado*. Vol 1 No. 3
- Hicks, J. R. (1939). *Value and capital: An inquiry into some fundamental principles of economic theory*. Oxford University Press.
- Irona, V. D., & Triyani, M. 2022. Faktor-faktor yang mempengaruhi preferensi konsumen terhadap keputusan pembelian. *Jurnal Manajemen dan Pemasaran*, 10(2), 112-125.
- Josiassen, Alexander, A George Assaf, and Ingo O Karpen. 2011. Consumers Ethnocentrism and Willingness to Buy: Analyzing The Role of Three Demographic Consumer Characteristics. *International Marketing Review*. Vol 28 No.6
- Kodu, Sarini. 2013. Harga, Kualitas Produk, dan Kualitas Pelayanan Pengaruhnya Terhadap Keputusan Pembelian Mobil Toyota Avanza. *Jurnal EMBA Fakultas Ekonomi dan Bisnis: Universitas Sam Ratulangi Manado*. Vol 1 No. 3
- Kotler, P dan Armstrong, Gary. 1997. Dasar-dasar Pemasaran. Jilid 1. Edisi Bahasa Indonesia. Terjemahan Alexander Sindoro. Jakarta: Prenhalindo.
- Kotler, P., & Armstrong, G. 2001. *Principles of Marketing* (3rd ed.). Prentice Hall.
- Kotler, Philip. 2008. *Manajemen Pemasaran*, jilid 1. Jakarta: PT. Indeks Kelompok Gramedia.
- Kotler, P, dan Armstrong, G. 2008. *Prinsip-Prinsip Pemasaran*. Edisi 12, jilid 1. Jakarta: Erlangga.
- Kusuma Dewi, Ni Made Ratih, I Wayan Sukadana, dan Anak Agung Ketut Ayuningsasi. 2017. Pilihan Tempat Belanja Masyarakat Perkotaan dan Implikasinya pada Peternak Ayam Petelur di Perdesaan. *Jurnal Ekonomi Kuantitatif Terapan: Universitas Udayana*. Vol 10 No. 2
- Magdalena, M., Algusri, J., & Rizqia, Q. 2024. Pengaruh aksesibilitas, promosi dan jaminan rasa aman terhadap keputusan pembelian konsumen pada toko Make Over Transmart Padang. *Jurnal Manajemen dan Bisnis*, 2(3), 78-91.

- Mahyu Danil, 2013. Pengaruh Pendapatan terhadap Tingkat Konsumsi pada Pegawai Negeri Sipil di Kantor Bupati Kabupaten Bireuen. *Jurnal Ekonomika Universitas Almuslim Bireuen Aceh*. Vol 4 No.7
- Mankiw, N. G. 2013. *Principles of economics* (6th ed). South-Western Cengage Learning.
- Miller, Michael S. 2006. Methodology and Theory of Consumer Behavior. *Journal of Social Economy*. Vol 41 No. 1
- Mu'ala, A. (2023). Pengaruh pendapatan dan gaya hidup terhadap keputusan pembelian di Bilbien's Coffee Grobogan. *Konferensi Nasional Pemasaran*, 1(1), 34-40.
- Munoz, Lucio. 2001. The Traditional Market and The Sustainability Market: Is The Perfect Market Sustainable. *International Journal of Economic Development*. Vol 3 No. 4
- Pindyck, Robert S dan Rubinfeld, Daniel L. 2012. *Mikroekonomi*. Edisi Kedelapan. Jakarta: Erlangga.
- Pramudiana, Ika Devy. 2017. Perubahan Perilaku Konsumtif Masyarakat dari Pasar Tradisional ke Pasar Modern. *Jurnal Asketik*. Vol 1 No. 1
- Purwanti, A., & Wahdiniwati, R. (2017). Kualitas pelayanan sebagai perbandingan antara layanan yang dirasakan pelanggan dengan kualitas pelayanan yang diharapkan. Dalam Analisis Kualitas Pelayanan, Kepercayaan, dan Kewajaran Harga Pengaruhnya Terhadap Loyalitas Pelanggan pada Cinderella School of English for Children di Bandung (hal. 65). *Jurnal Ilmiah Magister Manajemen*, 3(1).
- Raharjani, Jeni. 2005. Analisis Faktor-Faktor yang Mempengaruhi Keputusan Pemilihan Pasar Swalayan Sebagai Tempat Berbelanja (Studi Kasus pada Pasar Swalayan di Kawasan Seputar Simpang Lima Semarang). *Jurnal Studi Manajemen dan Organisasi: Universitas Diponegoro*. Vol 2 No. 1
- Reksoprayitno, Soediono. 2000. *Pengantar Ekonomi Mikro*. Yogyakarta: BPFE Universitas Gadjah Mada.
- Ritu, Mehta, Narendra K Sharma, Sanjeev Swami. 2014. A Typology of Indian Hypermarket Shoppers Based on Shopping Motivation. *International Journal of Retail and Distribution Management*. Vol 42 No. 1
- Samuelson, P. A., & Nordhaus, W. D. 2001. *Economics* (17th ed.). McGraw-Hill.
- Schiffman, Leon, dan Leslie Lazar Kanuk. 2008. *Perilaku Konsumen*. Edisi Ketujuh. Jakarta: Indeks.
- Sima Ratika Dewi, Ida Ayu, dan Made Kembar Sri Budhi. 2017. Analisis Pendapatan Usaha Warung Tradisional Dengan Munculnya Minimarket di Kota Denpasar. *Jurnal Ekonomi Pembangunan Fakultas Ekonomi dan Bisnis: Universitas Udayana*. Vol 6 No. 12 .
- Tjiptono, F. 2017. *Kualitas pelayanan dan kepuasan pelanggan*. Yogyakarta: Andi.
- Untoro, T. 2010. *Strategi penetapan harga dalam pemasaran*. Jakarta: Gramedia Pustaka Utama.
- Varian, H. R. (1992). *Microeconomic analysis* (3rd ed.). W. W. Norton & Company.
- Wulandari, Ita, dan Luh Gede Meydianawathi. 2016. Apakah Pasar Modern Menurunkan Pendapatan Pedagang di Pasar Tradisional? (Analisis Binary Logistik). *Jurnal Ekonomi Kuantitatif Terapan: Universitas Udayana*. Vol 9 No. 2
- Yuliana, D., & Setiawan, A. 2024. Pengaruh persepsi harga, kualitas produk, dan citra merek terhadap keputusan pembelian produk fashion secara online. Universitas Semarang.

Zahara, N., & Sembiring, R. 2021. Promosi sebagai strategi pemasaran: Memengaruhi minat beli konsumen. *Jurnal Pemasaran dan Manajemen*, 5(1), 45-60.