

Qualitative Analysis of the Perceived Value of Repeat Visits at the Wonokromo Traditional Market in Surabaya

*Perceived Value of
Repeat Visits*

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1153

ABSTRACT

The research aims to determine the role of perceived value in the intention to revisit the Wonokromo Traditional Market, Surabaya. This study used qualitative research methods. As in the stages of conducting observations, interviews, and documentation. The data source was obtained when conducting direct research at the Wonokromo Traditional Market, Surabaya. The research results show that the analysis of perceived value in intention to revisit the Wonokromo Surabaya Traditional Market looks at quality, emotional, price, and social value. The presence of new visits by visitors, because they received information from previous visitors' experiences, is evidence that visitors get a high level of satisfaction with their shopping experience, which is then realized through recommendations for visits for new visitors. Theoretically, the findings of this research contribute to the understanding of the multifaceted nature of perceived value in the context of traditional markets, emphasizing the interconnected roles of quality, emotional, price, and social values. Additionally, the observed phenomenon of new visits driven by positive word-of-mouth and shared experiences underscores the significance of social influence in shaping consumer behavior, suggesting that the perceived value not only influences individual intentions but also propagates through social networks, highlighting the broader social implications of consumer satisfaction and recommendation behaviors in traditional market settings.

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui peran nilai yang dirasakan terhadap niat berkunjung kembali ke Pasar Tradisional Wonokromo Surabaya. Penelitian ini menggunakan metode penelitian kualitatif. Seperti pada tahapan melakukan observasi, wawancara, dan dokumentasi. Sumber data diperoleh ketika melakukan penelitian langsung di Pasar Tradisional Wonokromo Surabaya. Hasil penelitian menunjukkan bahwa analisis nilai persepsi (perceived value) pada niat berkunjung kembali ke Pasar Tradisional Wonokromo Surabaya melihat pada kualitas, emosional, harga, dan nilai sosial. Adanya kunjungan baru oleh pengunjung karena mendapat informasi dari pengalaman pengunjung sebelumnya menjadi bukti bahwa pengunjung memperoleh tingkat kepuasan yang tinggi terhadap pengalaman berbelanjanya, yang kemudian diwujudkan melalui rekomendasi kunjungan bagi pengunjung baru. Secara teoritis, temuan penelitian ini berkontribusi pada pemahaman tentang sifat multifaset nilai yang dirasakan dalam konteks pasar tradisional, dengan menekankan peran yang saling berhubungan antara kualitas, emosional, harga, dan nilai-nilai sosial. Selain itu, fenomena kunjungan baru yang didorong oleh informasi positif dari mulut ke mulut dan pengalaman bersama menggarisbawahi pentingnya pengaruh sosial dalam membentuk perilaku konsumen, menunjukkan bahwa nilai yang dirasakan tidak hanya memengaruhi niat individu tetapi juga menyebar melalui jaringan sosial, menyoroti dampak yang lebih luas. implikasi sosial dari kepuasan konsumen dan perilaku rekomendasi di pasar tradisional.

Kata kunci: *Pasar tradisional, Nilai yang dirasakan, Niat kunjungan ulang*

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INTRODUCTION

Traditional markets are a place to buy goods, a center for economic transactions, and a place for activities to exchange information (Lopez, 2011). Traditional markets are defined as locations where buyers and sellers meet to exchange (Kotler et al., 2005). Rutz (1987) stated the function of traditional markets as centers of people-centered socio-economic activities. Visitors believe traditional markets are unique in offering a cultural experience and a place for social and commercial exchange (Hassan, 2000). In addition, Dewey (1962) stated that in the context of traditional markets, there is a functional relationship between trade patterns, social patterns, and the community's economy. There are also relationships between several sellers who act as either direct sellers or intermediaries (Dewey 1962).

The frequency with which consumers return to traditional markets is determined by the significant relationship between consumer attitudes toward price levels, seller service, place quality, and buying and selling behavior (Wongleedee, 2015). A number of facilities that provide a place for activities depend on the accessibility of the distance from the residence to the city (Naess & Jensen, 2004). Traditional markets have a social economic role, generate financial profits for sellers, and increase regional income (Minten & Reardon, 2008). Information on previous visits and customer experiences is very important for cultural heritage managers (Rajaratnam, 2015). Wonokromo Traditional Market is located at the entrance to the center of Surabaya City. The Wonokromo Traditional Market was founded in the DTC Darmo Trade Center building in 1955. In 2002, it was renovated into two floors, the lower ground floor (LDB) being a place for Traditional Market traders, while the upper ground floor (LDA) was devoted to the trade center. Wonokromo Market is strategically located and easy to reach; for example, close to modern shopping centers, hospitals, toll gates, terminals, and stations. Wonokromo Market operates from morning to evening. Wonokromo Market provides fresh kitchen necessities, namely vegetables, spices, fish, meat, and fruit. There are also traders in clothing, household furniture, and glassware. Perceptions of perceived value are related to previous experiences, which can influence perceptions of repeat visit intentions.

The intention to visit again is very useful for the continued existence of Traditional Markets (Baker & Crompton, 2000). According to Wang & Chiu (2015), revisit intention is the possibility of visitors returning to the Traditional Market and is considered loyal. Intention to revisit indicates that their expectations were met and they were satisfied with their visit (Kaur & Kaur 2019). Repeated tourist visits will guarantee greater income and the opportunity to establish long-term relationships (Petrick, 2004). Repeat visitors are also word-of-mouth agents who recommend to other potential visitors (Shoemaker & Lewis, 1999). Recommendations from family, friends, and previous visitors are sources of information that potential visitors rely on when choosing a place to shop (Jalilvand et al., 2017). The intention to return to the shopping location is one aspect that needs to be considered carefully.

According to Chang and Dibb (2012), the value perceived by customers is a concern for consumers who want to have a say in purchasing choices for businesspeople who want to improve their customers' quality. Holbrook (1999) suggests that customer value is obtained from interactions between customers, and a product or service is considered to have value only in conditions that please the customer. Value comes from a comparison of products and services that embodies a preference assessment (Rokeach, 1973). As Holbrook (1994) points out, customer value is fundamental to all marketing activities, with the primary purchasing objective being to obtain value (Holbrook, 1994). Woodruff (1997) describes customer perceived value as the customer's perceived right to assess product attributes, what is achieved, and the perceived consequences of an item. Drew and Bolton (1987) stated that the value of a service depends greatly on customer preferences and characteristics. Drew and Bolton (1991) also show that the level of performance and nature of service influence customers' perceived value. Based on the background, what rights a customer feels is a consideration for visitors to make repeat shopping visits. This research aims to analyze the value that customers feel when

shopping at the Wonokromo Traditional Market, Surabaya as a place for repeat visits in the future.

LITERATURE REVIEW

Perceived Value

Gronroos (2000) defines value as perceived by customers in their internal processes and in interactions with sellers when consuming or utilizing services and goods. Perceived value is the consumer's perception regarding the net benefits obtained in exchange for the costs incurred to obtain the desired benefits (Chen & Dubinsky, 2003). Perceived value is defined as a consumer's overall evaluation of a product based on what he or she receives (Zeithaml, 1988). Customer perceived value is defined as what a customer receives in return for what he or she has to sacrifice to obtain a particular product or service (Chang & Dibb, 2012). Perceived value makes quality considered higher than price (Cronin et al., 2000). Thus, the recommended value is the benefit obtained from the costs incurred. Sweeney and Soutar (2001) developed questionnaire items intended to measure four indicators of customer perceived value: 1) quality value, namely benefits derived from the expected product quality; 2) emotional value, namely benefits derived from the feeling state produced by a product; 3) functional value, namely benefits obtained from the product due to reductions in perceived short-term and long-term costs, and; 4) social value, i.e., benefits derived from the product's ability to improve the social image.

Consumers' perceived value is the cornerstone of all relational exchange activities (Wu et al., 2014) and is an important factor influencing repeat purchasing actions in shopping contexts (Chiu et al., 2014). In the marketing field, perceived value is considered the most important indicator of repurchase intention. (Parasuraman and Grewal, 2000). In empirical studies of the decision to repurchase a service, the consumer's overall perception of the service and his or her assessment of the purchase experience have been found to have a significant direct influence on repurchase intentions (Anderson & Sullivan, 1993; Baker & Crompton, 2000). According to Cronin et al. (2000) that, perceived value is a significant factor in revisit intention. Woodruff (1997) explains that perceived value can occur at any stage of purchase, including repeat visits. Research on revisit intentions shows that perceived value has a positive effect on future behavioral intentions (Chang et al., 2014). Chen and Tsai (2007) show that perceived value has a positive effect on future intentions and behavior.

Intention to Revisit

Intention is the actual behavior in purchasing or the buyer's consideration of what he will buy (Howard & Sheth, 1969). Intention to revisit is defined as a causal factor in increasing tourism spending in most developing countries (Promsivapallop & Kannaovakun, 2017). Revisit intention is a person's readiness to revisit a destination in the future for shopping (Han & Kim, 2010). This research defines revisit intention as the level of customer willingness to revisit the destination for shopping (Che et al., 2015). Additionally, Zhang et al. (2014) argue that most destination marketing organizations consider repeat visits as a cost-effective and desirable market segment. Repeat visitors tend to spend more money than first-time visitors (Lehto et al., 2004). Thus, the intention to visit again is a desire to return to the same destination. According to Chang et al. (2014), there are two indicators of an intention to return, namely the intention to return, namely, repeat purchasing goods and recommending to other people.

METODE

This research uses qualitative research with descriptive research methods. Qualitative research is the systematic collection, sorting, description, and interpretation of textual data resulting from conversation, observation, or documentation. Descriptive research is an effort to provide a comprehensive summary of events in everyday terms, and the research task is to stay close to the data and the surface of the event. The data used comes from direct research and indirect research on the object obtained from interviews, field

observations, and documentation. The aim is to conduct an investigation of the process of communication relationships, as well as the meaning, values, and experiences of individuals and groups that are sampled intentionally.

The research conducted interviews at the Wonokromo Traditional Market, Surabaya. The interview was aimed at visitors who shop at the Wonokromo Traditional Market, Surabaya, to ask about the value that visitors feel when shopping there. The first is the observation technique, making direct observations at the Wonokromo Surabaya Traditional Market to observe by looking and paying close attention, looking for more in-depth information regarding the benefits that customers feel when shopping at the Wonokromo Surabaya Traditional Market by asking several specific questions that have previously been prepared to several shopping customers. Both interview techniques use structured interviews by asking several questions that have been prepared before conducting the interview. The three documentation techniques are carried out to support the collection of data that is not obtained from the results of field observations or interviews.

RESULTS

Perceived Value

Perceived value is defined as a customer's positive expectations regarding all the benefits and costs of an offering associated with the customer's choice (Kotler et al., 2005). Conscientious buyers will definitely look for goods that offer higher value. This means that buyers will look for goods at affordable prices with good quality with the available choices. This was proven by conducting interviews with several visitors who shopped at the Wonokromo Traditional Market based on the indicators to be tested. Quality value is a customer's response to the overall quality or superiority of a product or service compared to customer expectations (Cho & Kim, 2013). Based on the results of the interview, "Shopping at traditional markets can get good quality goods at affordable prices, with a large selection of fresh fish, you can see and choose directly" (interview 2023).

Emotional value comes from oneself: feelings of happiness, comfort, and pride. According to the interview results, Mrs. Yanti said she felt satisfied because she got an affordable price with good quality, fresh fish, vegetables, and more choices. Price value is a comparison between appearance and expectations. This means that the product is called quality if the appearance meets expectations. Based on the results of Mrs. Yanti's interview, meet directly with the seller, face to face, so that you can bargain for more affordable prices and quality goods. Social values are values that mean the norms of traditional society. The results of the social value interview meet directly with the seller, face to face so that you can bargain for the goods, finally, an attitude of mutual respect arises between the trader and the seller.

Intention to Revisit

Revisit intention is defined as an individual's evaluation of purchase considerations, the decision to engage in future activities with the seller, and its form (Margee et al., 2008). Frequent purchases take the form of continuous promotions to entice visitors to make repeat purchases. Repeat purchases occur because visitors' shopping experience provides satisfactory results. This is proven by Mrs. Zuro's interview, "When I shop, I get goods of good quality and at an affordable price that is not too expensive, which encourages me to repurchase the goods." The intention to recommend to other people is an indicator which is then proven by an interview with Mrs. Zuro, who is shopping, "Because I myself have proven that good quality goods do not disappoint. In the end, I can recommend buying goods to friends and family based on my experience."

DISCUSSION

Wonokromo Market is one of the Traditional Markets in Surabaya. Wonokromo Market is managed by a Regional Owned Enterprise (BUMD), namely PD Pasar Surya.

Traditional markets make purchases by communicating directly with sellers and bargaining. Traditional markets are the driving force of the national economy. By assessing the benefits that visitors feel when shopping, it is hoped that Traditional Markets can carry out continuous innovation so that they are not left behind.

Functional value/quality namely benefits derived from the perceived quality and expected product performance. This research found that visitors who shop benefit from the products they buy at the Wonokromo Traditional Market, namely good quality goods, for example, visitors who buy vegetables at the traditional market get fresh and freshly harvested vegetables directly from local farmers. Products come from farmers and are sold directly on the same day. Visitors who shop can check the quality and suitability of the goods before making payment. The goods sold are more complete and plentiful. All necessities, ranging from vegetables, fish, meat, raw materials, staples, pottery, to clothing are sold at the Wonokromo Traditional Market with the desired quality.

Emotional value is the benefit that comes from feelings or emotional states produced by a product. The emotional value visitors get when shopping at the Wonokromo Traditional Market is satisfaction and pleasure with the goods purchased, and the friendly service sellers provide visitors.

Functional/price value is the benefit obtained from purchasing goods due to perceived short-term and long-term cost reductions. Visitors who shop at the Wonokromo Traditional Market get the desired price value, which is beneficial in the short and long term. The prices issued do not disappoint with the products purchased at the Wonokromo Traditional Market. Another thing is affordable prices and a bargaining system that supports the continued operation of the Wonokromo Market. Social value is the benefit obtained from a product's ability to improve social self-image. The existence of a social environment that supports community values and norms such as the growth of cooperation, mutual cooperation, mutual respect, respect and mutual trust. As time goes by, it becomes a tradition then passed down from seller to seller and from generation to generation.

The intention to return to repeat the purchase of goods occurs when visitors experience an interesting experience from a shopping event. The satisfaction when shopping makes customers make repeat purchases at the Wonokromo Traditional Market. Satisfaction can come from a product purchased at the Wonokromo Traditional Market and can also be obtained from the service provided by the seller to buyers who shop at their shop. Recommending others is a way for customers to show their loyalty to a product. The experience of customers who shop at getting good service and getting a unique product makes customers recommend to family, friends and other people to shop at the Wonokromo Traditional Market.

CONCLUSION

Wonokromo Market is a traditional market where sellers and buyers gather for buying and selling activities. The advantages of Wonokromo Market are relatively affordable and complete prices, and the tradition of bargaining can still survive to this day. Wonokromo Market is not only for carrying out buying and selling transactions with economic value, but also has a social impact on the community. The social relationship built at Wonokromo Market is interpersonal communication between two or more people. For example, traders' and buyers' bargaining that brings closer social relations can foster family values, togetherness, brotherhood, a sense of empathy, cooperation, and mutual cooperation. This then becomes a consideration for customers to shop again, because customers see past experiences, which then become repeat shopping activities in the future. There are new visitors who visit, because they have received information from previous visitors' experiences, this is proof that visitors get a high level of satisfaction which is then realized through recommendations for visits for new visitors. This is the value that customers feel when shopping and will attract repeat visits.

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