FACTORS AFFECTING CONSUMERS' PERCEPTION ON TRADITIONAL AND MODERN MARKET

THESIS

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FACULTY OF ECONOMY
MASTER OF PLANNING AND PUBLIC POLICY
DEPOK
JANUARY 2009

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**Submitted in partial fulfillment of the requirements
For the degree of Master of Economics**

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ABSTRACT

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Competition between modern market and traditional market in Indonesia, especially Jakarta, has experience significantly changing. The change is because the growth of modern market to all retail market. This absolutely interesting since the increasing of the modern market is always connected with the stagnant of traditional market, hence there was always being efforts of limited the modern market growth.

Indeed, even though this modern market is facing the pressure from many sides and limited of the permission, the truth is the number is increase and the consumer is still eager for this market. As the time passing by, the changing of consumer structure and the evolution along with the increase of education and income make the consumer is demanding better service and convenience on shopping for they needs.

That is why; the government is expecting to be able to give regulation that is not only looking from the market side but also from the consumer side.

Keywords: Traditional market, Modern market, Consumer.

ABSTRAKSI

Nama : Irma Hastarika
Program Studi : Magister Perencanaan dan Kebijakan Publik
Judul : Faktor-Faktor Yang Mempengaruhi Persepsi Konsumen Terhadap Pasar Tradisional Dan Pasar Modern.

Persaingan pasar modern dan pasar tradisional di Indonesia, terutama Jakarta, mengalami perubahan yang cukup signifikan. Perubahan itu antara lain pada pesatnya pertumbuhan ritel modern terhadap keseluruhan pasar retail. Hal ini tentu saja menjadi menarik karana pesatnya pertumbuhan ritel modern selalu dikaitkan dengan dapat mematikannya usaha retail tradisional, sehingga ada usaha agar ruang gerak retail modern tersebut harus dibatasi.

Namun demikian, meski ditekan dan ijinnya dibatasi, jaringan retail modern ternyata tetap tumbuh pesat dan diminati konsumen. Seiring berjalannya waktu, perubahan struktur atau evolusi konsumen dengan meningkatnya tingkat pendidikan dan penghasilan membuat konsumen menghendaki pelayanan dan kenyamanan yang lebih baik dalam berbelanja kebutuhan hidupnya.

Oleh karena itu, pemerintah diharapkan juga mampu memberikan kebijakan yang tidak mementingkan salah satu pihak dan tetap memperhatikan kepentingan konsumen.

Kata kunci: Pasar tradisional, Pasar Modern, Konsumen

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CHAPTER I

INTRODUCTION

1.1. Background of the Study

Markets are the center of economic activity, and many of the most interesting issues in economics concern the functioning of markets. Market means a place where goods are dealt in by more than one seller that is referred to as a shopping center, traditional market, market, mall, plaza, trade center or other reference (Perpres No.112/2007). The function of market as regulator of distribution activity economically peeps out the trade sector which can operate in person or through company forming. The personal traders can be observing in the traditional market while the traders with company forming usually known as market, minimarket, supermarket or hypermarket.

Many people feel that the rapid establishment of modern markets has an impact on traditional markets. Modern markets are managed in a professional way and have excellent facilities, while on the other hand, traditional markets still struggle with the classic problems of unprofessional management and inconvenience for shoppers. Modern and traditional markets compete in the retail sector. Almost all products sold in traditional markets are also available in modern markets, especially hypermarkets. Since the presence of hypermarkets in Jakarta, there have been signs that traditional markets in this city are experiencing a drastic decline in income and profits (Kompas, 2006).

Nevertheless, the argument that the presence of modern markets is the main cause of the decline of traditional markets is not entirely correct. Almost all traditional markets in Indonesia are still struggling with internal problems such as poor management, very limited facilities and infrastructure, the attitude that traditional markets are cash cows for the collection of market services fees (retribution), the constant increase in the number of street vendors that reduces the number of customers buying from market traders, and the minimum amount of capital assistance available for traditional traders. This situation indirectly benefits modern markets. In Jakarta, the number of modern markets has increased; unlikely, the traditional markets, which have been facing many problems, have remained constant in number (table 1). Then, if these threats are letting continuously, in the future, traditional markets would probably disappear.

Table 1

Recapitulation Numbers of Market in DKI Jakarta

Types of Retailers	2005	2006	2007
Retail-Shopping Center	56	56	56
Retail-Mini Market	146	146	146
Retail-Swalayan	115	115	115
Retail-Toserba	58	58	58
Hypermarket	10	11	11
Traditional Market	**152**	**152**	**152**
Total	537	538	538

Source: Jakarta Industry and Trade Services

Presences of modern market in some metropolises have been able to attract visitor and buyer with trend which is increasing. On the contrary in traditional market, although still many consumers but to be confessed the simply trend shows number of decline visitor. It can be questioned will the presence of modern market give consumer surplus. What kind of fascination which owned by each market in appealing consumers. The growth of modern markets in Jabodetabek (Jakarta, Bogor, Depok, Tangerang, and Bekasi) over the past few years has been quite high. A sharp rise occurred in the market share of supermarkets as a proportion of the total market share in the food industry, from 11% in 1999 to 30% in 2004. Supermarket sales have risen by an annual average of 15%, while the sales of traditional traders have fallen by 2% a year (Natawidjaja 2006). Pricewaterhouse Coopers (2005) predicted that supermarket sales will increase by 50% between 2004 and 2007, while hypermarket sales will grow by 70% during the same period.

Some evaluation about traditional market and modern market explain that between those markets can not be told as direct competitor because there are differences from characteristics of distribution activity, which are:

1. Difference time of operational or service
2. Difference of service system and disbursement system
3. Difference type and variance of goods as function from quality of goods
4. Difference of the price because of difference quality, packaging and brand
5. Difference of consumer target, and
6. The difference that the facility which provide.

Mostly, the main reason for people to go to the market is price. Price is important consideration for consumer in order to buy things to fulfill their needs. People are very concern with the changing of the price. However, price is not the only determine factor for consumer in buying goods. Besides price, the modern consumer is also put their attention to the appearance of the market, the distance, the comfort while shopping, good services and the quality of the products. Consumers want to achieve that maximal satisfaction through minimum cost.

Modern market is a symbol of modernization. It has changed not only the traditional retailing structure but also the consumption behavior. The new retail outlets experienced success due to a number of contributing factors. The positioning strategy was one main reason. Low prices and large assortments, supported by large spaces, free parking and a small shopping centre, conquered the consumer. Another issue is in the hypermarket the consumers felt equal treatment attendance, without any social differentiation, while experiencing a certain sense of freedom to choose and to touch the products that, in some cases, they had never seen before.

Entering the 21st century, retail business or modern market has change significantly. The change can be determined by seeing the growth of modern retail market compare to the whole retail market. In the year 2000, retail modern market reach 21.8%, which has rose in 2005 by 31% (AC Nielsen). The positive response from the foreign investor and presence of modern market like mall, hypermarkets and mini market not quit of Indonesia public claim, especially member of Jakarta, whom known consumptive. No wonder many foreign circles assess Indonesia public as public that is fond to go shopping.

At the same time, the strong growth and not to mention the improvement of public transportation ensured consumers in central areas the necessary to shop in the hypermarket. Due to their bargaining power, dynamism, dimension and attraction ability, these market formats became important development agents, capable of influencing the urban areas, by attracting more residents, with higher economic capabilities, and new life styles.

Other factor is the performance of traditional market assumed by slump and muddy, especially on rainy season causes people refuse to go shopping to traditional market. Traditional retails that sell goods such as fresh food (meat, fish, vegetables, fruits, etc) are still prefer to go to traditional markets to purchase these products. The superiority of modern retailers over traditional one is lies in the fact that the former can sell the same products at lower prices, in addition to the comfort and different payment options which they offer to shoppers. Furthermore, the supermarkets and hypermarkets establish business links with large suppliers, usually for an extended period of time. This enables them to operate efficiently, benefiting from the economies of scale.

Market existence, especially traditional, is one of most indicators public economic activity reality in a region. Retail markets have increasingly provided consumers with the ability to do one-stop shopping. In grocery retailing, for example, supermarkets have come to offer many categories (e.g., fresh baked goods, deli products, salad bars, fast food, liquor, pharmaceuticals, video rentals, select hardware, banking service, flowers) that were once sold in smaller more specialized stores. Based on the background above, thus the problem statement would be is traditional market and modern market complementary or substitutes each other?

1.2. Objectives of the Study

1. To identify which factors can stimulate consumers' interest visiting modern markets or traditional one.

2. To analyze the government policy in responding to the existence of the hypermarket.

1.3. Scope of the Study

The research coverage is questionnaires given to consumers in the Jakarta area. The reason the author chooses Jakarta as an example of area because the growth of modern market in this region is sharply increased. The time period that the writer chooses is during this thesis is written. The respondents are chosen by sampling method. The number of respondents is 151.

1.4. Research Methodology

The data which will be used in this research is primary data through questionnaires that have to be answer by the consumer. The secondary data is from the relevant institution related to this research such as Ministry of Trade (Directorate General of Domestic Trade), Central Bureau of Statistics, APRINDO (Indonesian Retail Merchants Association), APPSI and Disperindag Jakarta.

The quantitative analysis method will apply the calculation of questionnaire answer that will be question to respondent/consumers about their opinion related to activity, object, experience or situation purchasing in modern market and traditional market. Every question is coding to variable that will be value as competing variable as well as factors which influence competing variable.

For the third objective, the author will be use a qualitative analysis method based on library research and interviewing the modern market and any other related parties.

Based on the background above, the thesis would be presented as:
Chapter one is consist of background and problem statement. This chapter is also including objectives, scope of the study and research methodology of this thesis.
Chapter two consists of modern and traditional market definition, the consumers' behavior and also factors of store patronage.

Chapter three is about the current condition of DKI Jakarta. It includes the economy condition, the growth of modern retail in Jakarta, the traditional retail provision and the government Jakarta policy for modern and traditional market.

Chapter four is the methodology that is using in this thesis, descriptive qualitative analysis. This consists of how the data collected, population and number of sample, the data analysis method and how variable construct.

Chapter five is the result analysis of the thesis. It describes the respondent profile and analysis of each variable such as characteristics, store atmosphere, shopping motives and retailer interest.

Last is chapter six, it consists of conclusion and recommendation.

CHAPTER II

MODERN AND TRADITIONAL MARKETS

2.1. Definition of Modern Market

Modern markets growth has resulted from the considerable competition between supermarket chain, particularly in USA and Europe. In the West, it has led to increased supermarkets share by the squeezing out of smaller, less efficient retailers (Shepherd, 2005).

Hypermarket is a form of modern market, with large in space and variety of products. The hypermarket concept is a market with the size 4,000-10,000 m2, has large parking lots, has more than 20 cashiers and sells at least 25,000 items of essential goods including groceries, electronics, clothes, shoes, furniture and etc (Indonesian Commercial Newsletter, 2007). The concept of a self-service grocery store was developed by Clarence Saunders and his Piggly Wiggly stores of the early chains in the United States and having become common in American cities in the 1920s (Wikipedia). Lately, it provides a larger full-service supermarket combined with a department store known as hypermarket. AC Nielsen gives another definition, considering hypermarket as a commercial retailing establishment with a sales surface superior to 2500 m2, explored in free service system and commercializing a great variety of products.

The basic principle of a modern market is expressed in French as *"Tout sous le même toit"* which means "Everything under the same roof" (Rozenn Perrigot et al, 2000). The precepts and techniques which enabled the French retailers to define the hypermarket retail concept are the following:

a. a large floor space for the widest assortment of products associated to a large parking lot,
b. a discount price policy linked to networking techniques,
c. Self-service techniques based on effective merchandising and sales promotion methods.

According to Regulation of the President of the Republic of Indonesia Number 112 of 2007 Concerning Organization and Directions of Traditional

Markets, Shopping Centers and Modern Stores the Modern Market means an independent self-service store that retails a large variety of goods through Minimarkets, Supermarkets, Department Stores, Hypermarkets or grocers that constitute Grocery Stores. It defines the size of modern store as follows:

a. Minimarkets, less than 400 m2 (four hundred meters square);

b. Supermarkets, 400 m2 (four hundred meters square) to 5,000 m2 (five thousand meters square);

c. Hypermarkets, above 5,000 m2 (five thousand meters square);

d. Department Stores, above 400 m2 (four hundred meters square);

e. Grocery Stores, above 5,000 m2 (five thousand meters square).

2.2. Definition of Traditional Market

Traditional market is a city square where traders set up stalls and buyers browse the merchandise. This kind of very old market but numerous of these markets are still in operation around the whole world. The concept of traditional retail is used as encompassing small-sized commerce, i.e., groceries, minimarkets, pure food stores, specialized food and non-food stores and bazaars. Regarding specialized stores, clothing stores are considered specialized ones (Farhangmehr, Marques and Silva, 2001).

The Regulation of the President of the Republic of Indonesia Number 112 of 2007 describe traditional market as a market that is built and managed by the Government, the Regional Governments, Private Entities, State-Owned Entities and Region-Owned Entities, including through cooperation with private entities with such places of business as stores, kiosks, stalls and tents owned/managed by small or medium traders, community self-reliance or cooperative with small scale enterprises, small capital and dealing in commodities through bargaining.

In the USA, such markets fell out of favor, but transformed interest in local food has cause the development of this type of market, called farmers' markets, in many towns and cities. In Europe, especially in France, street markets are commonplace. Markets are often temporary, with stalls only present for two days a week (*market days*), however, some are open every day of the week. In Asia, *Chatuchak* weekend market in Bangkok is an example of a large market. In

Indonesia, the traditional markets at both village level and city level are called "*pasar*" (Shepherd and Schalke, 1995).

Pasar is crowded and the markets attract traders and consumers. Traders who offer products for sale have to pay a market fee. There is variation in the types of market, whether rural or urban, can be broadly defined according to a number of characteristics (Tracey-White, 1995): First, by physical and spatial characteristics: undifferentiated open sales spaces, operated by an individual hawker or peddler, street or roadside markets; open-air markets; covered markets; small-scale retail shops associated with urban market areas; and markets sharing a number of the above characteristics, most commonly found in the center of small rural towns. Second, by type of commodity traded: horticultural produce, such as fresh fruit, vegetables and flowers; freshly slaughtered meat; fresh and dried fish; dry foods, including grains; cooked food (street food); household, non-perishable consumer goods and utensils; cloth and clothing; and, most commonly heterogeneous market, trading in a wide range of goods (Tumbuan, Kawet and Shiratake, 2006).

Traditional market traders who sell the same goods as modern markets bear the impact of the presence of supermarkets and hypermarkets. However, traders who sell fresh food such as meat, fish, vegetables, fruit, etc are able to compete with hypermarkets because many customers still prefer to go to traditional markets to purchase these products. But, it was very different when such comes for basic necessities product as eggs, cooked oil, ketchup, milk, soap, instant noodles etc (*Tinjauan Perdagangan Indonesia*, 2003). The dominance of modern market over traditional markets lies in the fact that the former can sell the same products at lower prices, in addition to the comfort and different payment options they offer shoppers. Furthermore, the hypermarkets establish business links with large suppliers, usually for an extended period of time which enables them to operate efficiently, benefiting them from the economies of scale.

2.3. Consumer Behavior

Shopping is not a statically process, nevertheless it is a dynamic process which kept continue changing related to income, time and effort that consumer should do to fulfill their needs (Womack and Jones, 2005).

Empirical research has focused on retail markets in North America and Western Europe. with the result known about the applicability of the models in the fragmented and emerging markets such as Croatia include examine of the relationship between factors underlying consumers' store choice decisions and purchasing outcomes for major shopping trips (Anić and Vouk, 2005)

Consumer store patronage is one of the main factors for a retail store's success (Tang et. al., 2001). Retailers need to constantly make decisions towards meeting the varying demands of potential consumers. The more nearly a store's product and service offerings meet consumer expectations, the more likely that it will induce positive consumer attitudes towards that store.

One of the most critical decisions contends with consumers' substance is where to shop (Nevin and Houston, 1980). Retailers need to make decisions constantly regarding the different elements of the retail present to satisfy the increasing demands of potential customers, and achieve their patronage. The closer the retail offer to the customers' expectations, the more likely having positive outcomes for the retailer such as patronage, word-of-mouth, and loyalty. Some of these studies contemplate demographic differences of consumers as well, such as age and income (e.g., Bellenger, Robertson and Hirschman, 1976/1977; Hansen and Deutscher, 1977/1978). Other scholars suggest that consumer store patronage is related to symbolic elements, such as the retail store's reputation and image (e.g., Lindquist, 1974; Kunkel and Berry, 1968; Birtwistle, Clarke and Freathy 1999; Handelman and Arnold, 1999).

However, due to an increase tendency of format blurring, consumers have the option to shop for the same product in different retail formats. The main attributes of store can differ greatly from a home improvement store to a grocery store. Several authors indicate that performance evaluations and satisfaction processes occur within a disconfirmation framework (Oliver, 1981; etc.).

The disconfirmation theory states that consumers compare their perceptions to some standard when evaluating the performance of a store. However, a consumer may hold different expectations towards different retail formats. Mattson (1982) found that the importance assigned to a store attribute (e.g., price, quality), was dependent on the reason for buying the product, whether it was for him or herself, or as a gift for a friend. Similarly, Green and Krieger (1995), and Thelen and Woodside (1997), concluded that the relative importance assigned to store attributes was dependent on the purchase situation and the specific need of the customer. For example, a consumer may need to buy a bottle of soda after the grocery stores have closed, and will rush to the first store that is open. This choice may be different when the consumer requires the same product during the day. This suggests that formats are related to task definitions, which refer to the reasons that lead consumers to buy or consume a product or service (Hansen & Deutscher, 1977/78). However, it is ambiguous if the attribute low price is most important for consumers in every retail format that they shop. Van Kenhove, De Wulf and Van Waterschoot (1999) found that store attribute saliency can vary for different task definitions when shopping for products in a store during a year. This means that the same store could be visited for different task definitions. In the case of urgent purchase, consumers valued proximity of the store, quick service, and availability from stock. Price, services, novelties and quality were of minor importance for urgent purchases. Similarly, Moschis, Lee and Mathus (1997) found convenience, in terms of closeness to home, and speed at check out to be important for food shopping, whereas for clothes shopping, consumers wanted more personnel assistance and ease of return (Bianchi, Constanza and Mena. Joaquin; 2008).

Consumers become more pragmatic, educated and demanding, learning how to manage money and time more efficiently. The focus on low prices was gradually replaced by a value for money perspective. Concerning food, the most important attribute mentioned was quality, followed by price. It is precisely in the importance attached to price that Portuguese differ, considerably, from other European consumers, who indicate as most important the store cleanness, followed by the quality of fresh products and their assortment (FMI, 1995).

The retailers have to transform the hypermarket format in order to face the hard-discounter competition and attract again the consumers. But, at the same time, the retailers have to develop this format in some countries for which this format is still attracting like Italy, China, etc. The difficulties faced in the domestic market and in some other countries will perhaps help them to better adapt their format to the consumer attempts and to differentiate themselves from the hard-discount chains (Perrigot and Cliquet, 2006).

Another research about consumers' responses is that the exclusive preference for traditional retail shops when buying high involvement goods (e.g. household appliances). On the contrary, the most purchased goods in hypermarkets are basically convenience products. Relating to the motivations that lead people not to buy goods in traditional retail or only in traditional retail, there are two main motives: first, it is more practice to buy all the goods at the same time in hypermarkets or supermarkets and, second, the price in traditional retail shops is higher. That is why; convenience with the possibility of buying everything in one place and low price are factors that determine why consumers do not buy in traditional retail and prefer one kind of store than the other (M. Farhangmehr et al, 2001).

A research by Bell (1995) asserts that a consumer's store choice may depend on four things: (a) purpose of the trip, (b) the attributes that characterize the attractiveness of stores on a given purchase occasion, (c) consumer characteristics, and (d) the price information available. More specifically, the purpose of the trip can be classified as major or minor depending on the size of the basket bought.

At the same time as the income rise and welfare increase, people are faced with many options, choices, and alternatives to spend their expenditures on food, especially when they are shopping at the modern markets. Supermarkets and hypermarkets have come to be their best place to get what they want since they can function as one stop-place to buy anything following changes in the people's lifestyles. The perception of shopping in air condition and comfortable with fixed prices has become the trend of urban lifestyles. Some people go to the supermarkets with their families as place for recreation or leisure and thus can increase their social status, rather than go to the wet or traditional market with uncomfortable environment.

Despite the fact of another influence is the increased number of working women, who were concerned about more leisure time than shopping time, direct retail, was highly accepted by these consumers. The number of single and unmarried households increased, which augmented the consumers who did not have to visit stores often and who did not have to buy large volume of products for their family. There have been more people with more money to spend in fewer and in larger stores. These shoppers have demanded a much greater variety of foods to satisfy their constantly increasing needs for more time-saving convenience, better quality, and improved taste and flavor.

Table 2

Female Population Aged 15+ Years and Above Included in Labor Force in DKI Jakarta

Years	Employed	Un-Employed	Labor Force
1996	1,051,148	166,080	1,217,228
1997	1,177,526	174,500	1,352,026
1998	1,249,675	194,250	1,443,925
1999	1,306,455	285,234	1,591,689
2000	1,169,875	188.517	1,358,392
2001	1,165,569	261.612	1,427,181
2002	1,062,568	222,900	1,285.468
2003	1,041,366	243.550	1,284,916
2004	1,117,620	251,941	1.369.561
2005	1.098.624	247,215	1,345,839

Source: Central Bureau of Statistic

The practice of more supermarkets staying open on week- day evenings and Sundays, have contributed to this trend toward more frequent shopping. An increasing standard of living has resulted in multiple-car ownership in more families than ever. The availability of a second car to the housewife has also brought about more frequent trips to the shopping center and the supermarket. Another factor is the practice in many supermarkets with promoting prize-winning games in addition to trading stamps, high advertising readership and supermarket shopping in credit (Ben L. Schapker, 1966).

2.4. Factors Determine Store Patronage

Several store attributes have been proposed to be important for the store choice decision, including location, merchandise. and services offered, pricing, as well as the store environment. Divergences in the relative level of determinants conclude that markets are affected by differences in market structure, competitive strategies, and consumer preferences. Most significant is location convenience and low prices as the important determinant attributes across most markets and cultures (Arnold, Oum and Tigert, 1983).

Other research shows shopping convenience was the most important store patronage dimension in terms of mean importance, while prices explained the most variance in purchasing outcomes. Convenience and location driven shoppers were willing to trade off convenience for higher prices, while price-driven shoppers rated low prices as the most important store patronage motive factors.

A study from French market shows the impact of hypermarkets is strong over non-specialized stores. Stores that are use normalized sales methods with very small stores operating on their survival limits and located near hypermarkets with no alternative goods (Pereira and Teixeira, 1990).

In Portugal, a study verified that, in the food sector, the most affected stores are the smaller stores (small areas. few employees and low sales volume) and the isolated stores (stores that do not develop partnerships with other retailers). In the non-food sector those relationships were not verified. In terms of the most important competitive factors of hypermarkets, traditional retailers mention lower prices, schedules, products assortment and better adaptation to consumer shopping habits (Santosn and Cruzeiro, 1990).

Retail store image is a concept that reflects overall consumer attitudes towards individual retail stores. Kunkel and Berry (1968) define retail store image as the total conceptualized or expected reinforcement that a person associates with shopping at a particular store (p. 22). The authors indicate that store image is not only affected by consumer needs, but also by consumer's cultural and social environment. which prescribes relevant values and norms. This line of research suggests that shopping is an overall "experience" for consumers, and incorporates not only functional elements (such as merchandise, price, quality), but environmental elements as well.

The attractiveness of a store is influenced by its convenience, service, assortment, and price. Indeed, consumer characteristics affect store choice because some consumers may value convenience over service while others may value service more than convenience, some consumers may be willing to make several trips to a store while others may restrict their number of trips in a given time period or some consumers may not be well informed about price in traditional store to the other stores (Chen, Yuxin et al, 2001). In the former case, a consumer's utility from shopping of his or her favorite store is that no feasible price difference in the market would persuade the consumer to switch stores. Not all consumers search for price information. Previous studies have shown that economic, demographic, and psychological are factors determine consumer search behavior (Ratchford 1982, Urbany et al. 1996).

Further study uses the hedonic shopping motivation typology developed by Arnold and Reynolds (2003). These motivations are as follows:

1. Adventure shopping – shopping is viewed as an adventure.
2. Social shopping – shoppers see the main purpose of shopping as an opportunity to socialize.
3. Gratification shopping – shopping is used as a reward.
4. Idea shopping – this shopping is undertaken to provide the shopper with up-to-date information on products and trends.
5. Role shopping - shopping motive relates to the shopper's role in society.
6. Value shopping – the purpose of this activity is to find a bargain.

The importance of different motivations may vary with regards to the degree of the shopper's product involvement and the particular shopping situation. How the motivations vary with regards to gender and the specific shopping context is also an interesting question. In this study by Arnold and Reynolds it was found that females scored higher on the hedonic motivation subscales than do males.

From the research in Indonesia, there are several studies like a case from Manado. The functions of traditional markets and supermarkets are significant for local farmers and consumers (local inhabitants) in this region. It is proven that, from the local farmers' side, almost the main vegetable products such as carrot, cabbage, chinese cabbage and leeks have been distributed from Rurukan village, a main production area, to traditional markets and supermarkets in Manado city. From the consumers' side, traditional markets and supermarkets have provided food products for local inhabitants. However, several problems have been identified in the traditional markets. Based on the findings, it was proof that improving the marketing place of the traditional markets is absolutely necessary. Further, to improve the traditional markets and to achieve the aforementioned benefits for local farmers and consumers, there are several actions that should be conducted by the local government with the implication of retailers, farmers and consumers.

Budisantoso and Mizerski through they research shows that shopping motivation and optimum stimulation level were found to be associated with the perception of merchandise quality and the perception of service quality. Role motivation and adventure motivation appear as the most significant motivation in the perception of merchandise quality.

Meanwhile, optimum stimulation level and social motivation emerge as the most significant variable to correlate with the perception of service quality. The perception of merchandise quality and the perception of service quality were found to be related store patronage satisfaction with service quality having more influence on store patronage satisfaction than merchandise quality.

These results indicate that the respondent's view of merchandise and service quality is dependent upon their reason for shopping. Those shoppers who view shopping as part of their daily activities or who have a specific motivation for shopping (part of adventure) are more likely to focus on product quality. This could be because these people view shopping as a necessity and are not looking for social interactions. On the other hand, for those shoppers who view shopping as a social activity and are trying to fulfill their need for stimulation, personal service is more relevant. The implication for retailers is that these needs are likely to be store specific.

Furthermore, study by Jones and Reynolds (2006) about retailer interest. The author in this research is trying to see the consequences of retailer interest as a prolong of the consumers satisfaction where it will produce various behavior such as repatronage intention, positive word of mouth, looking forward, learn more and loyalty. The result is in-store factors are those factors that a shopper interacts with during a shopping trip and includes factors such as sales or promotions, knowledgeable and helpful salespeople, exciting products, variety, excellent merchandising, appealing atmosphere, and new products. Out-of-store factors reflect aspects of the store that are somewhat unrelated to an in-store experience and include factors such as word of mouth, advertising, and store image. Nevertheless, there might be cases in which some attribute of the retailer is not satisfactory, yet people still have high interest in the retailer.

Halim and Ismaeni (2007) on they research said that motivation consumers to visit traditional market still have positive impact on the factor will come again in the future. Forming factors is because cheap price and existence of bargain and also a place of interaction for trader and buyer in the market. For factor store atmosphere which has positive but not significant correlation doesn't meaning consumer would still go shopping to traditional market even the market area that is not supports for people to go shopping to traditional market.

While motivation for consumers to go shopping to modern market is because of various factors which make them interests to visit the market in the future. Factor of cheap price, promotion, assortment of goods, fill of basic necessities and interaction place with relatives or colleagues. Store atmosphere in this market also has relationship which is positive and significant because balmy area makes consumer to wish prolonging the time in the modern market. So it can be assumed that the switchover of consumer from traditional market to modern market is besides for fulfill of basic requirement also because comfort factor, easy going and pleases which they do not find in traditional market.

Another research done by Adri Poesoro fnd that the impact of modern retail to traditional retail which carried out in Depok and Bandung has result that the presence of a supermarket has different impacts on several aspects of the business performance of traders in traditional markets which was measured using variables such as earnings, profit, and the number of employees. But qualitative findings reveal that the main reasons why traditional markets cannot compete with supermarkets are their weak management and inferior infrastructure, not because of the presence of supermarkets alone. Supermarkets actually gain advantages from the unfavorable conditions that prevail in traditional markets.

Despite their unfavorable situation, some traditional markets have been able to survive because they are well managed and attention is given to such aspects as cleanliness, comfort, and security for shoppers. The advantages of traditional markets lie in specific features that modern markets do not have, such as a buying and selling process that allows bargaining over prices and an environment that enable sellers and buyers to become acquainted. An example of a traditional market that has been able to survive using these strategies, despite being surrounded by at least five big modern retailers can be found in the residential area of Bumi Serpong Damai (BSD) in Tangerang. Since it was opened in July 2004, this market has been visited by many loyal customers (Kompas 2006).

CHAPTER III

CURRENT CONDITION THE ECONOMIC OF DKI JAKARTA

3.1. The Economy Condition

The economic of Jakarta, during 2008 has been slowed down mainly due to the slowed-down on consumption and export. Nevertheless, on 2nd quarter of 2008 consumption has increased for 7.1%, lower than the previous quarter with 7.8%. This condition was influenced by the inadequate purchasing power and the consumer's perception of economic stagnation. Furthermore, it was also pushed by the inflation's hike which was relatively increasing during this year.

The result of surveys taken by Bank Indonesia, Statistic of Indonesia (BPS) and AC Nielsen show that the consumer perception to Indonesia economy has been declining. The declines was identified on the consumer's believe and their expectation to economic for the next six (6) months. This was reflected by the hold of consumption on durable goods in the post period of the Oil price increases. The impact of this increase has resulted in the decrease of oil consumption, the decrease of automotive products and electronics sales. Furthermore, the economic slow-down has affected to all community strata, the high-income and low-income.

A slightly different figure can be depicted from the investment's side. The investment was growth contributed by the increase on several prompt indicators on construction investment such as the sales of cement and the increasing of high-rise building development. Jakarta has the program to develop 21 towers of *Rusunami* (small apartment) which are 6 towers in Pulo Gebang, 10 in Cengkareng and 5 in Kemayoran and for the retail property, the under construction projects are Jembatan Pasar Pagi-ITC Mangga Dua, Pulo Gadung Central Bussines and Pluit Junction.

The reduction of import taxes is important to take by Jakarta. In the 2nd quarter of 2008, import has reached 15.8%, still a high level of import although it has decreased from the previous quarter with 17.2%. The main factor which affects this condition was the high level of imports from other countries used as the raw materials for domestic industry. With the relatively-high purchasing power, Jakarta also becomes the commodities distribution center for other provinces such as rice. The decreasing domestic demand has affected the growth on industrial sector. Hence the pressure on production cost was relatively increasing inline with the hike of oil price and the price of raw materials in international market.

One of the important sectors for Jakarta is the infrastructure development. The infrastructure development in Jakarta is still facing a problem on the release of construction land area. This has resulted in the delay of project realization such as the program of Banjir Kanal Timur, 3000 of public apartment, development of Pasar Tanah Abang, JOOR 2 and five (5) public parks in South Jakarta.

On the transportation sector, despite the decreasing level of consumer of Jabodetabek train service and air flight service due to the hike of oil price, the level of the customer of Trans Jakarta has been increasing from 210.000 to 229.000 passengers. Hence, the number of private vehicle user which shifted to busway has increased from 14% in 2007 to 21% on June 2008.

Inline with the carry on of increasing price in the world until May 2008 and the government's response to increase oil price has resulted in the increase of inflation in Jakarta with 4.3% during the 2nd quarter of 2008 from 0.5% in the same period in 2007. On the other hand, Jakarta yearly inflation on 2nd quarter of 2008 was stated for 11.7% (y-o-y), a much higher level compared to the previous quarter with 7.7%. The inflation level remains as the highest level since 2005.

Price stability in Jakarta is worst than the National's or Banten's, but better than the West Java. Quarterly inflation of Jakarta stated for 4.3% higher than Banten with 3.4% and slightly lower than West Java with 4.9%. However, based on yearly inflation Jakarta with 11.7% is lower than Banten with 13.8% and West Java with 12.6%. In general the factors that cause inflation pressure were:

a. The increase/hike of oil price and its impact
b. High level of expected inflation
c. Imported inflation
d. The fact of kerosene price increase in line with the conversion program of kerosene to LPG which disturb the supply side.

The high economic growth of DKI Jakarta on 2^{nd} quarter of 2008 is still not significant to remedy the indicator of welfare in Jakarta. Several of the welfare indicators are employment, poverty level, wage, misery index and live quality as reflected on the Human Development Index (HDI). Although the unemployment rate decrease from 12.57% in 2007 to 11.06% in 2008, however, it still higher than the national unemployment rate with 8.5%. The percentage of poverty has slightly improved from 4.6% to 4.3%. The factor that influence the low rate of improvement for both mentioned welfare indicators is the quality of Jakarta's economic performance which is not reaches the optimum level. This also impact to the wide gap of income which reflected on the development of gini ratio from 0.269 in 2005 to 0.336 in 2007.

Table 3.1

Population Profile of Jakarta Community

2000 (Population Census)	
Male (in thousands)	4,223.12
Female (in thousands)	4,123.96
Total Male Female (in thousands)	8,347.18
Population Density per sq km	12635
Sex Ratio	102.5
Growth Rate of Population (1990-2000)	0.17
Total Fertility Rate (1996-1999)	1.361
Infant Mortality Rate per 1000 Live Births (1996)	25
Male Life Expectancy at Birth (1996)	69.15
Female Life Expectancy at Birth (1996)	73.07

Source: Central Bureau of Statistic

In February 2008, the labor force of Jakarta stated for 4.56 million, increasing compared to the august 2007 with 4.4 million. The absorption of labor has significantly increased from 3.84 million to 4.06 million. The combination of these-two positive factors has resulted in the decrease of open unemployment level from 12.6% in august 2007 to 11.1% in February 2008.

The employment of Jakarta has a relatively different figure with other provinces. The employment in Jakarta is dominated by the formal sector of employment (70.03%), while others are dominated by the informal employment.

In the beginning of 2008, the wage received by labor was increasing. However, the increase of wage was dominantly received by the mid to high level employee due to their relatively-high based salary. Meanwhile, for the low wage labor, the increase of their income was relatively insignificant to influence the increase on consumption.

The poverty rate of Jakarta was relatively low than the national poverty rates. Based on the Statistic Indonesia (BPS), in 2008 the poverty rate of Jakarta was stated for 4.3% from its total population. This improvement of poverty level was inline with the decrease of national pauper number from 37.2 million in 2007 to 34.9 million in 2008. The main factor that influences the decrease was the economic improvement in Jakarta and also supported by the government pro-poor policy through Social Net Program such as Raskin, BLT and Credit transfer for SMEs.

3.2. The Growth of Modern Retail

Indonesia has become a target of invading foreign retail giants in the past several decades. Each decade was marked with the emergence of new format of modern retail business with traditional market always being pushed to the sideline. Early in 1980s when big supermarkets began to make their appearance in Jakarta, traditional markets such as Cikini and Santa market centers, once known to be the main shopping places for the middle to high class members of the community were soon forgotten by most of their regular visitors.

The expansion of supermarkets was faster early the 1990s with new outlets springing up in strategic areas rapidly reducing the role of traditional market centers. At that time many new residential complexes were opened in Java notably in the Jabotabek area. The opening of new human settlements is open room for new market but almost all dominated by supermarkets.

In the middle of the 1990's when Makro and Goro opened their outlets especially in Jakarta, supermarkets faced potential competitiors for the first time. Makro and Goro introduced a new format of modern markets different from supermarkets especially in size of place they occupied and the variety of their products. The difference was sharper in services their customers. Makro and Goro are not as generous in services to its customers but it offers cheaper prices. They are greater emphasis in price than in services to attract buyers.

Meanwhile, small scale supermarkets called minimarkets have also joined in the competition. Minimarkets succeeded in expanding their systems, they grow along large supermarkets in the competition although they have different market format and segments. The two systems expanded with competitive prices and convenience. Minimarkets, however, are closers to the end consumers but they are smaller in scale.

The number of retailer outlets in Jakarta which has suffered difficulties because the growing of minimarkets in 2006 that presumes will be rise again. This is along with the declare of government regulation through Governor Instruction number 115 in 2006 which said that minimarket is prohibited to open in the Jakarta area since 2007.

Most of modern market, local and foreign companies are located in Java. In Jakarta the number of modern market has 1,684 outlets. After Java, Sumatra has 551 outlets or 6% of the total number outlets in the country. The growth of hypermarkets, however, is concentrated in the Jabodetabek region, which has 58% of all hypermarkets.

Table 3.2

Traditional and Modern Retail in DKI Jakarta in 2007

Traditional Retail		**Modern Retail**		
Name of Location	**Num**	**Type**	**Name**	**Num**
Central Jakarta	39	Hypermarket	Super Alfa	35
East Jakarta	33		Giant	12
South Jakarta	28		Makro	15
West Jakarta	27		Hypermart	15
North Jakarta	24		Hero	90
			Superindo	38
		Supermarket	Matahari Supermarket	67
			Matahari	83
			Alfa Gudang Rabat	35
			Ramayana Bazar	35
		Mini Market	Ramayana Dept Store	38
			Indomart	758
			Alfamart	425
			Starmart	38
Total	**151**	**Total**		**1684**

Source: Warta Kota

3.3. The Traditional Retail Provision

Many traditional markets in the region are not well-maintained and hence they are threatened by the establishment of modern markets and the superior standards they presented. The records from PD Pasar Jaya show that in Jakarta only 27 out of a total of 151 markets have buildings that are in good physical condition. While the rest have buildings that are seriously damaged and only 13 are slightly damaged. Another factor that explains the lack of development among traditional markets is the minimum of support offered to traditional traders. Their planning strategies are inadequate, their access to capital is limited since they do not have sufficient collateral, they do not have economies of scale, there is no networking with large suppliers, their procurement management is poor, and they are unable to cater to the needs of the consumers (Newsletter, 2007).

Table 3.3

Kiosk Occupancy in PD Pasar Jaya in 2005

Traditional Market	Capacity (in kiosk)	Usage (in kiosk)
Pasar Jln Blora	354	86
Pasar Cilincing	576	161
Pasar Karet Pedurenan	241	166
Pasar Cipinang Besar	223	181
Pasar Muncang	112	40

Source : PD Pasar Jaya

Traditional market still dominating consumers especially in local area or in town periphery. But percentage of consumer amounts paying a visit to traditional market declining along with the increasing of modern market in urban area. In the year 1999 level of consumer going shopping to traditional market around 84%, then the year 2002 the numbers decrease to become around 75%. While consumer amounts going shopping to supermarket and also hypermarket increase from 13% and 3% in the year 1999 becoming 20% and 5% in the year 2002 (AC Nielsen).

3.4. Government Policy

The Presidential Regulation concerning the Spatial Planning and Development of Modern Shops and Markets, which is enacted in 2007, brings a breath of fresh air to traditional markets in that the central government will regulate the growth of modern markets in urban areas. So far, national level regulations dealing with traditional markets exist only in the form of a ministerial decree issued by the Minister of Industry and Trade on 13 October 1997. The ministerial decree is a guide to the structure and development of markets and shops, which aims to protect small and medium traders from big retailers. In accordance with regional autonomy law, which gives wide ranging authority to the regions, regional-level regulations have greater legal strength than the ministerial decree.

At the regional level, only Jakarta has specific and comprehensive regional regulations to handle modern markets such as Provincial Regulation No. 2/2002 on Private Markets in DKI Jakarta and Gubernatorial Decree No. 44/2003 on

Guidance on the Implementation of Private Markets in Jakarta, Bandung and Depok have issued a number of regulations related to the management of traditional markets, but regional regulations that deal specifically with matters linked to modern markets have not yet been prepared.

The government role as public nutrition provider and distributor is becoming more and more limited; and replaced by the private sector. The existence of modern retails has negative impact on the producers or farmers, have triggered the shift on the local food consumption basket towards the international/global food consumption basket, and thus diminished the role of traditional markets.

Another regulation that has set by government is on zonation of modern retailers (hypermarket, department store and supermarket) allowing them to operate in the provincial capitals but not in the capitals of lower district such as regency. It was arranged in a joint decision of the industry and trade and home affairs ministers No. 145/MPP/Kep/5/1997 and No. 57/1997. The zonation that set the distance between modern market and traditional market will determine the success of a retailer. Under the present regulation, for example, the distance is between hypermarket and traditional market 2,5 kilometer at least. In a presidential decree, the location of hypermarket regulated more clearly to prevent unfair competition with traditional markets.

Another thing, hypermarkets are required to have partnership with small enterprises, cooperatives and traditional markets as well as suppliers. Regional administration will be give authority to issue license for hypermarkets.

CHAPTER IV
RESEARCH METHODOLOGY

4.1. Data Collecting Method

Data is obtained divided become two that is primary data and secondary data. Method applied to collect data in this research is as follows:

1) Survey

   Gives a number of questions to a number of respondents selected at random through by asking the respondents who has visiting both of the traditional market and modern market to fill the questionnaire.

2) Indirect communications

   This is done through several of scientific literature and journal of marketing, journal of retailing and journal of consumer research.

4.1.1 Questionnaire

According to the initial concept, questionnaire is made to discover consumer preference toward traditional market or modern market. Then respondent is given choice to answer question by using scale Likert point 6, where number 1 is very disagree, 2 is less disagree, 3 is disagree, 4 is less agree, 5 is agree and number 6 is very agree. The author is also make assumption that point 1 to 2 is where respondent is definite that they are not agree, the point 5 to 6 is where the respondent is definite that they are agree and the point 3 and 4 is the grey area where the respondent felt uncertainty about the situation. The following is the structure of question provide in the four part of the questionnaire.

Table 4.1

Questionnaire Structure

Question Number	Subject
On Characteristics	
Q1	Which market given affordable price
Q2	Which market is more transparent about the price
Q3	Which market chosen when there is promotion
Q4	Which market chosen if it doing sale
Q5	Quality of the goods sold
Q6	Packaging of the goods sold
Q7	Variety of the goods sold
Q8	Variety of fresh products
Q9	Variety of basic necessities product
Q10	Variety of daily products
Q11	Location of nearest market from house/office
Q12	Time needed to get to market
Q13	Priority of distance
Q14	Transportation access
On Store atmosphere	
Q15	Operational hours
Q16	Customer service
Q17	Cleanness of shopping area
Q18	Facility completeness
Q19	Parking land
Q20	Security
Q21	Layout goods
Q22	Payment system
Q24	Personnel hospitality
On Shopping motives	
Q23	Bargaining
Q25	Social status
Q26	Friendliness
Q27	Place of recreation
On Retailer interest	
Q28	More interested
Q29	More fascinated
Q30	Curiosity

Source: Primary data

4.2. Population and Sample

Population in this research is household in Jakarta area during this research was accomplished. The sampling method is taken by random sampling with assumption that everyone has the same possibility. It is spread into people in the

Jakarta area using questionnaire which should be filled by respondents and also interview with some of respondents. While sample size applied at this research are 151 respondents from 170 questionnaires that have been given. Based on Hair (2006), the minimum amount of sample to be taken is five times of observation parameters, which is in this research is 5*30=150.

4.3. Data Analysis Method

Data analysis applied at this research is using descriptive statistics through software SPSS 15. This analysis used to which market is becoming consumer decision for fulfill their necessities, to know what is their reason of choosing that market and how is the future of both market if the result is that traditional market and modern market are substitute each other. It also tries to give recommendation of government policy considering the placement of traditional and modern market.

4.4. Variable Construct

4.4.1. Characteristics

Variable at this research consisted of four variable with indicators on every variable. First is the variable Characteristics adopts from Arnold et al (1983) and MacInnis et al (1998) for character of the market which affects consumers' response on shopping. This variable has four indicators such as price, quality, assortment and location. Each indicator is explaining:

a. Price is represented with question number 1 to 4. It was made to see which one of the market, traditional and modern, is choose by consumer related to the which market has the affordable price, which market has the transparent price, is the market is only their target of new product promotion and is the market is only their chosen when it is sale season.
b. Quality is represented of question number 5 to 6. It asking which market is serving better quality of product and which market is in their perception has better packaging of the product sold. To be noted that this does count the fabrication product.
c. The third indicator of characteristic is assortment. Assortment mean here is the variety of product that becomes option for consumer to buy. Question number

7 to 10 is the indicator of assortment. The consumer is ask from their perception which market is has the most variety of product that can be option when they are shopping. Second, the consumer is asking where is their selection when they are wanted to buy fresh product (such as vegetables and fish), basic necessities (such as rice and cooking oil) and daily needed (like tea, sugar and coffee).

d. The last indicator is location. In this, consumer is asking of which one of the market is the closes from their house or office, how long is the time needed, is distance become their consideration to choose which market to shop and is the traditional market more easy for them to get there by public transportation. This indicator can be seen from question number 11 to 14.

4.4.2. Store Atmosphere

This variable means the environment or condition that reveal by the market, traditional or modern one. It is the shopper perceptions of the image of market. There are three indicators that conduct this variable which is store operations, store appearance and personnel service.

a. Store operations operational issues is store hours and the availability of customer service that the market provide. It is in the question number 15 and 16.
b. Store appearance means physical appearance and the facility from the market. It measure from cleans of shopping area (question no.16), the completeness of facility (question no.17), the providing of parking land (question no. 18) and the security during shopping (question no.19).
c. For personnel service, it is asking about the employee or the sales person of the market for their hospitality (number 24).

4.4.3. Shopping Motives

This means the consumers' motives for shopping which affected by their own reason of necessity. Shopping Motives adopts from Arnold and Reynolds (2003) and Halim and Ismaeni (2007) which only use three indicators of shopping motives, such as:

a. Value shopping. This motive is raise from the question number 23 by asking is the consumers go to traditional market because of the bargaining system that only exists in this market.
b. Role shopping. The question number 25 is examining what the position of the customer in the society is. If, their thinking that they are in the high level in the society, where are they would go to shop. Is the traditional market is only for low level customer and the modern market is only for the high level customer or nether both market can be their selection of shopping.
c. Social shopping. It is questioning is customers are making the modern market as their place to socialize, their place to meet their friends and colleagues or their place to have recreation with family (question number 27). If they were thought it is, what about the traditional market. Are they not think that traditional market is unfriendly market again, because as we know that in traditional market which has bargaining system make communication between seller and buyer (question number 26).

4.4.4. Retailer Interest

The retail interest implies consumer interest or eagerness to visit modern and or traditional market which adopted from Jones and Reynolds (2006). There are also three indicators in this variable which are interested, fascinated and curious.

a. Interested which is ask in question number 28 is want to know about which market is more to be liked by the consumers.
b. Number 29 is questioning about which market is more attractive for consumer and the next step it can be expose more deeply the reason.
c. The last indicator is curiosity. Consumers were asked about are they go to one market because of their curious about the market or not.

The summary of all variables at this research shown:

Table 4.2

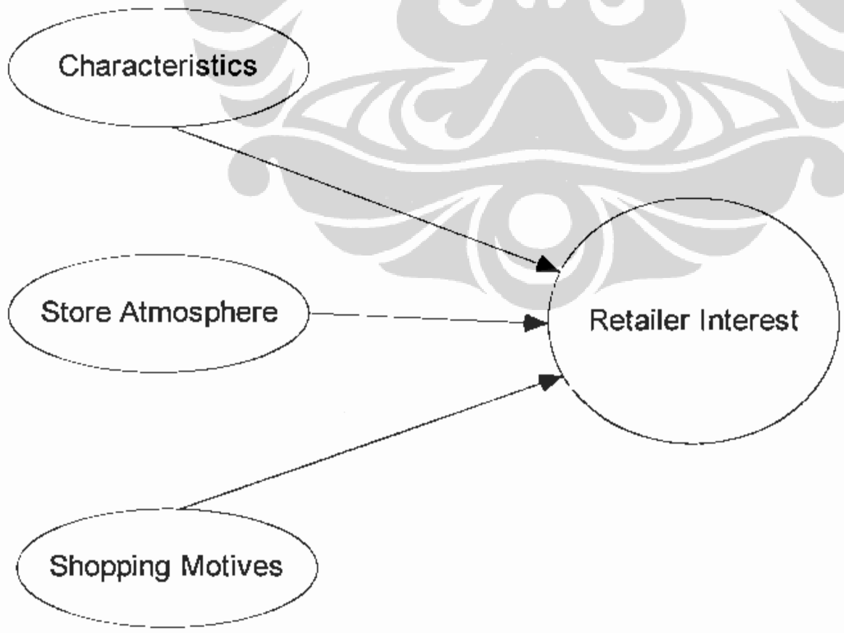
Variable Definition Operational

Variable	Indicator	Measurement	Author
Characteristics	Price	Affordable/not	Arnold et al, 1983
	Quality	Good/not	
	Assortment	Various/not	
	Location	Far/not	
Store atmosphere	Store Operations	Hours	Sirohi et al, 1998
	Store Appearance	Convenience/not	
	Personnel Service	Friendly/not	
Shopping motives	Role shopping	Role of the person	Arnold & Reynolds, 2003
	Value shopping	Bargain/not	
	Social shopping	Socialization	
Retail interest	Interested	Interesting/not	Jones & Reynolds, 2006
	Fascinated	Fascinating/not	
	Curious	Curious/not	

So, it can be describe like the figure below:

Figure 4

Retailer Interest Model



Source: Author's estimation

4.5. Research Method

This research type is using descriptive statistic qualitative research. Descriptive statistic is use in order to describe how the data can be illustrate, explaining or even concluding numerically so that the data will be more meaningful. Research qualitative done to look for information through literature review, and does survey by using questionnaire communicated directly.

This research is replication on the research which has been done by former researcher, Halim et al (2007), done as effort is continuing direction of researcher before all as well as seeing stronger relation between each variable.

CHAPTER V
ANALYSIS

5.1. Respondent Profile

5.1.1. Respondent Gender

Respondents' gender in the research is most likely balance. There are 79 male respondents (52.3% of the population) and 72 female respondents (47.7% of the population).

Table 5.1
Gender

		Frequency	Percent	Cumulative Percent
Valid	Male	79	52.3	52.3
	Female	72	47.7	100.0
	Total	**151**	**100.0**	

Source: Primary Data

5.1.2. Respondent Domicile

In accordance to research methodology, respondent comes from five different areas in Jakarta as the following:

Table 5.2
Domicile

		Frequency	Percent	Cumulative Percent
Valid	Central Jakarta	17	11.3	11.3
	East Jakarta	36	23.8	35.1
	West Jakarta	27	17.9	53.0
	North Jakarta	16	10.6	63.6
	South Jakarta	55	36.4	100.0
	Total	**151**	**100.0**	

Source: Primary Data

Most of the respondents come from the South Jakarta with 55 respondents (36.4% of the population). Second much come from East Jakarta with 36 respondents (23.8% of the population), another from West Jakarta 27 respondents (17.9% of the population), 17 respondents (11.3% of the population) comes from Central Jakarta area and the rest from North Jakarta 16 respondents (10.6% of the population).

5.1.3. Respondent Age

Respondent comes from variety of age. Most of them are come from 26 up to 30 years of age (52 respondents, 34.4% of the population). Next, are come from the age of 20 up to 25 years old (38 respondents, 25.2% of the population). The oldest respondent is on the group 56 to 60 years old with only 1 respondent (0.75% of the population). The rest are age 31 up to 35 (18 respondents, 11.9% of the population), age 36 up to 40 years 12 respondents (7.9% of the population), 41 up to 45 years 13 respondents (8.6% of the population), the age 46 up to 50 years with 10 respondents (6.6% of the population) and last is age 51 up to 56 with 7 respondents 4.6% of the population).

Table 5.3
Age

		Frequency	Percent	Cumulative Percent
Valid	20 - 25	38	25.2	25.2
	26 - 30	52	34.4	59.6
	31 - 35	18	11.9	71.5
	36 - 40	12	7.9	79.5
	41 - 45	13	8.6	88.1
	46 - 50	10	6.6	94.7
	51 - 55	7	4.6	99.3
	56 - 60	1	.7	100.0
	Total	**151**	**100.0**	

Source: Primary Data

5.1.4. Respondent Marital Status

The following are respondents' explanation based on their marital status.

Table 5.4
Marital Status

		Frequency	Percent	Cumulative Percent
Valid	Single	62	41.1	41.1
	Married without children	16	10.6	51.7
	Married with children	70	46.4	98.0
	Widow/widower	3	2.0	100.0
	Total	**151**	**100.0**	

Source: Primary Data

There are 62 respondents with single marital status (41.1% of the population). Nevertheless, most of the respondents are married without children with 70 respondents (46.4% of the population) while the married with children marital status only 16 respondents (10.6% of the population). The rest is widow or widower marital status with 3 respondents (2.0% of the population).

5.1.5. Member of Family

In this research, show the respondent member of family with number of member in family of three and four has the same amount 37 respondents (24.5% of the population). The second one is one member of family with 24 respondents (15.9% of the population). The member of family 2 is 19 respondents (12.6% of the population) and member of family 5 is 18 (11.9% of the population). The rest is more than 5 member of family with 16 respondents (10.6% of the population).

Table 5.5
Member of Family

		Frequency	Percent	Cumulative Percent
Valid	1	24	15.9	15.9
	2	19	12.6	28.5
	3	37	24.5	53.0
	4	37	24.5	77.5
	5	18	11.9	89.4
	>5	16	10.6	100.0
	Total	**151**	**100.0**	

Source: Primary Data

5.1.6. Education

Respondents that involved in this research have different kind of educational background. Most of them have undergraduate degree (75 respondents, 49.7% of the population). Followed by, 36 respondents with high school degree (23.8% of the population). Next is from master degree with 24 respondents (15.9% of the population) and diploma degree with 12 respondents (7.9% of the population). Others are junior high degree 3 respondents (2.0% of the population) and elementary (1 respondent, 0.7% of the population).

Table 5.6
Education

		Frequency	Percent	Cumulative Percent
Valid	Elementary	1	.7	.7
	Junior High	3	2.0	2.6
	Senior High	36	23.8	26.5
	Diploma	12	7.9	34.4
	S-1	75	49.7	84.1
	S-2	24	15.9	100.0
	Total	**151**	**100.0**	

Source: Primary Data

5.1.7. Occupation

Most of the respondents work is public servant with 76 respondents (50.3% of the population). Followed by, private employee (47 respondents, 31.1%of the population) and the students which are still having their education in high school, undergraduate program or master program (14 respondents, 9.3% of the population). Respondents are also come from other type of job like sellers with 7 respondents (4.6% of the population). The rest are business owner (19 respondents, 4.0% of the population) and household mother (1 respondent, 0.7% of the population).

Table 5.7
Occupation

		Frequency	Percent	Cumulative Percent
Valid	Public Servant	76	50.3	50.3
	Students	14	9.3	59.6
	Entrepreneur	6	4.0	63.6
	Housewife	1	.7	64.2
	Private Employee	47	31.1	95.4
	Others	7	4.6	100.0
	Total	**151**	**100.0**	

Source: Primary Data

5.1.8. Respondent Monthly Spending

Most of respondents (47 respondents, 31.1% of the population) spent one million to two million rupiah per month. Then, there are 30 respondents (19.9% of the population) spent two to three million rupiah per month. Followed by, 24 respondents (15.9% of the population) spent three to four million rupiah monthly. The rest are 23 respondents (15.2% of the population) spending above four million rupiah and 22 respondents (14.6% of the population) spent five hundred to one million monthly spending. Last is the smallest amount of spending is under five hundred with 5 respondents (3.3% of the population).

Table 5.8
Monthly Spending

		Frequency	Percent	Cumulative Percent
Valid	< Rp.500.000,-	5	3.3	3.3
	Rp.500.000,- - Rp.1.000.000,-	22	14.6	17.9
	Rp.1.000.001,- - Rp.2.000.000,-	47	31.1	49.0
	Rp.2.000.001,- - Rp.3.000.000,-	30	19.9	68.9
	Rp.3.000.001,- - Rp.4.000.000,-	24	15.9	84.8
	> Rp.4.000.000,-	23	15.2	100.0
	Total	**151**	**100.0**	

Source: Primary Data

In order to see the perception of consumers on both market, traditional and modern, the author is trying to analyze each of the variables by adjusted it from the modern market side. The point 1 to 3 from the Likert scale is presented that the consumer is contra to modern market and pro to traditional market, while the point 4 to 6 from the scale Likert is contra to modern market and pro to traditional market. Another thing is, since the respondent of the questionnaire are mostly working women, so that the research of this thesis is bias to the working women.

5.2. Characteristics

This variable is represented with four indicators. For indicator price, the most important thing is to see which market is giving the reasonable price. For quality is to examine which market has provided the best quality of product sold and the packaging. For assortment is to see which market has more variety of the goods sold. And for indicator location is to know whether this indicator is become important consideration for consumer to shop. The questionnaire number 1 up to 14 is the indicator of variable characteristics.

a. Price

The variable price is measuring by the question number 1 to 4 from the questionnaire. The question number 1 is asking about is the price in the modern market affordable compare to the traditional market. Interestingly that the result shows quiet balance amount between respondent who said yes 47.02% (range point 4 to 6) and said no 52.98% (range point 1 to 3) with the majority of the answer is in point 3 and 4.

For the second question about price transparency in traditional market, most respondent said that they are disagreeing with this. The price in the traditional market is not available like the one in modern market. Each of the sellers could give different range of price. And the price is also can be different for the next day.

Survey by AC Nielsen (2005), which doing research on consumer whose shopping in the supermarket and hypermarket in Jakarta, Bandung and Surabaya shows that there is a group of consumer which called promotional fans, whose shopping based on promoting practice that by impulse push them to buy things, out of they planned to shop. This is also fit with the result from the research which is shows that most of the respondent are agree that they are interesting to buy things in modern market because of the promotion price (76.8% out of the population agree with the statement). If we see from the gender and domicile the amount is balance. While from the category age the range is 20 to 25 with 65.8% and 27 to 30 with 51.9%. The marital status is single (54.8%) and married without children is 62.5% along with the category member of family which the highest number is 2 member (52.6%). Looking from the occupation, since they are only one respondent as a household mother, her answer is very agree (100%) followed by the students with 85.7% out of the population. From the monthly spending the highest is the range under Rp. 500.000,- per month followed by Rp. 5.000.000,- to Rp. 1.000.000,-

Differently with they reason for modern market, there are 77.5% respondents of the population saying yes that they do not go to traditional market for the sale season. Respondents are did not shop in traditional market because of marketing strategy that this market gives, as we know that traditional market did not doing any marketing strategy. Traditional market is still become the option for consumer to shop whether there is discount or not.

After done some more intents research in each of the question, it was found that in question number 1 the respondent whose giving the answer between point 3 and 4, which we can take conclusion they have doubt about the statement, is in the age 20 to 30 years old. The range amount of they monthly spending is between 1 million to 2 million which the authors clustering is in the middle level society. They marital status is single and married with one children since they member of family is three person. The education is the respondent who has diploma and undergraduate degree. Last is the respondent who has job as an entrepreneur who's the one with the most uncertain about the price in modern market is more affordable than in the traditional one. While for the category of gender, between male and female respondent is also has the same amount of they answer for each point scale.

Table 5.9

Price Summary

No	Descriptions	Contra			Pro		
		1	2	3	4	5	6
Q1	Affordable price in modern market	10	32	38	39	29	3
		80			**71**		
Q2	Transparency of price in modern market	5	40	15	48	35	8
		60			**91**		
Q3	Promotion Price in modern market	2	11	22	35	69	12
		35			**116**		
Q4	Discount in modern market	1	15	18	41	54	22
		34			**117**		
	Total	**209**			**395**		
	Percentage	**34.60%**			**65.40%**		

Source: Processed by Author

Based on the result of all indicators on price, we can say that respondents are having perception that they are more prefer modern market compare to traditional market (65.40% to 34.60%), especially when the market is doing promotion activities and discount. Indeed, they do not sure whether the price in modern market is cheaper than in the traditional one.

Seeing that more deeply research it was found that the number of respondent that pro with the affordable price within male or female is almost the same. About 54% male respondents and 51% female respondents are disagree that the price in modern market is affordable than the price in traditional market. Male respondents whom are pro with this mostly is male with the marital status married without children (67%) and secondly male with the marital status married with children (52%) and last is the single one (28%). If we look from the occupation side, the most disagreeing male is the student (80% out of the population) respondent follow with the private employee (60% out of the population), others with 60% out of the population and last is the public servant (50% out of the population). Whereas when we see from the monthly spending and education, male respondent with the highest number of disagreeing with affordable price in modern market is the one who spend above Rp. 4.000.000,- with 70% and basic education as diploma degree with 80%. Follow with the monthly spending range Rp. 2.000.000,- to Rp. 3.000.000,- (64%) and level education is senior high (60%). Continue is the range Rp. 500.000,- to Rp. 1.000.000,- with 56% and the education is undergraduate degree with 54%. Next is the range of monthly spending from Rp. 1.000.000,- to Rp. 2.000.000,- with 48%, from Rp. 3.000.000,- to Rp. 4.000.000,- with 43% while the level of education is master degree with 50% out of the population. As for the male respondent with level education elementary and junior high are all of them agree to the price in modern market more affordable than traditional one.

Nevertheless for female respondents, the one who contra with the price in modern market is affordable than in traditional market is the widow (100%) and second is married without children (70%) and then single (49%) while last is married with children (41%). From the occupation side, the household mother, which is only person, is answering that she disagree with the statement price in modern market more affordable than in traditional. Next is the entrepreneur with 75%, follow with private employee with 54% and others occupation with 50%. Next is public servant and students with each number is 47% and 44%. The most disagreeing female respondent with the affordable price in modern market is the range amount Rp. 3.000.000,- to Rp. 4. 000.000,- with 70% and Rp. 1.000.000,- to Rp. 2.000.000,- with 67%. Follow with the range of monthly spending Rp. 2.000.000,- to Rp. 3.000.000,- with number 63% and then 54% out of the respondent with the range of Rp. 500.000,- to Rp. 1.000.000,-. Last is 15% of female respondent with the monthly spending above Rp. 4.000.000,-. From the result on top we can conclude that the middle level respondent is mostly disagree with the affordable price in modern market; while the highest level and the lowest level of respondent society are agree with the price in modern market more affordable. Furthermore, from the education we can see that the respondent is almost equal between agree and disagree (43% and 57%) from the senior high and diploma level. As from the junior high and master degree, there are an equal number of respondent whose agree and disagree for the affordable price (50%). The last is undergraduate degree with 47% of respondent and the elementary which only one person is saying agree that the price is more affordable in modern market.

The result from this research state that some of respondents are agree to pay more for gaining convenience, while others rated that price is most important thing that they should give more time on searching it. Actually, consumers whom are buying in the modern market because of promotion and discount are consumers that include as a price-driven.

b. Quality

This indicator is query by the question number 5 and 6. Based on the primary data it can verify that most of respondent (with 103 respondent or 68.2% out of the population) felt that quality of product sell in modern market is better than in traditional market.

Due to the question number 6 on the subject of packaging, respondents also have perception that product packaging in traditional market is not very attractive (127 respondents or 84.1% out of the population) pro to the modern market.

Table 5.10
Quality Summary

No	Descriptions	Contra			Pro		
		1	2	3	4	5	6
Q5	Quality of goods in modern market better	4	15	29	36	60	7
		48			103		
Q6	Packaging in modern market better	0	15	9	63	54	10
		24			127		
	Total	72			230		
	Percentage	23.84%			76.16%		

Source: Processed by Author

Respondents have the perception that modern market could give better quality of the product and also better packaging. This is because of modern market have division of quality control and even though both market sell the same product such as fabricated products, since the modern market organizing the goods in the shopping area then physically the products looks more qualified.

c. Assortment

As the indicator price and quality, assortment is also one of variable which become consumer consideration to choose the place to shop. From the primary data it is shown that the majority of consumers agree that modern market has more kind of sold products (84.8% from the population) especially the hypermarket one. It is also from the preference of consumer for basic necessities product 64.9% of respondent are agree that modern market is becoming their choice for buying those goods. On the contrary, fresh product in traditional market is their priority selection with 84.8% of the population. While for daily products, such as tea, sugar and coffee, there is an equivalent answer for this product which is 44.4% choose modern market and 55.6% choose traditional market.

Table 5.11

Assortment Summary

No	Descriptions	Contra			Pro		
		1	2	3	4	5	6
Q7	Variety of goods in modern market complete	0	9	14	30	77	21
		23			**128**		
Q8	Buying fresh product in modern market	25	80	23	14	9	0
		128			**23**		
Q9	Buying basic necessities in modern market	3	22	28	28	58	12
		53			**98**		
Q10	Buying daily needed in modern market	10	48	26	50	14	3
		84			**67**		
	Total	**288**			**316**		
	Percentage	**47.68%**			**52.32%**		

Source: Processed by Author

Back to the question number 7 where the variety of products in modern market is much larger, the respondents is also choose this market for daily needed because of the variety of the goods sold.

For the explanation of the founding about respondent who choose traditional market in term of modern market (for question 8) is the male respondent about 17 persons while the female is 6 people. If we see from the age, there are various from 20 to 25 years old with 2 person, from 25 to 30 years old is about 8 person, the age 31 to 35 years old is 3 person, whereas for the age 36 to 40 and 46 to 50 years old is the same 2 person. As for female respondent, most of them are pro to the traditional market to buy fresh product except 1 person in the age 46 to 50, 3 people in the age of 26 to 30 years old and 4 people in the age of 20 to 25 years. In fact for the marital status, the single male respondent is the one who contra to buy fresh product in traditional market about 6 person, follow with the one who has married with children 10 person and the one who has married without children is only 2 person. On the contrary, for female respondent, the one who has married without children has 2 people, the single female disagreeing is 3 people and for the one who has married with children is only one. Continuing to know from the education background, there is only one man with the education background is junior high and his answering is pro to the modern market, same as from the diploma degree. The most male respondent who is pro to modern market comes from the undergraduate degree with 8 person and next is from master degree with 5 person. differently with the male respondent, female respondent almost all pro to traditional market in term of buying fresh product except for 3 person in the undergraduate degree, 2 person in the junior high and 1 person in the diploma. When the research is done from the occupation of the respondent, it is shown that male respondent is 8 person from the public servant or 17% from all male public servant is agree to modern market as a place for them to buy fresh product. The same opinion as 3 private employees, 3 others occupation, 2 entrepreneurs and 1 student have, choosing modern market for a market to buy fresh product. As the same as, there are only 4 public servant and 1 student and private employee of female respondent that has chosen modern market for fresh product. The author also seeing from the monthly spending of each respondent, with result is 5 male respondent with the monthly spending is Rp. 1.000.000,- to Rp. 2.000.000,- and Rp. 3.000.000,- to Rp. 4.000.000,- while the other 3 and 2 person have monthly spending up from Rp. 4.000.000,- and Rp. 2.000.000,- to Rp. 3.000.000,-. As for the spending under Rp. 500.000,- and Rp. 500.000,- to Rp. 1.000.000,- , both of these there is 1 person pro to modern market. The female respondent, as knowing is more prefer to traditional market for buying fresh product, is having 3 person pro to modern market with her monthly spending is Rp. 1.000.000,- to Rp. 2.000.000,- continuing 2 person with Rp. 500.000,- to Rp. 1.000.000,- and last is 1 person with her spend Rp. 3.000.000,- to Rp. 4.000.000,- per month.

Continuing the research to question number 9, it is seen that based on the gender, male respondent is having almost the same amount between the pro and contra which is 44 people and 35 people. For female respondent, most of them are agree that they are buying basic necessities in modern market with the number is 54 people pro and 18 people contra.

Moreover for this question, the most significant answer is from the man with marital status is married with children, there are 21 person who disagree to buy basic necessities in modern market while the rest 27 male respondent who has married with children is agree. At the same time with the married, the single male is also have the same number for they who is buying in modern or traditional market, which is 11 person whom disagree and 14 person agree to modern market. Last is for them who had married without children, 50% or 3 people from 6 people with this marital status are pro to modern market.

In addition for the female respondent, almost all of them are pro to modern market except 9 from 37 single respondents whom pro to traditional market, 5 from 22 married with children respondent, 2 from 8 married without children respondent and last is 2 from 3 widow respondent.

Other research is from the monthly spending. Both male and female respondent with the spending under Rp. 500.000,- are pro to modern market. As for the middle level spending, the male respondents who choose modern market to traditional market for buying basic necessities is equally but the above Rp. 4.000.000,- spending is pro to traditional market.. Differently for female respondent, most of them in all level are pro to modern market (more than 50%).

If we looking from the occupation, male entrepreneurs are all agree to modern market, 3 of 5 male students are agree to modern market, 19 of 46 male public servants are agree to modern market, 10 of 21 private employee are agree to modern market and as for the others occupation there are 3 of 5 person who are pro to modern market. On the contrary, for female respondent, mostly up from 60% respondent are pro to modern market such as public servant (83%), students (78%) and private employee (69%). The only household mother respondent is agree to modern market for this question whereas the female entrepreneur and others occupation are equally between pro and contra with the modern market (2 of 4 and 1of 2 respondent).

In term of daily needed, both male and female respondent have the equal number which is 44% is disagree to modern market for place to buy daily needed and 56% is agree. Female respondent with the marital status married without children is 70% pro to modern market as same as 67% of widow. Whereas for the married with children there are 55% and 30 % single woman also pro to modern market. Moreover, the male respondent, almost all of them prefer traditional market compare to modern market for buying daily needed like coffee, sugar and tea. There are 52% of single woman, 67% the one has married without children and 56% married with children.

Since the author already divided the level of society with three level, it is showing that for female respondent, they much prefer traditional market compare to modern market for the daily needed (under Rp. 500.000,- is 75% and Rp. 1.000.000,- to Rp. 2.000.000,- is 69%), opposite with the male respondent where they are more prefer modern market to traditional market for they daily needed. It is also the same happening with the middle level income where the female respondent are have much preference to traditional market along with the male respondent with 61% for Rp. 1.000.000,- to Rp. 2.000.000,- and 73% for Rp. 2.000.000,- to Rp. 3.000.000,- spending per month. As it is in the high level society either male respondent or female respondent are choosing traditional market to fulfill they daily needed.

Moreover from the age of respondent, the author see that almost in every level of the age respondent is preferring traditional market compare to modern market even though they amount is nearly equal around 40% is pro to modern market and around 50% is pro to traditional market. Only from the age 31 to 35 is the respondent more pro to modern market (59%) and as we see more deeply, the female respondent are the one prefer this market in term of traditional market. Also with the age 46 to 50 years, there is an equivalent amount for this age level (50%) between going to traditional market or modern market to buy daily needed.

From the question 8 to 10, we can see that majority of respondent who is more prefer to modern market compare to traditional market is the male respondent. This probably because of male respondent is not a person who likes to go shopping or even search more information about market. Male person is more prefer to practical things which in the modern market is provided. Fish, vegetables, cooking oil, sugar and coffee are things that are also sell in modern market. In term of how much the price and how fresh the product is, they did not give too much attention of it.

Table 5.12
Variety of products to the Daily Needed cross by Age

Q7 (variety)			Q10 (daily needed)						Total
			VD	D	LD	LA	A	VA	
Disagree	Age	20 - 25	0	0	1	1		1	3
		26 - 30	0	1	1	0		2	4
		31 - 35	0	0	1	0		0	1
		36 - 40	1	0	0	0		0	1
	Total		1	1	3	1		3	9
Less Disagree	Age	20 - 25		1	1	2	1	1	6
		26 - 30		0	0	1	1	0	2
		31 - 35		0	0	1	0	0	1
		41 - 45		0	0	1	0	1	2
		46 - 50		0	0	1	0	0	1
		51 - 55		0	2	0	0	0	2
	Total			1	3	6	2	2	14
Less Agree	Age	20 - 25		2	4	3	0		9
		26 - 30		0	4	1	2		7
		31 - 35		0	3	1	1		5
		36 - 40		0	1	0	1		2
		41 - 45		0	2	1	0		3
		46 - 50		1	1	1	0		3
		51 - 55		0	1	0	0		1
	Total			3	16	7	4		30
Agree	Age	20 - 25		1	5	2	10	0	18
		26 - 30		6	8	4	11	2	31
		31 - 35		0	3	1	3	0	7
		36 - 40		0	2	1	4	0	7
		41 - 45		0	1	1	1	0	3
		46 - 50		1	2	0	3	0	6
		51 - 55		0	0	0	4	0	4
		56 - 60		0	1	0	0	0	1
	Total			8	22	9	36	2	77
Very agree	Age	20 - 25	0	0	1	0	0	1	2
		26 - 30	0	0	3	1	3	1	8
		31 - 35	2	0	0	0	2	0	4
		36 - 40	0	0	1	0	0	1	2
		41 - 45	0	1	1	2	1	0	5
	Total		2	1	6	3	6	3	21

Source: Primary Data

d. Location

The preference of location is always concerning distance. But, in the city like Jakarta, with the high level of traffic jam, distance is can not be the only reason for consumer to decide a place to shop. The available of public transportation and the time needed to get to the market are also being consideration for consumer to decide which market.

Table 5.13
Location Summary

No	Descriptions	Contra			Pro		
		1	2	3	4	5	6
Q11	Modern market is closed to home/office	1	18	23	22	76	11
		42			**109**		
Q12	Time needed to modern market more efficient	12	52	23	40	20	4
		87			**64**		
Q13	Distance is important to choose modern market	5	18	28	26	63	11
		51			**100**		
Q14	Public transportation in modern market more easy	12	59	30	33	13	4
		101			**50**		
	Total	**281**			**323**		
	Percentage	**46.52%**			**53.48%**		

Source: Processed by Author

Respondents in this research are agree that modern market is closer from their house or office (72.1% out of the population), indeed the factor of distance becoming their concern for selected modern market (66.2% out of the population). On the contrary, they do not think that the time needed going to modern market is more efficient since is not much of public transportation.

Seeing that more of respondent pro to traditional market for question 12 and 14, we would like to see the background of the respondent profile.

For question 12, between male and female respondent, both of them are agree that the time to go to traditional market is more efficient than going to modern market (58% to 42%). But, if we see from the marital status, male respondent that still single or married without children are disagreeing that the time to reach traditional market is more efficient than modern market (each of it 72% and 67%) while for them who has married and have children are mostly agree that going to traditional market is more efficient. In the female respondent, all of the marital status has the biggest percentage on pro to traditional market as more efficient in time needed in term of traditional market. The same as we look from the occupation of the female respondent, each of the occupation type, most of them are pro to traditional market compare to modern market for the efficiency of time. On the other hand, for male respondent, we can see various answers or this question. For public servant, they are much preferred that the time is more efficient in traditional market. For students, private employee and others occupation are much prefer modern market for time efficiency while the entrepreneur is having balance.

From the result above, we can conclude that in term of variable characteristics, modern market is gaining a lot of strengtheners.

According to Arnold et al (1983) locational convenience and low price were clearly more important than other attributes. Incorporate with the result, where respondent choose modern market for its promotion and discount price, transparency of price, better quality and packaging, have a lot of choice on goods variety and the market that closes to the consumers house or office. Whereas about low price, respondent are not much agree with because they believe that traditional market are given not too expensive price. Sellers in traditional market are buying their selling product with small quantities while the modern market are able buying in large quantities, that is why the modern market is able to sell in a lower price. The focus for low price is replaced by the value for money. For example, as to food, consumer still believes that traditional market can give better price and quality for fresh product.

5.3. Store Atmosphere

The second variable is store atmosphere. This variable has three indicators which are store operation, store appearance and personnel service and each of the indicators are describing:

a. Store Operation

Store operation means operational issues such as store hours. From the question given is asking whether modern market has the longer open hours compare to the traditional market. Most of the respondents are agree with the statement. Nevertheless, the government is also support this issue from the presidential degree number 112/2007 article 7 state that "(1) Business hours of Hypermarkets, Department Stores and Supermarkets shall be as follows: Monday through Friday, 10:00 am to 10:00 pm local time; b. Saturday and Sunday, 10:00 am to 11:00 pm local time; (2) Regents/Mayors or the Governor of the Province of Jakarta Special Capital Region may determine business hours until over 10:00 pm local time on religious holidays, national holidays or other specified days", while the traditional market is usually has closed their store before 6 PM except for the convenience store.

Based on the respondent preference, mostly is agree that the modern market operation hour is longer than the traditional one (78.1% respondent agree with the question). Nevertheless, respondents experience about traditional market is that this market did not provide the customer service facility (84.8%). So, in term of indicator store operational respondent prefer modern market than traditional.

Table 5.14
Store Operation Summary

No	Descriptions	Contra			Pro		
		1	2	3	4	5	6
Q15	Modern market operational hour longer	2	18	13	23	77	18
		33			**118**		
Q16	Customer service is available in modern market	2	14	7	41	58	29
		23			**128**		
	Total	**56**			**246**		
	Percentage	**18.54%**			**81.46%**		

Source: Processed by Author

b. Store Appearance

Store appearance is the physical appearance of the store like the interior design, the layout of goods sold and the facility organization for instance customer service. The last is personnel service is services provided by the employee or the owner of the market.

Based on the primary data, most of the respondents are prefer for modern market than traditional market. For instance, 94.7% of the respondents agree that the modern market shopping area is more clean according question number 17; 87.4% of the respondent said that the facility in the traditional market is not complete (question number 18); the availability of parking land where consumers agree it is more safe and appropriate in modern market (93.4% of the respondents) based on question 19 and the security in modern market is higher than the traditional one (86.1% of the respondents) based on question 20; and also 93.4% of respondents prefer modern market of its interior layout is ease them to shop. The last concern for store atmosphere is payment system. Respondents are felt being facilitated by the payment system in the modern market because the availability of banking payment system so that they do not have to bring a lot of money whereas in the traditional market, they can only take cash but the security is not guarantee.

Table 5.15

Store Appearance Summary

No	Descriptions	Contra			Pro		
		1	2	3	4	5	6
Q17	Cleanness of modern market shopping area	1	3	4	9	73	61
		8			**143**		
Q18	Facility in modern market more complete	4	8	7	36	58	38
		19			**132**		
Q19	Parking land in modern market more safety	0	2	8	14	74	53
		10			**141**		
Q20	Security in modern market better	2	6	13	52	56	22
		21			**130**		
Q21	Goods layout in modern market more organize	2	5	3	11	84	46
		10			**141**		
Q22	Payment system in modern market more easy	2	24	26	53	39	7
		52			**99**		
	Total	**120**			**786**		
	Percentage	**13.25%**			**86.75%**		

Source: Processed by Author

One thing that people always concern to traditional market is because of the shopping area that dirty, wet, smelly etc. From the table above, we could say that modern market has an absolutely number of consumer preference but still there are some respondent whom did not agree with the statement. By the research it was notice that the respondent is from the lower and middle level society while the high level all saying that modern market is cleaner.

c. Personnel Service

Another thing about store appearance is the hospitality of the personnel service. In every hall of the shopping area you will find a person that will help you if you need something. This is part of the service that modern market provide in order to satisfy their consumers. Majority of respondent (82.8%) are agreeing to say that the personnel service of modern market is friendly and skilful.

Table 5.16
Personnel Service Indicator Summary

No	Descriptions	Contra			Pro		
		1	2	3	4	5	6
Q24	Personnel hospitality in modern market	2	3	21	35	70	20
		26			**125**		
	Total	**26**			**125**		
	Percentage	**17.22%**			**82.78%**		

Source: Processed by Author

Based on the three indicators from variable store atmosphere, we can conclude that major of respondent has the preference to modern market compare to traditional one. Modern market with the big capital they have is able to provide place as comfort as possible for consumer while doing shopping. Whereas traditional market which is manage by the government was not able to compete with it.

According to Sirohi et al (1998) consumer perception on the store atmosphere have significant direct impacts on overall customer store loyalty. In other words, if the consumer has a good perception for one market, the consumer would be loyal to this market. And since the result show that modern market is having a significant of consumer preference, thus this market is become they primary option on visiting market and in the end it would be make the consumers loyal to modern market.

5.4. Shopping Motives

The third variable that is assuming affecting consumer on choosing the place for them to shop is shopping motives. The shopping motive is only taken three indicators which are role shopping, value shopping and social shopping.

a. Value Shopping

It is well-known that the value of traditional market is bargaining system. Around 75.5% of the population are agree with this unique of traditional market along with the bargaining system, made communication between seller and buyer which will build relation among them. As well as it has mention in the indicator price above.

Table 5.17

Value Shopping Indicator

No	Descriptions	Contra			Pro		
		1	2	3	4	5	6
Q23	Bargaining system in modern market	21	69	24	20	13	4
		114			37		
	Total	**114**			**37**		
	Percentage	**75.50%**			**24.50%**		

Source: Processed by Author

From the primary data, the result of value shopping and monthly spending found that all of level society is agree on bargaining system in the traditional market. Nevertheless, relating with the question 2 about the transparency of price in the traditional market, respondent is already understand this is the system that happening in traditional market.

Table 5.18

Price Transparency and Bargaining

	Q2 (price transparency)						Total
Q23 (bargaining)	**VD**	**D**	**LD**	**LA**	**A**	**VA**	
Very disagree	1	1	1	0	1	0	4
Disagree	1	5	5	1	0	1	13
Less Disagree	0	6	9	0	5	0	20
Less Agree	0	8	12	2	2	0	24
Agree	3	12	17	10	26	1	69
Very agree	3	3	4	2	6	3	21
Total	**8**	**35**	**48**	**15**	**40**	**5**	**151**

Source: Primary Data

b. Role Shopping

Formerly, people think that going to modern market is only for high level society. The facility of this market provides scared people to go into the market. But, now people are delighted to go to modern market because not only for the facility this market given but also the self service system which make people felt they are threatened same as other person.

Table 5.19

Role Shopping Indicator

No	Descriptions	Contra			Pro		
		1	2	3	4	5	6
Q25	Shopping in modern market shows the social status	18	37	42	27	22	5
		97			54		
	Total	**97**			**54**		
	Percentage	**64.24%**			**35.76%**		

Source: Processed by Author

People are always made a connection between social statuses with the income they have. According to that the author trying to compare the question number 25 with the monthly spending. Is the respondent that assuming is the high level society agree that modern market shows someone social status. It is proven that they are not agreeing with this.

Table 5.20
Role Shopping to Monthly Shopping

	Q25 (role shopping)						Total
Monthly Spending	VD	D	LD	LA	A	VA	
< Rp.500.000,-	0	0	2	1	2	0	5
Rp.500.000,- - Rp.1.000.000,-	1	5	9	3	3	1	22
Rp.1.000.001,- - Rp.2.000.000,-	3	9	15	11	7	2	47
Rp.2.000.001,- - Rp.3.000.000,-	5	9	5	6	4	1	30
Rp.3.000.001,- - Rp.4.000.000,-	4	6	7	4	3	0	24
> Rp.4.000.000,-	5	8	4	2	3	1	23
Total	**18**	**37**	**42**	**27**	**22**	**5**	**151**

Source: Primary Data

c. Social Shopping

People considering market is not only for them to buy goods for fulfill their needs but also making market as a place for them to socialite. Meeting with friends, families and colleagues or even as an option of recreation is the changing function for market. Unfortunately, the market which providing this kind of service for consumers is only the modern market. According to the data, 83.4% of the population is choosing modern market as they place for shopping and also for recreation.

Table 5.21

Social Shopping Indicator

No	Descriptions	Contra			Pro		
		1	2	3	4	5	6
Q26	Shopping in modern market more friendliness	13	60	40	27	7	4
		113			38		
Q27	Modern market is a place for recreation	3	7	15	36	63	27
		25			126		
	Total	**138**			**164**		
	Percentage	**45.70%**			**54.30%**		

Source: Processed by Author

Consumers has desire for modern market as a place for recreation and for socialize with others, however consumer did not agree that the environment in the modern market is more friendliness. The communication between seller and buyer made a relation among them then made the shopping situation more families.

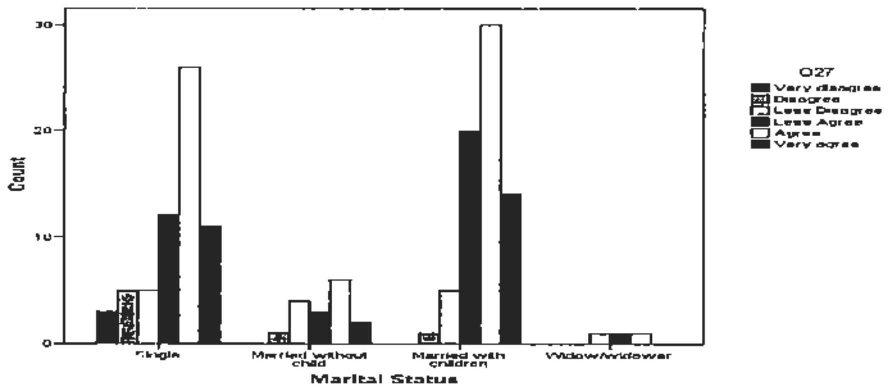
As we know that modern market is now becoming another choice for consumer to go shopping and recreation. Most of the respondent are agree with this statement but still there is a little people does not agree with it. After doing more deeply research, it was found that male respondent who has married without children there are 3 out of 6 people who did not agree with this, 9 out of 25 single people also did not agree and only 4 out of 48 married with children people did not agree for the modern market as a place for recreation. In addition, female respondent who did not agree of modern market for a place to recreation such as single is 4 of 37 people, married without children is 2 of 10 people, married with children also 2 of 22 people and for widow is only 1 of 3 people.

Another founding of this result is that male student respondent which there is 5 person, 3 of them are not agree to say modern market is also for recreation place while other male respondent who disagree is private employee (6 person) and public servant (6 person). The last is 1 of 2 male entrepreneur is agree to disagree with modern market for a recreation place. This is also fit if we look at from the age of respondent, whom giving the answer not agree for modern market as a place for recreation mostly is on age 20 to 25 with 5 people and age 26 to 30 with 7 people. From the female respondent, 5 out of 26 private employees is disagree, 3 out of 4 entrepreneurs and only 1 out of 30 public servants is disagree with the statement. If we discovering from the monthly spending of the respondent, 2 out of 9 male respondent and 4 out of 13 female respondent with its monthly spending range Rp. 500.000,- to Rp. 1.000.000,- is disagree. Where the monthly spending is between Rp. 1.000.000,- to Rp. 2.000.000,- there are 6 out of 23 male respondent and between Rp. 2.000.000,- to Rp. 3.000.000,- there are 5 out of 22 male respondent which also disagreeing to make modern market for recreation place. The rest is 2 out of 8 male respondent with it's spend above Rp. 4.000.000,- per month.

So, we can conclude that the major answer of disagree is given by the younger respondent. They might be thinking that even modern market is already provide everything beside the market product in one place, modern market is still only a market. They prefer another location as a place to recreation rather than in modern market.

Figure 5.1

Modern Market as a Place for Recreation to Marital Status



Source: Primary Data

In the study by Arnold and Reynolds (2003) about hedonic shopping motivations, it was found that females scored higher on the hedonic motivation subscales than do males. Differently, in this thesis it was observe that between male and female respondents, their hedonic shopping motivations are almost equivalent.

5.5. Retailer Interest

Retailer interest is the dependent variable which build is also by three indicators such as interested, fascinated and curious. Interested is can be seen if the consumers is more like one market compare to the other one and looking forward to visit the market again. Fascinated is shown that one market is more attracted compare to the other one so the consumer has loyalty on the market. Curious is can be seen from wanting to know more about one market than the other one.

a. Interested

From the data shows that actually people not very interested about the traditional market. As it describes that in traditional market, the value which this market has is bargaining system, the variety of fresh product and the friendliness between seller and buyer. But, regarding price, quality, facility or even operation hour this market can not compete with the modern market.

Table 5.22
Value of Traditional Market

Scale	Fresh Product		Time Needed		Bargaining		Friendliness	
	Freq	%	Freq	%	Freq	%	Freq	%
Very disagree	0	-	4	2.65	4	2.65	4	2.65
Disagree	9	5.96	20	13.25	13	8.61	7	4.64
Less Disagree	14	9.27	40	26.49	20	13.25	27	17.88
Less Agree	23	15.23	23	15.23	24	15.89	40	26.49
Agree	80	52.98	52	34.44	69	45.70	60	39.74
Very agree	25	16.56	12	7.95	21	13.91	13	8.61
Total	**151**	**100.00**	**151**	**100.00**	**151**	**100.00**	**151**	**100.00**

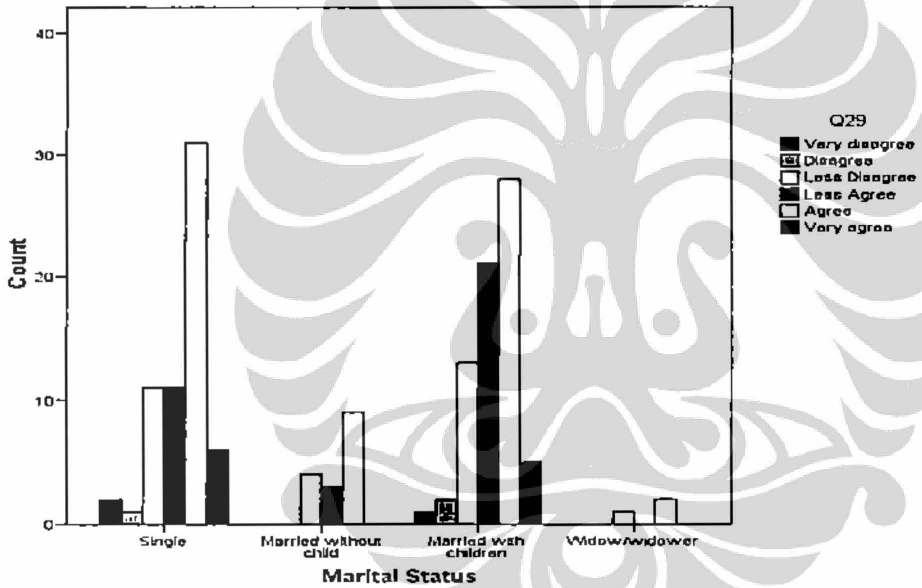
Source: Processed by Author

From the total of respondent, 73.5% respondent is answering that they are not very interested with traditional market (table 5.23). Still, they are go to traditional market concerning for fresh product or they are type of person that like bargain.

b. Fascinated

Most of the respondents are assess modern market is more attractive for them (76.8%). According to research, much reason can be their decision of choosing this market for the shopping option. The category of the respondent in this are respondent with range of age 26 to 30 years old, marital status is single, and monthly spending is among 1 to 2 million rupiah per month.

Figure 5.2
Respondent Fascinated to Marital Status



Source: Primary Data

c. Curious

The last question is represented by indicator curious. The question is consumer went to the modern market because the have curiosity about the market compare to the traditional market. Through the data it can be seen that consumer answer between agree and disagree with this question is remain balance. About 46.4% of the respondent said no (range point 1 to 3) and 53.6% said yes (range point 4 to 6).

Table 5.23
Retailer Interest Summary

No	Descriptions	Contra			Pro		
		1	2	3	4	5	6
Q28	Modern market is more liked/interested	6	9	25	69	36	6
		40			**111**		
Q29	Modern market more fascinated	3	3	29	35	70	11
		35			**116**		
Q30	More curious to modern market	5	20	45	37	36	8
		70			**81**		
	Total	**145**			**308**		
	Percentage	**32.01%**			**67.99%**		

Source: Processed by Author

According the result of variable retailer interest, modern market gaining the respondent perception for more interesting and fascinating market but not for curiosity, respondent did not thought modern market can give they the adrenalin of wanting to know and wanting to explore more about this market. Transparency of price and organize of goods layout are reason for consumer did not have much curiosity of this market.

To be giving more significant answer about question number 30, it should be grasping from the respondent profile who is the one that saying modern market is not making them curious. First, between male and female respondent we can observe that 57% out of male respondent is not agreeing that modern market make them curious while for female respondent is split to 50% - 50% for agree and disagree.

Also if we observe from the marital status, the majority is from the woman who has married without children which 9 out of 10 respondent is disagree for them curious about modern market. Since for the one who has married with children they are divided into half, 11 respondents declaring yes that they are curious and another 11 respondent declaring no that they are not curious. For the single woman and widow, there are 15 single female respondents of 37 respondents not curious about modern market while the widow there is only 1 from 3 people who is disagree. The same as female respondent, male respondent response to the curiosity about modern market are almost equal. There are 12 out of 25 single male said that they are disagree about curious in modern market and 20 out of 28 married with children male also disagree.

Whereas from the occupation, female respondent who were the household mother and others occupation is 100% pro to curious about modern market. Follow by the students with 67% (3 out of 9 respondents), public servant and entrepreneur either 50% or 15 out of 30 respondent for public servant and 2 out of 4 respondents for entrepreneur. For male respondent, the most agree with modern market giving them curiosity is the public servant with 28 respondent, the private employee with 9 respondent and then the students with 4 respondent.

In term of monthly spending, male respondent who is not pro to modern market mostly is from the age 26 to 30 years with 11 respondents, 31 to 35 years with 8 respondents, 20 to 25 years with 7 respondents and 36 to 40 years is 4 respondents while in the age 41 to 45 and 46 to 50 is the same as 2 respondents. As for female respondents, the most disagree respondent is also from the age 26 to 30 years with 13 respondents, follow with age 20 to 25 years with 12 person, age 31 to 35 is 4 respondents and last is 36 to 40 and 41 to 45 years with 2 respondents.

From the explanation above, we can take a conclusion that single and young respondents are the one who has the more curious about modern market. As from the gender, we know that between male and female respondent if we see from the occupation or even from the age, male respondents are more eager to know about modern market.

CHAPTER VI
CONCLUSION AND RECOMMENDATION

6.1. Conclusion

Traditional market performance in various metropolises in Indonesia experiences decreasing. Like the one happened in DKI Jakarta area, where traditional market failed in competition with modern shop lays in mall or plaza, this traditional market also fails with stores built by the developer. The declining is happened not only from because of consumer loyalty and physical building, but also from the side of low services, comfort ness, bad quality, minim of kind of goods sold, minimum facility, security and safety even market operational hour.

Modern markets are able to provide the convenience feeling while shopping. Through this research it also shown that many factors have become the reason for consumer to decide modern market compare to the traditional one. The more nearly a store's product and service offerings meet consumer expectations, the more likely that it will induce positive consumer attitudes towards that store. And modern market has many factors for that such as better quality, more several of goods, longer operational hour, more complete facilities and the employee hospitality.

On the contrary, the strength of traditional market is existence of bargaining system and the communication between seller and buyer are builds emotional relation among them. Besides traditional market is also be consumer choice to go shopping on fresh products. If it is seen from strength of the traditional market, hence can be told that traditional market will never be leaved by consumer because its specification. However, if traditional market remains not to maintain it condition and situation like is present, it is not impossible that traditional market will become last choice for consumer to go shopping.

But like it explained before, there are also traditional markets which capable to stay because of its unique. Thus, imposing protection like pegging of zoning to modern market is not the only solution in increasing again the life of traditional market. Improvement of performance and repairing of physical appearance of traditional market is the main attention to improving traditional market since now consumer has many market choices so that they would chooses market that could give value more to the money expenses. Nonetheless, we knew that young generation nowadays are not very intrigued for traditional market since this market is not requiring their criteria of a market. Hence, their demanding of a market should be an important consideration because this young generation who will become the consumers of a market in the future.

When the traditional markets in Jakarta are continuing its deficient physical performance and minimum service and facilities, it was not possible the traditional market will dismiss and leave by the consumers. So, it was conclude that traditional market and modern market is complementing each other. The bargaining system which is offer by the traditional market could give value to this market whereas the self service in modern market which is make consumers felt equal with others also gives value on this market.

6.2. Recommendation

In order for traditional market to keep on they consumer, they are should increase their service and management since that consumers are now facing various type of market that they can be visiting. Consumer is have they own reason for each of the market, but still they looking for the best market can give or serve for they money.

It is right time for the central government who has a regulation or policy specifically about modern markets to consistent in dealing with. As competition in the retail sector increases, several matters must form the foundations for policy makers in order to protect the survival of traditional markets. The first is infrastructure improvement. It should be possible to overcome the problem of fund limitations by cooperating with private parties, like the traditional market in Bumi Serpong Damai has done. When markets are renovated, attention must be given to the question of buildings that are not suited to the wishes of buyers and sellers and of poor air circulation, so that these problems are not repeated. Secondly, there should be a total reorganization of market management; the person appointed as market manager should have managerial ability and skill.

The government policy has to prevent "direct" competition of hypermarket and supermarket, with traditional market according to local socio economic characteristics and population density.

According to this research, the recommendation is that traditional market should take more seriously about they physical appearance and increasing their service such as make the shopping area more clean, increasing safe conduct, reorganize they product layout and give much more of variety product.

For future study, it can be done in the other area in Indonesia, since every region in this country has different type of demography. If is the result has different conclusion then the national regulation could not be effective for all region. Moreover, next research could add the indicator of respondent frequency visiting each of market, so that the research could be more opulent.

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APPENDIX I

QUESTIONNAIRE

Survei Faktor-faktor yang Mempengaruhi Persepsi Konsumen Terhadap Pasar Modern dan Pasar Tradisional

Latar Belakang dan Tujuan Singkat

Persaingan pasar modern dan pasar tradisional di Indonesia mengalami perubahan yang signifikan. Perubahan itu antara lain pada pesatnya pertumbuhan ritel modern terhadap keseluruhan pasar retail. Hal ini tentu saja menjadi menarik karena pesatnya pertumbuhan ritel modern selalu dikaitkan dengan dapat mematikan usaha retail tradisional, sehingga ada usaha agar ruang gerak retail modern tersebut harus dibatasi.

Namun demikian, meski ditekan dan ijinnya dibatasi, jaringan retail modern ternyata tetap tumbuh pesat dan diminati konsumen. Seiring berjalannya waktu, perubahan struktur atau evolusi konsumen dengan meningkatnya tingkat pendidikan dan penghasilan membuat konsumen menghendaki pelayanan dan kenyamanan yang lebih baik dalam berbelanja kebutuhan hidupnya.

Oleh karena itu, pemerintah diharapkan juga mampu memberikan kebijakan yang tidak mementingkan salah satu pihak dan tetap memperhatikan kepentingan konsumen.

Atas perhatian dan bantuan responden, penulis mengucapkan terima kasih.

Petunjuk umum bagi responden

Jenis pertanyaan yang diajukan dalam kuesioner ini adalah sebagai berikut:

- Sebagian pertanyaan merupakan pertanyaan tertutup dengan alternatif jawaban yang telah disediakan. Responden diharapkan memberikan tanda cek (√) atau tanda silang (x) pada jawaban yang paling sesuai dengan kondisi dan pengalaman responden.
- Beberapa pertanyaan disampaikan secara terbuka, yang diharapkan dapat diisi sesuai dengan kondisi dan pengalaman responden.

Jawaban tidak ada yang dinilai benar atau salah, melainkan diisi sesuai dengan pengalaman dan pendapat responden.

Isilah dan beri tanda √ atau X untuk setiap jawaban pada pertanyaan dibawah ini.

I. Data Responden :

Jenis Kelamin : ( ) pria
( ) wanita

Alamat
:______________________________

Usia saat ini : ______ tahun

Status perkawinan :

( ) Lajang
( ) Menikah tanpa anak
( ) Menikah dan mempunyai anak
( ) Janda/Duda

Jumlah keluarga saat ini:

( ) 1
( ) 2
( ) 3
( ) 4
( ) 5
( ) >5

Pendidikan terakhir yang dimiliki:

( ) SD
( ) SMP
( ) SMA
( ) Diploma
( ) S-1
( ) S-2
( ) S-3

Pekerjaan :

( ) PNS
( ) Mahasiswa/Pelajar
( ) Wiraswasta
( ) Ibu Rumah Tangga
( ) Karyawan Swasta
( ) Lainnya ______________

Pengeluaran setiap bulan:

( ) Kurang dari Rp.500.000,-
( ) Rp. 500.001,- - Rp. 1.000.000,-
( ) Rp. 1.000.001,- - Rp. 2.000.000,-
( ) Rp. 2.000.001,- - Rp. 3.000.000,-
( ) Rp. 3.000.001,- - Rp. 4.000.000,-
( ) Lebih dari Rp. 4.000.000,-

Bagian II

Pasar Tradisional : pasar yang dibangun dan dikelola oleh pemerintah, swasta, koperasi yang dimiliki/dikelola oleh pedagang kecil, menengah dan koperasi, (contoh : PD Pasar Jaya, Pasar Lontar, Koja, Inpres, toko kelontong, warung).

Pasar Modern : Mini Market, Supermarket, Hypermarket (contoh: Alfamart, Indomart, Superindo, Hero, Giant, Carrefour, Makro, Hypermart, Diamond).

1. Pernahkah Anda mengunjungi pasar tradisional? ___________________

2. Pernahkah Anda mengunjungi pasar modern? ___________________

Bagian III

Untuk pertanyaan dibawah ini, pilihlah salah satu nilai dari 1 sampai 6 sebagai jawaban atas setiap pertanyaan dengan memberi tanda √ atau X.

Keterangan Jawaban :

1	2	3	4	5	6

1 = Sangat tidak setuju
2 = Tidak setuju
3 = Kurang setuju
4 = Agak Setuju
5 = Setuju
6 = Sangat setuju

No	Kriteria	(1)	(2)	(3)	(4)	(5)	(6)
1.	Harga barang di pasar modern lebih terjangkau.						
2.	Harga barang di pasar tradisional lebih transparan.						
3.	Saya tertarik untuk belanja di pasar modern karena adanya HARGA PROMOSI.						
4.	Saya berbelanja di pasar tradisional ketika ada *'sale'* (potongan harga).						
5.	Kualitas barang di pasar modern lebih baik dari pada di pasar tradisional.						

No	Kriteria	(1)	(2)	(3)	(4)	(5)	(6)
6.	Kemasan barang di pasar tradisional lebih menarik dari pada di pasar modern.						
7.	Jenis barang yang dijual di pasar modern lebih banyak dan lengkap.						
8.	Saya lebih banyak berbelanja barang-barang segar (sayur, ikan) pada pasar tradisional.						
9.	Saya lebih banyak membeli barang-barang kebutuhan pokok (beras, minyak) di pasar modern.						
10.	Saya lebih sering berbelanja barang-barang kebutuhan sehari-hari (teh, gula, kopi) di pasar tradisional.						
11.	Lokasi pasar modern lebih dekat dari rumah/kantor.						
12.	Waktu yang dibutuhkan untuk mencapai pasar tradisional lebih singkat.						
13.	Jarak menjadi faktor pertimbangan bagi Saya dalam memilih berbelanja ke pasar modern.						
14.	Lokasi pasar tradisional lebih mudah dicapai dengan angkutan umum.						
15.	Jam operasional pasar modern lebih lama.						
16.	Tersedianya layanan konsumen (pengaduan) pada pasar tradisional.						
17.	Areal belanja pasar modern lebih bersih.						
18.	Fasilitas (toilet, atm, telepon umum) di pasar tradisional lebih lengkap.						

No	Kriteria	(1)	(2)	(3)	(4)	(5)	(6)
19.	Ketersediaan lahan parkir di pasar modern lebih aman dan memadai.						
20.	Keamanan berbelanja di pasar tradisional lebih terjamin.						
21.	Tata letak barang di pasar modern memudahkan Saya untuk memilih/menemukan barang yang diinginkan.						
22.	Kemudahan pembayaran dan sistem pembayaran di pasar tradisional lebih memadai.						
23.	Saya berbelanja di pasar tradisional karena adanya tawar menawar harga.						
24.	Penjual/karyawan pada pasar modern lebih tanggap, ramah dan siap menolong bila ada kesulitan.						
25.	Berbelanja di pasar modern menunjukan kelas sosial atau gengsi tertentu.						
26.	Berbelanja di pasar tradisional lebih kekeluargaan.						
27.	Saya berbelanja di pasar modern juga sebagai tempat rekreasi.						
28.	Saya berbelanja di pasar tradisional karena lebih menyukai pasar tersebut dari pada pasar modern.						
29.	Pasar modern lebih menarik perhatian saya untuk berbelanja dari pada pasar tradisional.						

No	Kriteria	(1)	(2)	(3)	(4)	(5)	(6)
30.	Saya berbelanja di pasar modern karena ingin tahu lebih/penasaran tentang pasar tersebut dari pada pasar tradisional.						

--- Terima kasih atas partisipasi Anda ---

APPENDIX II

RESPONDENT PROFILE

No	Gender	Domicile	Age	Marital Status	Member of Family	Education	Occupation	Monthly Spending
1	1	1	2	3	1	6	1	3
2	1	2	3	3	3	5	1	5
3	1	2	7	3	6	5	1	4
4	1	2	3	3	3	5	1	4
5	2	1	5	3	4	6	1	4
6	2	3	7	4	5	5	1	5
7	1	2	3	2	2	6	1	3
8	1	2	2	3	3	3	1	3
9	1	2	6	3	4	5	1	5
10	1	1	4	3	4	5	1	3
11	2	5	6	3	4	5	1	6
12	1	3	2	1	1	5	1	4
13	2	1	7	1	1	3	1	2
14	2	2	6	3	6	4	1	5
15	2	2	4	3	5	5	1	6
16	1	1	2	1	1	5	1	3
17	1	1	2	3	3	5	1	3
18	1	3	3	3	3	5	1	2
19	1	3	2	3	3	6	1	6
20	2	2	1	2	2	5	1	3
21	2	5	5	3	6	4	1	6
22	2	2	5	3	4	4	1	6
23	1	3	6	3	4	3	3	1
24	1	2	2	3	4	5	1	3
25	1	2	3	3	3	5	1	3
26	2	2	2	1	1	5	5	6
27	1	5	5	3	4	5	5	4
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31	2	2	1	1	6	5	5	5
32	1	1	4	3	3	5	1	4
33	2	2	1	1	1	5	5	3
34	2	2	1	1	5	5	6	3
35	1	5	4	3	4	6	5	6
36	1	5	2	3	3	4	5	6
37	2	5	2	1	1	5	1	2
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40	2	1	1	1	5	5	5	3
41	2	3	4	3	4	3	5	5
42	1	1	2	3	3	6	1	5
43	1	5	2	2	2	6	5	6
44	1	2	3	3	3	6	1	4
45	2	3	2	1	4	5	1	3
46	1	2	2	1	5	5	6	5

47	1	5	2	1	1	5	5	4
48	1	5	2	2	3	6	5	4
49	2	2	2	3	3	6	1	4
50	1	2	5	3	4	5	5	6
51	2	5	2	1	1	5	1	2
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57	1	2	6	3	2	3	1	5
58	1	2	7	3	4	3	1	4
59	2	2	8	4	2	3	1	5
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61	2	3	4	3	5	3	1	5
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70	2	2	6	3	3	3	1	5
71	1	2	5	3	5	3	1	3
72	2	5	2	1	6	5	1	3
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74	1	3	7	3	3	5	1	4
75	1	4	7	3	3	1	1	2
76	1	2	3	3	4	5	1	5
77	1	4	5	3	4	5	5	5
78	1	3	3	1	5	5	1	3
79	1	5	2	3	3	6	6	6
80	1	5	2	1	3	5	5	4
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84	2	5	2	1	6	6	5	6
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86	1	5	3	3	3	6	1	5
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88	2	5	2	2	2	5	5	4
89	2	5	2	2	2	4	5	6
90	2	5	2	3	3	5	5	6
91	1	2	5	3	4	4	5	3
92	1	5	1	1	1	3	5	5
93	2	3	2	2	2	4	5	2
94	2	5	1	1	1	5	1	3
95	1	5	4	3	5	4	5	4
96	1	5	2	1	1	5	6	6
97	1	3	1	1	4	5	5	4

98	1	5	2	1	1	5	1	5
99	1	5	2	3	4	6	1	4
100	1	2	2	2	2	5	5	3
101	2	4	2	1	4	5	5	3
102	2	3	2	1	3	5	5	3
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104	2	5	2	2	2	5	5	4
105	1	2	2	1	4	6	1	2
106	1	2	2	3	3	3	5	3
107	1	4	2	2	5	5	3	4
108	2	4	1	1	3	3	2	2
109	1	4	1	1	4	3	2	4
110	1	3	2	1	2	5	5	3
111	1	3	1	1	5	3	2	2
112	2	3	2	1	3	5	5	3
113	2	1	1	1	4	3	2	3
114	2	1	1	1	3	3	2	2
115	2	1	2	1	6	5	5	3
116	1	5	5	3	3	3	1	4
117	1	5	5	3	4	5	1	5
118	1	3	2	3	2	3	1	3
119	1	3	3	3	5	5	1	4
120	1	5	1	1	1	3	2	3
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122	2	5	4	3	4	6	5	4
123	2	5	1	1	4	5	5	3
124	2	5	1	1	1	5	5	3
125	1	4	3	3	4	4	5	4
126	2	4	1	1	6	3	3	1
127	1	5	6	3	5	5	1	4
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133	1	5	1	1	6	5	6	2
134	1	5	1	1	5	3	2	2
135	2	4	1	1	3	3	2	1
136	1	4	1	1	6	2	6	3
137	2	3	7	3	5	3	1	6
138	2	3	5	3	4	5	1	6
139	2	5	1	1	6	3	3	2
140	2	5	1	1	1	2	5	1
141	2	5	1	1	3	3	3	2
142	2	5	1	1	5	3	2	2
143	2	5	4	3	2	3	5	3
144	2	1	1	1	1	3	2	2
145	2	1	1	1	6	5	2	1
146	1	3	2	1	6	6	1	3
147	1	3	3	1	1	6	1	2
148	2	4	1	1	3	3	2	2

149	2	4	2	2	2	4	5	3
150	2	4	6	4	2	3	3	6
151	2	4	3	3	3	5	5	5

APPENDIX III

RESULTS OF QUESTIONNAIRE

No	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10	Q11	Q12	Q13	Q14	Q15
1	4	4	5	2	3	5	5	3	5	3	5	3	5	4	5
2	4	3	3	1	5	2	5	4	5	3	5	2	5	2	5
3	3	3	3	4	5	2	5	5	3	5	5	5	3	3	4
4	2	3	4	2	5	1	6	5	3	5	5	5	5	5	5
5	5	2	4	2	5	3	6	5	5	3	5	5	5	5	5
6	2	2	4	6	6	1	3	4	1	3	3	5	3	6	6
7	2	4	2	2	2	4	2	4	3	3	5	5	5	5	5
8	1	2	5	3	2	2	5	5	2	5	3	4	5	5	5
9	5	6	5	2	2	2	5	2	5	2	5	2	5	2	5
10	4	4	4	5	4	4	5	4	2	4	4	4	4	5	5
11	4	3	2	3	5	3	4	5	5	3	3	5	3	5	5
12	3	5	4	5	5	3	5	5	5	4	5	4	5	4	4
13	4	3	4	3	4	3	4	4	4	3	4	4	4	4	4
14	2	2	3	2	5	3	4	5	5	2	3	5	5	5	3
15	5	3	4	3	5	2	6	5	6	3	4	5	4	5	6
16	3	3	5	2	5	2	5	2	5	5	5	2	4	3	5
17	3	6	4	5	2	2	2	5	6	6	5	6	1	1	5
18	4	3	4	2	3	3	4	5	4	5	5	3	4	4	5
19	3	2	1	1	3	1	6	5	3	5	2	6	1	6	5
20	3	2	4	2	3	2	4	6	3	3	4	4	4	5	5
21	4	3	2	2	2	2	6	5	3	2	4	3	3	3	5
22	2	5	2	2	5	3	5	5	5	3	5	5	5	5	5
23	5	2	5	2	5	3	5	3	5	3	5	5	5	3	5
24	3	3	5	5	3	3	5	5	5	5	4	5	5	5	4
25	4	4	4	2	4	4	5	5	3	5	5	5	3	4	5
26	5	4	6	2	5	1	6	6	6	3	6	3	6	4	4
27	5	2	5	2	3	3	6	6	3	4	5	3	3	3	5
28	5	2	5	2	5	2	5	5	5	2	5	2	2	5	5
29	3	4	2	2	3	3	5	4	5	4	5	3	3	3	5
30	5	3	5	2	4	3	5	6	2	5	3	5	4	4	6
31	2	3	5	2	4	3	5	4	5	3	3	4	2	3	5
32	4	5	5	2	5	3	5	5	6	3	4	6	3	5	3
33	2	2	5	2	5	2	5	2	5	2	5	2	2	5	5
34	3	3	5	4	5	2	5	4	4	4	5	3	5	5	3
35	4	3	4	3	3	4	4	3	4	3	3	4	3	4	4
36	3	5	3	3	4	3	5	5	3	2	5	3	5	3	5
37	4	3	5	2	5	2	5	5	5	4	3	3	6	2	5
38	3	3	5	2	4	3	4	5	4	3	4	3	4	4	3
39	4	4	5	2	4	2	5	5	2	5	4	5	3	4	2
40	3	4	4	2	2	2	5	4	5	3	2	5	5	5	5
41	5	5	5	1	1	5	6	6	1	6	5	5	1	6	6
42	3	5	3	3	4	3	4	3	4	3	4	3	2	3	5
43	1	2	4	1	3	2	5	5	2	6	5	2	6	2	5
44	2	3	3	3	5	2	5	5	3	4	2	5	5	3	5
45	5	2	4	2	5	2	5	5	5	2	5	3	5	5	5
46	2	2	5	2	6	2	5	2	5	2	5	2	5	3	5
47	3	6	1	1	3	2	4	6	3	5	5	3	4	5	5

48	4	3	5	4	5	3	6	5	4	4	5	3	3	4	5
49	4	3	4	3	4	3	5	6	4	2	4	4	3	5	2
50	2	5	4	3	4	3	4	5	3	4	5	4	5	3	5
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52	3	3	4	3	3	2	4	5	5	4	4	3	5	3	4
53	5	3	6	3	5	3	4	4	6	3	5	5	2	4	6
54	3	3	5	2	4	2	6	6	6	3	6	2	3	4	6
55	4	2	4	1	5	3	5	5	5	3	5	3	5	6	6
56	4	3	4	4	3	3	5	5	4	3	5	3	4	3	5
57	4	5	5	1	5	2	5	5	3	5	5	5	3	5	5
58	5	1	5	1	5	3	5	6	6	5	6	6	5	6	6
59	3	4	3	3	5	3	5	5	5	3	5	4	5	5	5
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61	1	1	3	1	2	1	2	6	6	1	5	5	1	6	1
62	2	5	3	2	2	3	5	5	5	5	5	5	4	5	5
63	3	5	2	2	3	2	5	5	4	4	5	4	4	5	5
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65	4	3	6	3	4	2	6	6	6	1	6	1	6	1	4
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73	3	3	5	3	4	3	4	3	5	3	2	5	3	3	5
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96	2	5	2	2	2	2	2	5	2	2	2	2	5	2	2
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108	5	5	5	3	5	3	4	5	5	3	5	3	5	5	5
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123	2	5	6	1	5	2	5	5	5	5	4	2	5	5	5
124	4	3	5	4	5	4	5	4	4	4	5	4	4	4	5
125	2	1	4	3	5	2	4	6	3	4	5	6	5	5	4
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128	2	2	6	3	1	2	3	6	4	6	3	6	4	4	2
129	2	3	5	2	2	3	4	5	4	5	2	5	3	3	3
130	1	1	4	4	5	3	3	5	5	3	5	3	3	4	5
131	2	3	2	3	5	4	2	4	2	4	2	1	4	2	3
132	2	2	5	3	3	3	4	5	3	2	5	2	5	3	1
133	3	3	5	3	4	2	2	5	3	3	5	3	4	4	2
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136	4	5	6	5	5	5	3	3	2	4	3	5	5	5	5
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No	Q16	Q17	Q18	Q19	Q20	Q21	Q22	Q23	Q24	Q25	Q26	Q27	Q28	Q29	Q30
1	3	6	3	5	2	5	3	5	5	4	4	5	2	5	4
2	3	5	2	5	2	5	2	4	5	3	3	5	2	5	5
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151	2	6	1	6	1	6	4	6	3	2	3	4	3	4	3

APPENDIX IV

RESULTS OF CROSS TAB

Gender * Q1 Crosstabulation

Count

		Q1						Total
		Very disagree	Disagree	Less Disagree	Less Agree	Agree	Very agree	
Gender	Man	8	16	19	21	12	3	79
	Woman	2	16	19	18	17	0	72
Total		10	32	38	39	29	3	151

Gender * Q1 * Marital Status Crosstabulation

Count

Marital Status			Q1						Total
			Very disagree	Disagree	Less Disagree	Less Agree	Agree	Very agree	
Single	Gender	Man	5	7	8	3	2	2	25
		Woman	1	7	10	9	10	0	37
	Total		6	14	18	12	12	2	62
Married without child	Gender	Man	1	1	0	3	1		6
		Woman	0	2	5	2	1		10
	Total		1	3	5	5	2		16
Married with children	Gender	Man	2	8	13	15	9	1	48
		Woman	1	6	2	7	6	0	22
	Total		3	14	15	22	15	1	70
Widow/widower	Gender	Woman		1	2				3
	Total			1	2				3

Gender * Q1 * Education Crosstabulation

Count

Education			Q1						Total
			Very disagree	Disagree	Less Disagree	Less Agree	Agree	Very agree	
Elementary	Gender	Man					1		1
	Total						1		1
Junior High	Gender	Man		0		1	0		1
		Woman		1		0	1		2
	Total			1		1	1		3
Senior High	Gender	Man	4	3	2	2	4		15
		Woman	2	5	5	6	3		21
	Total		6	8	7	8	7		36
Diploma	Gender	Man		2	2	1	0		5
		Woman		2	2	2	1		7
	Total			4	4	3	1		12
S-1	Gender	Man	3	9	10	11	6	2	41
		Woman	0	7	9	8	10	0	34
	Total		3	16	19	19	16	2	75
S-2	Gender	Man	1	2	5	6	1	1	16
		Woman	0	1	3	2	2	0	8
	Total		1	3	8	8	3	1	24

Gender * Q1 * Occupation Crosstabulation

Count

Occupation			Q1: Very disagree	Disagree	Less Disagree	Less Agree	Agree	Very agree	Total
Public servant	Gender	Man	2	7	14	13	8	2	48
		Woman	1	6	7	11	5	0	30
	Total		3	13	21	24	13	2	78
Students	Gender	Man	2	2	0	0	1		5
		Woman	1	2	1	2	3		9
	Total		3	4	1	2	4		14
Entrepreneur	Gender	Man			0	1	1		2
		Woman			3	1	0		4
	Total				3	2	1		6
Household mother	Gender	Woman		1					1
	Total			1					1
Private employee	Gender	Man	4	5	4	5	2	1	21
		Woman	0	7	7	4	8	0	26
	Total		4	12	11	9	10	1	47
Others	Gender	Man		2	1	2	0		5
		Woman		0	1	0	1		2
	Total			2	2	2	1		7

Gender * Q1 * Monthly Spending Crosstabulation

Count

Monthly Spending			Q1: Very disagree	Disagree	Less Disagree	Less Agree	Agree	Very agree	Total
< Rp.500.000,-	Gender	Man				0	1		1
		Woman				2	2		4
	Total					2	3		5
Rp.500.000,- - Rp.1.000.000,-	Gender	Man	1	2	2	1	2	1	9
		Woman	0	3	4	3	3	0	13
	Total		1	5	6	4	5	1	22
Rp.1.000.001,- - Rp.2.000.000,-	Gender	Man	3	2	6	8	4		23
		Woman	1	5	10	5	3		24
	Total		4	7	16	13	7		47
Rp.2.000.001,- - Rp.3.000.000,-	Gender	Man	2	7	5	3	4	1	22
		Woman	0	3	2	2	1	0	8
	Total		2	10	7	5	5	1	30
Rp.3.000.001,- - Rp.4.000.000,-	Gender	Man	0	3	3	6	1	1	14
		Woman	1	4	2	2	1	0	10
	Total		1	7	5	8	2	1	24
> Rp.4.000.000,-	Gender	Man	2	2	3	3	0		10
		Woman	0	1	1	4	7		13
	Total		2	3	4	7	7		23

Gender * Q8 Crosstabulation

Count

		Q8: Disagree	Less Disagree	Less Agree	Agree	Very agree	Total
Gender	Man	8	9	10	42	10	79
	Woman	1	5	13	38	15	72
Total		9	14	23	80	25	151

Gender * Q8 * Age Crosstabulation

Count

Age			Q8 Disagree	Less Disagree	Less Agree	Agree	Very agree	Total
20 - 25	Gender	Man	0	2	0	8	2	12
		Woman	1	3	7	11	4	26
	Total		1	5	7	19	6	38
26 - 30	Gender	Man	4	4	5	14	2	29
		Woman	0	1	2	14	6	23
	Total		4	5	7	28	8	52
31 - 35	Gender	Man	2	1	2	8	1	14
		Woman	0	0	2	1	1	4
	Total		2	1	4	9	2	18
36 - 40	Gender	Man	1	1	1	3	0	6
		Woman	0	0	0	4	2	6
	Total		1	1	1	7	2	12
41 - 45	Gender	Man			2	3	3	8
		Woman			0	4	1	5
	Total				2	7	4	13
46 - 50	Gender	Man	1	1		4	0	6
		Woman	0	1		2	1	4
	Total		1	2		6	1	10
51 - 55	Gender	Man			0	2	2	4
		Woman			2	1	0	3
	Total				2	3	2	7
56 - 60	Gender	Woman				1		1
	Total					1		1

Gender * Q8 * Marital Status Crosstabulation

Count

Marital Status			Q8 Disagree	Less Disagree	Less Agree	Agree	Very agree	Total
Single	Gender	Man	3	3	2	13	4	25
		Woman	1	2	10	18	6	37
	Total		4	5	12	31	10	62
Married without child	Gender	Man	1	0	1	4	0	6
		Woman	0	2	0	6	2	10
	Total		1	2	1	10	2	16
Married with children	Gender	Man	4	6	7	25	6	48
		Woman	0	1	2	13	6	22
	Total		4	7	9	38	12	70
Widow/widower	Gender	Woman			1	1	1	3
	Total				1	1	1	3

Gender * Q8 * Education Crosstabulation

Count

Education			Q8 Disagree	Less Disagree	Less Agree	Agree	Very agree	Total
Elementary	Gender	Man					1	1
	Total						1	1
Junior High	Gender	Man		1		0	0	1
		Woman		0		1	1	2
	Total			1		1	1	3
Senior High	Gender	Man		2	2	7	4	15
		Woman		2	3	11	5	21
	Total			4	5	18	9	36
Diploma	Gender	Man	1	0		3	1	5
		Woman	0	1		5	1	7
	Total		1	1		8	2	12
S-1	Gender	Man	6	2	5	24	4	41
		Woman	1	2	10	16	5	34
	Total		7	4	15	40	9	75
S-2	Gender	Man	1	4	3	8	0	16
		Woman	0	0	0	5	3	8
	Total		1	4	3	13	3	24

Gender * Q8 * Occupation Crosstabulation

Count

Occupation			Q8 Disagree	Less Disagree	Less Agree	Agree	Very agree	Total
Public servant	Gender	Man	4	4	8	26	4	46
		Woman	0	4	3	17	6	30
	Total		4	8	11	43	10	76
Students	Gender	Man		1	0	4	0	5
		Woman		1	2	5	1	9
	Total			2	2	9	1	14
Entrepreneur	Gender	Man	1	1		0	0	2
		Woman	0	0		3	1	4
	Total		1	1		3	1	6
Household mother	Gender	Woman					1	1
	Total						1	1
Private employee	Gender	Man	2	1	2	10	6	21
		Woman	1	0	7	13	5	26
	Total		3	1	9	23	11	47
Others	Gender	Man	1	2	0	2	0	5
		Woman	0	0	1	0	1	2
	Total		1	2	1	2	1	7

Gender * Q8 * Monthly Spending Crosstabulation

Count

Monthly Spending			Q8 Disagree	Less Disagree	Less Agree	Agree	Very agree	Total
< Rp.500.000,-	Gender	Man		1	0	0	0	1
		Woman		0	1	2	1	4
	Total			1	1	2	1	5
Rp.500.000,- - Rp.1.000.000,-	Gender	Man		1	1	6	1	9
		Woman		2	3	8	0	13
	Total			3	4	14	1	22
Rp.1.000.001,- - Rp.2.000.000,-	Gender	Man	2	3	5	12	1	23
		Woman	1	2	4	10	7	24
	Total		3	5	9	22	8	47
Rp.2.000.001,- - Rp.3.000.000,-	Gender	Man	2		1	12	7	22
		Woman	0		1	5	2	8
	Total		2		2	17	9	30
Rp.3.000.001,- - Rp.4.000.000,-	Gender	Man	3	2	3	5	1	14
		Woman	0	1	3	3	3	10
	Total		3	3	6	8	4	24
> Rp.4.000.000,-	Gender	Man	1	2	0	7	0	10
		Woman	0	0	1	10	2	13
	Total		1	2	1	17	2	23

Gender * Q9 Crosstabulation

Count

		Q9 Very disagree	Disagree	Less Disagree	Less Agree	Agree	Very agree	Total
Gender	Man	0	15	20	18	20	6	79
	Woman	3	7	8	10	38	6	72
Total		3	22	28	28	58	12	151

Gender * Q9 * Marital Status Crosstabulation

Count

Marital Status			Q9 Very disagree	Disagree	Less Disagree	Less Agree	Agree	Very agree	Total
Single	Gender	Man	0	4	7	2	10	2	25
		Woman	1	5	3	6	21	1	37
	Total		1	9	10	8	31	3	62
Married without child	Gender	Man		2	1	1	2		6
		Woman		0	2	1	7		10
	Total			2	3	2	9		16
Married with children	Gender	Man	0	9	12	15	8	4	48
		Woman	1	2	2	3	9	5	22
	Total		1	11	14	18	17	9	70
Widow/widower	Gender	Woman	1		1		1		3
	Total		1		1		1		3

Gender * Q9 * Member of Family Crosstabulation

Count

Member of Family			Q9 Very disagree	Disagree	Less Disagree	Less Agree	Agree	Very agree	Total
1	Gender	Man		1	3	0	6	1	11
		Woman		1	0	3	8	1	13
	Total			2	3	3	14	2	24
2	Gender	Man		2	2	1	1		6
		Woman		0	3	1	9		13
	Total			2	5	2	10		19
3	Gender	Man	0	4	7	7	1	3	22
		Woman	1	3	1	2	6	2	15
	Total		1	7	8	9	7	5	37
4	Gender	Man	0	3	4	10	5	2	24
		Woman	1	2	0	0	8	1	13
	Total		1	5	4	10	14	3	37
5	Gender	Man	0	4	1	0	6	0	11
		Woman	1	1	0	2	1	2	7
	Total		1	5	1	2	7	2	18
>5	Gender	Man		1	3	0	1		5
		Woman		0	4	2	5		11
	Total			1	7	2	6		16

Gender * Q9 * Occupation Crosstabulation

Count

Occupation			Q9 Very disagree	Disagree	Less Disagree	Less Agree	Agree	Very agree	Total
Public servant	Gender	Man	0	9	10	13	10	4	46
		Woman	1	1	3	4	17	4	30
	Total		1	10	13	17	27	8	76
Students	Gender	Man		1	2	0	2		5
		Woman		2	0	2	5		9
	Total			3	2	2	7		14
Entrepreneur	Gender	Man			0		2		2
		Woman			2		2		4
	Total				2		4		6
Household mother	Gender	Woman				1			1
	Total					1			1
Private employee	Gender	Man	0	3	7	4	5	2	21
		Woman	2	3	3	2	14	2	26
	Total		2	6	10	6	19	4	47
Others	Gender	Man		2	1	1	1		5
		Woman		1	0	1	0		2
	Total			3	1	2	1		7

Gender * Q9 * Monthly Spending Crosstabulation

Count

Monthly Spending			Q9 Very disagree	Disagree	Less Disagree	Less Agree	Agree	Very agree	Total
< Rp.500.000,-	Gender	Man					1		1
		Woman					4		4
	Total						5		5
Rp.500.000,- - Rp.1.000.000,-	Gender	Man		1	3	2	2	1	9
		Woman		2	2	3	6	0	13
	Total			3	5	5	8	1	22
Rp.1.000.001,- - Rp.2.000.000,-	Gender	Man	0	5	6	4	6	2	23
		Woman	1	3	2	3	14	1	24
	Total		1	8	8	7	20	3	47
Rp.2.000.001,- - Rp.3.000.000,-	Gender	Man		4	7	3	5	3	22
		Woman		1	0	2	5	0	8
	Total			5	7	5	10	3	30
Rp.3.000.001,- - Rp.4.000.000,-	Gender	Man	0	2	1	6	5	0	14
		Woman	2	0	1	2	3	2	10
	Total		2	2	2	8	8	2	24
> Rp.4.000.000,-	Gender	Man		3	3	3	1	0	10
		Woman		1	3	0	6	3	13
	Total			4	6	3	7	3	23

Gender * Q10 Crosstabulation

Count

		Q10						Total
		Very disagree	Disagree	Less Disagree	Less Agree	Agree	Very agree	
Gender	Man	1	7	27	15	26	3	79
	Woman	2	7	23	11	22	7	72
Total		3	14	50	26	48	10	151

Gender * Q10 * Age Crosstabulation

Count

			Q10						Total
Age			Very disagree	Disagree	Less Disagree	Less Agree	Agree	Very agree	
20 - 25	Gender	Man		2	4	3	3	0	12
		Woman		2	8	5	8	3	26
	Total			4	12	8	11	3	38
26 - 30	Gender	Man		4	10	4	8	3	29
		Woman		3	6	3	9	2	23
	Total			7	16	7	17	5	52
31 - 35	Gender	Man	1		5	2	6		14
		Woman	1		2	1	0		4
	Total		2		7	3	6		18
36 - 40	Gender	Man	0		3	1	2	0	6
		Woman	1		1	0	3	1	6
	Total		1		4	1	5	1	12
41 - 45	Gender	Man		0	2	5	1	0	8
		Woman		1	2	0	1	1	5
	Total			1	4	5	2	1	13
46 - 50	Gender	Man		1	2	0	3		6
		Woman		1	1	2	0		4
	Total			2	3	2	3		10
51 - 55	Gender	Man			1		3		4
		Woman			2		1		3
	Total				3		4		7
56 - 60	Gender	Woman			1				1
	Total				1				1

Gender * Q10 * Marital Status Crosstabulation

Count

			Q10						Total
Marital Status			Very disagree	Disagree	Less Disagree	Less Agree	Agree	Very agree	
Single	Gender	Man	1	4	7	6	6	1	25
		Woman	0	2	9	7	14	5	37
	Total		1	6	16	13	20	6	62
Married without child	Gender	Man		0	2	1	2	1	6
		Woman		1	6	1	2	0	10
	Total			1	8	2	4	1	16
Married with children	Gender	Man	0	3	18	8	18	1	48
		Woman	2	4	6	2	6	2	22
	Total		2	7	24	10	24	3	70
Widow/widower	Gender	Woman			2	1			3
	Total				2	1			3

Gender * Q10 * Occupation Crosstabulation

Count

Occupation			Q10: Very disagree	Disagree	Less Disagree	Less Agree	Agree	Very agree	Total
Public servant	Gender	Man	1	2	16	6	20	1	46
		Woman	2	5	14	2	8	1	30
	Total		3	7	30	8	28	2	76
Students	Gender	Man		1	0	1	3	0	5
		Woman		0	2	2	3	2	9
	Total			1	2	3	6	2	14
Entrepreneur	Gender	Man			1	0	1		2
		Woman			1	1	2		4
	Total				2	1	3		6
Household mother	Gender	Woman						1	1
	Total							1	1
Private employee	Gender	Man		2	8	7	2	2	21
		Woman		2	6	5	10	3	26
	Total			4	14	12	12	5	47
Others	Gender	Man		2	2	1	0		5
		Woman		0	0	1	1		2
	Total			2	2	2	1		7

Gender * Q10 * Monthly Spending Crosstabulation

Count

Monthly Spending			Q10: Very disagree	Disagree	Less Disagree	Less Agree	Agree	Very agree	Total
< Rp.500.000,-	Gender	Man			1	0	0	0	1
		Woman			1	1	1	1	4
	Total				2	1	1	1	5
Rp.500.000,- - Rp.1.000.000,-	Gender	Man	1	1	3	0	4	0	9
		Woman	0	0	4	4	4	1	13
	Total		1	1	7	4	8	1	22
Rp.1.000.001,- - Rp.2.000.000,-	Gender	Man		1	8	6	6	2	23
		Woman		2	6	2	11	3	24
	Total			3	14	8	17	5	47
Rp.2.000.001,- - Rp.3.000.000,-	Gender	Man		1	5	7	9	0	22
		Woman		2	2	1	2	1	8
	Total			3	7	8	11	1	30
Rp.3.000.001,- - Rp.4.000.000,-	Gender	Man	0	2	7	1	4	0	14
		Woman	2	1	4	2	0	1	10
	Total		2	3	11	3	4	1	24
> Rp.4.000.000,-	Gender	Man		2	3	1	3	1	10
		Woman		2	6	1	4	0	13
	Total			4	9	2	7	1	23

Gender * Q12 Crosstabulation

Count

		Q12: Very disagree	Disagree	Less Disagree	Less Agree	Agree	Very agree	Total
Gender	Man	2	12	24	13	21	7	79
	Woman	2	8	16	10	31	5	72
Total		4	20	40	23	52	12	151

Gender * Q12 * Age Crosstabulation

Count

Age			Q12 Very disagree	Disagree	Less Disagree	Less Agree	Agree	Very agree	Total
20 - 25	Gender	Man	0	4	4	0	4	0	12
		Woman	1	4	5	4	10	2	26
	Total		1	8	9	4	14	2	38
26 - 30	Gender	Man	1	4	13	5	4	2	29
		Woman	0	4	8	2	8	1	23
	Total		1	8	21	7	12	3	52
31 - 35	Gender	Man	1	1	4	1	6	1	14
		Woman	1	0	2	0	1	0	4
	Total		2	1	6	1	7	1	18
36 - 40	Gender	Man		1		3	1	1	6
		Woman		0		0	5	1	6
	Total			1		3	6	2	12
41 - 45	Gender	Man			2	4	1	1	8
		Woman			1	0	3	1	5
	Total				3	4	4	2	13
46 - 50	Gender	Man		2	1	0	3		6
		Woman		0	0	2	2		4
	Total			2	1	2	5		10
51 - 55	Gender	Man				0	2	2	4
		Woman				1	2	0	3
	Total					1	4	2	7
56 - 60	Gender	Woman				1			1
	Total					1			1

Gender * Q12 * Marital Status Crosstabulation

Count

Marital Status			Q12 Very disagree	Disagree	Less Disagree	Less Agree	Agree	Very agree	Total
Single	Gender	Man	2	7	9	3	4	0	25
		Woman	1	5	11	4	13	3	37
	Total		3	12	20	7	17	3	62
Married without child	Gender	Man		1	3	0	2		6
		Woman		1	3	2	4		10
	Total			2	6	2	6		16
Married with children	Gender	Man	0	4	12	10	15	7	48
		Woman	1	2	2	2	13	2	22
	Total		1	6	14	12	28	9	70
Widow/widower	Gender	Woman				2	1		3
	Total					2	1		3

Gender * Q12 * Occupation Crosstabulation

Count

Occupation			Q12 Very disagree	Disagree	Less Disagree	Less Agree	Agree	Very agree	Total
Public servant	Gender	Man	1	4	11	9	15	6	46
		Woman	1	4	8	5	12	0	30
	Total		2	8	19	14	27	6	76
Students	Gender	Man		3	0	0	2	0	5
		Woman		0	2	1	5	1	9
	Total			3	2	1	7	1	14
Entrepreneur	Gender	Man			1	0	1		2
		Woman			1	1	2		4
	Total				2	1	3		6
Household mother	Gender	Woman						1	1
	Total							1	1
Private employee	Gender	Man	1	3	10	4	2	1	21
		Woman	1	4	4	3	11	3	26
	Total		2	7	14	7	13	4	47
Others	Gender	Man		2	2		1		5
		Woman		0	1		1		2
	Total			2	3		2		7

Gender * Q12 * Monthly Spending Crosstabulation

Count

Monthly Spending			Q12 Very disagree	Disagree	Less Disagree	Less Agree	Agree	Very agree	Total
< Rp.500.000,-	Gender	Man			0	0	1	0	1
		Woman			1	1	1	1	4
	Total				1	1	2	1	5
Rp.500.000,- - Rp.1.000.000,-	Gender	Man	1	2	3	1	1	1	9
		Woman	1	0	4	1	7	0	13
	Total		2	2	7	2	8	1	22
Rp.1.000.001,- - Rp.2.000.000,-	Gender	Man		2	10	5	5	1	23
		Woman		5	5	2	9	3	24
	Total			7	15	7	14	4	47
Rp.2.000.001,- - Rp 3.000.000,-	Gender	Man	1	1	6	2	9	3	22
		Woman	0	1	1	2	3	1	8
	Total		1	2	7	4	12	4	30
Rp 3.000.001,- - Rp.4.000.000,-	Gender	Man	0	5	3	2	3	1	14
		Woman	1	0	2	3	4	0	10
	Total		1	5	5	5	7	1	24
> Rp.4.000.000,-	Gender	Man		2	2	3	2	1	10
		Woman		2	3	1	7	0	13
	Total			4	5	4	9	1	23

Gender * Q14 Crosstabulation

Count

		Q14 Very disagree	Disagree	Less Disagree	Less Agree	Agree	Very agree	Total
Gender	Man	3	8	21	18	26	3	79
	Woman	1	5	12	12	33	9	72
Total		4	13	33	30	59	12	151

Gender * Q14 * Age Crosstabulation

Count

Age			Q14 Very disagree	Disagree	Less Disagree	Less Agree	Agree	Very agree	Total
20 - 25	Gender	Man	1	1	3	2	5	0	12
		Woman	0	3	3	4	15	1	26
	Total		1	4	6	6	20	1	38
26 - 30	Gender	Man	1	2	9	9	7	1	29
		Woman	0	2	6	5	7	3	23
	Total		1	4	15	14	14	4	52
31 - 35	Gender	Man	1	1	3	3	6	0	14
		Woman	1	0	1	1	0	1	4
	Total		2	1	4	4	6	1	18
36 - 40	Gender	Man		1	0	2	3	0	6
		Woman		0	1	0	3	2	6
	Total			1	1	2	6	2	12
41 - 45	Gender	Man		2	3	2	1	0	8
		Woman		0	1	1	2	1	5
	Total			2	4	3	3	1	13
46 - 50	Gender	Man		1	2		3		6
		Woman		0	0		4		4
	Total			1	2		7		10
51 - 55	Gender	Man			1	0	1	2	4
		Woman			0	1	1	1	3
	Total				1	1	2	3	7
56 - 60	Gender	Woman					1		1
	Total						1		1

Gender * Q14 * Marital Status Crosstabulation

Count

Mantal Status			Q14						Total
			Very disagree	Disagree	Less Disagree	Less Agree	Agree	Very agree	
Single	Gender	Man	2	2	7	7	7	0	25
		Woman	0	4	4	8	17	4	37
	Total		2	6	11	15	24	4	62
Married without child	Gender	Man		1	1	2	2	0	6
		Woman		0	5	1	3	1	10
	Total			1	6	3	5	1	16
Married with children	Gender	Man	1	5	13	9	17	3	48
		Woman	1	1	3	3	11	3	22
	Total		2	6	16	12	28	6	70
Widow/widower	Gender	Woman					2	1	3
	Total						2	1	3

Gender * Q14 * Occupation Crosstabulation

Count

Occupation			Q14						Total
			Very disagree	Disagree	Less Disagree	Less Agree	Agree	Very agree	
Public servant	Gender	Man	2	3	11	10	17	3	46
		Woman	1	2	5	4	14	4	30
	Total		3	5	16	14	31	7	76
Students	Gender	Man		0	2	0	3		5
		Woman		1	0	2	6		9
	Total			1	2	2	9		14
Entrepraneur	Gender	Man			1		1		2
		Woman			0		4		4
	Total				1		5		6
Household mother	Gender	Woman				1			1
	Total					1			1
Private employee	Gender	Man	1	4	5	7	4	0	21
		Woman	0	2	7	4	6	5	26
	Total		1	6	12	11	12	5	47
Others	Gender	Man		1	2	1	1		5
		Woman		0	0	1	1		2
	Total			1	2	2	2		7

Gender * Q14 * Monthly Spending Crosstabulation

Count

Monthly Spending			Q14						Total
			Very disagree	Disagree	Less Disagree	Less Agree	Agree	Very agree	
< Rp.500.000,-	Gender	Man			1	0	0	0	1
		Woman			0	1	2	1	4
	Total				1	1	2	1	5
Rp.500.000,- - Rp.1.000.000,-	Gender	Man	1	0	1	4	2	1	9
		Woman	0	3	1	2	7	0	13
	Total		1	3	2	6	9	1	22
Rp.1.000.001,- - Rp.2.000.000,-	Gender	Man	1	0	8	7	7	0	23
		Woman	0	1	5	5	10	3	24
	Total		1	1	13	12	17	3	47
Rp.2.000.001,- - Rp.3.000.000,-	Gender	Man	1	2	5	3	10	1	22
		Woman	0	0	2	1	4	1	8
	Total		1	2	7	4	14	2	30
Rp.3.000.001,- - Rp.4.000.000,-	Gender	Man	0	4	3	2	5	0	14
		Woman	1	0	2	1	3	3	10
	Total		1	4	5	3	8	3	24
> Rp.4.000.000,-	Gender	Man		2	3	2	2	1	10
		Woman		1	2	2	7	1	13
	Total			3	5	4	9	2	23

Gender * Q23 Crosstabulation

Count

		Q23						Total
		Very disagree	Disagree	Less Disagree	Less Agree	Agree	Very agree	
Gender	Man	2	7	11	12	39	8	79
	Woman	2	6	9	12	30	13	72
Total		4	13	20	24	69	21	151

Gender * Q23 * Age Crosstabulation

Count

			Q23						Total
Age			Very disagree	Disagree	Less Disagree	Less Agree	Agree	Very agree	
20 - 25	Gender	Man		0	2	3	5	2	12
		Woman		2	5	4	12	3	26
	Total			2	7	7	17	5	38
26 - 30	Gender	Man	1	3	2	3	17	3	29
		Woman	0	1	3	4	13	2	23
	Total		1	4	5	7	30	5	52
31 - 35	Gender	Man	1	2		2	9	0	14
		Woman	1	0		0	0	3	4
	Total		2	2		2	9	3	18
36 - 40	Gender	Man	0		2	1	2	1	6
		Woman	1		1	0	1	3	6
	Total		1		3	1	3	4	12
41 - 45	Gender	Man		0	3	2	3	0	8
		Woman		2	0	1	1	1	5
	Total			2	3	3	4	1	13
46 - 50	Gender	Man		1	2	1	2		6
		Woman		0	0	2	2		4
	Total			1	2	3	4		10
51 - 55	Gender	Man		1		0	1	2	4
		Woman		1		1	0	1	3
	Total			2		1	1	3	7
56 - 60	Gender	Woman					1		1
	Total						1		1

Gender * Q23 * Marital Status Crosstabulation

Count

			Q23						Total
Marital Status			Very disagree	Disagree	Less Disagree	Less Agree	Agree	Very agree	
Single	Gender	Man	1	1	4	5	10	4	25
		Woman	0	2	8	6	16	5	37
	Total		1	3	12	11	26	9	62
Married without child	Gender	Man		0		0	6	0	6
		Woman		1		3	5	1	10
	Total			1		3	11	1	16
Married with children	Gender	Man	1	6	7	7	23	4	48
		Woman	2	2	1	2	8	7	22
	Total		3	8	8	9	31	11	70
Widow/widower	Gender	Woman		1		1	1		3
	Total			1		1	1		3

Gender * Q23 * Occupation Crosstabulation

Count

Occupation			Q23 Very disagree	Disagree	Less Disagree	Less Agree	Agree	Very agree	Total
Public servant	Gender	Man	2	5	3	8	23	5	46
		Woman	1	3	2	6	13	5	30
	Total		3	8	5	14	36	10	76
Students	Gender	Man			0	1	4	0	5
		Woman			4	1	3	1	9
	Total				4	2	7	1	14
Entrepreneur	Gender	Man			1	0	1		2
		Woman			0	1	3		4
	Total				1	1	4		6
Household mother	Gender	Woman		1					1
	Total			1					1
Private employee	Gender	Man	0	1	7	1	10	2	21
		Woman	1	2	2	4	10	7	26
	Total		1	3	9	5	20	9	47
Others	Gender	Man		1	0	2	1	1	5
		Woman		0	1	0	1	0	2
	Total			1	1	2	2	1	7

Gender * Q23 * Monthly Spending Crosstabulation

Count

Monthly Spending			Q23 Very disagree	Disagree	Less Disagree	Less Agree	Agree	Very agree	Total
< Rp.500.000,-	Gender	Man			1		0	0	1
		Woman			0		2	2	4
	Total				1		2	2	5
Rp.500.000,- - Rp.1.000.000,-	Gender	Man	1	0	0	2	4	2	9
		Woman	0	1	3	3	6	0	13
	Total		1	1	3	5	10	2	22
Rp.1.000.001,- - Rp.2.000.000,-	Gender	Man		1	4	3	12	3	23
		Woman		2	5	3	9	5	24
	Total			3	9	6	21	8	47
Rp.2.000.001,- - Rp 3.000.000,-	Gender	Man		2	1	2	15	2	22
		Woman		1	1	4	2	0	8
	Total			3	2	6	17	2	30
Rp.3.000.001,- - Rp.4.000.000,-	Gender	Man	0	2	2	5	4	1	14
		Woman	2	1	0	0	5	2	10
	Total		2	3	2	5	9	3	24
> Rp.4.000.000,-	Gender	Man	1	2	3	0	4	0	10
		Woman	0	1	0	2	6	4	13
	Total		1	3	3	2	10	4	23

Gender * Q27 Crosstabulation

Count

		Q27 Very disagree	Disagree	Less Disagree	Less Agree	Agree	Very agree	Total
Gender	Man	2	3	11	20	34	9	79
	Woman	1	4	4	16	29	18	72
Total		3	7	15	36	63	27	151

Gender * Q27 * Age Crosstabulation

Count

Age			Q27 Very disagree	Disagree	Less Disagree	Less Agree	Agree	Very agree	Total
20 - 25	Gender	Man	0	1	4	1	5	1	12
		Woman	1	2	0	5	14	4	26
	Total		1	3	4	6	19	5	38
26 - 30	Gender	Man	2	2	3	10	9	3	29
		Woman	0	1	2	4	9	7	23
	Total		2	3	5	14	18	10	52
31 - 35	Gender	Man			1	3	8	2	14
		Woman			0	1	1	2	4
	Total				1	4	9	4	18
36 - 40	Gender	Man		0	1	1	3	1	8
		Woman		1	1	1	0	3	6
	Total			1	2	2	3	4	12
41 - 45	Gender	Man			2	2	4	0	8
		Woman			0	1	3	1	5
	Total				2	3	7	1	13
46 - 50	Gender	Man			0	1	5		6
		Woman			1	2	1		4
	Total				1	3	6		10
51 - 55	Gender	Man				2		2	4
		Woman				2		1	3
	Total					4		3	7
56 - 60	Gender	Woman					1		1
	Total						1		1

Gender * Q27 * Marital Status Crosstabulation

Count

Marital Status			Q27 Very disagree	Disagree	Less Disagree	Less Agree	Agree	Very agree	Total
Single	Gender	Man	2	2	5	5	10	1	25
		Woman	1	3	0	7	16	10	37
	Total		3	5	5	12	26	11	62
Married without child	Gender	Man		1	2	1	1	1	6
		Woman		0	2	2	5	1	10
	Total			1	4	3	6	2	16
Married with children	Gender	Man		0	4	14	23	7	48
		Woman		1	1	6	7	7	22
	Total			1	5	20	30	14	70
Widow/widower	Gender	Woman			1	1	1		3
	Total				1	1	1		3

Gender * Q27 * Occupation Crosstabulation

Count

Occupation			Q27 Very disagree	Disagree	Less Disagree	Less Agree	Agree	Very agree	Total
Public servant	Gender	Man		2	4	13	20	7	46
		Woman		0	1	9	12	8	30
	Total			2	5	22	32	15	76
Students	Gender	Man		1	2	0	1	1	5
		Woman		0	0	2	6	1	9
	Total			1	2	2	7	2	14
Entrepreneur	Gender	Man		0	1		1		2
		Woman		2	1		1		4
	Total			2	2		2		6
Household mother	Gender	Woman					1		1
	Total						1		1
Private employee	Gender	Man	2	0	4	3	11	1	21
		Woman	1	2	2	5	8	8	26
	Total		3	2	6	8	19	9	47
Others	Gender	Man		.		4	1	0	5
		Woman				0	1	1	2
	Total					4	2	1	7

Gender * Q27 * Monthly Spending Crosstabulation

Count

Monthly Spending			Q27: Very disagree	Disagree	Less Disagree	Less Agree	Agree	Very agree	Total
< Rp.500.000,-	Gender	Man					1	0	1
		Woman					3	1	4
	Total						4	1	5
Rp.500.000,- - Rp.1.000.000,-	Gender	Man	0	1	1	2	3	2	9
		Woman	1	2	1	4	4	1	13
	Total		1	3	2	6	7	3	22
Rp.1.000.001,- - Rp.2.000.000,-	Gender	Man		1	5	4	11	2	23
		Woman		1	1	2	11	9	24
	Total			2	6	6	22	11	47
Rp.2.000.001,- - Rp.3.000.000,-	Gender	Man	2		3	4	11	2	22
		Woman	0		0	2	4	2	8
	Total		2		3	6	15	4	30
Rp.3.000.001,- - Rp.4.000.000,-	Gender	Man		1	0	4	7	2	14
		Woman		1	1	5	1	2	10
	Total			2	1	9	8	4	24
> Rp.4.000.000,-	Gender	Man			2	6	1	1	10
		Woman			1	3	6	3	13
	Total				3	9	7	4	23

Gender * Q30 Crosstabulation

Count

		Q30: Very disagree	Disagree	Less Disagree	Less Agree	Agree	Very agree	Total
Gender	Man	3	10	21	23	17	5	79
	Woman	2	10	24	14	19	3	72
Total		5	20	45	37	36	8	151

Gender * Q30 * Age Crosstabulation

Count

Age			Q30: Very disagree	Disagree	Less Disagree	Less Agree	Agree	Very agree	Total
20 - 25	Gender	Man	1	2	4	2	3		12
		Woman	0	1	11	8	6		26
	Total		1	3	15	10	9		38
26 - 30	Gender	Man	1	5	5	12	4	2	29
		Woman	1	4	8	2	5	3	23
	Total		2	9	13	14	9	5	52
31 - 35	Gender	Man	1	3	4	3	2	1	14
		Woman	1	2	1	0	0	0	4
	Total		2	5	5	3	2	1	18
36 - 40	Gender	Man		0	4	2	0		6
		Woman		2	0	0	4		6
	Total			2	4	2	4		12
41 - 45	Gender	Man			2	3	3		8
		Woman			2	2	1		5
	Total				4	5	4		13
46 - 50	Gender	Man		0	2	0	4		6
		Woman		1	2	1	0		4
	Total			1	4	1	4		10
51 - 55	Gender	Man				1	1	2	4
		Woman				1	2	0	3
	Total					2	3	2	7
56 - 60	Gender	Woman					1		1
	Total						1		1

Gender * Q30 * Marital Status Crosstabulation

Count

Marital Status			Q30 Very disagree	Disagree	Loss Disagree	Less Agree	Agree	Very agree	Total
Single	Gender	Man	2	3	7	8	4	1	25
		Woman	2	3	10	11	9	2	37
	Total		4	6	17	19	13	3	62
Married without child	Gender	Man		1	1	2	2	0	6
		Woman		1	8	0	0	1	10
	Total			2	9	2	2	1	16
Married with children	Gender	Man	1	6	13	13	11	4	48
		Woman	0	5	6	3	8	0	22
	Total		1	11	19	16	19	4	70
Widow/widower	Gender	Woman		1			2		3
	Total			1			2		3

Gender * Q30 * Occupation Crosstabulation

Count

Occupation			Q30 Very disagree	Disagree	Less Disagree	Less Agree	Agree	Very agree	Total
Public servant	Gender	Man	2	5	11	13	11	4	46
		Woman	1	2	12	5	10	0	30
	Total		3	7	23	18	21	4	76
Students	Gender	Man			1	1	3		5
		Woman			3	3	3		9
	Total				4	4	6		14
Entrepreneur	Gender	Man		0	1	0	1		2
		Woman		1	1	2	0		4
	Total			1	2	2	1		6
Household mother	Gender	Woman				1			1
	Total					1			1
Private employee	Gender	Man	1	3	8	6	2	1	21
		Woman	1	7	8	2	5	3	26
	Total		2	10	16	8	7	4	47
Others	Gender	Man		2		3	0		5
		Woman		0		1	1		2
	Total			2		4	1		7

Gender * Q30 * Monthly Spending Crosstabulation

Count

Monthly Spending			Q30 Very disagree	Disagree	Less Disagree	Less Agree	Agree	Very agree	Total
< Rp.500.000,-	Gender	Man			1		0		1
		Woman			3		1		4
	Total				4		1		5
Rp.500.000,- - Rp.1.000.000,-	Gender	Man	1	2	2	1	2	1	9
		Woman	0	0	4	7	2	0	13
	Total		1	2	6	8	4	1	22
Rp.1.000.001,- - Rp.2.000.000,-	Gender	Man	0	0	6	10	5	2	23
		Woman	1	3	6	4	9	1	24
	Total		1	3	12	14	14	3	47
Rp.2.000.001,- - Rp.3.000.000,-	Gender	Man	1	4	5	6	4	2	22
		Woman	0	2	4	1	0	1	8
	Total		1	6	9	7	4	3	30
Rp.3.000.001,- - Rp.4.000.000,-	Gender	Man	1	0	5	2	6		14
		Woman	0	2	4	1	3		10
	Total		1	2	9	3	9		24
> Rp.4.000.000,-	Gender	Man	0	4	2	4	0	0	10
		Woman	1	3	3	1	4	1	13
	Total		1	7	5	5	4	1	23