

# Analysis of Differences in Consumer Perceptions of Service Quality from an Islamic Perspective (Study of Panorama Traditional Markets and Hypermart Modern Markets)

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**ABSTRACT.** The purpose of this research is to determine the differences in consumer perceptions of service quality, namely: the direct evidence dimension (tangibles), the reliability dimension, the responsiveness dimension, the assurance dimension, and the empathy dimension in the traditional market "Panorama" and the Modern Market "Hypermart". To test this, researchers used quantitative methods with primary data collection techniques in the form of questionnaires distributed to 200 respondents. The data analysis technique used is an independent sample t-test using the SPSS version 25 program. From the results of the research and discussion, it was found that differences in consumer perceptions of service are found in the dimension of attention (empathy) with a significance value (sig-2-tailed) of 0.003 for the empathy variable. at a significance level of 5% this value is significant because the significance is  $0.003 > 0.05$  and for the dimensions of tangibles, reliability, responsiveness, and assurance there is no difference in perception because the significance value is greater than 0.05. With this research, it is known that there are differences in perceptions in the empathy dimension and it is hoped that this can become a benchmark for improving service performance.

**Keywords:** Service Quality; Customer Satisfaction; Traditional Market; Modern Market;

## INTRODUCTION

Economic growth and regional development are influenced by several activity systems, one of which is trade. Trading activities will always require facilities in the form of space with adequate infrastructure to accommodate these activities. The market is a facility for trading activities. Currently, there is quite a lot of debate between actors and consumers regarding the existence of traditional markets and modern markets (Guspul: 2015). Along with development, modernization, and increasing social welfare, many people shop at modern markets (supermarkets) and are starting to be reluctant to shop at traditional markets except for products that are not available in supermarkets. Not a few consumers have changed their shopping behavior from traditional markets to moving, trying, and looking for alternatives to modern markets. This can be said to be normal because the conditions in traditional markets are sometimes muddy, and less comfortable and the service is also quite different. The weaknesses of traditional markets are what become the selling power of modern markets. With market conditions that can be found everywhere, both traditional markets and modern markets are now competing in terms of getting customers. The competition that occurs in the business world encourages business people to create new ideas about how to retain and get new customers. (Erli and Sri: 2022)

To be able to win in competition, a company or market must be able to create satisfaction for consumers who use one's goods and services. For example, by providing products that are of better quality, cheaper prices, and better service than their competitors. On the other hand, products or markets that do not meet these criteria can make consumers dissatisfied, even to different levels. One of the supporting factors for fulfilling consumer satisfaction is the quality of service provided by the seller. Improving service quality is a marketing method that emphasizes fulfilling consumer desires. To create high service quality, a company or market must offer services that consumers can accept and experience according to expectations. Service can be said to be the nature of the product's appearance or performance which is one of the main parts of the company's strategy for achieving sustainable excellence, especially as a market leader among competitors. (Erli and Sri: 2022)

The impact of business developments nowadays, especially traditional markets and modern markets, is also mushrooming in the city of Bengkulu. There are quite a lot of traditional markets and modern markets in the area, so researchers want to examine how much competition there is between the traditional market "Panorama" and the modern market "Hypermart" in the city of Bengkulu. The proliferation of services available in traditional markets and modern markets means that researchers feel it is important to research traditional markets and modern markets to help determine marketing strategies to be implemented by traditional markets and modern markets. In this research, researchers also examined traditional markets and modern markets to be used as evaluation material to determine the advantages and disadvantages of traditional markets and modern markets. In realizing the maximum possible satisfaction value for consumers, business people are required to show and focus on each dimension which is the main indicator determining the quality of service that provides maximum satisfaction for consumers. Therefore, business people who can provide good quality service will develop and be liked by consumers, so they will be loyal. Regarding the dimensions that influence consumer satisfaction, there are five main dimensions that consumers use to evaluate service quality. These dimensions are then better known as service quality indicators which consist of direct evidence (tangible), reliability, responsiveness, assurance, and empathy. These five dimensions will be used as a basic reference to determine the level of consumer satisfaction in traditional and modern markets and the dominant dimension patterns that have the most influence on consumer satisfaction will be known, and someone will evaluate the quality of the service based on their perceptions. This perception is in the form of an assessment of what is attached to a product which can lead to consumer satisfaction and comfort.

From the thoughts above, of course, there are various responses or perceptions of consumers towards traditional markets and modern markets. Apart from that, consumer responses to service quality are also very important for business people because they know the advantages and disadvantages of each market. This causes researchers to be interested in analyzing consumer perceptions regarding services at the traditional Panorama market and the modern hypermart market in the city of Bengkulu. Based on the background above, the problem can be formulated, namely: Are there differences in consumer perceptions of service quality, namely: the direct evidence dimension (tangible), the constraint dimension (reliability), the responsiveness dimension, the assurance dimension, the empathy dimension. in the Traditional Market "Panorama" and the Modern Market "Hypermart"?

## **Service Quality**

According to the International Organization for Standardization (ISO), quality is a combination of traits and characteristics that determine the extent to which output can meet customer requirements (Trisyah et al: 2021). Quality means the degree, quality, or level of good or bad of something. In SNI (Indonesian National Standards) the definition of quality is the overall characteristics and characteristics of a product or service whose ability can satisfy needs.

According to Tjiptono and Chandra, service quality contributes significantly to the creation of differentiated product positioning and competitive strategies for every marketing organization, both

manufacturing and service supply companies (Desta 2021). Service quality is the best matrix for evaluating consumer satisfaction in comparison between expectations and perceptions of service.

Based on the several definitions above regarding service quality, it can be concluded that service quality is everything that customers expect so that the company can fulfill customer desires and needs.

### **Service Quality in an Islamic Perspective**

The Islamic concept teaches that when providing services from the business you run, whether in the form of goods or services, don't give bad or low-quality ones, but provide quality ones to other people. According to Didin Hafiduddin, there are Islamic values that must be applied in providing maximum service, namely: (Trisya et al: 2021)

#### 1. Professional (Fathanah)

Professionalism means working optimally and with full commitment and sincerity.

#### 2. Politeness and Friendliness (Tabligh)

Tabligh means communicative and argumentative. People who have tabligh characteristics will convey correctly or speak the right words. Politeness and friendliness are at the core of providing service to others

#### 3. Honest (Sidiq)

Honesty is the correspondence between the news conveyed and the facts between the phenomenon and what is given, as well as form and substance.

#### 4. Trustworthy (Trustworthy)

Trust means having responsibility in carrying out every task and obligation. Trustworthy means trustworthy and responsible.

### **Service Quality Indicators**

Service quality is an assessment factor that reflects consumer perceptions of 5 (five) specific indicators of service performance. The five service quality indicators were explained by Tjiptono and Chandra as follows: (Ika: 2020)

#### 1. Tangibles

This is related to the physical facilities, equipment, and materials used by the company, as well as the appearance of employees.

#### 2. Reliability

Relating to the company's ability to provide effective service from the first time without making any mistakes and delivering its services according to the agreed time.

#### 3. Responsiveness (Responsiveness)

Regarding the willingness and ability to help customers and process their requests, as well as informing when services will be provided and then providing services appropriately.

#### 4. Guarantee (Assurance)

Guarantee is related to employee behavior that can foster customer trust in the company and the company can create a sense of security for customers.

#### 5. Empathy (Empathy)

Empathy means that the company understands customer problems and acts in the interests of customers, as well as providing personal attention to customers and having convenient operating hours.

### **Tradition market**

The definition of a market according to the Minister of Home Affairs Regulation is a place where sellers and buyers meet to carry out transactions, a means of socio-cultural interaction for the community, and development of the community's economy (Istijajaul: 2020). Over time, markets have been classified into two forms, namely traditional markets and modern markets. The definition of a traditional market is a market built and managed by the government, private sector, cooperatives or local community self-help with business premises in the form of shops, kiosks, stalls tents, or other similar names, that are owned or managed by small and medium traders, with a small business scale and small capital, with a buying and selling process through bargaining.

The operational understanding of traditional markets as a basis for understanding traditional markets as a component of the structure of traditional Javanese cities is a gathering place for buying and selling as a center for social and economic activities of the people, with a pattern of economic relations that results in close social interactions between traders and buyers, traders and traders and suppliers who are a social heritage representing the need to socialize between individuals, physically in spaces close to each other and not far from residential areas. From a macro perspective, it is in a strategic location, easy to reach by all parties, and has a humanist character so that it can build closeness and "family" relationships between traders and buyers.

### **Modern market**

A modern market is a modern market where goods are bought and sold at the right price and with their services. The place where this market takes place is in malls, plazas, and other modern places. Modern markets also called modern outlets began operating in the early 1960s in Jakarta. The meaning of modern here is the arrangement of goods according to the same needs, grouped in the same section which can be seen and taken directly by the buyer, the use of air conditioning, and the presence of professional salespeople. (Sari and Nawazirul: 2014)

Sinaga said that modern markets are markets managed with modern management, generally found in urban areas, as providers of goods and services with good quality and service to consumers (generally members of the upper middle class) (Guspul: 2015). Modern markets include malls, supermarkets, department stores, shopping centers, franchises, mini supermarkets, convenience markets, convenience stores, and so on. The goods sold here have various types. Apart from providing local goods, modern markets also provide imported goods.

## **METHOD**

Quantitative data is the type of data used in this research. Quantitative data is qualitative data that has been converted into data in the form of numbers (Karimuddin Abdullah., 2021). The purpose of a quantitative approach is to estimate and predict results, test theories, determine facts, show relationships between variables, provide statistical descriptions, and test theories.

Meanwhile, the data source used is primary data used in the research, namely the results of filling out questionnaires by consumers at the "Panorama" Traditional Market and the "Hypermart" Modern Market. The data collection technique used in this research is the questionnaire method. The research population was consumers at the "Panorama" Traditional Market and the "Hypermart" Modern Market with 200 respondents. Because this research is comparative in nature, the data analysis method used is an independent sample t-test, which previously carried out a validity test used to find out how carefully an instrument or items measure what it wants to measure (Priyanto,

2016), The reliability test was used for the data collection tool because the instrument was good. This normality test was used using the Liliefors test method with Kolmogorof-Smirnov (Nuryadi, 2017) and the homogeneity test.

## Hypothesis

A hypothesis is a temporary answer to a problem formulation and its truth is to be tested. The hypothesis is also often interpreted as an assumption or prediction of the research results obtained. (Fauzi et al: 2022). Based on the problem formulation previously explained in Chapter 1, the hypothesis that will be proven empirically is:

H0: There is no difference in consumer perceptions of service quality with service quality indicators at the "Panorama" Traditional Market and the "Hypermart" Modern Market.

H1: There are differences in consumer perceptions of service quality with service quality indicators at the "Panorama" Traditional Market and the "Hypermart" Modern Market.

## RESULTS AND DISCUSSION

### General Description of Research Objects

The presentation of descriptive research data aims to see the profile of the research data which describes the condition or condition of the respondents, which is additional information for understanding the research results. Respondents in this study had the following characteristics:

#### 1. Gender

**Table 1. Number of Respondents Based on Gender**

Gender	Amount	Percen %
Male	88	44%
Female	112	56%
Total	200	100%

Source: processed (2023)

Based on Table 1, it can be seen that there are 88 men, or 44%, and 112 women, or 56%. From the information above, it can be concluded that the consumers of the traditional market "panorama" and the modern market "hypermart" were more female respondents than male consumers.

#### 2. Age

**Table 2. Number of Respondents Based on Age**

Age	Amount	Percen %
>20 Years	0	0%
21-30 Years	192	96%
31-40 Years	8	4%
<40 Years	0	0%
Total	200	100%

Source: processed (2023)

ased on table 2, it can be seen that there are no people aged >20 years or 0%, aged 21-30 years there are 192 people or 96%, aged 31-40 years there are 8 people or 4%, aged <40 there are none or 0%. From the information above, it can be concluded that the consumers of the traditional market "Panorama" and the modern market "Hypermart" who made up the majority of respondents were customers aged 21-30 years.

## 3. Last level of education

**Table 3. Number of Respondents Based on Last Level of Education**

Last level of education	Amount	Percent %
SMP	0	0%
SMA	151	75,5%
D3	9	4,5%
Sarjana	40	20%
Total	200	100%

Source: processed (2023)

ased on table 3, it can be seen that there are no junior high school levels or 0%, there are 151 people in high school or 75.5%, there are 9 people in D3 or 4.5%, there are 40 people in Bachelor's degree or 20%. From the information above, it can be concluded that the consumers of the traditional market "panorama" and the modern market "hypermart" who made up the majority of respondents were customers with a high school education.

**Research result**

## 1. Data quality testing

## Validity test

**Table 4. Traditional Market Validity Test Results**

Varibael	Indikator	rhitung persepsi	r <sub>tabel</sub>	Kesimpulan
Tangibles (X1)	X1.1	0,718	0,196	Valid
	X1.2	0,778		Valid
	X1.3	0,650		Valid
	X1.4	0,791		Valid
Reliability (X2)	X2.1	0,841	0,196	Valid
	X2.2	0,756		Valid
	X2.3	0,740		Valid
	X2.4	0,691		Valid
Responsiveness (X3)	X3.1	0,830	0,196	Valid
	X3.2	0,897		Valid
	X3.3	0,859		Valid
	X3.4	0,838		Valid
Assurance (X4)	X4.1	0,742	0,196	Valid
	X4.2	0,741		Valid
	X4.3	0,759		Valid
	X4.4	0,741		Valid
Emphaty (X5)	X5.1	0,865	0,196	Valid
	X5.2	0,865		Valid
	X5.3	0,875		Valid
	X5.4	0,882		Valid

Source: processed (2023)

**Table 5. Traditional Market Validity Test Results**

Varibael	Indikator	$r_{hitung}$ persepsi	$r_{tabel}$	kesimpulan
<i>Tangibles (X1)</i>	X1.1	0,900	0,196	Valid
	X1.2	0,856		Valid
	X1.3	0,793		Valid
	X1.4	0,870		Valid
<i>Reliability (X2)</i>	X2.1	0,806	0,196	Valid
	X2.2	0,773		Valid
	X2.3	0,832		Valid
	X2.4	0,818		Valid
<i>Responsiveness (X3)</i>	X3.1	0,818	0,196	Valid
	X3.2	0,868		Valid
	X3.3	0,823		Valid
	X3.4	0,822		Valid
<i>Assurance (X4)</i>	X4.1	0,782	0,196	Valid
	X4.2	0,776		Valid
	X4.3	0,804		Valid
	X4.4	0,830		Valid
<i>Empathy (X5)</i>	X5.1	0,822	0,196	Valid
	X5.2	0,799		Valid
	X5.3	0,813		Valid
	X5.4	0,780		Valid

Source: processed (2023)

Based on the "Correlation" output, it is known that the calculated  $r$  value for all question items is  $> r$  table 0.196, so as is the basis for decision-making in validity tests, it can be concluded that all question items in this research are valid and can be used as a data collection tool.

#### Reliability Test

**Table 6. Traditional Market Reliability Test Results**

Variabel	Cronbach's Alpha
<i>Tangibles (X<sub>1</sub>)</i>	0,792
<i>Reliability (X<sub>2</sub>)</i>	0,800
<i>Responsiveness (X<sub>3</sub>)</i>	0,830
<i>Assurance (X<sub>4</sub>)</i>	0,796
<i>Empathy (X<sub>5</sub>)</i>	0,835

Source: processed (2023)

**Table 7. Modern Market Reliability Test Results**

Variable	Cronbach's Alpha
<i>Tangibles (X<sub>1</sub>)</i>	0,831
<i>Reliability (X<sub>2</sub>)</i>	0,817
<i>Responsiveness (X<sub>3</sub>)</i>	0,824
<i>Assurance (X<sub>4</sub>)</i>	0,813
<i>Empathy (X<sub>5</sub>)</i>	0,796

Source: processed (2023)

From the table above, it is known that the Cronbach's Alpha value for each variable is  $> 0.6$ . So, as is the basis for decision-making in a reliability test, it can be concluded that all the question items used are reliable or consistent.

## 2. Test Basic Assumptions

### Normality test

**Table 8. Normality Test Results**

		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>		,0000000
Mean		
Std. Deviation		12,65342051
Most Extreme Differences		
Absolute		,084
Positive		,084
Negative		-,061
Test Statistic		,084
Asymp. Sig. (2-tailed) <sup>c</sup>		,079
Monte Carlo Sig. (2-tailed) <sup>d</sup>		,080
Sig.		
99% Confidence Interval		
Lower Bound		,073
Upper Bound		,087

a. Test distribution is Normal.

Source: processed (2023)

From the table above, it can be seen that the normality test using the Kolmogorov-Smirnov Test is only by looking at the Asymp value. Sig. (2-tailed) in the SPSS 25 output. It can be seen that the Asymp. Sig. (2-tailed) is  $0.079 > 0.05$  (5%), so the data in this study is normally distributed.

### Homogeneity Test

**Table 8. Homogeneity Test Results**

Tests of Homogeneity of Variances					
		Levene Statistic	df1	df2	Sig.
Persepsi	Based on Mean	,042	1	198	,837
	Based on Median	,082	1	198	,775
	Based on Median and with adjusted df	,082	1	192,351	,775
	Based on trimmed mean	,058	1	198	,810

Source: processed (2023)

From the table above, it can be seen that the variable significance is greater than 0.05. This means that the variable is homogeneous, meaning that samples taken from the same population can be representative of the existing population.

### 3. Hypothesis testing

#### Independent Sample T-Test

This independent sample t-test aims to determine whether there are differences in consumer perceptions of service quality in the traditional 'panorama' market and the modern 'hypermart' market in each variable of tangibles, reliability, responsiveness, assurance, and empathy. The results of the independent sample t-test analysis are as follows:

**Table 9. Independent Sample T-Test Results**

		T	df	Sig. (2-tailed)	Kesimpulan
Tangibles	Equal variances assumed	-6,964	198	0,209	$H_0$ di terima $H_1$ di tolak
	Equal variances not assumed	-6,964	195,554	0,209	
Reliability	Equal variances assumed	-5,490	198	0,206	$H_0$ di terima $H_1$ di tolak
	Equal variances not assumed	-5,490	187,122	0,206	
Responsiveness	Equal variances assumed	-2,995	198	0,329	$H_0$ di terima $H_1$ di tolak
	Equal variances not assumed	-2,995	194,734	0,329	
Assurance	Equal variances assumed	-6,932	198	0,184	$H_0$ di terima $H_1$ di tolak
	Equal variances not assumed	-6,932	191,325	0,184	
Empathy	Equal variances assumed	-5,674	198	0,003	$H_0$ di tolak $H_1$ di terima
	Equal variances not assumed	-5,674	178,642	0,003	

Source: processed (2023)

Based on the results of the independent sample t-test in Table 9, the results obtained are:

1. The results of the independent sample t-test analysis show that the resulting significance value (sig-2 tailed) is 0.209 for the Tangibles variable. At a significance level of 5%, this value is significant because the significance is  $0.209 > 0.05$ , so it can be concluded that there is no difference in consumer perceptions of the service quality of the traditional 'panorama' market and the modern 'hypermart' market.
2. The results of the independent sample t-test analysis show that the resulting significance value (sig-2-tailed) is 0.206 for the Reliability variable. At a significance level of 5%, this value is significant because the significance is  $0.206 > 0.05$ , so it can be concluded that there is no difference in consumer perception on the service quality of the traditional 'panorama' market and the modern 'hypermart' market.
3. The results of the independent sample t-test analysis show that the resulting significance value (sig-2-tailed) is 0.329 for the Responsiveness variable. At a significance level of 5%, this value is significant because the significance is  $0.329 > 0.05$ , so it can be concluded that there is no difference in consumer perceptions of the service quality of the traditional 'panorama' market and the modern 'hypermart' market.
4. The results of the independent sample t-test analysis show that the resulting significance value (sig-2-tailed) is 0.184 for the Assurance variable. At a significance level of 5%, this value is significant because the significance is  $0.184 > 0.05$ , so it can be concluded that there is no difference in consumer perceptions of the service quality of the traditional 'panorama' market and the modern 'hypermart' market.

5. The results of the independent sample t-test analysis show that the resulting significance value (sig-2-tailed) is 0.003 for the Empathy variable. At a significance level of 5%, this value is significant because the significance is  $0.003 > 0.05$ , so it can be concluded that there are differences in consumer perceptions regarding the service quality of the traditional 'panorama' market and the modern 'hypermart' market.

## Discussion

This research aims to determine whether there are differences in consumer perceptions of service quality, namely: the direct evidence dimension (tangibles), the reliability dimension, the responsiveness dimension, the assurance dimension, the empathy dimension in traditional markets "panorama" and the modern "hypermart" market in Bengkulu City. So in this research, it was obtained by distributing questionnaires to respondents. Researchers carried out data analysis tests using the SPSS version 25 program.

1. Differences in Consumer Perceptions on the Direct Evidence (Tangibles) Dimension in the Traditional Market "Panorama" and the Modern Market "Hypermart"

The research results show that there is no difference in consumer perceptions on the direct evidence (Tangibles) dimension in traditional markets and modern markets. This is proven by the results of the independent sample t-test showing that the resulting significance value (sig-2 tailed) is 0.209 for the Tangibles variable. At a significance level of 5%, this value is significant because the significance is  $0.209 > 0.05$ , so it can be concluded that there is no difference in consumer perceptions of the service quality of the traditional 'panorama' market and the modern 'hypermart' market.

The indicators included in the direct evidence (tangibles) dimension are that the market has comfort for consumers, the market has cleanliness for consumers, the sellers/employees have a polite appearance, and the market has the availability of ample parking space. This requires each market to maintain and improve its performance so that consumers remain satisfied.

2. Differences in Consumer Perceptions on Reliability Dimensions in the Traditional Market "Panorama" and the Modern Market "Hypermart"

The research results show that there is no difference in consumer perceptions on the reliability dimension in traditional markets and modern markets. This is proven by the results of the independent sample t-test showing that the resulting significance value (sig-2-tailed) is 0.206 for the Reliability variable. At a significance level of 5%, this value is significant because the significance is  $0.206 > 0.05$ , so it can be concluded that there is no difference in consumer perception of the service quality of the traditional 'panorama' market and the modern 'hypermart' market.

Indicators included in this dimension of reliability are sellers/employees who are reliable in serving consumers, sellers/employees who are quick to respond if a consumer asks, the market provides orders for goods, and sellers/employees who keep their promises. This requires each market to maintain and improve its performance so that consumers remain satisfied. Because the better the consumer's perception of market reliability, the higher consumer satisfaction will be. And if consumer perceptions of reliability are poor, consumer satisfaction will also be lower.

3. Differences in Consumer Perceptions on the Dimensions of Responsiveness in the Traditional Market "Panorama" and the Modern Market "Hypermart"

The research results show that there is no difference in consumer perceptions of the dimension of responsiveness in traditional markets and modern markets. This is proven by the results of the independent sample t-test showing that the resulting significance value (sig-2-tailed) is 0.329 for the Responsiveness variable. At a significance level of 5%, this value is significant because the significance is  $0.329 > 0.05$ , so it can be concluded that there is no difference in consumer

perceptions of the service quality of the traditional 'panorama' market and the modern 'hypermart' market.

The indicators included in the responsiveness dimension are sellers/employees responsive in resolving consumer complaints, sellers/employees responsive to consumer requests, sellers/employees quick in accepting consumers, and sellers/employees quick in tidying up the goods sold. This requires each market to maintain and improve its performance so that consumers remain satisfied. The better the consumer perception of market capture capacity, the higher consumer satisfaction will be. And if consumer perceptions of catchability are poor, consumer satisfaction will also be lower.

4. Perbedaan Persepsi Konsumen Pada Dimensi Jaminan (*Assurance*) Di Pasar Tradisional "Panorama" Dan Pasar Medern "Hypermart"

Hasil penelitian menunjukkan bahwa tidak ada perbedaan persepsi konsumen pada dimensi jaminan (*assurance*) di pasar tradisional dan pasar modern. Hal ini dibuktikan dengan hasil uji independent sampel t-tes menunjukkan bahwa dihasilkan nilai signifikansi (sig-2 tailed) sebesar 0,184 untuk variabel *Assurance*. pada tingkat signifikansi 5% nilai tersebut signifikan karena signifikansi  $0,184 > 0,05$  sehingga dapat disimpulkan bahwa tidak terdapat perbedaan persepsi konsumen pada kualitas layanan pasar tradisional 'panorama' dan pasar modern 'hypermart'.

Indikator-indikator yang termasuk ke dalam dimensi jaminan (*assurance*) ini adalah sikap penjual meyakinkan (*profesional*), pasar memberikan layanan kemudahan dalam pembayaran, pasar aman dari prilaku kejahatan, dan penjual/karyawan berprilaku menanamkan rasa kepercayaan terhadap konsumen. Hal ini menuntut setiap pasar untuk mempertahankan dan meningkatkan kinerjanya agar konsumen tetap merasa puas. Karena semakin baik persepsi konsumen terhadap jaminan pasar maka kepuasan konsumen juga akan semakin tinggi. Dan jika persepsi konsumen terhadap jaminan buruk maka kepuasan konsumen juga akan semakin rendah.

5. Perbedaan Persepsi Konsumen Pada Dimensi Perhatian (*Emphaty*) Di Pasar Tradisional "Panorama" Dan Pasar Medern "Hypermart"

Hasil penelitian menunjukkan bahwa ada perbedaan persepsi konsumen pada dimensi perhatian (*emphaty*) di pasar tradisional dan pasar modern. Hal ini dibuktikan dengan hasil uji independent sampel t-tes menunjukkan bahwa dihasilkan nilai signifikansi (sig-2 tailed) sebesar 0,003 untuk variabel *Emphaty*. pada tingkat signifikansi 5% nilai tersebut signifikan karena signifikansi  $0,003 > 0,05$  sehingga dapat disimpulkan bahwa terdapat perbedaan persepsi konsumen pada kualitas layanan pasar tradisional 'panorama' dan pasar modern 'hypermart'.

Indikator-indikator yang termasuk ke dalam dimensi perhatian (*emphaty*) ini adalah penjual/ka ryawan berprila-ku ramah kepada konsumen, penjual/karyawan berprilaku sopan kepada konsumen, penjual/karyawan memberikan pelayanan secara adil, dan penjual/karyawan mengutamakan kepentingan konsumen. Hal ini menuntut setiap pasar untuk terus meningkatkan kinerjanya agar konsumen tetap merasa puas. Karena semakin baik persepsi konsumen terhadap jaminan pasar maka kepuasan konsumen juga akan semakin tinggi. Dan jika persepsi konsumen terhadap jaminan buruk maka kepuasan konsumen juga akan semakin rendah.

## CONCLUSION

Based on the research results as described in the previous chapter, it can be concluded that: 4 dimensions do not have differences in consumer perceptions of service quality in the traditional Panorama market and the modern hypermart market which of the dimensions:

1. Direct evidence (*Tangibles*) from the results of the independent sample t-test shows that the resulting significance value (sig-2-tailed) is 0.209 for the *Tangibles* variable. at a significance

level of 5% this value is significant because the significance is  $0.209 > 0.05$  so it can be concluded that there is no difference.

2. Constraints (Reliability) The results of the independent sample t-test show that the resulting significance value (sig-2-tailed) is 0.206 for the Reliability variable. At a significance level of 5%, this value is significant because the significance is  $0.206 > 0.05$ , so it can be concluded that there is no difference.
3. Capture Power (Responsiveness) The results of the independent sample t-test show that the resulting significance value (sig-2-tailed) is 0.329 for the Responsiveness variable. at a significance level of 5% this value is significant because the significance is  $0.329 > 0.05$  so it can be concluded that there is no difference.
4. Guarantee (Insurance) The results of the independent sample t-test show that the resulting significance value (sig-2-tailed) is 0.184 for the Assurance variable. at a significance level of 5% this value is significant because the significance is  $0.184 > 0.05$  so it can be concluded that there is no difference.

There is 1 dimension that has a difference in consumer perception of service quality in the traditional Panorama market and the modern hypermart market which consists of the dimension of attention (Empathy). The results of the independent sample t-test show that the resulting significance value (sig-2 tailed) is 0.003 for the Emphaty variable. . at a significance level of 5% this value is significant because the significance is  $0.003 > 0.05$  so it can be concluded that there is a difference.

Based on the conclusions above, suggestions can then be proposed which are expected to be useful for each market undergoing restructuring. With the results of consumer perceptions of services that have positive value, Traditional Markets and Modern Markets need to maintain and improve the quality of their services in terms of Direct Evidence, Reliability, Responsiveness, Assurance, and Attention. (Empathy). And from the results of the analysis, there are also differences in consumer perceptions of services in the Empathy dimension in traditional markets and modern markets, therefore there is a need to increase efforts in the empathy dimension using waiters (employees) who are expected to be able to increase patience in solving consumer problems and try as hard as possible to help. consumer problems.

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