

## **ABSTRACT**

*Trader satisfaction as a traditional market tenant towards traditional market management carried out by the government is one indicator of the success of traditional market revitalization that must be considered. Based on this background, this study aims to determine the level of satisfaction of traditional market traders on traditional market governance factors, quality of service and facility quality, and market environment management factors.*

*Furthermore, this study aims to determine what variables should be prioritized to improve, to maintain or to reduce by traditional market managers to provide traditional market traders satisfaction.*

*Based on its type, the method used in this study is quantitative. Data processing techniques carried out using Importance Performance Analysis (IPA). The population in this study is traditional market traders in Bandung City. From this population, the number of samples chosen was 400 traditional market traders. Data collection techniques used are primary data, by distributing questionnaires and interviews with respondents, while secondary data is obtained through literature studies.*

*The results of the study show that the level of traders satisfaction toward market governance factor is 73%. In terms of service quality and facilities factor, the level of merchant satisfaction is 76%. On the factor of market environment management the level of merchant satisfaction is 72%. Based on IPA analysis, the variables that must be maintained include structuring of the trading room, the manager's responsiveness in handling merchant complaints, and market maintenance, market comfort, facility maintenance, market cleanliness, manager's responsiveness in solving traders' problems, managerial hospitality in serving the needs of traders, and safeguarding market security. Furthermore, the variables that must be prioritized to be improved include the firmness of the manager in managing street vendors, manager's attention to the needs of market traders, the availability of adequate parking spaces, flood prevention, waste management systems, and drainage management. The variables that need to be maintained but are not a priority include periodic market renovations, routine market promotions, structuring market decorations, and complete facilities provided by the manager.*

*Keywords: Merchant satisfaction, market governance, service quality, facilities, environmental management, IPA analysis*