

ABSTRACT

Traditional markets in Bandung have become one of the concerns of municipal government of Bandung, i.e. to be improved and to be developed. The efforts taken to build and improve the market infrastructure cannot be separated from the municipal objectives to increase the number of market visitors as well as to maintain the tenants' convenience. In fact, despite the market improvement taken, there are still some complaints left from the tenants.

This study is conducted on tenants at Cihapit traditional market in Bandung aimed at finding several factors that can influence the tenant satisfaction towards traditional market management.

The method used in this study is combination method with sequential exploratory design. Interviews are conducted involving 6 tenants and used as research variables. However, the quantitative method used in this study involves 105 tenants as the samples. The data analysis used in quantitative method is exploratory factor analysis.

The interviews generate 12 variables to be then used as the research variables. After the MSA test shows that the 12 variables have met the criteria, the variables can be further analyzed using factor analysis. The second step of the study using exploratory factor analysis method generates three factors that can influence the tenant satisfaction towards the traditional market management. The factors are market management system, market condition and facilities, flood prevention and market decoration.

From the study, it is expected that the traditional market management considers the factors of market management system, market condition and facilities, flood prevention, as well as variables in each factors. The factor that most dominantly influences the tenant satisfaction is market management system as it has the highest variance of 43.466%.

Keywords: tenant satisfaction, traditional market, exploratory factor analysis