

## TRANSFORMATION OF SHOPPING CULTURE AND NEGOTIATION OF CONSUMER DECISIONS IN TAMANAN DISTRICT

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### Abstract :

This study aims to analyze the impact of the presence of modern markets on the marketing performance of traditional markets from the perspectives of traders and consumers in Tamanan Regency. This research employs a descriptive qualitative approach, with data collected through interviews. The sampling technique used is non-probability sampling (purposive sampling), and data analysis is conducted by organizing data into categories, describing them into units, synthesizing, arranging them into patterns, selecting important aspects to be studied, and drawing conclusions. The results indicate that the presence of modern markets in Tamanan Regency has both positive and negative impacts. Traditional market traders experience a decline in profits and market share due to market segmentation; however, traders also recognize that changes over time and regional development necessitate adaptation and renewal of business systems to minimize competition and enhance partnerships as well as competitiveness within the industry. The Tamanan Regency Government is expected to acknowledge this condition and formulate policies to regulate the operational systems of both traditional and modern markets, enabling them to operate more dynamically and coexist without engaging in price wars that could negatively affect the market ecosystem or price stability.

**Keywords :** *consumer decisions, negotiation, transformation.*

### Abstrak :

Penelitian ini bertujuan menganalisa dampak keberadaan pasar modern terhadap kinerja pemasaran pasar tradisional yang ditinjau dari perspektif pedagang dan konsumen di Kabupaten Tamanan. Jenis penelitian ini adalah kualitatif deskriptif dengan teknik pengumpulan data menggunakan wawancara. Teknik pengambilan sampel menggunakan non-probability sampling (purposive sampling) dengan analisis data mengorganisasir data dalam kategori, menjabarkan dalam unit-unit, melakukan sintesis, menyusun ke dalam pola, memilih mana yang penting dan yang akan dipelajari, dan membuat kesimpulan. Hasil penelitian ini menunjukkan bahwa kehadiran pasar modern di Kabupaten Tamanan memiliki dampak positif dan negative dimana para pedagang pasar tradisional memang mengalami penurunan keuntungan dan jumlah pangsa pasar akibat terjadinya segmentasi, namun para

pedagang juga merasa bahwa dengan adanya perubahan zaman dan pembangunan daerah maka perlu adanya adaptasi dan pembaharuan sistem usaha sehingga nantinya meminimalisir persaingan dan meningkatkan kemitraan serta daya saing diindustri. Pemerintah Kabupaten Tamanan sudah semestinya menyadari kondisi ini dan mengambil kebijakan dalam melakukan penataan terhadap sistem operasi dari pasar tradisional dan pasar modern, sehingga dapat berjalan dengan lebih dinamis dan berdampingan tanpa harus perang harga yang berakibat negatif pada ekosistem pasar ataupun stabilitas harga.

**Kata Kunci:** *keputusan konsumen, negosiasi, transformasi.*

## INTRODUCTION

The rapid growth of the trade sector in Indonesia is closely related to the implementation of trade liberalization policies that encourage open competition among economic actors. This condition has accelerated the development of modern retail markets such as convenience stores, minimarkets, and supermarkets. The expansion of these modern markets has significantly influenced society not only in economic aspects but also in social and cultural patterns (Rizal, 2024). Modern retail businesses offer various advantages, including better facilities, product variety, and more organized shopping environments. As a result, many consumers are increasingly attracted to modern markets. However, this rapid development also creates challenges for traditional markets, which historically have played an important role in supporting local economies and providing livelihoods for small traders.

Traditional markets remain an essential component of Indonesia's economic structure. In 2007, the Ministry of Industry and Trade recorded around 13,750 traditional markets with approximately 12.6 million traders operating within them. However, the number of traditional markets has gradually declined due to the rapid expansion of modern retail outlets and shifts in consumer preferences. Data from the Ministry of Trade indicates that out of about 9,950 traditional markets, around 3,800 have disappeared. This decline raises concerns regarding the sustainability of traditional traders' livelihoods. Without adequate policies and support that consider the characteristics of traditional markets, millions of traders, their families, employees, and commodity suppliers could face serious economic threats (Khotimah & Syafwandi, 2024).

The development of technology has also contributed to changes in consumer behavior and transaction patterns. Technological advancements have gradually transformed people's lifestyles from traditional shopping habits to more modern and practical alternatives. Modern markets are often considered more convenient because they provide better security, organized product displays, and a wide range of goods needed by consumers (Sahedtyo et al., 2025). In addition, the emergence of virtual markets and online shopping platforms has further accelerated changes in the structure of consumer demand. These developments have reduced the role of traditional shopping locations in some urban areas, as consumers increasingly prefer shopping channels that offer efficiency and convenience (Anwar, Parakkasi, & Rusydi, 2018).

Despite these changes, traditional markets still maintain certain unique characteristics that distinguish them from modern retail stores. One of the most

notable features is the negotiation process between buyers and sellers, which reflects social interaction and flexibility in pricing. Negotiation is an important element in traditional market transactions because it allows both parties to reach mutually beneficial agreements. Effective communication and interpersonal skills are essential during this process in order to achieve satisfactory outcomes while maintaining good relationships between traders and customers (Yulie et al., 2024). Nevertheless, many consumers today tend to prefer modern markets due to fixed prices, frequent discounts, promotional offers, and more comfortable shopping environments.

The expansion of modern retail outlets has become increasingly visible across Indonesia. Minimarkets such as Alfamart and Indomaret dominate the modern retail sector, while online marketplaces like Shopee, Tokopedia, and Bukalapak further strengthen the modern trading ecosystem (Wibowo et al., 2022). Data also shows a continuous increase in the number of modern retail stores, indicating the growing competitiveness of this sector. This growth inevitably affects traditional traders because it influences shifts in consumer purchasing behavior. As modern retail businesses expand their networks into suburban and rural areas, traditional markets face stronger competition that can reduce their sales turnover and economic sustainability.

In Bondowoso Regency, particularly in Tamanan District, the number of modern retail stores continues to increase each year. Several branded minimarkets such as Indomaret, Alfamart, and Basmalah have established outlets in the area, often located close to traditional markets. Based on preliminary observations, there are at least five modern retail outlets operating in Tamanan District, with distances of less than 1000 meters from traditional markets. This situation potentially violates Regional Regulation No. 3 of 2012 concerning the Arrangement and Development of Traditional Markets, Shopping Centers, and Modern Stores, which regulates the minimum distance between modern stores and traditional markets. Therefore, this study aims to analyze consumer shopping decisions in modern and traditional markets as well as examine the impact of modern market development on the sustainability of traditional markets.

## RESEARCH METHOD

This study is a qualitative study, aiming to describe and analyze the impact of the presence of modern markets on consumer decisions regarding traditional markets (Safrudin, et al, 2023). The type of data required in this study includes primary data. The data collection was carried out using interview techniques accompanied by documentation. The sampling technique in this study used nonprobabilities sampling (purposive sampling) where the sample criteria were consumers and traditional traders in the Tamanan Regency Traditional Market. The data analysis technique used in this study was a qualitative analysis technique. Data analysis is the process of systematically searching and compiling data by organizing data into categories, describing them into units, synthesizing, arranging them into patterns, selecting what is important and what will be studied, and drawing conclusions so that they are

easily understood by oneself or others (Arlina, et al, 2018).

## FINDINGS AND DISCUSSION

The existence of traditional markets plays a strategic role in driving the economy in Tamanan sub-district. Despite this strategic role, efforts are needed to increase the competitiveness of traditional markets with the growth of modern markets.

### Consumer decisions for shopping in modern markets and traditional markets.

According to (D. P. Sari, 2021) states that purchasing decisions have a structure of seven components, namely: product type decisions, product form decisions, brand decisions, sales decisions, product quantity decisions, sales time decisions, purchase time decisions, and payment method decisions. According to Setiadi in (S. P. Sari, 2020) Purchasing decisions are something related to consumer plans to purchase certain products, as well as how many units of the product are needed in a certain period.



**Figure 1 : Foundations of Purchasing Decisions**

The advantages of this business strategy include self-service, allowing consumers to select items according to their needs without haggling over prices during sales transactions. Adequate supporting facilities, such as air conditioning and beverage coolers, and ATMs with a high level of security, are available in modern stores. Strategic locations are easily identifiable, and some modern stores operate 24/7.

The striking development of the retail industry is also demonstrated by the significant number of new outlets opened by two major minimarket players: Alfamart and Indomaret. As reported by Bisnis, the number of both Alfamart and Indomaret outlets continues to increase. Furthermore, new retail outlets have emerged and are beginning to develop, including Toko Basmalah, a growing retailer.

### The influence of security on purchasing decisions

The seller's ability to guarantee the integrity of the goods sold by supervising and safeguarding data and product transactions to prevent damage, security indicators are: 1. Guaranteed Transactions 2. Ease of transactions via Cash or transfer. 3. There is proof of transactions such as receipts, etc. Purchasing decisions are not influenced by security perceptions, this is according to research (Desky, et al, 2022) conducted on a case study of Shopee

consumers in Yogyakarta. The research states that partially, security perceptions have no effect on purchasing decisions, while the information quality and trust variables show an influence on purchasing decision variables.

This occurs because most respondents are students, student respondents are aged 17-25 years, at that age someone tends not to think long and easily believe something. They see a glance at the review feature of consumers who have shopped at Shopee is enough to make students confident and trust, so the influence of security and data confidentiality does not significantly affect the level of consumer trust that results in purchasing decisions. (Special Hotimah 2024). Perception of security has an impact on purchasing decisions, this is in line with research conducted by: (Wibowo et al, 2022).

### **The impact of modern markets on traditional markets**

By examining the changes in turnover, income, and number of employees after modern industries (such as Alfamart and Indomaret) began to dominate traditional markets, we can see how modern market circulation impacts the effectiveness of traditional market vendors. On the other hand, due to market segmentation, the presence of contemporary retail near traditional markets sometimes leads to a decrease in the number of customers shopping at traditional markets. The time required to negotiate with vendors is unpopular with all buyers. When a seller and buyer are ready to sell at a favorable price, they have reached an agreement on a price. However, buyers still need to consult the prices of several businesses to obtain the same information.

Consumers incur transaction costs, which include time and effort, when making purchases. Modern markets are popular among consumers who prefer to avoid transaction fees because all products are priced clearly, allowing customers to choose their desired items based on that information. Household customers and those purchasing basic necessities are the most common types of consumers who switch from traditional markets to contemporary markets.

Research shows that these household customers only comprise approximately 33.5% of all traditional market consumers. It is unlikely that all of them will switch to contemporary markets, given that some of their daily needs are not readily available there. Thus, temporary markets only sell a small number of commodities. This confirms the findings (Mulyana et al., 2024) that consumer demographics determine the extent to which contemporary markets influence more traditional markets; specifically, that middle- and upper-class consumers in more traditional markets are more likely to shop in more modern locations.

The emergence of contemporary markets has seen dramatic changes in economic dynamics and corporate competition. The two markets differ significantly in terms of trading volume and dealer revenue. Traditional market traders have seen a 30–40% decline in turnover due to the emergence of new markets nearby. Conversely, revenue growth in contemporary markets has remained stable, with annual increases reaching 10–15% (Susilo, 2018). Consumer migration not only plays a role in this variation, but contemporary markets are also better able to control profit margins due to technological advances in inventory management and bulk purchasing.

Competition between traditional and contemporary markets is characterized by price competition. One advantage of modern markets is economies of scale, which allow them to purchase in bulk from distributors or manufacturers and thus lower prices. Furthermore, they employ aggressive marketing tactics such as membership cards, discounts, and package promotions to attract customers. On the other hand, large suppliers are beyond the reach of traditional market traders with a smaller capital base, and operating costs per unit of goods are relatively high. This makes price competition difficult. On the other hand, when it comes to selling perishable goods like meat, produce, and eggs, traditional markets still dominate.

Traditional markets are experiencing a decline in visits, indicating a shift in customer preferences. Surveys show that visits to traditional markets, particularly in metropolitan areas, have fallen by almost half in the previous decade. Customers are largely migrating to contemporary markets due to factors such as limited operating hours, unfriendly market conditions, and a lack of amenities like parking and restrooms. More than older generations, today's youth prefer contemporary markets because they are perceived as superior and fit their lifestyles (Marpung et al., 2025). Current market practices actually worsen the situation for traditional market players. Contemporary market players employ tactics such as product, pricing, distribution, and advertising. People prefer shopping at contemporary markets like Alfamart and Indomaret because they offer a wider variety of goods at higher prices, and the facilities are pleasant, safe, and clean (Mulyana et al., 2024).

## CONCLUSION

Regional regulations are regional laws that regulate general matters and have implications for all people in a particular area. Bondowoso Regency Regulation No. 5 of 2020 concerning the Arrangement and Development of Traditional Markets, Supermarkets, and Shopping Centers is one of many regulations that regulate traditional and modern markets. This regulation is more oriented towards trade liberalization, where people are encouraged to compete with other business actors who even have large capital. The existence of this Regional Regulation actually widens the gap between traditional markets and small-scale grocery stores managed by small communities and modern markets and shops related to access to capital, information, and technology, both in terms of ownership and distribution. As a result of this limited access, the enhancement of the function, role, and position of traditional markets is also very limited compared to modern markets.

The concentration of economic activity widens the gap, thus giving rise to unfair competition. Furthermore, the aspect of protection for traditional markets as a cultural identity of the nation which is a superiority (fulfillment of moral aspects) in the form of values of mutual cooperation, solidarity, and diversity in this Regional Regulation is very weak. This regulation is more dominant in regulating the existence of modern markets in order to increase investment and competition. Therefore, it can be concluded that this regulation has not achieved a balance between economics and morals. The provisions in

Regional Regulation No. 5 of 2020 are generally not correspondent, incoherent, and inconsistent with the values of Pancasila, as can be seen from the formulation of the substance of the regulation, which includes (a) considerations; (b) objectives; (c) principles and scope of regulation; and (d) content. The results of the examination of this regulation are presented in the table of the legal problem matrix of Regional Regulation No. 5 of 2020.

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