

RINGKASAN

Pasar tradisional merupakan wadah utama bagi masyarakat dalam mendistribusikan produk lokal. Pasar tradisional juga memiliki fungsi sebagai perputaran ekonomi daerah karena uang dari masyarakat dapat beredar secara cepat. Perkembangan teknologi dan persaingan semakin ketat membuat pasar tradisional harus terus beradaptasi supaya tetap bertahan. Kondisi tersebut membuat pasar tradisional mulai tergeser dengan pasar modern dan platform digital. Hal tersebut membuat kepuasan konsumen penting dilakukan agar pasar tradisional tetap mampu bersaing. Penelitian ini bertujuan untuk (1) mempelajari karakteristik konsumen Pasar Manis di Kabupaten Ciamis (2) menganalisis tingkat kepuasan konsumen terhadap kualitas pelayanan Pasar Manis di Kabupaten Ciamis (3) mengetahui atribut apa saja yang menjadi prioritas utama dalam perbaikan kualitas pelayanan untuk meningkatkan kepuasan konsumen di Pasar Manis Ciamis.

Penelitian ini dilaksanakan di Pasar Manis Ciamis (Pasar Subuh) yang berada di Kecamatan Ciamis, Kabupaten Ciamis, Jawa Barat pada bulan Juni sampai Juli 2025. Metode penelitian ini yaitu metode survei dengan sampel sebanyak 100 orang. Objek penelitian ini adalah kepuasan konsumen terhadap pelayanan pedagang di Pasar Manis (Pasar Subuh) Kecamatan Ciamis Kabupaten Ciamis. Metode pengambilan sampel dilakukan dengan teknik *non probability sampling* dengan metode *purposive sampling*. Analisis data yang digunakan adalah uji validitas, uji reliabilitas, analisis deskriptif, *Customer Satisfaction Indeks* (CSI), dan *Importance Performance Analysis* (IPA).

Hasil penelitian menunjukkan bahwa karakteristik konsumen Pasar Manis didominasi oleh perempuan, termasuk usia produktif (26-50 tahun), alamat domisili di Kecamatan Ciamis, pendidikan terakhir sarjana, status pernikahan sudah menikah, pekerjaan PNS, pendapatan per bulan $\leq$ Rp1.000.000 dan Rp1.000.001 – Rp2.000.000, frekuensi belanja per bulan jarang (1-10 kali), dan biaya yang dikeluarkan $\leq$ Rp1.000.000. Tingkat kepuasan konsumen memiliki nilai 76,34% sehingga masuk ke dalam kategori puas. Atribut yang berada pada prioritas utama atau kuadran I yaitu Pasar Manis bersih dan tidak becek, adanya toilet yang bersih, dan adanya tempat sampah yang memadai.

SUMMARY

The traditional market is the main place for the community in distributing local products. Traditional markets also have a function as a regional economic turnover because money from the community can be circulating quickly. The development of technology and competition is getting tougher to make traditional markets must continue to adapt so that they will survive. These conditions make traditional markets began to be displaced by modern markets and digital platforms. This makes customer satisfaction important so that traditional markets are still able to compete. This study aims to (1) study the characteristics of a sweet market consumer in Ciamis Regency (2) Analyzing the level of customer satisfaction with the quality of sweet market services in Ciamis Regency (3) Knowing what attributes are the top priority in improving quality Services to increase consumer satisfaction in the Ciamis Manis Market.

This research was conducted at the Pasar Manis Ciamis (Pasar Subuh) located in Ciamis District, Ciamis Regency, West Java in June to July 2025. This research method is a survey method with a sample of 100 people. The object of this research is customer satisfaction with trader services in Pasar Manis (Pasar Subuh), Ciamis District, Ciamis Regency. The sampling method is carried out by non -probability sampling technique with the purposive sampling method. The data analysis used is the validity test, reliability test, descriptive analysis, customer satisfaction index (CSI), and importance performance analysis (IPA).

The results showed that the characteristics of a sweet market consumer are dominated by women, including productive age (26-50 years), domicile address in Ciamis District, the latest education undergraduate, marriage status is married, civil servant work, income per month $\leq$ Rp1,000,000 and Rp1,000.001-Rp. 2,000,000, the frequency of spending per month is rare (1-10 times), and costs incurred $\leq$ Rp1,000,000. The level of customer satisfaction has a value of 76.34% so that it is included in the category of satisfaction. The attributes that are in the top priority or quadrant I are the Clean and Non -muddy Sweet Market, the presence of a clean toilet, and the existence of adequate trash bins.