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Disparities in Consumer Preferences for Procuring Vegetables Between Traditional and Modern Markets

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Abstract. Consumer preferences for vegetables reflect the decision to buy them in traditional vs contemporary marketplaces, impacted by several circumstances. This article analyzes the impact of pricing, product quality, product completeness, facilities, and services on vegetable purchasing in modern and traditional marketplaces, utilizing the Structural Equation Modeling (SEM) approach within the Smart-PLS 4.0 program. The research utilized primary data collected from 96 participants across six modern and traditional marketplaces in Medan City. The findings of this study reveal disparities in the factors influencing traditional and modern marketplaces. In conventional marketplaces, price, product variety, and service substantially influence customer preferences for vegetables, although product quality and amenities do not significantly impact these choices. In contemporary marketplaces, product quality, facilities, and services substantially influence customer preferences for purchasing vegetables, although price and product completeness have no major impact on these choices. Affordability, product comprehensiveness, and service quality are essential considerations for consumers shopping in traditional marketplaces. This component must be sustained to be competitive in contemporary markets. Moreover, amenities are a crucial issue to consider for the coexistence of traditional markets alongside modern marketplaces.

Keywords: consumer preferences; modern market; traditional market; SEM; vegetables

INTRODUCTION

Indonesia has enormous potential in producing vegetables, which are vital for daily use, due to its status as an agricultural country with plentiful natural resources. Indonesians spend more on food than non-food products, as reported by. The nutrient-dense veggies can aid in illness prevention in several ways. Different consumers have different priorities when buying veggies; some care more about price, while others care more about quality. Both conventional and contemporary marketplaces fight for customers' attention, and demand is affected by their decisions (Pindyck & Rubinfeld, 2013; Wang, 2021).

People in large cities, like Medan City, have modified their buying habits. While traditional markets' reduced pricing and contact with bargaining keep them afloat, modern marketplaces with convenient and appealing amenities are gaining popularity. There are two types of marketplaces, traditional and contemporary, as stated in Decree No. 23/MPP/Kep/1/1998, issued by the Minister of Industry and Trade. The lower middle class relies on traditional markets, which are less pleasant, to support local economies and lower unemployment rates. Yulianti et al. (2021) noted that modern marketplaces provide convenience and fixed pricing that does not include bargaining.

Modern marketplaces in Indonesia are expanding at a rapid pace, posing a threat to traditional markets. In 2020, conventional markets declined by 8% annually, while contemporary markets expanded by 31.4%. Each sub-district in Medan City has a higher concentration of contemporary marketplaces than traditional ones. According to Badan Pusat Statistik Provinsi Sumatera Utara (2023) data, customers' shopping preferences are influenced by the fact that traditional markets sell vegetables at a lower price than contemporary markets (Korenkova et al., 2020; Rahmalia et al., 2022; Siyum et al., 2022).

Several aspects, such as pricing, quality, product completeness, facilities, and services, influence customers' judgments regarding

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their purchasing preferences. However, the quality of the things sold at traditional markets usually deteriorates very quickly, even though the prices of vegetables offered there are substantially lower. Recent research conducted by Kotler et al. (2021) indicates that contemporary marketplaces offer products that are both extensive and well-organized. The advantages and disadvantages that are associated with each of these two types of marketplaces are distinct from one another. Consequently, the major purpose of this study is to explore customers' preferences when they shop for vegetables in both traditional and contemporary markets in Medan City.

METHODS

Research Location Determination

Month and year of research? The purposive method was utilized, which involved the deliberate selection of research locations. These locations were chosen in Medan City, specifically in the Medan Petisah District (Petisah Market and Brastagi Supermarket), the Medan Denai District (Sukaramai Market and Swalayan Maju Bersama), and the Medan Area District (Pasar Bakti and Irian Supermarket). The selection of places is determined by the representational nature of the existence of both traditional markets and contemporary markets inside a single sub-district, as well as by the proximity of the traditional and modern markets to one another.

Method of Sampling

Regarding the purpose of this investigation, a non-probability sampling approach is utilized because the population being investigated is limitless, and the number of its members as well as their identities, are unknown. Additionally, accidental sampling was utilized, in which all individuals who came into contact with the researcher were eligible to be sampled if it was deemed appropriate for the study setting. The primary criterion for sampling consisted of individuals who shop for vegetables at both traditional and contemporary markets in Medan City (Sugiyono, 2016).

The research population comprises all individuals who buy vegetables in either market, with the size of the population being unknown. With a confidence level of 95%, the formula that Wibisono provided was utilized to ascertain the quantity of samples. As a result, the Za/2 value was found to be 1.96, and the sample withdrawal rate was found to be 5%. Based on the findings of the computation, the sample size was determined to be 96 individuals, which was subsequently rounded up to 96 respondents. In the sample distribution that was based on the sub-districts in Medan City, there were a total of 96 respondents, with 48 respondents coming from traditional markets and 48 respondents coming from contemporary markets.

Data Collection Method

The Central Bureau of Statistics, PD Pasar Kota Medan, theses, journals, and books were some of the sources from which secondary data were gathered. These sources consisted of literature and references. The researchers provided A set of comments to customers of vegetables in both traditional and modern marketplaces to collect primary data. These statements were gathered through direct interviews or questionnaires. Primary and secondary data were the two categories of data employed in this study, and the technique of data collecting was utilized. The basic data were gathered by using a Likert scale as a reference to determine the interval length of the measuring instrument. From highly agreeing to vehemently disapproving, the scale went from one extreme to the other.

Method of Analysing the Data

To gain an understanding of the preferences of consumers when it comes to shopping for vegetables in two different types of markets in Medan City, this research makes use of quantitative approaches by utilizing the Structural Equation Model (SEM) analysis with the Partial Least Square (PLS) methodology. These different types of

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markets are traditional and contemporary. Several software applications, including SmartPLS 4.0 and Microsoft Excel 2013, were used to conduct the research. The first part of this technique, which explains the connection between variables, involves testing three forms of validity and reliability: convergent validity, discriminant validity, and composite reliability. These are the three categories of validity and reliability that are assessed. The second stage evaluates the structural model by employing the coefficient of determination (R^2) and the goodness of fit (GoF) metrics. When doing the final hypothesis testing, bootstrapping on SmartPLS with an alpha value of 0.05 is utilized to determine whether or not the hypothesis ought to be accepted or rejected (Ghozali & Kusumadewi, 2023).

RESULTS AND DISCUSSION

Using the SEM-PLS technique and the SmartPLS tool, an analysis of the data was carried out to determine the factors that impact the preferences of consumers while they are shopping for vegetables in traditional markets as opposed to contemporary marketplaces. A plan for the PLS program model that has been developed as shown in Figure 1 and Figure 2.

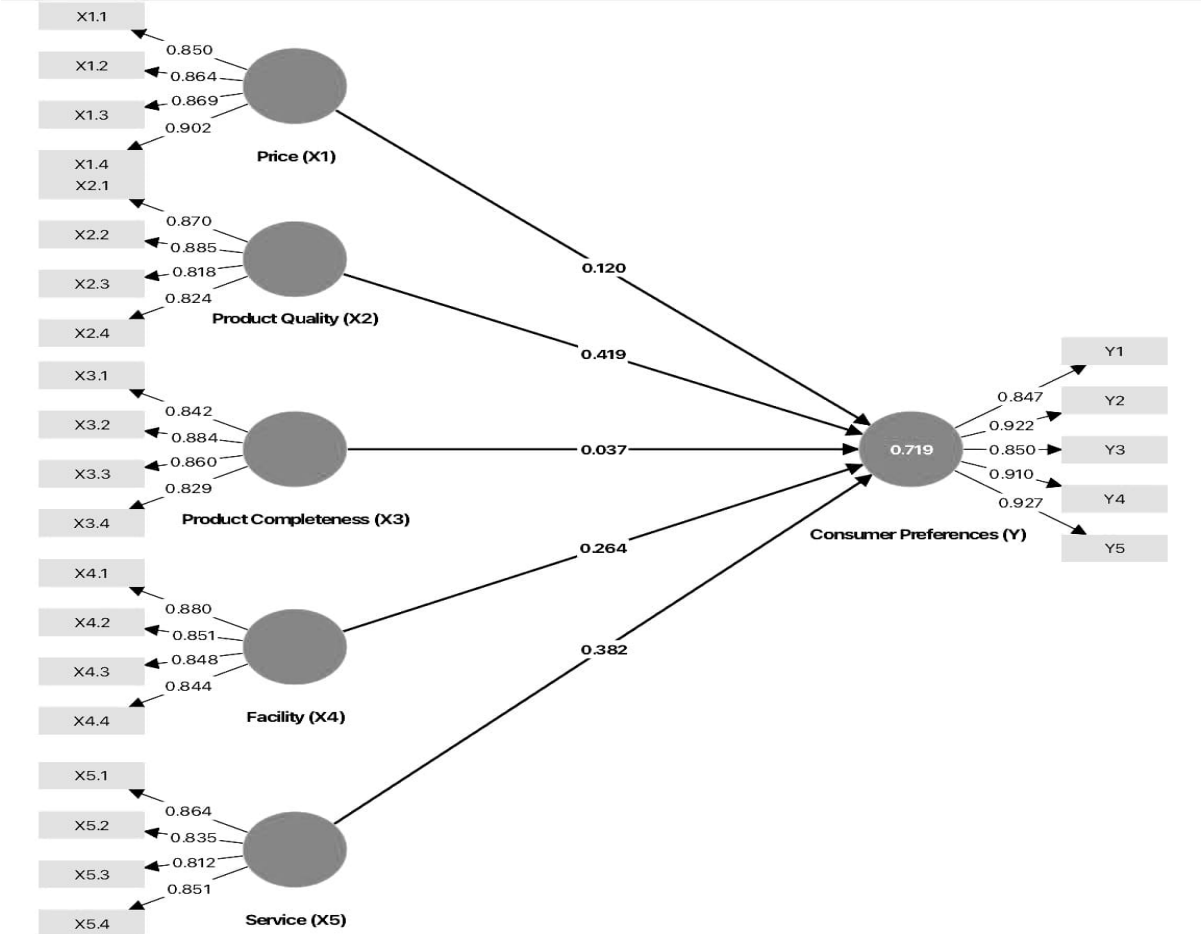

Figure 1. Traditional Market Model

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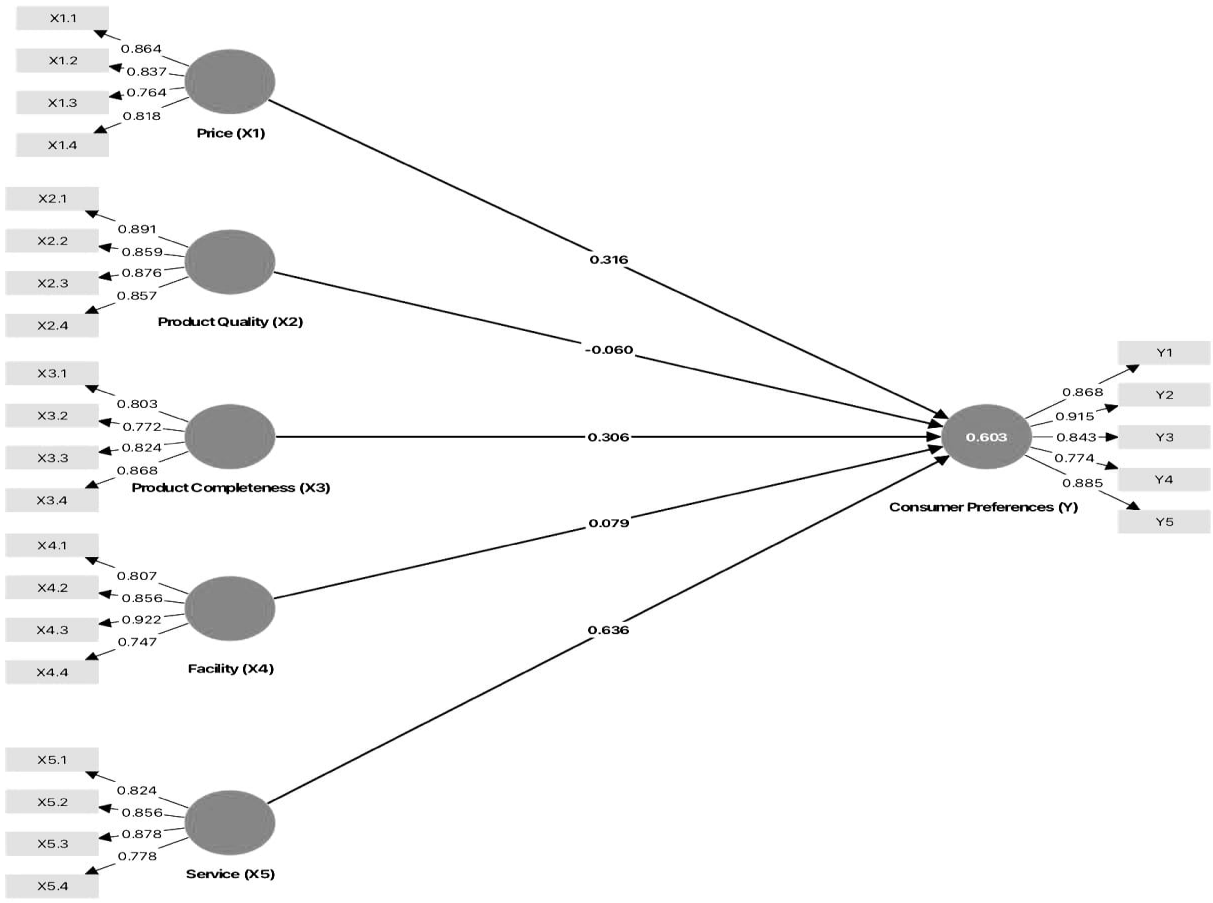

Figure 2. Modern Market Model

The graphic above illustrates that the SEM-PLS model has six variables, including exogenous and endogenous factors. This study identifies pricing, product quality, product completeness, facilities, and services as exogenous factors, whereas customer preferences are categorized as endogenous variables. SEM-PLS analysis is conducted in two phases: outside model analysis and inner model analysis. The outer model analysis is conducted to evaluate the feasibility of the model or measurement device employed. The measuring equipment in this study must demonstrate the feasibility of going to the inner model analysis step.

Analysis of Outer Model

Convergent validity

The assessment of convergent validity relies on the correlation between the indicator score and the construct score (loading factor), necessitating that each indicator's loading factor exceeds 0.70 to be deemed valid. The Average Variance Extracted (AVE) is considered as good if it exceeds 0.50. The data processing conducted using SmartPLS yielded the outer loading values for each indicator associated with external and endogenous factors (Table 1).

The findings from the table indicate that all indicators of the loading model in both conventional and modern markets exceed a value of 0.50, signifying that the construct is deemed acceptable. The subsequent stage in assessing convergent validity and examining factor loading involves analyzing the Average Variance Extracted (AVE) value, which is considered valid if it exceeds 0.50. The AVE (Average Variance Extracted) values in both conventional and modern

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markets exceed 0.50, indicating that they are legitimate and satisfy the criteria for AVE (Table 2).

Discriminant Validity

By comparing the cross-loading value, discriminant validity seeks to ascertain if the construct has sufficient discriminant. Indicators might be considered valid when the variable cross-loading value outperforms other variables in a comparison. A cross-loading value larger than 0.7 is anticipated (Table 3).

Table 1. Outer loading value of traditional market and modern market

Variable	Indicator	Traditional Market	Modern Market	Description
		Load	Load	
Price (X1)	X1.1 = Price Affordability	0.864	0.850	Valid
	X1.2 = Price compatibility with quality	0.837	0.864	
	X1.3= Price competitiveness	0.764	0.869	
	X1.4= Price match with benefits	0.818	0.902	
Product Quality (X2)	X2.1= Shape	0.891	0.870	
	X2.2= Durability	0.859	0.885	
	X2.3= Design	0.876	0.818	
	X2.4= Quality of fit	0.857	0.824	
Product Completeness (X3)	X3.1= Diversity	0.803	0.842	
	X3.2= Availability	0.772	0.884	
	X3.3 = Variety of sizes	0.824	0.860	
	X3.4 = Product type	0.868	0.829	
Facilities (X4)	X4.1= Spatial consideration aspect	0.807	0.880	
	X4.2= Room planning	0.856	0.851	
	X4.3= Facilities and infrastructure	0.922	0.848	
	X4.4= Supporting elements	0.747	0.844	
Services (X5)	X5.1= Friendliness	0.824	0.864	
	X5.2= Attention	0.856	0.835	
	X5.3= Responsibility	0.878	0.812	
	X5.4= speed and accuracy	0.778	0.851	
Consumer Preferences (Y)	Y1= Attributes	0.868	0.847	
	Y2= Importance	0.915	0.922	
	Y3= Trust	0.843	0.850	
	Y4= Experience	0.774	0.910	
	Y5= Satisfaction	0.885	0.927	

Table 2. AVE value of traditional market and modern market

Variable	Traditional Market	Modern Market	Description
	AVE	AVE	
Price (X1)	0.675	0.759	Valid
Product Quality (X2)	0.758	0.722	
ProductCompleteness (X3)	0.668	0.729	
Facilities (X4)	0.698	0.733	
Services (X5)	0.697	0.707	
Consumer Preferences (Y)	0.737	0.795	

Latent variables with indicators have a more significant connection than other latent variables, according to the table of cross-loading data for both traditional and modern markets previously shown. As a bonus, one variable has a cross-loading

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value greater than 0.50. Evidence like this disproves any concerns about discriminant validity in cross-loading analyses of historical and contemporary market data (Table 4).

Table 3. Cross-loading results on traditional market

	X1	X2	X3	X4	X5	Y
X1.1	**0.864**	0.277	0.206	0.087	0.034	0.313
X1.2	**0.864**	0.060	0.272	-0.002	-0.148	0.277
X1.3	**0.764**	0.089	-0.011	0.028	-0.117	0.164
X1.4	**0.818**	-0.024	0.077	-0.234	0.115	0.346
X2.1	0.183	**0.891**	-0.047	-0.068	0.256	0.256
X2.2	0.060	**0.859**	-0.011	0.020	0.250	0.103
X2.3	0.119	**0.876**	0.148	-0.065	0.335	0.115
X2.4	0.029	**0.857**	0.114	0.043	0.232	0.171
X3.1	0.064	0.072	**0.803**	-0.108	0.041	0.196
X3.2	0.101	-0.093	**0.772**	-0.074	-0.158	0.146
X3.3	0.186	0.075	**0.824**	-0.003	-0.103	0.280
X3.4	0.186	0.052	**0.868**	-0.090	0.066	0.377
X4.1	-0.087	-0.052	0.120	**0.807**	0.003	0.048
X4.2	0.074	-0.102	-0.060	**0.856**	-0.002	0.054
X4.3	-0.109	0.014	-0.180	**0.922**	0.160	0.110
X4.4	-0.229	-0.225	-0.272	**0.747**	0.104	-0.010
X5.1	-0.136	0.156	-0.080	0.049	**0.824**	0.360
X5.2	-0.018	0.293	-0.083	0.111	**0.856**	0.542
X5.3	0.021	0.316	0.113	0.010	**0.878**	0.643
X5.4	0.064	0.192	-0.088	0.164	**0.778**	0.425
Y1	0.205	0.155	0.288	0.183	0.568	**0.868**
Y2	0.197	0.199	0.269	0.099	0.632	**0.915**
Y3	0.301	0.044	0.334	0.161	0.350	**0.843**
Y4	0.486	0.157	0.344	-0.118	0.425	**0.774**
Y5	0.332	0.205	0.234	0.102	0.620	**0.885**

Analysis of Inner Model

Coefficient of Determination R2 (R-Square)

Consumer Preference (Y), which is affected by pricing (X1), product quality (X2), product completeness (X3), facilities (X4), and service (X5), is one dependent variable that is affected by other factors. The degree to which the independent variables may almost entirely explain the observed changes in the dependent variable.

Goodness of Fit (GoF)

The subsequent stage in assessing the inner model is determining the Goodness of Fit (GoF) value. Goodness of Fit (GoF) is employed to characterize the overall degree of model adequacy.

$$\text{GoF} = \sqrt{\overline{Com}\ x\ \overline{R^2}}$$

Com is the average of commonalities, while R2 is the average of RSquare. The results of R-Square and GoF in Traditional and Modern Markets are described as follows. The R-Square value indicates that Consumer Preference (Y) in traditional markets is 0.603, signifying that 60.3% of the variance in Consumer Preference (Y) can be attributed to the constructs of price, product quality, product completeness, facilities, and services, while the remaining 39.7% is accounted for by other variables not encompassed in the research model. In the contemporary market, the R-Square value indicates that Consumer Preference (Y) is 0.719, suggesting that the factors of price, product quality, product completeness, facilities, and services can elucidate 71.9% of the variability in Consumer Preference (Y). The remaining 28.1% is attributed to factors not incorporated in the study model. The GoF outcomes in

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conventional and contemporary markets, derived from the formula as mentioned earlier, can be produced as follows:

$$GoF = \sqrt{(0.7055 \times 0.603)}$$

$$GoF = \sqrt{0,652}$$

Table 4. Cross-loading results on the modern market

	X1	X2	X3	X4	X5	Y
X1.1	**0.850**	0.094	0.240	0.235	0.268	0.297
X1.2	**0.864**	-0.009	0.096	0.214	0.212	0.240
X1.3	**0.869**	0.102	0.029	0.289	0.209	0.291
X1.4	**0.902**	0.124	0.140	0.368	0.276	0.393
X2.1	0.056	**0.870**	0.260	0.213	0.388	0.613
X2.2	0.013	**0.885**	0.252	0.238	0.228	0.570
X2.3	0.028	**0.818**	0.153	0.236	0.163	0.457
X2.4	0.232	**0.824**	0.321	0.221	0.417	0.548
X3.1	0.171	0.179	**0.842**	0.269	0.206	0.276
X3.2	0.172	0.342	**0.884**	0.307	0.322	0.413
X3.3	-0.014	0.297	**0.860**	0.103	0.091	0.248
X3.4	0.142	0.144	**0.829**	0.271	0.333	0.333
X4.1	0.236	0.310	0.289	**0.880**	0.152	0.515
X4.2	0.204	0.281	0.254	**0.851**	0.297	0.459
X4.3	0.269	0.206	0.202	**0.848**	0.202	0.367
X4.4	0.417	0.102	0.234	**0.844**	0.324	0.466
X5.1	0.229	0.341	0.241	0.270	**0.864**	0.566
X5.2	0.259	0.357	0.176	0.306	**0.835**	0.592
X5.3	0.245	0.287	0.254	0.138	**0.812**	0.541
X5.4	0.206	0.206	0.323	0.232	**0.851**	0.480
Y1	0.174	0.575	0.306	0.407	0.527	**0.847**
Y2	0.317	0.583	0.426	0.525	0.613	**0.922**
Y3	0.311	0.557	0.187	0.396	0.578	**0.850**
Y4	0.389	0.561	0.349	0.516	0.580	**0.910**
Y5	0.397	0.619	0.349	0.525	0.607	**0.927**

The findings table indicates that the GoF value for the conventional market is 0.652, which is above the requisite threshold of 0.36 for a robust instrument. A GoF value of 0.652 signifies that the sampled data aligns with the analyzed model.

$GoF = \sqrt{0,729}$

As indicated in the results table, the GoF value for the current market is 0.729, exceeding the requisite threshold of 0.36 for a satisfactory instrument. A GoF value of 0.729 signifies that the sampled data aligns with the analyzed model (Table 5).

Table 5. The R-Square and GoF values of traditional and modern markets

Variable	Traditional Market		Modern Market		Description
	Communality	R-Square	Communality	R-Square	
Price (X1)	0.675		0.759		Valid
Product Quality	0.758		0.722		
Product	0.668		0.729		
Facilities (X4)	0.698		0.733		
Services (X5)	0.697		0.707		
Consumer	0.737	0,603	0.795	0,719	

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Hypothesis Test

The hypothesis is tested by analyzing the t-statistic at a significance level of 95% (α = 0.05). 1.96 is the value of the t-table when the significance threshold is set at 95%. 1.96 is the criterion that determines whether the given hypothesis should be accepted or rejected. If the t-statistic is more than 1.96, the hypothesis is accepted; conversely, if the t-statistic is less than 1.96, the hypothesis is rejected. To assess the hypothesis by utilizing probability, a significant impact is demonstrated when the P-values are less than 0.05, whereas a considerable effect is not observed when the P-values are more than 0.05. Additionally, the T-statistics values that were produced from the SmartPLS bootstrapping output findings are presented in Table 6 and Table 7. The route Coefficients are the coefficients that are associated with each hypothesis route.

1. The effect of price on consumer choice resulted in a t-statistic of 2.053, exceeding 1.96, and a p-value of 0.040, smaller than 0.05. Price significantly influences consumer choice when buying vegetables in traditional markets in Medan City. This is because consumers can negotiate the price of vegetables in traditional markets and interact directly with farmers to get an appropriate price reduction. In traditional markets, there is no price determination like in modern markets, so bargaining can still be done. Among various factors studied, Singh & Raj (2018) results indicate that freshness and price were the main factors affecting the consumer's decision to buy vegetables. Buying preferences are not affected much by the age or gender of the buyer. Most of the respondents preferred buying vegetables more than once in a week and also preferred to buy them fresh and from local markets rather than supermarkets. The study results of Kabir et al. (2023) show that higher-income and highly educated Bangladeshi shoppers are ready to pay more for fresh vegetables compared to lower-income and less educated shoppers who are more price-conscious. The results also show that consumers in developing countries, taking into account socio-demographic characteristics, have much in common in terms of preferences and price awareness with consumers in developed countries when buying vegetables. The study by Berlian et al., (2023) in the vegetable market of Pekanbaru City, Indonesia, emphasizes the dominant role of economic factors in shaping consumer behavior, with economic conditions and personal income being the main influences in purchasing decisions. Cultural factors also play a positive role in decision-making, highlighting cultural considerations. Social dynamics, psychological factors, and personal habits contribute significantly, while effective marketing strategies and customer satisfaction are crucial for influencing choices and driving loyalty in the vegetable market.

Table 6. Path coefficients and t-statistics in the traditional market

Influence	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	t-Statistics	P-Values
X1→Y	0.316	0.296	0.154	2.053	0.040
X2→Y	-0.060	-0.047	0.113	0.535	0.593
X3→Y	0.306	0.294	0.121	2.536	0.011
X4→Y	0.079	0.063	0.110	0.720	0.472
X5→Y	0.636	0.611	0.149	4.270	0.000

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2. The effect of product quality on consumer choice resulted in a t-statistic of 0.535, which is smaller than 1.96, and a p-value of 0.593, which is greater than 0.05. It can be concluded that product quality does not significantly influence consumer preferences in buying vegetables in traditional markets in Medan City. This occurs because most consumers in traditional markets prioritize low prices over product quality because they consider that the quality of vegetables available in the market is good enough and comparable to those in other markets. Traditional markets generally have middle-class customers that prioritize price over quality, meaning that with moderate-quality vegetables, customers can afford to buy vegetables. This is in line with the study conducted by Wahdania & HR (2020).
3. The effect of product completeness on customer choice resulted in a t-statistic of 2.536, exceeding 1.96, and a p-value of 0.011, which is less than 0.05. Product completeness significantly affects customer preferences when buying vegetables in traditional markets in Medan City. This happens because people who shop at traditional markets get all the types of vegetables they need and the availability of various types and sizes that meet their daily needs. Traditional markets provide all the community's needs for a variety of vegetables so that product completeness is why people shop at traditional markets. The research offers similar results to studies from Kumallasari et al. (2023).
4. The influence of facilities on customer choices yields t-statistics of 0.720, less than 1.96, and a p-value of 0.472, exceeding 0.05. It may be established that amenities do not significantly influence consumer choices while purchasing vegetables at traditional marketplaces in Medan City. Consumers in traditional markets typically do not prioritize comprehensive amenities due to the short duration spent shopping for veggies. Consumers in conventional marketplaces often prioritize inexpensive pricing that aligns with their specific demands (Pameling et al., 2024). Regarding traditional market facilities, according to Yusmarni et al. (2021) during the Covid-19 pandemic, ease of access significantly affects consumer decisions in buying vegetables in addition to the influence of friends and family, purchasing motivation, and purchasing methods.
5. The impact of service on consumer choice yields a t-statistic of 4.270, above 1.96, and a p-value of 0.000, which is smaller than 0.05. Service significantly affects consumer preferences when buying vegetables in traditional markets in Medan City. Polite and friendly service influences consumers' decisions to shop at traditional markets, increases preferences, and encourages repeat purchases. Sellers in traditional markets continue to provide friendly service to consumers to get high sales volume. Unfriendly behavior and attitude cause customers to look for other sellers. This is also shown by Korenkova et al. (2020) research.

The Outcomes of the path coefficient and t-statistic in the contemporary market are indicated in the table above:

1. The effect of price on customer choice resulted in a t-statistic of 1.203 (less than 1.96) and a p-value of 0.229 (more than 0.05). This implies that price does not significantly influence consumer choice to buy vegetables in contemporary Medan City markets. Consumers in contemporary markets prioritize the shopping environment, cleanliness, and convenience, including store aesthetics, pleasant atmosphere, and social status, so price is a secondary factor in their shopping choices. Higher prices than traditional markets are not a problem because the average shopper in modern markets is middle class and above.

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Table 7. Path coefficients and t-statistics in the modern market

Influence	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	t-statistics	P-Values
X1→Y	0.120	0.106	0.100	1.203	0.229
X2→Y	0.419	0.393	0.160	2.625	0.009
X3→Y	0.037	0.066	0.101	0.369	0.712
X4→Y	0.264	0.268	0.125	2.108	0.035
X5→Y	0.382	0.376	0.135	2.830	0.005

2. The effect of product quality on customer preference resulted in a t-statistic of 2.625, above 1.96, and a p-value of 0.009, which is smaller than 0.05. Product quality significantly influences customer preferences when purchasing vegetables in contemporary markets in Medan City. Consumers in contemporary markets tend to pay a higher price for the desired quality of goods. Vegetable products in the contemporary market are often perceived as being of better quality than vegetable products in the old market. Upper-middle-class consumers who are customers in traditional markets prioritize quality over price. Therefore, vegetable suppliers to modern markets also understand the types of vegetables and the packaging of vegetables so that they look attractive for purchase and consumption. The results of Cheng et al. (2016) showed that supermarket consumers in Beijing urban areas intend to choose a trusted place of purchase to buy vegetables, and their perceptions of "freshness" and "pesticide residues" are the main concerns. Female consumers and elderly consumers were more concerned about the safety of vegetables. Consumers who frequently buy vegetables are more likely to pay attention to food safety and quality than consumers who never carry vegetables. Consumers use different information channels to gain knowledge about vegetables. Most consumers use traditional information channels such as TV and broadcasting, while young and educated consumers rely more on the internet.
3. The impact of product completeness on customer preferences yields a t-statistic of 0.369, which is less than 1.96, and a p-value of 0.712, exceeding the 0.05 threshold. It may be established that product completeness does not significantly influence customer preferences while purchasing vegetables in the contemporary market of Medan City. Consumers in contemporary marketplaces prioritize an enjoyable shopping experience, a comfortable store ambiance, and superior service, which significantly impact customer choices beyond mere product completeness.
4. The effect of facilities on customer choice resulted in a t-statistic of 2.108, exceeding 1.96, and a p-value of 0.035, which is smaller than 0.05. Facilities significantly influence customer choice when buying vegetables at contemporary markets in Medan City. Facilities in contemporary markets are more attractive and can maintain consumer preferences, especially in places that not only provide shopping opportunities but also a comfortable and quiet atmosphere, large parking lots, hygienic and safe environments, and the ability for digital payments, fast and friendly service and a

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place to enjoy a break after shopping such as a cafe, thus increasing customer satisfaction. The results of this study are the same as those of other studies conducted by (Japarianto & Adelia, 2020; Kumallasari et al., 2023; Rahmi & Fadjar, 2022).

5. The impact of service on consumer choice resulted in a t-statistic of 2.830, exceeding 1.96, and a p-value of 0.005, less than 0.05. Services significantly influence consumer preferences when buying vegetables in traditional markets in Medan City. Contemporary markets offer efficient services due to the presence of trained personnel who provide prompt assistance and can provide information on the status of goods needed by customers. In addition, the information section also receives complaints about the service as well as mistakes about the purchased goods.

CONCLUSION

Emphasize the implications of the research. Clearly state the limitations and suggest areas for future research. Price, product completeness, and service are examples of exogenous variables that substantially impact consumers' preferences while shopping for vegetables in conventional marketplaces. Facility quality and product quality are examples of exogenous factors that do not substantially impact the outcome. Product quality, facilities, and services are examples of exogenous variables that substantially impact customers' preferences while shopping for vegetables in the Modern Market. The price and the completeness of the product are examples of external variables that do not have a substantial impact on the outcome. Price, product completeness, and services are examples of exogenous variables that substantially impact consumers' choices while they are shopping for vegetables as part of their typical market experience. Facility quality and product quality are examples of exogenous factors that do not substantially impact the outcome.

There is a need for government attention in improving traditional market facilities and infrastructure so that its existence is not displaced due to the emergence of modern markets that are more hygienic, clean, and neatly organized so that small traders do not lose their jobs. In increasing added value/income, traders need to improve the appearance of their merchandise related to efforts to advance the competitiveness of traditional markets against modern markets in the future.

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