

ANALYSIS OF MARKET MANAGEMENT AND WORKABILITY OF BUYING INTEREST IN ORDER TO INCREASE THE INCOME OF TRADERS OF THE TRADITIONAL MARKET OF CENDERE KARANGGENENG

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ABSTRACT

This study was conducted to find out how much influence market management and work ability have on buying interest in order to increase the income of traders at Cendere Karanggeneng traditional market. The method used in this research is quantitative with SEM analysis through the Smart-PLS version 3.0 application. The test was carried out with a measurement model (Outer Model), structural model (Inner Model), mediation test and hypothesis testing. The sample used was 97 respondents. And based on the results obtained partially that there is a relationship between market management which has a positive and significant effect on buying interest and increasing income, and work ability has a positive and significant effect on buying interest and increasing income. From the mediation test, it was found that market management and work ability to increase income mediated by buying interest had a positive and significant influence or partial mediation.

Keywords: Market Management, Employability, Purchase Interest, and Income Increase.

INTRODUCTION

In accordance with developments that are considered global, there have been several changes to the mindset of some people, especially in Indonesia. Developments in a region can be measured in various ways, including at the level of the economy in a country. The level of the economy in question is in the industry, tourism and trade sectors. The market is a place in which there is an activity related to trade.

According to Arianty (2013) in Amita, V., M Ermal E., & Nst D.A.D., (2019:51), the market is a place for buying and selling activities to take place. The existence of the market is an important factor because it is useful as a place to exchange goods. There are various types of markets such as modern markets and traditional markets. There are many markets that play a role in the economic process in Indonesia, one of which is the Karanggeneng Cendere Traditional Market.

Traditional markets are considered to have a very important role in improving the

community's economy. The traditional market itself is a market located in a village where the main actors of sellers and buyers are residents around the market itself. Bargaining has become a hallmark of traditional markets and has become an activity that is passed down from generation to generation. This is what makes the interest of market enthusiasts.

Opinion from Nafarin (2006:15) in D Pratiwi (2019) the advantages of trading activities of buying and selling goods and services that are in great demand by customers will increase people's income.

According to Kumala in Prawira and Yasa (2014) in N Nurliyati (2021) buying interest will appear automatically if the customer feels interested in making a purchase transaction on a product being sold. Therefore, buying interest in customers is very influential on the products and services offered to customers.

Efforts to increase people's economic income can be achieved by using market

management strategies as a reference. According to Terry, Oey Liang Lee in Suprpto (2009) in Junaldi M., J.R., N.N.P., (2020) market management has various factors in sustainability in order to achieve a goal such as; planning, organizing, coordinating, controlling and directing factors. As in the Karanggeneng Cendere Traditional Market, they both form a market management structure starting from the market chairman, market vice chairman, market treasurer, market secretary, etc.

Work ability According to Blanchard and Hersey (2013) in Stefanus Y.R., V.P.K.I., and R.N.T (2022) is a knowledge and a skill that is well-formed and based on the fact that employees have a fairly good or professional ability in carrying out their duties.

This research is taken from several supporting journals so that it gets 4 research variables, namely: market management, work ability to buying interest in order to determine the level of income in a traditional market. This research was conducted to further strengthen the answers from previous studies which in this study are more different in terms of variables, namely in the work ability variable and also in the research method. A different research method is using the Partial Least Square (PLS) Structural Equation Model (SEM) method. The location chosen was the Karanggeneng Cendere Traditional Market, because previously this market had never been conducted a study using the PLS SEM method.

THE ORETICAL BASIS

Market Management

According to Azizah, Luluk Nur (2019), market management is an activity carried out by managers. The manager himself has several tasks, namely being a coordinator and supervising all market members and all activities that take place in the market. The existence of management makes work more efficient and more effective.

Work ability

According to Effendi, S.A., & Suarmanayasa, I.N. (2021: 209) work ability

can improve employee performance, and it is also necessary to provide job satisfaction to employees of the company. Job satisfaction is given so that the ability to work which greatly affects the performance of employees can be carried out carefully.

Buying Interest

According to Tjioptono (2015: 140) in N Nurliyati (2021) said that consumer buying interest is an example of consumer desire to purchase products. Broadly speaking, buying interest is a measuring tool that allows buyers to buy a product or service with various brands.

Increased revenue

Revenue is an increase in income and a decrease in expenses from a company which results in the company's operational activities and services to the community (Harmanto, 2019:102). So, an increase in income is an increase in income in a company that can be a guarantee for the continuity of the company.

HYPOTHESES

The hypothesis according to Sugiyono (2017: 69) in Aryanti (2020) is a result in the form of a temporary answer. The hypothesis obtained is to suspect whether there is a correlation between one variable and another variable.

Based on the explanation above, a hypothesis can be drawn:

H1 : Market Management has a significant positive effect on Income Increase.

H0 : Market Management has no significant negative effect on Income Increase.

H2 : Workability has a significant positive effect on increasing income.

H0 : Workability has no significant negative effect on the increase in income.

H3 : Market Management has a significant positive effect on Buying Interest.

H0 : Market Management has no significant negative effect on Buying Interest.

H4 : Work Ability has a significant positive effect on Purchase Intention.

H0 : Workability has no significant negative effect on Purchase Intention.

H5 : Buying Interest has a significant positive effect on Income Increase.

H0 : Purchase intention has no significant negative effect on Income Increase.

METHOD

The approach used in this study uses PLS-SEM analysis, and also uses the smart PLS version 3.0 application. with the Measurement Model Test (Outer Model), Structural Model (Inner Model), Mediation Test and Hypothesis Testing.

RESULTS AND DISCUSSION

1. Measurement Model (*Outer Model*)

The measurement models used in this study include:

a. Convergent Validity

The Convergent Validity test is a test of the accuracy between data that has been declared true and data where the value must be >0.7 .

Tabel 1 Uji Convergent Validity

Variable	Indicator	Outer Loading	AVE	Description
Market Management (X1)	X1.1	0.802	0.65	VALID
	X1.2	0.859		
	X1.3	0.743		
	X1.4	0.819		
Work ability (X2)	X2.1	0.825	0.62	
	X2.2	0.766		
	X2.3	0.827		
	X2.4	0.736		
Buying Interest (Z)	Z1.1	0.837	0.66	
	Z1.2	0.846		
	Z1.3	0.764		
	Z1.4	0.776		
	Z1.5	0.849		
Increased revenue (Y)	Y1.1	0.916	0.76	
	Y1.2	0.766		
	Y1.3	0.907		
	Y1.4	0.892		

Source: Data processed from the results of SmartPLS 3.0 version (2022)

The variables of market management, work ability, buying interest and increasing income get Outer Loading values with numbers >0.7 and AVE with numbers >0.5 so that they can be declared valid.

b. Reliabilitas Test

Reliability test is a measurement result by using the same object and

getting the same data results. (Sugiyono., 2017:130) in (Sesaria., 2020).

Tabel 2 Uji Composite Reliability dan Cronbach's alpha

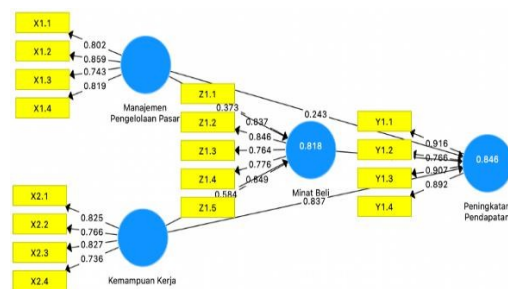
Variable	Composite Reliability	Cronbach's Alpha	Description
X1_Market Management	0.881	0.821	RELIABEL
X2_Work ability	0.868	0.797	
Z_Buying Interest	0.908	0.874	
Y_Increased Revenue	0.927	0.893	

Source: Data processed from the results of SmartPLS 3.0 version (2022)

The variables of market management, workability, buying interest and increased revenue received Composite Reliability and Cronbach's alpha scores with a figure of >0.7 So that it can be declared Reliable.

2. Structural Model (*Inner Model*)

An inner model is a structure used to estimate cause-effect relationships between variables. Ghazali (2010:36) in Nasution (2019).



Source: Data processed from the results of SmartPLS 3.0 version (2022)

Figure 1 Structural Model

a. R-Square

The value contained in the R square is the coefficient of determination in the contruk. R square value: 0.67 which means strong, 0.33 which means moderate, 0.19 which means weak.

Tabel 3 R-Square Test

Variable	R-Square	R-Square Adjusted
Y_Increased Revenue	0.846	0.841
Z_Buying Interest	0.818	0.814

Source: Data processed from the results of SmartPLS 3.0 version (2022)

From the results of the R-Square test, it is stated to be strong because together it has the influence of the free variable on the bound variable of 0.846 with an R-Square Adjusted value of 0.841.

3. Mediation Test

According to Husk and Bougie (2013) in Amanatus (2019) the mediation variable is a variable that has several functions including as an intermediate variable between independent variables and dependent variables.

Tabel 4 Path Coefficient

Variable	Original Sampel	Sampel Mean	Standart Deviation	T Statistik	P Value
X1_ Market Management → Y_ Increased Revenue	0.243	0.249	0.080	3.038	0.003
X1_ Market Management → Z_ Buying Interest	0.373	0.371	0.083	4.483	0.000
X2_ Work ability → Y_ Increased Revenue	0.837	0.842	0.082	10.159	0.000
X2_ Work ability → Z_ Buying Interest	0.584	0.587	0.077	7.591	0.000
Z_ Buying Interest → Y_ Increased Revenue	-0.132	-0.144	0.102	1.293	0.197

Source: Data processed from the results of SmartPLS 3.0 version (2022)

Tabel 5 Spesific Indirect Effect

Variable	Original Sampel	Sampel Mean	Standart Deviation	T Statistik	P Value
X1_ Market Management → Z_ Buying Interest → Y_ Increased Revenue	-0.049	-0.056	0.044	1.119	0.263
X2_ Kemampuan Kerja → Z_ Buying Interest → Y_ Increased Revenue	-0.077	-0.082	0.058	1.332	0.183

Source: Data processed from the results of SmartPLS 3.0 version (2022)

From the results of the data process above, it can be stated that:

Variable Management of Market Management to Increase Revenue mediated with Buying Interest

It can be seen from the results of the Path Coefficient table, the variables of market management to the increase in revenue are stated to have a positive and significant relationship because P-Values = $0.003 < 0.05$.

In the Table Specific Indirect Effect of market management on the increase in revenue mediated by buying interest can be said to have a positive and significant relationship because P-Values = $0.263 > 0.05$. So, from the results of the data above, it can be called Partial Mediation, which means that both have a positive and significant influence.

Variable Workability to Increase Income mediated with Buying Interest

It can be seen from the results of the Path Coefficient table data that the variable workability to increase income is stated to have a positive and significant relationship because P-Values = $0.000 < 0.05$.

In the table, the Specific Indirect Effect of work ability on the increase in income mediated by buying interest can be said to have a positive and significant relationship because P-Values = $0.183 > 0.05$. So, from the results of the data above, it can be said that it has a positive and significant influence.

4. Hypothesis test

Test this hypothesis It is done by looking at T-statistics and P value. This hypothesis is acceptable if the P value < 0.05 . In this study there is a direct and indirect influence because there are exogenous, endogenous and mediation variables in the PLS program, the results of this hypothesis test can be seen in the Coeficien Path in the Bootsraping technique.

Tabel 6 Hypothesis test results

No.	Hypothesis	Analysis
1.	Market Management (X1) → Increased Revenue (Y)	Value <i>Coefficient</i> = 0.243
		P <i>Values</i> = 0.003
		T- <i>Statistic</i> = 3.038
		T-table = 1.984
		T- <i>Statistic</i> > T-table
2.	Market Management (X1) → Buying Interest (Z)	Value <i>Coefficient</i> = 0.373
		P <i>Values</i> = 0.000
		T- <i>Statistic</i> = 4.483
		T-table = 1.984
		T- <i>Statistic</i> > T-table
3.	Work ability (X2) → Increased Revenue (Y)	Value <i>Coefficient</i> = 0.837
		P <i>Values</i> = 0.000
		T- <i>Statistic</i> = 10.159
		T-table = 1.984
		T- <i>Statistic</i> > T-table
4.	Work ability (X2) → Buying Interest (Z)	Value <i>Coefficient</i> = 0.584
		P <i>Values</i> = 0.000
		T- <i>Statistic</i> = 7.591
		T-table = 1.984
		T- <i>Statistic</i> > T-table
5.	Buying Interest (Z) → Increased Revenue (Y)	Value <i>Coefficient</i> = -0.132
		P <i>Values</i> = 0.197
		T- <i>Statistic</i> = 1.293
		T-table = 1.984
		T- <i>Statistic</i> < T-table

Source: Data processed from the results of SmartPLS 3.0 version (2022)

From the results of the hypothesis test data above, it can be stated that:

Hypothesis 1: Market Management towards Increasing Revenue

The table obtained the results of the sample Coefficient values of (0.243), P Values of (0.003 < 0.05), and T-Statistical > T-table (3,038 > 1,984). Thus, it can be said that H0 was rejected and Ha1 was accepted. Market Management (X1) has a positive and significant influence on Revenue Increase (Y).

Because, with the management of market management, it can facilitate the process of buying and selling in the market, because there is a coordination process, such as market structuring, controlling the course of the buying and selling process. So that the easy process of buying and selling at the

Karanggeneng Cendere Traditional Market. The results of this research that has been tested, supported by research from, (Setyowati, Diyah. 2020). that, market management has a positive effect on revenue.

Hypothesis 2: Workability towards Increasing Income

The table gives the results of the Coefficient values in the original sample of (0.837), P Values of (0.000 < 0.05), and T-Statistics > T-table (10.159 > 1.984). Thus, it can be said that H0 was rejected and Ha2 was accepted. Employability (X2) has a positive and significant influence on Revenue Increase (Y).

Because, with good work ability such as accuracy and speed in serving customers, it can provide its own satisfaction at the Karanggeneng Cendere Traditional Market. The results of this research are supported by research from (Zeni, A., et al. 2019). That, there is a positive influence between competence and increased income.

Hypothesis 3: Market Management management of Buying Interest

The table gives the results of the Coefficient values in the original sample of (0.373), P Values of (0.000 < 0.05), and T-Statistics > T-table (4.483 > 1.984). Thus, it can be said that H0 was rejected and Ha3 was accepted. Market Management Management (X1) has a positive and significant influence on Buying Interest (Z).

Because, with the management of market management, it can improve and facilitate the service process at each store in the Karanggeneng Cendere Traditional Market. Due to the existence of a coordination process. The results of this tested study are supported by research from (Marlindasari, L., Aritonang, M. G. S., & Herdiana, T. 2020). That, the application of management has an influence on the quality of service.

Hypothesis 4: Work Ability to Buy Interest

The table gives the results of coefficient values in the original sample of (0.584), P Values of (0.000 < 0.05), and T-Statistics > T-

table ($7.591 > 1.984$). Thus, it can be said that H_0 was rejected and H_{a4} was accepted. Workability (X2) has a positive and significant influence on Buying Interest (Z).

Because, with good work abilities, such as employees or store owners who have the potential and provisions in doing work in their fields, so that the quality of service runs well. The results of this tested study are supported by research from (Efendy, S.A., & Suarmanayasa, I N. (2021). That, the ability to work has a positive impact on the quality of service.

Hypothesis 5: Buying Interest in Increasing Income

The table gives the results of coefficient values in the original sample of (-0.132), P Values of ($0.000 < 0.05$), and T-Statistics $> T$ -table ($1.293 < 1.984$). Thus, it can be said that H_0 was rejected and H_{a5} was rejected. Buying Interest (Z) has a negative and insignificant influence on The Increase in Revenue (Y).

The results of this tested study are supported by research from (Ricky, W., Goh, T. S., & Julitawaty, W. 2019). That, Buying Interest affects the Increase in Revenue.

CONCLUSION

1. Measurement Model (Outer Model)

In the validity and reliability test, the management variables of market management and work ability to increase income mediated by buying interest are declared Valid and Reliable because all values are above 0.7

2. Structural Model (Inner Model)

In the R-Square test, the variables of market management and workability to increase revenue mediated by buying interest were declared Moderate because the value of R-Square was between 0.33 and 0.66

3. Mediation Test

Judging from the mediation test data, all variables include Market Management (X1), WorkAbility (X2) to Increase Revenue (Y) mediated with Buying Interest (Z). It can be said to be Partial

Mediation, in the sense that it has a positive and significant influence.

4. Hypothesis Test

Judging from the hypothesis test data, so it can be concluded that:

- a. Market Management and Employability management partially affect the increase in income positively and significantly.
- b. Market Management, Work Ability partially affects Buying Interest positively and significantly.

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Jurnal jurnalisme, volume 01.