

Sukaramai Traditional Market Condition from the Users' Perspectives

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ABSTRACT

Sukaramai traditional market is one of the markets located in Medan which was rebuilt by the government after the fire incident in 2010 to improve the quality of the traditional market condition. Therefore, it is important to analyze the condition of Sukaramai traditional market, whether or not it has accommodated the need of the market users. This study aims to analyze the condition of Sukaramai traditional market based on the perceptiveness of its users. This study employs a quantitative approach using a questionnaire survey as a method for data collection. The analysis in this study includes frequency and descriptive analysis. The results show that the condition of Sukaramai traditional market is still insufficient according to the perspective of its users, with a total mean score of 3.01. This is mainly due to the circulation condition as well as inadequate facilities and infrastructure in the Sukaramai traditional market. This research can be useful as a valuable feedback for the traditional market management, planners and the government in planning traditional markets that are able to meet the needs of their users.

Keywords: facilities, infrastructure, market circulation, users' perspectives

1. Introduction

Traditional markets have a very important role in people's lives, especially to meet their daily needs. The bustling traditional market with many buying and selling activities in it is one of the sources of livelihood for the surrounding community. Although currently many modern markets have sprung up, traditional markets still have a place in the community because of their important role in the buying and selling process carried out by layers of community such as fishermen, farmers, handicraft sellers and other home industries. In line with the development and emergence of modern markets that are quite competitive in selling their merchandise and offering various facilities for their users, traditional markets seem to remain the main choice for several levels of society, especially to buy groceries and other daily needs.

Competition between traditional markets and modern markets in attracting consumers or buyers is an important thing that needs to be observed so that traditional markets can remain competitive in the current situation. Modern markets that are continuously increasing in number challenge the existence of traditional markets. Modern markets have adequate and comfortable facilities that are neatly arranged, supported by good management and offer fixed prices for goods, these are the main attraction for buyers. Meanwhile, traditional markets tend to be seen as a dirty place, unhygienic, unorganized and poorly managed places [1][2] that may reduce the competitiveness of traditional markets. The same problems are faced by almost all traditional markets in Indonesia. As revealed by Sinaga that most traditional markets have poor physical conditions [3].

Therefore, the current traditional market conditions are a challenge for the management to improve them and increase the competitiveness to survive in the midst of the emergence of modern markets.

Sukaramai traditional market is one of the traditional markets located on Arief Rahman Hakim Street, Medan Area district, Medan. The position of this traditional market is located at the intersection between Arief Rahman Hakim Street and Sutrisno Street, making it easy to reach by vehicles, public transportation and pedestrians. Sukaramai traditional market has the same problems faced by other traditional markets in Indonesia, especially regarding the condition of the market. In 2010 there was a fire incident happened in this market which caused several stalls and kiosk in the Sukaramai traditional market to burn out. Then, the Sukaramai traditional market was rebuilt by the Medan City government in 2014 with a program that was initiated to respond to problems in traditional markets generally which aim to improve the activity and quality of the conditions of the Sukaramai traditional market in Medan [4].

Facilities and functions provided in the building must be designed according to the activities of its users [5][6]. The role of building users is very important in the process of evaluating the results of building designs and building conditions whether they are appropriate and in line with the needs and activities of users [7]. In a previous study, users' perspectives are also used to evaluate the conditions of traditional market in Tangerang [8]. Built environment has an impact on the users, these studies also highlight the importance of involving the building users to identify whether the building condition satisfies and meets the users' expectations [5][9]. The ability in meeting users' needs and accomodating their activities is one of the successs criteria in architectural design [10]. Therefore, following those studies, the current study aims to identify the condition of Sukaramai traditional market from the perspective of its users.

Traditional market can be defined as a place which has a traditional management system where sellers and buyers meet, and is used by the community to meet their daily needs [11]. The condition of the traditional market in this study is seen from the functional aspect, namely in the form of zoning, circulation, and facilities and infrastructure [12]. Most of traditional market spaces are intended for kiosks and stalls. Kiosks and stalls should have an efficient type and dimension in accordance with the character of the respective selling commodity. According to Ekomadyo, in a traditional market, kiosks and stalls are divided base on the dry and wet commodities [13]. The use of materials in wet food stalls, dry food stalls, and ready-to-eat food stalls must have a rust-resistant material surface [14]. The table where the sale has a flat surface, the edge of the table is curved, easy to clean, and is equipped with a drainage hole so that it does not cause puddles. The selling table for the wet zone must be at least 60 cm high from the floor and made of rust-resistant material and not wood [15].

Kiosks and stalls layout in a traditional market should have a good composition. Marlina states that a good composition in retail layout is 50 percent for kiosks and 50 percent for stalls [16]. The layout of retail and stalls must be grouped according to the type of commodity according to its nature and classification [14]. Grouping similar commodities in the traditional market is important to minimize the movement of illegal traders and eliminate the impact of the zoning shift that has been formed [12]. Circulation in a traditional market should be carefully designed. Circulation is an important access to direct activities in the traditional market to provide an effective order for its users. Effective use of space for circulation is important to ensure that all kiosks and stalls in the market have an equal strategic location. Commercial effectiveness can be achieved when all kiosks and stalls have the same strategic value, the proportion area which can be sold should be 65 percent of the total building area, and circulation route designed to serve both side of the selling unit (a double loaded system) [16]. The size of the main corridor in traditional markets should be between 3 to 4 meters width, while the size of the secondary corridor should be 1.5 to 2 meters [17].

Traditional market should be equipped with adequate facilities and infrastructure to support trading activities. Facilities and infrastructure can be defined as all types of equipment, work equipment, and facilities that function as the main or auxiliary tools in the ongoing implementation of traditional markets. Facilities and infrastructure in traditional markets are important because of the availability of facilities and market infrastructure can support community economic activities [18]. Public facilities should also be provided to

support traditional market functions. The minimum public facilities in the traditional market that must be provided are toilets, prayer rooms, management offices, and multipurpose rooms [13]. Facilities and infrastructure must be located easily in the traditional market. A proportional parking area with a clear entry and exit signs for vehicles and differentiates between entry and exit lanes should be provided [15]. In addition to buying and selling activities, traditional market can be used as a common or versatile space for city residents such as open space. Multipurpose space or public space in traditional market must be available either permanently or temporarily to accommodate social activities, arts, and performances in the market for visitors and traders [13].

Adequate ventilation in the traditional market can help the spaces in traditional market to have a good air quality. Public areas and circulations should be designed to maximize cross air circulation, while the ventilation in the kiosk unit can use artificial air circulation such as fan. The building must have natural or artificial ventilation according to its function. The ventilation system technique should consist of permanent openings, such as windows, doors and other means that can be opened [15]. Traditional market should also have a sufficient natural lighting and/or artificial lighting, including emergency lighting in accordance with their functions with certain requirements for general lighting, areas around stairs and toilet areas [15]. Lighting in public areas and circulation should optimize the use of natural lighting. Inside the kiosk unit, artificial lighting should be able to support the trading activities.

Clean water is crucial for wet commodity traders. For an efficient water utility, wet commodity zones should be located closely. Clean water outlets must be provided in each meat and fish unit. Meanwhile, for vegetable or fruit commodities, one clean water outlet can be used together [14]. Traditional markets should also be provided with the sewerage for wastewater so that the spaces in traditional market remain clean and not muddy. Sewerage must be provided in the wet commodity zone and physical facilities in the wet zone must be designed to minimize stagnant of wastewater [14]. Garbage is a common problem in traditional markets. Each group of kiosks should have a temporary waste or trash collection site which will periodically be moved to the final garbage disposal by the market cleaners. Each aisle or kiosk should have dry and wet trash cans, at least every 10 meters radius [13]. Garbage shelters should be provided and placed protected from public activities to create a clean traditional market and avoid air pollution.

2. Method

The study uses a quantitative method employing a survey of questionnaire to collect the data. The questionnaire in the study consists of two sections. The first section aims to identify the respondents' characteristics. The second section aims to obtain the data regarding the respondents' perspectives on the Sukaramai traditional market conditions using the Likert's scale from 1 (strongly disagree) to 5 (strongly agree). Before distributing Population in the study consists of the users of Sukaramai traditional market which includes the traders and the buyers or consumers. Based on the data collected from the management, there were approximately 468 consumers or buyers every week and around 87 active traders in Sukaramai traditional market during the period of study. All 87 active traders were taken as samples (a census method), but only 46 responses were received. Meanwhile, the number of samples in the study for buyers or consumers used follows previous researches on traditional markets [1][19] which employ a quantitative approach. Previous researches used 100 respondents of the market users as their sample [1][19]. Therefore, 100 consumers consider sufficient to answer the research question in this study. This study employs accidental sampling as the sampling technique. Data analysis in this study includes frequency and descriptive statistics. Table 1 show the rating scale used to identify the condition of Sukaramai traditional market which is adopted from Marisa and Yusof's study [6].

Table 1. Rating Scale of the Sukaramai Traditional Market Condition

Traditional Market Condition	Mean Score
Very poor	$1 \leq x < 1.8$
Poor	$1.8 \leq x < 2.6$

Traditional Market Condition	Mean Score
Average/Fair	$2.6 \leq x < 3.4$
Good	$3.4 \leq x < 4.2$
Excellent	$4.2 \leq x \leq 5$

Validity and reliability test conducted for all items in the instrument. Validity test aims to determine the accuracy of the questionnaire used as a research instrument, if the *r* count value is larger than the *r* table value (with a significance level of 0.05) then the instrument can be considered valid [20]. Based on the results, all items in the questionnaire have the *r* count values which are larger than the *r* table value. Therefore, all items in the research instruments are valid, which means that all statements are suitable to be used in the instrument to assess the condition of Sukaramai traditional market. After that, the reliability test conducted to check the internal consistency of the questionnaire [21]. The internal consistency of the instrument can be obtained by using the Cronbach's Alpha coefficient which should be above 0.6 to achieve a good internal consistency [10][20]. The result suggests that the Cronbach's Alpha coefficient in this study shows that the instrument has a good internal consistency with a value of 0.884 (consumers) and 0.802 (traders) respectively. Based on the result, all items in the questionnaire are considered good and reliable.

3. Results And Discussion

This study aims to analyze the Sukaramai traditional market conditions from the perspective of users. Both traders and buyers or consumers are taken as the respondents in this study. Based on the results, the total mean score obtained for measuring the Sukaramai traditional market condition from the perspective of consumers shows a value of 3.08 as can be seen in Table 2. Following the rating scale used in the previous study [6], the result suggests that the Sukaramai traditional market has an average or fair condition. In similar, the traders rate the condition of Sukaramai traditional market with a total mean score of 2.94. The result also suggests that the Sukaramai traditional market has a fair condition from the perspective of its traders.

Table 2. Condition of Sukaramai Traditional Market from the Users' Perspective

Column Header Goes Here	Mean Score	
	Trader	Consumer
The condition of the kiosk or booth is adequate for trading	2.7	-
Kiosks and stalls in the market have adequate size for traders	2.7	-
The layout of the kiosk and stalls is appropriate	3.0	2.9
The position or location of all kiosks and stalls are accessible	3.1	3.5
The quality of building materials for kiosks and stalls appropriate with the needs of traders	2.8	-
The corridor in the market is safe to use for circulation (not slippery or muddy)	3,0	3.4
The width of corridor between kiosks and stalls is sufficient for circulations	3,0	3,1
Adequate access for loading and unloading merchandise	3,2	-
Strategic location, easy access to public transportation	4,0	4,1
Ventilation in traditional market buildings is good	2.3	2.9
Adequate natural lighting	3.3	3.4
Lighting in kiosks, stalls and other facilities is in accordance with users' needs	2.9	3.3
Public toilets can be properly used	2.7	3.2
Public toilets can be easily accessible	2.5	3.0
Musholla can be used properly	2.8	2.7
The supply of clean water is adequate	2.8	2.7
The location of trash cans are easily accessible	2.9	2.8
The condition of the trash can is adequate	3.3	3.2

Column Header Goes Here	Mean Score	
	Trader	Consumer
The position of the clean water faucet is easy to reach	3.4	3.0
Sufficient condition of sewerage	2.7	2.8
Dirty water drainage designed to accomodate the needs of traders	2.9	-
The condition of the temporary garbage dump is adequate	3.2	2.9
The location of the temporary garbage dump is appropriate	2.8	2.7
Public space can be properly used	2.7	2.9
Total Mean Score	2.94	3.08
Total Mean Score (Traders and Consumers)	3.01	

Based on the results, the condition of Sukaramai traditional market is still inadequate to meet the needs of a healthy and comfortable market for their users. Both consumers and traders have the same perspective that Sukaramai traditional market has a fair condition which requires improvement. This is perhaps due to the conditions of kiosks and stalls which consider insufficient for the traders. The kiosk area in the Sukaramai traditional market is 3.2 square meters on average. The size of kiosk in the market tends to be small to display and store merchandise, causing traders to display their merchandise in the circulation area. The sizes of kiosks in traditional markets are varying between 4 square meters to 12 square meters and based on previous study six square meters is considered an appropriate size for a kiosk [9][22]. Previous researchers also argue that buildings should be properly designed for the community and people who occupy them [6], including the size or dimension of space. The dimension or size of a kiosk in the traditional market has an influence on the traders' preferences to occupy the building. Size is also one of the reasons why many kiosks are not operating because they are not efficient for trading. Based on previous study, kiosks that do not meet the expectations of the traders to display and store their merchandise mostly are left unoccupied [23]. This may cause serious problems to the management, without the traders, buying and selling activities in traditional markets will be disrupted. In a similar study, the number of permanent traders in a traditional market found as the top factors that influence the non-functioning of traditional market [24]. Therefore, the number of traders in a traditional market is an important determinant of how well the traditional market can function.

Sukaramai traditional market has a strategic location; it is located right at the intersection of AR Hakim and Sutrisno roads, making it easier for users to access public transportation. Based on the findings in the previous study, location of a traditional market is the most important determinant for a market to be well-functioned [24]. Circulation in the traditional market also plays an important role to create users' convenience. The size of the main corridor in the traditional market should be 3 to 4 meters and the secondary corridor should be between 1.5 to 2 meters [17]. The main corridor in Sukaramai traditional market is adequate for the convenience of market users. However, the secondary corridor in the Sukaramai Medan traditional market is inadequate in meeting the needs of users for circulation. This is also one of the reasons why many kiosks and stalls located in the secondary corridor of the market are closed. Nurcahya and Astuti in their study also mentioned that inappropriate size of the corridor will result in difficulties for people to access kiosks and stalls in certain area of the traditional market [9]. In some situations, the corridor that is supposed to function as a circulation place is used by the traders to display their merchandise. This makes the corridor in the market even narrower. Corridor and circulation areas that are not passed by visitors are undesirable by the traders and this is another reason for many empty kiosks and stalls in the traditional market [9]. The secondary corridor in Sukaramai traditional market also becomes a place for the traders to accumulate garbage and this creates an unpleasant smell. This is one of the causes of the ineffectiveness of activities in the Sukaramai traditional market. Therefore, circulation access in the Sukaramai traditional market requires more attention from the management. This is also due to the slippery corridor condition. In addition, the material used for the corridor floor at Sukaramai traditional market can be easily dirty and currently most of the corridor floors are cracked. Meanwhile, the corridor floor must have a flat surface, not slippery, not cracked and easy to clean [14].

Public facilities and other infrastructure should be provided in the traditional market to provide support for market functions. Sukaramai traditional market has been equipped with public facilities and important

infrastructure such as parking lots, toilets, a prayer room and management offices. The prayer room located on the third floor of the building is designed with an open concept next to a place for ablution. However, the condition of the muholla and the ablution area provided currently looks poorly maintained. There are puddles of water and some trash on the floor of the prayer room. In addition, the ablution area provided does not have a water faucet.

Sukaramai traditional market provides a parking space which is placed on the third floor. Unfortunately, the parking space that has been provided tends to be unused. This means that market users, both consumers and traders feel that the parking area on the third floor is difficult to reach. Instead, a parking area is formed in the courtyard area of the 1st floor of the Sukaramai traditional market which according to users has a more proportional area. Public facilities should be easy to find and accessible, the parking area should be designed proportionally to the market area [15]. The number of visitors who are not too crowded also affects the parking area on the third floor that has been provided not being used. Public spaces in traditional markets should be available either permanently or temporarily to accommodate social activities, arts, and performances in the market for consumers or buyers and traders [13]. Sukaramai traditional market has been provided with a multipurpose or public space that functions as a place to organize social activities for market users, especially traders. However, the multipurpose space is no longer used because it has changed its function as a part of the market management office.

Clean water and dirty water utility provided in the Sukaramai traditional market seems to be insufficient. The clean water is of poor quality and dirty. Due to the inadequate quality of clean water, traders in the wet zone bring their own clean water which will be used to support the continuity of their trading activities. This makes traders feel less effective in trading in the Sukaramai traditional market and causes many stalls in the wet zone to not operate. This is because the clean water is very important for wet commodity traders [14]. Meanwhile, the water drainage in the wet zone is not designed with a good slope, resulting in dirty water puddles. This makes the market floor in the wet zone muddy and creates an unpleasant odor. This condition is in accordance with the opinion of several previous researchers regarding traditional markets that tend to be dirty, disorganized with huddled conditions [23][25][26]. Previous researchers also argue that a healthy traditional market must provide a good sewerage so that the spaces in the traditional market remain clean, not muddy and can minimize pools of dirty water [25][27]. There are ten public toilets located on the first floor and five public toilets on the basement floor. The uneven distribution of toilets on each floor makes it less efficient in meeting the needs of users, especially traders on the second floor because they should go downstairs if they want to use the public toilets.

Sukaramai traditional market has been provided with trash cans that are placed irregularly. The waste basket provided is in the form of a rattan basket which can cause the floor in the market to become muddy. The lack of trash cans on each floor also causes market users to litter and result in a lot of garbage scattered in several corridor areas, causing air pollution in the market area. Temporary garbage dumpster should be provided and placed protected from community activities to create a clean traditional market. However, currently at the Sukaramai traditional market, the temporary garbage dumpster is placed in the front area of the building. This may reduce the aesthetic value of the building and also cause air pollution inside the market building. Therefore, the management of Sukaramai traditional market should respond to the above problems to ensure the smooth running of traditional market activities because sufficient quality of facilities and infrastructure which is supported by a good management has an important role in supporting the success of a traditional market.

4. Conclusion

This study used the traders and the consumers' perspectives to assess the condition of Sukaramai traditional market. Based on the results, it can be concluded that the condition of Sukaramai traditional market is still insufficient for the market users as shown with a total mean score of 3.01, obtained from both traders and consumers. This is mainly due to the facilities and infrastructure in this traditional market which can be said to be inadequate to support the needs of its users. Therefore, the users perceive that the condition of the

Sukaramai traditional market requires more improvement. The existing infrastructure in this traditional market is indeed poorly maintained and not managed properly. There are several facilities such as the musholla, ablution place and the public space in the Sukaramai traditional market that cannot function and have not met the needs of users. This is indirectly also the cause of the lack of consumers who come to Sukaramai traditional market. The size of kiosk and stall which tends to be small in this market also affects the behavior of traders by using the market corridors which are intended for circulations to display their merchandise. The layout of the retail and stalls that have not been arranged according to their classification also causes difficulties for the consumers or buyers to find the items they need. Despite the drawbacks, Sukaramai traditional market also has competitive advantages such as a strategic location, relatively low prices, diversity of merchandise and a bargaining system that creates social interaction between traders and consumers. Therefore, the management of Sukaramai traditional market should put forward the concept of professionalism and service quality to attract as many consumers as possible. Conducting regular and routine maintenance of Sukaramai traditional market's building is also important to maintain the quality of this traditional market. The quality and management of facilities and infrastructure in this traditional market need more attention and improvement to attract the interest of both buyers and traders to increase the buying and selling activities and support the success of Sukaramai traditional market.

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6. Conflict of Interest

The authors declare that there is no conflict of interest regarding the publication of this article

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