

ABSTRACT

This research is motivated by the emergence of the competition phenomenon which increasingly strict make the competition among traditional markets in Yogyakarta increase significantly in order to get attention from consumers. The purpose of this research was to determine the effect of price, quality, facility, location and the operational hours of the citizen's preference different in selecting a traditional market in the city of Yogyakarta (a case study in Beringharjo and Ngasem traditional market). Respondents in this research are consumers who are shopping in Beringharjo and Ngasem and the number of samples set as many as 150 respondents i.e 75 in Beringharjo and 75 in Ngasem using accidental sampling method. The analytical method employed in this reseach is a independent sample t-test. The dependent variable in this research is preference of the society in choosing a traditional market, and the independent variables consist of price, quality, facility, location and operational hours. The result of this reseach shows that three are three nothing different significant variables i.e price, location and operational hours, while the variable independent variable of qualities and facilities are different significant to the citizen's preference in choosing traditional markets.

Keywords: Traditional market; Preferences; Independent sample t-test