

ABSTRACT

The purpose of the research is to analyze the impact of traditional market relocation that consist of independent variables: Accessibility to market, Facilities of the new market, the kind of Sale Commodities, and Market Zonation, towards customer's shopping interest in a model market of Sentolo. The data used is primary data that obtained from observation, conversation, and questionnaire. The technique of spreading the quest used non-probability sampling method and accidental sampling method to 96 respondents. The data analyzing used Multiple Linear Regression Analysis by tools software IBM SPSS Statistics version 25. Result of the research showed that Accessibility, Facilities, Sale Commodities, and Zonation affect the customer's shopping interest in the Sentolo market by simultaneous test. In partial test, Accessibility, Sale Commodities, and Zonation affect the customer's shopping interest, but Facilities don't affect customer's shopping interest. The Customer's Shopping Interest in a model of traditional market, Sentolo, is affected by the variables at the research up to 44,9% and 55,1% of it is affected by the other variables out of research model.

Keywords: traditional market relocation, a model of traditional market, accessibility, facilities, sale commodities, zonation