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Risk Analysis Of Jakarta Pramuka Market Area Management To Improve Customer Satisfaction

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Abstract

This research dilator behind how big the influence of risk factors that exist in the Jakarta scout market area to increase customer satisfaction. This study aims to determine the dominant factors causing management risks that exist in the Jakarta scout market area related to increased customer satisfaction. This study aims to determine the dominant factors causing the management risks that exist in the Scouting Market Area to obtain some of the most influential risks and develop strategies to be able to increase customer satisfaction in the Scouting Market Area. The study used a survey method in the form of asking questions to several respondents. This survey was conducted by distributing questionnaires and interviews with relevant parties that were used as a source of information. From the results of data processing with a statistical data processing application, several high risks have an impact on customer satisfaction and get a strategy to reduce these impacts.
Keywords: Risk Analysis, Market Management, Market Infrastructure, Customer Satisfaction, Scout Market.

1. Introduction

The existence of markets, especially traditional markets, is one of the most tangible indicators of community economic activity in an area. Market managers in accordance with their duties and functions have a strategic role in making markets a city economic infrastructure and providing business facilities that are feasible and comfortable for the community. The main market management is in terms of services, which include a collection of fees, permits, the arrangement of business premises for security and market order, as well as services using other traditional market facilities (Maesaroh, 2015).

One of the markets frequented by consumers in the city of Jakarta is the Pramuka Market. This market is a shopping place that is very well known by the people of Jakarta and surrounding areas. Some shops that sell complete medical devices and there is also a bird market located behind the scout market is a special attraction for customers. The existence of a scout market with a layout for traders is actually very helpful for customers to be able to get what they need, it's just that there are still some shortcomings associated with risks that can interfere with customer satisfaction when visiting. It can be seen the clutter that occurs in the scout market due to the meeting of traders and buyers, as well as the visitors who come with vehicles that cause the parking lot does not look conducive and seem messy.

Standardized management of traditional markets requires a correct understanding of market risk management in order to provide services that are both safe and comfortable in terms of traders, consumers and managers/government. Market management risks so far have only been seen in terms of tangible risks such as fires, garbage piling up and blocked channels. However, many intangible risks that exist in the market have not been able to be properly identified. Indeed, market management risks cannot be avoided but must be managed and controlled appropriately and sustainably, especially in the direction of SNI-standard markets so a mapping market risk is no longer an option but an absolute necessity that must exist.

The objectives of this study are:

1. To find out the dominant factors causing management risks that exist in the Pramuka Market Area.
2. To find out the risk management strategy in the Pramuka Market Area for customer satisfaction.

2. Literature Review

2.1 Pasar Pramuka

Pasar Pramuka is one of the markets in Jakarta which is famous as a center for medical equipment and is managed by PD Pasar Jaya. This market was established in 1975, consisting of four floors. Starting from the laboratory equipment, medical devices and drugs you can get. This market is located on Jalan Pramuka, East Jakarta. Pramuka Market is famous for the price being sold below the market price and has a complete product. The drug centers at the Boy pramuka market start at 08:00 until it closes at 19:00, the rush hour at noon.

Bird markets also exist in the Boy Scout area. The pramuka bird market has existed since 1974, but at the time of the emergence of the bird virus in 2004, this bird market was suspended because there were so many people who were afraid of holding birds or even visiting the market. But now that drugs and vaccines have been found for birds to prevent contracting the bird flu virus, the scout market is becoming crowded again. In addition, in 2015 the scout bird market experienced a fire which resulted in several stalls being burned by fire. Because of this, the scout bird market has now built a new building that can be used to sell to traders whose stalls had caught fire.

2.2 Risk management

According to PMBOK-Sixth Edition (2018), Risk Management is the process of defining how to carry out risk management activities for a project. The main benefit of this process is ensuring that the degree, type, and visibility of risk management are proportionate to the risk and importance of the project for the organization and other stakeholders. This process is carried out once or at a predetermined point in the project.

Project requirements determine which components of the project management plan and project documents are needed.

2.3 Risk Analysis

Risk analysis is a technique for identifying and assessing factors that can jeopardize the success of a business, program, project, or individual to achieve goals. This technique also helps determine precautions to reduce the likelihood of that factor occurring and identifies actions that succeed in addressing the constraints that develop PMBOK-Sixth Edition (2018).

Risk analysis is part of risk management, which consists of the following steps:

1. Identification of possible external, internal and negative conditions, events, or situations
2. Determination of the causal relationship between the chance of the event, its scale, and the likely impact
3. Evaluate various impacts under different assumptions and probabilities
4. Application of qualitative and quantitative techniques to reduce uncertainty from impacts and costs, liabilities, or losses

2.4 Risk Response

Risk management is the process of developing options and determining actions to increase opportunities and reduce threats to project objectives. The risk response obtained is in the form of preventive action as a preventive measure to reduce the impact of the risk, and corrective action as a corrective action so that things that do not cause a negative impact have been repeated so the results will be returned to the expert for validation, what if appropriate, the results are distributed back to the new group of experts to get a response to the risks that have been identified. The experts selected for this activity are previous expert groups and experts who have a higher level than previous expert groups, namely those who have competence as policymakers (PMBOK, 2018).

3. Research Method

Research methods are scientific ways to obtain data with specific purposes and use. The scientific way means that research activities are based on scientific characteristics, namely rational, empirical and systematic. Rational means that research is carried out in ways that make sense so that it is affordable by human reasoning.

The method used in this study is data collection through interviews with respondents, questionnaires given to respondents as primary data. And data collection sourced from previous literature and journal studies as secondary data.

3.1. Place and time of research

This final project research was conducted in the scout market area. The following are the data related to the Pramuka Market Area:

Location Name : Pramuka Market Area
Address : Jl. Pramuka, Rt.12 / Rw.1, Palmeriam, kec. Matraman, East Jakarta 13140
Year of Establishment : 1975
Head of Market Management : Ajie Ruslan

3.2. Data Collection Methods

The data collection method is a technique used by researchers to collect data. In this study, the data collection methods used were questionnaires/questionnaire, interviews, internet media, newspapers.

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1. Questionnaire: the researcher distributes questionnaires in the form of many questions to customers.
2. Interview: researchers conduct data collection in person with meetings with customers and ask questions to get information.
3. Prior Research Journal: researchers also make use of the Prior Research Journal to collect data.

The flowchart of the study in this study is as follows:

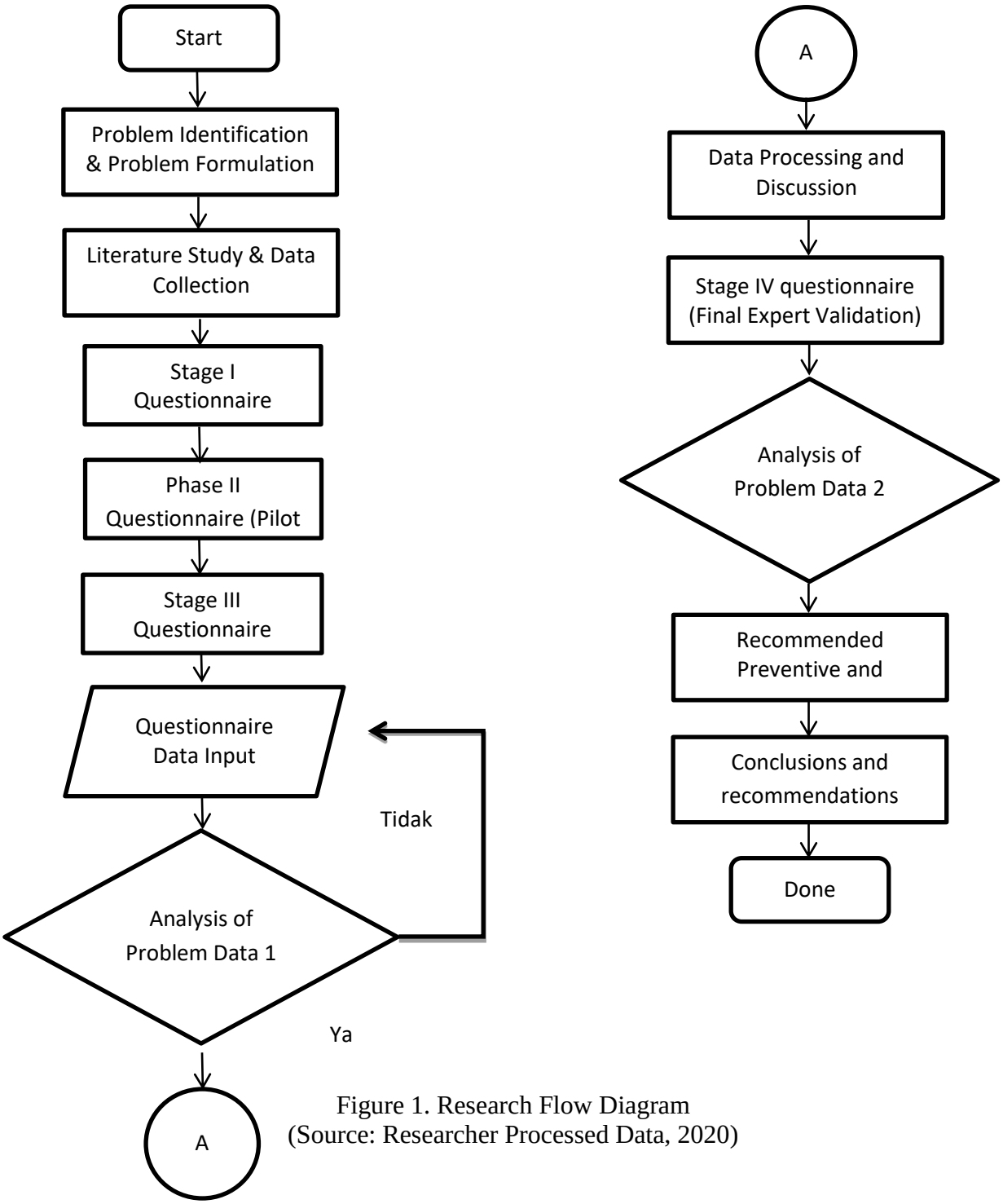

Figure 1. Research Flow Diagram
(Source: Researcher Processed Data, 2020)

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3.3 Research Analysis Flow

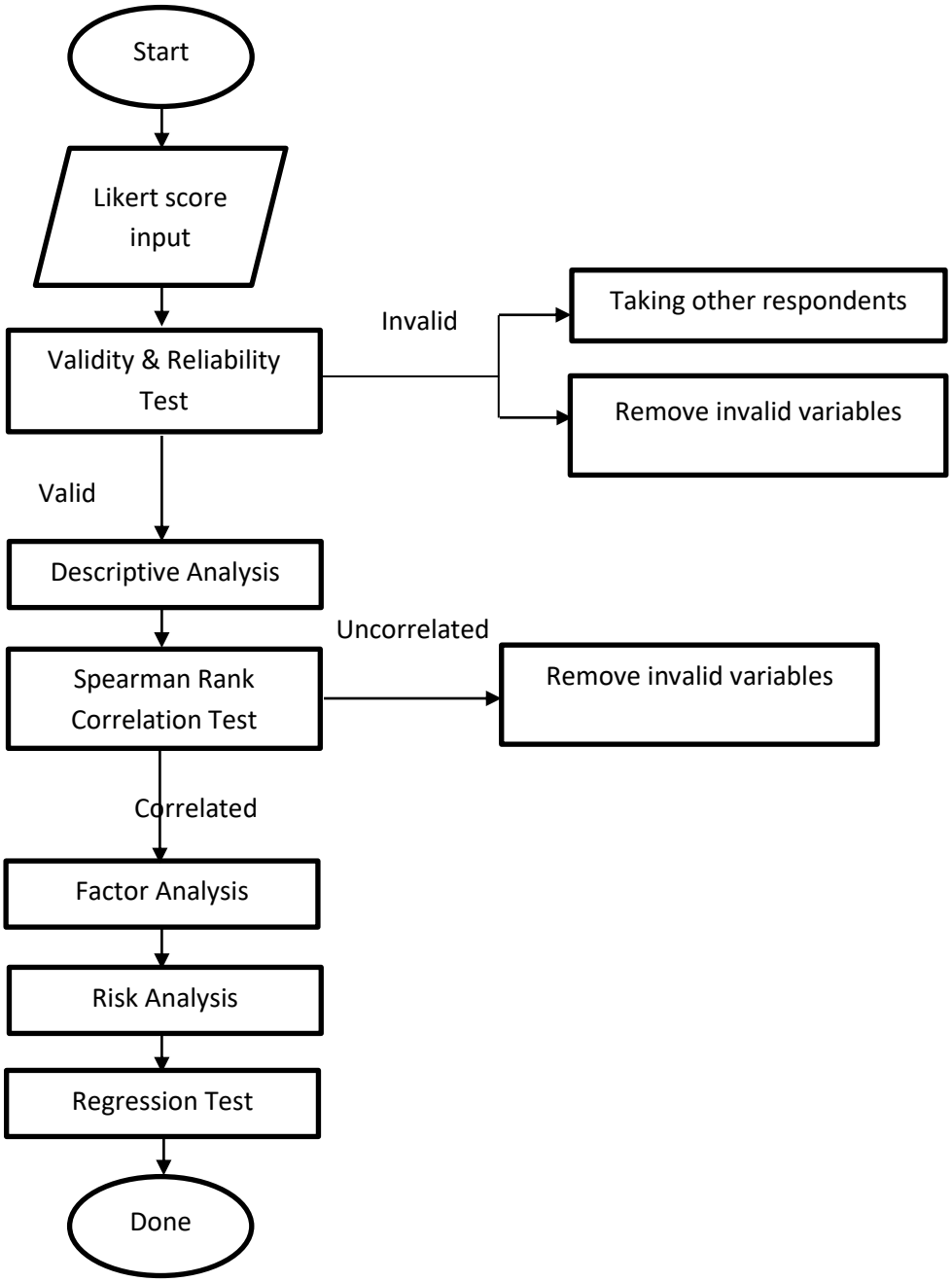

Figure 2. Research Analysis flowchart
(Source: Researcher Processed Data, 2020)

4. Results and Discussion

Data collection consisted of four stages which began with the distribution of questionnaires to 3 experts, followed by the distribution of pilot survey questionnaires, then the distribution of questionnaires to respondents and finally the validation of the final stage of experts to find out risk management. Of the 37 variables validated by experts, filtered to 33 variables to be analyzed. The filtered variables are X20, X30, X33, X36.

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Table 1. Validity Test Results

Variabel	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted	R Tabel	Kesimpulan
X1	115,80	263,879	0,284	0,927	0,1966	VALID
X2	116,35	254,270	0,599	0,923	0,1966	VALID
X3	117,10	262,111	0,356	0,926	0,1966	VALID
X4	115,87	246,013	0,712	0,921	0,1966	VALID
X5	116,84	266,318	0,253	0,926	0,1966	VALID
X6	116,18	249,099	0,671	0,921	0,1966	VALID
X7	116,53	259,080	0,546	0,923	0,1966	VALID
X8	116,56	254,208	0,638	0,922	0,1966	VALID
X9	115,78	266,476	0,301	0,926	0,1966	VALID
X10	116,46	254,190	0,636	0,922	0,1966	VALID
X11	115,76	251,194	0,591	0,923	0,1966	VALID
X12	115,59	267,820	0,237	0,926	0,1966	VALID
X13	116,41	247,254	0,744	0,920	0,1966	VALID
X14	115,70	273,343	0,004	0,928	0,1966	TIDAK VALID
X15	116,50	248,556	0,722	0,921	0,1966	VALID
X16	115,48	259,404	0,522	0,924	0,1966	VALID
X17	115,68	264,684	0,326	0,926	0,1966	VALID
X18	116,93	254,611	0,613	0,922	0,1966	VALID
X19	116,03	250,938	0,692	0,921	0,1966	VALID
X21	115,44	263,138	0,393	0,925	0,1966	VALID
X22	116,15	261,705	0,430	0,925	0,1966	VALID
X23	115,48	266,091	0,281	0,926	0,1966	VALID
X24	116,65	250,614	0,682	0,921	0,1966	VALID
X25	117,15	253,725	0,635	0,922	0,1966	VALID
X26	115,81	265,772	0,372	0,925	0,1966	VALID
X27	115,56	262,047	0,413	0,925	0,1966	VALID
X28	117,22	252,598	0,646	0,922	0,1966	VALID
X29	115,96	261,594	0,458	0,924	0,1966	VALID
X31	116,32	247,876	0,676	0,921	0,1966	VALID
X32	115,67	252,668	0,658	0,922	0,1966	VALID
X34	115,70	263,586	0,389	0,925	0,1966	VALID
X35	115,66	265,419	0,254	0,927	0,1966	VALID
X37	116,32	257,856	0,491	0,924	0,1966	VALID

(Source: Processed Data on Computer Software, 2020)

For reliability testing, the Cronbach's alpha method is used where the value must be greater than 0.6 for each variable and 0.8 for the entire variable to be considered reliable. Based on the reliability test results obtained show that all variable items in the study can be declared reliable and have a high level of reliability.

Table 2. Reliability Test Results

Cronbach's Alpha	N of Items
0,926	33

(Source: Processed Data on Computer Software, 2020)

4.2 Correlation Test Results

In testing the validity of the data by referring to the column correlation coefficient (rcount) compared to the rtable value. The rtable value for the 2-tailed test with a confidence level of 95% or a significance of 5% with the number of respondents 100 was 0.1966 for the Spearman correlation. For statistical decision making is a variable

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that has a correlation coefficient> 0.1966. The following table shows the output of the statistical data processing application, the results of the correlation test of variable X (risk factor) to the variable Y (customer satisfaction):

Table 3. Correlation Test

Variabel	N	Correlation Coefficient	Sig. (2-tailed)
X1	100	0,127	0,207
X2	100	,334**	0,001
X3	100	,261**	0,009
X4	100	,483**	0,000
X5	100	,208*	0,038
X6	100	,483**	0,000
X7	100	,451**	0,000
X8	100	,441**	0,000
X9	100	0,184	0,067
X10	100	,521**	0,000
X11	100	,405**	0,000
X12	100	,287**	0,004
X13	100	,422**	0,000
X15	100	-0,025	0,808
X16	100	,412**	0,000
X17	100	,362**	0,000
X18	100	,202*	0,043
X19	100	,398**	0,000
X21	100	,446**	0,000
X22	100	,233*	0,020
X23	100	,309**	0,002
X24	100	,261**	0,009
X25	100	,441**	0,000
X26	100	,602**	0,000
X27	100	0,169	0,094
X28	100	,214*	0,033
X29	100	,598**	0,000
X31	100	,265**	0,008
X32	100	,415**	0,000
X34	100	,507**	0,000
X35	100	,310**	0,002
X37	100	0,188	0,061

(Source: Processed Data on Computer Software, 2020)

Variables which are stated to have significant correlation levels are X2, X3, X4, X5, X6, X7, X10, X11, X12, X13, X16, X17, X18, X19, X21, X21, X23, X24, X25, X26 , X28, X29, X31, X32, X33, X34, X35.

4.3 Results of Regression Analysis

The relationship model between the independent variables (Pramuka Market risk management) and the dependent variable (Increasing Customer Satisfaction) was studied by regression analysis using the Statistical Processing Program. The input for this regression analysis are 27 variables that have a significant correlation from the Spearman rank correlation test. Following are the outputs of the regression analysis:

Tabel 4. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,569[a]	0,323	0,317	0,477
2	,664[b]	0,441	0,429	0,436
3	,701[c]	0,491	0,475	0,418
4	,718[d]	0,515	0,495	0,410

a. Predictors: (Constant), X29
b. Predictors: (Constant), X29, X7

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c. Predictors: (Constant), X29, X7, X10
d. Predictors: (Constant), X29, X7, X10, X26

(Source: Processed Data on Computer Software, 2020)

The model that has the highest R square value is model 4. The correlation / relationship value (R) is equal to .718 and the magnitude of the influence of the independent variable on the dependent variable is called the coefficient of determination (R2) of .515, which means the effect the independent variable on the dependent variable is 51.5%, while the rest is influenced by other variables.

Table 5. ANOVA / TEST F table

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10,673	1	10,673	46,845	,000[b]
	Residual	22,327	98	0,228		
	Total	33,000	99			
2	Regression	14,550	2	7,275	38,246	,000[c]
	Residual	18,450	97	0,190		
	Total	33,000	99			
3	Regression	16,204	3	5,401	30,874	,000[d]
	Residual	16,796	96	0,175		
	Total	33,000	99			
4	Regression	17,004	4	4,251	25,248	,000[e]
	Residual	15,996	95	0,168		
	Total	33,000	99			

(Source: Processed Data on Computer Software, 2020)

Interpretation of table 5: this table explains whether there is a real (significant) effect of Variable X on Variable Y. Model 4: Can be seen in the calculated column F = 25,248 with a significance level of .000 <0.05, then the regression model can be used to predict the variable Y.

Table 6. Table of Coefficients and Test T

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,85	0,133		21,425	0
	X29	0,329	0,048	0,569	6,844	0
2	(Constant)	2,166	0,194		11,151	0
	X29	0,266	0,046	0,46	5,769	0
	X7	0,26	0,058	0,36	4,515	0
3	(Constant)	1,885	0,207		9,088	0
	X29	0,216	0,047	0,374	4,591	0
	X7	0,219	0,057	0,304	3,864	0
	X10	0,161	0,052	0,252	3,076	0,003
4	(Constant)	1,874	0,204		9,205	0
	X29	0,175	0,05	0,303	3,514	0,001
	X7	0,196	0,057	0,271	3,455	0,001
	X10	0,12	0,055	0,189	2,204	0,03
	X26	0,124	0,057	0,202	2,18	0,032

(Source: Processed Data on Computer Software, 2020)

Model 4: In the Coefficients table, the value in column B in Constant is 1.874, while the value of Variable X29 is 0.175, X7 is 0.196, X10 is 0.120, X26 is 0.124 so the equation can be written as follows:

$$Y = 1.874 + 0.175X29 + 0.196X7 + 0.120X10 + 0.124X26$$

Information :
Y = customer satisfaction
X29 = Bad lighting system
X7 = Poor parking management between markets intermingles

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X10 = People break the rules
X26 = Condition of the roof of the building that has been worn out
So it can be translated as follows:

a. A constant of 1.874 states that if there is no value for each factor then the Y value is 1.874.
b. X29 regression coefficient of 0.175 states that for each addition of 1 value of the variable X29, the value of Y increases by 0.175. Then the level of customer satisfaction increases by 17.5% if the lighting system is improved.
c. The regression coefficient X7 of 0.196 states that for each addition of 1 value of the variable X7, the value of Y increases by 0.196. Then the level of customer satisfaction increases by 19.6% if the parking management is improved.
d. X10 regression coefficient of 0.120 states that each addition of 1 value of the variable X10, then the value of Y increases by 0.120. Then the level of customer satisfaction increases by 12% if there are no more people who break the rules.
e. X26 regression coefficient of 0.124 states that for each addition of 1 value of the variable X26, the value of Y increases by 0.124. Then the level of customer satisfaction increases by 12.4% if the condition of the roof of the building that has been worn out immediately followed up

Hypothesis: from the results of the above output we can know the significance value of 0.000 <0.005, then H0 is rejected and H1 is accepted. HO Statement: If no management risk analysis is conducted on the scout market then it does not increase customer satisfaction, it is rejected. Whereas the H1 statement: If a management risk analysis is done in the scout market, it will increase customer satisfaction, which is accepted, which means there is a significant (significant) variable (X29, X7, X10, and X26) on the variable Y.

4.4 Risk Rating Analysis

The variables from the results of the data collection of respondents who have been reduced from the results of the validity and reliability tests are input from this stage of the analysis which is a number of 33 variables. Risk ranking analysis is performed on the results of the calculation of the average value of frequency and impact of risk.

Based on the matrix above, the range of values to determine risk are:

Low risk : 0.01 - 0.05
Moderate risk : 0.06 - 0.25
High risk : 0.25 - 0.72

Of the 100 questionnaires distributed to respondents, total impact and frequency data were obtained as follows:

The calculation of risk values and risk categories is shown in the following table 7. :

Table 7. Value and Risk Category

Variable	Impact (D)	Frequency (F)	Risk (D X F)	Risk Category
X1	0,48	0,48	0,23	Medium
X2	0,34	0,38	0,13	Medium
X3	0,20	0,28	0,06	Medium
X4	0,48	0,42	0,20	Medium
X5	0,23	0,29	0,07	Medium
X6	0,39	0,37	0,14	Medium
X7	0,28	0,31	0,09	Medium
X8	0,28	0,33	0,09	Medium
X9	0,47	0,51	0,23	Medium
X10	0,30	0,33	0,10	Medium
X11	0,53	0,40	0,21	Medium
X12	0,51	0,60	0,31	High
X13	0,34	0,37	0,12	Medium
X14	0,31	0,28	0,09	Medium
X15	0,57	0,56	0,32	High
X16	0,50	0,60	0,30	High
X17	0,22	0,28	0,06	Medium
X18	0,42	0,45	0,19	Medium

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Variable	Impact (D)	Frequency (F)	Risk (D X F)	Risk Category
X19	0,58	0,20	0,12	Medium
X21	0,36	0,23	0,08	Medium
X22	0,57	0,40	0,23	Medium
X23	0,27	0,31	0,08	Medium
X24	0,18	0,26	0,05	Medium
X25	0,44	0,41	0,18	Medium
X26	0,53	0,50	0,26	High
X27	0,18	0,23	0,04	Low
X28	0,41	0,54	0,22	Medium
X29	0,36	0,33	0,12	Medium
X31	0,53	0,42	0,22	Medium
X32	0,50	0,52	0,26	High
X34	0,33	0,23	0,07	Medium
X35	0,33	0,39	0,13	Medium
X37	0,30	0,50	0,15	Medium

(Source: Researcher Processed Data, 2020)

Variables that have a high risk category are as follows:

Table 10. High Risk Categories

Variable	Description
X12	Special public transportation stops are covered by On-Street parking
X15	Bad odor
X16	Humid and dark conditions in the bird market
X26	The condition of the roof of the building that has been worn out
X32	There is no loading and unloading area

(Source: Researcher Processed Data, 2020)

5. Conclusions and Recommendations

5.1 Conclusions

Based on the results of the regression analysis presented and the results obtained, it can be concluded that there are 4 dominant factors that influence customer satisfaction. The following dominant variables and handling / strategy for each variable:

1. The dominant factor in management risk in the Jakarta scout market area which has an influence on customer satisfaction, namely, X29: Poor lighting system (17.5%), X7: Poor parking management between intermingled markets (19.6%), X10 : People break the rules (12%), X26: Condition of the roof of the building that has been worn (12.4%).

2. Handling / Strategy on variables that influence the following:

X29: The lighting system is not good

a. Cause: The lack of management of the lighting system in the vicinity.
b. Impact: Disrupts transactions between customers and buyers.
c. Preventive Measures: Check the lighting system at every angle once or twice a month
d. Corrective Action: Add lighting or change the lighting system using LED lights in every corner that looks less light

X7: Poor parking management between markets intermingles

a. Cause: Lack of parking space provided by the inter-market manager.
b. Impact: Stacking of vehicles in a parking area that can disrupt customer comfort
c. Preventive Measures: Utilizing vacant land to be used as an inter-market parking area
d. Corrective Action: - Provide parking attendants in each respective area
   - Reinforce parking users who park their vehicles not in their place.

X10: People break the rules

a. Cause: Lack of personal awareness of each of the applicable rules.
b. Impact: Causing inconvenience for other people in the surrounding community.
c. Preventive Measures: - Instill awareness in yourself not to break the rules
   - Provides several signs needed to be a reminder

d. Corrective Action: Strict rebuke for rule breakers

X26: Condition of the roof of the building that has been worn out

a. Cause: Lack of management attention related to the state of the building roof/market building.
b. Impact: Can cause the roof to collapse and can endanger the safety of all people on the market.
c. Preventive Measures: Conduct routine checks two or three times a month on the condition of the roof of the building
d. Corrective Action: Roofs that have cracked or worn out are followed up immediately

Based on the results of the risk rating analysis presented and the results obtained, it can be concluded that 5 variables have a high level of risk that can affect customer satisfaction. The following variables with high risk and handling/strategies for each variable:

The dominant factor in managing risk in the Jakarta scout market area that influences customer satisfaction is, X12: Special places for public transport stops covered with On-Sreet parking, X15: Bad odor, X16: Humid and dark conditions in the bird market, X26: Outdated building roof condition, X32: No loading and unloading areas

Variable X12: Special places for public transportation stops are covered by On-Sreet parking
Cause : 1. The existence of illegal parking along the road Impact : 1. Causing traffic jams, disturbing the convenience of users of public transportation Preventive measure : 1. Provide special traffic officers to regulate parking on the street and arrange public transportation as best as possible Corrective action : 1. Controlling parking on the street, giving strict sanctions for visitors who park on the street

Variable X15: Bad Odor
Cause : 1. There is a pile of garbage Impact : 1. Causing the emergence of diseases that disrupt the respiratory tract in the surrounding environment 2. Mengganggu kenyamanan pelanggan Preventive measure : 1. Disturbing customer convenience Corrective action : 1. Always manage waste every day to the landfill

Variable X16: Humid and Dark Conditions in Bird Markets
Cause : 1. Lack of lighting systems around the bird market Impact : 1. Disrupt the health of birds that are around 2. Interfering with the convenience of customers who see bird watching Preventive measure : 1. Check the lighting system in every corner of the bird market Corrective action : 1. Add lights to every corner of the bird market and clean the bird market building area once or twice a month

Variable X26: Condition of the Obsolete Building Roof
Cause : 1. Lack of management attention related to the state of the building roof / market building Impact : 1. Can cause the roof to collapse and can endanger the safety of all people on the market

Preventive measure : 1. Perform routine checks two or three times a month on the condition of the roof of the building Corrective action : 1. Roofs that have cracked or worn out are followed up immediately

Variable X32: No Loading and Unloading Areas
Cause : 1. Mapping each area that is not conducive and lack of land in the scout market area Impact : 1. The state of the market seems messy when there is the arrival of cargo Preventive measure : 1. Provide a special area to be used as a loading and unloading area Corrective action : 1. Add an area for loading and unloading

5.2 Recommendations

1. This research specifically reviews the risks to the management of Jakarta's scout market area infrastructure to improve customer satisfaction. Based on the results obtained, there are several factors that influence the customer satisfaction of the scout market, therefore it is prepared to immediately make improvements and improvements to the infrastructure to increase customer satisfaction in the scout market.
2. This research specifically reviews the risks in the management of the scout market area which is seen from the perspective of increasing customer satisfaction, so that it can then be examined from the perspective of the efforts made by the market management.

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