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Public Perception Toward The Revitalization Of Mardika Market In Ambon City

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Abstract

Traditional markets play a pivotal role in sustaining the local economy and serve as critical repositories of indigenous values and cultural entities; thus, preserving their market positioning is paramount. In response to shifting consumer preferences toward modern retail environments, strategic market revitalization has become imperative to enhance traditional marketplaces' operational functionality. Grounded in this premise, the revitalization of Mardika Market in Ambon City the primary economic nexus of the municipality was executed with equivalent objectives. This study aims to examine the empirical factors influencing public perception toward the revitalization of Mardika Market utilizing an ordinal logistic regression framework. The empirical results demonstrate that among the variables tested, only "Cleanliness" exerts a partially significant and positive effect on public perception ($p = 0.003 < 0.05$). This finding highlights that sanitation and cleanliness hold a predominant weight in the public eye, signaling that marketplace environmental quality is a core determinant rather than a peripheral factor in modernization initiatives.

Keywords: Revitalization, Public Perception, Ordinal Logistic Regression.

INTRODUCTION

Traditional markets hold a crucial position within the socioeconomic structure of the community, serving as fundamental repositories of indigenous values and Indonesian cultural entities. However, the viability of traditional markets is currently undergoing a severe degradation due to the highly aggressive expansion of modern retail formats that penetrate deep into residential areas. This transformation in consumer behavior indicates a shifting preference from traditional marketplaces toward modern shopping centers and supermarkets, a phenomenon fundamentally driven by the diverse comparative advantages offered by the modern retail sector. Conversely, the sustainability of traditional markets is frequently hindered by negative public perceptions, wherein sub-optimal hygienic

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infrastructure, deficient waste management systems, and vulnerability to security issues and disorganized spatial planning constitute the primary inhibiting factors (Pramudyo, 2014).

The revitalization of traditional marketplaces aims to enhance their strategic positioning, thereby ensuring sustained competitiveness against modern retail formats. The utility of such market redevelopment extends beyond merely capturing financial returns; it constitutes a strategic measure to stimulate the economic viability of small-scale traders, which necessitates the strategic involvement of developers for creative management (Alfianita, 2015).

A critical case in point is Mardika Market, located in the Sirimau District of Ambon City, Maluku Province, which has actively operated for over forty years. Situated in the northern coastal perimeter of Ambon City specifically on Pantai Mardika Street, Rijali Village, Sirimau District. This marketplace serves as the central economic hub and acts as a primary driver of commercial activity within the municipality. Despite its high transaction volume, Mardika Market has drawn public concern due to severe congestion, traffic gridlocks, and a disorganized environmental condition. The sub-optimal spatial management of street vendors, coupled with deficient access to essential public utilities such as sanitation facilities and parking infrastructure, frequently provokes public complaints, undercutting its high economic productivity.

The positioning and preservation of traditional marketplaces are inherently contingent upon public perception toward these institutions. Market revitalization that aligns with community expectations forms the cornerstone for future development and serves as a baseline to evaluate improvements across both physical infrastructure and non-physical attributes; this alignment ensures that traditional markets can deliver heightened public satisfaction in the future (Darini et al., 2022). Consequently, this study aims to examine the critical factors that empirically influence public perception regarding such revitalization efforts.

LITERATURE REVIEW

Perception is defined as the cognitive process of inferring data through an individual's lived experiences relative to a specific object or event (Rahmat, 2005). Broadly speaking, the factors governing public perception toward an object can be categorized into two primary dimensions: internal individual characteristics and physical environmental conditions. Within the internal dimension, Rasoolimanesh et al. (2015) underscore the influence of socio-demographic factors such as age, gender, and education, which Herdiana (2021) subsequently expanded to incorporate economic income levels. Conversely,

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regarding the physical environmental dimension, Darini et al. (2022) identify that market-related attributes, including safety, cleanliness, infrastructure, spatial layout, comfort, and service quality, substantially shape perception.

While prior scholarly literature has successfully identified diverse, multidimensional factors influencing public perception toward public facilities, the majority of these studies remain confined to a general mapping of indicators without empirically testing the statistical significance of each variable. The fundamental departure of this study lies in its methodological approach, specifically the utilization of ordinal logistic regression analysis. By employing this method, this research transcends the mere replication of existing indicators; rather, it aims to empirically test and determine which indicators are statistically paramount in driving public perception, specifically within the context of the Mardika Market revitalization in Ambon City.

METHOD

Research Timeline and Location

This study employs a mixed-methods approach and was conducted at Mardika Market in Ambon City, Maluku Province. The empirical investigation was carried out from January to February 2026.

Data Types and Sources

The dataset utilized in this research comprises both primary and secondary data. According to Sugiyono (2018), primary data refers to information gathered directly from the firsthand source by the investigator. Conversely, secondary data constitutes information obtained indirectly through intermediary parties, archival records, or institutional documentation.

Population and Sample

The target population for this study encompasses individuals actively engaging in commercial and social activities within Mardika Market and its immediate vicinity. The sampling design strategically integrates purposive sampling specifically targeting active marketplace stakeholders followed by cluster sampling to ensure representative distribution. The specific categorization of respondents in this study is structured as follows:

1. Consumers who have actively purchased agricultural commodities at Mardika Market, Ambon City, within the last five years.
2. Residents who have continuously cohabited or resided within the immediate vicinity of Mardika Market, Ambon City, for the past five years.

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3. Vendors specializing in agricultural produce who have operated commercial stalls at Mardika Market, Ambon City, during the last five years.

To establish the final sample size, this study utilizes a quota sampling technique. A fixed quota of 20 respondents was systematically drawn from each delineated cohort, yielding a cumulative sample size of 60 participants.

Research Instrument

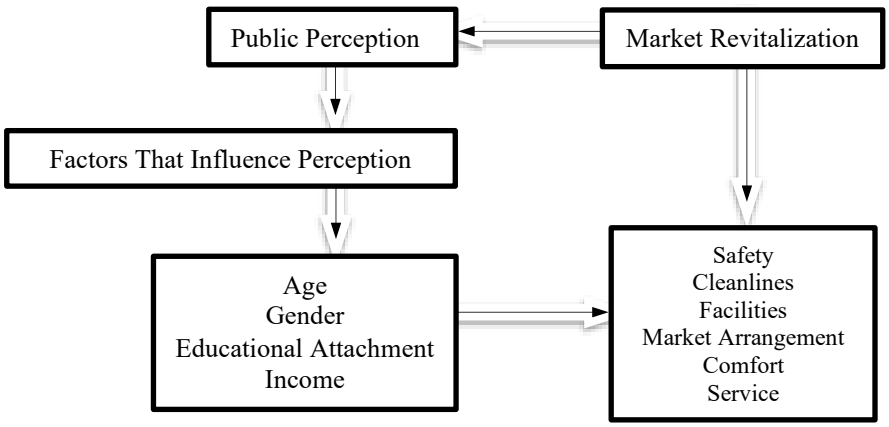
The primary data collection tool utilizes a structured questionnaire measured on a 5-point Likert scale to gauge levels of respondent agreement. To ensure the robustness of the psychometric properties, every measurement item within this questionnaire was rigorously subjected to validity testing, with all items exceeding the required factor loading or correlation threshold of (>0.30). Concurrently, the internal consistency and stability of the data were verified through reliability testing, where every operational indicator successfully achieved a Cronbach's alpha coefficient higher than the acceptable benchmark of (>0.60).

Data Collection Techniques

To gather comprehensive and empirical insights, this study employs a triangulated data collection strategy comprising direct field observation, semi-structured interviews facilitated by standard questionnaire instruments, and institutional documentation reviews.

Conceptual Framework

Public perception toward marketplace initiatives is fundamentally shaped by an intricate interplay of diverse explanatory factors. Within this study's framework, these identified determinants are systematically evaluated using an ordinal logistic regression modeling approach to evaluate their individual statistical significance and isolate the specific variables driving public perception.



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Gambar 1. Conceptual Framework

Data Analysis

To address the research objectives, an ordinal logistic regression framework was executed utilizing SPSS software. The sequential procedures for estimating the logistic regression model are structured as follows:

1. Non-Multicollinearity Test
   Ghozali (2013) posits that the multicollinearity test aims to examine whether the regression model exhibits highly correlated relationships among the independent variables.
2. Proportional Odds Test
   In an ordinal logistic regression model, a critical underlying assumption that must be satisfied is the proportional odds assumption. The resulting model remains statistically valid only when the proportional odds (parallel lines) assumption is met. Decision Criteria: Reject H0 if the calculated test statistic exceeds the critical value, or if the p-value < alpha.
3. Goodness-of-Fit Test
   The Goodness-of-Fit test evaluates the adequacy and statistical alignment of the constructed ordinal logistic regression model. The formal hypotheses formulated for this test are specified as follows:
   H0: There is no significant difference between the observed empirical values and the values predicted by the model.
   H1: There is a significant difference between the observed empirical values and the values predicted by the model.
   The corresponding test statistics deployed for this assessment encompass the Chi-Square test and Pseudo- R^2

a) Chi-Square Test: The fundamental assumption mandates that the expected frequency count for each individual cell must be at least five or greater (Rasul et al., 2022).
b) Pseudo-R^2 The application of the pseudo-R^2 coefficient of determination serves to quantify the extent to which the explanatory variables within the model account for the variance in the ordinal response variable (Draper & Smith, 1998).

4. Parameter Significance Testing
   Significance testing is conducted to ascertain whether the predictor variables exert a statistically meaningful impact on the ordinal response variable. This evaluation comprises a simultaneous test (Likelihood Ratio Test) and a partial test (Wald Test).
5. Ordinal Logistic Regression Model

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The following formulation represents the general equation deployed within the ordinal logistic regression framework:

$$P\ (Y \leq m|x) = \frac{\exp(a_m + \sum_{k=1}^{p} \beta_k x_k)}{1+\exp(a_m + \sum_{k=1}^{p} \beta_k x_k)}$$

The cumulative logit model is mathematically defined as a framework derived from the ratio of the cumulative probability wherein the probability is less than or equal to the m-th response category given p predictor variables expressed in vector x to the probability of exceeding the m-th response category, denoted as P(Y > m | x) (Vollencia & Sugiarto, 2025).

RESULTS

Respondent Profile Descriptions

Table 1. Respondent Characteristics by Age

Age Group (Year)	Frequency(n)	Percentage (%)
17-31	33	60
32-48	21	30
49-63	6	10
Total	60	100

Source: Primary Data, processed 2026

Respondents within the 17–31 age category comprise the highest percentage at 60%. The dominance of this age group is attributed to the fact that they represent the productive workforce, which is most actively engaged in activities at the research site.

Table 2. Respondent Characteristics by Gender

Gender	Frequency (n)	Percentage (%)
Male	17	28,3
Female	43	71,7
Total	60	100

Source: Primary Data, processed 2026

The dominance of the female cohort is driven by their traditional role as household managers. Women frequently serve as household decision-makers responsible for allocating the grocery budget to sustain all family members, making them more familiar with and knowledgeable about food supplies and other essential needs.

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Tabel 3. Characteristics of Respondents Based on Educational Attainment

Educational Attainment	Frequency (n)	Percentage (%)
Primary School	2	3,3
Junior High School	3	5
Senior High School	37	61, 7
Associate Degree (D3)	2	3,3
Bachelor's Degree (S1)	16	26,7
Total	60	100

Source: Primary Data, processed 2026

This distribution demonstrates that the majority of interacting community members possess a secondary education background. Most respondents have a standard literacy level, thereby rendering the generated perception data representative for illustrating the general public stance.

Data Analysis Result

Tabel 4. Non-Multikolienaritas Test Result

Independent Variables	Tolerance	VIF	Information
Age (X1)	0,764	1,309	Non-multikolinieritas
Income (X2)	0,948	1,055	Non-multikolinieritas
Gender (X3)	0,711	1,407	Non-multikolinieritas
Educational attachment (X4)	0,806	1,241	Non-multikolinieritas
Safety (X5)	0,367	2,725	Non-multikolinieritas
Cleanlines (X6)	0,355	2,815	Non-multikolinieritas
Facilities (X7)	0,383	2,610	Non-multikolinieritas
Market arrangement (X8)	0,341	2,937	Non-multikolinieritas
Comfort (X9)	0,238	4,202	Non-multikolinieritas
Service (X10)	0,486	2,058	Non-multikolinieritas
Criteria	> 0,10	< 10	

Source: Primary Data, processed 2026

All independent variables exhibit Tolerance values greater than 0.10 and Variance Inflation Factor (VIF) values below 10.00. This indicates the absence of high linear correlation among the independent variables within the model.

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Tabel 5. Proportional Odds (Test Of Parallel Lines) Test Result

Test Of Parallel Lines				
Model	-2 Log Likelihood	Chi-Square	df	Sig.
Null Hypothesis	58,515			
General	47,629[b]	10,886[c]	10	0,366

Source: Primary Data, processed 2026

Based on the table, the Chi-Square significance value exceeds 0.05, thereby accepting the null hypothesis (H0). This indicates that the proportional odds assumption is satisfied, confirming that the application of the ordinal logistic regression model in this study is appropriate and valid for further interpretation

Tabel 6. Goodness Of Fit Test Result

Model	Chi-Square	df	Sig.
Pearson	97,700	108	0,751
Deviance	58,515	108	1,000

Source: Primary Data, processed 2026

Since both significance values exceed the 0.05 threshold, the model is proven capable of accurately predicting the observed values.

Tabel 7. Model Fitting Information Test Result

Model Fitting Information				
Model	-2 Log Likelihood	Chi-Square	df	Sig.
Intercep Only	115,392			
Final	58,515	56,877	10	0,000

Source: Primary Data, processed 2026

Based on the model fitting information feasibility test, a significance value of $p < 0.05$ demonstrates that the research model satisfies the model criteria. Consequently, the predictor variables are deemed feasible and simultaneously significant for forecasting public perception toward market revitalization.

Tabel 8. Partial Model Feasibility Test Results

Parameter Estimates

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Variables	Estimate	Std.Error	Wald	df	Sig.
Y= 1	11,708	3,532	10,995	1	0,001
Y= 2	17,390	4,334	16,009	1	0,000
X1	-0,125	0,603	0,043	1	0,836
X2	0,180	0,818	0,048	1	0,826
X3	-0,970	0,570	2,888	1	0,089
X4	0,462	0,380	1,478	1	0,224
X5	0,113	0,120	0,807	1	0,369
X6	0,437	0,142	8,815	1	0,003
X7	0,336	0,197	2,913	1	0,088
X8	-0,036	0,181	0,040	1	0,841
X9	-0,024	0,212	0,013	1	0,910
X10	0,178	0,173	1,064	1	0,302

Source: Primary Data, processed 2026

As presented in the table above, only one independent variable exerts a significant effect on the dependent variable, yielding a p-value of 0.003, which is below the 0.05 threshold. This implies that the variable has a partially significant impact on public perception toward market revitalization.

Tabel 9. Coefficient of determination test result (Pseudo R-Square)

Pseudo R-Square	
Cox and Snell	0,612
Nagelkerke	0,717
McFadden	0,493

Source: Primary Data, processed 2026

The Nagelkerke R-The Nagelkerke R-Square value obtained is 0.717, indicating that 71.7% of the variance in public perception toward market revitalization can be explained by the ten independent variables examined. The remaining 28.3% is accounted for by other factors outside the scope of this research model.

Tabel 10. Ordinal Logistic Regression Test Result

Category	Variables	Estimate	Sig.	Odds Ratio	Information
Effect	Cleanlines (X6)	0,437	0,003	1,548	Signifikant
No Effect	Age (X1)	-0,125	0,836	0,882	Not Signifikant

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	Income (X2)	0,180	0,826	1,197	Not Signifikant
	Gender (X3)	-0,970	0,089	0,379	Not Signifikant
	Educational attachment (X4)	0,462	0,224	1,587	Not Signifikant
	Safety (X5)	0,113	0,369	1,120	Not Signifikant
	Facilities (X7)	0,336	0,088	1,399	Not Signifikant
	Market Arrangement (X8)	-0,036	0,841	0,965	Not Signifikant
	Comfort (X9)	-0,024	0,910	0,976	Not Signifikant
	Service (X10)	0,178	0,302	1,195	Not Signifikant

Source: Primary Data, processed 2026

The Nagelkerke R-Based on the Ordinal Logistic Regression analysis, empirical findings demonstrate that only the Cleanliness variable exerts a partially significant effect on public perception ($p = 0.003 < 0.05$). This indicates that cleanliness is the dominant factor driving public perception. Given the Odds Ratio (OR) of ($1.548 > 1$), the direction of the effect is positive, implying that higher market cleanliness corresponds to an increase in positive public perception. Concretely, each unit increase in the cleanliness variable elevates the probability of a positive public perception by 54.8%.

DISCUSSION

The empirical findings indicate that Cleanness is the sole variable exerting a statistically significant outcome on public perception regarding the revitalization of Mardika Market. Specifically, every incremental enhancement in cleanliness quality corresponds to a 54.8% increase in the probability of fostering a positive public perception. Although other predictor variables demonstrate no discernible individual impact based on their respective significance values, this does not entirely preclude their latent influence on public attitudes. Furthermore, the simultaneous model test confirms that the collective set of predictors significantly explains variations in public perception. This implies that while peripheral predictors contribute to the overarching perceptual construct, their individual magnitudes remain secondary to the dominant effect of the cleanness variable.

The findings of this study are corroborated by Syabina (2024), who posits that cleanliness profoundly influences visitor satisfaction, which subsequently shapes distinct public perceptions; this stems from the premise that cleanliness dictates the overarching image of a venue, irrespective of other aesthetic appeals it may offer. The correlation between cleanliness and public perception aligns with the research by Wibowo and

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Istiqamah (2018), which demonstrated that visitor attendance frequency and preference levels escalated post-market revitalization, driven by enhanced cleanliness and the fulfillment of other public amenities. This phenomenon indicates that cleanliness critically modulates visitor perception, thereby driving a subsequent increase in public visitation frequency.

CONCLUSION

The empirical evidence confirms that Cleanness serves as the primary determinant in shaping the trajectory of public perception; specifically, every incremental enhancement in cleanliness quality corresponds to a 54.8% increase in the probability of fostering positive public attitudes. Crucially, these findings do not imply that peripheral independent variables exert no influence on public perception. According to the model fitting information test, the model yields a highly significant omnibus value ($p = 0.000 < 0.05$), demonstrating that the predictor variables collectively and simultaneously account for variations in the dependent variable. Nevertheless, the cleanness variable exhibits a substantially more robust partial effect within the model, as verified by its individual significance value ($p < 0.05$).

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