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The Impact Of Business Relocation On The Socio Economic Conditions Of Chili Traders At Mardika Market

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Abstract

Market relocation constitutes a policy instrument employed by local governments to support urban spatial planning and enhance the quality of commercial infrastructure. However, its implementation often generates multidimensional consequences, particularly for the socio-economic conditions of actors operating within the informal sector. This study aims to examine the impact of business relocation on the socio-economic conditions of chili traders at Mardika Market, Ambon City. The research adopted a quantitative approach using a survey method conducted in December 2025. The study involved 30 respondents selected through purposive sampling, consisting of chili traders who had experienced relocation and remained actively engaged in trading activities. Data were collected through observation, interviews, and structured questionnaires, and subsequently analyzed using descriptive statistics and the Wilcoxon Signed Rank Test to assess differences in conditions before and after relocation.The findings reveal that business relocation exerted a significant influence on the traders' social conditions, as reflected in changes in social interactions, perceived security, and environmental cleanliness. Furthermore, relocation also affected the economic dimension, particularly through alterations in working hours and a decline in traders' income levels. These findings suggest that although market relocation has the potential to improve the physical quality of market facilities, the policy has not yet fully ensured the economic sustainability of traders' livelihoods. Therefore, more adaptive and welfare-oriented policy interventions are required to better accommodate the needs and long-term economic resilience of informal business actors.

Keywords: Market Relocation, Socio-Economic Conditions, Traders, Income, Traditional Market.

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INTRODUCTION

Every development policy is inherently accompanied by social dynamics, including market relocation policies. Relocation should not merely be understood as the physical transfer of a marketplace but also as a transformation of social and economic spaces that may influence patterns of interaction, community practices, and economic activities (Zulaikah, 2018). In the context of traditional markets, relocation is generally implemented as a governmental strategy to improve the organization, safety, and overall suitability of commercial areas. Nevertheless, such policies frequently generate consequences for the socio-economic conditions of traders, particularly due to changes in accessibility, patterns of social interaction, and the need to adapt to a new business environment (Yunitasari, 2018).

Traditional markets are trading facilities established and managed by government institutions, private entities, cooperatives, or local communities, characterized primarily by direct transactions between traders and consumers through bargaining mechanisms (Lestari, 2022). One of the traditional markets that plays a pivotal role in the economy of Ambon City is Mardika Market. The market serves as the principal commercial hub and a central location for fulfilling the daily needs of local residents. As commercial activities continued to expand, Mardika Market was no longer capable of accommodating its entire trading population of 3,442 traders by 2019. This situation prompted the Ambon City Government to undertake market renovation and relocation through the construction of a modern multi-story market building. Following the relocation process, approximately 1,700 traders were accommodated across four floors of the new facility, which provides 1,605 trading stalls and kiosks (Department of Industry and Trade of Maluku Province, 2024).

The relocation of Mardika Market commenced in 2021 under Ambon Mayor Decree No. 449 of 2021 and was implemented through several stages, including the demolition of the old market building, temporary relocation, and the final transfer to the new market facility in 2024. The primary objective of this relocation was to establish a more organized, hygienic, and secure trading environment. Despite these intended benefits, changes in business location have the potential to affect traders' socio-economic conditions, including shifts in social interaction patterns, levels of security, environmental cleanliness, working hours, and income levels. A decline in income may occur as a result of reduced customer traffic and changes in market layout that make it more difficult for consumers to locate their regular vendors.

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The impacts of relocation are likely to be more pronounced among chili traders than among traders of other commodities. Chili is a horticultural commodity characterized by high perishability and limited shelf life in the absence of specialized handling practices (Taufik, 2011). Consequently, chili traders are highly dependent on efficient distribution systems and a stable daily customer base. Any reduction in business accessibility or decline in consumer numbers may increase the risk of financial losses due to decreased sales volumes and the spoilage of unsold products (Rego et al., 2011).

Although numerous previous studies have examined the effects of market relocation on traders in general, research specifically investigating the impact of relocation on the socio-economic conditions of chili traders at Mardika Market in Ambon City remains limited. This gap is particularly important given that the unique characteristics of chili as a highly perishable commodity render chili traders more vulnerable than traders dealing with other types of merchandise. Therefore, this study is essential to provide a more comprehensive understanding of how business relocation influences the socio-economic conditions of chili traders at Mardika Market, with particular emphasis on the social and economic dimensions experienced by traders following the relocation process.

THEORETICAL REVIEW

Market relocation represents one of the policy instruments employed by local governments to organize urban space, improve the quality of commercial facilities, and create a more orderly and conducive market environment. Relocation should not be interpreted solely as the physical transfer of traders from one location to another; rather, it also encompasses changes in the social and economic dimensions of the affected communities. According to Purnomo (2016), market relocation may influence the sustainability of traders' businesses, particularly when the new location is less strategic and results in a decline in customer numbers. Therefore, relocation policies should carefully consider accessibility, convenience, and the economic potential available to traders.

In the context of commerce, traders are individuals or business entities engaged in the buying and selling of goods or services within a market setting with the objective of generating profit (Nanda & Fikriyah, 2020). Trading activities in traditional markets are predominantly carried out by small- and medium-scale traders whose livelihoods are highly dependent on customer traffic and business location. One of the commodities widely traded in traditional markets is chili, a horticultural product with considerable economic value and relatively stable demand. However, chili is highly perishable and requires rapid turnover to maintain its marketability. This characteristic makes chili traders particularly

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vulnerable to changes in their business environment, including those resulting from market relocation. Although the policy was designed to create a more organized, secure, and hygienic trading environment, relocation may also generate various socio-economic consequences for traders. According to Basrowi and Juariyah (2010), socio-economic conditions refer to an individual's position within society as influenced by economic activities, income levels, and patterns of social interaction. In this study, the social dimensions examined include social interaction, security, and environmental cleanliness. Social interaction reflects the relationships established among traders and between traders and consumers in daily commercial activities. Security relates to traders' perceptions of safety while conducting business, whereas environmental cleanliness represents the physical condition of the market that supports comfort and public health.

In addition to social aspects, relocation may also affect the economic conditions of traders. Economic conditions in this study are assessed through working hours and income levels. Working hours indicate the amount of time allocated by traders to conduct their business activities, while income refers to the earnings generated from sales transactions. Income is considered a primary indicator of business performance, particularly among traders operating in the informal sector. According to Boediono (2002), income or revenue is the financial return obtained from the sale of goods or outputs produced. Changes in business location may influence customer accessibility and purchasing behavior, which in turn can affect traders' working patterns and income generation.

Several previous studies have demonstrated that market relocation produces diverse impacts on traders. Farida (2022) found that relocation influences changes in traders' social and economic behavior and requires considerable adaptation to maintain income levels. Pertiwi (2024) reported that relocation may initially lead to a decline in traders' income; however, income levels may improve over time as market facilities and infrastructure are enhanced. Similarly, Yunitasari (2018) revealed that relocation resulted in reduced social interaction and a decline in the number of customers due to changes in business location.

Based on these findings, it can be concluded that market relocation is closely associated with changes in the socio-economic conditions of traders. The effects may be either positive or negative depending on the characteristics of the new location, market accessibility, and traders' capacity to adapt to changing circumstances. Therefore, this study focuses on analyzing the impact of business relocation on social conditions, including social interaction, security, and environmental cleanliness, as well as economic conditions, particularly working hours and income levels among chili traders at Mardika Market.

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METHOD

Research Design

This study employed a quantitative approach using a survey method to analyze the impact of market relocation on the socio-economic conditions of chili traders. The quantitative approach was selected to facilitate the systematic measurement and comparison of traders' social and economic conditions before and after the relocation process.

Research Location and Population

The research was conducted in December 2025 at Pasar Mardika. The population of this study consisted of chili traders who had experienced relocation and remained actively engaged in trading activities in the market.

Sampling Technique and Procedure

The study utilized a purposive sampling technique, whereby respondents were selected based on specific criteria relevant to the research objectives. A total of 30 chili traders who had experienced relocation were included as respondents. Data were collected through direct observation, interviews, and structured questionnaires. These methods enabled the researcher to obtain comprehensive information regarding the traders' social and economic conditions before and after relocation.

Data Analysis Method

The collected data were analyzed using descriptive quantitative analysis and the Wilcoxon Signed Rank Test. Descriptive analysis, based on Likert scale scoring, was used to assess traders' perceptions of their social and economic conditions before and after relocation. The Wilcoxon Signed Rank Test was then applied to examine whether significant differences existed between the pre- and post-relocation conditions of the same respondents.

RESULTS AND DISCUSSION

Respondents' Characteristics

The respondents in this study were chili traders at Pasar Mardika, with a total sample of 30 traders. Respondent data were obtained through direct interviews and questionnaire distribution. Based on the data collection process, information was obtained regarding respondents' characteristics, including gender, age, educational level, length of

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trading experience, number of dependents, and stall location. The characteristics of respondents in this study are described as follows.

Table 1. Characteristics of Chili Trader Respondents

Description	Category	Number of Respondents	Percentage (%)
Gender	Male	6	20
	Female	24	80
Age	15 - 64	29	96,67
	> 64	1	3,33
Educational Level	Elementary School	7	23,33
	Junior High School	11	36,67
	Senior High School	12	40
Length of Trading Experience	1 - 12	13	43,33
	13 - 24	11	36,67
	25 - 36	6	20
Number of Dependents	1 - 2	10	33,33
	3 - 4	17	56,67
	5 - 6	3	10
Stall Location	Inside the Building	10	33,33
	Outside the Building	20	66,67

Source: Processed Primary Data, 2026

Based on Table 1, the characteristics of chili traders at Mardika Market indicate that the majority of respondents were female, accounting for 24 individuals (80%), while only 6 respondents (20%) were male. This finding suggests that chili trading activities are predominantly managed by women as part of household economic activities. In terms of age, most respondents were within the productive age group, indicating that they remain

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actively engaged in economic activities and possess the physical capacity to sustain their trading businesses. Regarding educational attainment, respondents were predominantly senior high school graduates (40%), followed by junior high school graduates (36.67%) and elementary school graduates (23.33%). This distribution indicates that most traders possess a moderate level of formal education, which may adequately support their ability to manage trading activities, communicate with customers, and adapt to changes in the business environment. With respect to trading experience, the majority of respondents had been engaged in chili trading for 1–12 years (43.33%), followed by those with 13–24 years of experience (36.67%) and 25–36 years of experience (20%). These findings demonstrate that most traders have accumulated sufficient experience in conducting business operations and adapting to various market changes, including the relocation process. Extensive trading experience may contribute to greater resilience and flexibility in responding to shifts in market conditions. Furthermore, most respondents reported having three to four family dependents (56.67%), reflecting a relatively substantial household economic burden. The number of dependents is an important socio-economic characteristic, as it may influence traders' financial responsibilities and their dependence on income generated from trading activities. Based on business location, the majority of traders conducted their activities outside the market building, totaling 20 respondents (66.67%), while 10 respondents (33.33%) operated inside the building. This pattern indicates a tendency among traders to prefer locations that are perceived as more strategic, accessible, and visible to consumers. Such preferences may be associated with efforts to maximize customer reach and maintain sales performance following the market relocation process.

The Impact of Relocation on the Socio-Economic Conditions of Chili Traders at Mardika Market

The relocation of chili traders' business premises at Mardika Market represents a local government policy aimed at improving market organization and creating a more orderly, hygienic, and secure trading environment. This policy not only affects the physical structure and spatial arrangement of the market but also has significant implications for the social and economic conditions of traders as the primary stakeholders directly affected by the relocation. The transfer of business locations has the potential to alter social conditions, particularly in terms of social interaction patterns among traders, while also influencing the levels of security and environmental cleanliness within the trading area.

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From an economic perspective, relocation may affect traders' working hours due to changes in visitor volume, accessibility of the new location, and market activity patterns. These factors can subsequently influence the effectiveness of working hours in generating income for chili traders. Therefore, a comparison of conditions before and after relocation is essential to assess the extent to which this policy has affected traders' welfare. In this study, the impact of relocation on chili traders at Mardika Market was analyzed through both social and economic dimensions. The social indicators examined include social interaction, security levels, and environmental cleanliness.

Social Conditions of Chili Traders

The social conditions of chili traders refer to the circumstances associated with social relationships and the trading environment in which they operate, encompassing social interaction, security, and environmental cleanliness. Social interaction reflects the relationships established between traders and their fellow traders as well as customers, while security pertains to the sense of safety experienced during trading activities. Environmental cleanliness, meanwhile, represents the overall sanitary condition of the market environment. The assessment of social conditions was conducted using descriptive analysis based on the mean scores of each indicator measured through a Likert scale. The results of the evaluation of the social conditions of chili traders at Mardika Market are presented in the following table.

Table 2. Distribution of the Social Conditions of Chili Trade

Variable	Indicator		Average Score	Category
	Before Relocation	After Relocation		
Social Interaction	4.17	3.73	3.95	Good
Security	3.53	4.53	4.03	Good
Environmental Cleanliness	2.8	4.3	3.55	Good

Source: Processed Primary Data, 2026

Based on Table 2, the results of the descriptive analysis using a Likert scale indicate that the overall social conditions of chili traders after relocation were categorized as good. This is reflected in the mean scores of the social indicators, namely social interaction (3.95), security (4.03), and environmental cleanliness (3.55).

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Regarding the social interaction indicator, the mean score declined from 4.17 before relocation to 3.73 after relocation. This decrease suggests that interactions among traders, as well as between traders and customers, were less intensive following the relocation. Such a change can be attributed to the new market layout and the reassignment of trading stalls, which required traders to adapt to a different environment. In addition, variations in visitor distribution across market sections affected the frequency of communication and engagement between traders and customers. Nevertheless, social relationships among traders remained relatively strong and continued to be maintained through daily trading activities.

In terms of security, the mean score increased from 3.53 prior to relocation to 4.53 afterward. This improvement indicates that traders perceived the post-relocation market environment as safer and more comfortable. he enhanced sense of security was associated with a more organized market structure, better-regulated access points, and improved monitoring and management of trading areas compared to the previous location. Similarly, the environmental cleanliness indicator exhibited a substantial increase, rising from 2.80 before relocation to 4.30 after relocation. This improvement can be attributed to the more organized market environment, the availability of sanitation facilities, and the improved arrangement of trading spaces, all of which contributed to a cleaner and more comfortable setting for both traders and customers. Overall, the relocation had a positive impact on the social conditions of chili traders, particularly with respect to security and environmental cleanliness. Although social interaction experienced a slight decline following relocation, the overall social environment of the market improved considerably.

Economic Conditions of Chili Traders

The economic conditions of chili traders following relocation can be assessed through changes in working hours and income levels. Working hours represent the amount of time allocated by traders to conduct their business activities, while income reflects the earnings generated from trading operations. The relocation of business premises is presumed to have influenced the trading activities of chili traders, particularly in terms of the duration of business operations and the level of income earned. Changes in market location may affect customer traffic, accessibility, and overall trading dynamics, which in turn can influence both the time spent on trading activities and the revenue generated by traders. Consequently, examining these indicators is essential for understanding the economic implications of relocation on traders' livelihoods. Therefore, to evaluate the impact of relocation on the economic conditions of chili traders at Mardika Market, an

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analysis of traders' working hours and income levels before and after relocation was conducted. The results are presented in the following table.

Table 3. Distribution of Economic Conditions Based on Chili Traders' Working Hours

Variable	Indicator		Average Score	Category
	Before Relocation	After Relocation		
Working Hours	4.23	3.80	4.02	Good

Table 4. Differences in Chili Traders' Income Before and After Relocation

Income (IDR	Before Relocation		After Relocation	
	Number	Percentage (%)	Number	Percentage (%)
< 1. 500.000	0	0	4	13,33
1.500.000 - 2.500.000	6	20	14	46,67
2.500.000 - 3.500.000	11	36,67	8	26,67
> 3.500.000	13	43,33	4	13,33
Total	30	100	30	100

Source: Processed Primary Data, 2026

Based on the results of the descriptive analysis using a Likert scale, the economic conditions of chili traders, as measured by the working-hours indicator, were generally categorized as good, with an overall mean score of 4.02. The mean score for working hours decreased from 4.23 prior to relocation to 3.80 following relocation. This decline indicates that, after relocation, some traders experienced changes in both the duration and pattern of their trading activities. Such changes were primarily attributable to the relocation of business premises and shifts in consumer visitation patterns. A number of traders reported a reduction in customer volume, resulting in shorter trading hours compared to the pre-relocation period. In addition, traders were required to adapt to the new market

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environment, changes in customer accessibility, and revised market operating schedules. Nevertheless, most traders continued to sustain their business activities in order to meet their household economic needs.

The income distribution of chili traders also revealed notable differences between the periods before and after relocation. Prior to relocation, the largest proportion of traders belonged to the income category exceeding IDR 3,500,000, accounting for 13 individuals (43.33%). Following relocation, however, the number of traders within this category declined substantially to only 4 individuals (13.33%). Conversely, the income category of IDR 1,500,000–2,500,000 became the most dominant group, comprising 14 traders (46.67%). Furthermore, a new income category of less than IDR 1,500,000 emerged after relocation, encompassing 4 traders (13.33%), whereas no respondents had fallen within this category prior to relocation.

The decline in income can be attributed to a reduction in customer traffic following relocation, changes in the market layout, and consumers' unfamiliarity with the new market location. Some traders also experienced the loss of regular customers due to less strategic stall placements and changes in trading positions. These circumstances contributed to a decrease in sales volume, particularly among chili traders whose products are highly perishable and must be sold promptly to avoid losses resulting from spoilage. Despite these challenges, several traders were able to maintain relatively high income levels owing to their established customer base and their ability to adapt sales strategies to the conditions of the new market environment.

Results of the Wilcoxon Signed Rank Test Analysis on the Socio-Economic Conditions of Chili Traders

The results of the Wilcoxon Signed Rank Test indicate that significant differences existed in the socio-economic conditions of chili traders before and after relocation, as evidenced by the Asymp. Sig. (2-tailed) values of all variables being lower than the significance level of $\alpha = 0.05$. From the social perspective, social interaction among traders experienced a statistically significant decline ($Z = -2.711$; Sig. = 0.007). This reduction can be attributed to changes in stall arrangements and the physical separation of traders from their former colleagues, which diminished the frequency of communication and spontaneous social exchanges. Furthermore, traders devoted greater attention to adapting to the new market environment and re-establishing their customer base. In contrast, the level of security improved significantly ($Z = -5.396$; Sig. = 0.000), owing to the implementation of a more organized security system, enhanced supervision by market authorities, and the availability of more permanent and well-structured market facilities. Similarly,

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environmental cleanliness exhibited a significant improvement (Z = -4.939; Sig. = 0.000), supported by the provision of sanitation facilities, a more efficient waste management system, and improved stall organization, all of which contributed to reducing waste accumulation within the market area.

From the economic perspective, traders' working hours declined significantly following relocation (Z = -3.207; Sig. = 0.001). This decrease was primarily associated with a reduction in both the number and intensity of customer visits, resulting in more limited operating hours compared to the pre-relocation period, when trading activities often extended from early morning until late evening and, in some cases, operated continuously for up to 24 hours. In addition, traders' income levels also experienced a statistically significant decline (Z = -4.782; Sig. = 0.000). This reduction was largely driven by decreased customer traffic, the loss of a portion of regular customers due to the change in market location, and the unequal distribution of strategically positioned stalls. Consequently, these factors led to lower sales volumes and, ultimately, reduced income among chili traders. Overall, the relocation policy generated positive outcomes in terms of security and environmental cleanliness. However, it also produced adverse effects on social interaction and the economic well-being of traders, particularly with respect to working hours and income levels.

CONCLUSION

Based on the findings of this study, the relocation of chili traders' business premises at Mardika Market had a significant impact on both the social and economic conditions of traders. From a social perspective, relocation resulted in a decline in social interaction among traders and between traders and customers due to changes in the market layout and stall locations. Nevertheless, levels of security and environmental cleanliness improved considerably as the market environment became more organized, safer, and hygienic. From an economic perspective, relocation contributed to a reduction in traders' working hours and income levels. These outcomes were primarily associated with a decrease in customer traffic, changes in business location, and consumers' limited familiarity with the new market setting. The results of the Wilcoxon Signed Rank Test further confirmed the existence of statistically significant differences in the socio-economic conditions of traders before and after relocation. Overall, while the relocation policy generated positive outcomes in terms of security and environmental cleanliness, it continued to exert adverse effects on social interaction and the economic well-being of chili traders at Mardika Market.

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