

Factors That Influence Consumer Satisfaction in Shopping Tourism at the Jakarta Traditional Clothing Market

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Abstract

The research aims to determine the influence of product quality, price, product variety, and online sales on consumer satisfaction on shopping trips at the Jakarta Traditional Clothing Market. This type of research is quantitative descriptive with multiple regression analysis methods. There are three research locations: Tanah Abang Market, Majestic Market, and Cipulir Market. Data were collected by distributing questionnaires with a Likert scale of 1 to 5; the sampling technique was purposive sampling. The sample in this study amounted to 150 people. Partial research results show that product quality, price, product variety, and online sales significantly affect consumer satisfaction. Good product quality can increase consumer satisfaction through appropriate design, materials, durability, and appearance, creating trust. Price plays a vital role in consumer satisfaction. Many consumers with a limited budget tend to feel satisfied with affordable prices because they get good value to influence the perception of product value. Product variety increases consumer satisfaction by providing more choices according to preferences and meeting various consumer style preferences. Online sales significantly impact consumer satisfaction, providing ease of shopping remotely, access to a wide selection of products, price comparisons, and easily customizable searches.

Keywords: product quality, price, product variety, online sales, consumer satisfaction

A. Introduction

Traditional clothing markets are trendy because they are places where people can find clothes and products that reflect local culture and traditions. This helps people connect to their roots and promotes cultural heritage (Frihatniet al. (2022). Products sold in traditional clothing markets are often made with high craftsmanship; high product quality is often difficult to find in mass production, which becomes appealing to those who value quality (Backs et al., 2013). Traditional clothing markets often offer various traditional clothing and accessories suitable for various occasions. This gives consumers more excellent choices and allows them to find clothing that suits their preferences and needs (Ziqrana&Panjawa, 2020).

Traditional clothing markets established by the government tend to offer clothing at more affordable prices than modern shops or shopping centers. This allows people with various income levels to buy clothes that suit their budget (Wulandari&Meydianawathi, 2016). Traditional markets managed by the government create jobs for residents. Includes work as trader, tailors, cleaners, security officers, and various other roles related to market operations (Sawitri, 2017).

Jakarta, the capital of Indonesia, has a famous traditional clothing market. Tanah Abang Market is one of the largest textile markets in Southeast Asia and is famous for its various kinds of fabrics, clothing, and accessories. In this market, visitors can find traditional clothing, such as batik and sarongs, and various fabric types for various purposes. Majestic Market is also famous for selling fabrics and textiles. Apart from that, this market also offers various kinds of accessories and sewing equipment. Majestic Market is an excellent shop for quality fabrics and traditional clothing. Furthermore, Cipulir Market is a traditional market famous for Muslim clothing. Visitors can find Muslim clothing, hijabs, makes, and other accessories in this market.

Various factors influence consumer satisfaction on shopping trips visiting traditional clothing markets; one is that the quality of the products offered at traditional markets is essential. Visitors will feel satisfied if they can find quality products that meet their expectations. Traditional markets that are known to provide high-quality products often have a good reputation in the eyes of the public. This positive reputation can increase visitor visits and support market desires. Quality products can create loyal customers. If visitors are satisfied with the products they buy at traditional markets, they will return to shop in the same place.

The second factor is that product prices in traditional markets also play a crucial role in determining visitor satisfaction. Reasonable and competitive prices will make visitors feel satisfied. Affordable prices ensure that various levels of society can buy the clothing products they need. This creates greater

accessibility, especially for those on limited incomes. Visitors often communicate prices before deciding to buy. Traditional markets offering competitive prices can attract more visitors who want the best value for their money. Competitive prices can help traditional markets compete with modern world centers and online businesses offering discounts and promotions. Competitive prices can be a reason for visitors to shop at traditional markets. Visitors tend to feel satisfied if they have received a product at a price commensurate with its quality. Reasonable and competitive prices can increase consumer satisfaction (Maghfiroh et al., 2021).

The third factor is that the greater the variety of products offered, the more likely visitors will find what they want. Product variety can also enhance the shopping experience. The greater the variety of products, the more choices are available to visitors. This allows them to find clothes that suit their taste, style, size, and needs more efficiently. Visitors may have different preferences regarding clothing style, color, design, and functionality. Product variety allows the market to accommodate these diverse needs (Santos et al., 2020).

Even though many people visit traditional clothing markets, traditional clothing markets tend only to reach customers within a certain physical distance. This may limit potential customers from outside the local area. Traditional markets often have limited operating hours, and some may only be open on certain days. This may discourage customers who work outside of market operating hours. Although the traditional clothing market has its own cultural and historical values, sellers must consider ways to overcome these shortcomings to remain relevant and competitive in an increasingly changing business environment. One approach is to utilize technology such as e-commerce and social media to increase their presence and competitiveness.

From the background explanation above, researchers are interested in conducting research entitled "Factors that Influence Consumer Satisfaction on Shopping Tours at the Traditional Clothing Market in Jakarta.

B. Literature Review

Traditional Clothing Market

Traditional clothing markets are a form of market that primarily provides clothing, textiles, and fashion-related goods that reflect a region or country's cultural heritage and local traditions. Traditional clothing products such as clothing, clothing, textile crafts, and accessories often dominate in this market. Traditional clothing markets are places where sellers, often local producers or small traders, offer products that reflect cultural identity and local characteristics (Aliyah, 2017).

Traditional clothing markets can be essential to preserve cultural heritage and textile arts. They are also often a significant tourist attraction because they

offer unique products and shopping experiences that reflect local culture. Although most products sold are traditional clothing and textiles, this market can offer other goods relevant to a region's traditional fashion and lifestyle (Siregar et al., 2021). Traditional clothing markets can be found in many countries worldwide and are often an essential part of local communities' local economy and culture. Products sold in traditional clothing markets often have distinctive characteristics and high cultural value, and they are often symbols of a community's cultural identity and pride (Effendi, 2016).

Product Quality

Product quality Refers to the extent to which a product meets or exceeds customer expectations and needs. This includes various aspects that describe the level of excellence, durability, design, and performance of the product (Santoso, 2019). Product quality is an essential attribute in determining customer value and satisfaction. Customer satisfaction: A product is considered good quality if it meets or exceeds customer expectations (Mayasari et al., 2021). Product quality includes aspects such as product performance, durability, and reliability. Accuracy: Products that have good quality must comply with established specifications and standards. It refers to physical aspects, such as size and weight, or functional aspects, such as features and performance (Ratnaningtyas et al., 2022).

This means that a product that has high quality must be consistent in its performance, meaning the product is reliable and works without problems for an extended period. Durability: High-quality products usually have a longer service life and can survive under normal conditions of use without experiencing damage or significant reduction in quality (Marie, 2021). An adequate design must meet customer needs and preferences. This includes aesthetics, ergonomics and ease of use. Added value, quality products can provide added value to customers. This could be in the form of additional features, comfort, or higher quality compared to similar products (Maulana et al., 2021). Product quality is critical in building brand reputation, retaining customers, and creating consumer satisfaction. Companies that focus on improving the quality of their products tend to have a competitive advantage in the market (Mayasari et al., 2021).

Price

Price is the money or value customers or consumers must pay to obtain or own a product or service. Price is an essential element in economic and business transactions, and it reflects several factors, including production costs, market demand, marketing strategy, and profit margins (Marie, 2021).

In a business and economic context, the price has several vital attributes and aspects (Mayasari et al., 2021): (1) Higher prices usually represent more

expensive or high-quality products, while lower prices represent more expensive products. Affordable or possibly low quality; (2) Price is often a solid competitive factor between companies in the same market. Companies compete to offer better or more competitive prices to attract customers; (3) Price influences consumer decisions regarding what to buy, how often, and in what quantity; a higher price can reduce demand, while a lower price can increase it; (4) Price also affects the company's profit margin, higher prices result in more significant profit margins, but this must also be balanced with sales volume; (5) Price can be part of a company's marketing strategy, such as setting premium prices for high-quality products or setting low prices as a market penetration strategy.

Product prices can change over the product's life cycle; initial prices may be high when a new product is launched but can then fall as competitors grow and demand changes. Market conditions, such as changes in demand, competition, production costs, or regulations, can affect product prices (Widodo, 2018). Discounts, special offers, and price promotions can increase sales in the short term or woo customers (Mayasari et al., 2021). Price is an essential factor influencing consumer decisions and business results. Therefore, setting the right price is crucial to marketing strategy and business management (Ratnaningtyas et al., 2022).

Product Variations

Product diversity refers to the variety of types, models, variants, or variations available on a particular product or item. Product variations include various attributes that can vary, such as size, color, features, materials, design, etc. The purpose of product variety is to meet various customer preferences and needs and provide wider choices to satisfy various markets. segment (Fadhilah et al, 2023). Product variety allows manufacturers and retailers to accommodate various consumer tastes and preferences. It can also help meet changing market demands and allow companies to adjust their marketing and sales strategies. Thus, product variation is an essential strategy in business to provide added value to customers and meet diverse market needs (Putri, 2017).

Online Sales

Online selling, also known as e-commerce, sells products or services online. It involves various activities, including marketing, promotions, product offerings, purchasing, and delivery of goods or services to customers online. Online sales have become integral to modern business activities and have changed how companies interact with customers and manage business transactions (Susandi & Sukisno, 2017).

Online businesses usually have an online store or e-commerce platform that allows customers to browse, select, and purchase products or services electronically. Payment for online sales can be made electronically via various methods, such as credit cards, bank transfers, digital wallets, or online payment services. Items purchased online must be shipped to the customer. Businesses manage shipping and logistics to ensure goods arrive on time and in good condition. To help customers, online businesses often have customer service that can be accessed via live chat, email, or telephone. Security is a crucial aspect of online sales. Businesses implement security protocols to protect customers' personal information and transaction data (Rita et al., 2019).

Online sales provide considerable advantages in terms of convenience to customers. They can shop from home or anywhere without going to a physical store. Online sales have changed how consumers shop and opened up enormous business opportunities to reach a broader range of customers. It has become an essential part of the digital economy and continues to grow along with technological developments and changes in consumer behavior (Syuhendra&Hamdani, 2020).

Consumer Satisfaction

Consumer satisfaction is the satisfaction or happiness a customer feels after experiencing or using a particular product, service, or experience from a company or brand. This subjective assessment reflects the extent to which the product or service meets or exceeds customer expectations, needs, or expectations (Ruslim&Rahardjo, 2016). Consumer satisfaction is the result of customer perceptions of the product or service. This includes how customers perceive the quality, value, performance, and experience provided by a product or service (Benyamin &Ruslim, 2023).

Satisfaction levels are often compared to customer expectations before they use a product or service. Customer satisfaction will be high if the product or service meets or exceeds expectations. Consumer satisfaction reflects positive feelings, such as happiness, satisfaction, or pleasure, felt by customers after interacting with a product or service. Satisfied customers are more likely to become loyal customers. They can repurchase products or services from the same company and even recommend them to others (Wijaya&Tjhjaningsih, 2022).

C. Research Methods

This type of research is quantitative descriptive with multiple regression analysis methods. There are 2 (two) types of variables in this research, namely, the independent and dependent variables. Consists of product quality, price, product variety, and online sales. There are 3 (three) research locations, namely

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Tanah Abang Market, Majestik Market, and Cipulir Market. Data was collected by distributing questionnaires with a Likert scale of 1 up to 5; the sampling technique is purposive sampling according to the researcher's criteria, namely; (1) Consumers who frequently visit these three markets; (2) Aged over 17 years or above; (3) Besides making offline sales, consumers who shop at shops in the three traditional markets also make online sales.

The population in this research is all consumers who visit the three traditional clothing markets. Meanwhile, the sample numbered 150 people because, according to Sugiyono (2017), the number of eligible respondents in the research was 30 to 500. The equation of the multiple linear regression method in this research is as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + e$$

Information:

Y = Consumer Satisfaction

X₁ = Product Quality

X₂ = Price

X₃ = Product Variations

X₄ = Online Sales

α = Constant

β = Regression parameters

e = error term

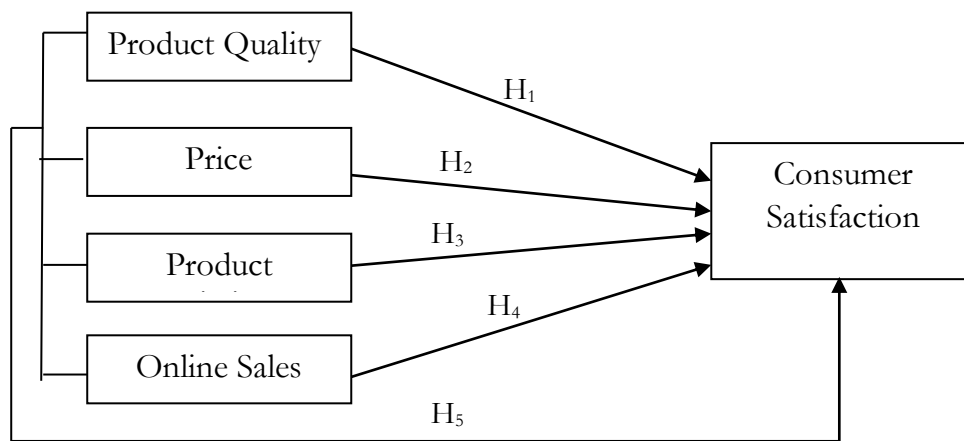


Figure 1. Research framework

H₁ : Product quality has a significant effect on consumer satisfaction

H₂ : Price has a significant effect on consumer satisfaction

H₃ : Product variety has a significant effect on consumer satisfaction

H₄ : Online sales have a significant effect on consumer satisfaction

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H₅ : Product quality, price, product variety and online sales have a significant effect on consumer satisfaction

D. Result

Table 1. Characteristics of respondents

	Frequency	Percent
Gender		
Male	92	61,3%
Female	58	38,7%
Age		
18-25 tahun	47	31,3%
26-35 tahun	61	40,6%
36-55 tahun	32	21,4%
> 55 tahun	10	6,7%
Employment		
Students	11	7,3%
Employee	46	30,6%
Entrepreneur and others	79 15	52,6% 10%
Domicilie		
Jabodetabek	96	64%
LuarJabodetabek	54	36%

Source: Data processed with SPSS (2023)

Table 1, based on gender, shows that the respondents who often visit traditional clothing markets are 92 women with a percentage of 61.3% because women are often more tied to traditions and habits in choosing clothes, many clothes are designed specifically for women, and this may make women more interested in investing. Meanwhile, based on age type, it shows that the respondents who often visit traditional clothing markets are consumers aged 26-35, as many as 61 people with a percentage of 40.6% because consumers of this age pay more attention to their budget and traditional markets provide a more economical alternative to meet their clothing needs. They are for your use or for returning service.

Then, based on work, it shows that the respondents who often visit traditional clothing markets are 79 entrepreneurial consumers with a percentage of 52.6% because traditional markets are one of the largest wholesale markets in Indonesia and provide an extensive range of clothing, textiles, and accessories. For consumers as entrepreneurs, having access to a variety of wholesale products can help them grow their business. Furthermore, based on domicile, it shows that the respondents who often visit the traditional clothing market are 54

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consumers who live in Jabodetabek, with a percentage of 36% because consumers who live in Jabodetabek have the availability of public transportation, such as trains and buses, which also makes it easier for people to reach the market.

Table 2. Validity test

Quisioner Item		r-count	r-table
Product Quality			
X1.1	Traditional clothing products in this market are of high quality	0.717	0.1603
X1.2	Traditional clothing products in this market have attractive designs	0,709	0.1603
X1.3	Traditional clothing products in this market have a good level of durability	0,723	0.1603
X1.4	Traditional clothing products in this market are comfortable to wear	0,711	0.1603
X1.5	The service from sellers or traders in this market influences my perception of product quality	0,734	0.1603
Harga			
X2.1	The prices of traditional clothing products in this market are affordable	0,699	0.1603
X2.2	The traditional clothing products in this market provide good value for the money I paid	0,677	0.1603
X2.3	The prices of traditional clothing products in this market are competitive with prices in other places	0,666	0.1603
X2.4	Traditional clothing products in this market often offer attractive discounts or promotions	0,700	0.1603
X2.5	The prices of traditional clothing products in this market are in accordance with the quality of the products offered	0,656	0.1603
Product Variations			
X3.1	This traditional clothing market offers various types of traditional clothing products	0,743	0.1603
X3.2	This traditional clothing market has various colors and patterns for traditional clothing products	0,755	0.1603
X3.3	This traditional clothing market provides various size choices for traditional clothing products	0,762	0.1603

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	Quisioner Item	r-count	r-table
X3.4	The traditional clothing market has a rich variety of styles and designs for traditional clothing products	0,731	0.1603
X3.5	The traditional clothing market offers a variety of different materials and textures for traditional clothing products	0,799	0.1603
Online Sales			
X4.1	The traditional clothing market in Jakarta must expand its operations by selling online to reach more customers	0,820	0.1603
X4.2	Online sales can help the traditional clothing market in Jakarta to survive and compete better with other competitors	0,710	0.1603
X4.3	Online sales can make it easier for consumers to find traditional clothing products with various variations and choices	0,721	0.1603
X4.4	Online sales can help the traditional clothing market in Jakarta to preserve cultural heritage and traditions in traditional clothing products	0,719	0.1603
X4.5	Many consumers prefer to shop for traditional clothing products online rather than going to physical markets	0,700	0.1603
KepuasanKonsumen			
Y1	I feel satisfied with the quality of traditional clothing products in this market	0,818	0.1603
Y2	I agree that the wide range of products available in this market meets my needs	0,808	0.1603
Y3	I agree that the price of traditional clothing products in this market is commensurate with their quality	0,787	0.1603
Y4	I feel that the service from the sellers or traders at this market meets my expectations	0,799	0.1603
Y5	I agree that this traditional clothing market is a shopping destination worth visiting regularly	0,832	0.1603

Source: Data processed with SPSS (2023)

Table 2 shows that the validity of statement items in research can be tested by comparing the calculated t-value with the t-table. In this case, based on the table used, all item statements can be said to be valid because they have an r-value that is greater than the t-table (0.1603).

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Table 3. Reliability test

Variabel	Cronbach's Alpha	Alpha Value
Product Quality	0.769	0.600
Price	0.758	0.600
Product Variations	0.771	0.600
Online Sales	0.750	0.600
Consumer Satisfaction	0.804	0.600

Source: Data processed with SPSS (2023)

Reliability variables in research can be tested by comparing the Cronbach's alpha value which is greater than the alpha value (0.600). Table 3 shows that all item statements can be said to be reliable because they have a Cronbach's alpha value that is greater than the alpha value (0.600).

Table 4. Coefficient of determination test

R	R-Square	Adjusted R-Square	Std. Error of The Estimate
.936 ^a	.870	.862	2.2235678

Source: Data processed with SPSS (2023)

Adjusted R-Square is used to measure how much influence the independent variable has on the dependent variable. The data that has been presented shows that factors such as product quality, price, product variety and online sales influence consumer satisfaction in the traditional clothing market by 86.2%. However, other factors that did not influence this research affected 13.8%.

Table 5. Partial test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2.976	1.886		1.578	.199
Product Quality	.769	.211	.388	3.645	.000
Price	.621	.146	.415	4.253	.000
Product Variations	.349	.096	.266	3.635	.000
Online Sales	.480	.103	.303	4.661	.000

Source: Data processed with SPSS (2023)

Table 5 shows that the variables product quality, price, product variety and online sales have a significant effect on consumer satisfaction, because the

significance value is smaller than 0.05, and the t-count value is greater than the t-table (1.976).

Table 6. Simultaneous test

	Sum of Squares	df	Mean Square	F	Sig
Regression	327.109	4	522.988	127.005	.000 ^b
Residual	34.166	.145	5.687		
Total	118.471	.149			

Source: Data processed with SPSS (2023)

Table 6 shows that the independent variables can have a significant effect together on the dependent variable, because the significance value is smaller than 0.05 and the f-count value is greater than the t-table (2.43).

E. Discussion

The Influence of Product Quality on Consumer Satisfaction on Shopping Tours at the Traditional Clothing Market in Jakarta

Product quality has a significant influence on the satisfaction of consumers who go shopping at traditional clothing markets in Jakarta because good quality clothing products at Tanah Abang Market, Majestic Market, and Cipulir Market tend to increase the level of consumer satisfaction when consumers find products that suit their needs. Their expectations in terms of design, materials, durability, and appearance they will be satisfied with their purchase. Quality products in traditional third markets also tend to be more durable, which can increase long-term value for consumers. Consistent product quality can build consumer trust in brands or traders in these third markets. When consumers are satisfied and confident of getting a good product every time they shop at that third market, they tend to return to the same market and recommend it to others. Good product quality can create a positive shopping experience. This can improve the image of the traditional clothing market and make shopping tourists more likely to return. Consumer satisfaction with product quality can be reflected in reviews and market reputation. Positive reviews and a good reputation can attract more tourist spending and help the market maintain a solid customer base.

Research conducted by Magdalena Musthafa (2023) shows that good product quality can create a positive shopping experience and influence overall consumer satisfaction. Therefore, companies must strive to maintain and improve the quality of the products they offer to consumers where these products meet customer expectations and needs. Research by Mongkau et al. (2017) shows that product quality influences customer perceptions of the product. Companies need to ensure that their products meet or exceed customer

expectations in all these quality dimensions to compete in a competitive marketplace.

The Influence of Price on Consumer Satisfaction on Shopping Tours at the Traditional Clothing Market in Jakarta

Price can influence consumer satisfaction in the traditional clothing market in Jakarta because the price is an essential factor influencing the shopping experience and consumer purchasing decisions at Tanah Abang Market, Majestic Market, and Cipulir Market. Many consumers who come to these three traditional markets have a limited budget, so affordable prices or discounts can make them feel more satisfied with their purchases because they feel they are getting good value for the money they spend. Price can influence the perception of product value. Consumers often compare the price of an item with the benefits they expect from the product. They may feel dissatisfied if the price is too high compared to the benefits they experience. Competitive prices in the three traditional clothing markets can influence consumers' decisions to buy clothing rather than choosing other alternatives that may be more expensive.

Research conducted by Sari & Hariyana (2019) shows that price can provide clues about product quality; consumers may assume that products with higher prices have better quality. Therefore, prices that match product quality can increase consumer satisfaction. Research conducted by Walean et al. (2020) shows that prices align with consumers' expectations, and they tend to feel satisfied with their purchases. The gap between actual prices and price expectations can influence satisfaction.

The Influence of Product Variations on Consumer Satisfaction on Shopping Tours at the Traditional Clothing Market in Jakarta

Product variations significantly influence consumer satisfaction at the Traditional Clothing Market in Jakarta because the product variations at Tanah Abang Market, Majestic Market, and Cipulir Market offer several benefits and opportunities that can improve the shopping experience and consumer satisfaction. The variety of products in these three traditional markets gives consumers more choices, which means they have a greater opportunity to find products that suit their preferences, size, color, and style. Consumers tend to be more satisfied when finding the products they want quickly. Consumers have a variety of different styles and fashions. The product variations in the three traditional clothing markets accommodate various consumer style preferences. This can increase market appeal and help consumers feel that they can express themselves with diverse choices.

Research conducted by Pawarti et al. (2022) shows that by offering a wide variety of products, consumers have more options according to their

preferences, which can increase satisfaction because consumers feel they have greater control over their shopping experience. Research conducted by Ermawati&Sutopo (2021) shows that sellers who provide product variations that cover various customer needs and preferences allow customers to find products that suit them.

The Influence of Online Sales on Consumer Satisfaction on Shopping Tours at the Traditional Clothing Market in Jakarta

Online sales significantly influence consumer satisfaction in the Traditional Clothing Market in Jakarta because online sales enable consumers far from these three traditional markets to reach and buy products sold in these three markets. So sellers at Tanah Abang Market, Majestic Market, and Cipulir Market, apart from selling directly in the shop, must also sell online, which opens up opportunities to reach consumers from all over the city of Jakarta, even from outside the city. This can increase the sales potential of clothing manufacturers in these three traditional markets. Online sales can provide convenience for consumers, namely being able to shop from home, the office, or even while traveling, have access to a broader selection and can easily compare products and prices, and set search criteria such as price, brand, size, and color to find products that suit their needs and can return or replace products if they do not meet their expectations.

Venkatesh et al. (2022), shows that online sales enable consumers to shop from the comfort of their homes or anywhere with internet access. They do not need to go to a physical store, saving time and effort. E-commerce platforms often have a variety of products from different brands and sellers. This gives consumers a wider choice and allows them to find products that match their preferences.

F. Conclusion

Good product quality in the three traditional clothing markets in Jakarta can increase consumer satisfaction through appropriate design, materials, durability, and appearance, thereby creating consumer trust, encouraging return visits, recommendations, and a positive reputation, making the market more attractive to shopping tourists. Price plays a vital role in consumer satisfaction in Jakarta's three traditional clothing markets, as many consumers on a limited budget tend to be satisfied with affordable or discounted prices because they get good value for their money, which influences the perception of product value and competitive prices.

Product variations in three traditional clothing markets in Jakarta can increase consumer satisfaction by providing more choices according to preferences, making it easier to search for products, improving the shopping

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experience, meeting various consumer style preferences, increasing market attractiveness, and providing consumers with opportunities to express themselves through different choices. Online sales significantly impact consumer satisfaction in three traditional clothing markets in Jakarta because access for consumers far from these markets increases sales potential for sellers in these three markets. It also provides the convenience of shopping remotely, access to a wide selection of products, price comparisons, quickly customizable searches, and return policies or product placement if necessary.

Suggestions for Tanah Abang Market, Majestic Market, and Cipulir Market regarding consumer satisfaction: (1) Improve product quality control to ensure consistently good quality and avoid low-quality products; (2) Establish a more affordable pricing policy and offer occasional discounts to maintain appeal to consumers on a limited budget; (3) Continue diversifying product offerings to cover various consumer and size preferences; (4) Expand online presence with an easy-to-use website, diverse payment options, and responsive customer service to meet the needs of consumers seeking the convenience of shopping online.

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