The Impact of Market Revitalization on Community Satisfaction and Trader Welfare (A Study on Paya Dua Market, North Aceh Regency)

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Abstract: This study analyzes the impact of the revitalization of Paya Dua Market, located in Banda Baro Subdistrict, North Aceh Regency, on community satisfaction and traders' welfare. Employing a quantitative approach, the study involved 92 community members and 52 traders selected using accidental sampling techniques. Data were collected through structured questionnaires. The analysis results indicate that market revitalization has a positive and significant effect on community satisfaction ($t = 3.509$; $p = 0.003$), but no significant effect on traders' welfare ($t = -0.477$; $p = 0.682$). Market revitalization contributed 68.2% to community satisfaction, whereas it accounted for only 0.13% of the variance in traders' welfare, with the remainder influenced by other factors outside the scope of this research model.

Keywords: Traditional Market; Market Revitalization; Communities and Traders.

Abstrak: Penelitian ini menganalisis pengaruh revitalisasi Pasar Paya Dua, Kecamatan Banda Baro, Kabupaten Aceh Utara, terhadap kepuasan masyarakat dan kesejahteraan pedagang. Dengan pendekatan kuantitatif, sebanyak 92 responden masyarakat dan 52 pedagang dipilih melalui teknik accidental sampling. Data dikumpulkan melalui kuesioner terstruktur. Hasil analisis menunjukkan bahwa revitalisasi pasar berpengaruh positif dan signifikan terhadap kepuasan masyarakat ($t = 3,509$; $p = 0,003$), namun tidak berpengaruh signifikan terhadap kesejahteraan pedagang ($t = -0,477$; $p = 0,682$). Revitalisasi pasar menyumbang 68,2% terhadap kepuasan masyarakat, dan hanya 0,13% terhadap kesejahteraan pedagang, sisanya dipengaruhi faktor lain di luar model penelitian.

Kata Kunci: Pasar Tradisional; Revitalisasi Pasar; Masyarakat dan Pedagang.

A. Introduction

In Islam, poverty receives considerable attention as it can weaken individual cognitive structures (Abrar, 2024; Abrar & Ihza, 2024). In Indonesia, welfare assurance is reflected in the fifth principle of Pancasila, *"Social Justice for All Indonesian People"* (Nasution, 2022). However, its implementation still faces disparities, one of which is in Aceh Province, which ranks as the sixth poorest province in Indonesia (BPS, 2023).

The high poverty rate in Aceh is driven by unemployment and the gap between living costs and income. In August 2021, the open unemployment rate reached 6.30 percent, slightly declining from the previous year (BPS Aceh, 2022). Nevertheless, the cost of living, estimated at Rp6.1 million per month, far exceeded the regional GDP per capita in 2019, which was only around Rp1.3 million per month (Kemenkeu, 2020). This income gap poses a serious challenge for households (Setiawan, 2021).

As a response, many Acehnese turn to trade as their primary livelihood. Trading is considered a noble profession in Islam, as emphasized in the Qur'an, Surah An-Nisa verse 29: *"O you who have believed, do not consume one another's wealth unjustly, but only [in lawful] business by mutual consent. And do not kill yourselves [or one another]. Indeed, Allah is to you ever Merciful"* (QS. An-Nisa: 29).

Most trading activities in Aceh take place in traditional markets, which play a strategic role in the regional economy, particularly for micro, small, and medium enterprises (MSMEs) (Ministry of Trade, 2021). Beyond their economic function, traditional markets serve as centers of social and cultural interaction, reflecting local wisdom (Hidayat & Kusuma, 2019; Sari et al., 2022). However, in recent decades, their existence has been threatened by competition from modern retail, shifting consumer behavior, and inadequate infrastructure (Rizky et al., 2020). Modern markets attract consumers with convenience and cleanliness (Pratama, 2023), while external factors

such as urbanization, digitalization, and the COVID-19 pandemic have accelerated the shift toward online shopping (Putri & Andriani, 2021).

Community perceptions of traditional markets are often negative, largely due to poor sanitation, weak management, and limited facilities (Saputra et al., 2021). Recent studies highlight that lack of cleanliness and comfort are key factors discouraging consumers (Santoso & Dewi, 2023). Moreover, insufficient infrastructure, including poor drainage, limited lighting, and inadequate parking, further reduces their appeal (Hakim et al., 2022).

To address these challenges, the government has implemented market revitalization programs, including in Aceh, aimed at improving public satisfaction and trader welfare through infrastructure upgrades, supporting facilities, and digital training for traders (Dinas Perdagangan Aceh Utara, 2021; Ministry of Trade, 2022). Nonetheless, the programs face obstacles such as budget constraints, weak trader participation in facility maintenance, and resistance to change (Nurhadi et al., 2023). Thus, collaboration among government, academics, and the community is essential to sustain traditional markets as local economic pillars.

One such case is the revitalization of Paya Dua Market in Banda Baro District, North Aceh Regency, which suffered severe damage in late 2020. Through revitalization efforts, the market is expected to attract more consumers while increasing traders' income and welfare (Suryani & Hakim, 2023).

Consumer satisfaction in traditional markets is influenced by trader services, building conditions, and competitive prices (Fadillah & Nugroho, 2023). Satisfaction itself arises from the comparison between expectations and actual performance (Mustafa et al., 2022). According to Saputra et al. (2021), key indicators include shopping comfort, safety, availability of facilities, and price affordability. Comfort refers to market layout, cleanliness, and ventilation; safety relates to crime prevention and consumer protection; facilities cover toilets, parking, and other amenities; while affordability reflects access to reasonably priced goods.

On the other hand, trader welfare can be identified through three main indicators: income growth, access to better facilities, and operational efficiency. Increased income is reflected in higher turnover after revitalization, while improved supporting facilities and optimal resource management contribute to productivity and profitability (Mustafa, 2022).

Previous studies reveal varied impacts of market revitalization. Ardiyana (2019) reported that following the revitalization of Bendungan Market, trader incomes decreased by an average of 25%, while household expenses increased by 18%. In contrast, Wullur & Mulyantomo (2020) found that the revitalization of Peterongan Market enhanced both trader incomes and customer satisfaction. Similarly, Muktadir & Usman (2023) in Tani Market, Bandar Lampung, found positive effects on trader income, business diversification, and job creation. These findings suggest that while outcomes may differ, market revitalization holds significant potential to stimulate local economic growth.

Based on this background, this study aims to analyze the impact of Paya Dua Market revitalization on community satisfaction and trader welfare. Understanding these effects is expected to provide a foundation for local governments in designing more effective and sustainable traditional market management policies. Furthermore, the study seeks to offer strategic insights for traders to strengthen their competitiveness in the era of digitalization and globalization. Ultimately, the findings are expected to contribute to the development of traditional markets as competitive economic institutions, while enhancing the welfare of local communities.

B.   Research Method

Research Design

This study uses a descriptive quantitative approach to systematically and objectively analyze facts, characteristics, and relationships between variables through statistical calculations (Suryabrata, 2017). Conducted at Paya Dua Market, Banda Baro

Subdistrict, North Aceh Regency, the research aims to describe variables related to market revitalization, community satisfaction, and trader welfare.

Population and Sample

1. Population

    The population in this study refers to the entire group relevant to the research problem. According to Sugiyono (2017), population is a generalization area consisting of subjects with specific qualities and characteristics determined by the researcher. This study involves two population groups: residents of Paya Dua Village (Y1) totaling 1,125 individuals, and traders at Paya Dua Market (Y2) totaling 110 individuals.

2. Sample

    The sample is a portion of the population chosen to represent its characteristics. This study uses accidental sampling, a non-probability technique where respondents are selected based on chance encounters if they meet the research criteria. To determine a representative sample size, this study uses the Slovin formula as follows:

    Where:

    $$n = \frac{N}{1+Ne^2}$$

    n   = Sample size

    N   = Population size

    e   = Margin of error, with an error tolerance of 10% (0.1)

3. Sample Size Determination for Community Respondents

    To calculate the sample size for community members acting as buyers at Paya Dua Market:

    $$n = \frac{N}{1+Ne^2}$$

    $$n = \frac{1.125}{1+1.125\,(0,1)^2}$$

    $$n = \frac{1.125}{1+1.125\,(0,01)}$$

    $$n = \frac{1.125}{1+11,25}$$

    $$n = \frac{1.125}{12,25}$$

    $$n = 91,83$$

Thus, the sample size for the community group is approximately 92 respondents.

4. Sample Size Determination for Trader Respondents

To calculate the sample size for traders at Paya Dua Market:

$$n = \frac{N}{1+Ne^2}$$

$$n = \frac{110}{1+110\,(0,1)^2}$$

$$n = \frac{110}{1+110\,(0,01)}$$

$$n = \frac{110}{1+1,10}$$

$$n = \frac{110}{2,10}$$

$$n = 52,38$$

Thus, the sample size for the trader group is approximately 52 respondents.

Data Sources

This study used two data sources—primary and secondary—collected through different techniques to support the analysis.

1. Primary Data

Primary data is information collected directly from the original source to address the research problem. In this study, it was obtained through questionnaires distributed to community members and traders at Paya Dua Market, Banda Baro District, North Aceh Regency.

2. Secondary Data

Secondary data is information obtained from existing sources such as books, journals, reports, government documents, and archives relevant to the research. It supports and complements the analysis in this study (Yulianto et al., 2018).

Data Collection Techniques

Data collection is a key stage in research, carried out through questionnaires and interviews with relevant parties at Paya Dua Market, Banda Baro District, North Aceh Regency.

1. Questionnaire Distribution

    The questionnaire was used to collect primary data by presenting written questions to traders and buyers at Paya Dua Market, focusing on market revitalization, community satisfaction, and trader welfare (Sugiyono, 2017). Responses were measured using a Likert scale to capture the degree of agreement with each statement, as shown below.

Table 1. Likert Scale for Questionnaire Responses

No.	Response Option	Score
1	Strongly Agree	5
2	Agree	4
3	Neutral	3
4	Disagree	2
5	Strongly Disagree	1

2. Interview

    In addition to the questionnaire, interviews with Paya Dua Market management were conducted to gather supplementary information on the market's revitalization, objectives, and trader regulations. Combining both methods ensured more comprehensive and accurate data for this study.

Operationalization of Variables

Operationalization of variables is the process of defining concepts into measurable terms through indicators and measurement scales, ensuring accurate hypothesis testing. This study examines three main variables: market revitalization,

community satisfaction, and trader welfare, each measured through specific indicators and research instruments. The details are presented in the following table:

Table 2. Operationalization of Variables

No.	Variable	Indicators	Instrument
1.	Market Revitalization (Physical Aspects)	- Building improvements and quality enhancement - Landscaping/green areas - Connectivity systems - Signage/billboards - Open public spaces	Closed-ended questionnaire
2.	Community Satisfaction	- Product quality - Price - Service quality - Emotional factors - Cost and ease of obtaining products/services	Closed-ended questionnaire
3.	Trader Welfare	- Household income level - Household expenditure composition - Family educational attainment - Family health status - Housing conditions and household facilities	Closed-ended questionnaire

This study employed a closed-ended questionnaire designed based on variable indicators to obtain structured data and facilitate quantitative analysis. The instrument's operationalization ensured valid and reliable measurement of the impact of market revitalization on community satisfaction and trader welfare at Paya Dua Market, Banda Baro District, North Aceh Regency.

Data Analysis Methods and Hypothesis Testing Design

1. Data Analysis

a. Validity Test

The validity test assesses whether a research instrument accurately measures the intended variable. An instrument is deemed valid if each questionnaire item reflects the variable under study. In this research, validity was tested using Pearson's Product-Moment Correlation (Ghozali, 2006) with the following formula:

$$rxy = \frac{N.\sum xy - (\sum X)(\sum Y)}{[[N.\sum X^2 - (\sum X)^2][N.\sum Y^2 - (\sum Y)^2]]^2}$$

Description:

rxy : Pearson correlation coefficient

N : Number of respondents in the sample

X : Score of variable X

Y : Score of variable Y

ΣXY : Sum of the product of scores X and Y

$ΣX^2$: Sum of squared scores X

$ΣY^2$: Sum of squared scores Y

ΣX : Total score of X

ΣY : Total score of Y

Validity testing criteria at the 5% significance level (0.05):

If r calculated $>$ r table r calculated the item is declared valid.

If r calculated $<$ r table r calculated the item is declared invalid.

b. Reliability Test

The reliability test assesses the consistency of an instrument. In this study, reliability was measured using Cronbach's Alpha (Sujarweni, 2012).

$$r_i = \left(\frac{n}{n-1}\right)\left(1 - \frac{\sum s_i{}^2}{\sum st^2}\right)$$

Description:

ri : Instrument reliability

n : Number of items/questions

si^2 : Variance of each item

st^2 : Total variance

Reliability criteria based on Cronbach's Alpha value:

α<0.60 : Low (poor) reliability

$α≥0.60$: Acceptable reliability

2. Normality Test

The normality test checks whether data are normally distributed. In this study, it was conducted using histograms and Normal P–P Plots (Anwar, 2016).

3. Simple Regression Analysis

Simple regression analysis is used to determine the relationship between the independent and dependent variables. According to Sugiyono (2021), the simple regression equation is expressed as:

$$Y = a + bX + e$$

Description:

Y   : Dependent variable (community satisfaction/trader welfare)

a   : Constant

b   : Regression coefficient

X   : Independent variable (market revitalization)

e   : Error term

4. Hypothesis Testing

a. t-Test (Partial Test)

The t-test is used to examine the partial effect of the independent variable on the dependent variable. The hypothesis is accepted if $t_{calculated} > t_{tablet\ calculated} > t_{table}$, using the following formula (Sugiyono, 2017):

$$Uji\ T = \frac{r\sqrt{n-2}}{\sqrt{1-(r)^2}}$$

Description:

r : Correlation between variables

n : Sample size

b. Coefficient of Determination (R²)

The coefficient of determination (R^2) shows how much variation in the dependent variable is explained by the independent variable, ensuring the accuracy and reliability of conclusions.

C. Results and Discussion

1. **Data Analysis**

a. **Validity Test**

The validity test was conducted to assess the extent to which the research instrument could accurately and consistently measure the variables under study. Validity is defined as the degree to which an instrument precisely and accurately performs its measurement function. An instrument with high validity can be relied upon in research, whereas one with low validity requires revision or improvement.

In this study, the validity test was performed using SPSS (Statistical Program for Social Science) software with a significance level of 10% (0.1). The validity testing criteria are as follows:

If $r_{calculated} > r_{table}$, the instrument is declared valid.

If $r_{calculated} < r_{table}$, the instrument is declared invalid.

A total of 9 respondents, who were not part of the main research sample, were used for the instrument validity test. The validity assessment was carried out by calculating the significance values using Pearson's Product-Moment Correlation formula and comparing the r calculated values to the r table value, with degrees of freedom (df) = n – 2. With n = 9, the df value is 7, and at a 10% significance level, the r table value is 0.582. The results of the validity test are presented in Table 3 below:

Table 3. Validity Test Results

No.	Variable	Question	$r_{calculated}$	r_{tabler}	Description
1	Market Revitalization	I feel the market layout has become tidier and more comfortable	0.583	0.582	Valid
		I feel the market environment has become cleaner	0.599	0.582	
		I feel there is now ample parking space	0.700	0.582	
		I feel the signage system is orderly	0.878	0.582	
		I feel there is an open green space	0.770	0.582	

2	Community Satisfaction	I feel more comfortable shopping in an organized market	0.648	0.582	Valid
		I feel the market environment is clean	0.915	0.582	
		I am satisfied with the ample parking space	0.817	0.582	
		I am satisfied with the orderly signage system	0.629	0.582	
		I feel comfortable with the existence of an open green space	0.915	0.582	
3	Trader Welfare	I feel my income has increased due to improved market facilities	0.712	0.582	Valid
		I feel more comfortable selling in a clean environment	0.685	0.582	
		I feel more comfortable with the ample parking space	0.914	0.582	
		I am satisfied with the orderly signage system	0.887	0.582	
		I feel comfortable with the existence of an open green space	0.914	0.582	

Source: SPSS Output, Primary Data Processed (2025).

Based on the validity test results presented in the table above, all indicators for the Market Revitalization (X), Community Satisfaction (Y_1), and Trader Welfare (Y_2) variables show $r_{calculated}$ values greater than the r_{table} value of 0.582. Therefore, it can be concluded that all research instruments used in this study are valid and can be utilized for further data collection.

b. Reliability Test

Reliability refers to the consistency and stability of a research instrument in measuring variables, where an instrument is considered reliable if repeated measurements on the same object yield consistent results across time or researchers. In this study, reliability was tested using the Cronbach's Alpha coefficient with SPSS, where values range from 0 to 1, and values closer to 1 indicate stronger reliability.

The criteria used in this study to determine the reliability level of the instrument are as follows:

c. The instrument is considered reliable if the Cronbach's Alpha value is greater than 0.60.

d. The instrument is considered unreliable if the Cronbach's Alpha value is less than 0.60.

The results of the reliability test for the research instruments are presented in Table 4 below:

Table 4. Reliability Test Results

No.	Variable	Cronbach's Alpha
1	Market Revitalization (X)	0.896
2	Community Satisfaction (Y_1)	0.735
3	Trader Welfare (Y_2)	0.659

Source: SPSS Output, Primary Data Processed (2025).

Based on the table above, all research variables—Market Revitalization (X), Community Satisfaction (Y_1), and Trader Welfare (Y_2)—have Cronbach's Alpha values greater than 0.60. Therefore, it can be concluded that all research instruments meet the reliability criteria and are suitable for further analysis.

2. Normality Test

The normality test aims to determine whether the residuals of the regression model are normally distributed, as this ensures valid and accurate result interpretation. In this study, normality was tested using the Kolmogorov–Smirnov method, with the regression model considered to meet the assumption if the significance value (Asymp. Sig.) exceeds 0.05. The results of the test are shown in Table 5.
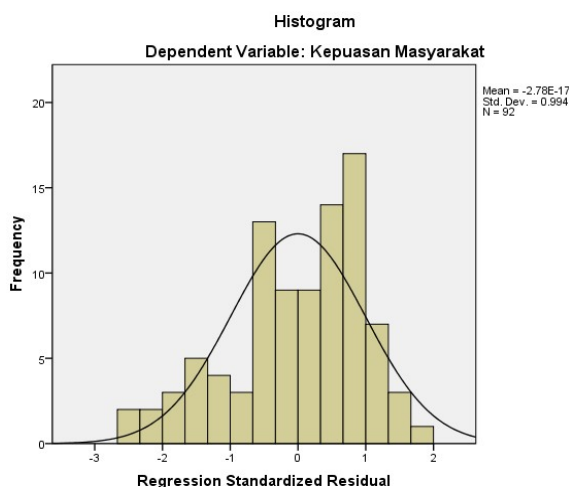
Table 5. Normality Test Results for Community Satisfaction

| *One-Sample Kolmogorov-Smirnov Test*			
		Market Revitalization	Community Satisfaction
N		92	92
Normal	Mean	21.25	22.33
Parameters[a,b]	Std. Deviation	2.570	1.852
Most Extreme	Absolute	.147	.164
Differences	Positive	.107	.124
	Negative	-.147	-.164
Kolmogorov-Smirnov Z		1.414	1.571
Asymp. Sig. (2-tailed)		.137	.114
a. Test distribution is Normal.			
b. Calculated from data.			

Source: SPSS Output, Primary Data Processed (2025).

Based on the results in Table 5, the Asymp. Sig. (2-tailed) values are 0.137 and 0.114, both greater than the 0.05 significance threshold. Therefore, it can be concluded that the regression model meets the normality assumption.

Furthermore, normality was also assessed using graphical analysis, including the Histogram and Normal P–Plot. If the data distribution pattern in the graphs follows a straight line, it can be considered normally distributed.

Histogram
Dependent Variable: Kepuasan Masyarakat

Mean = -2.78E-17
Std. Dev. = 0.994
N = 92

Source: SPSS Output, Primary Data Processed (2025).

Figure 1. Normality Test Results for Community Satisfaction Using Histogram
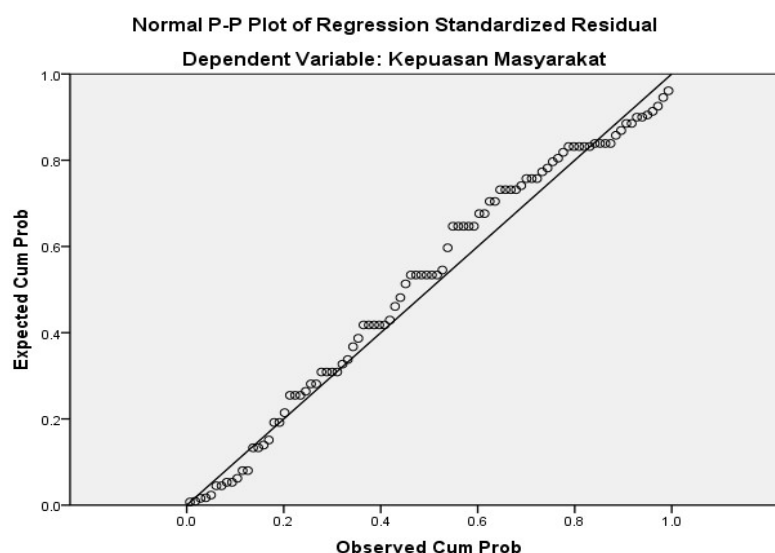
Source: SPSS Output, Primary Data Processed (2025).

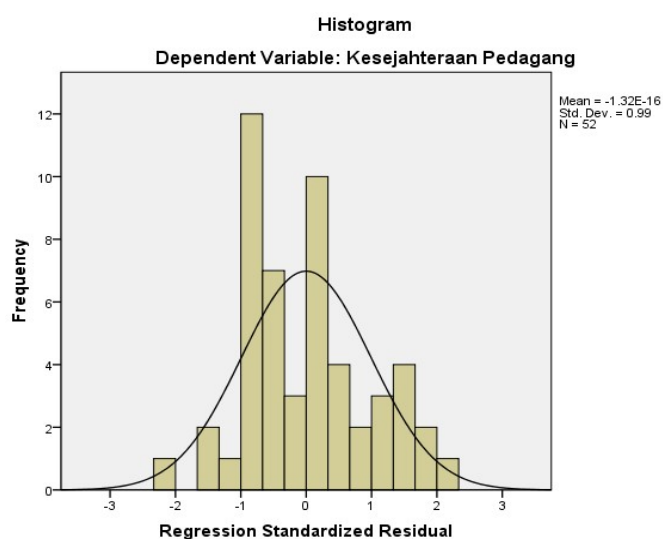**Figure 2. Normality Test Results for Community Satisfaction Using Normal P-Plot**

The histogram results show a pattern resembling a normal distribution, while the Normal P–Plot indicates that the data points are scattered closely around the diagonal line. This confirms that the regression model does not violate the normality assumption, and thus the data are normally distributed.

Table 6. Normality Test Results for Trader Welfare

| *One-Sample Kolmogorov-Smirnov Test*		Market Revitalization	Community Satisfaction
N		52	52
Normal Parameters[a,b]	Mean	19.58	21.10
	Std. Deviation	2.042	1.404
Most Extreme Differences	Absolute	.197	.186
	Positive	.098	.186
	Negative	-.197	-.144
Kolmogorov-Smirnov Z		1.424	1.344
Asymp. Sig. (2-tailed)		.135	.154
a. Test distribution is Normal.			
b. Calculated from data.			

Source: SPSS Output, Primary Data Processed (2025).

The results in Table 6 show that the Asymp. Sig. (2-tailed) values for Market Revitalization and Trader Welfare are 0.135 and 0.154, respectively—both exceeding the 0.05 significance level. This indicates that the regression model satisfies the normality assumption.

Source: SPSS Output, Primary Data Processed (2025).

Figure 3. Normality Test Results for Traders' Welfare Using Histogram
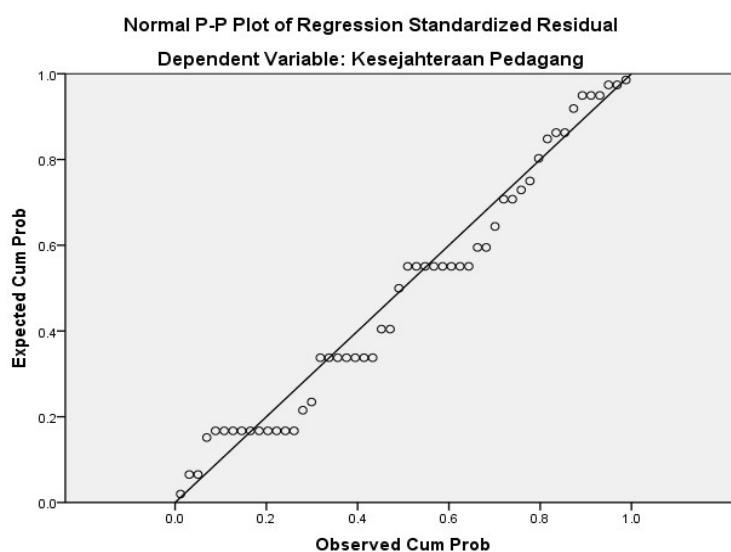
Source: SPSS Output, Primary Data Processed (2025).

Figure 4. Normality Test Results for Traders' Welfare Using Normal P-Plot

The histogram and Normal P–Plot graphs for Trader Welfare also demonstrate a normal distribution pattern, with data points distributed closely around the diagonal line. Therefore, it can be concluded that the regression model in this study meets the normality assumption, confirming that the data are normally distributed.

3. **Simple Linear Regression Analysis**

Simple linear regression analysis was employed in this study to identify the effect of the market revitalization variable on both community satisfaction and traders' welfare. The regression models used in this analysis are formulated as follows:

$$Y1=a+bX+e$$
$$Y2=a+bX+e$$

Where:

Y_1 : Community Satisfaction

Y_2 : Traders' Welfare

a : Constant

X : Market Revitalization

e : Error term

Data were processed using the Statistical Program for Social Science (SPSS) software, and the results are as follows:

Table 7. Simple Linear Regression Results – Effect of Market Revitalization on Community Satisfaction

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	T	Sig.
1 (Constant)	2.299	.402		7.096	.000
Market Revitalization	.360	.041	.394	3.509	.003

Source: SPSS Output, Processed Primary Data (2025).

The regression equation obtained from the above analysis is:

$$Y1=2.299+0.360X$$

Interpretation:

a. The constant value of 2.299 indicates that, in the absence of market revitalization efforts (X = 0), the community satisfaction score would be 2.299.

b. The regression coefficient of 0.360 shows a positive relationship between market revitalization and community satisfaction. This means that every one-unit increase in the market revitalization score will increase community satisfaction by 0.360 units, assuming other variables remain constant.

Table 8. Simple Linear Regression Results – Effect of Market Revitalization on Traders' Welfare

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	T	Sig.
1 (Constant)	4.742	.898		5.279	.000
Market Revitalization	-.092	.230	-.054	-.477	.646

Source: SPSS Output, Processed Primary Data (2025).

The resulting regression equation is:

$$Y2=4.742-0.092X+e$$

Interpretation:

a. The constant value of 4.742 indicates that, in the absence of market revitalization efforts (X = 0), traders' welfare would have a score of 4.742.

b. The regression coefficient of -0.092 suggests a negative relationship between market revitalization and traders' welfare. This implies that every one-unit increase in market revitalization is associated with a 0.092-unit decrease in traders' welfare, assuming other factors remain constant.

The findings indicate that market revitalization has a positive and significant effect on community satisfaction. However, its effect on traders' welfare is negative and statistically insignificant.

4. **Hypothesis Testing**

a. **t-Test**

The t-test is a statistical method used to examine the partial effect of the independent variable—market revitalization (X)—on the dependent variables, namely community satisfaction (Y_1) and traders' welfare (Y_2). The test compares the calculated t-value with the t-table at a 5% (0.05) significance level, where an independent variable is considered significant if the t-calculated value exceeds the t-table and the significance value is below 0.05. In this study, the t-test was conducted using SPSS software to determine whether market revitalization significantly influences the dependent variables.

Based on a significance level of 0.05 and the degrees of freedom formula ($df = n - k$), where k is the number of variables and n is the number of samples, the t-table values used in this study are as follows:

1) Market revitalization → community satisfaction: t-table = 1.66196
2) Market revitalization → traders' welfare: t-table = 1.67591

Table 9. Partial Test Results (t-Test) – Market Revitalization on Community Satisfaction

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	T	Sig.
1 (Constant)	2.299	.402		7.096	.000
Market Revitalization	.360	.041	.394	3.509	.003

Source: SPSS Output, Processed Primary Data (2025).

The results indicate a t-calculated value of 3.509, which is greater than the t-table value of 1.66196, with a significance value of 0.003 (less than 0.05). Therefore, the alternative hypothesis (H_1) is accepted, meaning that market revitalization has a positive and significant effect on community satisfaction at Paya Dua Market, Banda Baro District, North Aceh Regency.

Table 10. Partial Test Results (t-Test) – Market Revitalization on Traders' Welfare

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	T	Sig.
1 (Constant)	4.742	.898		5.279	.000
Market Revitalization	-.092	.230	-.054	-.477	.646

Source: SPSS Output, Processed Primary Data (2025).

The analysis shows a t-calculated value of -0.477, which is less than the t-table value of 1.67591, with a significance value of 0.646 (greater than 0.05). This result indicates that market revitalization has no significant effect on traders' welfare.

b. Coefficient of Determination (R^2)

The coefficient of determination (R^2) measures the extent to which the independent variable can explain the variation in the dependent variable within the regression model. A higher R^2 value indicates that the model better explains the variability of the dependent variable.

Table 11. Coefficient of Determination – Market Revitalization on Community Satisfaction

R	R Square	Adjusted R Square	Std. Error of the Estimate
,828[a]	,685	,682	,517

Source: SPSS Output, Processed Primary Data (2025).

The R value of 0.828 indicates a strong relationship between market revitalization and community satisfaction. The R^2 value of 0.685 means that 68.5% of the variation in community satisfaction is explained by market revitalization, while the remaining 31.5% is influenced by other variables not included in this research model.

Table 12. Coefficient of Determination – Market Revitalization on Traders' Welfare

R	R Square	Adjusted R Square	Std. Error of the Estimate
,154[a]	,023	,013	,53067

Source: SPSS Output, Processed Primary Data (2025).

The R value of 0.154 suggests a very weak correlation between market revitalization and traders' welfare. The R^2 value of 0.023 indicates that only 2.3% of traders' welfare variation can be explained by market revitalization, while the remaining 97.7% is determined by other factors outside the research model.

Discussion

1. **The Effect of Market Revitalization on Community Satisfaction**

Market revitalization is an important effort to restore the physical, social, and economic functions of traditional markets that have declined due to various external factors such as social change, economic shifts, and technological development. It involves improving infrastructure, upgrading facilities, and creating a more conducive environment for both traders and consumers (Wahyono, 2010). In the context of traditional markets, revitalization not only addresses physical conditions but also enhances service quality, comfort, and social interactions between sellers and buyers.

The findings of this study show a significant positive impact of market revitalization on community satisfaction at Paya Dua Market, North Aceh Regency, with a t-value of 3.509 (greater than 1.66196) and a significance probability of 0.003 (<0.05). This result aligns with previous studies (Zakni, 2019; Supriyadi & Fitria, 2021), which demonstrated that improvements in infrastructure, sanitation, and facilities increase consumer comfort, shopping frequency, and transaction volume. Such improvements highlight the role of revitalization in enhancing consumer satisfaction and supporting economic activity.

Beyond physical renovation, revitalization also strengthens social and cultural aspects of markets. Agustina and Arief (2022) emphasize that better market governance and stronger trader–consumer relationships foster a sense of community ownership, which contributes to higher satisfaction. Likewise, Putra et al. (2020) highlight the

importance of integrating environmental, social, and economic dimensions to ensure the sustainability of revitalization efforts.

Overall, this study confirms that market revitalization positively influences community satisfaction when implemented comprehensively—through physical improvements, better services, and stronger social interaction. Sustainable and socially integrated market management not only strengthens the economic role of markets but also ensures their position as inclusive community spaces that support long-term social and economic well-being.

2. The Effect of Market Revitalization on Traders' Welfare

The results of this study reveal that market revitalization does not have a significant effect on traders' welfare at Paya Dua Market, Banda Baro District, North Aceh Regency. The analysis shows a calculated t-value of 0.477, smaller than the t-table value of 1.67591, with a significance probability of 0.646 (>0.05). This indicates that physical improvements alone do not directly translate into better living standards for traders. Similar findings were reported by Safitri (2022), Pradipta et al. (2019), and Bangun (2017), who concluded that revitalization often fails to significantly raise traders' income when visitor numbers and transaction volumes remain stagnant.

Differences between large-scale and small-scale traders also contribute to this outcome. Larger traders generally benefited from improved facilities and business image, as highlighted by Anggraini et al. (2017) and Masitha (2016), while smaller traders often faced higher operational costs without a corresponding increase in sales. This suggests that revitalization efforts should go beyond infrastructure, incorporating strategies such as market promotion, capacity building, and the integration of digital marketing (Sari et al., 2021).

Therefore, future revitalization programs must combine physical renewal with policies that enhance competitiveness, expand distribution networks, and attract more visitors. A more holistic approach—covering infrastructure, governance, and trader

empowerment—will be essential to ensure that revitalization contributes meaningfully to traders' welfare.

D. Conclusion

The analysis shows that market revitalization positively and significantly affects community satisfaction, with a contribution of 68.2%, while the remaining 31.8% is influenced by other factors. However, market revitalization does not significantly affect traders' welfare, contributing only 0.13%, while 99.87% is determined by other variables outside the research model.

Market revitalization should not only improve the physical environment but also address managerial, economic, and social aspects to sustainably enhance traders' welfare. At Paya Dua Market, sustainable management requires shared responsibility among local government, administrators, and traders, with active participation to build ownership and maintain improvements. Future research should broaden its scope by examining other revitalization aspects and additional variables influencing welfare, while employing more diverse methods such as in-depth interviews and observations to strengthen validity and provide a more comprehensive understanding.

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