

Market Arrangement and Competitive Strategy to Improve Purchasing Decisions in Traditional Markets in the Scope of Islamic Economics

Iqbal Alan Abdullah^{1*}, Muhammad Arsyadillah Surya²

Sekolah Tinggi Ekonomi dan Bisnis Islam Lampung

Corresponding Author: Iqbal Alan Abdullah iqbal@stebilampung.ac.id

ARTICLE INFO

Keywords: Village Market Arrangement, Competitive Strategy, Purchasing Decisions, Islamic Economics

Received : 5 April

Revised : 20 April

Accepted: 18 May

©2025 Abdullah, Surya: This is an open-access article distributed under the terms of the [Creative Commons Attribution 4.0 International](https://creativecommons.org/licenses/by/4.0/).



ABSTRACT

Poor market arrangement and the development of modern retail make traditional markets less attractive to modern society. Public perception is that poor market infrastructure, markets that are often dirty and messy, make traditional markets less competitive. In microeconomics, traditional markets play a role in improving the community's economy. The decline in public interest is a serious problem because it can reduce the income of traders, the majority of whom are small traders. Consumers prefer to shop for their needs through online shopping applications. This study investigates the role of market arrangement and competitive strategy to improve purchasing decisions in traditional markets within the scope of Islamic economics. The literature study conducted guided the study to find some factors used in various literature studies to improve purchasing decisions in traditional markets through market arrangement and competitive strategy. The findings revealed that market arrangement can be done by renovating the physical market, implementing a zoning system, grouping sales of goods, and regulating circulation for buyers and sellers

INTRODUCTION

The existence of traditional markets plays a central role in society. In its development, the invasion of the digital market (commerce) has an impact on the productivity of traditional markets. Digital technology has changed physical market activities into e-commerce. So it is expected to increase profits if used wisely (Al-Enzi & Al-Enezi, 2024). The network effect and innovation of this business model can also increase competitive advantage, which in turn can become an entrepreneurial ecosystem (Gay, 2014; Song et al., 2022). However, studies state that traditional markets still survive in physical activities because consumers shop at traditional markets directly.

One of the competitive strategies that the government relies on is the presence of e-commerce, which is thought to be able to help digital marketing for market players. Many traders or business actors use e-commerce as an opportunity to increase sales turnover, but not a few fail or are reluctant to switch to digital marketing technology due to various factors. Studies that support digital marketing, for example, research conducted by Ma and Gu (2024), regardless of the existence of a place of sale (physical store), e-commerce is a new marketing tool that supports the business sector. The findings of Abdullah et al. (2024) conducted in Malaysia show that the use of e-commerce is not comprehensive in various businesses; many businesses still choose to use traditional marketing.

In countries that have adequate traditional markets, they become a special attraction for tourists (Lin et al., 2025). In other words, the development of traditional markets without being touched by e-commerce is also able to grow and be competitive with modern markets. Indonesia is one of the developing countries that has quite a lot of traditional markets spread throughout the country. However, buying and selling activities in traditional markets are decreasing. Current market trends show that consumers prefer to shop online (Rachbini et al., 2024). Studies have revealed that there has been a drastic change in the way people interact with the market. They tend to prefer buying products through e-commerce rather than directly interacting with traders in the market (Ahmed & Kumari, 2022). As a result, the income of small traders in traditional markets has decreased, and market activities have become sluggish (Li & Qin, 2022). This phenomenon has occurred in several regions in Indonesia, such as traders in the Setonobetek market in Kediri city, Beringharjo Market, and Pondok Cabe City Market, South Tangerang.

Traditional markets, or better known as 'people's markets', have a fairly large distribution to date. In 2024, there were 17,443 people's markets in Indonesia. According to the Central Statistics Agency (BPS). East Java Province has the largest number of markets in Indonesia, namely 2,574 units. More details about the data on the number of markets are as follows:

Table 1. Number of People's Markets in 2024

No	Market Type	Unit
1	Markets with managers	15.217
2	Markets without managers	1.625
3	Markets outside the prelist	601
4	The province with the most markets (East Java)	2.574
5	Province with the fewest markets (South Papua)	29
Total people's market		17.443

Source: Central Bureau of Statistics, 2024

The data in Table 1 shows that the number of traditional markets in Indonesia is very large. The large number of traditional markets has positive and negative impacts. The positive impacts are increasing economic activity, expanding people's access to basic needs, and providing jobs for many people. However, the negative impacts are the potential for unhealthy competition, decreased turnover for certain traders, and the potential for problems with cleanliness and inadequate market infrastructure (Rahmani et al., 2024).

Price of goods, strategic location, market conditions, and product quality are consumer considerations for visiting the market. Increasingly competitive prices of goods with qualified quality and clean market conditions have a positive effect on consumer purchasing decisions. Failure in market arrangement can affect market image and loss of market share (Akin, 2024; Lina, 2022; Sudirjo, 2023).

Competitive strategies have a positive effect on customer loyalty, improve performance, and help companies survive competitors. Markets that can build effective competitive strategies earn much greater turnover than those that fail (Zia et al., 2021). Competitive strategies can support the market to gain a competitive advantage, be competitive, and achieve greater sales turnover (Agustian et al., 2023).

This study investigates more deeply the role of market arrangement and competitive strategies of various traditional markets in various countries to identify what aspects are needed to overcome the problem of people's purchasing power in traditional markets in Indonesia, which is decreasing. Previous studies have investigated traditional market arrangements in various regions such as Yogyakarta (Beringharjo Market) (Basri et al., 2022), Solo (Pasar Klewer) (Martomo & Khairul, 2021), and Semarang (Pasar Johar) (Ginting et al., 2023).

The Islamic economic perspective is the novelty of this research that distinguishes it from previous research. Islamic economics contributes to the welfare of society and encourages the realization of a life that is in harmony with Islamic values, namely justice, blessings, and welfare. The results of this study can strengthen marketing theory. Market engagement and competitive strategies can have practical implications in determining local government policies to increase the competitiveness of traditional markets. It is very important to increase public awareness to support the existence of traditional markets that contribute to driving the local economy.

LITERATURE REVIEW

The relationship between Traditional Market Arrangement and Purchasing Decisions

The layout of traditional markets has a significant influence on consumer purchasing decisions. With good layout, traditional markets can become more attractive and competitive compared to modern markets, so they can maintain their existence and even increase their competitiveness (Degeratu et al., 2000). Factors such as easy access, store appearance, product information, and product quality can influence consumer choices when shopping at traditional markets (Chamhuri & Batt, 2013; Rohmania et al., 2023; Kushwaha et al., 2017). Traders in traditional markets can create more attractive and effective layouts with these factors. So that it can increase consumer purchasing decisions and increase their turnover.

Market arrangements are agreements or contracts relating to marketing and trade activities in the market, such as marketing collaboration agreements between companies, marketing arrangements approved by the government to regulate exports, or strategies used by companies to enter new markets (Eaton et al., 2008). Market arrangements that support small and medium enterprises, such as providing sufficient trading space and promoting local products, will help increase community income and welfare (Hanum et al., 2024). Market layout that takes into account local cultural values, such as the use of local materials in construction and decoration, will help maintain traditional cultural heritage.

The regulation of traditional markets, or known as revitalization, aims to increase the comfort and attractiveness of the market. This also has an impact on the sustainability of the market as a center of the regional economy (Terttiaavini & Saputra, 2023). Market revitalization is very important because it can encourage local economic growth, improve community welfare, preserve culture, and strengthen social interaction. Revitalized markets become more modern, clean, and comfortable, thus attracting more consumers and traders (Biswan & Widiastiti, 2024).

The Relationship between Competitive Strategy and Purchasing Decisions in the Market

Competitive strategy is the result of an effective strategy in creating added value for consumers. It can also encourage consumers to choose the seller. Competitive strategy has a strong influence on consumer purchasing decisions. The better the competitive strategy used by the seller, the greater the possibility of consumers deciding to buy or consume the products offered (Woodruff, 1997).

A purchasing decision is the act of buying a product or service carried out by consumers. Purchasing decisions are also part of consumer behavior and a process that involves various considerations before consumers decide to buy an item (Miklošík, 2015). In the decision-making process, a consumer has various considerations. For example, the information obtained, price, brand, product alternatives, quality, and promotion. The better the marketer markets its products, the better it will be for consumer purchasing decisions. Therefore, marketers need to understand the consumer decision-making process (Edwar et al., 2018).

Purchasing decisions in the market involve various choices available in the market. This process involves several stages consisting of recognizing the need to consume goods and services, searching for information by considering various factors (such as price, quality, and benefits), evaluating alternatives before making a purchase, and finally making a purchase decision. After making a purchase, the post-purchase behavior process is also carried out. Consumers evaluate their satisfaction and can make repeat purchases if they feel appropriate or recommend them to others (Munthiu, 2009).

METHODOLOGY

The purpose of this study is to investigate market arrangements and competitive strategies in traditional markets on consumer decision making. Orderly marketing arrangements are thought to create a sense of security and provide comfort for sellers and buyers in the market. Competitive strategies for traditional markets are studied to identify factors that influence real-life situations to develop value propositions by considering traditional markets in Indonesia as traditional markets to be increasingly in demand by the public. Researchers use the literature study method to collect data and information relevant to the research problem. Literature studies involve searching for data relevant to the research topic, namely traditional market arrangements, competitive strategies, and purchasing decisions..

This method focuses on the analysis of existing data from various literature in the period 2015-2025. Data analysis is collected and then analyzed to understand the concepts, theories, and previous findings. The advantage of the literature study method is its ability to provide theoretical foundations and in-depth understanding, as well as help researchers identify knowledge gaps and develop relevant research questions. Literature studies are also useful in updating knowledge about the perspective of Islamic economics on market activities.

RESEARCH RESULT AND DISCUSSION

Traditional Market Engagement and Competitive Strategy to Improve Purchasing Decisions in an Islamic Economic Perspective

Market arrangements in the perspective of Islamic economics emphasize the importance of norms of justice, healthy business competition, and individual freedom in carrying out buying and selling activities. The government and market supervisory institutions have an important role in maintaining the smoothness and justice of traditional market arrangements. This arrangement involves various aspects, including the arrangement of places of sale, facilities, accessibility, and the arrangement of market forms. Previous studies have revealed that good market arrangements affect their competitiveness in modern markets. The existence of this Islamic economic view explains the importance of buying and selling practices that follow the norms prevailing in society, especially for Muslim business actors and consumers who must be aware of the application of sharia norms. This is because sharia norms can provide an ethical and moral framework in doing business and trading, helping to create clean and just economic activities (Ismaeel & Blaim, 2012). Islamic economic practices in

traditional market arrangements can be described in the principles of good market governance which are able to encourage productive investment, prevent exploitation, strengthen trust between economic actors, and maintain a fair economy (Ranni & Bakri, 2025).

The literature reveals that clean market conditions are very important in Islam because they are by the values of cleanliness in Islamic teachings. Cleanliness of the market reflects cleanliness of heart and effort, and creates a comfortable and healthy environment for traders and buyers. The arrangement of a clean market creates a comfortable and healthy environment for traders and buyers (Camelia et al., 2024). A clean and organized market will attract more buyers because they feel comfortable and safe shopping in a clean place. In addition to cleanliness, another important thing in an Islamic market is the halalness of the products sold. So, traders must ensure that the products sold are halal and do not contain elements that are prohibited in Islam (*haram*, *maysir*, and *gharar*) (Najib, 2017).

Based on previous literature studies, the market engagement in Traditional Markets is very diverse. (See table 2).

Table 2. Types of Market Arrangements in Traditional Markets

No	Types of Market Engagement	Information
1	Product Quality Improvement	Traders ensure that the products sold are of good quality, fresh, and guaranteed cleanliness.
2	Service Improvement	Friendly, fast, and responsive service to consumer needs.
3	Market Atmosphere Improvement	A clean, comfortable, and safe market so that consumers feel at home shopping.
4	Promotion Improvement	Traders use various promotional media, such as banners, billboards, or social media, to reach more consumers.
5	Product Development	Traders develop new products or attractive product variants to meet the diverse needs of consumers.
6	Utilization of Technology	Utilizing technology such as e-commerce can help traders reach a wider range of consumers.

Source: (Fernandez, 2023; Hidayat et al., 2017; Amajuoyi et al., 2024; Hadcroft & Jarratt, 2007; Pangiuk, 2019)

Market arrangement that focuses on the arrangement of places to sell in the form of kiosks and stalls. Traditional markets usually use kiosks and stalls as places to sell. Neat and orderly arrangements are carried out to ensure that each trader has a decent place to sell and has the same commercial value (Fanggidae et al., 2024). Comfortable and non-confusing circulation makes it easier for buyers and sellers to make buying and selling transactions. Implementation of a one-way system that can minimize physical contact between buyers and maintain social distancing (Adu, 2023).

Accessibility that supports good market planning means considering the availability of comfortable and affordable public transportation. The road to the

market must be easily accessible and not congested. The arrangement of the market form is carried out to avoid the negative stigma attached to traditional markets. Based on the various existing literature, it can be understood that in the Islamic perspective, good market planning must be based on the principles of justice and public welfare. These principles include healthy competition, market cleanliness, transparency, and prohibitions on practices that are detrimental to consumers, such as monopoly, fraud, or weight reduction. Islamic market planning aims to create an environment where consumers can buy goods and services at fair prices and guaranteed quality.

Market competitive strategies from the perspective of Islamic economics emphasize the principles of justice, blessings, and sustainability. The ideal market mechanism is free from excessive intervention and is based on voluntary interaction between demand and supply. The government can intervene if there is market distortion, but not with excessive regulations.

To improve purchasing decisions, competitive strategies can focus on several areas: unique value offerings, competitive pricing, product quality, and effective promotions. These strategies help companies create greater appeal to consumers, making them more likely to choose the product or service over competitors.

Studi terdahulu tentang strategi bersaing yang dilakukan untuk meningkatkan keputusan pembelian.

Table 3. Types of Competitive Strategies

No	Types of Competitive Strategy	Information
1	Product Innovation for self-differentiation that attracts consumers	<ul style="list-style-type: none"> a. Merchants continue to innovate to create products or services that are different from competitors, either in features, design, or function. b. Merchants can provide special services, such as giving discounts or gifts to loyal customers. Merchants can continue to innovate in products, services, and promotions to attract consumers' attention. c. Creating differences that stand out and are relevant to consumer needs, so that products or services become a more attractive choice.
2	Focus on quality and competitive prices	<ul style="list-style-type: none"> a. Traders can provide good product quality at competitive prices b. Traders understand the prices of similar products or services in the market to set competitive prices for consumers
3	Promotional Strategy	Using promotions, or special offers to attract consumer attention and encourage purchasing decisions..
4	Product Assurance and Consumer Services	<ul style="list-style-type: none"> a. a. Provide product or service quality assurance to build consumer trust and reduce purchasing risk. b. Provide friendly, responsive, and efficient customer service to increase customer satisfaction and encourage repeat purchases.
5	Digital Marketing and Influencer Marketing	<ul style="list-style-type: none"> a. Using various digital channels, such as social media, email marketing, and online advertising, to reach target markets and increase brand visibility. b. Collaborating with influencers who influence social media to increase trust and attract consumer attention. Traders can collaborate with other traders or with market managers to increase market appeal.

Source: (Agustian et al., 2023; Edwar et al., 2018; Miklošík, 2015; Munthiu, 2009; Zia et al., 2021).

By implementing these strategies effectively, traders in traditional markets can improve consumer purchasing decisions and achieve their competitive advantage. From the perspective of Islamic economics, traditional market agreements must be based on the principles of justice, blessings, and sustainability (see Table 3).

Table 3. Principles of Islamic Economics in Traditional Markets

No	Principle	Information
1	Justice (<i>Adl</i>)	Transactions in traditional markets are carried out fairly, respecting the rights of all parties involved, both buyers and sellers. Fairness includes avoiding fraud, price manipulation, and other practices that harm other parties.
2	Blessing (<i>Barakah</i>)	Economic activities in traditional markets must be directed towards seeking blessed sustenance, namely, sustenance obtained in a halal way, and providing benefits for oneself and others.
3	Sustainability (<i>Ihtimama</i>)	Traditional markets must operate sustainably, by maintaining the balance of the ecosystem and meeting the needs of the community without sacrificing future generations.
4	Ethics of Buying and Selling	In traditional markets, it is important to apply good buying and selling ethics, such as honesty, mutual trust, and respect for consumer rights.
5	Implementation of Zakat and Alms	In the context of Islamic economics, zakat and alms can play an important role in reducing social inequality and ensuring a more equitable distribution of wealth, thereby helping to ease the burden on the less fortunate.

Source: (Qolbi et al., 2023; Hayati et al., 2023; Utami et al., 2019)

Traditional markets, as one of the economic facilities, have an important role in meeting the needs of the community and contributing to improving social welfare. For example, sellers use accurate scales, avoid fraud, and sell quality products. Buyers compare prices at various stalls, are careful of fraud, and choose halal products. In this case, the Village Government needs to ensure supervision of buying and selling practices in traditional markets, provide training for traders, and ensure adequate facilities to support healthy trading activities..

CONCLUSIONS AND RECOMMENDATIONS

The findings reveal that market arrangements can be done by renovating the physical market, implementing a zoning system, grouping sales of goods, and regulating circulation for buyers and sellers. Competitive strategies are carried out with good management of aspects of price, revitalization, product development, marketing, to innovation. Market arrangement and competitive strategies can only be carried out with the support of Regional Regulations (Perda). Regulations and strong commitment from sellers can create competitive traditional markets with good arrangements. Market arrangement or traditional market layout and competitive strategies aim to improve consumer purchasing decisions by making the market more attractive, comfortable, and providing a pleasant shopping experience. This can be done through maintaining infrastructure, improving product quality, providing good customer service, and effective promotions. Market Management and competitive strategies in traditional markets are very important to improve consumer purchasing decisions. By implementing the right marketing strategy, traders can increase the attractiveness of products, services, and market atmosphere, so that consumers

are more likely to buy. From the perspective of Islamic economics, it emphasizes the importance of justice, healthy competition, and individual freedom, with the government and market supervisory institutions having an important role in maintaining smoothness and justice in market mechanisms..

ADVANCED RESEARCH

This research is limited to the literature study used. Literature studies may not be able to cover all relevant literature, so there may be information missed. The focus of the research is on traditional markets in Indonesia. The limitations of the research area refer to geographical limitations in the scope of the study. This affects the generalization of the research results, meaning that the findings may not be widely applicable in other regions..

ACKNOWLEDGMENT

Thank you for the support of the Sekolah Tinggi Ekonomi dan Bisnis Islam Lampung.

REFERENCES

- Abdullah, A. A. R. A., Mohamed, I., & Satar, N. S. M. (2024). The Impact of E-Commerce Drivers on the Innovativeness in Organizational Practices. *International Journal of Advanced Computer Science & Applications*, 15(8).
- Adu, P. A. (2023). Manajemen Fasilitas Pasar Pasca Revitalisasi: Studi tentang Pasar Tradisional Lolowa Atambua. *Jurnal TESLINK: Teknik Sipil Dan Lingkungan*, 5(2), 96-116.
- Agustian, K., Mubarok, E. S., Zen, A., Wiwin, W., & Malik, A. J. (2023). The impact of digital transformation on business models and competitive advantage. *Technology and Society Perspectives (TACIT)*, 1(2), 79-93.
- Ahmed, N., & Kumari, A. (2022). The implication of e-commerce emerging markets in post-COVID era. *International Journal of Entrepreneurship and Business Management*, 1(1), 21-31.
- Akin, M. S. (2024). Enhancing e-commerce competitiveness: A comprehensive analysis of customer experiences and strategies in the Turkish market. *Journal of Open Innovation: Technology, Market, and Complexity*, 10(1), 100222.
- Al-Enzi, A., & Al-Enezi, D. (2024). The invasion of e-commerce on SMEs: exploring the impact on the brick-and-mortar experience. *International Journal of Business Information Systems*, 46(4), 516-534.
- Amajuoyi, P., Benjamin, L. B., & Adeusi, K. B. (2024). Agile methodologies: Adapting product management to rapidly changing market conditions. *GSC Advanced Research and Reviews*, 19(2), 249-267.

- Basri, N. K. Y., Murwanto, H., Sungkowo, A., Prastistho, B., & Lestari, P. (2022). Kesiapsiagaan pengguna pasar tradisional terhadap ancaman bencana gempa bumi dan kebakaran di Pasar Beringharjo Yogyakarta. *Jurnal Mineral, Energi, Dan Lingkungan*, 5(2), 1-15.
- Biswan, A. T., & Widiastiti, K. A. (2024). REVITALISASI PASAR TRADISIONAL UNTUK PEMBERDAYAAN EKONOMI-SOSIAL KERAKYATAN: SUATU LESSON LEARNED. *Prosiding Seminar Nasional Manajemen, Ekonomi Dan Akuntansi*, 9, 302-310.
- Camelia, I., Achmad, L. I., Ainulyaqin, M. H., & Edy, S. (2024). Analisis Peran Sertifikasi Halal pada Bisnis UMKM Kabupaten Bekasi. *Jurnal Ilmiah Ekonomi Islam*, 10(2), 1474-1484.
- Chamhuri, N., & Batt, P. J. (2013). Exploring the factors influencing consumers' choice of retail store when purchasing fresh meat in Malaysia. *International Food and Agribusiness Management Review*, 16(3), 99-122.
- Degeratu, A. M., Rangaswamy, A., & Wu, J. (2000). Consumer choice behavior in online and traditional supermarkets: The effects of brand name, price, and other search attributes. *International Journal of Research in Marketing*, 17(1), 55-78.
- Eaton, D., Meijerink, G., & Bijman, J. (2008). Understanding institutional arrangements. *Fresh Fruit and Vegetable Value Chains in East Africa. Markets, Chains and Sustainable Development Strategy & Policy Paper*, Wageningen University, Netherlands.
- Edwar, M., Diansari, R. A. A., & Winawati, N. F. (2018). The factors that affecting the product purchasing decision through online shopping by students of Surabaya state university. *International Journal of Educational Research Review*, 3(4), 54-64.
- Fanggidae, F. O., Fanggidae, A. H. J., & Fanggidae, J. P. (2024). Strategi Penataan Pedagang Ikan Segar Kaki Lima di Kota Kupang: Implikasi Terhadap Estetika dan Keberlanjutan Usaha. *Jurnal Inovasi Kebijakan*, 8(1), 1-13.
- Gay, B. (2014). Open innovation, networking, and business model dynamics: the two sides. *Journal of Innovation and Entrepreneurship*, 3, 1-20.
- Ginting, K. P., Herawati, A. R., & Subowo, A. (2023). Implementasi Program Revitalisasi Pasar Berdasarkan Sni 8152: 2021 Pasar Rakyat Di Pasar Johar Semarang. *Journal of Public Policy and Management Review*, 12(2), 526-546.

- Hadcroft, P., & Jarratt, D. (2007). Market orientation: An iterative process of customer and market engagement. *Journal of Business-to-Business Marketing*, 14(3), 21-57.
- Hanum, F., Yana, S., & Mauliza, P. (2024). *Pemberdayaan Masyarakat Pedagang Kaki Lima dalam Meningkatkan Perekonomian*. Mega Press Nusantara.
- Hayati, M., Ali, J., Heri, M., & Utami, P. (2023). E-Service Quality and E-Wom Regarding Consumer Behaviour Based on Maqashid Shariah. *Journal of Digital Marketing and Halal Industry*, 4810(2), 97-116. <https://doi.org/http://dx.doi.org/10.21580/jdmhi.2023.5.1.16949>
- Ismaeel, M., & Blaim, K. (2012). Toward applied Islamic business ethics: responsible halal business. *Journal of Management Development*, 31(10), 1090-1100.
- Kushwaha, T., Ubeja, S., & Chatterjee, A. S. (2017). Factors influencing selection of shopping malls: an exploratory study of consumer perception. *Vision*, 21(3), 274-283.
- Li, G., & Qin, J. (2022). Income effect of rural E-commerce: Empirical evidence from Taobao villages in China. *Journal of Rural Studies*, 96, 129-140.
- Lin, S., Zhu, H., Liu, J., Li, F., & Zheng, C. (2025). Why Do Tourists Visit the Food Market? A Host-Guest Sharing Model Based on the Theory of Self-Regulation. *Land (2012)*, 14(2).
- Lina, R. (2022). Improving product quality and satisfaction as fundamental strategies in strengthening customer loyalty. *AKADEMIK: Jurnal Mahasiswa Ekonomi & Bisnis*, 2(1), 19-26.
- Ma, X., & Gu, X. (2024). New marketing strategy model of E-commerce enterprises in the era of digital economy. *Heliyon*, 10(8).
- Martomo, Y. P., & Khairul, K. (2021). Pengelolaan Pasar Klewer Pasca Kebakaran Berbasis Collaborative Governance (Perspektif Civil Society). *Publikauma: Jurnal Administrasi Publik Universitas Medan Area*, 9(2), 9-18.
- Miklošik, A. (2015). Changes in purchasing decision-making process of consumers in the digital era. *European Journal of Science and Theology*, 11(6), 167-176.
- Munthiu, M.-C. (2009). The buying decision process and types of buying decision behaviour. *Sibiu Alma Mater University Journals. Series A. Economic Sciences*, 2(4), 27-33.

- Najib, M. A. (2017). Penguatan Prinsip Syariah Pada Produk Bank Syariah. *Jurnal Jurisprudence*, 7(1), 15–28.
- Pangiuk, A. (2019). Strategi adaptasi pasar tradisional dalam menghadapi ancaman ekonomi masyarakat ekonomi ASEAN di Indonesia. *Kontekstualita*, 33(01), 90–125.
- Qolbi, A. U., Awali, H., Stiawan, D., & Devy, H. S. (2023). Penerapan prinsip-prinsip ekonomi syariah pada pasar tradisional di Indonesia. *Sahmiyya: Jurnal Ekonomi Dan Bisnis*, 19–30.
- Rachbini, W., Soeharso, S. Y., Wulandjani, H., Fathoni, M. A., & Rahmawati, E. (2024). From boomers to millennials: unraveling the complexities of online shopping behavior in Indonesia. *Innovative Marketing*, 20(3), 144–157.
- Rahmani, N. B., Aslami, N., & Tambunan, K. (2024). The Traditional Market Development Strategy in North Sumatra with an Islamic Economic Perspective. *Indonesian Interdisciplinary Journal of Sharia Economics (IIJSE)*, 7(1), 1292–1316.
- Ranni, M., & Bakri, M. (2025). Pengelolaan pasar tradisional agro dalam meningkatkan kesejahteraan masyarakat Desa Sumillan Kabupaten Enrekang (studi analisis ekonomi islam). *Jariqa: Journal of Management, Business, and Economics*, 2(2), 66–75.
- Rohmania, D. R., Nasrullah, M., Utami, Y. L., & Caniago, S. A. (2023). Pengaruh pasar online terhadap minat beli konsumen dan dampaknya pada pasar tradisional:(Studi kasus di pasar tradisional kajen). *Sahmiyya: Jurnal Ekonomi Dan Bisnis*, 222–229.
- Song, Y., Escobar, O., Arzubiaga, U., & De Massis, A. (2022). The digital transformation of a traditional market into an entrepreneurial ecosystem. *Review of Managerial Science*, 16(1), 65–88. <https://link.springer.com/article/10.1007/s11846-020-00438-5>
- Sudirjo, F. (2023). Marketing strategy in improving product competitiveness in the global market. *Journal of Contemporary Administration and Management (ADMAN)*, 1(2), 63–69.
- Terttiaavini, T., & Saputra, T. S. (2023). Pendampingan Manajemen Pengelolaan Pasar Sekojo Dengan Membangun Market Management One Gate System (MMOGS). *SELAPARANG: Jurnal Pengabdian Masyarakat Berkemajuan*, 7(4), 2543–2551.

- Utami, P., . B., & Julianas, dan. (2019). Management of Zakat Payment Based on Fintech for the Good Corporate Governance Improvement. *Eastern Journal of Economics and Finance*, 4(2), 41–50. <https://doi.org/10.20448/809.4.2.41.50>
- Woodruff, R. B. (1997). Customer value: the next source for competitive advantage. *Journal of the Academy of Marketing Science*, 25, 139–153.
- Zia, A., Younus, S., & Mirza, F. (2021). Investigating the impact of brand image and brand loyalty on brand equity: the mediating role of brand awareness. *International Journal of Innovation, Creativity and Change*, 15(2), 1091–1106.