

Analysis of Location and Service Quality on Visitor Interest with Promotion Strategy as an Intervening Variable at the New Building of Pasar Raya Phase VII, Padang City

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ABSTRACT

Padang City Supermarket Phase VII is one of the traditional trading centers that has been revitalized to improve attractiveness, comfort, and service quality for visitors. However, low visitor numbers remain a challenge, so it is important to analyze locational factors, service quality, and promotional strategies and their influence on visitor interest. This study aims to examine the influence of location and service quality on visitor interest, with promotional strategies as intervening variables. The research used a quantitative approach by distributing questionnaires to 30 respondents who visited Phase VII Supermarket. Data analysis was carried out using Structural Equation Modeling (SEM) based on Partial Least Squares (PLS). The study results show that service quality has a significant effect on visitor interest, while location has no direct effect. In addition, promotional strategies were shown to act as a mediating variable in the relationship between location and visitor interest, although they are not effective in mediating the influence of service quality. These findings confirm that improving service quality and implementing appropriate promotional strategies can strengthen visitor interest, while also providing input for market managers and local governments in formulating more effective market development policies. In conclusion, the success of traditional market revitalization depends not only on physical development but also on service quality and promotional strategies that can create a positive shopping experience for visitors.

KEYWORDS location, promotional strategy, quality of service, traditional market, visitor interest



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INTRODUCTION

Pasar Raya Kota Padang is one of the iconic trading centers in West Sumatra that plays an important role in supporting community economic activities. One section of this market is Phase VII, which has undergone various renovation and redesign processes to improve service quality, safety, and comfort. Phase VII represents one of the Padang City Government's efforts to revitalize the market area to make it more orderly, modern, and aligned with the needs of visitors and traders (Kominfo, 2024).

The strategic location of Phase VII, situated in the heart of Padang City's main commercial area, makes it a high-potential destination for visitors. However, its success in attracting visitors depends not only on location but also on the quality of services provided. Factors such as the availability of public facilities (toilets, parking lots, comfortable shopping areas), environmental cleanliness, and ease of transportation access are primary determinants in enhancing Phase VII's attractiveness as a competitive shopping destination.

Strategic location factors, such as easy access from main roads, availability of public transportation, and close proximity to the fountain roundabout where the public transportation hub is located, are the main attractions for traditional markets. Meanwhile, service quality encompasses both physical and non-physical aspects, including market environmental cleanliness, waste management, security, supporting facilities such as public toilets, and the

friendliness of traders and market managers. All these factors contribute to visitors' perceptions and experiences, ultimately determining their level of loyalty to the market. However, Phase VII Supermarket is unfortunately experiencing low visitor numbers due to several key factors, such as a less strategic location, inadequate service quality, or insufficient promotional strategies, which result in decreased visitor interest in shopping at Phase VII Supermarket despite its new building.

Phase VII Supermarket was officially reopened by traders at the end of December 2024 after completion of the renovation process. This change not only addresses previously complained-about problems, such as the accumulation of street vendors on roads, but also improves overall order and comfort. However, evaluating visitor interest and service effectiveness in Phase VII remains a challenge that must be addressed through more comprehensive analysis. As an economic area that combines traditional and modern aspects, Phase VII of Padang City's *Pasar Raya* is expected to become a main attraction for both the local community and tourists. The study of relationships between strategic location and service quality regarding visitor interest is crucial to ensure the sustainability of this market's function as a productive and inclusive trading center.

Phase VII Supermarket functions not only as a trading center but also as a social space that connects various levels of society, including both traders and visitors. According to Padang Pasbana (2024), with the revitalization of Phase VII, this market is expected to become a more comfortable and efficient place for both shopping and other social activities. As a rapidly growing traditional market, *Pasar Raya* Phase VII also symbolizes Padang City's cultural identity by offering various distinctive local products, ranging from traditional foods and handicrafts to textiles.

The renovation project focuses not only on the building's physical aspects but also seeks to improve service quality for visitors. These efforts include facility improvements, introduction of digital technologies in transaction systems, and enhancement of hygiene and comfort standards throughout the market. Through these changes, *Pasar Raya* Phase VII aims to provide a more modern shopping experience while maintaining traditional values.

However, the success of this transformation largely depends on how visitors respond to the service quality offered and whether visitors perceive this market as providing greater value compared to other shopping centers in Padang City. Therefore, conducting comprehensive research to determine the influence of location factors and service quality on visitor interest in Phase VII Supermarket is essential. This analysis will provide insights for market managers and local governments in making strategic decisions that can attract more visitors and improve the welfare of traders and the surrounding community.

Considering the development of Phase VII Supermarket, this study also aims to evaluate the effectiveness of implemented policies and programs, while providing recommendations for future market development. As a local economic center, Phase VII Supermarket is expected to become not only a commercially profitable market but also a tourism destination that supports Padang City's sustainable economic growth. In the context of Phase VII Supermarket, challenges include suboptimal market space management, competition with modern markets, and adaptation to changing consumer preferences. Therefore, analyzing relationships between location, service quality, and visitor interest is essential for understanding consumer needs while formulating sustainable market development strategies (Mahadika et al., 2024).

Location analysis and service quality are two important elements that can influence visitor interest in a market. A strategic location with easy accessibility is a primary factor determining visitors' ease of reaching the market. Meanwhile, service quality encompasses various aspects such as cleanliness, comfort, security, and merchant friendliness, which directly

affect visitor experience. The combination of these factors can determine visit levels and the market's sustainability as an economic activity center.

Visitor Interest

Barker and Cromton stated that visitor interest, or interest in revisiting, is visitors' intention to visit a place within a certain time period and their willingness to make frequent revisits to that location. According to Siburian, indicators of revisit interest include: (1) The desire to visit a place based on personal experience or previous visits, (2) The desire to visit a tourist attraction based on information obtained from mass media, (3) The desire to visit tourist attractions based on stories from family and relatives. Meanwhile, according to Miller, Glawter, and Primban in Basiya and Rozak (2015), repurchase interest is defined as purchase intention—a strong desire to buy again, representing a person's mental state that reflects willingness to act within a certain time period. Applied to research, the definition of purchase intention means that customers act to purchase again in the future as a direct response to post-purchase behavior (Arum Sari & Najmudin, 2021).

Location

Location is where business activities take place. Business location is also a long-term investment for companies. The meeting between sellers and buyers occurs in a place commonly called a business location. How frequently a business is visited by consumers is influenced by business location determination. Several strategic location dimensions were identified by Stevenson & Chee Chuong (2014): location flexibility, position, demand management, and focus. This dimension shows that flexibility in service businesses greatly determines related service business success in the current digital era; flexibility in promoting services can be achieved through social media, which has recently become a community trend. Regarding focus, to run a business successfully, one can focus on several locations with development potential. Developing well and competitively will raise market awareness, forming the desired market share. According to Onggusti & Alfonso (2017), several location strategy goals can be achieved through determining and selecting good business locations. For service businesses, focusing on location analysis decisions such as the retail industry and professional service organizations aims to maximize revenue. This is because the degree of interaction between entrepreneurs and customers in the production process for service products is relatively high. The ultimate goal of location selection strategy for service businesses is to maximize business location benefits. According to Munadi & Ibrahim (2017), this location strategy broadly aims to maximize location benefits (Selviyani & Zurida, 2023).

Quality of Service

Service quality is key to company success in facing increasingly competitive eras. Theoretically, service quality is the creation of superior value for customers to improve company business/marketing performance (Budiarno et al., 2022; Hafidz & Muslimah, 2023; Irfanudin, 2019; Nurofik & Wiana, 2022; Wijaya & Sujana, 2020). Service quality must start from customer needs and end with customer perception. This indicates that good quality is based not on service provision perception but on customer perception. According to Parasuraman in Lupiyoadi, service quality has five dimensions: (1) Tangibles or physical evidence—the company's ability to demonstrate its existence to external parties, meaning the appearance and capability of company physical facilities and infrastructure and surrounding environment conditions are tangible evidence of services provided; (2) Reliability—the company's ability to provide promised services accurately and reliably; (3) Responsiveness—willingness to help and provide fast, appropriate service to customers with clear information delivery; (4) Assurance or guarantee and certainty—company employee knowledge to foster customer trust in the company, consisting of several components including communication, credibility, security, competence, and courtesy; (5) Empathy—providing sincere, individual,

or personal attention to customers by attempting to understand customer desires (Arum Sari & Najmudin, 2021).

Promotion Strategy

According to Hersupunya et al. (2021), marketing is an objective science obtainable by using certain instruments to measure business activity performance in forming, developing, and directing mutually beneficial exchanges between producers and consumers. According to Kotler in Sahla (2019), marketing is a social and managerial process through which individuals and groups obtain what they need and want by creating, offering, and exchanging valuable products with other parties (Mafitri & Miniawati Barusman, 2022). According to Assauri (2018), marketing strategy is a comprehensive, focused, integrated marketing plan providing guidance on activities companies need to undertake to achieve marketing goals. Marketing strategy includes decisions about business marketing costs relative to desired business and environmental conditions. Marketing strategies implemented by tourist attractions must be appropriately prepared so desired goals can be achieved (Aprizeila Rizky Geraldine et al., 2022).

Padang City Phase VII Supermarket has great potential to develop as a competitive modern traditional market. However, deep understanding of how location and service quality affect visitor interest requires comprehensive research and analysis to provide relevant policy recommendations for market managers, local governments, and traders.

Previous research (Hwang & Heath, 2022) has shown that improving location and service quality can increase visitor numbers and traditional market competitiveness. However, each market has unique characteristics requiring data-driven approaches to develop effective solutions. This study is expected to provide comprehensive insights for Phase VII Supermarket managers and related parties to design policies supporting market sustainability as a local economic center. This study is relevant because in the last five years, there have been significant changes in people's spending patterns influenced by technological developments and changing consumer preferences. Additionally, Padang Supermarket, including Phase VII, has undergone several repairs following earthquake disasters that affected market infrastructure.

This research aims to analyze the influence of location and service quality on visitor interest with promotional strategies as intervening variables at *Pasar Raya* Phase VII, Padang City. Practical benefits of this research include providing evidence-based recommendations for market management to enhance visitor attraction and retention strategies. For academic purposes, this study contributes to literature on traditional market revitalization in Indonesian urban development contexts. Research implications extend to policy formulation for local governments supporting sustainable traditional market development while maintaining cultural heritage and economic viability.

METHOD

Based on the problem formulation and research title, the object of this study is Phase VII Supermarket in Padang City, one of the traditional shopping centers housing various types of traders in Padang City. It is located at Padang Supermarket, *Kp Jao*, West Padang District, Padang City, West Sumatra, Indonesia. The main problem addressed in this study is visitor interest in shopping at Phase VII Supermarket.

This study employs a quantitative method. Hidayatul Putri Azizah (2023) defines quantitative research methodology as a method based on positivist philosophy, used to research specific populations and samples. Sample collection techniques are generally conducted randomly, data collection uses research instruments, and quantitative data analysis aims to test predetermined hypotheses. The sample was randomly selected from the Padang City

community population, involving several traders who were affected by the lack of visitor interest.

The sampling technique used in this study employs saturated sampling. Saturated sampling is a sample selection technique where all members of the population are sampled. The data used in this study consists of primary data. The population for this study comprises visitors who visit Phase VII Supermarket. A total sample of 30 visitors was obtained through non-probability sampling techniques. Data collection was conducted using questionnaires (Google Forms) constructed with a Likert scale that had been verified for validity and reliability.

The tests conducted include Descriptive Statistical Analysis, Structural Equation Modeling (SEM) Analysis with Partial Least Squares (PLS), Measurement Model Test (Outer Model), Validity Test, and Reliability Test (Mahadika et al., 2024).

RESULT AND DISCUSSION

Analysis of Research Results

This section describes the results of the research and data analysis that has been collected through the distribution of questionnaires (Google Form) that the author conducted on January 15 to 20, 2025 which was distributed at the Phase VII Supermarket in Padang City.

In this study, the variables of visitor interest were operationalized using 10 statement instruments, the statement instruments can be seen in the following table 4.6:

From the table above, it can be concluded that the variable of interest of visitors has a number of respondents as many as 30 respondents with the highest TCR score is in the statement "I try my best to do the tasks given by my boss" which is 84.6%, while the lowest TCR value is in the statement "I can do the tasks given without asking for help from others/colleagues" which is 68%.

Respondents' Achievement Level of Location Variable Statement Instrument (X1)

In this study, the location variables were operationalized using 12 statement instruments, the statement instruments can be seen in the following table 4.7:

Table 2. Respondents' Achievement Levels Towards Location Variable Statement Instruments (X1)

No	Location Variable Statement (X1)	Alternative Answers					Sum	Shoes	Ideal Score	TCR
		SS	S	KS	TS	STS				
		5	4	3	2	1				
1	I find it easy to find the location of the New Supermarket Building Phase VII	6	18	5	0	1	30	118	150	78,6
2	I feel that the road access conditions for two-wheeled and four-wheeled vehicles are good	10	17	2	1	0	30	126	150	84
3	I feel that the location of this market is strategic enough to attract visitors	11	13	2	1	3	30	118	150	78,6
4	I feel comfortable with the condition of the road to the market location	12	12	3	2	1	30	122	150	81,3
5	I feel safe in the area around the market	9	15	5	0	1	30	121	150	80,6

6	I feel that the environment around the market is clean and well-maintained	6	17	4	2	1	30	115	150	76,6
7	I feel that the location of this market is strategic compared to other markets	6	20	2	1	1	30	119	150	79,3
8	I feel that public transportation access to this location is adequate	12	13	3	1	1	30	124	150	82,6
9	I would recommend this marketplace to others	13	13	2	1	1	30	126	150	85,3
10	I am satisfied with my shopping experience in this market	14	12	2	2	0	30	128	150	85,3
11	I find the market location easy for children or the elderly to reach	14	12	3	0	1	30	128	150	85,3
12	I feel that the location of this market provides a different experience compared to other markets	8	19	2	0	1	30	123	150	82
Total		12	18	35	11	12	360	Average		74,52
		1	1							

Source : Primary Data Processed, 2025

From the table above, it can be concluded that the leadership style variable has a total of 30 respondents with the highest TCR value in 3 statements: "I have high responsibility for work", "I have awareness in doing tasks", "I am able to adapt well in the company environment" which is 85.3%, while the lowest TCR value is in the statement "The tasks given by the company are in accordance with the communication skills that I am good at" which is 76.6%.

1. Respondents' Achievement Level on the Service Quality Variable Statement (X2)

In this study, the workload variable was operationalized using 16 statement instruments, the statement instruments can be seen in the following table 3:

Table 3. Respondents' Achievement Levels on Service Quality Variable Statement Instruments (X2)

No	Statement of Service Quality Variables (X2)	Alternative Answers					Sum	Shoes	Ideal Score	TCR
		SS	S	KS	TS	STS				
		5	4	3	2	1				
1	I find the merchant quick to respond to my questions or requests	10	14	1	3	2	30	117	150	78
2	I feel that the service in this market is better compared to other markets	10	15	1	2	2	30	119	150	79,3
3	I feel that the communication is well done by the merchant with the visitors	6	14	7	3	0	30	113	150	75,3
4	I find the merchant friendly and helpful	14	7	7	1	1	30	122	150	81,3
5	I feel that the information provided by the traders is accurate and clear	13	9	5	1	2	30	120	150	80

No	Statement of Service Quality Variables (X2)	Alternative Answers					Sum	Shoes	Ideal Score	TCR
		SS	S	KS	TS	STS				
		5	4	3	2	1				
6	I am satisfied with the variety of services offered	13	11	2	2	2	30	121	150	80,6
7	I feel that the merchant handles complaints well from visitors	15	11	1	2	1	30	127	150	84,6
8	I feel that the price offered is comparable to the quality of service received	10	15	2	3	0	30	122	150	81,3
9	I feel traders are good at handling emergency situations or problems that arise in the market	13	12	3	2	0	30	126	150	84
10	I feel that the merchant pays great attention to the needs of visitors	2	14	9	4	1	30	102	150	68
11	I feel that the service in this market is faster compared to other markets	11	16	1	1	1	30	125	150	83,3
12	I feel comfortable asking questions to traders	10	17	2	0	1	30	125	150	83,3
13	I feel that the merchant has a good knowledge of the products being sold	14	11	3	1	1	30	126	150	84
14	I feel that the communication between fellow traders in the market is good in providing services	12	13	4	0	1	30	125	150	83,3
15	I find that merchants complete payment transactions faster compared to other places I've visited	16	9	2	2	1	30	127	150	84,6
16	I feel the merchants are good in handling difficult situations or conflicts that may arise among visitors	8	11	10	1	0	30	116	150	77,3
Total		177	199	60	28	16	480	Average	80,51	

Source : Primary Data Processed, 2025

From the table above, it can be concluded that the variable of work discipline has a total of 30 respondents with the highest TCR value in 2 statements "I feel that the task given is appropriate", "I feel that the relationship between colleagues in the office is well established" which is 84.6%, while the lowest TCR value is in the statement "I get welfare that can be used for daily needs" which is 68%.

1. Respondents' Achievement Level of Promotional Strategy Variable Statement Instrument (Z)

In this study, the variables of the promotion strategy were operationalized using 10 statement instruments, the statement instruments can be seen in the following table 4.9:

Table 4. Respondents' Achievement Levels Towards Promotional Strategy Variable Statement Instruments (Z)

No	Motivational Variable Statement (Z)	Alternative Answers					Sum	Shoes	Ideal Score	TCR
		SS	S	KS	TS	STS				
		5	4	3	2	1				
1	I found out information about the New Supermarket Building Phase VII through social media	11	15	2	1	1	30	124	150	82,6

No	Motivational Variable Statement (Z)	Alternative Answers					Sum	Shoes	Ideal Score	TCR
		SS	S	KS	TS	STS				
		5	4	3	2	1				
2	I feel that the promotions are a reflection of the quality of products and services in the market	6	19	4	0	1	30	119	150	79,3
3	I feel that the promotion that is done attracts my attention	8	17	4	0	1	30	121	150	80,6
4	I feel that there is quite a variety in the types of promotions offered	12	14	2	1	1	30	125	150	83,3
5	I feel that this market branding is strong and memorable	11	16	1	1	1	30	125	150	83,3
6	I feel that the time and place of the promotion is right.	10	17	2	0	1	30	125	150	83,3
7	I feel that the promotion is quite creative and attention-grabbing	14	11	3	1	1	30	126	150	84
8	I feel that social media promotions are quite responsive to visitor interaction	12	13	4	0	1	30	125	150	83,3
9	I felt influenced by the testimonials of other visitors in my decision to visit	16	9	2	2	1	30	127	150	84,6
10	I feel that the promotions in this market are quite diverse and innovative	8	11	10	1	0	30	116	150	77,3
Total		108	142	34	7	9	300	Average	150	82,16

Source : Primary Data Processed, 2025

From the table above, it can be concluded that the promotion strategy variable has a total of 30 respondents with the highest TCR value in the statement “Every job charged to me can be done well” which is 84.6%, while the lowest TCR value is in the statement “I have never turned down a job even though I am not very good at it” which is 77.3%.

Research Data Analysis

The data processing technique in this study using the Partial Least Square (PLS)-based SEM method requires 2 stages for the assessment of a research model, namely the outer model and the inner model. The stages are as follows:

Outer Model Testing

The outer model test was carried out based on the results of questionnaire trials that had been carried out for all research variables. There are three criteria in the use of data analysis techniques to assess the outer model, namely Convergent Validity, Discriminant Validity and Composite Reality. In this study, the limit of the Convergent Validity value is > 0.70 .

Based on the results of the outer model test using SmartPLS. Convergent validity is carried out by looking at the item reliability indicated by the loading factor value. The loading factor value that is said to be valid is > 0.70 . So that the correlation value between the items of the statements of the research variables is obtained as follows:

Outer model before elimination

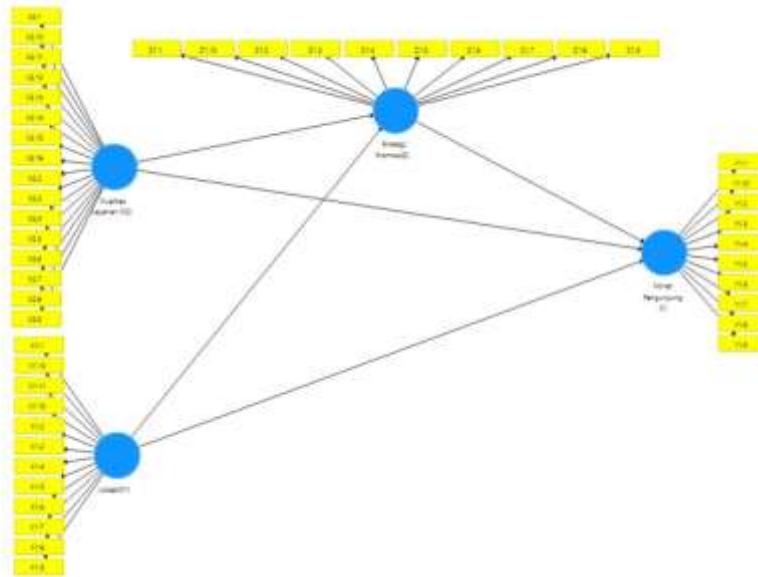


Figure 1. Outer model before elimination

Outer model after elimination

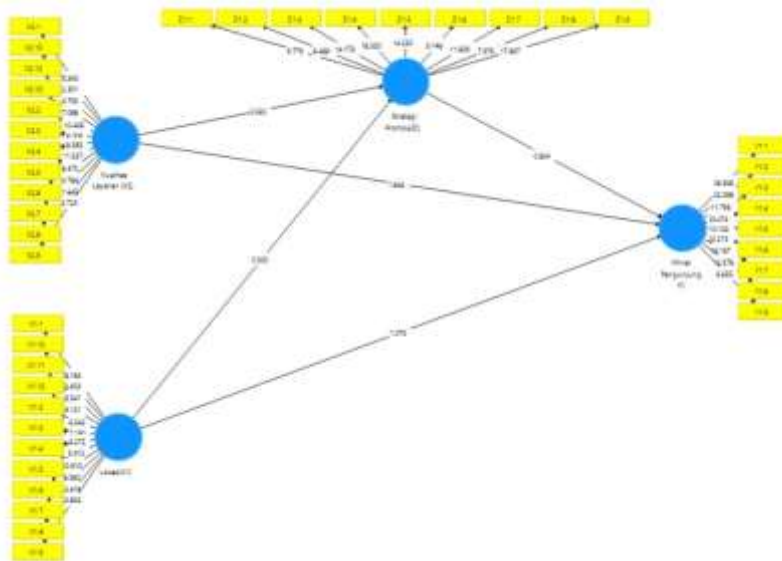


Figure 2. Outer model after elimination

Validity Test

a. Visitor Interest (Y)



Figure 3. Validity Test

Table 5. Outer Loading Visitor Interest

No	Indicator	Nilai <i>Convergent Validity</i>	Information
1	Y.1	0,936	Valid
2	Y.2	0,927	Valid
3	Y.3	0,828	Valid
4	Y.4	0,907	Valid
5	Y.5	0,856	Valid
6	Y.6	0,935	Valid
7	Y.7	0,905	Valid
8	Y.8	0,861	Valid
9	Y.9	0,730	Valid

Source: *SmartPLS Processing*

b. Location (X1)

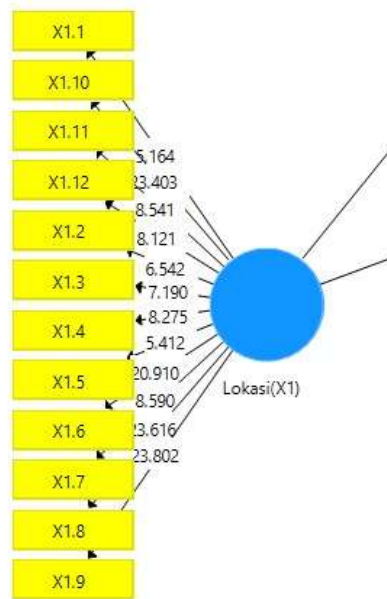


Figure 4. Outer Loading

Tabel 6. Outer Loading Location Table

No	Indicator	Nilai <i>Convergent Validity</i>	Information
1	X1.1	0,804	Valid
2	X1.2	0,816	Valid
3	X1.3	0,767	Valid
4	X1.4	0,834	Valid
5	X1.5	0,817	Valid
6	X1.6	0,926	Valid
7	X1.7	0,827	Valid
8	X1.8	0,901	Valid
9	X1.9	0,902	Valid
10	X1.10	0,874	Valid
11	X1.11	0,854	Valid
12	X1.12	0,847	Valid

Source: *SmartPLS Processing*

c. Quality of Service(X2)

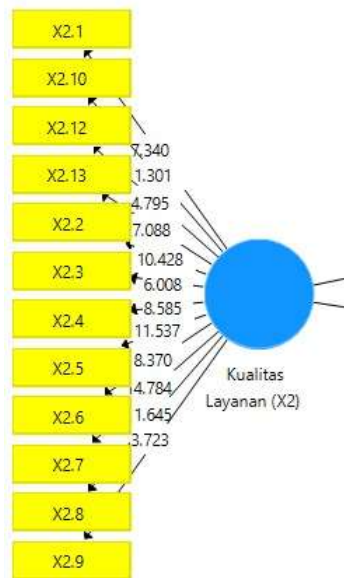


Figure 5. Outer Loading Quality Service

Table 7. Outer Loading Quality Service

No	Indicator	Nilai Convergent Validity	Information
1	X2.1	0,946	Valid
2	X2.2	0,922	Valid
3	X2.3	0,804	Valid
4	X2.4	0,894	Valid
5	X2.5	0,833	Valid
6	X2.6	0,924	Valid
7	X2.7	0,879	Valid
8	X2.8	0,838	Valid
9	X2.9	0,751	Valid
10	X2.14	0,742	Valid
11	X2.15	0,746	Valid

Source: SmartPLS Processing

d. Promotion Strategy (Z)

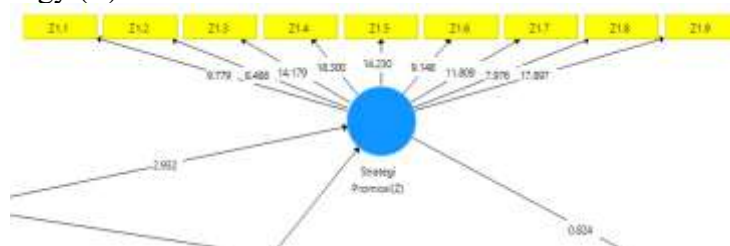


Figure 6. Outer Loading Promotion Strategy

Table 7. Outer Loading Promotion Strategy

No	Indicator	Nilai Convergent Validity	Information
1	Z.1	0,859	Valid
2	Z.2	0,872	Valid
3	Z.3	0,913	Valid
4	Z.4	0,926	Valid
5	Z.5	0,906	Valid

No	Indicator	Nilai Convergent Validity	Information
6	Z.6	0,881	Valid
7	Z.7	0,854	Valid
8	Z.8	0,844	Valid
9	Z.9	0,894	Valid

Source: SmartPLS Processing

Reliability Testing

After knowing the level of validity of the data, the next step is to determine the level of reliability of the data or the level of *reliability* of each construct or variable. This assessment is by looking at *the composite reliability* and *cronbach alpha value*. The value of a construct is said to be *reliable* if it gives a *Cronbach alpha* value of >0.70 .

Table 8. Construct Reliability and Validity Values

Information	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Quality of Service (X2)	0,960	0,962	0,965	0,717
Location (X1)	0,965	0,970	0,969	0,720
Visitor Interest (Y)	0,962	0,965	0,968	0,771
Promotion Strategy (Z)	0,965	0,967	0,970	0,781

Source: SmartPLS Processing

Based on table 8 above, it has been found that *the cronbach alpha* value >0.70 means that the level of data reliability has been good or reliable. Then the *composite reliability* value of each construct >0.70 can also be concluded that the level of data reliability is good or *reliable*. Based on the structure of *the outer model*, the following model equations can be formed:

- a. Equation Model I, is an overview of the large influence of leadership style and work discipline constructs on motivation with existing coefficients coupled with the level of *error* which is an error estimate or that cannot be explained in the research model

$$Z = 0.784X1 + 0.120X2 + e1$$

- b. The Equation II model is an overview of the large influence of leadership style constructs, work discipline and motivation on employee performance with each existing coefficient for each construct coupled with *an error* that is an estimation error.

$$Y = -0.042X1 + 1.134X2 - 0.157Z + e2$$

4 R-Square (R2)

Next, to assess the influence of certain exogenous latent constructs on endogenous latent constructs whether they have a substantive influence. The following is the R-Square estimate:

Table 9. R-Square Test Results

Information	R-Square	Adjusted R-Square
Visitor Interest (Y)	0,993	0,992
Promotion Strategy (Z)	0,773	0,757

Source: SmartPLS Processing

In table 9 above, it can be seen that the R-Square value of *the* Promotion Strategy construct is 0.773 or 77.3%, which illustrates the magnitude of the influence given by the Promotion Strategy construct and Visitor Interest of 22.7% influenced by other variables that were not studied in this study. Meanwhile, the R-Square value for the Visitor Interest construct

of 0.993 or 99.3% indicates the magnitude of the influence received by the Visitor Interest construct from the Local construct, Service Quality and Promotion Strategy of 0.7% are influenced by other variables that were not studied by this study.

Path Coefficient

The following is the *output result* from *SmartPLS* which describes the estimate for the line coefficient test:

Table 10. Path Coefficient Results Table

Hipo tesis	Description	Original Sample (O)	Sample Average (m)	Standard Deviation (STDEV)	T-Statistics (O/STDEV)	P Values	Information
H1	Location (X1) → Promotion Strategy (Z)	0,784	0,633	0,324	2,420	0,016	Diterima Hypothesis
H2	Quality of Service (X2) → Promotion Strategy (Z)	0,120	0,256	0,309	0,387	0,699	Ditolak Hypothesis
H3	Location (X1) → Visitor Interest (Y)	-0,042	0,019	0,048	0,885	0,376	Ditolak Hypothesis
H4	Quality of Service (X2) → Visitor Interest (Y)	1,134	1,118	0,057	20,004	0,000	Diterima Hypothesis
H5	Promotional Strategy (Z) → Visitor Interest (Y)	-0,157	-0,158	0,044	3,540	0,000	Diterima Hypothesis

Source: SmartPLS Processing

Based on the results of *the SmartPLS test* in table 4.17 above, it can be seen that the results of the test hypothesis starting from the hypothesis H1, H4, and H5 were accepted because the original sample had a positive value, t-statistics >1.96 and p-values < 0.05 while the hypotheses H2, and H3 were rejected because the t-statistics were < 1.96 and p-values > 0.05. Based on the results of data testing using *the SmartPLS program tool*, the results of the analysis of specific indirect effects were obtained which can be seen from the following table:

Tabel 11. Patht Analisis Results Table

Hipo tesis	Description	Original Sample (O)	Sample Average (m)	Standard Deviation (STDEV)	T-Statistics (O/STDEV)	P Values	Information
H6	Location (X1) → Promotional	-0,123	-0,096	0,056	2,210	0,027	

Hipotesis	Description	Original Sample (O)	Sample Average (m)	Standard Deviation (STDEV)	T-Statistics (O/STDEV)	P Values	Information
	Strategy (Z) → Visitor Interest (Y)						Diterima Hypotesis
H7	Quality of Service (X2) → Promotional Strategy (Z) → Visitor Interest (Y)	-0,019	-0,045	0,059	0,321	0,748	Ditolak Hypotesis

Source: SmartPLS Processing

Based on table 4.18 above, the t-statistical value or t-count is useful to assess the acceptance or rejection of a hypothesis, by comparing the statistical t-value or t-count with the t-table at 1.96 and on the error of rejecting the data of 0.05. The t-statistical value > t-table is 1.96 or 2.210 > 1.96, the P-Value value is 0.027 < 0.05 thus the hypothesis is accepted or H0 is rejected and H6 is accepted, in other words there is a significant influence of Location on Visitor Interest through Promotional Strategies. The value of t-statistics > t-table 1.96 or 0.321 < 1.96, P-Value value 0.748 > 0.05 thus H0 is accepted and H7 rejected, in other words there is a insignificant influence of Service Quality on Visitor Interest through Promotional Strategies.

CONCLUSION

This study aims to analyze the influence of location and service quality on visitor interest, with promotion strategies as an intervening variable in Pasar Raya Phase VII Padang City. Based on the results of the analysis, the study found that the quality of service had a significant influence on the interest in visiting, while the location factor had no direct effect. Promotional strategies have been proven to mediate the influence of location on visitor interest, but are not effective in mediating the influence of service quality. These findings confirm that improving service quality is a key factor that can drive visitor loyalty, while promotion serves to strengthen the attractiveness of locations in generating interest. The contribution of this research lies in the enrichment of literature on the revitalization of traditional markets which are influenced by the dynamics of competition with modern markets. The results of the study give an idea that physical revitalization alone is not enough to increase the number of visitors; Instead, consistent service quality and the right promotional strategy are able to provide significant added value. Thus, this study emphasizes the importance of a more holistic approach in traditional market management, which combines physical facilities, services, and effective marketing communications. However, this study has limitations in the relatively small sample size, which involves only 30 respondents. This has the potential to affect the generalization of research results to a wider population. In addition, other variables outside the model, such as social, economic, and cultural factors of visitors, have not been analyzed in more depth. For further research, it is recommended to expand the number of respondents and add other variables such as price, product differentiation, and the influence of digital media in shaping consumer behavior. Longitudinal research is also important to assess the change in visitor interest over time after the implementation of new service and promotional strategies. In this way, the resulting recommendations can be more comprehensive in supporting the sustainability of traditional markets in the modern era.

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