

## The influence of Product Layout, Service, and Product Prices on Purchasing Interest in Traditional Market Retail Stores in Medan

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Abstract	Article Info
<p>Competition between traditional markets and modern retailers is increasing, especially because traditional markets are sometimes considered less than optimal in terms of product layout, service quality, and price. However, some consumers still shop at traditional markets. This study aims to analyze how product layout, service, and price influence shopping interest in traditional market retail stores in Medan City. The selected population was customers shopping at retail stores in the Padang Bulan traditional market area of Medan, with a purposive sample of 80 participants. Data were processed using multiple linear regression analysis. The results obtained are that the product layout variable has a significant and positive effect on purchasing interest (p-value = 0.009). The service variable has a significant and positive effect on purchasing interest (p-value = 0.006). The product price variable has a significant and positive effect on purchasing interest (p-value = 0.000). It is recommended that further research expand the variables that influence purchasing interest, for example by including other variables such as advertising and product quality. To make the findings of this study more applicable and generalizable, further research can also be conducted in different locations with different market characteristics. Future research should include additional variables such as advertising, product quality, and digital engagement to gain a more comprehensive view of consumer behavior. Studies in other regions with different socio-economic or cultural backgrounds are also recommended to broaden the findings' applicability. This study provides valuable insights into traditional market competitiveness, showing that improving product layout, service quality, and pricing can enhance purchasing interest and help traditional markets remain relevant amid modern retail competition.</p>	<p><b>Article History</b>            Received :            January 09, 2025            Revised :            July 26, 2025            Accepted :            August 03, 2025</p> <p><b>Keywords:</b>            Traditional Markets,            Purchasing Interest,            Retail Stores</p>

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### INTRODUCTION

Buying and selling is a concrete example of human relationships. Buying and selling is the exchange of goods for other goods to meet needs (Pratama, 2023). Businesses supplying everyday goods or those engaged in retail have grown rapidly along with population growth. Retail trade is expected to continue to grow annually and be profitable. Indonesia's demographic, dominated by a young population that will increase the number of productive workers, as well as changes in consumption patterns and lifestyles and the growing middle class, are also contributing factors to the growth of retail in Indonesia (Fuadi, 2019).

Competition between modern retail stores and traditional markets is also increasingly fierce. Traditional markets are often considered lagging behind in terms of product arrangement, service, and product pricing. However, it turns out that there are still many customers who faithfully shop at traditional retail stores, even though these aspects are not always optimal. According to Kotler (1997 in ) Purbasari, 2018), factors that influence purchasing interest are packaging, promotion, availability of goods, product quality, price, and brand. In addition, Mustafa (2023)it emphasizes that product display or arrangement is an important variable that can influence purchasing interest in retail stores, because effective arrangement makes it easier for consumers to find the desired product. Purbasari (2018)also underlines the importance of service quality and customer satisfaction as factors that can increase the intention to repurchase a product. Based on these theories, product arrangement, service, and product price were chosen as variables in this study to explore their influence on purchasing interest in traditional market retail stores. Therefore, it is important for traders in traditional market retail stores to optimize product arrangement strategies, service, and product prices to remain attractive to consumers to face competition with modern markets and *e-commerce*.

In addition to these factors, the development of information technology also plays an important role in the business world. The latest study by Dwika & Nurbaiti (2024) shows that the application of information technology such as System Application and Product (SAP) in company management can increase efficiency, accelerate data processing, and improve employee performance. Although the research was conducted in the plantation sector, this finding illustrates that adaptation to technology can provide a competitive advantage, including in the traditional retail sector that is facing challenges from modernisation. This provides a perspective that innovation in management, both through technology and service strategy, can be the key to maintaining consumer attraction.

*Product display* is a factor that influences purchasing interest. It is crucial to convey the impression that the items available are always in good condition, new, and attractive to purchase. This will facilitate the next step, where customers can function as a promotional tool by conveying information to those around them. Good product display not only increases consumer convenience while shopping but can also increase the perceived value of the products offered, thus potentially influencing purchasing decisions (Mustafa, 2023a). In retail markets, especially in traditional markets, product display is often considered less optimal than in modern retail, yet consumers still make purchases. This raises the question of whether product display is truly a factor influencing consumer interest in shopping in traditional markets.

Customers who receive good service show that the seller appreciates the sacrifices made by customers to get what they want. The comparison between perceived and expected service quality is known as service quality. Service quality is considered good and pleasant if it meets or exceeds expectations (Purbasari, 2018). In the context of the retail market, especially in traditional markets, service quality can directly affect customer satisfaction and loyalty. Satisfactory service includes not only the friendly attitude and professionalism of staff, but also includes speed and efficiency in meeting consumer needs. Kotler (1997) Purbasari, 2018)emphasizes the importance of service in increasing purchasing interest, but the reality in traditional markets often shows that less than optimal service does not prevent consumers from making

purchases. This raises questions about the extent to which consumer decisions in traditional markets are influenced by service.

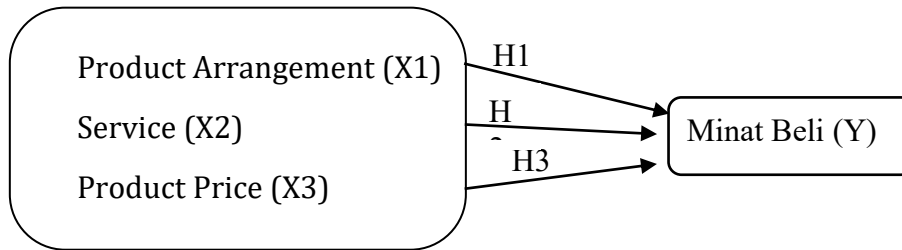
The product price factor also greatly influences consumers when making purchasing decisions. Consumers believe that price is a benchmark for knowing the quality of the product. When the price offered, buyers tend to believe that the product is of good quality, while at a low price buyers still pay attention to the quality of the product (Faradiba 2013 in Utami, 2017). High costs must be commensurate with the benefits that customers will get from using it. However, prices that are too low or too high will make customers not interested in buying (Utami, 2017). In the context of the retail market, price not only reflects the value of the product offered, but also becomes a significant competitive indicator, especially in traditional markets where price is often the main consideration for consumers. In the field it often shows that consumers in traditional markets still make purchases even though the price of the product is not much different from modern retail. This raises the question of how product prices play a role in influencing consumer shopping decisions in traditional market environments.

Product presentation, service, and price should be the primary factors driving customer purchase intention. In modern retail stores, these three factors are considered crucial in creating an optimal shopping experience. However, in reality, traditional retail stores can still compete with modern retailers, despite less organized product presentations, less than optimal service, and prices not significantly different from those of modern stores. Many consumers still choose to shop at traditional retailers, suggesting that these factors may operate differently in a traditional market context.

Retail trade in Indonesia has grown and developed rapidly every year. Modern retail and traditional retail are two categories that are often divided in Indonesian retail (Amir, 2004 in Bulan, 2018). The existence of traditional markets in Indonesia has been significantly affected by the emergence of modern markets. The number of traditional market traders has decreased by 40 percent over the past decade. According to the Board of Directors of the Indonesian Market Traders Association (APSI), pressure from modern markets is the reason, because traders cannot maintain renovated kiosks due to reclamation costs (Sucipto, 2009 Bulan, 2018). Although there are many modern stores and contemporary shops in Medan City, traditional retail is still able to survive among its customers who are still interested in buying, thus allowing traditional traders to maintain their loyal customer base (Bulan, 2018).

Previous research has tended to focus more on modern retail, while studies on retail in traditional markets, particularly in Medan, are still very limited. This gap is important to examine given the distinct characteristics of traditional markets compared to modern retail, both in terms of product layout, service, and product pricing. The selection of traditional markets in Medan, specifically in Pajak Sore Padang Bulan, as a research location, is based on the fact that these markets are still quite busy with visitors even today. This makes them an interesting place to study, given the high economic activity and social interactions that occur within them. The majority of consumers in Pajak Sore are individuals who purchase goods for personal needs, not for resale, so consumer behavior and preferences can provide deeper insights into the factors that influence purchasing interest in traditional market retail stores (Mardhiyah, 2021). Therefore, it is important to conduct an in-depth analysis of how product layout, service, and product pricing in traditional market retail stores can influence consumer purchasing interest.

## **METHOD**



H1: Product arrangement has a positive and significant influence on purchasing interest in retail stores in traditional markets in Medan.

H2: Service has a positive and significant influence on purchasing interest in retail stores in traditional markets in Medan.

H3: Product prices have a positive and significant influence on purchasing interest in retail stores in traditional markets in Medan.

A descriptive quantitative method was used to determine the influence between variables in this study. These variables were product layout, service, and product price as independent variables, and purchasing intention as the dependent variable. Data collection was also conducted cross-sectionally. The data collection method in this study was by distributing questionnaires. The population in this study were customers of retail stores in the Padang Bulan traditional market. *Purposive sampling* was used as a sampling method, taking into account the criteria for respondents who were suitable for sampling. Therefore, the Hair formula was used to calculate the research sample because the exact population size was unknown

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## RESULTS AND DISCUSSION

### Validity Test and Reliability Test

The research questionnaire used in this study was adapted from an instrument developed by previous researchers, namely Meilani (2013) and Haerani (2021). This instrument was designed to measure variables relevant to the research topic, namely product arrangement, service, product price, and purchase intention. The questionnaire was taken from Meilani (2013) and Haerani (2021) has undergone a previous validity and reliability testing process. This research questionnaire uses a Likert scale of 1-5.

Table 1  
Research Questionnaire

No	Research Questionnaire
Product Arrangement	
1	The display of goods on the shelves in the traditional market retail store is neat.
2	The display of goods on shelves in traditional market retail stores is attractive
3	The display of goods outside the traditional market retail store is neat
4	Display of goods outside the traditional market retail store is attractive
Service	
1	Service at traditional market retail stores is friendly
2	The product sales outlets in traditional market retail stores are comfortable.
3	Facilities at sales outlets in traditional market retail stores are good
4	Service at traditional market retail stores is fast and efficient

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**Product Price**

- 1 The prices of goods or products sold in traditional market retail stores are affordable
- 2 Price levels in traditional market retail stores are relatively lower than other minimarkets.
- 3 The prices sold in traditional market retail stores correspond to the value of the goods.
- 4 The prices sold in traditional market retail stores are in accordance with the quality of the goods.

**Purchase Interest**

- 1 I really need various products sold in traditional market retail stores
  - 2 I want to buy goods sold in traditional market retail stores
  - 3 I buy goods at traditional market retail stores because I am used to it.
  - 4 I buy goods at traditional market retail stores because I have experience.
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**Respondent Characteristics**

Table 2  
Respondent Characteristics

Category	Frequency	%
<b>Age</b>		
- 18-24 years old	22	27.5
- 25-45 years	27	33.75
- 46-60 years	21	26.25
- >60 years	10	12.5
<b>Gender</b>		
- Man	16	20.0
- Woman	64	80.0
<b>Last education</b>		
- Elementary School	0	0
- JUNIOR HIGH SCHOOL	8	10.0
- SENIOR HIGH SCHOOL	50	62.5
- S1	22	27.5
<b>Work</b>		
- Employee	6	7.5
- Self-employed	3	3.75
- Housewife	18	22.5
- Student	13	16.25
- Etc	40	50.0
<b>Shopping Frequency</b>		
- Daily	17	21.25
- Weekly	39	48.75
- Monthly	13	16.25
- Only once in a while	11	13.75

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Based on table 2, the majority of respondents' characteristics are aged 24-45 years (27 respondents) (33.75%), female (64 respondents) (80%), have a high school education (50 respondents) (62.5%), have other jobs (40 respondents) (50%), and have a weekly shopping frequency (39 respondents) (48.75%).

### Classical Assumption Testing

#### Multicollinearity Test

Table 3  
Multicollinearity Test Results

Coefficients <sup>a</sup>								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1,384	.560		2,471	.016		
	x1total	.112	.042	.142	2,675	.009	.549	1,821
	x2total	.126	.045	.162	2,820	.006	.471	2.122
	x3total	.642	.055	.716	11,723	.000	.415	2,411

a. Dependent Variable: ytotal

Table 3 shows the VIF value for the product arrangement variable (X1) is 1.821, the service variable (X2) is 2.122, and the product price (X3) is 2.411. So it is concluded that there is no multicollinearity among the three variables because the VIF value is <10.00. In addition, the Tolerance value of the three variables is free from multicollinearity because it has a value of >0.10, namely the product arrangement variable (X1) has a value of 0.549, the service variable (X2) has a value of 0.471, and the product price variable (X3) has a value of 0.415.

#### Heteroscedasticity Test

Table 4  
Heteroscedasticity Test Results

Coefficients <sup>a</sup>								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1,001	.373		2,686	.009		
	x1total	-.005	.028	-.026	-.169	.866	.549	1,821
	x2total	-.032	.030	-.180	-1,089	.280	.471	2.122
	x3total	.026	.036	.128	.727	.469	.415	2,411

a. Dependent Variable: Abs\_RES

Table 4 shows the results of the Glaser heteroscedasticity test on variables X1, X2, and X3 against Y. The decision criteria for the Glaser heteroscedasticity test is that there are no signs of heteroscedasticity in the regression model if the significance value for the three variables exceeds 0.05. The test results show that the variables product arrangement, service, and product price have significance values of 0.866, 0.280, and 0.469, respectively. Therefore, it is concluded that there are no signs of heteroscedasticity.

## Test Normality

Table 5  
Normality Test Results

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		80
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Standard Deviation	1.19209327
Most Extreme Differences	Absolute	.086
	Positive	.060
	Negative	-.086
Test Statistics		.086
Asymp. Sig. (2-tailed)		.200 <sup>c,d</sup>

Table 5 presents the results of the normality test. Data are considered to be normally distributed if the significance value is >0.05. The significance value in the table is 0.200, which is >0.05. Therefore, it can be concluded that the data in this study are normally distributed.

## Multiple Regression Test (t-Test)

Table 6  
Multiple Regression Test Results (t-Test)

Coefficients <sup>a</sup>					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1,384	.560		2,471	.016
x1total	.112	.042	.142	2,675	.009
x2total	.126	.045	.162	2,820	.006
x3total	.642	.055	.716	11,723	.000

a. Dependent Variable: ytotal

Table 6 shows the results of the multiple regression test (t-test) and the multiple linear regression equation obtained is:

$$Y = 1.384 + 0.112.X1 + 0.126.X2 + 0.642.X3$$

The equation has the following meaning.

- A constant of 1.384 means that the purchase interest variable will remain at 1.384 when the product arrangement, service, and price variables are equal to zero.
- The regression coefficient for the product design variable is positive (b = 0.112). This indicates that a one-point increase in the product design variable results in a 0.112 increase in purchase intention.
- The regression coefficient for the service variable is positive (b = 0.126). This indicates that every one-point increase in the service variable results in a 0.126 increase in the purchase intention variable.
- The regression coefficient for the product price variable is positive (b = 0.642). This indicates that every one-point increase in the product price variable causes a 0.642 increase in the purchase intention variable.

The results of the hypothesis test based on table 6 are also obtained as follows.

- a. The p-value for product arrangement is 0.009, which is  $<0.05$ , and the calculated t-value is 2.675, which is  $>$  t-table 1.666. This indicates that in traditional market retail stores, product arrangement has a significant and positive influence on purchasing interest.
- b. The p-value for service is 0.006, which is  $<0.05$ , and the calculated t-value is 2.820, which is  $>$  t-table 1.666. This indicates that in traditional market retail stores, service has a significant and positive influence on purchasing interest.
- c. The p-value for price is 0.000, which is  $<0.05$ , and the calculated t-value is 11.723, which is  $>$  t-table 1.666. This indicates that in traditional market retail stores, price has a significant and positive influence on purchasing interest.

**Coefficient of Determination**

Table 7  
Coefficient of Determination

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.939 <sup>a</sup>	.882	.878	1,215

a. Predictors: (Constant), x3total, x1total, x2total  
b. Dependent Variable: ytotal

Table 7 displays the results of the coefficient of determination test. The test results show an R-square value of 0.882. This means that 88.2% of purchase intention is influenced by the variables of product arrangement, service, and price in this linear regression model. The remaining 11.8% is explained by other factors not included in the model.

**DISCUSSION**

Based on the research, it was found that the product layout variable has a significant and positive effect on the purchase intention variable. This finding is in line with Salfina (2023), Haerani (2021) and Purbasari (2018). In addition, Sari (2023) it also reveals that the more optimal the layout of a store, the higher the consumer's tendency to buy. The product layout in the store is expected to function as a stimulus that stimulates consumer purchasing interest, both those that have been planned before coming to the store and impulsive buying interest that arises while in the store. Effective displays not only make it easier for consumers to find the desired product, but also can influence purchasing decisions, often even unconsciously by the consumers themselves. The concept of product layout applied in modern retail has been proven to encourage consumers' desire to shop again. Neatly arranged and informative shelves can play an important role in creating a pleasant shopping experience. A neat store layout can increase consumer purchasing interest, because a comfortable and aesthetic environment tends to make consumers feel more at home and satisfied while shopping. Thus, it is important to pay attention to product layout in the store, especially in visual and functional aspects (Husain, 2022).

The research results show that the service variable has a significant and positive influence on purchase intention. This finding aligns with Herukalpiko (2014) the research Hermansah (2023) that states that the quality of service perceived by consumers is crucial because it will influence purchase intention. Consumers are more likely to make a purchase if the store provides good service. Good service also allows for

direct interaction between customers and store staff, a crucial element in marketing communications strategies. Through this interaction, consumers not only receive product information but also experience a more personalized and enjoyable shopping experience, which can ultimately drive purchasing decisions.

According to Stren (1962, in Herukalpiko, 2014)), impulse buying can be triggered by emotional factors and direct experiences while in the store. Furthermore, Herukalpiko (2014)it explains that impulse buying can also occur when consumers assess the quality, function, and usefulness of the product based on their own observations or recommendations from sales staff. Good service, including advice from sales staff, plays an important role in influencing consumer perceptions of the product, thereby increasing the likelihood of impulse buying. Therefore, the service provided by the store will create beneficial interactions in increasing purchasing interest.

The research results show that product price has a significant and positive effect on purchase intention. This research aligns with research by [1 Milansari (2021)] Pratiwi (2020), Tania (2022)which states that a price is considered optimal if it meets several criteria, such as product quality, affordability, strong competitiveness, and commensurate with the benefits received by consumers. It is known that price is not only seen as a nominal figure, but also as a representation of the value received by consumers, so the match between price and quality is an important factor in determining consumer purchase intention. Tania (2022)stated that price is a primary consideration for consumers when deciding to purchase a product, especially when the price difference with competing products is significant. Consumers tend to compare prices between similar products before making a final decision, and competitive prices can influence consumer choice of a product. Furthermore, Pratiwi (2020)it also explains that consumers will evaluate price based on its suitability to the product's value and the amount of money spent. Consumers tend to consider many things before making a purchase, such as whether the price offered is commensurate with the benefits and quality of the product. Therefore, price is one of the factors that plays an important role in the purchasing decision-making process.

This study concludes that there is a significant and positive influence between product arrangement, service quality, and product price on consumer purchasing interest in retail stores located within traditional markets in Medan City. The most dominant influence was found in the variable of product arrangement, indicating that a well-structured and visually appealing display can substantially enhance a consumer's inclination to make a purchase. Furthermore, service quality was proven to be a vital component in shaping positive shopping experiences and increasing the chances of customer retention and impulse buying. Finally, the study also revealed that appropriate and competitive pricing strategies positively affect consumer decisions, as customers tend to associate the price with the value and quality of the products offered. Overall, these findings highlight the importance of these three key marketing elements in influencing consumer behavior, even in the context of traditional markets which are often overshadowed by the growing presence of modern retail formats.

The findings of this study are aligned with and also expand upon a range of previous research. Pantano et al (2021) and Huang et al (2021) have previously stated that product arrangement contributes significantly to attracting consumer attention and guiding their movement within the store. Kumar & Singh (2021) similarly emphasized that effective product positioning stimulates both planned and unplanned (impulsive) purchasing behavior, a notion further supported by Tanveer et al (2022) who found

that an optimal store layout plays a role in increasing purchase intentions. Abdul (2023) highlighted that aesthetically pleasing and functional store environments lead to customer satisfaction, which resonates with the findings in this study regarding traditional markets where product display improvements are often overlooked. In the realm of service quality, the research supports the conclusions drawn by Abu Taieh et al (2021) and Ahmed et al (2021) that good service facilitates meaningful interactions and enhances consumer trust, contributing to increased purchasing interest. Furthermore, Stren Pereira et al (2021) proposed that emotional responses and in-store experiences play a vital role in impulse buying, which aligns with this study's observation of service as a determinant in spontaneous purchase decisions.

Regarding pricing, the study's findings are consistent with Xi et al (2021), Zhang & Zhung (2021), and Atasoy & Eren (2021), all of whom agreed that price is more than a mere numerical label it represents the perceived value consumers attach to a product. Aini et al (2021) emphasized that price must reflect product quality and utility, while Chen et al (2021) noted that consumers often conduct comparisons across competing products before making their final decision. This research extends these insights by placing them in the context of traditional markets, which are undergoing transformations to compete with the rapidly growing modern retail sector. Thus, while the findings support existing literature, they also fill a critical gap by focusing specifically on consumer behavior in traditional marketplaces in Indonesia.

The implications of these findings are significant for business owners, retail marketers, and local policymakers who aim to revitalize traditional markets. First, the research suggests that retailers must prioritize effective product layout strategies, ensuring that items are organized logically, are easy to find, and are attractively presented. Traditional markets, often associated with chaotic layouts, could see improved customer flow and purchasing behavior by simply investing in better shelf arrangements and clear signage. Second, customer service should not be underestimated. Training employees to engage courteously, provide helpful information, and respond to consumer needs can transform a basic transactional experience into a relational and satisfying one. This is particularly important in traditional markets where personal interaction is a key differentiator from impersonal online shopping experiences.

In terms of pricing, setting fair, transparent, and competitive prices remains essential. Price tags that clearly indicate value, coupled with the quality of products being sold, can significantly enhance trust and encourage repeat visits. For local governments and market management authorities, these findings indicate a need to support vendors through capacity-building initiatives, store layout standardization, and pricing transparency campaigns. Such interventions not only benefit businesses but also contribute to the broader economic and cultural preservation of traditional markets as integral parts of Indonesia's retail landscape.

Despite the valuable insights gained, this study is not without limitations. Firstly, the geographical scope is limited to traditional markets in Medan City, meaning the findings may not be directly applicable to other cities or rural markets where consumer behavior and infrastructure may differ. Secondly, the use of quantitative methods only, specifically survey questionnaires, limits the depth of understanding of consumer motivations and emotional responses, which might have been better captured through interviews or observational methods. The cross-sectional design of the study is another limitation, as it captures consumer perceptions at a single point in time and cannot

account for seasonal changes or long-term behavioral shifts. Additionally, the sample size and demographics may not fully represent all segments of consumers frequenting traditional markets, such as elderly customers or those with limited literacy, who might have different purchasing considerations.

Lastly, the study focused only on three variables product arrangement, service quality, and product price while other influential factors such as promotions, brand reputation, social influence, or digital payment availability were not included. These could have further enriched the analysis and provided a more holistic view of consumer purchasing interest.

Future research can build upon this study in several directions. One promising area is conducting comparative studies between traditional and modern retail environments, to better understand the evolving expectations of consumers across different market types. Such research would help in identifying whether the same factors hold equal weight in supermarkets, minimarkets, or online platforms. Secondly, integrating qualitative approaches such as focus groups or in-depth interviews would allow for a deeper exploration of consumer sentiments, uncovering subconscious influences or emotional responses to store layout, service, or pricing.

Another recommendation is to expand the research variables by including additional factors such as product availability, promotional strategies, store atmosphere, or technological adoption (e.g., e-payment options). These may be particularly relevant as traditional markets begin to modernize. It would also be beneficial to conduct longitudinal studies that track changes in consumer behavior over time, especially in response to interventions such as service training programs or infrastructure improvements in markets. Moreover, cross-regional research across provinces in Indonesia could help uncover cultural or economic differences that influence purchasing interest. These future studies will contribute to developing more comprehensive strategies for enhancing the performance and sustainability of traditional markets in Indonesia.

## **CONCLUSION**

The conclusion of this study is that there is a significant and positive influence between product arrangement and consumer purchasing interest in retail stores in traditional markets in Medan City, there is a significant and positive influence between product service and consumer purchasing interest in retail stores in traditional markets in Medan City, and there is a significant and positive influence between product prices and consumer purchasing interest in retail stores in traditional markets in Medan City.

Based on the findings, it is suggested that retail store owners in traditional markets pay more attention to the organization and visibility of products, ensuring that items are attractively and logically arranged to catch customer attention. Additionally, enhancing the quality of customer service such as through polite interactions, product knowledge, and responsiveness can further boost consumer satisfaction and interest. Lastly, maintaining competitive and transparent pricing strategies is essential to attract and retain customers in an increasingly competitive retail landscape. Continuous evaluation and adjustment of these factors are recommended to sustain and grow consumer purchasing interest.

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