



## Analysis of Relocation, Infrastructure and Islamic Business Ethics on Consumer Decisions through Consumer Behavior at Pasar Baru Mandailing Natal

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### Abstract

*This research aims to analyze the influence of trader relocation, market infrastructure, and Islamic business ethics on consumer decisions and satisfaction at Pasar Baru Mandailing Natal. The research methods used involved surveys, interviews, and path analysis. Research findings show that trader relocation, supported by adequate infrastructure and the application of Islamic business ethics, together create a better trading environment and positively influence consumer decisions and satisfaction. The results of path analysis show that these three factors interact with each other and contribute to shaping consumer perceptions and behavior. The practical implications of this research include the importance of effective communication during the relocation process, sustainable investment in market infrastructure, the implementation of Islamic business ethics as a standard, and a holistic approach to market management.*

## Introduction

Pasar Baru Mandailing Natal is one of the important trade centers in the Mandailing Natal area. In recent years, this market has experienced various significant changes, including the relocation of traders, the construction of new infrastructure, and the application of Islamic business ethics principles in its operations (Ardi & Idayanti, 2023). These changes are expected to increase consumer comfort, trust and decisions when making transactions in this market.

The relocation of traders from the old location to Pasar Baru Mandailing Natal aims to provide a more organized and comfortable environment for consumers and traders. However, this relocation process is not free from challenges, such as resistance from traders and adaptation to the new location. An analysis of the impact of relocation on consumer behavior and decisions is important to ensure the success of the market.

Adequate infrastructure is one of the key factors in attracting consumers to the market (Perdana et al., 2023). Facilities such as large parking spaces, market cleanliness and security are aspects that consumers really pay attention to. In the context of Pasar Baru Mandailing Natal, analysis of the extent to which existing infrastructure can influence consumer decisions is very relevant to increasing the attractiveness of this market.

The application of Islamic business ethics at Pasar Baru Mandailing Natal includes principles such as honesty, fairness and openness in transactions. These principles are not only relevant for Muslim traders but also for consumers who prioritize ethical values in transactions (Luvian et al., 2023). Research on the influence of Islamic business ethics on consumer behavior and decisions can provide important insights for market managers in improving the quality of their services.

Consumers' decisions to shop somewhere are greatly influenced by their behavior, which is formed by various external and internal factors (Sinulingga et al., 2023). Factors such as previous shopping experience, perception of product quality, and trust in merchants play an important role in determining consumer decisions (Devica, 2020). In the context of Pasar Baru Mandailing Natal, understanding consumer behavior can help in formulating effective marketing strategies.

The relocation carried out at Pasar Baru Mandailing Natal aims to create a better trading environment. However, this relocation also creates adaptation barriers for traders and consumers (Reardon & Vos, 2021). This analysis is important to understand how the relocation influences consumer decisions when choosing to shop in this market. Good infrastructure can increase consumer satisfaction by providing a comfortable and safe shopping environment (Syafitri, 2024). This study will cover the extent to which the facilities at Pasar Baru Mandailing Natal influence the shopping experience and consumer satisfaction.

In this modern era, business ethics play an important role in attracting and retaining consumers (Alkahfi & Nawawi, 2022). The Islamic business ethics applied at Pasar Baru Mandailing Natal provide significant added value, especially for consumers who prioritize honesty and fairness in transactions. These three aspects, namely relocation, infrastructure, and Islamic business ethics, interact with each other and together influence consumer behavior and decisions. Relocation supported by adequate infrastructure and strong business ethics principles can create a better and more attractive trading environment for consumers.

Understanding consumer behavior is key to formulating effective marketing strategies. This research will analyze various factors that influence consumer behavior at Pasar Baru Mandailing Natal, including the impact of relocation, infrastructure, and Islamic business ethics. Market relocation is often done to increase competitiveness. However, it is important to understand how this process affects traders and consumers so that the steps taken can provide optimal results.

Good infrastructure not only increases comfort but also market accessibility (Rahma & Anas, 2024). This research will evaluate the extent to which the infrastructure at Pasar Baru Mandailing Natal makes it easier for consumers to access and shop at the market. Implementing Islamic business ethics in this market is an effort to increase consumer trust. This study will assess the effectiveness of this implementation in attracting consumers and increasing their loyalty.

In addition to the impact on consumers, relocation and infrastructure development also impact the local economy (Cahyono & Harianto, 2020). This research will examine the economic impact of these measures on traders' incomes and the local economy as a whole. Consumer satisfaction is an important indicator in assessing the success of a market. This study will evaluate the level of consumer satisfaction at Pasar Baru Mandailing Natal and the factors that influence it.

Trust in merchants and the market as a whole is a key factor in consumer purchasing decisions (Tirtayasa et al., 2021). This research will analyze how relocation, infrastructure, and Islamic business ethics influence the level of consumer trust. By understanding consumer behavior, market managers can formulate more effective marketing strategies (Iswahyudi et al., 2023). This study will provide marketing strategy recommendations based on the results of consumer behavior analysis.

To get a more comprehensive picture, this research will also compare Pasar Baru Mandailing Natal with other markets in the Mandailing Natal area. This will help in identifying the advantages and disadvantages of this market compared to other markets. The success of

relocation and infrastructure development cannot be separated from the role of the government and other stakeholders (Lawer, 2019). This research will evaluate their contribution to this process and their impact on market success.

The implementation of Islamic business ethics in this market faces its own challenges and opportunities. This study will identify these challenges and opportunities that can be exploited to increase the application of Islamic business ethics. Apart from the economic impact, relocation and infrastructure development also have a social impact (Susanto, 2020). This research will evaluate the social impact of these measures on local communities and social interactions in the market.

The sustainability of this market is an important aspect that must be considered. This study will evaluate the extent to which Pasar Baru Mandailing Natal can survive in the long term and the factors that influence it.

## Methods

This research aims to analyze the influence of relocation, infrastructure and Islamic business ethics on consumer decisions through consumer behavior at Pasar Baru Mandailing Natal. To achieve this goal, this research uses quantitative and qualitative approaches in order to obtain a comprehensive understanding (Justan et al., 2024).

A quantitative approach will be used to measure the influence of predetermined variables on consumer decisions (Machali, 2021). Quantitative data will be collected through surveys conducted among consumers at Pasar Baru Mandailing Natal. The questionnaire prepared includes questions related to shopping experiences, perceptions of market infrastructure, views on traders' business ethics, and purchasing decisions. A five-point Likert scale will be used to measure consumer responses to each question. The collected responses will then be analyzed using statistical techniques such as linear regression and path analysis to determine the relationship and influence between variables.

In addition to surveys, a qualitative approach will be used to gain in-depth insight into consumer behavior and perceptions. Qualitative data will be collected through in-depth interviews with consumers and traders at Pasar Baru Mandailing Natal (Sutopo, 2006). This interview is designed to dig deeper into shopping experiences, views on changes occurring in the market, and how Islamic business ethics influence their decisions. These interviews will be analyzed using thematic analysis techniques to identify key patterns and themes that emerge from the data.

Direct observations will also be carried out in the market to understand the condition of the infrastructure and how consumers and traders interact in that environment. Observation notes will cover aspects such as market layout, cleanliness, security and other supporting facilities. These observations will provide additional context for the quantitative and qualitative data that has been collected. The population in this research is all consumers who shop at Pasar Baru Mandailing Natal. Samples will be taken using a purposive sampling technique, where respondents are selected based on certain criteria that are relevant to the research objectives. The sample size is determined to ensure adequate representation of the population so that the research results can be generalized.

Data collection will be carried out in several stages. The first stage is distributing questionnaires to consumers in the market, followed by in-depth interviews and direct observation. Each stage of data collection will be carried out systematically to ensure data accuracy and consistency. Once the data is collected, quantitative and qualitative data analysis will be carried out separately before finally being combined to provide a comprehensive picture of the influence

of relocation, infrastructure and Islamic business ethics on consumer decisions. Quantitative data will be analyzed using statistical software such as SPSS or AMOS, while qualitative data will be analyzed manually with the help of qualitative analysis software such as NVivo.

The reliability and validity of the research instrument will be tested before data collection. Reliability testing will be carried out to ensure the internal consistency of the questionnaire, while validity testing will be carried out to ensure that the questionnaire measures what it is supposed to measure. In addition, data triangulation will be carried out by comparing results from various data sources (surveys, interviews, and observations) to increase the credibility of research findings. This research also considers ethical aspects of the data collection process. Respondents will be given an explanation of the research objectives and guaranteed confidentiality of the information they provide. Written informed consent will be obtained from each respondent prior to their participation in this study.

By using quantitative and qualitative approaches, this research is expected to provide comprehensive insight into how relocation, infrastructure and Islamic business ethics influence consumer behavior and decisions at Pasar Baru Mandailing Natal. It is hoped that the results of this research can provide a significant contribution to the development of more effective market management strategies in the future (Elvera & Yesita Astarina, 2021).

## **Results and Discussion**

### **Merchant Relocation and Its Effect on Consumer Decisions**

The relocation of traders to Pasar Baru Mandailing Natal is a strategic step aimed at improving the quality and comfort of the market. However, like any other change process, this relocation presents its own challenges for both traders and consumers. In the context of consumer behavior theory, relocation can be understood through various approaches, such as consumer adaptation theory and behavior change theory.

Consumer adaptation theory states that consumers need time to adapt to new environmental changes (Respatiningsih et al., 2020). In the case of the relocation of Pasar Baru Mandailing Natal, consumers who were used to the old location needed to adapt to the new layout, the location of their favorite vendors, and different facilities. This research shows that, despite initial resistance from consumers, adaptation eventually occurs with effective communication and support from market managers.

The survey conducted indicated that most consumers initially experienced difficulty finding traders who had moved locations. This is caused by a lack of information conveyed to consumers before and after relocation. However, as time goes by and there is increased interaction in new locations, consumers begin to get used to and even feel more comfortable with more orderly and clean market conditions.

According to behavior change theory, changes in the physical and social environment can influence individual behavior (Sukatmadiredja, 2017). The relocation of traders at Pasar Baru Mandailing Natal creates a new environment that is more conducive to shopping. Improved infrastructure, such as larger parking lots and cleaner shopping areas, is driving changes in consumer behavior. Consumers who previously may have been reluctant to shop in crowded and unorganized markets now feel more comfortable and safer, which in turn increases the frequency of their visits to markets.

The results of in-depth interviews with traders show that although there was a decrease in income at the start of the relocation, their income began to increase after consumers adapted to the new location. Traders observe that consumers who previously rarely visited are now coming more often because they find the new market more interesting and comfortable. This

shows that changes in the physical environment for the better can influence consumers' decisions to return to shopping at that market.

The relocation carried out at Pasar Baru Mandailing Natal not only brought physical changes but also changes in consumer perceptions of the market. According to attribution theory, consumers tend to attribute the positive changes they experience to market management decisions (Pangkey & Lintong, 2023). The improvement in cleanliness, safety and comfort of the market after the relocation gives the impression that the market management is committed to providing a better shopping environment. This increases consumer trust in market managers and influences their decision to continue shopping there.

Surveys show that consumers give positive value to a more organized market environment and better facilities. The decision to return to shopping at this market was influenced by the positive experience they had after relocating. Consumers who are satisfied with new market conditions are more likely to become loyal customers and recommend this market to others.

The findings of this research provide several practical implications for market managers. First, the importance of effective communication during the relocation process cannot be overstated. Market managers must ensure that consumers receive sufficient information regarding changes that occur, including maps of new locations of traders and available facilities. Second, market managers must continue to monitor and evaluate market infrastructure to ensure that consumer needs are properly met. Third, training and support for traders in adapting to the new environment are also important to ensure that they can provide optimal service to consumers.

Overall, the relocation of traders at Pasar Baru Mandailing Natal shows that with good planning and implementation, relocation can improve market quality and influence consumer decisions positively. A holistic and integrated approach, including communications, infrastructure and support for traders, is needed to ensure the success of the relocation process and consumer satisfaction.

### **Interaction between Relocation, Infrastructure, and Islamic Business Ethics**

The interaction between relocation, infrastructure, and Islamic business ethics at Pasar Baru Mandailing Natal plays a crucial role in shaping consumer decisions and satisfaction. These three factors, although they have significant individual impacts, together create a stronger synergy in influencing consumer behavior. In this context, we can understand their interactions through several theories of marketing and consumer behavior. Relocating traders is the first step taken by market managers to overcome the problem of crowding and disorder. This relocation process, if not supported by adequate infrastructure, can cause confusion and inconvenience for consumers. Therefore, good market infrastructure is very important to support this relocation.

Holistic marketing theory states that all elements in marketing must work synergistically to create value for consumers (Huda et al., 2017). In the case of Pasar Baru Mandailing Natal, relocating traders is not only about moving physical locations but also about creating a better and more organized environment. Good infrastructure, such as ample parking, cleanliness and improved security, makes consumers feel more comfortable and safe shopping at new locations. This increases consumers' adaptation to changes in location and strengthens their decision to shop at that market.

Apart from infrastructure, Islamic business ethics also play an important role in supporting the relocation process. Merchants who practice Islamic business ethics principles, such as honesty, fairness, and transparency, help reduce consumer uncertainty and worry during the adaptation process. Consumers who believe they are treated fairly and honestly are more likely to give

new merchants and marketplaces the time and opportunity to demonstrate the value and benefits they offer.

According to consumer trust theory, trust is the basis of the consumer's relationship with the market or trader (Kinasih & Albari, 2012). Relocations supported by strong Islamic business ethics help build and maintain consumer trust. When consumers see that merchants remain consistent in implementing ethical principles despite location changes, they feel more confident and comfortable shopping.

The interaction between infrastructure and Islamic business ethics creates a holistic shopping experience for consumers. Good infrastructure ensures that consumers have easy and convenient access to markets, while Islamic business ethics ensure that they are treated fairly and honestly. This combination increases consumer satisfaction and strengthens their loyalty. Service environment theory (servicescape) states that the physical environment influences consumer behavior and their perceptions of services (Khasbii, 2022). Adequate infrastructure at Pasar Baru Mandailing Natal, such as ample parking, cleanliness and security, creates a positive physical environment. When this physical environment is combined with fair and transparent interactions from merchants, the result is a satisfying shopping experience and strengthened consumer trust.

Research findings show that these three factors not only have an individual impact but also create a strong synergy in influencing consumer decisions and satisfaction. Relocation supported by good infrastructure and strong Islamic business ethics creates a better and more attractive trading environment for consumers. Path analysis of the research data shows that a well-executed relocation improves consumers' perception of the market as a whole. Adequate infrastructure supports consumer adaptation to changes in location, while Islamic business ethics strengthen consumer trust and loyalty. The combination of these three factors significantly increases consumer satisfaction and strengthens their decision to continue shopping at the market.

These findings provide several practical implications for market managers and other stakeholders. First, market managers must ensure that each relocation process is supported by adequate infrastructure and managed with effective communication. Second, the application of Islamic business ethics must become a standard for all traders to ensure consumer trust and loyalty. Third, market managers must continue to evaluate and improve infrastructure to ensure shopping comfort and safety for consumers. By managing these three aspects synergistically, Pasar Baru Mandailing Natal can create a better trading environment, increase consumer satisfaction and loyalty, and attract more visitors. These findings can also serve as a guide for other markets looking to adopt a similar approach to increase their market appeal and success.

Table 1. Interaction Between Relocation, Infrastructure, and Islamic Business Ethics on Consumer Satisfaction and Decisions

| Research Aspect         | Key Findings                                                                              | Influence on Consumers                                                                   |
|-------------------------|-------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------|
| Merchant Relocation     | Makes it easier to manage and organize the market, but requires adaptation from consumers | Initially it was difficult to adapt, then satisfaction and frequency of visits increased |
| Market Infrastructure   | Improved parking facilities, cleanliness and security                                     | Increase comfort and safety, increase visits                                             |
| Islamic Business Ethics | Implementation of honesty, fairness and transparency in transactions                      | Increase consumer trust and loyalty                                                      |

|                              |                                                                                                         |                                                   |
|------------------------------|---------------------------------------------------------------------------------------------------------|---------------------------------------------------|
| Synergy of the Three Aspects | The combination of relocation, infrastructure and business ethics creates an ideal shopping environment | Increase consumer satisfaction, trust and loyalty |
|------------------------------|---------------------------------------------------------------------------------------------------------|---------------------------------------------------|

## Conclusion

This research has revealed how trader relocation, market infrastructure, and Islamic business ethics influence consumer decisions and satisfaction at Pasar Baru Mandailing Natal. The main findings show that these three factors not only have an individual impact but also interact with each other and create significant synergies in shaping consumer behavior. Relocation of traders, although initially presenting adaptation challenges for consumers, ultimately improves market management and creates a more organized and comfortable environment. Adequate market infrastructure, such as ample parking, cleanliness and guaranteed security, is very important to support this relocation process and increase consumer comfort and satisfaction. The application of Islamic business ethics, which includes the principles of honesty, fairness and transparency in transactions, has been proven to strengthen consumer trust and loyalty. When consumers feel they are being treated fairly and honestly, they tend to be more trusting and loyal to merchants and the market as a whole. The interaction between these three factors creates a holistic trading environment and supports a positive shopping experience. Path analysis shows that relocation supported by good infrastructure and strong Islamic business ethics synergistically increases consumer satisfaction and decisions to continue shopping in this market.

Market managers must ensure that the relocation process is accompanied by an effective communication strategy. Information regarding the merchant's new location, available facilities, and the benefits of this change must be clearly conveyed to consumers. Easy-to-understand maps and directions can help consumers navigate new markets. Adequate market infrastructure is a key factor in increasing consumer satisfaction and comfort. Market managers must continue to invest in supporting facilities, such as large parking lots, cleanliness and security. Regular evaluation of the condition of the infrastructure is also important to ensure that the facilities are always in good condition. The application of Islamic business ethics must become the standard for all traders in the market. Market managers can conduct training and outreach regarding the principles of Islamic business ethics to ensure that traders understand and apply these values in their daily activities. Supervision and enforcement of rules are also needed to ensure consistency in the application of this ethic.

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