

UDC 332

THE EFFECT OF TRADITIONAL MARKET REVITALIZATION AND WORK EXPERIENCE ON THE PRODUCTIVITY AND WELFARE

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ABSTRACT

This study aims to analyze the effect of traditional market revitalization and seller's work experience on the productivity and welfare of traditional market sellers in Denpasar City. The sampling technique used in this study was stratified proportional random sampling with the sample size determined using the Slovin formula. The total sample size is 155 sellers out of 1,196 traditional market sellers in Denpasar City. The analysis in this study was done using path analysis with the assistance of SmartPLS software. The results show that traditional market revitalization and work experience have positive effects on seller's productivity. Traditional market revitalization and productivity have positive effects on the welfare of sellers, while work experience does not have an effect on the welfare of sellers. Productivity is able to mediate the effects of both traditional market revitalization and work experience on the welfare of sellers.

KEY WORDS

Traditional market revitalization, work experience, productivity, welfare.

In globalization era, traditional market transactions gradually decrease and thereby affecting local economy in form of both seller's income and local government revenues. This decline mainly occurs due to the changes in people's preferences to shop in semi-modern and modern markets rather than traditional ones. Traditional markets are considered incapable of competing against its modern counterparts, so it is expected that there will be a downshift in the relative position of traditional markets. Traditional markets are almost synonymous to dirty, shabby, muddy and smelly environmental conditions, starkly in contrast with modern markets which offer more attractive amenities and a more comfortable shopping atmosphere. Shopping convenience is usually the main reason behind customer's preference of modern markets over traditional markets.

Traditional markets are laden with various weaknesses in forms of basic characteristics that are difficult to change, ranging from poor design, layout and appearance, limited operating time, lack of technology, poor quality of goods, lack of sales promotion, as well as low security and chaotic parking lots. These weaknesses cause customers to switch from traditional markets to modern shopping centers (Ayuningsasi, 2016). This eventually results in a reduced number of buyers frequenting traditional markets and directly affect the income of sellers. In addition, issues that plague traditional markets greatly affect their image.

Denpasar as the capital of Bali Province serves as the hub of economic activities where modernization is prevalent. This has led to a shift in people's interest in visiting traditional markets and switching to modern ones. On the other hand, there are many people whose economies greatly rely on the existence of traditional markets, especially those in the middle to lower class. Therefore, the municipal government has an obligation to maintain the sustainability of traditional markets. The existence of traditional markets must be maintained and preserved also because there are values of traditional markets that cannot be found in modern shopping centers. These facts drive the Denpasar City government to revitalize traditional markets as a form of its commitment to support the economy of the people.

Traditional markets are located in various villages / regions in Denpasar. When we look deeper, traditional markets can be clearly distinguished based on their management aspect. A traditional village market (pasar adat) is a market that has existed since ancient times as an integral part of the traditional village and usually located in the center of the village. These

markets are managed independently and owned by the traditional village. On the other hand, there are also markets that are established and developed by the local governments in response to the economic growth in a region or to spur the economy in that region. This type of markets are relatively newer than the traditional village market and managed by regional market authority (PD Pasar).

In Denpasar, there are 51 traditional markets with 10,187 sellers. The municipal data also shows that the Denpasar City Market Regional Company (PD Pasar) manages 17 traditional markets with 7,519 traditional market sellers. Complete data regarding the number of traditional markets and their sellers in Denpasar City are presented in Table 1.

Table 1 – Number of Traditional Markets and Sellers in Denpasar City

Market Management	Number of Traditional Market (Unit)	Number of Traditional Market Seller (person)
Pasar Desa Adat		
a. Denpasar Barat	5	323
b. Denpasar Selatan	16	214
c. Denpasar Timur	7	471
d. Denpasar Utara	6	660
PD Pasar Kota Denpasar	17	7,519
Total	51	10,187

Source: PD. Pasar Denpasar City, 2017.

The lack of competitiveness of traditional markets compared to modern markets has encouraged the Denpasar City government to revitalize traditional markets to better meet the expectations and needs of the customers so that they would return to traditional markets. The revitalizations of traditional markets in Denpasar City are not only carried out through improving their physical conditions, but also by increasing the human resources of market management and sellers. Thus, it is expected that small sellers can increase their income and compete with modern markets, while traditional markets are cleaner and far from the shabby and unpleasant impression that is often associated with traditional markets. The traditional market revitalization program is initiated with the aim of solving all problems related to traditional markets where traditional markets are being managed without any meaningful innovations that has made them unpleasant to patronize and less competitive (Kasali, 2007).

The results of study from Zakni (2017) show that the revitalization carried out in the Kungkung Traditional Market has a positive impact while the income level of sellers remains the same, but some sellers experienced changes in income. According to Janjua and Kamal (2011), growth of income plays an important role in fighting poverty. The increase of sellers' income is expected to improve their welfare.

The traditional market revitalization program aims to change the face of traditional markets to make them more structured, cleaner and comfortable as well as to improve seller's awareness on product hygiene, increase the competitiveness of traditional markets, improve the welfare of sellers through increased turnover, support smooth logistics and distribution of goods, improve market's performance and quality and increase the number of visitors. In addition, traditional market revitalization also aims to increase the vitality in a region (Lee, 2017). Mirah (2013) states that the low performance of market management is caused by lack of personnel, low level of education and lack of training. Market management which is a significant weak point must be improved to increase the number of customer visits in traditional markets (Adiyadnya, 2015). Market management has a main responsibility to provide facilities in form of trading spaces for tenants / sellers (Hadiwiyono, 2011). Improvements in both physical and non-physical conditions of traditional markets are expected to increase the number of customer visits. This will certainly have an effect on the improvement of sellers' income (Mustika and Apriliani, 2013).

Improving physical conditions comprises of various aspects, such as keeping the area clean, providing trash bins at every kiosk and booth, and so on. Improvement of parking area is also a vital aspect. Kasali (2007) said that in current competitive environment, traditional

markets that are managed without significant innovations will cause them to become less competitive and inconvenient. Putrawan (2014) in his research stated that revitalization has a positive effect on the income of sellers in Kumbasari market. Juliarta (2015) states that revitalization has a positive effect on the income of sellers in Nyanggelan market. Mustika (2017) states that traditional market the revitalization has a positive effect on the income of market sellers in Denpasar City.

Improvements in non-physical conditions, such as good and professional management accompanied with quality human resources, is expected to increase the competitiveness of traditional markets and increase the number of customer visits. Revitalization program is a solution in which traditional markets are improved, both in terms of market management and physical conditions, so that they can compete with modern markets.

Based on the illustration above, this study aims to examine and measure the effect of revitalization and work experience of sellers on the productivity and welfare of traditional market sellers. It is expected that this research can contribute and provide input to Denpasar City government in formulating policies related to the traditional market revitalization.

LITERATURE REVIEW

The preamble to the 1945 Constitution (UUD 1945) states that the task of the Indonesian Government is to promote public welfare. Law of the Republic of Indonesia Number 11 Year 2009 regarding Social Welfare Article 1 Paragraph 1 states that social welfare is a condition for the fulfillment of the material, spiritual and social needs of citizens in order to live properly and develop themselves so that they can carry out their social functions.

Fahrudin (2012) states that welfare is related to the concept of quality of life. Adi (2013) states that several general parameters can be considered in measuring the welfare of the community such as economic, housing, education, health, environmental, spiritual, recreational, and social security parameters.

Determining factors of welfare include the fulfillment of physical, psychological and social needs. Physical needs include nourishment needs (food), clothing needs and housing needs. Psychological needs include the need for education and financial security (savings or reserves for business development). Social needs include philanthropy (for underprivileged families) and participation in social activities in their environment.

From the various definitions above, it can be inferred that well-off traditional market sellers are those who can fulfill various needs, namely physical, psychological and social needs of their families, as well as possessing inner and outer peace and opportunities for business development. According to Pramudyo (2017), the welfare of sellers can be measured using indicators such as capability to meet various needs, the existence of inner and outer peace, and the opportunity to advance their businesses.

Productivity is a measurement tool for companies in assessing the performance of their employees. Productivity is a concept that describes the relationship between capital, land and energy employed and output produced (Basu, 2002: 281). Productivity according to the National Productivity Council is a mental attitude sees the present quality of life must be better than the past and the future must be better than the present (Husein, 2000: 99). Productivity is also commonly seen as how to produce maximize output of goods and services by utilizing human resources efficiently. Therefore productivity is often defined as the ratio between output and input in a certain product (Sedarmayanti, 2001: 57). Productivity is a comparison between output and input and emphasize on how to properly utilize resources in producing goods or services (Hasibuan, 2005: 128).

Labor productivity can be defined as output divided by labor input. An employee is considered productive if he produces more output than other employees during the same unit time. It can also be said that employee produces a given units of output in a shorter unit of time. Productivity can be measured in various ways. Productivity can be measured by calculating the ratio of output to labor input, the ratio of output to capital input, or the ratio of output to input of raw materials (Savitri, 2016).

There are many traditional markets located all over Indonesia. Their locations are generally very strategic, which are nearby residential areas which will make it easier for buyers to get their daily needs from those markets. In addition, traditional markets also hold several advantages such as the existence of bargaining culture, availability of fresh goods and the source of local government revenues.

The traditional village market is part of a traditional market other than the traditional markets managed by PD Pasar. The traditional village market is a type of traditional market that has existed since ancient times and is scattered in various traditional villages in Bali. Traditional village markets are usually located in the center of the village or adjacent to Puri / Alun-alun / Bencingah. These markets are managed independently and owned by the traditional (adat / pekraman) village. The management is also appointed by the traditional village as part of the traditional village governance structure.

As a complex activity, revitalization occurs in several stages and requires a certain period of time for its completion. These stages include physical intervention, economic rehabilitation and social / institutional rehabilitation.

Considering that the image of an area is closely related to the appearance of that area, especially in attracting visitors, physical intervention is highly important. Physical intervention initiates physical revitalization and is carried out in several stages, including the repair and improvement of the building, green planning, connecting systems, as well as billboards and open spaces (urban realms). Environmental issues and sustainability are also important. Physical intervention should also consider the environmental aspects. Physical planning must also be based on long-term perspectives.

Physical improvement, which is short term, is expected to be able to accommodate informal and formal economic activities (local economic development), in order to provide added value to the city (Hall and Pfeiffer, 2001). Revitalization, which begins with the refurbishment of urban artefacts, must support the rehabilitation process of economic activities. It is necessary to develop a blended set of functions that can encourage both economic and social activities (renewed vitality).

Traditional market revitalization is a form of reinvigoration and empowerment of traditional markets. According to Pramudyo (2017), market revitalization can be measured from several indicators including improvement of the market environment, addition of market facilities and improvement of human resources. Revitalization can be carried out if all related parties support each other, including the government, sellers and customers. Physical, economic and social aspects are the main concerns in implementing revitalization. Convenience in conducting economic activities is the main target to be achieved, as it will benefit all parties involved. The ultimate goal of the traditional market revitalization is to achieve prosperity for the entire community.

There are various definitions of work experience according to experts. Experience in all activities is very important since experience is the best teacher. A person learns from experiences obtained in the past. Johnson (2007) states that experiences bring out one's potential. One's full potential will emerge gradually over time in response to exposures to various experiences.

In work experience, there has been a process of accumulation knowledge, skills and attitudes to a person in order to accommodate self-development in response to changes. Muhibbin Syah (1995) states that experiences can be considered as learning opportunities. Learning gained from work experiences will make a person work more effectively and efficiently. Experience will form knowledge, skills and attitudes ingrained in a person.

From various descriptions above, it can be concluded that the definition of work experience is the level of mastery of a person's working knowledge and skills which can be measured from the length of time spent doing a certain job.

There have been many studies on traditional market revitalization, however most of them examined its impact on seller's income. Research conducted by Putrawan (2014) found that market revitalization program has a positive impact on the level of customer visits and income of sellers. Likewise, research by Mirah (2013) found that improvement in forms of clean and comfortable physical conditions and professional market management with

qualified and professional human resources are able to increase the competitiveness of traditional markets and have a direct impact on the increase seller's income. Research conducted by Suweca (2015) found that physical condition of the market has a positive effect on the empowerment of traditional market sellers.

There are also several studies looking at specifically traditional markets in Bali. Mustika (2017) states that the traditional market revitalization has a positive effect on the income of market sellers in Denpasar City, while Juliarta (2015) states that revitalization has a positive effect on the income of sellers at Nyanggelan Panjer Market. Putrawan (2014) in his research stated that revitalization has a positive effect on the income of sellers in Kumbasari Market. Slightly different results were obtained from research by Zakni (2017). The results of his research indicate that the implementation of revitalization carried out in the Kangkung traditional market does not have an impact on the increase of seller's income, which is generally remained the same, but in general market revitalization is considered to have a positive impact on market sellers. In his research, Juliarta (2015) states that the traditional market revitalization program has a positive impact on improving the quality of market management.

Yanti et al (2014) states that the length of work experience can affect a person's productivity in managing and carrying out their jobs. Ardika (2014) found that work experience has a positive effect on work productivity by 51.3%. Fajar Pasaribu (2007: 633) states that work tenure and productivity are positively related. According to Muchdarsyah (2010: 2), employee's work productivity can be influenced by several factors, one of which is work experience. Rizky Herdiansyah (2013) states that work experience has a positive effect on employee's work productivity. Sentana (2013) states that work experience has a positive and significant effect on the productivity of craft industry workers in Jehem Village, Bangli Regency.

Muchdarsyah (2010) found that welfare will be more attainable if work productivity is high. Tyas (2011) found that productivity has an effect on the increase of income by 99.1%. Abubakar and Siregar (2010) found that the productivity variable is an important role in improving welfare.

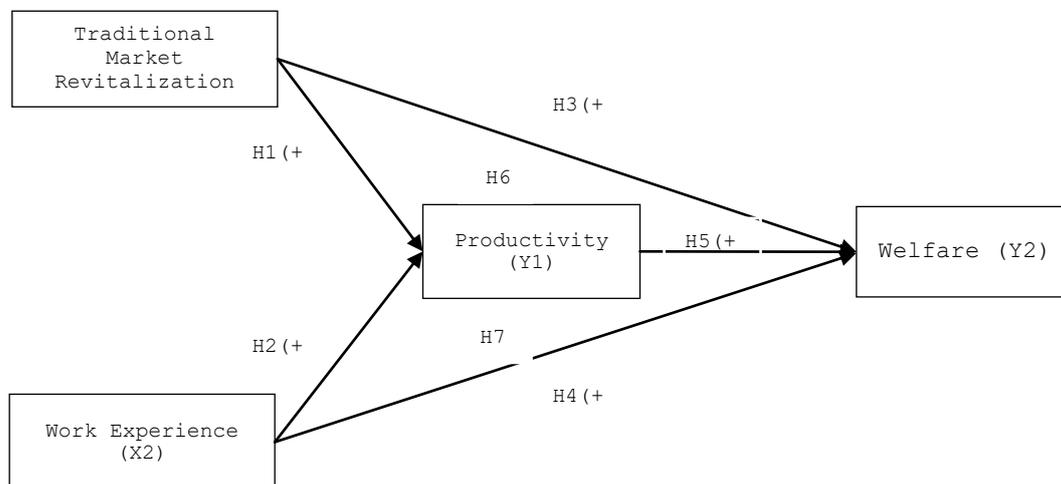


Figure 1 – Conceptual Framework (Source: Data processed, 2020)

Based on the description above, the hypotheses of this study are as follows:

- H1: Traditional market revitalization has a positive effect on the productivity of traditional market sellers in Denpasar City.
- H2: Work experience has a positive effect on the productivity of traditional market sellers in Denpasar City.
- H3: Traditional market revitalization has a positive effect on the welfare of traditional market sellers in Denpasar City.
- H4: Work experience has a positive effect on the welfare of traditional market sellers in

- Denpasar City.
 H5: Productivity has a positive effect on the welfare of traditional market sellers in Denpasar City.
 H6: Productivity is able to mediate the effect of traditional market revitalization on the welfare of traditional market sellers in Denpasar City.
 H7: Productivity is able to mediate the effect of work experience on the welfare of traditional market sellers in Denpasar City.

METHODS OF RESEARCH

This research was conducted using an associative approach. The research was carried out in several traditional markets, namely Agung Market, Nyanggelan Market, Pohgading Market, Kerta Waringin Sari Market, Padang Sambian Market, and Sudha Merta Market. These traditional markets were chosen because they have already been revitalized and all of them are traditional village markets. The exogenous variables in this study are traditional market revitalization and seller's work experience, while the intervening variable is productivity and dependent variable is welfare of sellers.

The population in this study includes all traditional market sellers in Denpasar City, amounting to 1,196 sellers. Based on the sample calculation under the Slovin formula, a total sample of 155 sellers were obtained. All of these sellers are sellers who have been trading prior to market revitalization implementation. Subsequently, the number of samples obtained is allocated proportionally into the six markets studied. After obtaining the number of samples for each market, these samples are further divided proportionally according to the type of trading space.

The data in this study were collected through a survey method using a questionnaires. This study used path analysis with the Partial Least Square (PLS) method assisted by the SmartPLS 3 software.

RESULTS OF STUDY

Selected respondents are sellers in traditional markets in Denpasar City which consist of sellers of groceries, staples, vegetables and spices, meat, fish, religious offering / *canang*, fruits, processed food, clothing, and ceremonial tools. The characteristics of the respondents can be seen in Table 2.

Table 2 – Respondent Characteristics

Characteristics	Total	Percentage
Gender		
Female	102	65,8
Male	53	34,2
Total	155	100,0
Seller's Age		
20-29	11	7,1
30-39	22	14,2
40-49	56	36,1
50-59	45	29,0
≥ 60	21	13,5
Total	155	100,0
Education		
Junior high school or lower	34	21,9
Senior high school	69	44,5
Diploma	41	26,5
Bachelor	11	7,1
Total	155	100,0

Source: Data processed, 2020.

The descriptive statistics of the variables in this study can be seen in Table 3 as follows.

Table 3 – Descriptive Statistics

Variable	Minimum	Maximum	Average	Std. Deviation
Revitalization	14.00	40.00	30.9871	4.51547
Work experience	1.00	35.00	14.4000	7.39568
Productivity	10.00	360.00	181.2645	77.26091
Merchant Welfare	6.00	16.00	13.0258	1.89993

Source: Data processed, 2020.

Test of the outer model in this study was conducted using the PLS Algorithm test in SmartPLS 3.0 in order to obtain a path diagram, as shown in Figure 2 as follows.

Based on Figure 2, two structural equations can be formulated as follows:

$$Y_1 = 0,547X_1 + 0,370X_2 + e_1$$

$$Y_2 = 0,489X_1 - 0,090X_2 + 0,449Y_1 + e_2$$

Where:

- X1 = Traditional market revitalization;
- X2 = Work experience;
- Y1 = Productivity;
- Y2 = Seller welfare;
- e1, e2 = errors.

The validity test was done using the convergent validity test which consists examines loading factor and the average variance extracted (AVE). Reliability test was done by looking at Cronbach's alpha and composite reliability. Convergent validity test was assessed by looking at the loading factor and Average Variance Extracted (AVE). The outer loading for each indicator can be seen in Table 4.

Based on Table 4, it can be said that all indicators have outer loading values above 0.5. These values indicate that the constructed model is fit and the indicators used to measure the variables are valid.

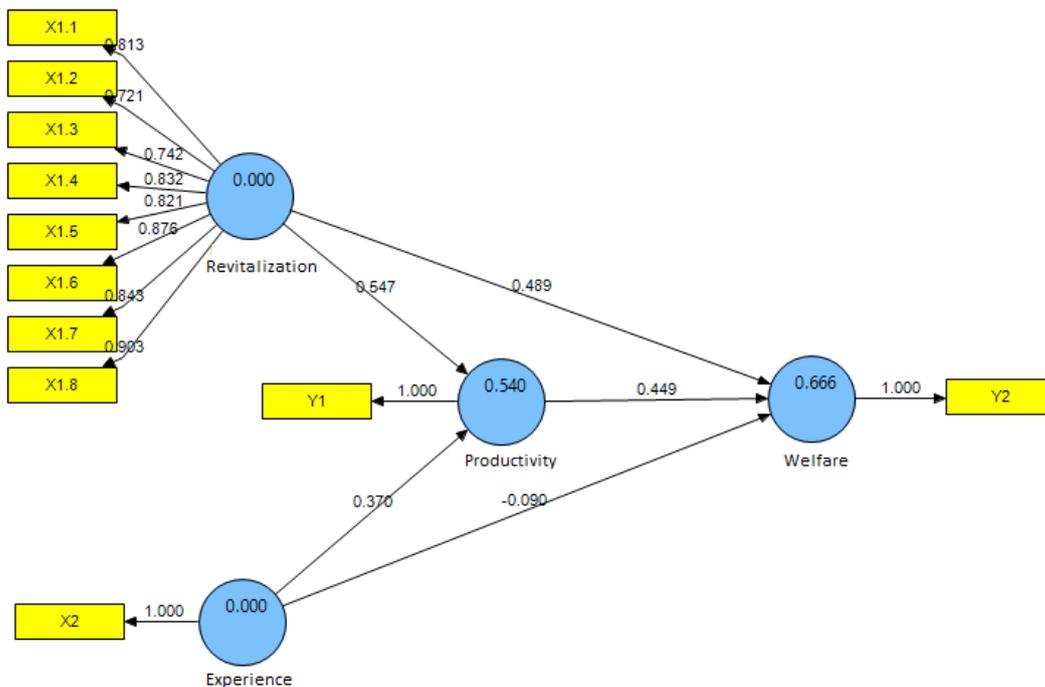


Figure 2 - PLS Algorithm Test Results with SmartPLS 3.0 (Source: Data processed, 2020)

Table 4 – Outer Loading of Variable Indicators

Variable	Indicator	Outer Loading
Market Revitalization (X1)	Toilet Facilities (X1.1)	0.813
	Prayer Facilities (X1.2)	0.721
	Cleanliness (X1.3)	0.744
	Security (X1.4)	0.831
	Trading Locations (X1.5)	0.819
	Market Clerk Service (X1.6)	0.876
	Noise (X1.7)	0.844
	Convenience (X1.8)	0.904
Work Experience (X2)		1.000
Productivity (Y1)		1.000
Welfare (Y2)		1.000

Source: Data processed, 2020.

Average Variance Extracted (AVE) is a measuring tool for assessing convergent validity. The model is said to be fit if the AVE values are greater than 0.5. AVE values for each variable can be seen in Table 5.

Table 5 – AVE Values of Research Variables

Variable	Average Variance Extracted (AVE)
Market Revitalization	0.674
Work experience	1.000
Productivity	1.000
Welfare	1.000

Source: Data processed, 2020.

Based on Table 5, it can be seen that all the variables used (exogenous and endogenous variables) have an AVE value greater than 0.5. This means that all variables used in the research are valid.

In SmartPLS, reliability is tested using Cronbach's Alpha and Composite Reliability values. The construct is declared reliable if the Cronbach's Alpha and Composite Reliability values are above 0.70. The Cronbach's Alpha and Composite Reliability values of each variable can be seen in Table 6.

Table 6 – Cronbach's Alpha and Composite Reliability

Variable	Cronbach's Alpha	Composite Reliability
Market Revitalization	0.930	0.943
Work experience	1.000	1.000
Productivity	1.000	1.000
Welfare	1.000	1.000

Source: Data processed, 2020.

Based on Table 6, it can be seen that each variable has a Cronbach's Alpha value and composite reliability greater than 0.7, so it can be said that the variables used in this research are reliable. This means that these variables can be used repeatedly on different subjects with consistent results. The test on inner model or structural model was carried out using R-square and Q-square for endogenous constructs. Test on inner model in this study was conducted by processing data using the SmartPLS 3.0 software with the PLS Algorithm test as shown in Table 7.

Table 7 – R-squares of Seller Productivity and Welfare

Variable	R-square
Productivity	0.540
Welfare	0.666

Source: Data processed, 2020.

Based on Table 7, it can be said that seller productivity has an R-Square value of 0.540 or 54%. The R-square value of seller welfare is 0.666 or 66.6%. In addition to using the R-square values, structural model testing also used the Q-square value for overall model. The following is the calculation of the Q-square value in this study.

$$Q^2 = 1 - (1 - R^2_1)(1 - R^2_2) = 0,846$$

Based on the results of the calculation, the Q-square value obtained is 0.846 or 84.60%. This means that the overall model can explain 84.60% of the seller welfare variable, while the remaining 15.40% can be explained by other variables outside the model. The Q-square result is close to 1, which means that the model has a very good predictive relevance.

Test of hypotheses was done by processing data using SmartPLS 3.0 software with bootstrapping test as shown in Figure 3.

The direct effect analysis in this research model can be seen from the path coefficients along with the t-statistics and p-values. This study used a confidence level of 95% or an alpha of 5%. This means that if the path coefficient value is positive and the t-statistic is greater than 1.96 or the p-value is less than 5%, the hypothesis can be accepted. The path coefficients, t-statistics and p-values for the direct effects of this study are presented in Table 8.

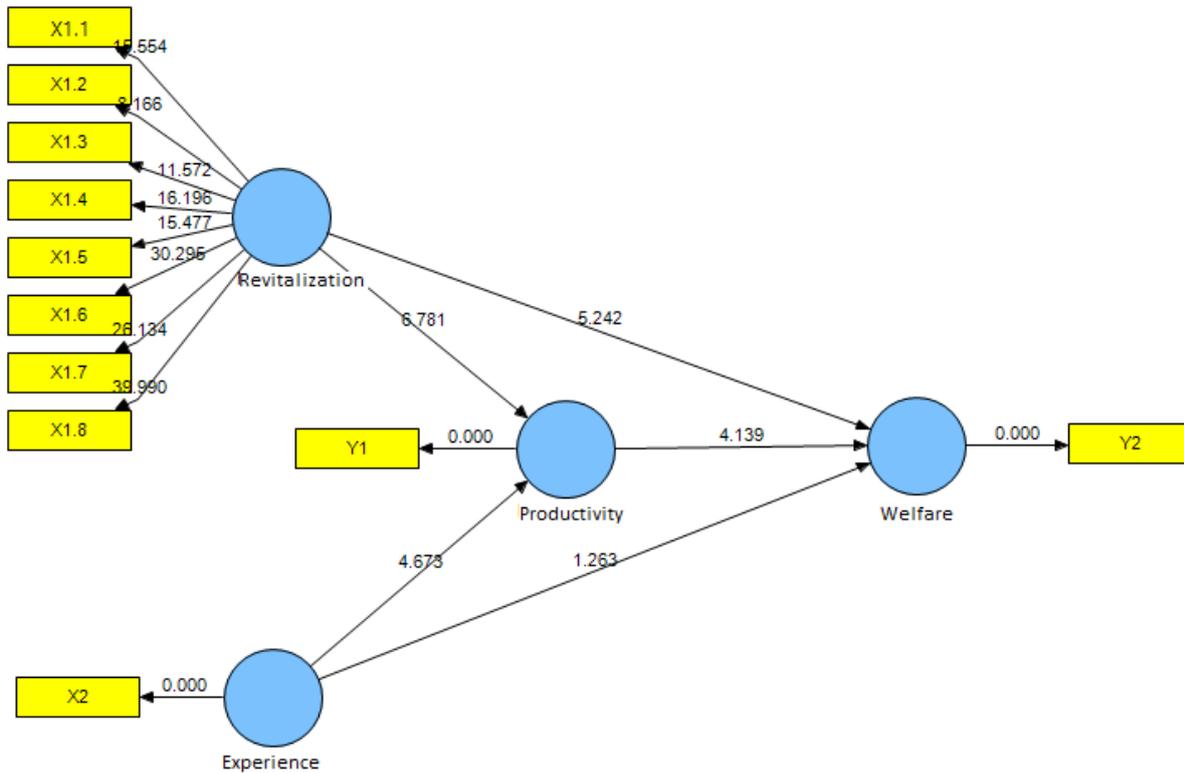


Figure 3 – Bootstrapping Test Results with SmartPLS 3.0 (Source: Data processed, 2020)

Table 8 – Direct Effects Between Variables

Path	Path Coefficient	T Statistics	P Values	Information
Revitalization -> Productivity	0.547	6.781	0.000	H1 accepted
Experience -> Productivity	0.370	4.673	0.000	H2 accepted
Revitalization -> Wellbeing	0.489	5.242	0.000	H3 accepted
Experience -> Welfare	-0.090	1.263	0.237	H4 rejected
Productivity -> Welfare	0.449	4.139	0.000	H5 accepted

Source: Data processed, 2020.

Based on the results of the resampling bootstrapping test with SmartPLS 3.0, the path coefficients for all direct effects are positive and significant except for the effect of experience on welfare which is insignificant. This means that H1, H2, H3 and H5 in this study are accepted, and H4 is rejected.

The indirect effects in this study are mediated by the productivity variable that mediates the indirect effects between variables. The path coefficients, t-statistics and p-values for the indirect effects in this study are presented in Table 9.

Table 9 – Indirect Effects Between Variables

Path	Path Coefficient	T Statistics	P Values	Information
Revitalization-> Productivity-> Welfare	0.296	6.054	0.000	H6 accepted
Experience -> Productivity -> Welfare	0.200	3.918	0.000	H7 accepted

Source: Data processed, 2020.

Based on Table 9, it can be seen that traditional market revitalization and work experience have indirect effects on the welfare of sellers through productivity as shown by the positive and significant path coefficient values. This means that productivity mediates the relationship between traditional market revitalization and work experience and seller's welfare. Based on these results, it can be said that H6 and H7 are accepted.

The strength of mediation effect can be determined by calculating the VAF (Variance Accounted For) values for each relationship between exogenous and endogenous variables. VAF calculations for the two indirect effects in this study can be seen in Table 10.

Table 10 – VAF Calculation Results

Path	Direct Effect	Indirect Effect	Total Effect	VAF (%)
Revitalization-> Productivity-> Welfare	0.489	0.296	0.793	37.33
Experience -> Productivity -> Welfare	-0.090	0.200	0.104	192.31

Source: Data processed, 2020.

Based on Table 10, it can be seen that the effect of traditional market revitalization on the welfare of sellers is partially mediated by productivity with a VAF value of 37.33% which falls in the range of 20 - 80%. While the influence of work experience on the welfare of sellers is fully mediated by productivity as can be seen in the VAF value of 192.31% which is greater than 80%.

DISCUSSION OF RESULTS

The results of this study prove that traditional market revitalization has a positive effect on the productivity of sellers. Market revitalization or development improves market condition, infrastructure, layout, and public facilities that makes sellers and buyers alike more comfortable doing transactions in traditional market. The results of this study are in accordance with research from Juliarta (2015) which states that the traditional market revitalization program has a positive impact on the productivity of sellers. Mustika and Apriliani (2013) in their research also found that improvements in physical and non-physical conditions of traditional markets can increase the productivity of sellers.

The results of this study prove that work experience has a positive influence on productivity. The results of this study support previous research from Yanti et al (2014), Sulaeman (2014), Muchdarsyah (2010: 2), Rizki Herdiansyah (2011) and Sentana (2013) which state that work experience has a positive and significant effect on productivity. The work experience possessed by sellers allows sellers to have skills and knowledge that match what is needed to be able to sell productively.

The results of this study prove that the traditional market revitalization has a positive effect on the welfare of sellers. This means that traditional market revitalization improves the welfare of sellers by increasing turnover, providing convenient access to buying and selling

transactions, and supporting smooth logistic and distribution flows of goods. The results of this study support previous research from Putrawan (2014), Mirah (2013), Suweca (2015), Dwi (2017), Juliarta (2015) and Putrawan (2014) which in stated that revitalization has a positive effect on seller's income. Market revitalization also improves seller's welfare in terms of meeting their psychological and social needs. Revitalization generally increases the convenience of sellers in selling activities so that their work satisfaction and psychological condition improve. Another impact is that the seller's social life has also increased, both among sellers and with the surrounding community.

The results of this study prove that work experience does not have an effect on the welfare of sellers. This means that longer work experience does not have an impact in improving the welfare of sellers as measured in this study. The results of this study do not support previous research from Sri Muliani and Suresmiathi (2015), Citrayani Giri and Urmila Dewi (2017) and Sofyan (2017) who found that work experience has a positive and significant effect on income level. The lengthy work experiences possessed by some sellers implies that there are some sellers who are still working despite no significant improvement in their welfare over the years. These sellers tend to sell with simple methods and with little capital. On the other hand, these experienced sellers usually also have weak economic, psychological and social backgrounds.

The results of this study prove that productivity has a positive influence on the welfare of sellers. This means that the higher the productivity, the greater the income, which will lead to better fulfillment of physical and psychological needs. The results of this study support the research of Muchdarsyah (2010), Abubakar and Siregar (2010) and Tyas (2011) which found that the productivity variable plays an important role in the effort to improve welfare.

The results prove that the effect traditional market revitalization on the welfare of sellers is partially mediated by productivity. This means that productivity significantly increases the total effect of the traditional market revitalization on welfare in addition to its direct impact. The results of this study are in line with research by Juliarta (2015) which states that the traditional market revitalization program has a positive impact on improving the quality of market management. Abubakar and Siregar (2010) found that the productivity variable plays an important role in improving welfare.

The results of the study prove that productivity is an intervening variable that fully mediates the effect of work experience variable on the welfare of sellers. This means that the indirect effect of work experience on welfare through mediation of productivity is much greater than its direct effect. In this research, even the absence of direct effect can be strongly enhanced by the indirect effects through productivity so that the total effect becomes positive. This can be explained that an increase in work experience which results in an increase in productivity will inevitably result in an increase in the overall welfare of sellers. On the other hand, trading experience has no direct effect on welfare because there are several sellers who have been working for years while having a relatively the same level of welfare over the years due to the lack of productivity. The results of this study are in line with the research of Muchdarsyah (2010: 2) and Rizky Herdiansyah (2011) which states that work experience has a positive effect on employee work productivity. These results also support the research of Abubakar and Siregar (2010) which found that the productivity variable plays an important role in efforts to improve welfare.

The implication of this research is that this research can be used as a reference for sellers who sell in markets that have been revitalized and policy makers so that they can empower sellers more and so that traditional markets are not less competitive with modern markets.

CONCLUSION AND SUGGESTIONS

Based on the results of data analysis and discussion, several conclusions can be drawn from this study as follows traditional market revitalization has a positive impact on the productivity of traditional market sellers in Denpasar City. Work experience has a positive impact on the productivity of traditional market sellers in Denpasar City. Traditional market

revitalization has a positive impact on the welfare of traditional market sellers in Denpasar City. Work experience has no impact on the welfare of traditional market sellers in Denpasar City. Productivity has a positive impact on the welfare of traditional market sellers in Denpasar City. Productivity partially mediates the effect of traditional market revitalization on the welfare of traditional market sellers in Denpasar City. Productivity fully mediates the influence of work experience on the welfare of traditional market sellers in Denpasar City.

Based on the results, discussion and conclusions in this study, there are several suggestions that can be given, the Denpasar City government should continue to promote traditional market revitalization projects since it is proven capable of improving the welfare of sellers. Revitalization projects should be designed with the main objective of increasing the productivity of sellers. The city government needs to pay more attention to the productivity and welfare of small sellers, especially those who have been working for a long time without significant improvement in welfare. Sellers in the market that have been revitalized should continue to maintain the facilities that have been built so that their benefits can last far into the future. Future researches should plan the distribution of questionnaires more elaborately and make better timing in distributing questionnaires so as not to disturb the activities of sellers

The limitation of this research is that this research is only limited to sellers who are in traditional markets in Bali, so that it cannot represent the overall results, so that further research can be carried out on a wider research object in terms of demography and geography.

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