

ABSTRACT

Traditional markets are a vital part of the local economy, yet their presence is increasingly challenged by the rise of modern markets that offer greater comfort and a more appealing image. This study aims to compare the perceptions of Generation X and Generation Z toward the store image of traditional markets in Bandung City. The research is motivated by generational differences in shopping preferences and perceptions of marketplace environments. To achieve this objective, a quantitative approach was used by distributing questionnaires to 200 respondents from each generation. The data were analyzed using the non-parametric Mann-Whitney test, as the normality test indicated non-normal distribution. Ten store image attributes were examined, including merchandise, service personnel, convenience, store atmosphere, service, accessibility, price, security, public facilities, and reputation. The results indicate significant perceptual differences between Generation X and Generation Z on most store image attributes. Generation Z tends to have higher expectations regarding cleanliness, comfort, and aesthetics, while Generation X is more tolerant of traditional market conditions due to habit and past experience. This study contributes by providing insights for traditional market managers about generational preferences. These findings can serve as a foundation for developing strategies to improve store image in a way that is inclusive and adaptable to younger generations, without neglecting the comfort of older customers. It is recommended that traditional market managers in Bandung enhance facilities, improve management systems, and create a cleaner and more modern shopping environment to compete with modern markets and attract cross-generational interest.

Keywords: store image, generation X, generation Z, traditional market, consumer perception