

Analysis of Traditional Market Management in Improving Millennial Consumer Services Through Cleanliness and Security from a Sharia Economic Perspective (Paiton Probolinggo New Market Study)

Musthafa Syukur^{a,1}, Fivia Saddha Inayah^{b,2}

^aMusthafa Syukur;

^bFivia Saddha Inayah;

¹[musthafa Syukur@gmail.com](mailto:musthafa.syukur@gmail.com); ²2fiviainayah760@gmail.com

*Corresponding Author; Author Email

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ABSTRACT

Pasar Baru Paiton in Probolinggo Regency is a strategically located traditional market that plays a vital role in meeting community needs. Amidst competition from modern markets and digital platforms, improving services, particularly in terms of cleanliness and security, is key to maintaining market attractiveness. This study aims to examine how traditional market management, particularly in terms of cleanliness and security, can contribute to service improvements and re-engage millennial consumers in shopping at Pasar Baru Paiton from a sharia economic perspective. The study employed a qualitative case study approach using interview, observation, and documentation techniques, followed by data reduction, data presentation, and conclusion drawing through triangulation of sources and techniques. The results show that Pasar Baru Paiton implements strategies to attract consumers by improving its cleanliness (thaharah) and security (amanah) service systems. The novelty and theoretical contribution of this study lies in the reconstruction of the spiritual values of cleanliness (thaharah) and security (amanah) beyond mere physical operational standards, but rather as instruments for achieving blessings (barakah) for non-material businesses in the face of digital market disruption.

Cleanliness management (Clean Friday, waste zoning) and security (CCTV, patrol officers) provide a sense of security and comfort (masalahah) that effectively attracts millennial consumers' shopping interest. Practically, this research implies the importance of formulating a standardization policy for "Sharia Healthy Markets" by local governments and strengthening Islamic business ethics literacy for traditional market managers.

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Introduction

Trade in traditional markets plays a crucial role in the economy, serving as a medium for efficiently distributing goods and services from producers to consumers. Success in this trading system depends not only on the availability of quality products at competitive prices, but also on good service, including cleanliness, safety, and a comfortable market environment. These aspects influence consumer trust and satisfaction. Traditional markets now face significant challenges, particularly in the modern and millennial era. Younger generations often seek better hygiene standards and a pleasant shopping experience. Furthermore, changes in consumer habits, which increasingly prioritize health and clean and safe shopping conditions, complicate traditional market management (Fauziah & Febianti, 2025).

Pasar Baru Paiton in Probolinggo Regency is a strategic traditional market due to its location on a major intercity route and its importance in meeting the daily needs of the local community. Although it has been a local economic hub for many years, customer service, particularly cleanliness and safety, must remain a priority to maintain the market's attractiveness amidst competition from modern markets and digital platforms. This study aims to examine how traditional market management, particularly hygiene and safety, can contribute to service improvements and re-engage millennial consumers in shopping at Pasar Baru Paiton. Emphasizing market cleanliness is crucial because a healthy market environment can increase consumer comfort and contribute to building the market's image

as a clean and hygienic economic space in accordance with healthy market standards (Thohira & Rahman, 2021).

In the context of competition with modern markets and minimarkets, cleanliness is a strategic advantage that plays a crucial role in increasing the attractiveness of traditional markets. While modern markets excel in spatial planning and standardized service systems, Paiton Market builds its superiority through a clean, healthy, and comfortable market environment without diminishing the social values typical of traditional markets. In addition to cleanliness, Paiton Market management is also supported by various facilities such as tidier kiosk and stall arrangements, a vendor zoning system, adequate public restrooms, segregated waste disposal, CCTV surveillance, a more organized parking area, and enhanced security. Thus, these facilities contribute to a comfortable shopping experience. Market cleanliness and security remain the most prominent and influential factors in attracting consumers to visit and shop (Titin Agustin Nengsih, Fani Kurniawan, 2021).

From a sharia-based economic perspective, facilities are seen as a crucial element in achieving *maslahah* (benefit) and providing good economic services. Providing clean, safe, comfortable, and appropriate facilities is considered a business obligation to protect consumer rights and create fair and blessed transactions. This concept aligns with the values of *ihsan* (providing the best service), *amanah* (trustworthiness), which is the responsibility to provide appropriate facilities, and the principle of *thaharah* (cleanliness), which is highly emphasized in Islam (Nisa Violeta, Khairiah Elwardah, 2025). Cleanliness in traditional markets is crucial because it directly impacts the health of both traders and consumers and also reflects the quality of service provided by market managers (Nofrianto et al., 2021).

However, there is a crucial research gap in the study of Islamic economic governance. Most previous research on traditional market revitalization or millennial consumer adaptation tends to focus on the digitalization of payment systems (e-wallets), quantifying merchant turnover, or solely on physical infrastructure (Afandi, 2025; Ni Komang Ayu Artiningsih & Sri Subekti, 2025). Very limited literature examines how abstract spiritual values such as *thaharah* (cleanliness) and *amanah* (security) are

operationalized as managerial strategies to compete with digital marketplaces and modern retail to capture millennial consumer preferences.

The originality and novelty of this research lies in the integration of physical service management (cleanliness and security) with Islamic business ethics within the downstream ecosystem of the sharia economy. This study views hygiene and market protection not merely as administrative obligations but as manifestations of theological values that generate blessings (*barakah*). In the context of serving millennial consumers in traditional markets, blessings are no longer defined narrowly as material profits for traders, but rather encompass the psychological well-being of visitors, guaranteed public health, social order, and the sustainability of the local circular economy. By combining analysis of spiritual dimensions, management ethics, and the behavioral characteristics of millennial consumers, this research is expected to provide new insights into the treasury of Sharia-based entrepreneurship and public facility governance.

Literature Review

Traditional Market Management

Marketing is a social activity through which individuals and groups obtain their needs and wants. This is done by creating, offering, and voluntarily bringing together goods and services of value with others. According to management, marketing can be defined as a series of steps encompassing analysis, planning, implementation, and control of activities aimed at establishing exchanges with target audiences to achieve company goals. Traditional markets serve as centers of economic activity at the local level, where direct interaction between sellers and buyers occurs.

Previous research by (Permatasari et al., 2024) This study focuses on traditional market mechanisms in general, particularly how supply and demand interact and how prices are determined through bargaining. Unlike previous research, this study specifically emphasizes traditional market management, specifically in an effort to improve services for millennial consumers by emphasizing cleanliness and safety within the context of Sharia values.

Millennial Customer Service

Customer service encompasses all activities undertaken by businesses to effectively meet consumer needs and expectations, from before to after a transaction. This service encompasses direct interaction, providing clear information, handling complaints, and creating a pleasant shopping experience to build satisfaction, trust, loyalty, and a positive business image.(Hendrik, 2024)Meanwhile, millennial consumers are a generation that grew up with digital technology and the internet, possessing high purchasing power and exhibiting different shopping patterns than previous generations. Their consumption behavior is influenced by digitalization, modern lifestyles, and the habit of seeking information before making purchasing decisions.(Elysa Septiana, 2024).

Previous research byAngreni et al., (2024)focuses more on the characteristics of the millennial generation as consumers in the digital world, particularly regarding their online shopping habits and internet connectivity. Unlike the two previous studies, this research specifically examines how management manages traditional markets to improve services to millennial consumers.

Cleanliness and Safety

Facilities are physical means and infrastructure that support smooth service, increase comfort, and create positive experiences that impact customer satisfaction and loyalty.(Savina & Raskadi, 2025)In traditional markets, cleanliness and safety are key factors in creating a healthy, comfortable environment that adapts to changing consumer behavior. Market sanitation, which includes hygiene facilities, waste management, and disease control, is a key indicator of market health and is strongly influenced by the availability of facilities and the discipline of vendors in maintaining cleanliness. This condition also shapes vendors' and consumers' perceptions of the quality of market management.(Syamsul Bahri Arifin, 2025). Furthermore, safety aspects such as adequate lighting, a well-organized layout, safe pedestrian paths, and proper supervision provide a sense of security for visitors. Post-pandemic, cleanliness is seen not only as a comfort factor but also as part of public health protection.(Utomo et al., 2023)..

Previous research byRizkul Mubarak (2025)This study has a strong theoretical foundation to support the discussion on the impact of service quality on millennial consumer satisfaction. What distinguishes this study is the traditional market

management strategy to enhance the millennial consumer experience, with a primary focus on market cleanliness and safety as essential elements of service quality.

Islamic Economic View

From a sharia-based economic perspective, facilities are seen as a crucial element in achieving *maslahah* (benefit) and providing good economic services. Providing clean, safe, comfortable, and appropriate facilities is considered a business obligation to protect consumer rights and create fair and blessed transactions. This idea aligns with the value of *ihsan*, which is to provide the best service. *Ihsan* is a moral principle that is not merely a rule but can also be applied, as it encourages people to prioritize quality, honesty, and justice in every aspect of life, including the work environment, community service, and business activities. *Amanah* (trustworthiness), which is the responsibility to provide appropriate facilities, and the principle of *thaharah*, which is cleanliness, which is highly emphasized in Islam.(Nisa Violeta, Khairiah Elwardah, 2025).

Previous research by Afandi, (2025) This study explains service theory in the context of Islamic economics, specifically how "sharia-correct" service is not only about technical services but also reflects moral values aligned with the *maqasid al-sharia*, such as justice and responsibility. What distinguishes this research is that it expands the analysis by adding aspects of Islamic economic principles such as *ihsan*, *amanah*, and *thaharah* as a framework for understanding how clean and safe market facilities not only meet the physical needs but also the moral and spiritual values of consumers.

Method

This research uses a qualitative approach with a case study type that focuses on cleanliness and safety management as a service strategy at Pasar Baru Paiton. The selection of a qualitative approach is aimed at understanding the meanings, views and experiences that emerge in the field from the perspective of market players.(Rijal Fadli, 2021). The research location was chosen because this market is the center of community economic activity and has experienced an increase in service facilities in recent years.

Data collection techniques included in-depth interviews, direct observation, and documentation. Interviews were conducted with market managers, traders, and consumers to obtain a comprehensive overview of service management. Observations were used to assess cleanliness, sanitation facilities, security systems, and market area

layout. Documentation in the form of photographs, cleanliness programs, and evidence of security facilities (such as CCTV and security guards) was used to corroborate the field data. Data validity was tested through source and technique triangulation, comparing the results of interviews, observations, and documentation. Data analysis was conducted using descriptive qualitative methods through the stages of data reduction, data presentation, and conclusion drawing. (Ash-shiddiqi et al., 2025) This research is also analyzed using a sharia economic perspective, specifically the values of *thaharah* (cleanliness), *amanah* (responsibility), and *ihsan* (best service) as the ethical foundations for market management.

Results and Discussion

Paiton Market is a traditional market that serves as a center of economic activity for residents of Paiton District. Here, people can find basic necessities such as vegetables, fish, meat, basic foodstuffs, and other household needs. To compete with modern retail stores, this traditional market must improve its service, particularly in terms of cleanliness and safety. Based on the research conducted, the following results and discussion were obtained:

1. Paiton Market Cleanliness and Safety Structure

In this study, the organizational structure governing cleanliness and safety at Paiton Market is crucial for market service. This structure is designed to ensure that cleaning activities are carried out properly, regularly, and sustainably.

a. Market Hygiene Structure

StructureMarket cleanliness includes:

1. Market Manager

The market manager is the institution responsible for the organization, order, operation, cleanliness, security, and services of the market. The market manager's duties are as follows:

- Drafting regulations and policies related to market cleanliness, namely Traders are required to provide small trash bins at their stalls, Traders are prohibited from dumping fish or vegetable waste directly into the gutter, and traders who violate this will be given a warning or sanction.

- Establishing clean environmental standards in the market, namely carrying out routine cleaning in the morning and evening, collecting garbage every day to prevent accumulation, and routinely checking the gutters to prevent blockages.
- Supervise the performance of cleaning staff, namely by making daily reports regarding market cleanliness.
- Providing direction to traders regarding the importance of maintaining the cleanliness of their sales areas, namely by appealing to traders to maintain the cleanliness of their respective stalls and reminding them to always throw rubbish in the right place).
- Holding a routine cleaning program, namely the Clean Friday program, which is carried out routinely every week at Paiton Market.

2. Cleaning Coordinator

The cleaning coordinator is the leader of the cleaning service team who is responsible for planning, supervising and ensuring that every part of the workplace is clean, hygienic and maintained according to established standards.

- Ensure Cleaning is carried out every day properly, namely the coordinator goes around every morning and evening if he finds a pile of rubbish, he can clean it again.
- Report the state of cleanliness to the market manager by reporting if there are any incomplete facilities, and providing reports on routine activities every day.
- Evaluating cleanliness problems that occur in the field, such as frequently clogged gutters, officers will carry out routine cleaning of the water channels. If there are traders who still throw rubbish carelessly, it is necessary to carry out outreach and impose sanctions.

3. Garbage Collection Officer

The officer who handles waste transportation is responsible for transporting the waste that has been collected by the cleaning staff from the temporary storage location to the final disposal site (TPA).

- Transporting waste from the temporary storage area to the final disposal site, officers use vehicle carts to move the waste to the landfill.
- Ensure that the storage area remains clean and does not emit odors by cleaning the TPS after transport and spraying the TPS area to reduce odors from wet waste.

4. Trader Participation

Trader participation is the involvement of traders, both directly and indirectly, in the responsibility for managing the market environment, cleanliness, and revitalization programs, including contributions of energy, ideas, and compliance with regulations.

- Traders participate in cleaning their respective stall areas (mandatory).
- A community service program (the "Clean Friday" program) is held every Friday, where people collectively clean the entire market area. The goal is to raise awareness about the importance of cleanliness in the market.



Picture of routine weekly mutual assistance activities (Clean Friday)

b. Market Security Structure

SecurityMarket security is a crucial part of the market service system because it directly impacts the sense of security and well-being of both traders and consumers. Security arrangements are implemented with clear assignments and supported by adequate security facilities. Several components of the market security structure include:

1. Security officer

Security guards are responsible for ensuring safety and order within the market during its operation. Their duties include monitoring the activities of vendors and visitors, preventing theft, and providing assistance to visitors experiencing problems within the market area. For example, security guards patrol every few hours to maintain market security and help manage crowds during peak periods.

2. Parking supervisor duties

OfficerParking staff are responsible for organizing visitors' vehicles so they are parked neatly and do not disrupt buying and selling activities. A well-organized

parking area is crucial for attracting customers because it provides easy access. Vehicles are directed to designated parking spaces to avoid congestion at the market entrance.

3. CCTV Monitoring (Surveillance Camera System)

In addition to surveillance by security officers, market security is also strengthened by the placement of CCTV cameras in several key locations, such as the entrance gate, main routes, and parking lots. CCTV aims to provide more comprehensive monitoring of market activities and assist in preventing crime. The uses of CCTV include:

- Assist security officers in carrying out surveillance.
- Serves as documentary evidence if a particular incident occurs.
- Increase the sense of security for traders and buyers.



Image of parking area and CCTV surveillance camera

2. Market Cleaning Service System

Based on the results of observations and interviews with managers, traders and consumers, the following findings were obtained:

a. Management Rubbish

Waste management at Paiton Market is crucial for improving the quality of traditional market services. Field observations indicate that market management has placed trash bins in several strategic locations, such as at the entrance and around the vegetable and grocery vendors. However, not all areas of the market have a system for separating organic and inorganic waste. Many trash bins are still generic and lack clear labels. Market cleaners are responsible for collecting waste daily. Collection and

transportation typically take place during the day, when trading activity decreases. The collected waste is stored in a temporary location before being transported to the final disposal site by authorized personnel.

In an effort to maintain market cleanliness, management not only provides trash receptacles and regularly collects trash, but also conducts outreach to vendors about the importance of maintaining cleanliness in the sales area. This outreach activity aims to increase vendors' understanding so they don't litter and are willing to take responsibility for market cleanliness. In addition, market management regularly carries out mutual cooperation activities with vendors known as the "Clean Friday" program. This activity is carried out weekly by cleaning the market area together, especially in areas prone to dirt such as wet areas and water channels. The Clean Friday program is one of the management's efforts to create a clean, healthy, and comfortable market environment for vendors and consumers.

ForTo understand how supervision at Paiton Market operates, researchers conducted several interviews with pre-selected informants. One of the informants interviewed was Abdul Aziz, who serves as the business manager of Paiton Market. In his interview, he stated: "Usually, the supervision we implement relates to market cleanliness and security, where each sector has its own regulations. For cleanliness, we have 12 members, and for security and order, there are 7 members." (Interview: Thursday, December 18, 2025).

Mr. Ali (a cleaning staff member) also expressed a similar sentiment in the interview. He said, "Of course, we focus our supervision on cleanliness after vendors finish selling, specifically from 10:00 a.m. until the end of the day." (Interview: Thursday, December 19, 2025).

InIn addition, Adi (a grocery trader) gave his opinion during the interview by stating that: "Every afternoon there are officers who clean it, it is very good so that traders and buyers tomorrow can see that the Paiton market is maintained and looked after (Interview: Thursday, December 19, 2025).

Based on the information obtained by the researcher through interviews with Abdul Aziz (market business management), Mr. Ali (cleaning staff), and also Adi (grocery trader), the researcher can conclude thatSupervision at Paiton Market focuses on cleanliness, carried out on a scheduled basis by market officials. This demonstrates

the collaboration between management and traders to create a clean, orderly, and safe market.

Analysis of observational findings revealed that waste management in the market is already running routinely. Dry areas demonstrate fairly good cleanliness, while wet areas require more attention, including providing separate bins for organic and inorganic waste and educating vendors on wet waste management.

With this system improvement, waste management not only functions technically for cleanliness, but also becomes a service strategy to improve consumer comfort, especially millennial consumers who pay more attention to market cleanliness aspects.

b. Cleanliness of Market Area

Market cleanliness is a key factor in assessing the service quality of a traditional market. Observations show that cleaning staff at Paiton Market sweep regularly every day, typically during the day when activity slows down. They also clean up trash in the aisles and tend to any areas that appear dirty. In the morning, the market appears quite tidy, as the floor has been swept and some areas have been thoroughly cleaned with water. This creates a positive first impression for early-arriving shoppers. However, during peak hours, especially between 7:00 and 10:00 a.m. Western Indonesian Time, the floor often becomes dirty again due to the high volume of trading activity. Trash such as plastic, vegetable scraps, fish scraps, and splashes of water from wet areas are the main causes of the dirt and sometimes slipperiness.

Meanwhile in dry areas, such as clothing and grocery stores, cleanliness is easier to maintain because the waste generated is less wet. Conversely, in wet areas, such as those selling fish, chicken, and meat, maintaining floor cleanliness is more difficult due to high water usage and the presence of organic waste. These findings suggest that the market's cleaning system is well-scheduled, but its effectiveness is still affected by crowd levels. During peak hours, maintaining cleanliness becomes a major challenge because more waste is generated. Market cleanliness is not solely the responsibility of staff but also part of the market's service culture, which focuses on customer comfort and satisfaction.

c. Means Cleanliness

Means Cleanliness is a key element in creating a healthy, safe, and comfortable market for every visitor. Observations at Paiton Market indicate that hygiene facilities, such as public toilets and handwashing areas, are readily available and accessible to

both vendors and visitors. These facilities reflect market management's efforts to improve service standards.

From Observations show that, in general, basic hygiene standards are met, but they have not yet fully met the comfort and expectations of millennial consumers, who typically prioritize cleanliness, tidiness, and environmental appearance. Millennial consumers tend to prefer facilities that are clean and have a fresh scent, appear organized and well-maintained, and provide a sense of comfort when used.

By paying attention to cleanliness in this area, the market functions more than just a place to conduct business transactions, but also as a healthy, comfortable public space, and can compete with modern malls in attracting the attention of consumers, especially the millennial generation.

3. Market Security Service System

Service Security at Paiton Market is a crucial element in providing comfort and a sense of security to shoppers. Observations and interviews revealed that security is considered superior to cleanliness, particularly regarding parking management and security personnel. Security personnel are present at the market, with officers guarding the main entrance and conducting light patrols within the area. These officers monitor the entry and exit of visitors, anticipate any issues with order, and assist shoppers with any difficulties. Furthermore, security personnel often collaborate with parking attendants to ensure orderly traffic and a smooth flow of traffic. Interview Results:

- Consumer Interview (Mr. A, 46 years old): "In terms of security, I feel quite comfortable, there are security guards on guard at the front."
- Trader Interview (Mrs. S, 39 years old): "Security officers often walk around, so we are more relaxed when selling."

a. Parking System

The market parking area is quite spacious and separated for motorcycles and cars. Official parking attendants assist with parking and provide parking tickets. Most customers feel safe leaving their vehicles while shopping. The well-organized parking and the presence of attendants contribute to this sense of security. Interview Results:

- Consumer Interview (Sister Nisa, 23 years old): "The parking is quite organized, and there are attendants too. So you don't have to worry about your vehicle."
- Parking Attendant Interview: "We're on duty from morning until the market is empty. If we see any suspicious vehicles, we'll immediately monitor them."

Based on interviews with vendors and shoppers, incidents of pickpocketing or lost items are rare. However, technology-based surveillance, such as CCTV, is still limited and does not cover the entire market area. Security cameras are only installed in select locations, such as the entrance and parking area. This limited number of CCTV cameras should be noted as a major concern for future security improvements, especially during peak hours when the market is crowded with visitors. Interview Results:

- Consumer Interview (Mrs. Reni, 34 years old): "Until now I have never heard of pickpocketing, but when it is busy you still have to be careful."
- Trader Interview (Mr. Hadari, 50 years old): "Loss cases are rare, facilities such as CCTV increase security so that buyers feel safe."

FromBased on observations and interviews, security at Paiton Market is superior to cleanliness. The presence of security personnel, well-organized parking, and low crime rates are positive indicators of market service. However, increasing the number of CCTV cameras and modern surveillance systems is still needed to enhance the sense of security, especially for millennial shoppers who prioritize technology and transparency in monitoring.

Discussion

Service is a crucial factor in enhancing the attractiveness of traditional markets. Facing competition from modern markets and digital shopping platforms, traditional markets need to improve their service quality to maintain customer satisfaction, including among millennial consumers. Good service is not only about the buying and selling process, but also about the comfort, cleanliness, and safety of the market environment. Research conducted at Pasar Baru Paiton revealed that the service system implemented by market managers focuses on improving market cleanliness and safety. These two aspects are key strategies for creating a comfortable market environment for visitors, thereby increasing public interest in shopping at traditional markets.

Market cleanliness is a key concern for the management of the Paiton New Market. This is due to the negative perception that traditional markets are often dirty, muddy, and untidy. To address this issue, market management has implemented a cleanliness system with regular cleaning. Cleaning staff are tasked with cleaning the area daily, especially in the morning before trading begins and in the afternoon after the market is busy. Furthermore, management has placed trash bins in strategic locations so that vendors and visitors can dispose of trash properly. These steps are taken to maintain market cleanliness and ensure a comfortable environment for visitors. In addition to the role of cleaning staff, vendors also have a responsibility to maintain market cleanliness. Based on observations, cooperation between management and vendors is crucial for maintaining market cleanliness on an ongoing basis. With a shared awareness of maintaining cleanliness, the market situation becomes orderly and provides comfort to visitors.

AspectSecurity is also crucial in market services. At Pasar Baru Paiton, management provides security personnel to maintain order and monitor market activities. The presence of security personnel provides a sense of security for both vendors and buyers during transactions. They also position vendors to ensure they do not obstruct visitor access. With proper supervision, market activities can proceed more orderly.

CleanlinessThe security measures implemented at Paiton New Market are a management strategy to improve public service. A clean and safe market environment can provide comfort for visitors, which in turn can attract people to shop at traditional markets. The convenience factor is also significant in attracting millennials, who typically prioritize the comfort and cleanliness of shopping areas.

From a sharia economic perspective, market management that prioritizes cleanliness and safety reflects the values taught in Islam, such as trustworthiness through safe parking, responsibility in maintaining the cleanliness of each stall, and shared prosperity through deliberation in carrying out routine activities to maintain cleanliness and comfort. Cleanliness is a crucial aspect of Islamic teachings, relating not only to health but also to comfort in social life. On the other hand, market security reflects the management's responsibility to maintain order and protect economic activities between vendors and buyers. Therefore, it is clear that cleanliness and security services at Pasar Baru Paiton not only serve to improve traditional market services but also serve as a means of implementing sharia economic values in commerce. With good management in both

areas, Pasar Baru Paiton can create a more orderly, comfortable, and safe market atmosphere, thereby attracting the public, especially the millennial generation, to shop at traditional markets.

Conclusion

Based on the research results, it can be concluded that the management of the Paiton New Market in increasing consumer interest is carried out through improving market cleanliness and security services. These two aspects are important strategies for market managers to create a comfortable, orderly, and safe market environment for both traders and buyers. The cleaning service system at the Paiton New Market is carried out through routine cleaning activities carried out daily by market cleaning staff. In addition to daily activities, there is also a weekly cleaning activity (Clean Friday) carried out jointly by market officials and traders as a form of cooperation in maintaining the cleanliness of the market environment.

To maintain vendor discipline, market management also implements a punishment system or sanctions in the form of warnings to vendors who violate regulations, such as littering or failing to maintain the cleanliness of the sales area. Market management also implements a cleaning and security fee system paid by vendors. In addition to cleanliness, security management is also a crucial part of market services through integrated parking arrangements, the deployment of security personnel, regular patrols, and the installation of CCTV surveillance at vulnerable locations to minimize crime.

Theoretically, this study concludes that the concept of blessing (barakah) in Islamic economics does not conflict with the demands of modernity among millennial consumers, but rather, they align. Blessings at Pasar Baru Paiton are proven to encompass not only one-sided economic benefits but also manifest in spiritual well-being (peace and comfort in transactions), the sustainability of the market ecosystem, and tangible social benefits in the form of consumer rights protection and public health. Well-managed values of *thaharah* and *amanah* (trustworthiness) transform into competitive advantages amidst the pressures of the modern market and digital platform disruption.

As an academic recommendation for future research, it is recommended that future researchers conduct quantitative or mixed-methods research involving a larger number of

traditional markets (multiple cases) and broader geographic coverage at the regional or national level. This is crucial for mapping the standardization of millennial consumer satisfaction indices for "Sharia Healthy Markets" and testing the validity of the service blessing model within a more macro-scale Islamic public economy.

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