

The Effectiveness of Market Management In Increasing Customer Satisfaction at Pondok Labu Market In Pondok Labu Kelahan Cilandak Sub-District Jakarta Selatan

Efektivitas Market Management Dalam Meningkatkan Kepuasan Pelanggan Pada Pasar Pondok Labu Di Pondok Labu Kelahan Kecamatan Cilandak Jakarta Selatan

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ABSTRACT

The writing of this thesis aims to find out how the actual process and conditions of market structuring activities at PD Pasar Jaya Pasar Pondok Labu, where Pondok Labu market conditions are less conducive and irregular with less organized conditions in the Pondok Labu market area which causes Pondok Labu Market conditions disturbed. With the rearrangement based on the lack of previous implementation, it can reduce and even eliminate the negative impacts that arise due to unfavorable and irregular market conditions, as well as re-functioning of the facilities and infrastructure around the Pondok Labu Market so that it can be used and functioned as it should. Research method used is descriptive method using a qualitative analysis approach, and this research was carried out on the implementation of market structuring in this case Cilandak Sub-district. Pondok Labu Market management research uses the concept of goal approach, systems perspective and individual behavior in the organization. Based on the results of the study, the market arrangement in Pondok Labu Market, Pondok Labu Sub-District, Cilandak Sub-District runs smoothly and effectively where the arrangement follows the objectives and objectives of the arrangement, although there are some obstacles and constraints. This obstacle can be overcome by the coordination of various related agencies in the Pondok Labu market structuring activities so that the infrastructure in the Pondok Labu market area can function properly the Government in this case Cilandak Subdistrict accelerates the provision of places / locations and revitalizes adequate locations for street vendors so that they do not return to facilities and infrastructures and provide socialization and appeals to the new traders who occupy the infrastructure that has been trimmed so as not to occur violation.

Keywords: Market Management, Management Effectiveness, Customer Satisfaction

ABSTRAK

Penulisan tesis ini bertujuan untuk mengetahui bagaimana sebenarnya proses dan kondisi kegiatan penataan pasar di PD Pasar Jaya Pasar Pondok Labu, dimana kondisi pasar Pondok Labu yang kurang kondusif dan tidak teratur dengan kondisi yang kurang tertata di kawasan pasar Pondok Labu yang menyebabkan Pondok Kondisi Pasar Labu terganggu. Dengan penataan kembali berdasarkan kekurangan dari pelaksanaan sebelumnya dapat mengurangi bahkan menghilangkan dampak negatif yang timbul akibat kondisi pasar yang kurang kondusif dan tidak teratur, serta berfungsinya kembali sarana dan prasarana di sekitar Pasar Pondok Labu sehingga dapat digunakan dan berfungsi sebagaimana mestinya. Metode penelitian yang digunakan adalah metode deskriptif dengan pendekatan analisis kualitatif, dan penelitian ini dilakukan pada pelaksanaan penataan pasar dalam hal ini Kecamatan Cilandak. Penelitian manajemen Pasar Pondok Labu menggunakan konsep pendekatan tujuan, perspektif sistem dan perilaku individu dalam organisasi. Berdasarkan hasil kajian, penataan pasar di Pasar Pondok Labu Kelurahan Pondok Labu Kecamatan Cilandak berjalan dengan lancar dan efektif dimana penataan mengikuti maksud dan tujuan penataan, meskipun terdapat beberapa kendala dan kendala. Kendala tersebut dapat diatasi dengan koordinasi berbagai instansi terkait dalam kegiatan penataan pasar Pondok Labu agar infrastruktur di kawasan pasar Pondok Labu dapat berfungsi dengan baik Pemerintah dalam hal ini Kecamatan Cilandak

mempercepat penyediaan tempat/lokasi dan merevitalisasi lokasi yang memadai bagi PKL agar tidak kembali ke sarana dan prasarana serta memberikan sosialisasi dan himbauan kepada para pedagang baru yang menempati sarana dan prasarana yang telah dirapikan agar tidak terjadi pelanggaran.

Kata Kunci: Pengelolaan Pasar, Efektivitas Pengelolaan, Kepuasan Pelanggan

1. Introduction

The government has a role to regulate, improve and direct private sector activities. A country's economy cannot be separated from government intervention and market mechanisms that occur. Governments have varying degrees of influence over the economy. There is a government that strictly regulates, there is also a limit and only works as a supporter in a country's economy. The government's role in the economy is carried out through economic activity by carrying out allocation, distribution and stabilization functions.

As one of the symbols of national identity, traditional markets need to carry out physical and non-physical qualities in order to adapt to the changing times so that traditional markets can compete with other, more modern markets. Along with the times, nowadays there are other types of markets, namely in the form of shopping centers and modern shops. The existence of shopping centers and modern shops often stands around the traditional market itself. With this coexistence, competition arises between traditional markets and shopping centers and modern shops themselves.

In line with this, the implementation of the regional autonomy policy has encouraged changes, both structurally, functionally and culturally in the governance arrangements of the regions. Arrangements for the implementation of sub-districts both in terms of formation, position, duties and functions are legally regulated by Government Regulations. As a regional apparatus, the Camat receives delegation of authority which means community service matters. In addition, the district will also carry out the implementation of general government tasks.

Jakarta is the national capital and one of the largest cities in Indonesia, where the city has the most populous population based on BPS data of 10.4 million people and is the center of government activities in Indonesia. Jakarta is a metropolitan city that every newcomer dreams of looking for work. Everyone thinks about easily getting a job in Jakarta. So far, many newcomers want to find work in Jakarta because they see job opportunities in the capital city that are quite large. This is very burdensome for the Provincial Government of DKI Jakarta in terms of population, residence and employment.

Based on this paradigm, local government officials, especially sub-district government officials, are required to be able to provide optimal service to the community. Theoretically, regional autonomy will be able to improve the quality of public services, because regional autonomy can create an equal bargaining position between local governments as service providers and the community as service users.

According to his understanding the market is one of the various systems, institutions, procedures, social relations and infrastructure where businesses sell goods, services and labor to people in exchange for money. Goods and services sold using legal means of payment such as money. This activity is a part of economic.

Markets facilitate trade and enable the distribution and allocation of resources in society. The market permits all traded items to be evaluated regarding the condition of the traded goods. A market arises more or less spontaneously or is deliberately constructed by human interaction to enable the exchange of rights (ownership) of services and goods. Starting from the environment of

the community around the market, the facilities and infrastructure found around and in the market area itself, starting from transportation such as public transportation, connecting roads and traffic signs, drains and sidewalks and parking, are not given enough attention. The aspect of public order is often forgotten by market managers and their maintenance is neglected so that the existence of traditional markets seems rundown and chaotic.

Traders carry out their trading activities on waterways and sidewalks and road shoulders. There is garbage and excrement from the market that is not placed in the landfill that has been provided by the Pondok Labu market manager. Besides that, the irregularity in terms of orderly roads can be seen from the parking of the buyers' vehicles on the shoulder of the road which causes traffic jams in locations around the Pondok Labu market. The implementation of managing market conditions, starting from facilities and infrastructure, the environment, market governance in social order, and the impacts that arise in society and the community's view of the market must be changed to be positive.

In order to realize an orderly, peaceful, comfortable, clean and beautiful Jakarta life, it is necessary to have regulations in the field of public order that are capable of protecting city residents and city infrastructure and accessories. Public order and public peace are mandatory affairs that fall under the authority of the provincial regional government, which in practice must be carried out in accordance with the provisions of the applicable laws and regulations.

In its implementation, many parties are involved, from the government, the Department of Transportation, Satpol PP and the community. For example, in the implementation of this management, it is necessary to coordinate with related agencies and approach traders and buyers who visit the market so that in the implementation of market management there are no conflicts that can cause chaos which can hinder its implementation.

Self-management is a process that provides oversight of all matters involved in implementing policies and achieving goals. So far, the management has not been optimal because violations are still occurring in various locations around the market which has caused traffic problems such as traffic jams, illegal parking and public transport stopping all over the place, then with flooding when it rains due to accumulation of garbage which clogs waterways. As well as in conditions based on existing observations there is a need for management due to violation of rules and policies from laws, government regulations, even regional regulations.

The word effective comes from the English language, namely, effective which means successful, or something that is done successfully. Effectiveness means achieving results as desired or planned. Coordination and cooperation is carried out, intending that the goals can be achieved as desired or as planned, when if done alone without coordination and cooperation with other parties or people, these goals will be difficult to achieve as expected and planned. If it is carried out with planning, coordination between parties and groups and based on their respective interests, then it can be an effort to achieve undirected goals.

Likewise, if at the start of work, the time used to work on it, as well as in the completion of work is not regular, and each member carries out activities according to their respective wishes and is not disciplined, the result will be that the work cannot be completed as planned. Therefore regulations and arrangements for an activity are directed to achieve effectiveness. According to (Makmur, 2011) argues that: effectiveness only comes from contemplating mistakes or mistakes that have been made in the past, but also must be combined with rational thinking activities, then implementing that thought into a more appropriate action, so that the goals set to be achieved it can provide results by satisfying all parties both as individual members, groups and as members of the organization.

Thus effectiveness as an improvement over previous actions or implementations and refraction of these mistakes so that the implementation is better and minimizes past mistakes. Effectiveness is a measure that states how far the target (quantity, quality, and time) has been achieved. The greater the percentage of targets achieved, the higher the level of effectiveness. This concept is output oriented. In another sense, if the results of activities use as many resources as possible and with the best possible quality, this means that the work is carried out with high effectiveness. Effectiveness is a "measurement" of the level of fulfillment of output or process goals. The higher the achievement of targets or process objectives, the more effective the process is said to be. An effective process is characterized by process improvement so that it becomes better and safer. According to Steers (Hasibuan H.D., 2015) argues that effectiveness is the scope of a program's efforts as a system with certain resources and facilities to fulfill its goals and objectives without paralyzing the methods and resources and without placing unreasonable pressure on its implementation.

Furthermore, according to Steers (Hasibuan H. D., 2015) adding in identifying organizational effectiveness can be done through three approaches: 1) The goal approach, in the sense of the extent to which an organization succeeds in achieving the most optimal goals; 2) System perspective, in the sense of how far the resource factors in the organization influence each other to facilitate the achievement of goals; 3) Human behavior in organizations, in the sense of how far individual behavior in organizations can support the achievement of organizational goals.

Meanwhile, the components related to effectiveness according to Steers (Hasibuan H. D., 2015) identify four sets, namely: organizational characteristics, environmental characteristics, employee characteristics, management policies and practices. The results of this research on the components carried out in various institutional fields show that these four components play an important role in facilitating the creation of a work environment oriented towards achievement and performance. In (Mahmudi's opinion. 2002), argues that: effectiveness is related to the relationship between the expected results and the actual results achieved. Effectiveness is the relationship between output and goals. The greater the output contribution to the achievement of goals, the more effective the organization, program or activity. If economics focuses on inputs and efficiency on outputs or processes, then effectiveness focuses on outcomes (the results of an organization, program or activity are considered effective if the outputs produced meet the expected goals, or are said to be wisely wisely).

Efforts to evaluate the running of an organization, can be done through the concept of effectiveness. This concept is one of the factors to determine whether it is necessary to make significant changes to the form and management of the organization or not. In this case, effectiveness is the achievement of organizational goals through the efficient use of available resources, in terms of input, process and output. In this case what is meant by resources includes the availability of personnel, facilities and infrastructure as well as the methods and models used. An activity is said to be efficient if it is carried out correctly and in accordance with procedures while it is said to be effective if the activity is carried out correctly and produces useful results.

Meanwhile, according to David Krech (Danim, 2004) The size of the group effectiveness approach is as follows: 1) The number of results that can be issued by the group The results are in the form of quantity or physical form of the group's work. The results referred to can be seen from the comparison (ratio) between inputs and outputs, efforts to results, the percentage of achievement of work programs and so on; The level of satisfaction obtained by group members, the characteristics of group member satisfaction, among others, are reflected in the openness of communication between members, diligence, not having too much "calculation" at work, reduced

complaints, reduced discussion of superiors' weaknesses and co-workers' needs, high levels of attendance, and others. 3) Group creative products; one of the characteristics of an effective group is the group's ability to foster the creativity of its members; 4) The emotional intensity achieved by a person because he is a member of a group. Emotional intensity is measured by higher obedience due to being a member of a group or a high level of belonging due to belonging to a group that struggles to own it.

Then according to (Torang, 2014) the concept of organizational effectiveness is very dependent on how the organization can exploit the environment of organizational goals. Organizational effectiveness can also be determined by the structure of power, patterns of power relations, ways of monitoring, employee performance and productivity. Meanwhile, according to Miller (Hasibuan H.D., 2015), argues that: Effectiveness be fine as the degree to which a social system achieves its goal, effectiveness must be distinguished from efficiency, efficiency is mainly concerned with goal attainment".

Measuring organizational effectiveness is not a very simple thing, because effectiveness can be studied from various perspectives and depends on who evaluates and interprets it. When viewed from a productivity perspective, a production manager provides an understanding that effectiveness means the quality and quantity (output) of goods and services. The level of effectiveness can also be measured by comparing the plans that have been determined with the actual results that have been realized. However, if the effort or results of the work and actions taken are not appropriate, causing the goals not to be achieved or the expected goals, then it is said to be ineffective.

So, in general there is a view that effectiveness is intended or can be defined in terms of the level of achievement of organizational goals. According to Siagian in Indrawijaya (2010: 175) effectiveness is usually interpreted: Completion of work at the appointed time, meaning whether the implementation of a task is considered good or not, especially answering the question of how to do it, and how much it costs.

According to Siagian, the meaning of this effectiveness is seen based on the timeliness that looks at the process and costs. Then according to (Saxena in Indrawijaya, 2010:) reveals several things that become criteria in measuring the effectiveness of effectiveness is a measure that states how far the target (quality, quantity, time) has been achieved. The greater the target achieved, the higher the level of effectiveness. This concept is more focused on output orientation. The problem of using inputs is not an issue in this concept. In general, government organizations (which are not looking for profit) are oriented towards achieving effectiveness according to this expert's opinion, the meaning of this effectiveness is seen based on targets that are output oriented (which are not looking for profit) and are more oriented towards achieving effectiveness.

Then the view of Georgopoulos and Tannenbaum in (Indrawijaya, 2010) regarding measuring the effectiveness of an approach that can be more accountable, as proposed by the researchers, is a way of measuring effectiveness that uses several elements commonly found in successful organizational life. The results of the study show the use of 3 elements, namely productivity (efficiency in the economic sense), stress (as evidenced by the level of tension and conflict), and flexibility (or the ability to adapt to internal and external changes).

In the opinion of Georgopoulos and Tannenbaum, the meaning of this effectiveness is seen using several elements consisting of productivity, stress, flexibility. The criteria for measuring effectiveness according to (Siagian in Hasibuan H. D, 2015) reveal several things: Effectiveness can be measured from various things, namely: clarity of goals to be achieved, clarity of strategy for achieving goals, processes of analysis and formulation of solid policies, sound planning mature,

proper program preparation, availability of work facilities and infrastructure, effective and efficient implementation, educational supervision and control system.

Then (Makmur, 2011) states that in terms of effectiveness criteria, the elements include (a) Accuracy in determining the time, (b) Accuracy in calculating costs, (c) Accuracy in measurement, (d) Accuracy in making choices, (e) Accuracy in thinking, (f) Accuracy in carrying out orders, (g) Accuracy in determining goals, (h) Accuracy in targeting. Based on some of the opinions above regarding effectiveness, it can be concluded that effectiveness is a measure that states how far the target (quantity, quality and time) has been achieved by management, which target has been determined beforehand.

In an effort to achieve organizational success, the human factor must develop its capabilities or expertise so that they can work effectively, meaning that the effectiveness of the work of employees in the organization can be achieved. Thus it can be concluded that effectiveness is a condition of achieving goals or objectives which results in a condition due to the desired effect in a timely manner by using certain resources that have been allocated for various activities.

These various aspects of the market still occur many violations and deviate from the regulations that apply in establishing a market that should be carried out by the manager. The Regional Government both individually and jointly in accordance with their respective fields of duties conducts guidance and supervision of Traditional Markets, Shopping Centers and Modern Stores. According to (Raymond, 2012) regarding the market that there are two main types of Land Market-State Market or public and private. Private land market, traditional land owners (community represented by the Head of the Tribe or the Head of the Family) are the main suppliers of land, which is obtained from the traditional or private land market. An important attribute of public land is that it is assigned to citizens.

2. Methods

In a study, the research method is a very important part and greatly determines the success or failure of the research. The research method is a guide for researchers in conducting a study, even in the large number of research case studies, the quality of the research is largely determined by the methodology used by the research. According to (Sugiono, 2001) what is meant by research methods can be stated as follows research methodology is a scientific method used to obtain objective, valid, and reliable data with the aim of finding, proving and developing a knowledge, so that it can be used to understand, and solve problems.

The research method that will be used in this study is a descriptive research method with a qualitative approach, namely: a research method that functions to describe in detail and comprehensively about certain social phenomena of the object under study, namely How Effective Market Management Is in Increasing Customer Satisfaction in Cilandak District, South Jakarta. Descriptive research intends to examine and find the widest possible information about the variable in question, and to focus on the problems that existed at the time the research was conducted and to describe the facts about the problem being investigated as it is. According to (Irawan, 2004), the descriptive method is a study method that aims to describe or explain things as they are. While the purpose of descriptive research is to make a systematic, factual description of the facts and characteristics of the population of a certain area or area.

To obtain more precise and accurate information regarding social phenomena that occur, this research uses qualitative methods because this research is a study of cases experienced to

describe in more detail a condition or event that occurs in a certain group of people. Research with this qualitative method is also appropriate because in this study using direct observation in the field (direct observation) with interviews.

This research also does not recognize the existence of a population and sample because in qualitative research research is directed to be directly involved and actively participate, which means researchers can research or obtain data from data sources directly and repeatedly so that in this study using units of analysis and informants. (Arikunto, 1996) states that "the unit of analysis in research is a particular unit that is considered as a research subject". Based on this opinion, the units of analysis in this study are Pondok Labu Market and Cilandak District.

3. Results and Discussion

Systems Perspective

The system is a collection of objects that are interrelated and interdependent on a regular basis to achieve a common goal in a complex environment.

Government Coordination and Efforts

Based on the results of interviews with the Head of Satpel Dishub Cilandak Subdistrict regarding the system used in supervision to prevent illegal parking, public transportation braking and traffic jams by unplugging and ticketing operations as described below: "Implement and coordinate enforcement operations, control and supervision of traffic and road transport in the Cilandak District area is one of the main tasks and functions of the Cilandak District Transportation Service Implementing Unit. So in accordance with the main tasks and functions referred to by the Transportation Satpel of the Cilandak District, a member placement (plotting) was carried out in the area of Jl. Pondok Labu Raya, AW T-junction (Jl. Pinang Raya) and at Pondok Labu Market T-junction TL. Where members who are placed to control traffic and take action against vehicles parked illegally along the road. Also slam the City or Metro mini bus that slows down. In addition, officers direct vehicles from the direction of Jl. Fatmawati Hospital to Jl. Pondok Labu Raya turns towards Jl. Pinang Raya.

The researcher is of the opinion that related parties must also apply a one-way pattern towards fatmawati raya on the Pondok Labu Market side of the findings from the Mayor and according to city-level directives, and the following details the implementation of the Pondok Labu market management carried out

Activity Process and Location

The process of activities carried out in the implementation of Pondok Labu market management is in four stages: the planning, implementation, monitoring and evaluation stages. The details in traffic control activities are based on location and area. following: "If we map the law enforcement officers by area, we will place several joint officers from the police, Stpol PP and the Transportation Agency on Jl. Pondok Labu Raya, AW T-junction (Jl. Pinang Raya) and at Pondok Labu Market T-junction TL. Where members who are placed to control traffic and take action against vehicles parked illegally along the road. Also slam the City or Metro mini bus that slows down. In addition, officers direct vehicles from the direction of Jl. Fatmawati Hospital to Jl. Pondok Labu Raya turns towards Jl. Pinang Raya.

In accordance with the results of interviews conducted by the author with one of the traders who can be said to be a driving force for other traders (coordinator) and as an inspiration

for other traders in making the Pondok Labu market a neat, orderly, clean and comfortable market for buyers and not causing traffic jams and flooding when the rainy season arrived he said: "As far as I know the government has provided places to sell but not all traders want to occupy these places on the grounds that the location is not strategic and far away. My hope is for the government to pay attention to weak people, don't focus on people who are already able. From the results of the interview, it was stated that the management of the Pondok Labu market was indeed not in accordance with what was expected, where traders selling dry goods were located below and not far from the place where goods were distributed, while traders selling wet goods were located above and far away.

Participation

In supporting the implementation of this management, it is necessary to have a system so that the implementation is not only in the implementation of temporary management but is already effective with supervision and evaluation and monitoring from various parties and agencies. The government in this case follows Law No. 25 of 2009 concerning Public Services, in which the community can play an active role in helping to monitor the environmental conditions around them. "That building public trust in public services carried out by public service providers is an activity that must be carried out in line with the hopes and demands of all citizens and residents regarding improving public services. that as an effort to improve quality and ensure the provision of public services in accordance with the general principles of good governance and corporations and to provide protection for every citizen and resident from abuse of authority in the administration of public services, a legal regulation is needed to support it.

In other words, building public trust in improving public services needs to be carried out in support of the management of the Pondok Labu Market, because the market is one of the public facilities and infrastructure.

Monitoring and Evaluation

Supervision coordinates with various parties and implements various systems to be integrated with other agencies and institutions so that the implementation of management runs effectively and efficiently. Apart from the scheduled monitoring system, the provincial government of DKI Jakarta assists various public service facilities in accordance with the objectives of public services as stated in Law Number 25 of 2009 "the realization of clear boundaries and relationships regarding rights, responsibilities, obligations and authorities all parties related to the implementation of public services, the realization of a proper public service delivery system in accordance with the general principles of good governance and corporations, the fulfillment of public service delivery in accordance with laws and regulations, and the realization of legal protection and certainty for the community in the delivery of services public".

In supporting this, the Provincial Government of DKI Jakarta created a complaint channel as an infrastructure for monitoring Pondok Labu market conditions, in this case the complaint channel used is CRM (Citizen Relations Management), CRM is a mobile and web application for the Province (Departments, Agencies and Bureaus) and Administrative City areas (Kelurahan, Kecamatan, Kota and Dinas) to be able to coordinate and complete citizen reports more easily and efficiently. This application makes it easier for the Regional Government to resolve sub-districts, violations and inequalities that exist in society, especially in the area around Pondok Labu Market, by improving the quality of handling complaints that are fast, easy, precise and transparent. "Management of the Traffic Area has long been one of the efforts to unravel congestion on Jalan

Pondok Labu Raya, which the Transportation Satpel of the Cilandak District has conveyed to the South Jakarta Administrative City Transportation Sub-agency level. However, the response given initially was very slow. So the Mayor ordered directly to the Head of South Jakarta Transportation Sub-dept. to immediately realize the One Way System. And it was immediately followed up by the South Jakarta Transportation Sub-Department.”

The implementation of market management, apart from the transportation service personnel themselves, personnel obtained from members of the District and Kelurahan Satpol PP are also carried out daily pickets to monitor market conditions that have been managed so that traders are not occupied again, and if there are still traders occupying the location TIPIRING (Mild Crime) will be carried out which is directly carried out by the authorities in this case the court according to the results of the author's interview with the Head of Satpol PP Cilandak District. "This supervision is carried out in coordination with PD Pasar Pondok Labu by holding a picket. The implementation is scheduled by sending 3 members and one official vehicle under his supervision. If there are traders who are still trading even though they have been given a place at PD Pasar Jaya Pondok Labu, we will carry out TIPIRING (minor crimes) by enforcing regulations and security in accordance with Regional Regulation No. 8 of 2007, and minimizing violence and controlling activities.”

This application or system is very effective because its implementation must be immediate and prioritized because the performance of government officials can be seen from how quickly the complaint handling can be resolved, this is in accordance with the results of the author's interview with the Pondok Labu Village Head regarding how effective supervision is with the application.

"It was very helpful and effective, because we immediately knew about the problems and violations that occurred from the point of view of the place, location, problem and timeframe for completion. Due to the existence of the CRM application itself, we are required to complete it as soon as possible, because the value generated in CRM is a benchmark for KPIs (Key Performance Indicators) of Government officials or apparatus at work. How responsive and fast the handling is, the value of the work is directly related to our performance and the Regional Performance Allowance (TKD)”. This ensures that, in other words, performance is assessed from performance indicators resulting from solving existing problems in the CRM application, and also affects regional income allowances (TKD) received by ASNs in the Provincial Government of DKI Jakarta.

4. Conclusions

The research can be concluded based on the previous explanation as follows: 1) The effectiveness of Pondok Labu Market Management is seen from 3 (three) aspects of the approach, namely 1 (one) aspect has been effective for the objective approach and 2 (two) aspects have not been effective for the systems and behavior perspective approach individual; 2) Supporting Factors for Management Effectiveness in increasing customer satisfaction in Cilandak District; a) Facilities and infrastructure are sufficiently complete and adequate; b) Human Resources in Pondok Labu Market have coordinated well with related Parties; 2) Factors Inhibiting Management Effectiveness in increasing customer satisfaction in Cilandak District; a) Lack of personnel or members; b) Unavailability of budget or funding; c) The management of the Pondok Labu Market was very short and rushed which resulted in less effective coordination. 2) The strategy for increasing the effectiveness of managing the Pondok Labu market in Pondok Labu Village, Cilandak District, South Jakarta, is by taking several steps: a) Making a planning schedule and progress of the management program; b) Disseminate the importance of maintaining comfort, cleanliness,

security, order and the beauty of Pondok Labu market to the public; a) Socializing the “commonly owned market” program so that the community can feel they own the market and maintain the 5K; b) Give sanctions to people who violate the rules; c) Carry out periodic monitoring and evaluation of each program.

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