

**Improving the competitiveness of traditional markets in Martapura Riverside, Banjarmasin,  
South Kalimantan for raising the local economy**

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**Abstract:** Traditional markets have an important role in improving the local economy. This paper focuses on obtaining information about priorities to improve the survivability of traditional markets in competition. The object of this study is Ujung Murung Market which is one of the traditional markets in the Martapura Riverside, South Kalimantan. Respondents are categorised as seller and buyer in the traditional market and the employees of the Civil of Management Market Office. Data are analysed by using analytical hierarchy process (AHP) with PriEst Software. The novelty of this study is the consideration of customer value as sources of competitive advantage in traditional market. The data analysis shows that traditional market in Martapura Riverside has competition-based customer value perspective such as: function value, emotional value, social value, seller service value, convenience value, added value, and reasonableness of the price. This study shows that the strategy of considering the perspective of customers significantly improve traditional market competitiveness.

**Keywords:** competitive advantage; customer value; traditional markets; market competitiveness; local economy.