

SoP as Preferences and Priority Performance Generation Gap (Behavioral Culture Studies in ‘Wonokromo’ Traditional Market, Indonesia)

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Abstract

Sense of place (SoP) is a theory that originated in the field of humanistic geography and is currently developed in various academic disciplines, such as environmental psychology and architecture. The definition of sense of place itself is the process of the relationship between humans and a place, resulting from a complete perception of environmental conditions, both the physical and social settings that provide an experience of that place. Sense of place has three primary parameters: physical setting, meaning, and activities. However, these three parameters are no longer relevant to the current situation because the factors contributing to the sense of place are not solely based on these three parameters. After reviewing literature and data, researchers have found that in some places, one of these parameters of the sense of place may not be considered, yet some of the community still perceives that place as having a strong sense of place. This is driven by the evolving behavioral culture of the community. Even a person's background and birth year can be reasons for this. Gen Z and millennials, with their fast, efficient, and instant behavioral culture, may have different perceptions of the sense of place in a location compared to Gen X and baby boomers, who tend to prefer more traditional elements. Through the analysis of various literature reviews that have been gathered, researchers will analyze and present the results in the form of a bubble diagram illustrating the relationship between the sense of place and behavioral culture.

Keywords: Relationship, Sense of Place, Behavioral Culture, Literature Review.

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1. Introduction

1.1 Background

A sense of place (SoP) is a form of connection or relationship between individuals and a place (Punter, 1991).

Therefore, it can be defined as the process of the relationship between humans and a place, resulting from a complete perception of environmental conditions, both the physical and social settings that provide an experience, thus generating an intentional status towards the place. Sense of place has three primary parameters: physical setting, activities, and meaning (perception) (Jorgensen, 2001; Punter, 1991; Montgomery, 1998). The parameters designed by Punter (1991), Jorgensen (2001), and Montgomery (1998) are continually evolving in the field of research, and this mutual development sharpens the theory of sense of place. An example of something that contradicts the current theory of sense of place is the phenomenon that a low-quality physical setting doesn't necessarily result in a low sense of place. Quoted from the journal of Astuti, Setijanti and Soemarno (2016) explained that each place has a different personalization depending on sense of place from the surrounding community. Other factors within the sense of place concept influence the level of attachment to a place. As cited in Tohjiwa's (2013) journal regarding the three typologies of settlements in the city of Bogor, it is stated that the urban identity of Bogor as a historical city is currently supported only by the physical artifacts from the royal and colonial eras, and is not supported by the meaning and activities within it. However, the residents in the vicinity can still feel a sense of place, mainly from the physical setting. Meanwhile, in the journal written by Fauziah and Kurniawati (2013), it is also mentioned that the cultural tourism activity spaces in Semarang's Chinatown, which have a high sense of place, have low intensity of use. In this context, the characteristics and activities of users in the cultural tourism activity spaces in Semarang's Chinatown do not determine the strength or weakness of users' sense of place. The current phenomenon includes the advancement of technology, where there is a sense of virtual place, as stated by Arman Arief (2009). However, this is contradicted by Meyrowitz (2011), who suggests that placeness is a concept arising due to technological advancements that create various virtual spaces that now serve as substitutes for physical spaces (Meyrowitz, 2011). These observations lead researchers to conclude that a strong sense of place does not necessarily require a good physical setting or intense activities in that place. Additionally, the impact of virtual spaces on the sense of place needs to be reevaluated. Through a behavioral culture approach, the parameters affecting the sense of place will be explored. Citing Sampurno and Astuti (2023) at the International Conference on Creative Design, Business, and Society, it is explained that every individual has different needs and desires. Different individuals' varying needs and desires can shape different behavioral cultures within each person, creating a connection between the sense of place and behavioral culture. What actually affects the strength or weakness of the sense of place are the physical, emotional, and functional aspects that refer to a place with unique characteristics, which tend to help users realize and develop a strong sense of place in these activity spaces. This is the focus of the current research, which will analyze data obtained from a literature review.

1.2 Problem Statement

In this research, the researcher aims to understand the relationship between Sense of Place and Behavioral Culture by analyzing a journal literature review.

1.3 Objectives

The primary objective of this research is to sharpen whether the sense of place theories previously examined by experts are still relevant in the present context. This is substantiated by data in the form of an analysis of existing literature reviews.

1.4 Benefits

The benefit for the researcher is to sharpen the sense of place theory, thereby enhancing insights advancing and deepening knowledge, especially in the field of sense of place theory. As for the surrounding community, the benefit is to serve as a reference and an update on the current sense of place theories. This can be used as a reference in future research. Since this research involves critiquing and analyzing sense of place theories, it can also serve as material for evaluation and consideration in other research.

1.5 Scope of Problem

1.5.1 Data is collected solely based on literature reviews, such as books, journals, and other scholarly works.

1.5.2 The in-depth analysis focuses on the relationship between the sense of place theory and behavioral culture.

2. Literature Review

2.1 Definition Sense of Place

The theory of sense of place is a theory that originated in the field of humanistic geography, and it's a concept that has evolved in various areas of study, such as geography, environmental psychology, architecture, and

planning. There are several definitions that describe the sense of place (SoP) in depth. Hull (1992) and Vigo (1990) (as cited in Bott & Banning, 2000) explain the relationship between humans and a place, both in the physical environment and social settings, can be depicted as layered interactions between opportunities, meanings, and emotions. Additionally, the sense of place environment can also be described as an experience that an individual feels in a specific setting, allowing them to experience feelings of happiness, joy, and a desire to take further action (Steele, 1981). In this context, the setting can encompass elements surrounding an individual, including physical and social factors (Shamai, 1991; Cross, 2001; Najafi & Mina, 2012; Hashemnehad et al., 2013). In conclusion, researchers can define a sense of place as the process of the relationship between humans and a place, resulting from a complete perception of environmental conditions, encompassing both physical and social settings, providing an experience that results in an intentional attachment to that place.

2.2 Measurement Sense of Place

The parameters for measuring the sense of place (SoP) are quite diverse. However, in this study, the researcher aims to integrate parameters used by Jorgensen (2001), Punter (1991), and Montgomery (1998). These experts utilize three main parameters: activities, physical setting, and meaning or conception.

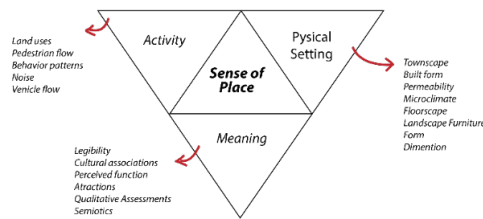


Figure 1. Sense of Place parameters

Source: (Jorgensen, 2001; Punter, 1991; Montgomery, 1998)

Cited from the journal by Bonifasia Yuniar Rifani (2021) explains that the physical setting is something visible and has a form that can be touched and felt. Then, activities are human physical activities, works, or endeavors (things that can be directly observed). Meanwhile, meaning is the form of human perception regarding the evaluation and characteristics of a place. There is also a comparison of the aspects forming the sense of place from several previous experts that strongly supports the theory proposed by Jorgensen (2001) and Montgomery (1998):

Table 1. Aspects of Sense of Place

Sense of Place (SoP)		
Punter (1991)	Carmona, Heath, Oc & Tiesdell (2003)	Najefi & Sheriff (2011)
Formation Elements of Sense of Place: Activities, Meaning, and Built Environment	The impression of a sense of place will be obtained from the combination of the arrangement of physical setting, activities, and meaning in a place.	The holistic concept that focuses on subjectivity relates to experiences, emotions, or one's connection to space, encompassing psychological, interactional, and physical aspects.
Aspects of Sense of Place Formation: (1) the presence of activities; (2) the existence of a specific physical setting or built environment; (3) the presence of meaning derived from experiences/feelings		

Source: Pramudito, et al (2020)

2.3 Generational Types

Kupperdschmidt (2000) defines a generation as a group that can be identified based on age, birth year, and significant events that occur in their lives. This definition complements Mannheim's viewpoint, which explains that in each generation's life, there will inevitably be significant events experienced by that generation, shaping the character of each generation. Constanza et al. (2012) further add to Kupperdschmidt's explanation, stating that the critical periods for each generation typically occur at the end of childhood, adolescence, and the early stages of adulthood.

The researcher also categorizes birth years to differentiate each generation and gives them names. Although there

may be differences in grouping at times, generally (not all researchers use the same categories), generations are divided into four groups: Generation Y or Millennials (Gen Z) (1982-2000), Generation X (1965-1981), Baby Boomers (1945-1964), and Veterans (1925-1944) (Howe et al., 2000; Hart, 2006; Yu and Wong, 2008; Miller, 2003). Here are some character comparisons for each generation:

Table 2. Comparison of Characteristics Across Generations

	Generations		
	Baby Boomers	Gen X	Gen Y dan millennial (Gen Z)
Period	1945-1964	1965-1981	1982-2000
Term	Boomers	Post Boomers, Baby Busters	Millennials, Nexters, Me Generation
Significant Events	Cold War, Prosperity	Human Rights, Gender Equality	Iraq War and Gulf, Fall of Communism, Internet Revolution
In the Workplace	Team-oriented, Optimistic, Loyal, Hardworking	Practical, Pessimistic, Pursuing Balance, Independent, Quick to Adapt	Ambitious, Multitasking, Confident, Independent
Towards New Things	Afraid to Try New Things	Unwilling to Try, Stagnant	Likes Trying New Things (New Experience)
Criticism and Advice	Difficult to Accept Criticism and Advice	Must Consider, Already Able to Accept Criticism and Advice	Easily Accepts, New Perspectives Easily Accepted
Culture	Culture Must Not Fade	Holds Fast to Culture Despite Modern Times	Culture is Starting to Collaborate, Some Have Already Left It
Leadership Style	Influential, Monitoring	Practical, Goal-oriented	Flexible
Motivation	Skills are a Bonus, Incentives, Contribution	Vacation Incentives	Position, Money, Low Social Approval Needs
Learning	Physical Learning Space (Classroom), Use of Instructors	Use of Technology with Instructors	Creative Thinking, Pays Attention to Visuals
Consumption	Based on Urgency	Based on Needs, Balance Between Income and Outcome	Product Value, Hedonism

Source: Anantatmula, 2012; and Researchers, 2024

2.4 Definition of Behavioral Culture

According to Mursyidi (2019), behaviorism is a learning theory that emphasizes human behavior due to the interaction between stimulus and response. Meanwhile, the definition of behavioral or behaviorism is one theoretical perspective that assumes that the issues in psychology are behavior-related, without associating conceptions of consciousness and mentality (JP. Chaplin, 2002). Then, the definition of 'culture' according to Tylor (1832-1972) is a complex system that includes knowledge, beliefs, arts, morals, laws, customs, abilities, and habits humans acquire as members of society. Malinowski (1884-1942) defines culture as human solutions to their living environment and efforts to sustain their lives according to the best traditions. In this regard, Malinowski emphasizes that the relationship between humans and the universe can be generalized across cultures.

Therefore, based on the definitions of behavioral culture from the previous experts, the researcher concludes that behavioral culture is human behavior resulting from the interaction of stimuli with their surrounding environment. This interaction can give rise to a new culture (knowledge, habits, morals, laws, customs) within that place and can influence the environment around it.

2.5 Wonokromo Traditional Market



Figure 2. Front View of Wonokromo Traditional Market

Source: Researchers (2023)



Figure 3. Interior of Wonokromo Traditional Market

Source: Researchers (2023)

Wonokromo Traditional Market is located on Stasiun Wonokromo Street, in the Jagir Wonokromo area, Village of Jagir, Wonokromo Sub-district, Surabaya City, East Java Province, with the postal code 6024. Quoted from Narasisejarah.id, the market was initially named "*Pasar Krempyeng*" (Krempyeng Market). Wonokromo Market has been known for selling goods such as vegetables, fruits, and various wet and dry foods since 1920. Surabaya experienced development from 1905 to 1950, progressing from the northern to the southern parts. The construction of Wonokromo Market took place in 1955, covering an area of approximately 9000 m². It was designed by the architect Subiono. Subiono was a local government official in KMS and a graduate of STM. Wonokromo Traditional Market is selected for this research because it holds significant importance in Surabaya as a place that caters to the clothing and food needs of the surrounding community. In fact, people from various age groups, including teenagers, adults, and the elderly, visit Wonokromo Market frequently.

3. Research Methods

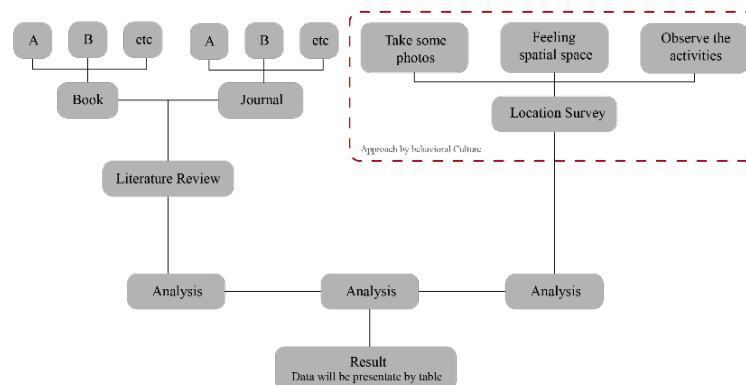


Figure 4. Methods Used

Source: Researcher (2023)

Data collection was conducted using two methods: literature review and on-site surveys. Data collected through literature review were extracted from books, journals, and various other scholarly writings deemed supportive of the theory in this research. Meanwhile, on-site survey data aimed to understand the situation and conditions of the spatial environment. The location survey used a behavioral culture approach, as cited from Elke and Ouden (2012), who explained that using a behavioral culture approach would make it easier for researchers to see other perspectives more clearly and encourage new innovations.

4. Results and Discussion

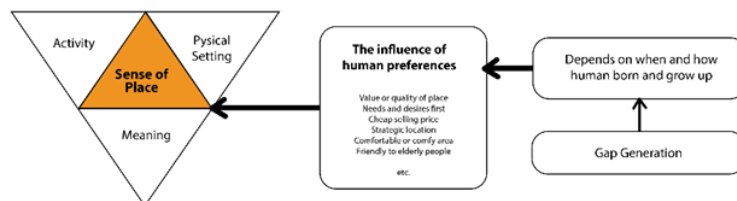


Figure 5. Relationship between the Assessment of Sense of Place Parameters and Human Preferences Influenced by Generational Gaps

Source: Researcher (2023)

Before entering into the discussion and results of the generational character analysis, it is essential to understand the relationship between a sense of place and human preferences influenced by generational gaps. Sense of place has three main parameters: activity, meaning, and physical setting. However, due to the changes in time, the parameters of the sense of place are influenced by other factors, such as individual preferences and tastes (Fauziyah and Kurniawati, 2013). Individual preferences and tastes can vary due to the diverse backgrounds of each person. Individual backgrounds may differ because they were born and raised in different eras, a phenomenon commonly known as the 'generational gap.' This generational gap is the source of diverse individual preferences and tastes, significantly affecting the assessment of the sense of place.

The discussion material obtained consists of character analysis of Generation X and Y or millennials (who predominantly visit the Wonokromo Traditional Market in Surabaya), linked to the main parameters (activity, meaning, and physical setting) and evolving parameters (individual preferences and tastes) in assessing the sense of place. Through this approach, the researcher can evaluate the priorities of the sense of place desired by buyers and sellers within it. Due to the differences in preferences and tastes, the assessments will vary, emphasizing the importance of a behavioral culture approach.

Table 3. Comparison of Hyperparameter Optimization (HPO) in Visitors of Wonokromo Traditional Market.

No	Human Factor Aspects				Interior Design Parameters		Summary of HPO
	Multigenerational Workforce	Personality	Design Preferences	Motivational Value	Objective Research	Questions and Problem Research (keyword)	
1	Visitors (Gen X-1965 to 1980) (Darsono & Sutanto, 2016; Borges et al., 2006) (Gen X-1961 to 1979) (Nichols & Smith, 2015) (Gen X-1961 to 1981) (Pendergast, 2010)	Oriented to Self (Selfish) – not worry about physical environment and sustainability The meaning here is characteristic of Generation Y individuals who are more focused on their own needs without considering the impact on the environment and the future. This occurs due to a lack of awareness among them. (Jorgensen, 2003; Tolbize, 2008; Borges et al., 2006)	No design (physic), no problem Do not care about design because what matters most to them is meeting their needs (individual urgency fulfilled).	There is no urgency for physical design if it is not needed	<ul style="list-style-type: none"> Understanding whether the physical setting inside Wonokromo Traditional Market is necessary for Gen X. Understanding the meaning of Wonokromo Traditional Market from the visitors' perspective. 	The urgency of the physical setting, the preferred comfort (physically)	In the category of multigenerational workforce users, Generation X visitors prefer to prioritize their needs first. They will not pay attention if something is not urgent for them. This happens because the personality characteristic of Generation X is to balance between income and lifestyle.
		Not flexible (Not trying new experiences) because looking for comfort zone The present Generation X prefers to seek a comfortable zone, so it can be said that Generation X does not like new experiences in their lives. Changes in their surroundings (both physical and non-physical) will be disruptive because Generation X has already sought a comfortable zone.	There is no need for updates in an environment. They do not desire changes too much because it will inconvenience them. The term "inconvenience" for them means trying new things and having something change around them, requiring them to adapt and learn again.	Not particularly fond of new things	Understanding to what extent they dislike the environment changing to something new around them	Limitations on environmental changes, reasons for not liking environmental changes, what new things can be accepted or not	
		Quality is not as	If the new	Quality is not	• Understanding	Their	

		<p>important as quantity. Gen X does not fully understand the importance of quality over quantity. They tend to prefer choosing cheaper items with lower quality over expensive ones that have better quality.</p>	<p>design is not urgent, then it is not needed. Income must match monthly expenses. Thus, it should also be adjusted to status, occupation, needs, and lifestyle. In addition, to minimize expenses, the quality of a product must be aligned with the needs. If a high quality is not necessary, it is better not to buy it as it does not align with the needs</p>	<p>too important</p>	<p>to what extent quality should be adjusted to the behavioral culture of Gen X</p> <ul style="list-style-type: none"> • Understanding the dominance of important parameters in the sense of place • Understanding how much quality influences behavioral culture and vice versa 	<p>needs, quality constraints with behavioral culture, synchronization between quality and behavioral culture, activities carried out in the Traditional Market</p>	
		<p>Balance between work and lifestyle Work must also be balanced with the existing lifestyle. Because with the right balance, life becomes more peaceful without succumbing to other people's egos" (Jorgensen, 2003; Tolbize, 2008).</p>		<p>The most important thing is the balance between income and lifestyle.</p>			
2	<p>Visitors (Gen Y or Millennials - 1981 to 1999) (Darsono & Sutanto, 2016; Borges et al., 2006)</p> <p>(Gen Y or Millennials - 1982 to 2002) (Pendergast, 2010)</p>	<p>Open-minded (Willing to receive new information and knowledge) Gen X is an open-minded generation, as they are more easily receptive to new things, making it easy to provide criticism and suggestions. (Ordun; 2015)</p>	<p>Willing to accept new designs and experiences. Because they have a personality that is open-minded to new information, they are willing to accept new criticisms and suggestions. One of them is input regarding design.</p>	<p>Willing to embrace new things</p>	<ul style="list-style-type: none"> • Understanding the scenario if there is no change in a traditional market. • Long-term effects of changes in the traditional market 	<p>Effects of the absence of updates in facilities, technology, and design.</p>	<p>In the multigenerational workforce, Gen Y visitors prefer something new, especially if novelty can enhance their quality of life. This is evident in markets that sell products with good quality, which are more favored by Gen Y. From this, we can crosscheck the importance of quality in the sense of place by ranking the dominating parameters among the three. Additionally, we can explore how the behavioral culture of Gen Y influences their mindset toward the sense of place in a particular location.</p>
		<p>Flexible (like to try new experiences) The current Generation Y prefers to seek new experiences because they enjoy new things that can help them learn, such as technology and devices that make them more efficient.</p>		<p>Prefers something that is flexible</p>	<ul style="list-style-type: none"> • Understanding whether the physical setting in the Wonokromo Traditional Market is necessary for Gen X. • Identifying the dominance of quality among other parameters. • Identifying disturbances in Wonokromo Market due to mismatch with needs 	<p>Needs, activities, and tools for something to be efficient.</p>	
		<p>Quality is more important than quantity. Millennials prefer products with good quality, even if they are relatively expensive. This is evidenced by several brands prioritizing quality, advertisement, services, and other factors, which tend to outperform those not paying attention to these aspects.</p>	<p>Physical is number one. The millennial generation has been made aware of the importance of quality in a product.</p>	<p>Quality is more important.</p>	<ul style="list-style-type: none"> • Determining the necessity of the physical setting inside Wonokromo Traditional Market for Gen X visitors. • Identifying the dominance of quality among other parameters. 	<p>The urgency of physical settings and the preferred comfort (physically)</p>	
		<p>Finding identity or characteristics in a product is the key to recognition A product with a clearer identity or distinctive features will be easily recognized by Gen Y. This is because the product assists them in branding their identity (Ordun, 2015)</p>	<p>A design that has identity and characteristics is the winner. Because with distinctive features and identity, they will easily recognize the product</p>	<p>A design with identity will be preferred</p>	<ul style="list-style-type: none"> • Defining room designs that are recognizable and have distinctive features (while being suitable and practical for a traditional market). • Understanding the urgency of identity and characteristics. 	<p>Design preferences for traditional markets, the urgency of identity</p>	
3	<p>Sellers (Gen X- 1965 to 1980) (Darsono & Sutanto, 2016; Borges et al., 2006)</p> <p>(Gen X-1961 to 1979) (Nichols & Smith, 2015)</p>	<p>Oriented to Self (Selfish) – not worry about physical environment and sustainability. What is meant here is the character of individuals from Generation Y who are more focused on their own needs without</p>	<p>No design (physic), no problem. Not concerned about design because the most important thing is that their needs are met (individual urgency</p>	<p>No urgency for physical design if not needed</p>	<ul style="list-style-type: none"> • Understanding whether the physical setting inside Wonokromo Traditional Market is necessary for Gen X. • Understanding the meaning of 	<p>The urgency of the physical setting and the preferred comfort (physically)</p>	<p>Gen Y sellers appreciate and accept new things in the multigenerational workforce category. This is because they believe that it can enhance their sales. Gen Y</p>

	(Gen X-1961 to 1981) (Pendergast, 2010)	considering the effects on the environment and the future. This happens due to a lack of awareness or enlightenment among them (Jorgensen, 2003; Tolbize, 2008; Borges et al., 2006).	fulfilled).		Wonokromo Traditional Market from the visitors' perspective.		sellers tend to pay more attention to the quality of a product (value, brand, and label).
		Not flexible (Not trying new experiences) because looking for comfort zone. The current Gen X prefers to seek a comfortable zone, indicating that Gen X does not like new experiences in their lives. Changes in their surroundings, both physically and non-physically, would be disruptive because Gen X has already sought a comfortable zone	There is no need for updates in an environment. They are not very keen on changes as it would trouble them. The term "trouble" for them implies trying new things and having things change around them, requiring them to adapt and learn again.	Not very fond of new things	Understanding how much they dislike the environment changing into something new around them	Limitations of environmental changes, reasons for not liking environmental changes, what new things can be accepted or not	
		If quality does not affect sales, then there is no need. Because Gen X prioritizes individual profits more than those around them. This ultimately leads to the effect that 'if there is no impact on sales generated from upgraded quality, then it is better not to bother.	If the new design does not affect sales, it is not needed. If a new design is introduced and it does not have an impact on their sales, then it is not necessary to be done	Quality is not too important if it does not affect sales	The most important thing is to adapt to the market of buyers dominated by the lower class	<ul style="list-style-type: none"> •Understanding the extent of the effect of quality on sales in the Traditional Market •Identifying the dominance of important parameters in the sense of place from the seller's perspective •Understanding how much quality influences the behavioral culture of sellers and vice versa 	Their needs, quality limitations within behavioral culture, synchronization between quality and behavioral culture, activities carried out in the Traditional Market
	Balancing with the target market. Sellers adjust more to the target market of the market because they are the buyers. Where the average buyers are from the lower class, so this needs to be adjusted.						
4	Seller (Gen Y or Millennial generation - 1981 to 1999) (Darsono & Sutanto, 2016; Borges et al., 2006) (Gen Y or Millennial generation - 1982 to 2002) (Pendergast, 2010)	Open-minded (Willing to receive new information and knowledge). Gen X is an open-minded generation, as they are more receptive to new things, making it easy to provide criticism and suggestions. (Ordun; 2015)	Willing to accept new designs and experience Because they have a personality that is open-minded to new information, they are willing to accept new criticisms and suggestions. One of them is input on the design.	Hoping for innovation to improve quality.	<ul style="list-style-type: none"> •Understanding whether the physical setting inside Wonokromo Traditional Market is necessary for Gen X. •Understanding the meaning of Wonokromo Traditional Market from the seller's perspective. 	The urgency of the physical setting, the preferred comfort (physically)	Gen Y sellers appreciate and accept new things in the multigenerational workforce category. This is because they believe that it can enhance their sales. Gen Y sellers tend to pay more attention to the quality of a product (value, brand, and label).
		Flexible (like to try new experiences). The current Gen Y prefers seeking new experiences, too, because they enjoy new things that can help them learn, such as technology and devices that make them more efficient.	There is no need for updates in an environment. They do not desire changes too much because it would inconvenience them. The meaning of "inconvenience" for them is trying new things and having changes around them, requiring them to adapt and learn anew.	Enthusiastic about new things, especially if they can support sales	Understanding how much new innovation can help their sales and what its effects are	The limitations of environmental changes, reasons for not liking environmental changes, and what new things are acceptable or not	
		If quality does not affect sales, then there is no need. This is because Gen X prioritizes individual profit over their surroundings. This ultimately results in the belief that 'if there is no sales impact from	Physical is number one. Because for the millennial generation, they are already aware of the importance of quality in a product	Quality is crucial to pay attention to because it significantly impacts sales.	<ul style="list-style-type: none"> •Understanding the extent of the impact of quality on sales in traditional markets. •Understanding the dominance of important parameters in 	Their needs, the limitations of quality with behavioral culture, synchronization between	

	<p>upgrading quality, then it is better not to bother.'</p> <p>Quality is more important than quantity. Millennials prefer products of good quality even if they are relatively expensive. This is evident in several brands prioritizing quality, advertising, services, and other factors, making them superior to those not paying attention to these aspects.</p>			<p>the sense of place from the seller's perspective.</p> <p>•Understanding how much quality influences the behavioral culture of sellers and vice versa.</p>	<p>quality and behavioral culture, and Activities carried out within the traditional market.</p>	
			<p>The most important thing is to adapt the market to the buyers and understand what quality they are looking for.</p>			

Source: Researchers (2023)

5. Conclusion

In every multigenerational workforce, there are many differences in character. These character differences arise from significant events that happen in their lives, shaping distinct backgrounds. This is what influences the assessment of the sense of place. Gen X individuals tend to resist new things and prioritize themselves over their surrounding environment. The result of Gen X's character in assessing the priority of the sense of place through the applied behavioral culture is the disregard for quality (physical setting) in a place, as increasing quality (physical setting) would lead to higher costs of goods and services. This is in contrast to Gen Y or millennials (Gen Z), who are becoming aware of the importance of quality, even if it comes with a price increase. They also believe that with an increase in quality and price, there will be an improved value in a product. They are also becoming aware of their surrounding environment and thinking about sustainability. Because Gen Y or millennials (Gen Z) have a caring character towards the environment, they are already conscious of quality (such as brand and product value) and are willing to embrace new things through their behavioral culture approach. Thus, there is a finding that there are differences in priorities due to the generation gap caused by their life backgrounds, which impacts the assessment of priorities in evaluating the sense of place.

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