

## How Pasar Baru Bandung Survive in The Middle of Pandemic Covid-19: A study on social and cultural comparison

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**Abstract:** The purpose of this research is to obtain the results of a study on the retail sales of Pasar Baru Bandung, and the image of Pasar Baru Bandung. Apart from that, it is also to get the results of an analysis of retail sales in determining the image of Pasar Baru Bandung in the middle of Pandemic Covid-19. The research method used a descriptive and verification approach, where the respondents in this study were consumers from Pasar Baru Bandung. The samples were 115 respondents chosen randomly in order to identify the effect of geographical variations. The calculation technique in this study uses path analysis with a descriptive range of influence adjusted to the number of respondents used. The results of this study are the dimensions of the service variable in the retail sales mix variable are more influential on the image of the Pasar Baru Bandung shop. This is understandable because in this case the service is very sensitive for consumers, and that the demand of consumers varies with the variations in geographical factors.

**Keywords:** Pasar Baru Bandung, Pandemic Covid-19, cultural comparison