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The Relationship Between Consumer Interest, Satisfaction, Location, and Capital on Street Vendor Income in Makassar City

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ARTICLE INFO

Keywords: Consumer Interest, Satisfaction, Location, Capital, Street Income

Received : 1 October

Revised : 22 October

Accepted : 23 November

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ABSTRACT

This research aims to determine the elements that influence shopper interest, fulfillment, breadth and capital on seller payments in the city of Makassar during the Coronavirus period with an exploration center around the attributes, inspiration and system of street vendors. This research used a subjective investigation strategy with 5 respondents not arranged according to exploration standards. This research uses qualitative methods and a case study approach. The main techniques for using data are observation and interviews. Gather information by utilizing strategies for top-down perception and meetings. The research results show that the quality of sales in the city of Makassar by individuals whose teaching level is at the secondary school level is 41.86%. Long time selling for 4 hours a day, with typical pay under 500 thousand per day. The side effects of this research are expected to increase the abundance of information for comparable exploration, as well as to grow information in Monetary Topography investigations, especially in the field of work

INTRODUCTION

Covid 2019 (Coronavirus) is a type of virus that was first discovered in the Wuhan region, China in December 2019. This virus follows a respiratory tract described by hacking, shortness of breath and fever. However, certain people who are affected by these symptoms do not follow these signs, so they do not realize that they have contracted the Corona virus. This obviously depends on each individual's framework which is not acceptable. At a fairly young age or even children will usually rarely get infected because they have a good security system, in contrast to the age of 45 years and over sometimes, patients often get Coronavirus due to the fact that the resistance framework decreases with age. The corona virus pandemic that has hit all regions of the world has had an impact on various fields, including the culinary sector. Until now, people like to look for food and family supplies to solve their problems. The potential for lost profits is very large for the restaurant business due to the very large scope of social restrictions (PSBB) to reduce the strengthening of the corona virus pandemic. Until now, salespeople have only been prepared to follow the resources so they exist until the monetary recovery returns to business as usual (Mtsweni 2020).

The corona virus pandemic is a virus that Indonesia is currently facing. On Walk 11, 2020, the World Wellbeing Association (WHO) announced an overall pandemic state for the 2019 Covid infection or called Coronavirus. (Yanti 2021) The World Wellbeing Association (WHO) has declared this disease a pandemic because the entire population can be infected by the Coronavirus disease. With the certainty of the situation with a world pandemic, WHO is at the same time educating that the Corona Virus is a world emergency. 3 The Corona virus pandemic in Indonesia started on Walk 2, 2020 with the exposure of Corona virus patients. As of August 15 2021, the number of positive cases of the corona virus was more than 3.8 million, with 117,588 deaths and more than 3.3 million cases recovered. These cases should be spread across 34 regions in Indonesia. During this pandemic, almost the entire world was affected by a major disaster, with the world economy weakening and the price of merchandise increasing in various countries, including Indonesia, which is currently facing a period of emergency due to the impact of the Corona

virus. The concealment of the spread of the Corona virus outbreak since the end of 2019 is disturbing, especially in the financial and welfare sectors in the Unitary State of the Republic of Indonesia, which is felt to this day. Initially, Indonesia's monetary development was above 5% before the pandemic, but currently it is only ready to expand 2.97% in the first quarter of 2020 and compression is expected to occur in the second quarter of 2020, this is due to the slow open purchasing power that has occurred brought public authorities to great misfortune. Very high, public authority and influence on the organization. The reason is, the corona virus has disrupted the modern search chain so that business turnover is not smooth. Thus, to face the corona virus pandemic, every business actor is expected to be able to improve their performance.

Consumer loyalty can be estimated with different strategies and procedures. There are 4 strategies for measuring consumer loyalty, specifically: Objections and idea framing by giving clients a wide open door to submit ideas and protests. Data from this client will provide information and ideas for the organization to respond responsively and quickly in managing issues that arise. So the organization will realize what its clients are complaining about and fix it immediately. The Phantom Shopping technique, one method for finding out about consumer loyalty, is to employ several groups (Apparition Customers) to act or behave as buyers expect from the organization's goods as well as competitors' goods. Then, at that time, they will report to their colleagues about the quality and shortcomings of the organization's and competitors' goods in connection with involvement in the purchase of these goods, or with regard to the treatment of any current complaints, either by the organization in question or from its competitors. (Handoyo, 2014) Street vendors in this study are traders with small capital who do not have a business position and whose business environment uses public places. The street vending business environment has equipment that is not fixed or easily moved. The business environment for street vendors in the city of Makassar has places outside shops or places outside markets, especially on the sides of public roads.

For street vendors in Makassar City who utilize the declared business environment, they need to obtain approval from the regional environmental

office. Street vendors in an area that has been previously determined by considering public interests, spatial planning, excellence, neatness, demand and security as well as area determination. The street vendors exchange places out and about and before the shops. (Sholahudin 2019) Street vendors in the Makassar city area are committed to paying cleanliness and safety demands. According to Shohaluddin (2019) The variables that influence street vendors' salaries are: (1) Capital, namely sturdy goods which are then used as useful additional contributions. (2) Length of business, is the age at which the merchant's business was established. (3) The number of workers, especially workers who work in the business, both the owner and other people. (4) School level, to be more specific, the level of education that a person has is remembered to influence the salary he gets at work. (5) The area, especially the business area for street vendors, is something that is very necessary, because that is where he depends on his livelihood.

It is stated that available land is effectively a consideration for buyers when making purchases from street vendors in Makassar City. That important areas, areas near focal points and effective open transportation greatly influence customers' purchasing choices. Based on the basis above, the definition of the problem in this research is: Do capital, working hours and length of business influence the wages of street vendors in Makassar City. This examination is aimed at the following objectives: To find out how much influence capital, working hours and length of business have in the

long term on the salaries of street vendors in Makassar City. From the explanation outlined above, the reason for writing this research is to determine the influence of buyers' interest, fulfillment, size and capital on the fees of street vendors in the city of Makassar during the corona virus.

METHODS

The method used in this review is a subjective method, this kind of research generally does not use calculations or emphasizes ordinary people as sources of information. According to Moleong (2011) Subjective examination is research that is expected to capture the characteristics of what research subjects are capable of, for example behavior, insight, inspiration, activities, etc. comprehensively and through descriptions as words and language, in unique circumstances. regular specialization and by using different normal strategies.

The population in this research is mainly street vendors at the Cidu market in Makassar City. This example is not fully organized using specific reasoning analysis. The rules for deciding an example are street traders. The information checking procedure used is the Information Coding Technique. Furthermore, the information selection procedure in this research uses an open meeting strategy. When asking the respondent, the specialist has obtained the respondent's consent regarding the privacy of the answers provided. The information coding stage should be seen in Figure 1 below.

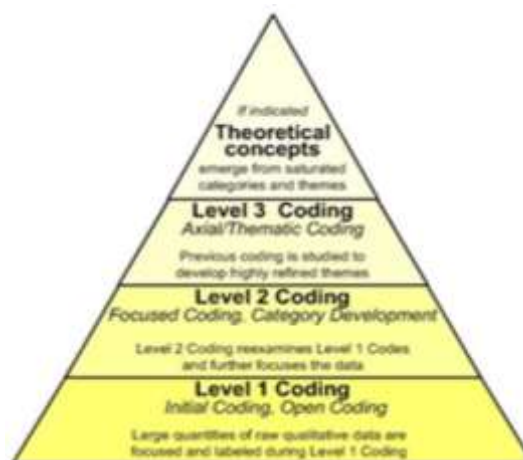


Figure 1. Data Coding Stages

Sources of information come from interviews with sources, development of perceptions and witnesses, perception notes and archives which may be in any way related to this examination. Witnesses are individuals who will provide the external and internal data needed in this exploration. The questions that will be asked to the source must be seen in table 1 below:

Table 1. Open Questions

No.	Open Question
1	How is consumer interest in your merchandise during the Covid-19 pandemic?
2	Does your current trading location affect consumer buying interest and your income?
3	How do you ensure that your customers are satisfied with your merchandise?
4	How much initial capital did you spend when starting your business?
5	Is there a decline in turnover during the Covid-19 pandemic?

Source: Research Data (2023)

RESULTS AND DISCUSSION

Results

In this study there were several informants who were given open questions who had businesses in the Cidu market in Makassar City. We provide more details below:

Table 2. Informant Identity

Name	Gender	Age	Origin	Last education
Eko	Man	40 years old	Makassar	Junior high School
Yanti	Women	28 years old	Makassar	senior high school
Adrie	Man	29 years old	Makassar	senior high school

Source: Research Data (2023)

Based on the results of interviews conducted with resource persons, several answers were given. A summary of the interview results can be seen in table 3 below

Table 3. Summary of Interview Results

No.	Question	Informant's answer
1	How is consumer interest in your merchandise during the Covid-19 pandemic? (<i>Coding A.1</i>)	Consumer purchasing power has increased drastically due to restrictions on activities outside the home, resulting in many consumers only carrying out activities at home. Before this virus, many consumers were busy shopping, sometimes our merchandise stock ran out and there were still several consumers who came to buy but our merchandise had run out. (<i>Coding A1.1</i>) During Covid-19, we had to create various ways to continue selling during this pandemic, for example selling our merchandise online so we could continue trading. and as a result, many customers order our merchandise because of the lack of activities outside the home, so many consumers prefer to shop online (<i>Coding A1.2</i>)

2	Does your current trading location affect consumer buying interest and your income? (Coding A.2)	Of course, location is one of the important things for us street vendors because a strategic location and easy access to this location will invite consumers to buy our wares. (Coding A2.1)
3	How do you ensure that your customers are satisfied with your merchandise? (Coding A.3)	<p>The way we know whether our customers are satisfied or not is by looking at customers who come back to buy our merchandise even though there are many street vendors selling the same merchandise. Still, consumers will return to buy our merchandise from there. We can know that our customers are satisfied with the merchandise I sell. (Coding A3.1)</p> <p>The way to find out whether our customers are satisfied with the merchandise or not is by looking at the rating given by the buyer. If the rating given is high, it means our buyers are satisfied, but if the rating given is low, it means our buyers are not satisfied (Coding A3.2)</p>
4	How much initial capital did you spend when starting your business? (Coding A.4)	The initial capital I spent -+500,000. to buy materials and several tools for trading (Coding A4.1)
5	Is there a decline in turnover during the Covid-19 pandemic? (Coding A.5)	<p>Of course, because during the pandemic there were fewer consumers, turnover automatically decreased. During the lockdown, many consumers carried out activities at home. (Coding A5.1)</p> <p>Of course, there will definitely be a decrease in turnover, especially during the current pandemic, there is a lack of consumer buying interest because many consumers carry out activities at home. And result in losses and even bankruptcy. (Coding A5.2)</p>

Source: Data Processing Results (2023)

Discussion

Consumer Purchase Interest During Covid-19

Talking about the meaning of buying interest was put forward by several authors of articles and books. Communicating purchase interest is a buyer's tendency to purchase a brand or take purchasing-related actions as predicted by the customer's probability level of making a purchase. Characterizes purchase intention as a customer's tendency to purchase a brand or take a purchase-related action as predicted by how many buyers are likely to make a purchase (Meldarianda, 2021).

Another assessment is that purchasing interest is something that is related to the buyer's desire to buy a particular item and the number of units of the

item needed in a certain period. He further said that buying interest is a shopper's self-guideline for purchasing an item, planning, taking significant steps, for example proposing, suggesting (forcing to be taken into account), choosing, and finally settling on an item. option to make a purchase (Hariyani, 2021).

Based on the side effects of the concentrate above, it can be seen that interest in buyers' purchasing power has definitely decreased due to restrictions on activities outside the home so that many customers only carried out activities inside before the implementation of this lockdown, many buyers did sports activities outside the home, of course, many buyers also buy shares. We are

temporarily on lockdown, customers might make some small memories while they are out of the house. Due to all workplaces, schools were briefly closed (Aminah, 2021).

From the definition of purchase interest above, it can be assumed that purchase interest is a series of arrangements for purchasing an item that will be carried out by the buyer by thinking about several things, including the number of units of the item needed within a certain brand period of time, and the customer's perspective in consuming the item.

Trading Location Now Influences Consumer Buying Intentions and Income

Location is the place where an organization works or where the organization carries out exercises to produce monetarily significant workforce and products. Area is a business position that greatly influences buyers' desires to come and shop (A. F. F. Wibowo 2021). Deciding on the business area is very important for other businesses that are about to start a task or when the business is running and growing. Deciding on the right business area will determine the future achievements and disappointments of the organization, besides determining the right business area will cause the business to work more effectively and be able to achieve normal salaries. With the aim of observing buyers, merchants will look for business areas that are suitable or main in terms of the number of buyers, so that the product is not difficult to sell, with an increase in the number of buyers of course it will increase and that implies an expansion in the amount of salary earned, showing that the business is firmly influencing wages. It may be thought that the more important the place of business in which the shipper sells, the more it will attract more consumers, thereby increasing the fees earned by the merchant.

Regarding the area is important because determining an important area can encourage buyers' interest and purchasing results in determining that area, in particular increasing the level of offers and customer profits in purchasing. Due to the important area and easy access to this area, buyers are welcomed to purchase our products. Assuming the area is difficult to reach, buyers will also experience problems when seeing where we sell (Nurlaila, 2017).

Customer Satisfaction with Merchandise

Fulfillment can be defined as work to satisfy something or make something sufficient. Buyer compliance is the level of buyer sentiment after the contrast and their assumptions. Assuming that a buyer is happy with the value provided by a good or service, he or she will probably be a buyer for a long time.

Consumer loyalty is one of the most important because consumer loyalty can get back in the saddle and normally fulfilled buyers upgrade our products to other buyers. Consumer loyalty with the administration provided will be manifested in assessing and testing buyers. (Nurdiansyah, 2016) Administration is considered good if the assistance can resolve problems and assumptions for customers. Street vendor fulfillment is an undeniably important advertising direction to pursue. It is hoped that this can follow the development of the region into a strong region, therefore meeting the needs of regional street vendors is a fundamental reason for having the option to develop and be creative in a time of increasingly wild business competition. Estimating consumer loyalty is an important component in providing better, more proficient and stronger administration. Apart from that, one way we know whether our customers are satisfied or not is by looking at buyers who return to buy our products even though there are many street traders selling similar products. However, buyers will return to buy our products since then, we can realize that our clients are happy with the products we sell.

The way to see whether our clients are satisfied with the product or not is to look at the rating given by the buyer. Assuming the rating given is high means our buyers are met, but assuming the rating given is low means our buyers are not met.

Initial Capital Spent when Starting a Business

Capital is cash used as a tool for exchange, handing over money, etc.; property (cash, merchandise, etc.) that can be used to create something that increases wealth (reference Big Indonesian Words). Business capital is very important for carrying out business practices. In this way, a certain asset size is required to justify the monetary estimate of the completed business. An artificial business will not be created without being supported by capital. So capital can be said to be the core of the business being built. The amount of capital will influence the increase in effort in

achieving payments, indicating that capital greatly influences payments. It tends to be thought that the more capital a dealer uses to start or maintain their business, the more prominent their business creation will be. Assuming production increases, transactions will also increase so the fees earned by traders will be much more prominent (Ishak, 2008).

Capital is any type of abundance that can be used directly or by implication in a cycle of creation to increase output. To increase payroll is not just about expecting cash flow to sustain the business, there are several different elements required. In addition, usually the basic capital spent is - + 500,000 to purchase materials and equipment depending on the business you want to create, because there are some organizations that require a rather large financial plan to create a big business also because there are some street traders exploiting the area. Covering the area and to start a business but don't have an area yet, you need to rent an area and need to spend a slightly bigger financial plan (Wibowo 2006).

Decline in Turnover During the Covid-19 Pandemic

The greatest impact is felt by street vendors due to the implementation of social separation strategies provided by public authorities, resulting in a shortage of individual salaries. The pandemic situation and the approach given by public authorities to contain the spread of infection have positively created various social problems, especially financial decline. The local area affected is the lower working class. The strain of needs, especially those of street vendors who are pressing them, however, must work consistently

Since the outbreak of the Corona virus which has hit almost all aspects of life, which can be seen from the slowing pace of the economy, the turnover of street vendors has decreased due to weakening people's purchasing power. Many traders lost their jobs. The end of the sales area or the absence of buyers is the reason why many traders are forced to stop selling (Saragih & Elisabeth, 2020).

Street vendors (PKL) felt a decrease in wages due to the absence of buyers. Moreover, they do not get government-backed pensions from the work they do, so they are also helpless to face Coronavirus infection. As stated, the whole world is currently being hit by a health emergency due to openness to Covid-19 infection (Putri 2021)

A downturn is occurring mentally in the economy of Indonesian society, which must be seen from the many MSME owners who have left the business as public authorities have officially stated that individuals must telecommute, there are guidelines for public assistance points to close, and individuals are expected to break cover and deliver training daily. Social restrictions, and in mid-May 2020 PSBB (Large Scope Social Restrictions) was implemented. Although this strategy has questionable effects, for reasons of getting and keeping the spread of infection, areas should also be restricted from reopening. In the implementation of the PSBB, coupled with fines and criminal sanctions, private entrepreneurs in particular experienced business losses and bankruptcy (Devi, 2021).

CONCLUSION

The progress of costs greatly influences the purchasing choices and decisions of different goods, when the cost of goods rises, customers are bound to reduce their purchases while assuming the cost of goods falls, customers will expand the amount of their acquisition of goods. Location or spot is one of the driving factors for advertising. The area or area is perhaps the most powerful instrument for buyers to choose to purchase and as a perspective to think about to deliver business results. An important location in the business sector and easy transportation access will help buyers arrive at the location to provide accommodation and comfort for buyers. One more variable that street vendors need before funding to start their business. Because capital is expected to overcome any problems in purchasing products or product needs other than capital, business experience can also be considered in starting a trading business, capital is needed when starting a business and is an important element if there is no capital the business will not run capital from a broad perspective also means cash to start a business you definitely need cash from a slim perspective. Capital can also be interpreted as a person's skills. With talent, someone can join people who have the funds to use cash.

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