

Research Article

Factors Affecting the Convenience of Street Vendor Visitors, Case Study of Bandung City

Nur Arief Hapsoro*, Ghorizatunnisa Al Fauziah, Nadine Anela Azaria, Tasya Rizqi Damayanti, and Tiara Balqis

School of Creative Industries, Telkom University, Bandung, Indonesia

Abstract.

Bandung City is a culinary tourism destination, including culinary delights from street vendors. Unfortunately, some street vendors still need to be more adequate for visitors. This is caused by a need for more attention to the functions and users of public open spaces where street vendors generally sell their goods. This study aims to determine the factors that affect the convenience of street vendors so that in the future, it is hoped that the street vendors area in Bandung can fulfill users' needs. This study uses a quantitative method by distributing questionnaires. Then, the data results are analyzed for correlation between studies, and the results show that the factors that can affect convenience are the ease of access to street vendors and for parking, the most potent factor influencing the convenience of visiting.

Keywords: street vendors, visitors' convenience, convenience factors

Corresponding Author: Nur Arief Hapsoro; email: ariefhapsoro@telkomuniversity.ac.id

Published: 8 January 2025

Publishing services provided by Knowledge E

© Nur Arief Hapsoro et al. This article is distributed under the terms of the [Creative Commons Attribution License](#), which permits unrestricted use and redistribution provided that the original author and source are credited.

Selection and Peer-review under the responsibility of the BCM 2023: Sustainable Design Conference Committee.

1. Introduction

In 2015, in Bandung, there were 22,359 street vendors [1] (Imaniah et al., 2016). Several Regional Regulations of the City of Bandung have discussed the arrangement and development of street vendors. However, problems remain because the policy has not been optimal [2] (Kristian, 2021).

Judging from the enthusiasm of the Bandung City community, visitors who come to the street vendors area cost various groups, ranging from elementary school children to older adults, who still enliven the street vendors area. Internal and external factors become obstacles for the Bandung City Government, especially the Civil Service Police Unit, in structuring street vendors [3] (Ramadhan, 2015). The Bandung City Government must be able to improve the reorganization of all street vendors in the city of Bandung besides that the Bandung City Government also needs to provide more adequate facilities and infrastructure and continue to provide outreach to all street vendors



in the city of Bandung regarding Regional Regulation number 4 of 2011 concerning structuring and coaching Street vendors are divided into three zones, namely the red zone where street vendors are not allowed to sell. This area includes places of worship, hospitals, military complexes, and national and provincial roads. The second zone is the yellow zone, where the division of the zones is based on time; mobile street vendors may only trade at certain hours, namely from 22.00 WIB to 06.00 WIB, while from 17.00 WIB to 04.00 WIB culinary traders. The yellow zone is based on location, namely Regional Government offices no longer in use, in front of malls, and around designated sports fields. The third zone is the Green Zone, where the green zone results from relocation, market revitalization, thematic shopping concepts, festival concepts, and food courts. However, implementing the zoning system currently needs to run as expected. Still, it delivers indications of non-compliance by street vendors with Bandung City Regulation No. 4 of 2011, namely, reaching 25 to 30 street vendors who violate these rules [4] (Wicaksono & Tutik, 2015). Based on the object of study, the location of identical street vendors on the side of the road requires special attention from the government regarding the arrangement of the street vendor area so as not to harm the community and create new problems, one example of which is traffic jams due to narrow access. According to Rizal [5] (2022), in a study entitled “Study of the Effectiveness of Arrangement of Street Vendors on Pedestrian Cicadas, Bandung City”, security, safety, and dimensions facilities still have to be improved because the results of research showing the effectiveness index are in the “ineffective” category. Therefore, it is necessary to evaluate the arrangement of street vendors so that pedestrians and street vendors can continue their activities safely and comfortably.

From the background above, the problem that is used as research is the need for more arrangement of street vendor access in the city of Bandung and inadequate street vendor support facilities. The factors that will be the focal points of this research are the convenience and facilities people want when visiting street vendors. This study has several main objectives: determine the convenience factor of street vendors and facilitate adequate street vendors for the community.

Previous research entitled “The Influence of Quality of Service and Facilities on the Satisfaction of Street Vendors” (Study on Subunit of Street Vendors Market Service in Semarang City) [6] (Widodo et al., 2016) used inferential analysis using multiple linear regression analysis to find the regression equation or the effect between the quality of service and facilities on the satisfaction of street vendors. The results showed that the coefficient of determination was 0.714, which means that the variation in the satisfaction

of Semarang street vendors was influenced by the quality of service and facilities by 71.4%. In comparison, other factors outside of learning influenced the remaining 28.6%. This study discusses the factors that can affect street vendor visitors' convenience in Bandung. This research is a development of previous research to find a correlation between "how often buy food at street vendors", "visiting street vendors because it is easily accessed", "spending more than 1 hour at street vendors", "the level of convenience when visiting and shopping at street vendors", "feeling unusually hot during the day at street vendors", "often exposed to rain when at street vendors", "availability of seat", "cleanliness of street vendors", "ease of finding a trash can", "a bad odor", "street vendors area security", "neat area of street vendors", "ease of access to clean water", "ease of reaching the toilet", "ease of parking access", "aesthetic aspect", and "lighting at night" so that this research will be helpful in the future consideration for developing street vendors in the city of Bandung.

2. Methods and Equipment

This research was conducted in Bandung City. The street vendor locations visited as the object of study were Saparua Street, Cisangkuy Street, and Cikapundung Street. This study uses a quantitative method, which is a method used to test specific theories by examining the relationships between variables [7] (Cresswell, 2016). The data was obtained from a questionnaire survey distributed online to the public. The criteria for respondents who filled out the questionnaire were people who live in Bandung and who have visited street vendors. The questions in the questionnaire use a Likert scale and differential semantics to gather public opinion regarding the required street vendor facilities. 107 respondents, aged 17-69 years filled in the questionnaire results. From the age range obtained, it is hoped that it will provide various answers and offer more objective solutions to habits and activities that often occur in street vendors in urban areas, especially Bandung City. The collected data is then collected in Excel and analyzed for each category.

Correspondent work background is dominated by students and employees who frequently visit the street vendors area. Of the 107 respondents, 63 (58.9%) were female, and 44 (41.1%) were male. Apart from distributing questionnaires online, the sources we obtained also came from online surveys and field observations in 3 street vendor areas crowded with visitors in Bandung to find out the activity situation of street vendor users. The data that has been collected is analyzed for the correlation

between the categories. Correlation analysis is a method used to measure the strength of the relationship between one variable and another. It aims to find out the form of relationship between variables from known data [8] (Sandy, 2019). The purpose of this method, among others, is to determine the level of convenience when visiting and shopping at street vendors.

3. Results and Discussion

Based on the results of the correlation analysis, several factors are most strongly related. Here is the table below.

TABLE 1: Correlation between Factors.

	x ₁	x ₂	x ₃	x ₄	x ₅	x ₆	x ₇	x ₈	x ₉	x ₁₀	x ₁₁	x ₁₂	x ₁₃	x ₁₄	x ₁₅	x ₁₆	x ₁₇
x ₁	1.00																
x ₂	0.59	1.00															
x ₃	0.37	0.44	1.00														
x ₄	0.36	0.38	0.54	1.00													
x ₅	0.05	0.05	0.06	0.03	1.00												
x ₆	0.15	0.15	0.07	-0.01	0.70	1.00											
x ₇	0.19	0.08	0.11	0.42	-0.17	0.24	1.00										
x ₈	0.23	0.12	0.24	0.50	0.06	0.00	0.37	1.00									
x ₉	0.11	0.12	0.25	0.47	-0.15	-0.16	0.39	0.58	1.00								
x ₁₀	0.02	0.08	0.23	0.01	0.30	0.25	0.08	-0.18	0.03	1.00							
x ₁₁	0.19	0.11	0.24	0.45	-0.13	0.20	0.48	0.50	0.50	0.04	1.00						
x ₁₂	0.20	0.11	0.35	0.54	-0.13	-0.18	0.47	0.65	0.54	0.02	0.65	1.00					
x ₁₃	0.09	0.10	0.24	0.45	0.04	-0.11	0.43	0.44	0.51	0.09	0.58	0.64	1.00				
x ₁₄	0.00	0.00	0.25	0.40	-0.01	-0.16	0.43	0.32	0.50	0.06	0.45	0.57	0.73	1.00			
x ₁₅	0.11	0.16	0.32	0.49	0.06	-0.19	0.45	0.25	0.46	0.12	0.37	0.37	0.29	0.52	1.00		
x ₁₆	0.03	-0.07	0.03	0.14	0.02	-0.13	0.17	0.16	0.22	0.18	0.15	0.34	0.12	0.22	0.21	1.00	
x ₁₇	0.20	0.15	0.14	0.44	0.20	-0.31	0.52	0.33	0.34	-0.11	0.49	0.50	0.54	0.40	0.33	0.14	1.00

Table description:

- 0 - 0.199 = positive influence is very insignificant
- 0.2 - 0.399 = the positive effect is not significant
- 0.4 - 0.599 = medium positive
- 0.6 - 0.799 = significant positive effect
- 0.8 - 0.99 = positive effect is very significant
- (-) 0 - 0.199 = negative influence is very insignificant
- (-) 0.2 - 0.399 = negative effect is not significant
- (-) 0.4 - 0.599 = medium negative
- (-) 0.6 - 0.799 = significant negative effect
- (-) 0.8 - 0.99 = negative influence is very significant

The numbers generated in the table show several categories that have a strong correlation, including often feeling hot during the day at street vendors and constantly being exposed to rain when at street vendors, cleanliness of street vendors with the neatness of the street vendors area, security of the street vendors area with the neatness of the street vendors area, neatness of the area Street vendors with easy access to clean water, and easy access to clean water with easy access to toilets. Based on these results, the PKL Area Neatness category has the strongest correlation with other categories

- x_1 : How often buy food at street vendors (5: very often, 1: never)
- x_2 : visiting street vendors because it is easily accessed
- x_3 : spend more than 1 hour at street vendors
- x_4 : the level of convenience when visiting and shopping at street vendors
- x_5 : feeling unusually hot during the day at street vendors
- x_6 : often exposed to rain when at street vendors
- x_7 : availability of seat
- x_8 : cleanliness of street vendors
- x_9 : ease of finding a trash can
- x_{10} : a foul odor
- x_{11} : street vendors area security
- x_{12} : neat area of street vendors
- x_{13} : ease of access to clean water
- x_{14} : ease of reaching the toilet
- x_{15} : ease of parking access

x_{16} : aesthetic aspect

x_{17} : lighting at night

This becomes a reference for knowing what factors can positively influence people's convenience in doing activities in the street vendors area to improve the quality of services and facilities with the case study in Bandung city.

Based on data from research results using correlation analysis, the authors continue in more detail about what facilities can affect service convenience. In the correlation analysis, the facilities in the form of street vendors' tidiness are related to other aspects such as cleanliness, security, and easy access to clean water.

As one of the destinations for tourism destinations, the habit of visiting street vendors for the people of Bandung and foreign tourists is not spared from the problem of mass accumulation of visitors; this causes ease of access to visiting street vendors, and access to parking is the most influential factor for the convenience of visiting street vendors for the people of Bandung.

4. Conclusion

Based on the research results and discussion of the correlation analysis, it can be concluded that the street vendors' area neatness category has the strongest correlation with the other categories. Categories that have a strong correlation with the tidiness of the street vendors are the cleanliness of the street vendors, the security of the street vendor area, and easy access to clean water. So that in the future, based on the results of the correlation analysis that has been carried out, the most crucial aspect to pay attention to in structuring street vendors for street vendors and the Regional Government of Bandung City is the neatness aspect. By improving the quality of the tidiness of the street vendors who sell at specific area points in the city of Bandung based on the results of the analysis that has been researched, it is hoped that it can increase the comfort of the community, especially visitors and sellers in the street vendors area itself. In the future, the arrangement of street vendors based on the aspects that have been studied will further strengthen Bandung's image as one of the best culinary tourism destinations in Indonesia.

References

- [1] Nur Imaniah Y, Haryatiningsih R. Analisis Faktor-Faktor Menentukan Pemilihan Lokasi Pedagang Kaki Lima (Pkl) di Kota Bandung (Studi Kasus Kecamatan Regol Kota Bandung) factor analysis determines the selection of locations of street vendors (PKL) in Bandung City (Case Study of Regol District, Bandung City). (n.d.).
- [2] Kristian I. Evaluasi Kebijakan Penataan Pedagang Kaki Lima (Pkl) Di Jalan Kiara Condong Kota Bandung. *Jurnal Dialektika: Jurnal Ilmu Sosial*. n.d.;19(2).
- [3] Ramadhan A. Implementasi Model Zonasi Penataan Pedagang Kaki Lima di Kota Bandung. *Pandecta: Res Law J*. 2015;10(1). <https://doi.org/10.15294/pandecta.v10i1.4196>.
- [4] Wicaksono, K. W., Sos, S., Si, M., Rachmawati, T., Ip, S., Penelitian, M. A. L., & Pengabdian Kepada Masyarakat, D. (2015).
- [5] Rizal M, Damayanti V. Kajian Efektivitas Penataan Pedagang Kaki Lima pada Jalur Pedestrian Cicadas, Kota Bandung. *Bandung Conference Series: Urban & Regional Planning*. 2022;2(2):764–769. <https://doi.org/10.29313/bcsurp.v2i2.4143>.
- [6] Widodo, Minarsih M. Pengaruh Kualitas Pelayanan Dan Fasilitas Terhadap Kepuasan Pedagang Kaki Lima (Studi Pada Sub Unit PKL Dinas Pasar Kota Semarang). *J Manage*. 2016;2(2).
- [7] Creswell JW, Poth CN. *Qualitative inquiry and research design: Choosing among five approaches*. SAGE Publications. 2016. <https://books.google.co.id/books?id=bOLFDQAAQBAJ>
- [8] Sandy N. Pengaruh Harga Dan Kualitas Produk Terhadap Kepuasan Konsumen Pada Pt. Asia Teknik Kreasindo. *Paper Knowledge. Toward a Media History of Documents*. 2019;12–26.