

Motivation Of Mothers Shopping In Mobile Vegetable Traders In City Of Surabaya

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Abstract

This research is about changing the shopping behavior of mothers from traditional markets to mobile vegetable traders in Surabaya. This research uses a qualitative approach. The sample in this study was 20 people, with the criteria of 10 homemakers and ten women working by using a snowball sampling technique. The results of this study indicate that there is a change in shopping behavior of mothers in Surabaya from traditional markets to mobile vegetable traders. Five themes emerge in this study, namely shopping motivation, products, prices, processes, and sales services. This change in consumer shopping behavior occurs because mothers feel more comfortable shopping at mobile vegetable traders because they can order in advance both ordering directly or ordering by phone.

Keywords: Mobile Vegetable Trader, Shopping Motivation, Customer Service.

INTRODUCTION

Surabaya is the second metropolis in Indonesia. Surabaya, the capital of East Java Province, has an area of around 333,063 km², with a population of 2,909,257 people (2015). Demographically the people of the city of Surabaya consist of various walks of life with educational backgrounds, jobs, and income that are different from one another so that it will affect the lifestyle of the people of the city of Surabaya in meeting their needs.

According to the results of research by experts at the SMERU Research Institute from the mid-1970s to the 1990s, modern retailers were only concentrated in the upper middle regions in big cities in Indonesia. However, since 1998, when trade deregulation opened the retail sector to foreign investors, the penetration of modern retailers began to penetrate suburban areas, including cities outside Java. The rapid development of new markets has increased the number of shopping places. The number of shopping places is very influential in making decisions to determine good shopping alternatives (Devy, 2017). Various implications emerge as a result of the increasingly sharp competition between these retailers. From the consumer side, this competition has an impact on increasingly affordable prices for goods and increasing the quality of products sold. This impact is especially beneficial for disadvantaged families because now they can consume quality goods at more affordable prices. Although it has a positive effect on consumers, competition between modern retailers may harm traditional retailers who trade in traditional markets and are generally small-scale. So far, there have been no studies that have carefully looked at the effects of encroachment of modern retailers on traditional traders in Indonesia. However, poor conditions occur in traditional markets that are just waiting for time with their presence in the global retail competition. The decline in conventional market growth and the development of other modern markets are increasingly showing a shift in people's preferences in meeting their daily needs (Devy, 2017).

Although the conditions of traditional markets and modern markets are very tight in competition, there is a phenomenon that arises about the existence of other markets in Surabaya, namely the presence of mobile vegetable traders. The most exciting thing right now is the flourishing of mobile vegetable traders by selling approaching consumers and picking up the ball. Although the presence of mobile vegetable traders is also not something new, with the development of the real estate and housing sector where the suburbs of Surabaya turned into dense housing, the existence of mobile vegetable traders has entered into these housing estates to peddle daily needs such as vegetables and side dishes.

The presence of mobile vegetable traders (mlijo) and the arrival of mlijo since early morning makes it easier for mothers to cook earlier for their families, especially working mothers so that they can go to work in peace without having to shop at traditional markets that require more time because

the place is far away or stuck in traffic, especially in the city of Surabaya. Several interviews that have been conducted by the authors strongly suspect that the interests of the people of the city of Surabaya at this time tend to prefer shopping for daily vegetable needs and side dishes at mobile vegetable traders rather than shopping at traditional and modern markets. Homemakers and working mothers who prefer shopping at mobile vegetable traders will undoubtedly affect the existence of traditional markets. One side of the life of this mobile vegetable trader can make the conventional market quiet, or vice versa with the presence of this mobile vegetable trader the traditional market actually becomes more crowded because the mobile vegetable trader can be a potential business partner for traders in traditional markets in the face of competition with the modern market. Observing the phenomenon of changes in Surabaya people's shopping behavior, especially housewives and mothers working from traditional markets to mobile vegetable traders, the authors feel the need to conduct urgent research to save the existence of traditional markets, because after all the presence of conventional markets in metropolitan cities must be maintained as a character and a necessity. (Rudiansyah & Hanifah, 2014)

When viewed from the above phenomena, the problem formulation is obtained, the first is the theme of what affects consumers, especially mothers in Surabaya, preferring to shop at mobile vegetable traders compared to shopping at traditional markets. Based on the focus of the research study described above, the purpose of this study is to identify what themes motivate consumers, especially mothers in Surabaya, to shop at mobile vegetable traders.

LITERATURE REVIEW

A. DEFINITION OF A MOBILE VEGETABLE TRADER

The mobile vegetable trader is one of the businesses that carry out retail trading activities and is carried out by mobile in a specific area. Mobile vegetable traders are informal sector businesses with insignificant capital and tend to remain constant from time to time (Susanti, 2015). Mobile vegetable traders can also be interpreted as one of the businesses that constitute a trading activity by selling it sometimes retailed to housewives (Fathoni, 2015). Mobile vegetable traders are traders whose products are in the form of various types of vegetables that are brought to homes to meet the needs of consumers (Erlis et al., 2013).

Mobile vegetable traders have an essential role in supporting economic growth; the presence of mobile vegetable traders is, in essence, a threat to vegetable traders that already exist in general. However, if you see from the social side of the mobile vegetable traders have known each other with the vegetable traders in the housing. Considering there are some mobile vegetable sellers who buy vegetables in vegetable traders in the market and when the vegetable stock from the garden has run low and seen from the side of the economy. The presence of mobile vegetable traders is beneficial for homemakers to get vegetables quickly. Seeing from the condition of mobile vegetable sellers that are mostly dominated by women, and some are selling on foot while carrying merchandise around housing, some are even selling by riding a motorcycle.

The work of mobile vegetable traders is work in the informal sector, so it does not require specific educational qualifications or selection that is complicated and strict for those who want to work. People who do not have adequate opportunities and abilities to be accommodated in the formal sector then create economic activities in the informal sector as their best alternative for survival. The work of mobile trading vegetables does not require a lot of capital and specific skills or abilities.

Based on the above definitions, it can be concluded that the mobile vegetable trader is one of the business sectors of information trade that sells vegetables retail and is done by traveling around riding a bicycle, motorcycle, or car to consumers who need it.

THE CHARACTERISTICS OF A MOBILE VEGETABLE TRADER VIEWED FROM ITS BUSINESS.

The character of mobile vegetable traders can be seen from the side of MSMEs and also the informal sector. Based on Law Number 20 of 2008 concerning Micro, Small, and Medium Enterprises, the position of the mobile vegetable trader included in micro and small businesses with the most significant business assets is Rp. 40-50 million. The turnover range obtained from mobile vegetable traders is IDR 40,000 to IDR 200,000 per day. With a turnover of that size, a turnover of Rp. 72,000,000, which shows that this business is an MSME business in a micro business position when viewed from the scale of assets or turnover received. This business is an individual business with its capital or loans. (ahmad, 2016)

Meanwhile, for the characteristics of mobile vegetable traders seen from the position of the informal sector it can be explained that based on Law Number 9 of 1995 mobile vegetable traders can also be included in the informal sector business with the characteristic of not having a business entity, the capital required is relatively small, the equipment needed is relatively small. use simple, not subject to tax collection and use a very simple administration. In addition, the informal sector can also be seen as complementary work for those who have worked in the formal sector.

THE PROCESS OF MOBILE VEGETABLE TRADERS

Mobile vegetable traders start a business from before going to bed, they prepare brojong or other places used to store merchandise that will be brought tomorrow. Before leaving, usually check back vehicles, especially bicycles and brojong, and do not forget the money used for shopping merchandise.

Traders start their business in the early morning with their transportation equipment and capital. Traders head to the market to buy merchandise and later sell it back to customers. Arrangement of merchandise is placed on brojong that has been prepared and when it is deemed to be sufficient acting to depart to peddle goods to consumers.

Mobile vegetable traders usually sell to the route that is generally traversed every day to their customers. After the peddling activity was completed, the mobile vegetable trader rushed to the residence to calculate the profit and loss every day. The ability of mobile vegetable traders to be a benchmark for traders, whether able to last longer or not in the business. The profit that is too little or even loss will make the mobile vegetable trader stop peddling his business. However, conversely, if the income obtained is stable enough, it will make the trader able to survive or can also switch to vegetable trading businesses with a larger scale. (Muftiadi, Anang & Maulina, 2016)

Benefits of the Existence of a Mobile Vegetable Trader.

The existence of a mobile vegetable trader provides benefits to homemakers. Here are some of the benefits of being a mobile vegetable trader:

- a. Make it easy for customers
Making it easy for customers to find vegetables to cook is one of the reasons customers no longer need to go to the market to buy vegetables. They only need to wait for the mobile vegetable seller in front of the house, especially for domestic workers who still have to do other work.
- b. Vegetables are still in a fresh state
You can be sure that the vegetables are still fresh because the mother in the housing just bought it from a mobile vegetable seller. Surely it will make customers happy because the vegetables that are present are always fresh. Nevertheless, mobile vegetable sellers must understand manners and courtesy to deal with customers. Each customer has different traits and characters with the hospitality shown by the vegetable seller, making housing mothers feel comfortable being their customers.

Research Methods

This research is qualitative. The approach of this research to the phenomenology model, Phenomenology used in this study, is empirical phenomenology, which emphasizes data collection based on the experiences of various individuals who have experienced the phenomenon (Oberg and Bell, 2012; Aspers, 2004). The use of empirical phenomenology provides information that is the informant of the experiences carried out so far mothers in the city of Surabaya in shopping at mobile vegetable traders, traditional markets, and modern markets. The sampling technique in this study was snowball sampling informants with the first criteria being the subjects in this study were mothers who shop at mobile vegetable traders. To determine the number of informants of mothers who shop at this mobile vegetable trader using the Snowball technique, namely by interviewing one person first, then finding another informant from the information of the first informant and so on until the saturation point. Determination of 20 informants consisted of 10 homemakers, ten working mothers, and two mobile vegetable traders. The decision of a sample of 20 people is based on the consideration that the informants no longer provide varied information.

Table 1 . Characteristics of Informant Demographics

Variable	Category	Total
Gender	Male	0
	Female	20
Age	20-30	1
	30-40	8
	40-50	2
	50-60	5
	>60	4
Status	Single	0
	Married	20
Education	High School	9
	Bachelor	6
	Postgraduate	5
Work	Housewife	10
	Working Woman	10
Income	2-3 million	6
	3-4 million	6
	4-5 million	1
	>5 million	7

Interview technique in this research is an in-depth interview in its implementation using semi-structured interviews that aim to find out more about how consumers' shopping behavior in Surabaya and its relationship with mobile vegetable traders. Researchers also interviewed consumers who became customers. Informants are allowed to provide information such as storytelling, and the information is recorded and recorded as documentation material. Interviews were conducted with informants of approximately 20 to 30 minutes. The use of semi-structured interviews is done by preparing a set of questions for the interview.

Design questions compiled by the author that relate to consumer shopping behavior that is about shopping motivation, what products are purchased, how the process and services to consumers such as:

- a. What is the motivation for shopping to mobile vegetable traders?
- b. How often do you shop at mobile vegetable traders?
- c. What products are bought from mobile vegetable traders?

During the interview, the researcher guided the informant following the arrangement of the questions that had been prepared. In this semi-structured interview, the informant is allowed to give a free response, which can then be categorized.

Table 2 . Vegetable Mobile Trader Consumer Research Theme

Theme	Quotes
Distant Market Distance	We do not go to the market because the market is quite far. (70 years old, housewife)
Can Order Directly	There are certain events or want to make something, for example, what is the name, do you want to make the rice or what is called yellow rice, you need coconut milk. Coconut for coconut milk. (45 years old, career woman)
Traders who have come along to the customer's home	The benefit is that it is easier not to leave the house, sis, those who come to us, not us who come to them. (39 years old, housewife)
Empathy	Sometimes it is a pity because there are still many goods. Sometimes it was until ten o'clock or half-past eleven that he was still passing, but the trade was still a lot like that of the nation if there were still many vegetables maybe the

	loss was not too great. However, if meat-rich meat is a big loss. (39 years old, housewife)
Just mention shopping and as a complement.	Yes, if you go to the Mlijo occasionally, if you need it, for example there are those who shop for less, what for instance the vegetables are not enough, well, usually don't go to the traditional market anymore because the time is not nutty, so just use Mlijo through (45 years old, career woman)
Complete and many choices	If the quality is good, kind, complete, cheap, instead of me going to the market I have to pay for parking, then buy gasoline, sis. (39 years old, housewife)
Cost-effective	If in Mlijo undoubtedly more efficient than in the ordinary market. What do you want to buy at the traditional market, buy what, if there is not all there, like in the market? (70 years old, housewife)
Lazy to go to the market	Not only lazy in the morning right, not yet groomed to go to the market sluggish. So you have to change if the market is far, but if you are near the house, you can relax. (50 years old, career woman)
Can be more focused on shopping and planning	If I have more affordability, in Mlijo, one problem is transportation, both of them are problems rather than buying nonsense, then we also use the third term than we are outside, and so save time. (65 years old, housewife)
Faster and save time.	I shop it depends on what is needed, so if for example, I need not too much, just a little like that and in Mlijo there is then I buy in Mlijo only. Is it faster right? The mobile vegetable trader is because I feel that I am saving time. So I do not need to go far, I can go straight in, what do you do, go to the house, and arrange it right away, you do not have to, usually if you have too many choices, I am confused too. (55 years old, career woman)
More practical when shopping a little	It is more practical, not going to the market, there is still a market, near a house, there is a market, only spend a little, right, just a little at a time when shopping at the Mlijo. No need to go to the market. (49 years old, career woman)
Transportation problems	The market is a swipe market. There is a traditional market, but it is quite far away. So if you go there instead of taking a bemo, it is better to take an angkot vehicle, buy an easy one, sis. (70 years old, housewife)
More morning	I happen to work, so I have to buy it early in the morning to mlijo. (65 years old, career woman)

RESULTS AND DISCUSSION

THE THEME IS THE REASON FOR CONSUMERS TO SHOP AT VEGETABLE MOBILE TRADERS.

In the sub-discussion of the results of this study, answer the first research objective, which are the themes that are the reason for consumers, especially mothers in Surabaya, to shop at mobile vegetable traders. The results of research on themes that motivate mothers to buy at mobile vegetable traders are shown with 13 themes, namely: Long-distance market, Can order directly, Traders who have come along to the customer's home, Feel sorry, just say Shopping, Shopping just say and as a complement, complete and many choices, save costs, be lazy to go to the market, can be more focused shopping and planned, faster and save time, more practical when shopping a little, transportation problems, more morning.

The purchase of products made in mobile vegetable traders, in general, is for self-use, which is as much as 100%, and no one buys for resale directly or processed first. The frequency of purchases made at mobile vegetable traders is very frequent, namely that they shop at the market every day by 40%, bi-weekly at 45%, and once a week at 15% can be seen in the picture below.

Frequency of Shopping at Mobile Vegetable Traders

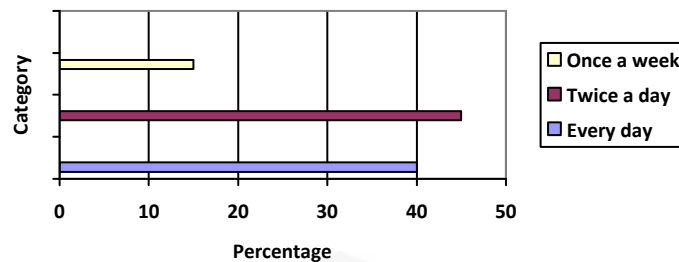


Figure 1 . Frequency of shopping at Mobile Vegetable Traders

With this intensity, according to their perception, as many as 85% of informants stated that they shop more frequently at mobile vegetable traders than in traditional and modern markets. When shopping at mobile vegetable traders is usually in the morning can be seen in table 1 and table 2, that is equal to 80%, while 20% shop during the day. Informants who shop in the morning because they chase time to cook earlier and want fresh vegetables and side dishes. Whereas those who shop rather late in the afternoon they usually chase lower prices and are leftover from the sale.

CONCLUSIONS AND RECOMMENDATIONS

A. CONCLUSIONS

Based on the results of this study, there are several conclusions:

1. Buying behavior in mobile vegetable traders and aspects that influence it:
 - a. Buyers generally are women who are housewives, and women work with education levels from high school to postgraduate. This is a representation that women mostly do the tendency of shopping at mobile vegetable traders with a high level of busyness as housewives and as working women.
 - b. Consumers shop for daily necessities on agricultural, fishery, and livestock products such as vegetables, fruits, and side dishes. Its products are classified as non-perishable goods. Only a few who buy processed products such as bregkes, bothok, presto, and manufactured products such as sausages and nuggets. Consumers also strongly consider product quality, product freshness, and cleanliness. Short-term shopping orientation is to get the goods immediately and go back home immediately.
 - c. The themes that motivate consumers to shop at mobile vegetable traders are the distance of the house to the market, can order, traders who come alone, feel sorry or Empathy, needs as a complement, complete and many choices, cost-effective, lazy, can focus shopping and planned, Faster and save time shopping, more practical when shopping a little, Transportation problems, More early. The most motivated motivation by consumers is that consumers can order merchandise to mobile vegetable traders by 75%.
 - d. The market location is generally not far from home with an average distance of only one kilometer and does not require special transportation efforts, about 40% walking, 50% motorbike driving, 10% using a car. However, according to several informants who have been interviewed, they prefer to shop for mobile vegetable traders because of the time to go and go back to the market and the time of buying and selling transactions in the market that requires a long time. Consumers prefer that if they need ingredients for the next day can be done by ordering or provide notes to spend the next day. This is evidenced by the number of consumers who make orders to mobile vegetable traders by 75%. Consumers in Surabaya now prefer to order before shopping at mobile vegetable traders, because according to them, it makes it easier to work as housewives and as working women. The trend of changing shopping patterns using telephone and SMS is only 35%. They still prefer ordering groceries directly to mobile vegetable traders by notifying orders the day before, because traders every day always pass in front of the house.

B. RECOMMENDATIONS

Based on the results of this study, some suggestions need to be done to improve the quality of the presence of mobile vegetable traders and traditional markets:

1. Mobile vegetable traders should emphasize the quality of services provided to consumers. The services that have been carried out by mobile vegetable traders are essential, looking at the actual conditions in the field in a certain area, the number of mobile vegetable traders is not too much. The level of competition among fellow vegetable mobile traders is not too sharp because unwritten they already have their hangout routes. So that each trader must have their customers, for that, mobile vegetable traders must pay close attention to the quality of merchandise, competitive prices, and optimal service to customers.
2. The government should help with capital for mobile vegetable traders because, in general, they work in the informal sector that has independent money and has no associations. The attention of the government will be able to help them become one of the pillars of the strength of the national economy because the amount is quite large and has the potential to support widespread economic growth so that the distribution of social justice for all Indonesian people can be achieved.
3. Strategic information about consumer behavior in traditional markets for economic, business, and public policymaking.
 - a. The existence of traditional markets that have changed is a natural thing related to technological developments, income levels, education levels, changes in land use, product diversification, product differentiation, and changes in consumer lifestyles. In the past, many needs were obtained from traditional markets, from food, clothing, and household appliances, but at present, the necessities of community life tend to be differentiated. The need for manufactured products and clothing is often found in modern markets and malls. In contrast, traditional markets tend to focus on fresh products (perishable goods) and slightly durable goods of medium and low quality. Modern markets are superior in high-quality manufacturing products but are less accommodated in traditional markets. Convenience and low prices are essential keys that can be the appeal of conventional markets. Consumers will tend to follow the patterns that develop in these markets. If it is not following their preferences, consumers will move to markets that are more comfortable for them. If the proportion that does not match the choice is more significant, then the traditional market will experience a faster transition into a market in specific sub-communities and become less competitive.
 - b. The phenomenon that is happening right now in Surabaya with the shifting of consumer shopping behavior from traditional markets to Mobile vegetable traders should be able to be a moment for the development of traditional markets to be better with more self-improvement. Mobile vegetable traders that can be said to be competitors for traditional markets should not be used as fierce competitors, but instead, with the presence of Mobile vegetable traders can collaborate with traditional markets to further increase the turnover of traders in conventional markets. However, the traditional market is a wholesaler for Mobile vegetable traders to fulfill the needs of Mobile vegetable traders merchandise. The Market Office, especially the City of Surabaya, should provide excellent physical facilities in traditional markets in the form of adequate parking for Mobile vegetable traders so that the problematic loneliness of the traditional market that has begun to be abandoned by consumers becomes crowded again as significant trade centers for the needs of vegetables and side dishes with the presence of Mobile vegetable traders.
 - c. The government, especially the SME's ministry is more concerned with the fate of mobile vegetable traders by providing capital in the form of cheap motorcycle loans or forming capital associations and cooperatives for mobile vegetable traders and traders in traditional markets.
 - d. The government, together with other related agencies, should protect to create a fair business competition climate. This protection can be realized by regulating the policy of establishing modern retail in the city of Surabaya with supervision in its implementation. As for oversight of the establishment of modern retailers that have entered and approached densely populated settlements even close to traditional markets, it seems that it has not been appropriately implemented. For this reason, the government, especially the city government of Surabaya, provides business competition protection to micro, small, and medium entrepreneurs such as mobile vegetable traders and traditional market traders.

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