



## Economic Impact Analysis of Relocation Five Feet Vendors in Purwokerto

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### Abstract

*This study aimed to analyze income, expenses, and social environment of street vendors between before and after the relocation to Pratistha Harsha. Collecting data is using interview, observation and literature study techniques. The respondents were selected namely Pratistha Harsha Chief Manager, Chairman of The Pratistha Harsha Society, Pratistha Harsha vendors culinary. Population of street vendors who relocated to Pratistha Harsha are 65 peoples and sample are 40 seller respondents. Selection of the sample is using simple random sampling. The study was conducted in September 2015 and using a paired t test analysis. The results show that the amount of production is lower after the relocation, and sales turnover and net income are not different between before and after the relocation to Pratistha Harsha. In the aspect of cost, there are improvement after relocating to Pratistha Harsha.*

**Key words :** *micro bussiness relocation, pratistha harsa, informal, sector.*

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## INTRODUCTION

Leveraging various resources available in an area for development driven by planning the long term, middle and annual a sustainable. Strategy and the development policies in every area referring to the strategy and policy direction planning through basing the regional landscaping plan.

The regional landscaping plan closely related to regional development which includes all the sectors a region and have the potential to built , whether it is the formal and informal sector (Kolm , 2016). Badan Pusat Statistik (BPS) define that the sector informal is business unit small-scale that produces and distributes goods and services with the ultimate aim create job opportunities and incomes for himself , even if they faces obstacles good capital and physical and human resources .

The development of sector small and medium enterprises until now there are distended such great even nearly matched that the number who work in the other formal sector (Permadi, 2015). Informal sector is vein the economic life of millions of the small, especially in the city. Hence, it is not just sector livelihood of related to the poor but also provides opportunities to create employment opportunities for those who do not have formal work. Thus, the sector have the role of which is very strategic in order to increase income poor people.

Related the community who work in the informal sector, there are conditions of the community stuck in poverty because has gone capital and access to sources funding and opportunities business follows her. The results of what they earn is the average minimum, where income informal sector which is obtained only enough to live simple, because the community who worked on the informal sector was not have skills, capital

and education. It is also supported by the fact that mainly low-educated workers seem to work in the informal sector suggests that the choice of educational attainment is potentially distorted (Kolm & Larsen, 2016).

Entrepreneurial individuals are success driven, and hence are more likely to engage in the right kind of opportunity recognition to ensure that they are successful. Entrepreneurial opportunities are believed to exist when individuals have a special understanding of the value of uncommon opportunities and act upon this understanding, which results in entrepreneurial income or "rent" (Wasdani, 2014).

Originally the referred to informal vendors are those who sell in front of shops or in streets to people who walk on the edge of the highway that crowded. A be used narrow, about five feet. In later years place that was the name of the group five feet vendors .

Five feet vendors and mobile vendors serves carry at least three an important role, that is as providers basic needs for poor people and affordable, absorbent manpower and labor force, especially labor who were less than or unsophisticated that have been inhabiting city because of urbanization uncontrolled. The role of others are as linker one in the eye chain marketing, namely as a retailer. To the three the role of important, five feet vendors is major props community life, especially in the city (Bobo, 2003).

There are times when the merchants of toe five carry out their activities are seasonal. The most extreme example is the paper trumpet peddlers group at the end of the year came from the countryside to the big cities to peddle their wares. Informal sector was booming in big cities can be referred to as a result of the battle of urbanisation of the villagers to the big city.

Migration rural to urban aims to improve income, although such expectation was often

missed from the fact. All residents who looking for a job in the city and cannot ever enter the formal sector in the city of trying to get into in the informal sector that provide opportunities for anyone to go into it myself. Because of that, the informal sector also known as a safety valve to tackle employment. The greater number of dependents may increase chances of informal employment because the worker would be more likely to reduce search length and avoid long spells of unemployment (Narayanan, 2016).

Five feets vendors is a phenomenon that cannot be separated from the economy in Indonesia. A portion of vendors carry out his job after working hours (anybody the morning work as a clerk, there are those who work in a setting private companies) or in my spare time. There are those who carry out the activity of as five feets vendors to reach an additional income, yet there were also that rely on them alive in these activities.

Through the passing of time by these vendors there is still until now. The vendors is regarded disrupt the roaders and it vendors have eaten roads in their goods, especially in Purwokerto City. This is because five feets vendors often use public space, who should not be to sell but used to do trading activities. Traffic was impeded because are not freely move and in the end the traffic jam can be avoided (Researchers Observation, 13 april 2015).

Trading activity informal sector in the Purwokerto City at the time are to be found in various places, including the square, the sidewalk, surrounding the markets or harness other public spaces, so vendors needed by controlling, the arrangement, empowerment, guidance and supervision. Expected informal sector this can develop their businesses

economic activities formal sector in accordance with legislative regulations.

Problems five feets vendors is the problem priority in the Purwokerto City. The growth of five feets vendors from year to year the rapidly and uncontrolled. The number of five feets vendors all over town Purwokerto in 2009 there is only 769 five feets vendors, and 2014 increased to 998 five feets vendors. Even though they were the demolition but it it does make five feets vendors are trading in along the five feets shoulder reduced significantly (Dinperindagkop Kabupaten Banyumas, 2015).

The government of Banyumas District have made regulation to set five feets vendors, namely by Banyumas District Law no. 4 2011 concerning the arrangement and empowerment five feets vendors. In clause 6 rang; 1) every person is prohibited from implementing activities street vendors public spaces, except in locations determined by the regent; 2) in activity locations five feets vendors as referred to in paragraph (1), regent set a timetable, size and shape facilities street vendors in carrying out their activities; 3) regent in setting activity locations street vendors as referred to in paragraph (1), told parliament chairman and will take into account suggestions and input from parliament chairman.

The policy can be legal basis in arrangement, the arrangement, empowerment, guidance and supervision activities street vendors. In clause 4, every five feets vendors entitled to conduct street vendors in accordance with a letter placement street vendors; 1 receive guidance in order to develop activities five feets vendors are economic activities the formal sector; 2 receive facilities in order to empower five feets vendors.

One government efforts to facilitate to the five feets vendors is applying the policy on relocation or the exact placement of five

feetsvendors namely, by providing strategic land for marketing merchandise street vendors the. In this case the interests of five feetsvendors could be met and of course the government to consider also that the land not disrupt order and comfort city it is expected that the interests of the government five feetsvendors and could be met so that it can be created a format resolution which means cleanliness policy, beauty and neatness city can be realized, the welfare of the community five feetsvendors can be realized.

As a result of commitment from the Banyumas Government to develop and increase the well-being of the informal vendors in banyumas especially Purwokerto City, and that is more exited in trying to and increasing its production so that it will increase their income, the government make strategy relocation vendors. One of them is relocation the informal vendors of several places such as the square purwokerto, the sidewalk Pereng and Jenderal Soedirman Streets to Pratistha Harsa.

Pratistha Harsa lies to the west of the square purwokerto, more or less 100 yards from the square. On governance regent Drs.Mardjoko, M.M, the period 2008-2013, Pratistha Harsa established to replace while the food retailer who was in thePurwokerto Square, because there was the renovation of the long term the square in 2009. But in Ir. Achmad Hussein stakeholders, in 2013, Pratistha Harsa the more developed by adding a new building to sme products. In 2014, regent Banyumas formally making regulation on management of banyumas central culinary products and small and medium enterprises Pratistha Harsa.

Relocation of vendors to Pratistha Harsha has a goal of which can improve the quality of merchant services. In addition, expected to help vendors in Pratistha Harsa in

order to expand its business and improve the welfare of vendors.

Basically relocation activities have positive and negative effects both in terms of revenues and costs of traffickers in Pratistha Harsa and also for other economic actors (consumers and government). Given the probable impacts that may result from relocation activities of vendors in Pratistha Harsha, the researcher is interested to analyze the economic impact of the relocation of vendors to Pratistha Harsa Purwokerto.

## RESEARCH METHODS

This research used mixed methods and conducted in populations large and small, but the data is studied data from a sample taken from the population, so the found events relative, distribution, and relationships between variables. The study also focuses on the systematic explanation of the facts obtained during research conducted. In other words, investigating a case to get the facts of phenomena that exist and seek factual information, in the hope of getting a vindication of the circumstances and practices are ongoing.

The data used in this study are primary data, and data obtained in the field through direct interviews with selected participants and equipped with a list of questions that is an interview with Harsha Pratistha Chief Manager, Chairman of the Society Pratistha Harsa and questionnaires to vendors Culinary Pratistha Harsa. Then the secondary data, and data general information about the object of research obtained by examining the record, the reference as well as existing data on related businesses such as merchant name list Pratistha Harsa culinary center, the list of levies merchants Pratistha Harsa culinary center, and so on.

The collection of data sources needed in the research is done in several ways that include interviews, which is a step in the search or the collection of data by conducting a question and

answer directly to the object or the respondent (Merchant Pratistha Harsha, head of business Pratistha Harsha, Chairman of the Society Pratistha Harsa), which is carried out systematically and based on objective research.

Then a questionnaire or questionnaires, namely the collection of data by submitting or sending a questionnaire to be filled out by the respondents. Decanted form of questions in the questionnaire or questionnaire form of open-ended questions, ie questions whose answers are not provided, so that the respondents (Pratistha Harsa managers and vendors) responded by providing an explanation in accordance with what he knows freely.

Next model is documentation. This research obtained the data directly from the research, namely in Pratistha Harsa. Documentation includes books relevant government regulations on vendors and Pratistha Harsha, Harsha Pratistha activity reports, Pratistha Harsha photographs, Pratistha Harsha documentary, the relevant data from relevant studies.

The analysis was done by looking at the revenue side as measured from the amount of production, sales turnover, and net income before and after the relocation in Pratistha Harsa. While the charges, viewed from the fees, labor, transportation, raw materials, electricity, rent, hygiene, garbage and community before and after the relocation in Pratistha Harsa.

Analysis using Paired Sample t-Test. Is a procedure that is used to compare the average of two variables in a group. This means that this analysis is useful for the testing of the sample received a treatment and then compared with the average of the samples

before and after treatment. Is used to compare the average (mean) of a sample pairs (paired).

Processing calculations using applications Statistical Product and Service Solution (SPSS). The use of SPSS could help the calculations more effectively and efficiently. Calculation 2 paired samples t test using SPSS software and with hypotheses and testing criteria  $H_{o1}$ : There is no difference in earnings before and after the relocation Pratistha Harsa;  $H_{a1}$ : There are differences in income before and after the relocation Pratistha Harsa;  $H_{o2}$ : There is no difference before and after the relocation costs Pratistha Harsa;  $H_{a2}$ : There is a difference before and after the relocation costs Pratistha Harsa. With the testing criteria  $H_o$  is accepted and  $H_a$  rejected if  $t \leq t$  table or  $t$  arithmetic  $\geq t$  table and a  $H_o$  rejected and  $H_a$  accepted if  $t \geq t$  table or  $t$  arithmetic  $\leq t$  table.

To interpret t, it must first be determined  $\alpha$  value and the value of df (degree of freedom) which  $n-1$ . To determine which hypothesis was selected, predetermined ttable. Value df (degree of freedom) on a paired test is the number of samples minus one or  $n-1$ . If the p value  $\geq 0.05$ , the test results revealed  $H_o$  and if the p value  $\leq 0.05$ , the test results revealed  $H_o$ .

## RESULTS AND DISCUSSION

Pratistha Harsha is a land that was once made up of building Health Department and Community Health Center and buildings Pereng semi-permanent and permanent filled by merchants of clothing, footwear, and electronic equipment. After the government started building projects Pratistha Harsha, buildings were later demolished. Harsha Pratistha originally established to replace the temporary place of existing sellers in the square and surrounding Purwokerto, because there are long-term renovation of the square in 2009.

The Pratistha Harsa name was given by a Drs. Mardjoko M.M., Banyumas Regent 2008-2013, Pratistha Harsha has a meaning that is "noble desire".

Development of Pratistha Harsa was conducted over three years, from 2009 to 2012. The Government of Banyumas has a vision to foster and develop small and medium enterprises in order to sustain economic resilience of society and as a vehicle for job creation in Banyumas. Banyumas Regent then assign Regulation No. 36 Year 2014 on the Management of Product and Culinary Centre for Small and Medium Pratistha Harsa.

Site selection for the project Pratistha Harsa also has several reasons, among others, besides not too far from the city center, where the relocation Pratistha Harsa have sufficient land area for the vendors. Currently, Pratistha Harsha is one of the culinary center in Navan for all types of food, snacks and traditional drinks in Pratistha Harsa. With so many street food vendors who moved to the culinary center Pratistha Harsha, then it can make the downtown area more Purwokerto neat and kept clean.

Pratistha Harsa under the authority of the SME in Dinperindagkop Banyumas. Management Pratistha Harsa divided into two blocks, namely Block A form of central SME products consisting of first floor and second floor, the second floor of block A is planned in the near future will be leased to a 3rd party for a game and Block B in the form of a culinary center in the first floor and other such activities SME services that support SME products center on the second floor. The role of the SME that oversee and regulate the flow of income, cleanliness, employees and security Pratistha Harsa.

Dinperindagkop has 22 employees appointed to take care of daily activities in

Pratistha Harsa. Pratistha Harsa business consists of five civil servants, security consisting of three people, and cleaners consists of four people. Block A consists of a supervisor as much as 2 people, 4 people cashier and saleswoman 4 people. Employee management systems consist of a chief manager that has 21 subordinate divided to manage the Block A and Block B.

Pratistha Harsha organizational system consists of a chief manager, who has a subordinate that small and medium business managers and supervisors. Managers of small and medium enterprises are assisted by subordinate administrative officer, collector levy, safety and hygiene as well as supervisors. In addition, the supervisor or assistant cashier and saleswoman. Head of business has a duty to supervise and coordinate the activities of his subordinates in order to keep it running well Pratistha Harsa.

Supervisors have a duty to check the condition of SME products entering and traded in Pratistha Harsa. After that, the cashier on duty to serve visitors who intend to purchase these SMEs, and the salesperson assigned to serve visitors by providing information related to the products to be purchased by visitors.

In Block B Pratistha Harsha, SME managers have a duty to help organize and coordinate the head of business activities and the activities in the sector of the block B (the culinary center). Administrators have a duty to recapitalize and count all receipts from merchants, either in the form of a daily fee or monthly dues paid by the collector levy.

Levy collectors have the duty to take direct contributions from the vendors, and the duty to maintain the security situation in Pratistha Harsa to stay safe and conducive to trade and ensuring the security of Pratistha Harsa better, the manager in cooperation with youth Pereng. Janitors have a duty to maintain cleanliness before vendors start arranging their wares, and

after the completion vendors sell from 13:00 PM until 21:00 PM.

Head of business gradually received reports from the field of SME managers and supervisors about the development Pratistha Harsha, and head manager also actively participating merchants condition and the condition of SME products, and also reported the development Pratistha Harsa to Dinperindagkop part of SMEs. In addition to the structure Pratistha Harsha, vendors also make vendors association organizational structure Culinary Center Pratistha Harsa Purwokerto. Stewardship was formed on the basis of solidarity and mutual cooperation of the merchants who took the initiative to want to see change and progress for the Culinary Market Pratistha Harsa.

The community organization fostered by the chief manager of Pratistha Harsa. The master has the right to determine their own management under the covers secretary, treasurer, division order and security, environmental facilities division, and the division of the relationship between merchants with multiple inputs and recommendations from advisors.

Order and security division has a duty to assist security officers Pratistha Harsa maintain order and security in the complex Pratistha Harsa to avoid unwanted things, such as theft, sabotage, or interruptions from visitors. Section environmental facilities have a duty to always control and treatment facilities to support the vendors, such as the availability of clean water, availability of lighting, cleanliness and maintenance equipment used in neighborhood association Pratistha Harsa culinary market.

Division of relations between vendors have a duty to conduct activities that are cooperativeness as work activity tray. In

addition, the organization running the association, the board also agreed to levy imposed on all vendors in order to improve the quality and progress of the merchant itself. Each division consists of coordinators and members. The number of recruits from each division, depending on the needs of each coordinator. Chairman freeing division coordinator for selecting members.

Since the launch of Pratistha Harsa become the culinary center in Purwokerto, Purwokerto city center is becoming increasingly neat too clean and people do not need to bother looking for a seller of snacks on a side road, Purwokerto community is certainly easier in terms of looking for snacks or culinary. With the relocation Pratistha Harsha, production of merchants are expected to experience growth due to the condition of infrastructure and facilities are good, the expected visitors come more often and buy culinary Pratistha Harsa.

Department of Industry, Trade and Cooperation Banyumas in cooperation with police forces of the civil service to collect anyone who was selling goods on the street in the area of the square and surrounding Purwokerto which further helped to determine los who want to wear in Pratistha Harsa. Pratistha Harsha is a container for vendors who are selling in some places on the roadside as the square Purwokerto. Vendors selling the period of time that vary both before and after their relocation relocation to Pratistha Harsa. the majority of vendors culinary Pratistha Harsa trade between 6 to 15 years. Vendors are already more than 20 years is 22 years (seller fried) and 35 years (seller soto). Merchants who sell in Pratistha Harsa dominated by vendors who's 50 years old. Vendors oldest 67 years old. Vendors youngest 26 years old. This relocation policy as vendors in Pratistha Harsa by age 50's feel more comfortable in selling merchandise culinary. They do not

need to worry about changes in the weather (rain and heat) that could affect their stamina to work. On the other hand, the quality of the food and beverages they sell cleaner because it does not interact directly with air pollution.

Vendors culinary Pratistha Harsa majority of food, ranging from snacks to heavy foods such as rice Rames (side dish), fried chicken, chicken noodle, meatballs, soup, mendoan, and others. Merchants who sell drinks dominated by fruit juices and soft drinks such as coffee and tea. Some vendors focus on selling food or drinks, but there are some vendors who sell food and drinks at a time. This is done to allow visitors vendors into buying the needed products in one place and increase the income of vendors as well.

There are also vendors who sell in addition to other food and beverage, among others selling cigarettes, VCD, and toys. Business permit sales in addition to food and drinks because at the time of the relocation, they participate recorded and given an opportunity to vote on Pratistha los Harsa. Business thinking rather than selling them back on the street, better given places in Pratistha Harsa. However, for vendors who had entered prohibited to sell other than culinary.

The average trader opened his wares around 15:00 PM and close around 10:00 PM. However, it is relative, if the merchandise is still a lot, vendors can close over night, but if merchandise is depleted early, hours of work even faster. Vendors with working hours above 8 hours is a merchant who sells cigarettes and drinks such as coffee, milk, honey, ginger, and so on. They usually sell from the afternoon until the early hours.

Vendors culinary Pratistha Harsa have an educational background which is dominated by graduates of elementary and junior high school. In other words, the

education level trader in Pratistha Harsa dominated by those who have a low level of formal education.

The average trader with a primary and secondary education admitted that trade activities they are already doing with their parents and now a business that is hereditary. That's why when they graduate from elementary and junior high school, they went to work and did not continue his education. There is also the vendors who claim that at the time they want to continue, they collided with limited cost to the school. That's why they say it's better to trade than the school. There is also a trader with an undergraduate background, but just only one person. He mentioned that the trading activity had he wrestled since high school, because that's up to the scholar, he still tends to trade and not looking for work.

Distance house vendors who sell in Pratistha Harsa dominated by vendors who have a distance of 1 to 1,9 km from the house towards Pratistha Harsha, and there is a distance of 3 to 3,9 km from the house. There are some vendors who have a house with a distance less than 500 meters to get to Pratistha Harsa. They prefer walking to carry merchandise. For them, other than to save on expenses, they usually bring additional carts to bring their goods to Pratistha Harsa.

Vendors culinary Pratistha Harsa vendors who mostly came from street vendors Ragasemangsang region and the rest of them are vendors Pereng. It can be seen that the government is prioritizing orderliness and tidiness of the town center (around the square Purwokerto) and the surrounding region. It is also the advantages for vendors themselves. Because relocation is not so far from their original place to trade, especially to vendors Pereng.

Vendors culinary Pratistha Harsa mostly sell a maximum of 50 servings each day, either

prior to the relocation, and after relocating to Pratistha Harsa. Sales is at least 12 servings per day, ie fried chicken trader and at most 500 servings per day, the trader fried.

Prior to Pratistha Harsha, vendors already have some regular customers, but there are some among the vendors complained that there are some customers who do not know about the location Pratistha Harsa. This led vendors to lose customers and reduce the number of production. Merchants can sell more than 150 servings are vendors hawking fruit ice, fried chicken and fried. They claimed their production increase because in addition to the regulars, appearing new buyers from the upper middle class.

On the sales turnover of merchants culinary Pratistha Harsa closely related to the number of servings sold, it can be seen that the average number of servings sold mostly less than 50 servings. Sales turnover obtained vendors Harsa Pratistha both before and after the relocation of the relocation. Before relocating as many as 37,5% of the total respondents earning between Rp 201.000,00 (two hundred and one thousand rupiah) up Rp 300.000,00 per day. The turnover obtained from the total servings sold multiplied by the selling price per portion.

According to Mr. Agus (42 years), Merchant Pratistha Harsa:

*"I feel the increase in income since moving to Pratistha. I was selling at the first fitting Ragasemangsang, stuck-stuck can Rp 400.000,00. Now could one day be Rp 600.000,00. Thank God this time, my wife also sells chicken in the Cape region, thanks to savings from the sale of in Pratistha Harsa".*

According Suryani (34 years), one of the Vendors Pratistha Harsa:

*"In a typical day, could get 200 to 300 thousand in Pratistha Harsa it is good. Same*

*thing actually fitting in place previously, except that in place before most open until the afternoon. If in Pratistha Harsa could until evening."*

Vendors who get turnover above Rp 500.000,00 (five hundred thousand rupiah) is a trader that is able to sell more servings and have a customer and have a taste of the culinary well-known by visitors, such as the type of culinary snails and soup as well as the types of beverages practical and nutritious as fruit juice.

Difference of sales turnover and operating costs merchants a merchant receives net income Pratistha Harsa. Net income trader culinary Pratistha for 40% of total vendors get a maximum Rp 100,000.00 per day. After the relocation, 50% of vendors still get a maximum Rp 100,000.00 per day.

Merchant acquiring net income more than Rp 500.000,00 per day is vendors who have regular customers and also setting a good effort like applying a standard product that is presented, the standard price and conduct market surveys. There are two merchant acquiring more than Rp 1,000,000.00 per day.

According to Adi (26 years), one of the Vendors Pratistha Harsa:

*"When i move to Pratistha Harsha, merchandise fruit juice I was less than in the previous place. But it can be overcome by raising the price of my juice. Which was 5000 rupiah so 7000 rupiah. So although diminished, I can still stable income. Average per day I can sell 300 cups of fruit juice and get about one million rupiah. The money was partly my tube, because I wanted to have a place of his own and grow better."*

Vendors anticipate to increase revenue by raising selling prices. But the determination of the selling price was not done by consensus of community, every trader has the right to regulate the amount of new prices as they wish.

Vendors selling goods on the street often pay dues levy which will be deposited into

Dinperindagkop. A total of 97,5% of total merchant pays the fare Rp 500.00 per day and per wagon. Pereng Street vendors are not subject to the obligation to pay the levy because the community already backing up the cost of every month with daily contributions from the community of vendors Pereng that time. Vendors who pay the levy more than Rp 500.00 per day, carrying two carts each vend. After the relocation, the levy abolished and replaced with a rental fee.

Other costs are comprised of wages wage permanent employees and temporary employees and the number of employees hired from each trader in Pratistha Harsa. By 85% or 34 out of 40 vendors as before the relocation, paying wages Rp 40.000,00 maximum power per day. Each employee is paid between Rp 10,000.00 up Rp 40.000,00. Vendors are paying more than Rp 30.000,00 per day, due to having more than 1 employee.

After their relocation, there is no change of the amount of the remuneration given to employees merchants. One trader reduce the number of employees, which led to massive employee payments reduced, too.

Vendors typically use transport to assist them in transporting types of cuisine that will sell them at Pratistha Harsa. Vendors largely maxed Rp 10.000.00 per day for transportation purposes, either before or after relocating relocation to Pratistha Harsa. They use private vehicles to bring their wares. Therefore, they buy petrol for Rp 7.400,00 per liter. But vendors claimed that they had when buying gasoline by Rp 10,000.00 per day.

Some vendors prefer to walk and push carts, due to the short distance from their homes. Some vendors rolled over Rp 10.000.00 per day for transportation, due to the type of vehicles that do require more wasteful fuel (motor tricycle). There is one merchant who issued until Rp 30.000,00 per

day to buy gasoline. It is also adaptable to many merchandise carried by each merchant.

Vendors also bought the raw material for preparing culinary types that will be their merchandise. Vendors culinary Pratistha Harsa as much as 50% (20 of 40 vendors) issued a budget of less than or equal to Rp 100,000.00 per day for the needs of the purchase of raw materials used to make their wares. After the relocation, the majority of vendors the cost of raw materials between Rp 101.000,00 up Rp 200.000,00, amounting to 52,5% (21 of 40 vendors). The smallest expenditure of vendors to buy the raw material is that Rp 17.000,00 per day. The expenditure of vendors to buy the raw material is Rp 500.000,00 per day.

Vendors who issued a budget of less than Rp 100.000.00 per day is a trader with a simple type of merchandise, such as vendors "kupati", rice cakes, and soft drinks. Not the large number of merchandise they offer, causing the budget to purchase raw materials becomes too large.

Vendors need electricity to support the activities of their merchandise such as lighting, and process food such as fruit juice. Before relocating and after relocation, most vendors spend a maximum of Rp 5.000,00 per day. Merchants who spent more than Rp 5.000,00 per day, due to the demand for electricity and the amount of the merchant stalls.

Vendors charged Rp 1.000.00 for each of the two light points and if there are additional lighting points subject to Rp 500.00 per light point. Each operational tools that use electricity, such as blenders, refrigerators, pressing machine, rice cooker charged Rp 500.00 per day.

Pratistha Harsa implement a rental model is equipped with a semi-permanent stalls and storefronts. When merchants rented the place, automatically vendors also get the stalls and storefronts. Before relocation, the merchant did not rent a place for selling goods on the street and just pay the levy alone. When relocated,

vendors culinary Pratistha Harsa pay rent calculated per year. The size of the rental value is Rp 400,00 plots per square meter per day. If the merchant occupies an area of 2 x 2.5 m<sup>2</sup>, the trader must pay Rp 730.000,00 per year.

Once calculated per day, most vendors (77,5% of 100% of vendors) financing issued less than equal to Rp 2.000,00 per day for each parcel of leased vendors in Pratistha Harsa. Vendors are paying more than Rp 2.000,00 per day because they rent more than one parcel. Vendors are required to provide hygiene dues as a form of concern for the environment, both before and after being relocated in Pratistha Harsa. Prior to the relocation, the merchant pays a maximum Rp 2.000,00 per day for cleanliness. After the relocation, the trader is obliged to pay dues cleanliness as Rp 2.000,00 per parcel. Dues cleanliness be in the afternoon and collected by the collector section retribution. A total of 3 merchants pay more than Rp2.000,00 (two thousand rupiah) for rent more than one parcel.

Garbage fees imposed after their relocation to Pratistha Harsa. Magnitude garbage financing for vendors before their relocation, the merchant does not issue a fee for garbage. However, after the relocation, vendors are required to put out garbage fees paid by Rp 10,000.00 per month. When broken down by day, then every trader is obliged to pay approximately Rp 350,00 per day for garbage fees. After their relocation Pratistha Harsha, vendors agree he made a community to improve the togetherness of the vendors. The board and members of the association agreed on their contribution to the progress of the community and vendors.

Prior to the relocation, no dues to the community since that time there has been no

community. After their relocation, each trader pays Rp 10,000 per month or pay less than Rp 350,00 per day for the community contribution will be used for activities and care in the merchant environment Pratistha Harsha. Such as gathering activities, community service activities and outbound marketing.

In the analysis of t test, t test measured in Revenue Merchant Culinary Pratistha Harsa. T tests were conducted to see if there is a difference in terms of income trader as measured by the amount of production merchant, merchant sales turnover and net income trader. In the total production of the vendors are calculated based on sales from vendors on a daily basis with the unit portion can be sold. T test results on the amount of production, sales turnover and net income with SPSS method can be described in Table 1, and image distribution t on the amount of production, sales turnover and net income can be seen in Table 1.

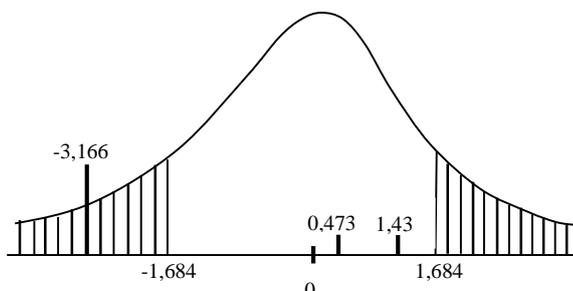
**Table 1.** Analysis Paired Sample t-Test on Total Production, Turnover Sales And Net Income Trader Culinary In Pratistha Harsa

Variable	Average		df	t-value	Alpha (Probabillity of Error)
	Before	After			
Total Production (Portion)	101	88	39	-3,17	0,003
Turnover of Sales (Rupiah)	389.57	421.02	39	1,44	0,159
Net income (Rupiah)	204.04	211.97	39	0,47	0,639

Sources: Primary data, processed.

From Table 1, a decline in the average of the number of servings sold from vendors as before the relocation and after relocation. The average share of less than 101 servings to 88 servings. T value is equal to -3,166 with a significance of 0,003. T value is smaller than the

value t table (-1,684) and significance (2-tailed) <0,05, that  $H_0$  rejected and  $H_a$  accepted, meaning that the average number of production before and after the relocation is different. Thus it can be stated that with the relocation of vendors to Pratistha Harsha, the number of reduced production.



Sources: Data processed.

**Figure 1.** Distribution of t on Total Production, Sales Turnover and Net Income Trader Culinary In Pratistha Harsa

Harsha Pratistha merchant sales turnover is calculated based on the total revenue from sales made vendors on a daily basis before deducting operating costs with unit rupiah. From Table 1, the value t arithmetic amounted to 1,44 with 0,159 significance. T value less than t table (1,684) and significance (2-tailed) > 0,05,  $H_0$  is accepted and  $H_a$  is rejected, it can be concluded that the average turnover of sales before and after the relocation is the same. It can be concluded that there is no difference in sales turnover between before and after the relocation.

Net revenue is calculated based trader Pratistha Harsa total revenue from sales made vendors on a daily basis with the reduced operating costs with unit rupiah. From Table 1, the value t arithmetic amounted to 0,473 with 0,639 significance. T value less than t table (1,684) and significance (2-tailed) > 0,05, it can be concluded that  $H_0$  is accepted and  $H_a$  rejected, the average net income before and after the relocation is the same. It can be

concluded that there was no difference in net income between before and after the relocation.

Furthermore, the t test calculation at Merchant Fee Culinary Pratistha Harsa. Total operating costs are calculated based trader Pratistha Harsa operational costs incurred by the vendors on a daily basis with units of rupiah. T test results on total operating costs by using SPSS can be described in Table 2, as follows.

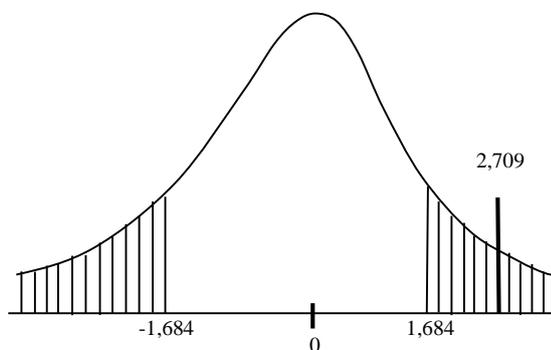
**Table 2.** Analysis Paired Sample t-Test In Total Operating Costs

Variable	Average (Rupiah)		df	t-value	Significance (2-tailed)
	Before	After			
Total Operating Costs (Rupiah)	185.530	209.052	39	2,709	0,010

Sources: Primary data, processed.

From Table 2, it can be concluded that an average increase of operational costs merchants just before and after the relocation of the relocation. Average operating costs increased from Rp 185.530,00 be Rp 209.052,00.

T value amounted to 2,709 with significance of 0,010. T value of more than t table (1,684) and significance (2-tailed) <0.05, that  $H_0$  is rejected, it can be concluded that the average total operating expenses before and after the relocation is different.



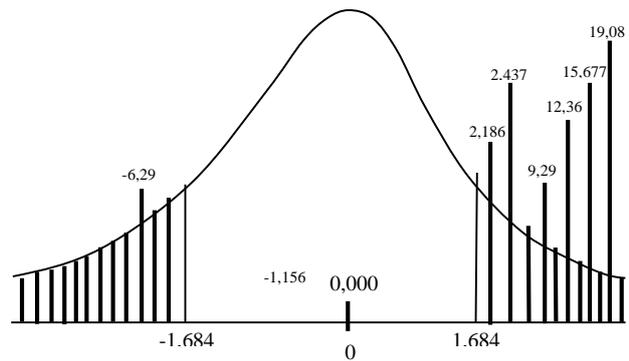
Sources: Data processed.

**Figure 2.** Distribution of t on Total Operational Merchant In Pratistha Harsa

By looking at Figure 2, it can be concluded that with the relocation of vendors to Pratistha Harsha, vendors operating costs have increased. Then the cost per item merchants Pratistha Harsa calculated based on each operation issued by the vendors on a daily basis with units of rupiah. T test results on a cost per item with SPSS method can be described in Table 3.

From Table 3, it can be concluded that an increase in the average operating costs merchants just before and after the relocation of the relocation. The average operating cost per item most improved is the cost of raw materials, of Rp 150.475,00 be Rp 168.725,00. In Figure 3, it can be concluded that with the relocation of vendors to Pratistha Harsha, there are differences in operating costs after the relocation and increased operational costs. After doing research about income, expenses and social environment in the culinary center Pratistha Harsa In the revenue side vendors, the researchers conclude that a decline in the average of the number of servings that are sold on the merchant at the

time before and after the relocation of the relocation.



Sources: Data processed.

**Figure 3.** Distribution of t on Operating Cost per item Vendors Culinary In Pratistha Harsa

On the sales turnover and net income, the researchers concluded there was no difference between before and after the relocation. This study supports Mudakir (2013), which examines the impact of regional arrangement Simpanglima Semarang on revenue which the food vendors based on the average of the variable production Simpanglima food vendors in the region there is a difference.

**Table 3.** Analysis Paired Sample t-Test At Cost Per Item

No	Variable	Average (Rupiah Per Days)		df	t-value	Significance (2-tailed)
		Before	After			
1	Retribution	0	275	39	-6,297	0,000
2	Labour	28.625	26.875	39	-1,156	0,255
3	Transport	5137	5482	39	2,437	0,019
4	Raw Material	150.475	168.725	39	2,186	0,035
5	electricity	418	3125	39	9,247	0,000
6	Rent	38	1989	39	15,677	0,000
7	Cleanliness	68	2137	39	19,089	0,000
8	Trash	25	334	39	12,360	0,000
9	Paguyuban	0	334	39	0,000	0,000

Sources: Primary data, processed.

There are some vendors who claim when moving to Pratistha Harsha, feel more lonely relocation site visitors and this resulted in income levels merchants. From this, there are vendors prefer to close and open the merchandise elsewhere, there are also vendors who choose to remain survive but raise prices. So with declining production, but sales turnover and net income can be maintained by increasing the selling price of merchandise. However, this effect can be a "bumerang" for vendors in Pratistha Harsha, because the price is more expensive, it can cause the visitors are reluctant to buy food and drinks at Pratistha Harsa. This causes the number of buyers to be reduced as the demand rate function of each product has a negative multiplier of its own price, increasing the price results in less demand for each product (Ghalekhondabi et al., 2016). In terms of operating costs when the trader before and after the relocation of the relocation of the cost per item analysis concludes that there are increases in operating costs. The increase is most likely in rental fees and levies. This occurs because the payment of the rental fee is conducted every 1 year at the beginning of the year and can be renewed if the merchant wants to extend the lease term.

With the increase in rental costs and charges, it affects the facility Pratistha Harsa enjoyed by vendors to be better, as their place to sell merchant, lighting, security section for securing merchandise vendors, access roads to facilitate vendors in reaching Pratistha Harsa and their cleanliness division to maintain cleanliness of Pratistha Harsa. In the social environment merchant, an increase in the average of the perception of vendors about the safety, cleanliness, lighting and ease of relocation time before and after the relocation. It supports Heriyanto research

(2012) about the socioeconomic impact of the relocation of street vendors in the neighborhood and street heroes Simpanglima Semarang, that with the relocation, will have a positive impact on social and economic aspects as well as improving social relationships between vendors.

## CONCLUSION

After doing research on the revenue side vendors. The results showed that there is a decrease in the production aspect. From the aspect of sales turnover and net income there is no difference between before and after the relocation relocation to Pratistha Harsa. In addition, studies show that the aspect of the fees, labor, transportation, raw materials, electricity, rent, hygiene, garbage and community there is an increase between before and after the relocation relocation to Pratistha Harsa.

Pratistha Harsa still has a promising future as a culinary center in Purwokerto. After observing and researching, Pratistha Harsa needs to keep the good service of vendors and managers to remain competitive with other culinary center in Purwokerto. Innovation promotion, to counter the promotion of the merchant and culinary center outside Pratistha Harsa. Improving service to rival services in other culinary center.

In addition, the search for market niches can still be used for profit. Studying the actions and behavior of competitors that have information about what to do with competitors. Business like life, have ups and downs of gains and losses. But how do we observe vendors that have great potential to rise and effort which looked great, but actually hollow inside.

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