

Street Vendor Business Performance in the New Normal Era

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Abstract

The purpose of this research is to evaluate the effectiveness of entrepreneurial-focused street food and beverage vendors, as well as their pricing and promotion plans in the new normal era. 128 street vendors were selected as the sample based on the findings of the research questionnaire distribution using the incidental sampling technique. This study uses causality with multiple linear regression analysis as an explanatory approach. The results of the study found that the success of street vendors in the new normal era was positively and significantly influenced by entrepreneurial orientation, promotion strategies, and pricing strategies. Even though many traders cannot continue their business, these findings provide support for street vendors who are able to survive in conditions related to the Covid-19 pandemic. Since prices have not changed, they are still quite distinctive to customers, and street vendors have acted practically without realizing that they can adapt their strategy to concentrate on maintaining customer loyalty. This study recommends that street vendors continue to provide their customers or consumers with the best service. It is perfect for consumers who use their products frequently, and offers the best customer service, encouraging them to continue buying their products.

Keywords: Street Vendors, Business Performance, Entrepreneurial orientation, Promotion Strategy, Pricing Strategy

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Introduction

The role of street vendors is quite significant in East Java as well as in absorbing labour, both directly and indirectly. Another role is as a provider of an economic safety net, especially for people who have low incomes so they can run the economy productively. In general, it can be seen in a) equal distribution of the people's economy, reaching remote areas, no need to go to the city to get a decent living, b) poverty alleviation such as employment and c) as a means of earning the country's foreign exchange (Putri, 2019). In the turnaround of the government's economy, many are assisted by street vendors. Street vendors are not the cause of congestion or economic chaos. For this reason, the existence of street vendors needs attention, support and appreciation from the government.

The growth of street vendors from year to year does not correspond to the problems faced by both internal and external problems, such as the many competitors of the same type, the lack of adequate guidance and access to credit, which remains difficult, as well as the weak capital structure they have, limited commodities sold, low education, and inadequate human resource quality. (Hartiningsih and Simatumpang, 2008) The above conditions are a separate problem even though they have quite high selling power but with limited traditional business

management capabilities, limited workforce quality, and fewer technological capabilities causing businesses to be affected by Covid-19 due to unable to carry out their business activities thereby interfering with the ability to fulfil obligations. For business managers, the cessation of economic activity has disrupted economic activity from the production sector to consumption. The most vulnerable and affected sector, one of which is the food and beverage business, not only has there been a decline in business performance, and termination of employment but has been threatened with bankruptcy.

The Covid -19 pandemic has also had an extraordinary impact on social life, as well as street vendors who are not free to sell because of restrictions on running a business by the government. Large-Scale Social Restrictions as an effort to accelerate the handling of Covid-19 as a prevention and mitigation policy (Peraturan Pemerintah Nomor 21 of 2020). With the enactment of these regulations, there are several problems that occur in the midst of the Covid-19 virus pandemic, both directly and indirectly at risk of experiencing losses, especially street vendors who sell food and drinks that require direct interaction with buyers. This condition is because people are no longer allowed to leave their homes freely with clear reasons to avoid direct physical contact as an effort to reduce the spread of the Covid-19 virus.

The results of research Santia(2020) stated that the food and beverage industry (food and beverage/F&B) was the industry most affected by the Covid-19 Pandemic, while Burhan (2020) stated that the culinary sector experienced a decline in daily income reaching 37%, the fashion retail sector fell 35%, while beauty services fell 43%. Covid-19 has also forced many restaurants around campuses, offices, schools, places of worship to close their businesses on the grounds that they cannot compete with other food stalls or are empty of visitors because all activities must be carried out at home. In addition, consumers who buy food or drinks are prohibited from eating and drinking at the place where the business is located. This has caused income to decrease drastically. Conditions describe the Covid-19 pandemic having an effect on reducing the development of micro-businesses, especially in the food and beverage business, so a strategy is needed to minimize the decrease in income. (Aryansah, J. E., Mirani, D., and Martina, 2020).

As the situation improves due to Covid-19, the Surabaya City Government is empowering micro-enterprises by giving residents the opportunity to trade at Culinary Tourism Centers with a take away system while still implementing health protocols. (Widodo Suryantoro,2020). Implementation of health protocols to prevent transmission of Covid-19. The opening of offices in the New Normal era has encouraged the opening of stalls or restaurants which in turn can increase the demand and price of chicken meat and eggs of these purebred chickens (Hermin Sri Setyowati, 2020). Besides that, the government also launched a National Economic Recovery (PEN) program with the aim of protecting, maintaining and increasing the economic capacity of business actors during the Covid-19 pandemic (Ministry of Finance, 2020). The National Economic Recovery Program (PEN) is a series of activities to reduce the impact of Covid-19 on the economy. Apart from the health sector, the government took this action to address the problem by responding to a reduction in community activities, which had an influence on the economy, particularly the informal sector or MSMEs. The total support for MSMEs related to the PEN program reached IDR 123.46 trillion, carried out through various pillars such as tax incentives borne by the Government for the final value added tax for MSMEs. In addition, MSMEs are also given leeway in paying instalments and credit interest, through the Ultra Micro and MSMEs Interest Subsidy program.

Another effort made by the Surabaya City Government is to hold a grand event, namely the Surabaya Virtual Fashion, Craft and Culinary Expo 2021 on April 9-11 2021 followed by 154 MSMEs representatives from the Surabaya City urban village by displaying MSME products. (Eri Cahyadi, 2021). The improving condition of economic activity is also shown by increasing domestic demand, as indicated by the inflation rate of 0.14% for purebred chicken and 0.04% for purebred chicken eggs in June 2020. The strategy that traders need to carry out to revive themselves in running a business is an entrepreneurial orientation. Entrepreneurial orientation as the main key to the growth and innovation of a business (Koe, 2016). Furthermore, (Hakala, 2015), (Sembiring & Amalia, 2018) found that entrepreneurial orientation has a significant relationship with the intention to do entrepreneurship. Entrepreneurial orientation can create motivation for business actors to continue to seek entrepreneurial opportunities based on market changes and must strengthen their entrepreneurial capacity together with employees and this can be achieved by forming associations. (Wales et.al, 2013). Much attention has been directed to the role of financial access as a mediator in the relationship between entrepreneurial orientation and MSME performance (Covin and Lumpkin, 2011; (Analysis et al., 2013) Entrepreneurial orientation is mostly related to business performance as the dependent variable (Zampetakis et al, 2011), other studies state that entrepreneurial orientation can provide stimulation to the internal environment to support product innovation initiatives (Covin and Wales, 2019).

Another strategy connected to the most generally used marketing strategy is the promotion strategy for selling, which includes the use of marketing media to promote items that are widely utilized, such as social media and other forms of conducting buy transactions online. (Rosmadi, 2021) Promotion is a vital technique for speeding up the exchange process between the market and the company's interests at a certain period, requiring the firm to position itself as a promoter or communicator. Promotion plays an important role in the marketing

mix and can be used to engage marketing and advertising purposes. (Kotler, 2007).

Furthermore, numerous scientific studies have demonstrated that price has a substantial association with business performance. (Colpan, 2006; (Owomoyela et al., 2013) Likewise, Smile and Daniel (2014), in his research stated that of all marketing aspects, price is the only strategy that generates revenue. Various efforts have been taken to become the main picture of this research, that street vendors are an important sector driving the people-based economy. This study seeks to determine the performance of street vendors selling food and beverages in Surabaya in terms of their entrepreneurial orientation, promotion strategy and pricing strategy in the new normal era.

Theoretical Review

The goal of this study was to look at the performance of street vendors selling food and beverages in Surabaya from an entrepreneurial standpoint, as well as their advertising and pricing strategies in the new normal period. In this chapter, relevant literature will be read and illustrated in relation to the issue under consideration. The variables evaluated will then be described.

Street Vendors

One form of informal sector business in urban areas is street vendors. In "etymology" traders can be interpreted as a type of buying and selling work. Traders are people who work by buying goods and then reselling them by taking advantage of the goods they sell. Street vendors are interpreted as trading locations that are not permanent. Evens and Korff (2002) define street vendors as part of the urban informal sector which develops activities for the production of goods and services outside government control and is not registered. Thus, street vendors can be interpreted as traders who do not have a permanent business location. The place where the traders are located 5 feet from the formal building in the city centre is known as the "street vendor" and the traders who sell at that place are known as the "five feet street vendors" or street vendors. Until now, the term street vendors is also used for all traders who work on the sidewalk, including restaurant owners who use tents that are in the pedestrian and motorized vehicle lanes.

Street vendors are also characterized as business actors who conduct trading operations using movable or immovable business facilities, city infrastructure, social facilities, public facilities, land, and temporary/non-permanent buildings held by the government and/or private firms (Agus, 2012) In Surabaya, the placement of street vendors is regulated by Regional (Peraturan Pemerintah Kota Surabaya No .9 Tahun 2014) concerning the Provision of Space for Street Vendors in Shopping Centres and Office Centres in the City of Surabaya. Article 8 states that street vendors who can occupy the space provided by Business Actors at Shopping Centres and/or Office Centres are limited to food and/or beverage street vendors that meet the requirements a) have a business registration certificate (TDU) issued by the mayor or appointed Official b) selling locations are in the area around Shopping Centres and/or Office Centres.

The Relationship Between Entrepreneurial Orientation and Business Performance

Entrepreneurial orientation is a view that underlies thoughts, concerns, or tendencies in entrepreneurial activities that are creative, innovative, capable of planning, taking risks, making decisions and actions to achieve goals (Sembiring & Amalia, 2018) Entrepreneurial orientation as an entrepreneurial management concept, reflects the processes, methods, and organizational style of acting in an entrepreneurial manner. (Mourougane, n.d.) Entrepreneurial orientation can also be regarded as a method that entrepreneurs can employ to help deal with business obstacles such as restricted access to financial capital, a highly competitive business environment, and rare new company prospects. (Wiklund and Shepherd, 2005).

Entrepreneurial orientation plays a role important in improving business performance. In the same perspective, entrepreneurial orientation becomes an acceptable meaning to explain business performance. Entrepreneurial orientation, as shown in an attitude of creativity, proactivity, and the willingness to take risks, is seen to be capable of improving firm success. As is the case with research of Efendi and Susanto (2020) which states that entrepreneurial orientation positively influences business performance. Increasing business performance is inseparable from the ability of entrepreneurs to understand entrepreneurial orientation. Other empirical evidence such as Suci (2009) and Purnamasari et. al (2019). In contrast, research by Souisa (2018) states that entrepreneurial and market orientation does not play a direct role in shaping business performance. Entrepreneurial orientation individually does not have a significant role in business performance. In addition, market orientation does not play a significant role directly in achieving business performance. (Sembiring & Amalia, 2018) state that entrepreneurial orientation consists of 5 dimensions including (a) innovation, (b) risk-taking, (c) reactivity, (d) autonomy, and (e) competitive aggressiveness.

The Relationship Between Promotion Strategy and Business Performance

Promotion is a marketing tactic used by businesses to communicate with their customers through various media

such as radio, newspapers, television commercials, and social media promos. Companies must recognize that promotion is one of the methods for connecting the interests of producers and customers. Traditionally, the promotion mix includes numerous key components, including sales promotion, advertising, private and public selling. Promotion is the activity of hastening the circulation of information between stakeholders and businesses at any given time. Promotion is a vital component of the product marketing mix that may be utilized to achieve marketing and advertising goals. It is stated that promotion indicators consist of message, media, time and promotion frequency. (Kotler and Keller, 2016).

The company's current state is increasingly promoting product brands in business activities carried out digitally as an advertising medium and as a more engaging and informed alternative. This is consistent with the availability of internet technology and enables for the digital implementation of numerous marketing tactics. According to Matarida (2022), the influence of internet use on business performance demonstrates that the use of social media platforms as a business network is more popular and developed in marketing than entrepreneurs who do not utilize internet media for their firm. (Indrupati & Henari, 2012) said that the Facebook platform is one of the digital marketing medium that helps firms or companies optimize earnings. In line with (Omar et al., 2020) that the dimensions that measure digital marketing positively affect business performance thereby helping business development towards a more effective system. Wang, Pauleen and Zhang (2016) suggest that companies can improve relationships with their consumers through social media to improve business performance (Cacciolatti & Lee, 2016) Because social media can be used as a platform to be able to communicate with consumers, influencing one another.

The Relationship Between Price Strategy and Business Performance

The cost of production, distribution, and product promotion paid by the company is referred to as the price. (Kotler 2007). The penetration pricing strategy is one of the most effective marketing strategies available to small businesses. Setting a low price for a new product or brand in order to access a highly competitive target market is the pricing strategy. This strategy can also be used to introduce a whole new product or to expand an existing product into a new market segment.

Research conducted by (Owomoyela et al., 2013) pricing's impact as a competitive strategy that improves sales efficiency, revealed that the pricing strategy significantly affects sales performance. In addition, several scientific studies have demonstrated that price has a substantial impact with business performance. According to one study, price is the only part of the marketing mix that creates sales revenue, whereas all other techniques generate costs. (Smile and Daniel, 2014). There are three price characteristics indicators, namely: a) price compatibility with product quality b) price compatibility with benefits and c) competitive prices. (Tjiptono, 2008).

Methodology

Explanatory models are used in research to describe the causal link between research variables and testing hypotheses. (Arikunto, 2008). The population for this study was drawn at random from 128 street vendors selling food and beverages in Surabaya, with the number of 16 indicators multiplied by 8. (Ferdinand, 2014). The questionnaire was used to collect respondent data and then measured using a Likert scale on 5 criteria, namely 1 (strongly disagree), 2 (disagree), 3 (neutral), 4 (agree), and 5 (strongly agree). Furthermore, the collected data were analysed using multiple regression analysis which previously carried out instrument tests and assumption tests.

To measure entrepreneurial orientation using measuring tools from (Sembiring & Amalia, 2018) through 5 dimensions: (a) innovation, (b) risk-taking, (c) reactivity, (d) autonomy, and (e) competitive aggressiveness. An example of a questionnaire item is that I keep trying even though other people say it's impossible. The promotion strategy is measured using Kotler and Keller (2016) indicators including a) promotional messages b) promotional media c) promotion time and d) promotional frequency with an example of a questionnaire about my product being promoted via social media. Price strategy indicators such as Tjiptono (2008) consist of a) price compatibility with product quality b) price compatibility with benefits and c) competitive prices. Examples of questionnaire items Pricing strategy is the price of food and drinks offered following the benefits obtained. Meanwhile, measurement tools are used to measure business performance through opinion (Wang and Wong, 2004) including a) production increase b) business unit development c) increase in sales d) workforce. An example of an instrument for obtaining data is that my sales turnover has increased after the Covid-19 pandemic.

Results And Discussion

Descriptive Information

Respondents were 128 street merchants serving food and drinks in Surabaya's south. The features of the respondents were characterized based on gender, and it was discovered that the majority of merchants, 64.84%, were females, with the remainder being males. This condition shows that the emancipation of women in terms of

the food and beverage business is more dominant than that of men. In terms of educational status, high school/vocational high school education was at the highest at 43.75%, followed by a bachelor's degree with 30.47% the rest having junior high school and diploma's degrees. These results indicate that street vendors are no longer in demand by people with low education who find it difficult to get formal jobs but are also in demand by respondents with a diploma and undergraduate education. In terms of the age of business actors who are in the productive age category, the identification results show that 35.94% of respondents are aged 30-40 years and 30.47% are aged 41-50 years. Meanwhile, if it is identified that the workforce owned by the majority of traders has less than 3 employees as much as 58.59%, it can be said that the trader's business is not medium but in the micro business category.

Instrument Test

The validity test that has been carried out on all indicators of each variable studied, it has a significant value above the number 0.3, which means that all items in the questionnaire used are valid for further analysis. The reliability using Cronbach alpha parameters is greater than 0.6 with the following results:

Table 1. Reliability test result

Variable	Cronbach's alpha score	Critical score	Remarks
Entrepreneurship Orientation (X_1)	0,796	0,6	Reliable
Promotion Strategy (X_2)	0,775	0,6	Reliable
Price Strategy (X_3)	0,686	0,6	Reliable
Business Performance (Y)	0,768	0,6	Reliable

Source: Data Analysis, 2022

This means that all the variables studied include entrepreneurial orientation, promotion strategy, pricing strategy, and business performance in reliable conditions.

Determination Test

To determine the model's ability, explain the variation of the dependent variable analysed is displayed as follows:

Table 2. Determination Coefficients

Model	R	Adjusted R Square
1	.718 ^a	.616

Source: data analysis, 2022.

In Table 2, it is explained that the Adjusted R Square value of the coefficient of determination yields 0.616, this condition illustrates that 61.6% of the business performance of street vendors for types of food and beverages is influenced by entrepreneurial orientation, promotion strategies, and pricing strategies while the remaining 38.4% is other factors outside the research model.

Hypothesis test

Hypothesis testing (t-test and F test) was carried out to determine the relationship between variables with the stipulation that if the significance value is <significant level (0.05), then H_0 is rejected and H_a is accepted. Overall, the results of the analysis are shown in table 3 below:

Table 3. Result of t-test

Variable	T_{count}	Sig
Entrepreneurship Orientation (X_1)	2,532	0,016
Promotion Strategy (X_2)	2,092	0,044
Price Strategi (X_3)	2,821	0,008

Source: Data Analysis, 2022

The influence of entrepreneurial attitude on the business performance of street vendors selling this sort of food and drink is demonstrated in Table 3 by a t-statistic test of 2.532 with a significance of $0.016 < 0.050$. For this reason, H_1 which states that entrepreneurial orientation has a positive and significant effect on the performance of street vendors for food and beverage types is acceptable. These results give the meaning that entrepreneurial orientation is said to be the main key to business growth (Hakala, 2015). Traders' traits such as being strong-willed, daring to take chances, having the motivation, and being creative in operating a business during and after Covid-19 reflect this. This condition is in line with the research results of (Sulaeman, 2018), Efendi and Susanto (2021), Felik (2020) that entrepreneurial orientation has a positive influence on business performance.

The effect of promotion strategy on the business performance of street vendors for types of food and

beverages is shown by testing the t-statistic 2.092 with a significant level of $0.044 < 0.05$. For this reason, the second hypothesis (H2) which states that the promotion strategy has a positive and significant effect on the business performance of street vendors for food and beverage types is acceptable it means that the promotion strategy has a good effect on the business performance of traders, especially after the Covid-19 pandemic. Information digitization is a must for business players. Social media has a role in reaching customers, which is consistent with the publication of (Indrupati & Henari, 2012) research findings. (Salindeho & Mandey, 2018) in their research which stated that promotion has a significant effect on marketing performance which can ultimately increase business performance.

The effect of pricing strategy on the business performance of street vendors for food and beverage types is shown by testing the t-statistic 2.821 with a significance level of $0.008 < 0.05$. For this reason, the third hypothesis (H3) which states that the pricing strategy has a positive and significant effect on the business performance of street vendors for food and beverage types is acceptable which means that the pricing strategy contributes to improving business performance. Price as a strategy that can generate business income, as stated by (Owomoyela et al., 2013), Smile and Daniel (2014).

The results of the analysis of the linkages between entrepreneurial orientation, promotional strategies, and pricing strategies are shown in the table below:

Table 4. F Test Result

Model	F	Sig
Regression	81,723	.000 ^b

Source: Data Analysis, 2022

Table 4 above shows that the significance value $.000 < 0.05$ and the calculated F level value of 81.723 has a simultaneous effect it means that simultaneously the entrepreneurial orientation variable (X1), promotion strategy (X2), and price strategy (X3) affect the business performance variable (Y). These results agree with (Mourougane, n.d.) (Darmayanti et al., 2021) that entrepreneurial orientation is an entrepreneurial management concept, reflecting processes, methods, and organizational styles of acting in an entrepreneurial manner to improve business.

Conclusions

The purpose of this study is to evaluate the entrepreneurial orientation, promotion tactics, and pricing methods of street vendors selling food and beverages in the current new normal era.

The results showed that the decisions taken by street vendors were correct, the positive and significant influence of business orientation, promotional tactics and pricing for food and beverage sales brought changes in fulfilling their wishes, especially pricing became a determining factor for success in achieving their goals. This is related to businesses learning lessons during the pandemic, so that they are able to adjust and change their sales strategy, especially pricing so that diligent business orientation increases significantly in the current new normal era, even though it is still overshadowed by the emergence of the new Covid-19.

Not ruling out the possibility, it is suggested in this study that improving performance requires strategy and persistence to keep the business running, changing governance to survive, and understanding environmental conditions because street vendors have acted practically without realizing that they can adjust their strategy by concentrating on maintaining customer loyalty. This study recommends that street vendors continue to provide the best service to their customers or consumers. It is suitable for consumers who use their products frequently, and offers the best customer service, encouraging them to continue buying their products.

Implications

This study's findings have consequences for street vendors who sell food and beverages in the new normal period they need to adjust their behaviour by continuing to sell and always complying with health protocols and remaining enthusiastic in running a business with various strategies such as promotions and prices.

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