

The Effect of Online Stores on the Sustainability of Vegetable Traders in Traditional Markets

Pengaruh Online Shop bagi Keberlangsungan Pedagang Sayur Pasar Tradisional

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ABSTRACT

Plumpang Market is the largest village market in the sub-district due to its location near the main road connecting Tuban and Bojonegoro Districts. Over the past decade, online market competition has emerged. This study aims to analyze the differences in average: revenue, costs, and income, as well as to identify which types of vegetables were most affected before and after the introduction of online shops. The research location is the traditional market in Plumpang Village, Plumpang District, Tuban Regency. The analysis method used is quantitative with Paired Sample t-test and descriptive quantitative presented in graph. The results show that after the advent of online shops, revenue decreased, costs increased, and income fell. Some vegetables have seen a decline in demand as consumers shop online, such as chilies, long beans, tomatoes, and others. There are also vegetables that have experienced an increase in demand, which is experienced by traditional market vegetable traders who also sell online. The emergence of online shops causes the Plumpang Market to become quiet, and can reduce the revenue and income of vegetable traders. The decline in revenue and income of vegetable traders in Plumpang Market is because some consumers have begun to switch to shopping for vegetables to online shops. Their perception of online shops is more practical and efficient.

Keywords: Conventional markets, online stores, and vegetable sellers.

ABSTRAK

Pasar Plumpang merupakan pasar desa terbesar di Kecamatan Plumpang, karena letaknya dekat dengan jalan utama yang menghubungkan Kabupaten Tuban dan Bojonegoro. Dalam 10 tahun terakhir, mulai masuk pesaing pasar online. Penelitian ini bertujuan untuk menganalisis perbedaan rata-rata omzet, biaya, pendapatan, serta mengetahui jenis sayuran yang paling terkena dampak sebelum dan sesudah ada online shop. Lokasi penelitian berada di pasar tradisional Desa Plumpang Kecamatan Plumpang Kabupaten Tuban. Data primer diperoleh dengan wawancara dengan pedagang pasar tradisional. Metode penelitian menggunakan kuantitatif dengan alat analisis uji Paired Sample t-test dan deskriptif kuantitatif

yang disajikan dalam bentuk grafik. Hasil penelitian menunjukkan bahwa setelah adanya online shop maka omzet pedagang pasar tradisional menurun, biaya naik, dan pendapatan menurun. Beberapa jenis sayur mengalami penurunan permintaan yang disebabkan banyak konsumen yang belanja di online shop. Ada juga sayur yang mengalami kenaikan permintaan, yakni dialami oleh pedagang sayur pasar tradisional yang juga melakukan penjualan secara online. Munculnya online shop menyebabkan Pasar Plumpang menjadi sepi, dan dapat menurunkan omzet dan pendapatan pedagang sayur. Penurunan omzet dan pendapatan pedagang sayur di Pasar Plumpang karena sebagian konsumen mulai beralih belanja sayuran ke online shop. Persepsi mereka online shop lebih praktis dan efisien.

Kata Kunci: *Pasar konvensional, pedagang sayur, toko online.*

INTRODUCTION

Plumpang Market is the largest village market in Plumpang District because this market has a close position to the district connecting highways. In the last 10 years, Plumpang Market has begun to enter the traditional market competitor, namely the online market. This was conveyed by a number of traders at the Plumpang Traditional Market. The emergence of this online marketplace has greatly impacted the revenue, turnover, costs, and vegetables sold by traditional market traders. A number of vegetable traders said that sales began to decline since there was an online shop. Income, which was initially IDR 10 million per month, decreased by 50%. Vegetable traders stated that the presence of online shops is very threatening to vegetable traders in the Plumpang traditional market.

Traditional markets are places where traders and buyers are active or where people buy and sell, transactions, which are related to the economy (Rizal et al., 2022). However, with the above problems, it should be noted that the income of a trader can be influenced by other factors such as online shops (Ramadhan et al., 2023). In addition to revenue, marketing strategies can affect turnover as well because turnover is the total amount of expenses that are calculated based on or based on a certain time (Manihuruk & Darmawan, 2021). So, turnover is income or receipts that are still gross or have not been deducted by other costs.

The influence of online shops is strongly felt by traditional market traders, such as having an impact on decreasing sales revenue. The results of previous research show that the existence of online shops has resulted in a significant

decrease in the income of traditional traders (Febriani et al., 2022; Rohimah, 2019; Sipahutar, 2020).

Previous research comparing sales volumes before and after Online shops showed that after Online shops the number of customers at the online store increased by 20% with a significant difference. It can be concluded that Online shops are very influential because after online sales are carried out, customers increase by 20% compared to before online sales (Surahman & Sari, 2022).

Customer perception of online shops also has a great influence on the income of traditional merchants (Qu et al., 2023; Simanjorang & Zainarti, 2023). Customers have the perception that by shopping online at a low price, they can have quality products and cheaper prices than the traditional market. In addition, customer satisfaction is a factor in the decline in the income of traditional market traders. Customers are more satisfied shopping at Online shops where there are many choices of vegetables.

Novelty, this research is more specific to vegetable traders and the addition of variables of turnover, costs and affected vegetables. Various previous studies have not been specific to vegetable traders in traditional markets. Online shops are very much felt by traditional market traders, especially vegetable traders. The novelty of this study is more specific to vegetable traders and the addition of variables of turnover, costs and affected vegetables. Therefore, it is important to conduct research on the impact of online shops on the sustainability of traditional market vegetable traders in Plumpang Village, Tuban Regency.

Based on the existing problems, this study aims to; 1) Analyze the difference in the average turnover per month of vegetable sales before and after the online shop; 2) Analyze the difference in the average cost per month of vegetable sales before and after the online shop; 3) Analyze the difference in the average monthly income of vegetable sales before and after the online shop; and 4) Know the types of vegetables that are most affected after the online shop.

RESEARCH METHODS

This study uses a quantitative approach because it uses numbers ranging from data collection, data testing, and analysis results. The data used are primary data, namely data taken by means of observation, interviews, and questionnaires.

The population of vegetable traders in Plumpang Market was 50 people who were used as respondents using the census method. The data used were data from 2018 before the online shop and 2023 after online shop. The research was carried out during February 2024. The research location was in the traditional market of Plumpang Village, Plumpang District, Tuban Regency.

Objectives 1, 2, and 3 were analyzed using a quantitative method with *the* Paired Sample t-test analysis, and the software used was IBM SPSS Statistics 22. This t-test was also used in research (Surahman & Sari, 2022; Zahratain & Anggraeni, 2014). The significance level is 1%. If the significant value is less than 0.01 then H_0 is rejected and if it is greater than 0.01 then H_a is accepted (Hasanah & Priantilianingtiasari, 2023).

Objective 4 was analyzed by using quantitative-descriptive presented in tables and graphs. Quantitative descriptive data analysis techniques use tables or graphs which are then described so that conclusions can be drawn (Sahir, 2022). Quantitative-descriptive analysis was used to find affected vegetables before and after the online shop.

RESULTS AND DISCUSSION

Difference in Average Turnover Per Month of Vegetable Sales

Plumpang Traditional Market vegetable traders sell vegetables such as cabbage, carrots and others have similarities with vegetables sold in the Online Shop which triggers fierce competition. So, some vegetable traders at the Traditional Market experienced a decrease in turnover. The average turnover of Plumpang Market vegetable traders decreased after the existence of online shop. A test of the difference in turnover of vegetable traders at Plumpang Market before and after the existence of an online shop can be seen in Table 1.

Table 1. Difference in turnover of traditional vegetable traders (in Rp 000).

Turnover	Min	Max	Mean	Std. Dev	T	Sig
Before	6.600	37.500	15.646	6.942	1,687	0,000
After	5.400	29.610	14.788	4.400		

Source: Primary data, processed in 2024.

The turnover variables which are described as minimum, maximum, and mean show that these value before the existence of online shop are higher than after the existence of online shop. This can happen because the turnover of Plumpang Market Traders is affected by the existence of online shops which causes the quiet condition of Plumpang Market. The results of the turnover t-test (Table 1) have a significant value which is smaller than 0.01, so the H0 is rejected. This means that the average turnover of vegetable traders at the Plumpang traditional market after the online shop is smaller than before. The selling price of vegetables is considered by consumers for shopping at online shops. For example, chili sold in February 2024 in the conventional market priced at IDR 25,000/Kg, while its price in online shops is IDR 22,000/Kg. The result of this study is in line with the previous research which states that the emergence of modern markets or online shops can threaten the turnover of conventional market traders (Masrurroh, 2016; Seminari et al., 2017; Zahratain & Anggraeni, 2014). In 2023, vegetable buyers at Plumpang Market will begin to switch to online shops that can reduce the turnover of vegetable traders.

The emergence of online shops can lead to a decrease in the turnover of traditional market traders, due to the limitations of innovation and technology. Vegetable traders in traditional markets do not have enough resources or knowledge to leverage technology in improving operational efficiency and reaching more consumers, which can result in a decrease in turnover (Latif et al., 2022). Changes in consumer behavior can also reduce the turnover of vegetable traders in traditional markets. Consumers prefer to shop online due to evolving habits or personal preferences, which in turn reduces the number of shoppers who come to traditional markets (Fadillah & Anismadiyah, 2019).

Difference in Average Cost of Vegetable Sales Per Month

The average cost of vegetable traders in Plumpang Market decreased after the existence of online shops. The test of the cost difference of Plumpang Market vegetable traders before and after the online shop can be seen in Table 2. The existence of an online shop has an impact on the cost of purchasing vegetables from the Main Market (Agrobis) to the Plumpang Traditional Market.

Table 2. The difference in the cost of traditional vegetable traders (in Rp 000)

Cost	Min	Max	Mean	Std. Dev	t	Sig
Before	3.210	20.400	8.632	4.271	0,826	0,413
After	3.150	16.890	8.841	4.150		

Source : Primary data, processed in 2024.

Table 2 shows that the minimum and maximum cost before online shop are greater than after the existence of online shop. Before online shop, the traditional market situation were full of buyers. Some vegetable traders were still busy and many buyers still buy at conventional, so the costs used to meet buyer demand. However, the average value is greater afterwards because some traders admit that every year the price of vegetables increases which causes their costs to rise and some also that the cost is still fixed or decreases due to the declining demand for vegetables. The results of the cost t-test (Table 2) have a significant value of 0.413 which is greater than 0.01, so the H0 is accepted. This means that the average cost of vegetable traders at the Plumpang Traditional Market after the online shop is greater than before.

The cost used by vegetable traders at the Plumpang Traditional Market has increased every year because the price of merchandise has increased (Panjaitan et al., 2021; Putri et al., 2021). From the results of the interviews, the majority of respondents stated that the place to buy the same merchandise is at the Agrobis Market, where prices increase every year. Meanwhile, online shop traders buy their merchandise directly from farmers, which is mostly cheaper. In addition, shipping costs in 2018 are cheaper than in 2023 which is increasingly expensive because fuel is also rising.

Rising costs can also be affected by increased logistics costs, such as the cost of shipping manufacturers to the market or to the end consumer increasing. Other increases in operating costs can also increase costs. In addition to the cost of purchasing merchandise and logistics, vegetable traders also face increased operational costs, such as business premises rental, utility costs (electricity, water), and administrative costs (Nurul et al., 2019).

Difference in Average Income Per Month of Vegetable Sales

The average income of Plumpang Market vegetable traders decrease after the emergence of online shop. To analyze the impact of online shops, it can be seen in the results of the t-tests on the income of vegetable traders at Plumpang Market before and after the online shop (Table 3). The test results reflect changes in the average income of vegetable traders before and after the online shop.

Table 3. The results of t-test in the income of traditional vegetable traders (in Rp 000)

Income	Min	Max	Mean	Std. Dev	t	Sig
Before	2.250	17.100	7.014	2.943	3,825	0,000
After	1.800	13.650	6.012	2.832		

Source : Primary data, processed in 2024.

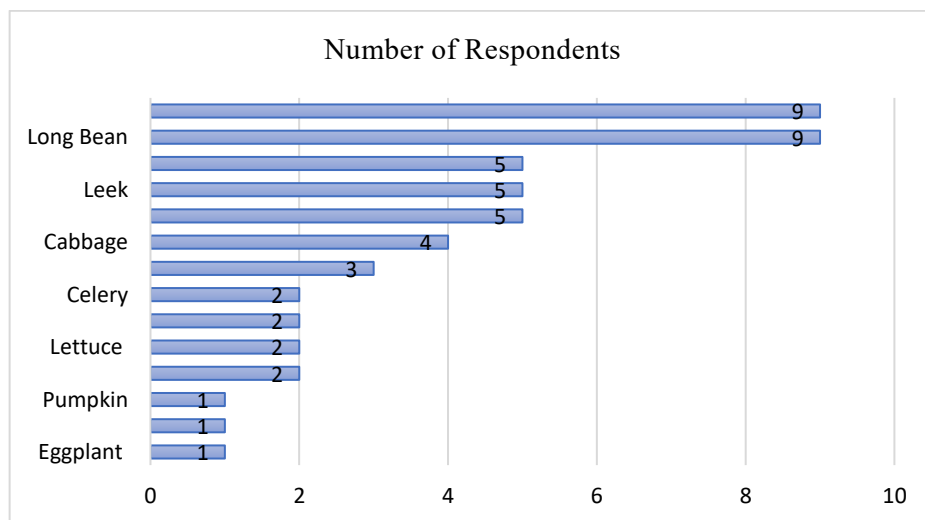
The income of vegetable traders decrease after the existence of an online shop. The reduced income of vegetable traders in Plumpang Market due to the emergence of online shops has resulted in the traditional market becoming quiet. The lifestyle of people who prefer to shop in online shops. The results of t-test on income (Table 3) have a significant value of 0.000, so that H0 is rejected. This means that the income of vegetable traders at Plumpang Market has decreased after there is an emergence of online shop. The results of the interview showed a statement of a decrease in income after the existence of an online shop experienced by 74% of respondents. The result of this study is in line with the results of previous research which stated that the existence of online shops resulted in a decrease in the income of traditional market traders (Febriani et al., 2022; Sipahutar, 2020).

According to Nasution et al. (2023), the decline in the income of vegetable traders in traditional markets is caused by several factors. Competition that has

started to be fierce since the emergence of online shops can cause a decrease in revenue. Online shops often provide promos and discounts so that consumers are attracted to shop at online shops. The emergence of online shops can also change consumer preferences. Some consumers prefer to shop online because of the convenience and convenience offered. So that it resulted in a decrease in the income of vegetable traders in the market (Darmawan & Trimio, 2022; Roseh & Pasaribu, 2023).

The Types of Vegetables Most Affected After Online Shops

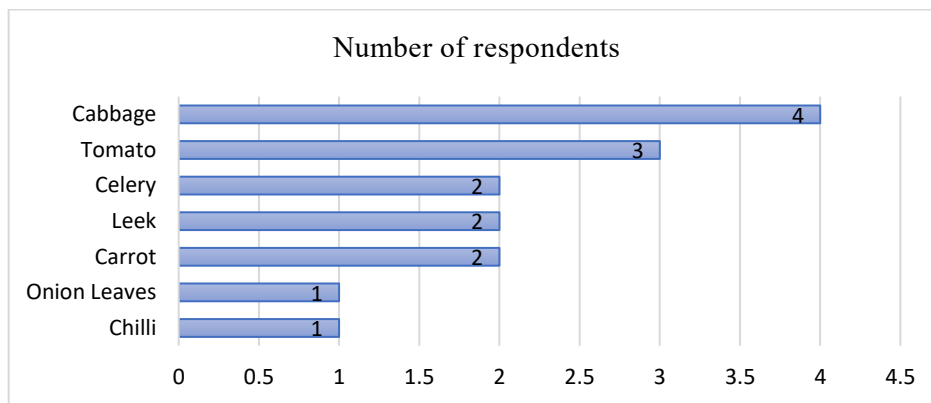
The online shop has a considerable influence and is felt by Plumpang Market vegetable traders. Online shops also affect the marketability of vegetable products sold by vegetable traders at the Plumpang Market. This can be seen in the graphs in Figure 1 and Figure 2. Figure 1 presents a graph that relates the impact of online shops on kind of vegetables that have decreased. Meanwhile, Figure 2 shows the impact of online shops on the types of vegetables that have increased sales. The two graphs were explained by the number of respondent (vegetable trader) who were experienced in the vegetables sales decrease or increase.



Description: number 1-10 = number of respondents

Figure 1. Kinds of Vegetables with Decreased Demand

Source: Primary data, processed in 2024



Description: number 0-4,5 = number of respondents

Figure 2. Kinds of Vegetables with Increased Demand

Source: Primary data, processed in 2024

Graphs 1 shows that 14 types of vegetables experienced a decrease in demand, while Graph 2 shows that 7 types of vegetables experienced an increase in sales. The existence of online shops can affect a decrease in demand of traditional trader, such as chili and long beans, which were experienced by 9 respondents. From the interviews with several vegetable traders, it was stated that the decline in demand for vegetables was caused by the quiet market because there were online shops that implemented transfer payment and COD (Cash on Delivery). COD is a payment system that the payment is done when the goods arrived to the customer.

There are also traders who experience an increase in demand for vegetables, for example cabbage has an increase in demand which was experienced by 4 respondents. The vegetable trader respondents also participated in selling vegetables online while still selling in conventional markets. From these results, it can be said that online shops have an effect on the demand for an item as happened in previous research (Ayutyas et al., 2023). The emergence of online shops has changed the level of consumer confidence so that it can reduce the demand for vegetables in traditional markets (Ismail et al., 2023; Utami et al., 2023). Vegetable sales of traditional Plumpang market traders have decreased after the emergence of online shops, this was stated by several traditional market vegetable traders.

According to Tiarma et al. (2023), the decrease in demand for vegetables after the existence of online shops is caused by several factors. Alternatives to online shopping are easier because consumers have an easier access to find products

that can be cheaper than in the conventional market, online shops often provide promotions and discounts to consumers. In addition, there are also factors that cause the decline in demand for vegetables in the traditional market, there are others such as consumer perception that the online market has quality vegetables and relatively low prices.

Vegetable traders in traditional markets who experience an increase in vegetable sales are due to their online sales. Vegetable traders in traditional markets who sell online can increase the sales area because marketing is not limited to the Plumpang area. The ease of transactions can also be a factor that causes vegetable traders to sell online. In addition, vegetable traders in traditional markets are starting to realize that online shops can increase income and consumer demand (Faisal et al., 2020).

CONCLUSION

The average turnover of vegetable traders at the Plumpang traditional market after the online shop is smaller than before. The emergence of online shops can cause the Plumpang Market to become quiet, and can reduce the turnover of vegetable traders every day. The selling price of vegetables is also a consideration for consumers when shopping at online shops. The average cost of vegetable traders at the Plumpang Traditional Market after the online shop is greater than before. Online shops affect the cost of vegetable traders to increase.

The income of vegetable traders at Plumpang Market also decreased after the existence of an online shop. The decrease in revenue was caused by the quiet of the Plumpang Market because the lifestyle of consumers preferred to shop in online shops. Online stores can also affect some vegetables that have experienced a decline such as chilies and long beans, although there are also those that have experienced an increase in demand such as cabbage. because there are already online stores that implement transfer payments and COD (Cash on Delivery).

Vegetable traders in Traditional Markets who have not implemented an online shop are expected to be able to market online income and turnover. Traditional vegetable traders are advised to take suppliers from farmers to get

cheaper prices. The Plumpang Village Government is expected to be able to conduct counseling related to online marketing (digital marketing). This counseling is important for traders who have not implemented an online shop because it can increase traders' income and the sustainability of the Plumpang Traditional Market. In addition, the Plumpang Village government can implement an online shop system at the Plumpang Market which is mutually beneficial.

For the next researcher, it is hoped that more factors can be studied that cause a decrease in the income and turnover of conventional vegetable traders. In addition, it is expected to be able to research the influence of mobile vegetable traders on conventional market vegetable traders.

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