

Behavioral Analysis of Micro Business Consumption Patterns (Case Study of Grocery Vendors) in the RT 003 RW 004 Sawah Lama Village, Ciputat District

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ABSTRACT

This research aims to look at the consumption patterns of basic food traders in the RT 003 RW 004 environment, whether looking at food (staple food, snacks/snacks, tobacco) or non-food (entertainment, transport, fashion, communication, home and home facilities, education, health). The approach used in this study is a qualitative approach. The subjects in this study were 5 informants (Mrs. Nurhayana, Mrs. Wati, Mrs. Kutis, Mrs. Faridha, Mrs. Danhis) and there were 5 key informants (Mr. Dedi, Mr. Ashari, Mr. Suparman, Mr. Ali, Mr. Hendi) who were local grocery traders in the neighborhood of RT 003 RW 004, Sawah Lama sub-district, Ciputat sub-district. Data analysis techniques in this research use data collection techniques (observation, interviews, documentation), triangulation (data source triangulation, technique triangulation, method triangulation), data reduction (simplifying the results of surveys, interviews, securing in complex forms) and drawing conclusions. The results of this research show that the consumption pattern behavior of basic food traders in the neighborhood of RT 003 RW 004, Sawah Lama sub-district, Ciputat sub-district shows a rational pattern because the income they receive is greater than the expenditure to meet their daily living needs, whether from food (staple foods, snacks/snacks, tobacco) or non-food (entertainment, transport, fashion, communication, housing and home facilities, education, health). The income received by basic food traders, both from selling basic food products and gifts from their husbands, is in the very high category because the average income is more than 3,500,000. Most of the proceeds from selling basic necessities come from selling rice, gas, sugar and cigarettes. Informants and key informants mostly used their income for basic food needs and transportation.

Keywords: Consumption Pattern Behavior; Micro Enterprises; (Case Study of Grocery Traders)

Introduction

In economic activities, every human being will never be separated from consuming goods and services. Consumption is an activity regarding goods and services carried out by individuals and households with the aim of meeting daily needs. In meeting their needs, everyone is faced with several choices on the market. According to the level of intensity of use, individual needs are divided into three, namely primary, secondary and tertiary needs. Primary needs are needs that must be met, meaning that if these needs are not met then humans will experience difficulties in their lives. Dumairy (in Wurangian: 2015)

Food consumption and non-food consumption are included in human needs. In everyday conversation, consumption is only referred to as something related to food and drink. In economics, consumption is an economic activity that aims to reduce or consume the benefits of a good/service to meet needs. Consumption basically means spending something to meet needs (Furqon: 2018).

In food processing there are consumption activities. Consumption is an activity in which goods or services are used for meeting the needs of daily life. Humans' use of goods and services to fulfill their living needs is called consumption. The act of consumption carried out every day by a person without limits, aims to obtain the highest possible satisfaction and achieve a level of well-being in the sense of fulfilling a person's needs, whether in terms of basic, secondary, tertiary needs as well as physical and spiritual needs. If a person's consumption level is higher, it gives an idea of the level of prosperity of a person or society itself. The meaning of prosperity here is that the higher a person's consumption level, the more prosperous they are, and vice versa, the lower their consumption level means they are poorer. (Reta: 2018)

From these consumption activities carried out by humans which relate to behavior in consuming goods or services within a certain period of time, consumer behavior is where the processes and activities when someone related to the search, selection, use and evaluation of products and services to meet needs and desires. Consumer behavior is a description of how a consumer uses income between different goods or services to maximize economic welfare. There are things that influence consumer behavior, including consumer income, consumer tastes, and prices of goods, Pyndick and Rubinfeld, (in Reta: 2018)

From the explanation above, consumer behavior varies in terms of consumer satisfaction, both in terms of taste and price, it all depends on the income received by each individual. In the Economic Dictionary, income is the money a person receives in a company in the form of salary, wages, rent, interest, profits and so on, along with the benefits obtained such as unemployment benefits, pension money and so on. Christopher (In Ratna: 2015)

From household expenditure, especially to the fulfillment of basic needs which occurs continuously which results in each individual forming a rule or structure in spending or consuming these goods or services. Consumption patterns are the arrangement or level of needs of a person or household within a certain period of time where these needs will be met from his income. In developing consumption patterns, basically people will prioritize basic needs or those that are mandatory needs. For example, for food, clothing, housing, health and education. Other needs that are less basic or not mandatory needs will only be fulfilled if the income is sufficient. In other words, if a person's income or income fulfills the consumption pattern of each person or household is different, people who have low income or income, their consumption patterns are different from people who have high income or income (Hardiyanti: 2019).

From the explanation above, each person's consumption patterns fall into different categories, these differences lead to economic rationality, which according to Urip Putranto (in Pricila: 2013) Rationality is a person's ability to think well and practice making the right and quick decisions. Humans have several obstacles in life, but with common sense humans will be able to overcome these obstacles according to what is planned. With common sense, humans can distinguish what needs should be prioritized and what should be postponed.

According to Law Number 20 of 2008 concerning Micro Businesses in Tias, NM Ning (2021). Individual businesses that meet the criteria for micro businesses as regulated in this Law (UMKM Law Number 20 of 2008). Micro Business categories include the following: have a net worth of at most Rp. 50,000,000,- (fifty million rupiah) and does not include land and buildings where the business is located, or has annual sales proceeds of a maximum of Rp. 300,000,000,- (three hundred million rupiah)

There are many types of MSMEs in Indonesia, it all depends on the assets and income received by each MSME actor, the only one being MSMEs is grocery stores. Sembako is an abbreviation of nine basic ingredients which consist of various kinds of safe food and drink ingredients which are generally needed by the Indonesian people. Without basic necessities,

fulfilling the needs of the Indonesian people could be disrupted because basic necessities are the most important daily basic needs which must be sold freely on the market. (Vermila: 2016).

Method

This researcher used a type of qualitative research with a descriptive approach. The aim of this research is to explain the income and consumption patterns of basic food traders in the neighborhood of RT 003 RW 004, Sawah Lama sub-district, Ciputat sub-district. The location of this research was RT 003 TW 004, Sawah Lama Village, Ciputat District. Has two data sources, namely primary data sources and secondary data sources. primary data sources that are first recorded and collected by researchers. Sanusi (in Zikri: 2021). The main data source in field research is informants, who are taken directly at the research location. The appointment of research information was based on a specific objective, namely to collect comprehensive information about the behavior of consumption patterns of micro businesses (case study of basic food traders) in the neighborhood of RT 003 RW 004, Sawah Lama sub-district, Ciputat sub-district. Key informants in this research 5. Meanwhile, secondary data sources are data that have been processed and presented by other parties, for example in the form of books, journals and papers containing information related to the problems in this research, collected from various places starting from libraries to internet sites. Bungin, M. Burhan (in Jamilah: 2022). Information from RT 003 RW 004 officers was used as a complement to primary data. Has data collection methods, namely Observation, Interviews and Documentation. Testing the validity of the data in this research is by Source Triangulation, Technique Triangulation, Method Triangulation. And it has three data processing and data analysis techniques, namely data collection, data reduction, data presentation, and drawing conclusions.

Results And Discussion

Results

In the consumption patterns of basic food traders, the income received by traders comes from the results of selling basic food products or income outside of selling basic food products. This income is used and allocated to meet both food and non-food needs.

1. Income of Grocery Traders

From the results of the researcher's interviews with key informants regarding income, it can be concluded that the income received by each key informant from selling basic necessities was at least 2,500,000 per month, and the income at most was 10,000,000 per month, whereas for the informants income from outside selling basic necessities for a minimum of 1,000,000 per month, and a maximum of around 1,500,000 per month. These results are used to fulfill all daily living needs, both from food (staple food, snacks and snacks) or non-food (fashion, entertainment, education, home and home facilities, health). Thus, it can be concluded that the income of housewives who sell basic necessities and their work income is in the very high category (with an average income of more than Rp. 3,500,000/month). This is proven from the results of research interviews with 5 informants and key informants. as many as 5 people with an average income.

2. Consumption Patterns of Grocery Traders

consumption patterns of basic food traders whether seen from food or non-food (fashion, entertainment, transportation, communication, housing and home facilities, education and health). From this consumption pattern, the income received is used mostly for food and transportation needs, from the first informant, namely Mrs. Nurhayana, who uses the most income for daily food needs and children's snacks, amounting to 1,350,000, Mrs. Wati's food needs amounting to 1,350,000, Mrs. Kutis needs food of 800,000, Mrs. Faridha needs food of 1,000,000, Mrs. Danhis needs food of 1,500,000

Of the informants, the most frequently used needs are food and transportation needs, BPK Dedi's transportation needs (gasoline) are 200,000, BPK Azhari's transportation needs (gasoline) are 150,000, BPK Sholeh's food needs (roko) are 300,000, BPK Ali's food needs (roko) are 300,000. 100,000, BPK Hendi needs transportation (gasoline) of 250,000.

3. Economic Rationality of Consumption Patterns of Grocery Traders

From the presentation explaining the consumption patterns of basic food traders in the neighborhood of RT 003 RW 004, Sawah Lama sub-district, Ciputat sub-district,

the consumption behavior of basic food traders can be seen from consumption patterns both in terms of food (staple food, snacks/snacks, tobacco) and non-food (entertainment, transportation, fashion, communication, housing and home facilities, education, health) fall into the rational category where the level of income is higher than the level of expenditure to meet daily needs, where they have basic considerations when buying products that they want to use, such as looking at the usage period and clearly choosing the usage period. long term, in terms of economical prices, buying goods that are mandatory needs, not just wants.

Discussion

The results and discussions carried out by researchers used observation, interview and documentation techniques regarding the behavior of micro business consumption patterns (case study of basic food traders in the neighborhood of RT 003 RW 004, Sawah Lama sub-district, Ciputat sub-district).

1. Income of Grocery Traders

So the researcher will discuss the income and consumption patterns of basic food traders in the neighborhood of RT 003 RW 004, Sawah Lama sub-district, Ciputat sub-district which is in accordance with the theory (Keynes in Sukri: 2020) which states that consumption expenditure has a proportional effect on national income where it increases National income will cause an increase in consumption expenditure. The activity of consuming goods or services is based on several factors, for example income, lifestyle and price. Based on the calculation of national income, consumption expenditure is one of the measures to see the economic welfare of a country, in this case from the expenditure side. This also happens to grocery sellers in the neighborhood of RT 003, Sawah sub-district, that the level of income influences the level of consumption patterns.

2. Consumption Patterns of Grocery Traders

This income is used to meet needs, including food needs, in accordance with Notoatmodjo's opinion (inMashudi: 2018) says that food is needed by humans for life because food is one of the basic needs for human life. Food functions to maintain the body's metabolic processes in growth or development and replace damaged body tissue, to obtain energy to carry out daily activities, regulate metabolism and various balances of water, minerals and other body fluids, and also plays a role in the body's defense mechanisms. against various diseases. This is also in line with research conducted by

Tanti Dwi Hardiyanti, the results of research on the production of tubers, fish/shrimp/squid/shellfish, meat, eggs and milk, vegetables, nuts, fruit, oil and coconut, beverage ingredients, spices, other consumption, ready-made food and drinks). Apart from eating, there are other consumption patterns such as non-food, including entertainment as described in (General Indonesian Dictionary, WJS Poerwadarminta composition) entertainment is an item or an act of entertainment to forget sadness. (Hardiyanti: 2019). This is in accordance with the income received by each basic food seller. Apart from entertainment, there is also transportation. According to Salim (in Da Cruz: 2018) transportation is the activity of moving goods (cargo) and passengers from one place to another. In transportation there are two most important elements, namely transfer/movement and physically changing the location of goods (commodities) and passengers to another place. Apart from entertainment, transportation, there is also fashion, which according to Soekanto, (in Lailiya: 2020) fashion is something that is short-lived, which may be related to language style, behavior, hobbies towards certain clothing models. This is in line with basic food traders who define fashion as a style, or behavior shown to meet certain needs. Furthermore, apart from entertainment, transportation and fashion, there is also communication, which according to consumption theory, every person in fulfilling their life needs will never be separated from economic activities, one of which is consuming goods and services. (Wurangian: 2015), apart from entertainment, transportation, fashion and communication, there are also houses and home facilities which are according to the theory of John Maynard Keynes (in Mulyani: 2015) in consumption theory. He said that the amount of consumption currently is directly related to income. Function or formulation of John Maynard Keynes' theory to describe consumption levels at various incomes. This also happens to grocery traders in the neighborhood of RT 003 RW 004, Sawah Lama sub-district, Ciputat sub-district, that the absolute consumption of household facilities is determined by the level of income received. in addition to entertainment, transportation, fashion, communications and home and home facilities. There is also education which, according to Dewey (inDewi, Rafika:2022) states the concept of education has understanding as a process of experience, because life is growth, education means helping inner growth without being limited by age. The growth process is a process of adapting to each phase and adding skills to a person's development. Apart from

entertainment, transportation, fashion, communication, housing and home facilities and education, there is also health, which according to Robert H. Brook, (in Darmawan: 2020) health is a resource that all humans have and is not a certain goal in life. needs to be achieved. Health does not focus only on being physically fit, but includes a healthy soul where individuals can be tolerant and accept differences.

3. Economic Rationality of Consumption Patterns of Grocery Traders

From the income used to meet the needs of the consumption patterns of basic food traders, the consumption pattern category falls into the rational category, where the income they get is greater than the expenditure they use, and is strengthened by the assumption According to Wahidadi (in Gudia: 2021) which states that consumption rational where buying goods is done with careful consideration, buying goods that are mandatory or prioritized needs, product quality that is guaranteed, and economical prices that can be reached according to ability. However, there is another assumption which says that human life which has rational consumption patterns is actually irrational, which assumption is called rationality. This is in accordance with the theory put forward by Thaler, (in Hidayat: 2003) which states that pseudo rationality is a concept that refers to situations where decisions appear to be rational, but are actually influenced by non-rational factors such as emotions, cognitive biases, or social pressure.

Conclusion

After the researchers conducted research and discussion about the consumption patterns of micro businesses (case study of basic food vendors) in the Rt 003 Rw 004 Sawah Lama Village, Ciputat District. Researchers can conclude as follows:

1. The income received by basic food traders in the Rt 003 area of Sawah Subdistrict is in the very high category (with an average income of more than Rp. 3,500,000/month). This opinion is the result of selling basic food products and income from the husband.
2. The consumption patterns of basic food traders in the Rt 003 area of Sawah Subdistrict are mostly in the food category, where most of the income received by basic food traders is to fulfill daily food needs.
3. Consumption behavior from both the food (staple food, snacks/snacks, tobacco) and non-food categories (entertainment, transportation, fashion, communication, housing and home facilities, education, health) falls into the rational category, where the level of

income is higher than the level of expenditure for daily needs, where grocery traders buy goods based on considerations such as looking at the usage period clearly, choosing a long usage period, economical price, buying goods that are mandatory needs, not just wants.

Conclusion

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