

# CHAPTER I

## INTRODUCTION

### 1.1 Background of the Study

In recent decades, food tourism has emerged as a significant trend in the interests of global travelers (Choe & Kim, 2018 in Jeaheng & Han, 2020). According to Lai (2020); Jeaheng & Han (2020), food plays a crucial role in travel experience, being an integral part of travel activities. Through this, they gain new insights and a deeper understanding of the traditional local and regional culture of destination, which positively influences the destination's image and their intention to revisit. (Ellis et al, 2018 in Jeaheng & Han, 2020; Kuhzady et al, 2020). Consequently, many tourist destinations have started to highlight food-related activities and develop culinary experience to draw intentional tourists (Jeaheng & Han, 2020).

Street foods are foods and beverages are either ready to eat or require minimal preparation, offered by vendors. These foods are generally affordable and available to people across all socioeconomic groups, contributing a dietary variety, particularly in the informal sector. People choose street food for various reasons, such as the desire to try new flavors, the social aspect, convenience, saving time, celebrating special occasions, and avoiding the hassle of cooking at home (Moges et al., 2024).

However, consuming food and beverages outside the home is often linked to foodborne illnesses and is a widespread issue globally. Poor hygiene

practices among vendors, such as improper cooking, insufficient food storage temperatures, a contamination, are major sources of microbial hazards. These microbes, particularly *Escherichia coli*, coliforms, and mesophilic bacteria, are frequently found in street food and are common causes of food borne illness (Khongtong et al., 2015).

According to Nonthapot (2019), every person has unique consumption preferences. Additionally, mostly people who are living in the city, especially children and teenagers, consume less traditional food because they have less time to prepare delicate meals. For all these reasons, there are more and more promotions of fast food, instant food, and precooked options, leading to increased patronage of street food establishments. As a result, consumers are motivated to choose street food.

According to the data from the Indonesian Street Vendors Association (APKLI), the number of street vendors in Indonesia is approximately 22.9 million people. The majority are micro businesses. Street vendors sell on sidewalks, in the city parks, on pedestrian bridges, and even on the streets themselves. (Detik News, 2022 in Awiah et al., 2022).

According to Badan Pusat Statistik (2023), there were 8.85 million food and beverage service activities, marking 21.13% in 2023 increase compared to 2016. On Java Island, these activities were mostly concentrated in West Java and East Java, while outside Java, the highest numbers were found in North Sumatra and Riau. Below is the growth of micro and small industries in food and beverage sector in Indonesia from 2021- 2023:

**Table 1. 1 Production Growth of Micro and Small Industries in Food and Beverage Sector in Indonesia**

Year	2021	2022	2023
Production Growth (%)	2.54%	4.90%	4.47%

Source: Prepared by Writer (Based on data from Ayutia Nurita Sari (2022); Artikel GPR (2023); Dee Waluyo (2024))

Street food has gained popularity due to its accessibility, affordability, and convenience, but it can pose significant risks if proper food safety measures are not implemented (Asiegbu et al., 2016 in Liguori et al., 2022). Consumer purchasing of street food is affected by several factors. According to Jeaheng & Han (2020), price plays a crucial role in influencing and driving customers motivation to do purchasing. The affordability of street food is a feature highlighted by consumers. Hectic urban lifestyles and constrained income drive many consumers to depend on affordable and convenient street foods, which are frequently low in nutrients and often unhygienic (GP, 2016 in Liguori et al., 2022; Makinde et al., 2020).

Many consumers expect affordable prices when buying street food, and most street food owners are targeting low-income groups. Additionally, quick service is a key advantage for busy and modern people. To stay competitive, street food vendors should focus on faster service by using pre-prepared ingredients, reducing time spend on cooking, tracking serving times, or regularly introducing new dishes to streamline service (Seo & Lee, 2021).

The consumption of street food has also become a part of lifestyle. Consumers lifestyles have changed and its significantly influence the

development of the food service sector. Factors like global trends including demographic shifts such as the rise in economic changes and greater consumer knowledge about food, have all played a role in altering food consumption patterns (Wiatrowski et al., 2021). According to Ji (2019), street food vendors should take into consideration consumers' lifestyles and evaluate whether the establishment is convenient for the majority of consumers to make purchases.

According to Simpoulos and Bhat (2002) in Ji (2019), lifestyle encompasses the patterns of behavior, preferences, and choices that reflect an individual's identity and social status. So, people usually have motivation to choose street food according to their lifestyle.

Street foods blend the authentic culture and traditional values of local communities by utilizing local resources, which support local economies and help sustain the tourism industry. (Ellis et al., 2018 and Handerson et al., 2012 in Jeaheng & Han, 2020). Modern tourists increasingly choose to enjoy local street delicacies rather than familiar international foods, as it provides a "feel-good" factor by supporting the local economy and preserving food culture (Gupta et al., 2020).

Selat Panjang is a street name in Medan known for its row of eateries offering a variety of food options. The most popular Selat Panjang's culinary spots are Mie Tiong Sim Medan, Kede Bubur Medan, Murni Martabak Piring Medan, Mie Hokkian Medan, RM Selat Panjang 8 Medan, and Nasi Ayam SP 6 Medan.

Selat Panjang street in Medan has emerged as one of the city's most

vibrant street food corridors, where a narrow lane only wide enough for a single vehicle is lined on both sides with legendary Chinese and local food stalls operating nightly (Mounture.com, 2018). The street showcases a wide range of culinary options, from Chinese pork buns, bakpao, and Hokkien noodles to Martabak Piring and even satay variations. Offering an immersive and culturally rich dining experience (Sesdilu, 2018). This dynamic convergence of historical continuity, cultural diversity, and modern popularity makes Selat Panjang an ideal object for investigating the operational strategies, consumer perceptions, and adaptive mechanisms of urban street food businesses.

**Table 1. 2 Consumers Review at Street Food Stall at Selat Panjang Medan**

<b>Consumers Review at Street Food Stall at Selat Panjang Medan</b>	
<b>Consumers Resources :</b>	
 <p><b>Xfgx5</b> 112 reviews in Medan ★★★★☆ 5 years ago Banyak pilihan kue tp mahal See translation</p>	
	 <p><b>Wagimin Sendjaja CA.,CPA (Vincent Louis)</b> Local Guide · 38 reviews ★★★★☆ 6 months ago Dine in   Lunch   Rp 50,000–75,000 Uda Mahal Rp 58.000/porsi tapi isinya secuil tangan Kualitas penyajian, pelayanan Sangat Jelek Isi pun tak seberapa Blm lagi rasanya Hambar Di luar nyaris tersiram air panas bekas untuk menyeduh mie</p>

<p>✕ <b>Mabel Green</b> Local Guide · 131 reviews</p> <p>★★★★☆ a year ago</p> <p>Frankly if I hv not tasted the <span style="background-color: red; color: red;">[REDACTED]</span> in Kuching, I'd hv given it a 3.5 star.</p> <p>It's really the Indo Chinese version of kolok mee but taste is more blend. Not as flavourful as the Malaysia Sarawak version</p> <p>The shocking part is it's selling at Rp55k for the normal small bowl! That's Singapore price! TBH, as a tourist, I wouldn't fly all the way to Medan to pay SGD5 for a blend kolok mee. There are definitely better options in M'sia &amp; SG.</p>	
<b>Consumers Motivation :</b>	
<p><b>Bejo Bejo</b> Local Guide · 44 reviews · 1 photo</p> <p>★★★★☆ 5 years ago</p> <p>Perlu di tingkatkan keramahan dan kebersihan</p> <p><a href="#">See translation (English)</a></p> <p>♡ Press and hold to react</p>	
<b>Consumers Purchasing:</b>	
<p>✕ <b>ivan lim</b> 3 reviews</p> <p>★★★★☆ 6 years ago</p> <p>Gw suka makan bakmi medan di Tangerang (30km dr jakarta) dan gw suka banget bakmi medan. Hari ini visit medan pgn tau rasa bakmi medan. Oh my God, daging nya aja biasa banget, so far kecewa. You guys must visit Tangerang.</p> <p><a href="#">See translation</a></p>	
<b>Consumers Motivation and Purchasing :</b>	
<p>✕ <b>Random</b> 2 reviews</p> <p>★★★★☆ a year ago</p> <p>extremely dirty environment. I even found a dead insect floating on my soup, it made me lose my appetite and I didn't want to touch the soup's bowl after that. when I'm ordering, those stall staffs literally surround and attempt to guilt trip me into buying their food/drinks when I made it clear multiple times that I don't want to. the prices were mehong for food and drinks that tasted so-so. one of my family member didn't receive his food after 1 hour when the rest of us had already finished ours, he had no choice but to buy food from another place. would I go there again? absolutely not! I begged and begged that my family would decide to leave asap. overall, I don't recommend going here</p> <p>Food: 2   Service: 2   Atmosphere: 1</p>	

Source: Prepared by writer (Consumers feedback and review from Google Review)



From the table above, it is evident that there are several issues indicating consumers dissatisfaction with street food establishments, including prices that do not match with the portion size and taste, poor service, bad quality of the food, and the food flavors that do not meet costumer's preferences. In terms of the consumers lifestyle aspect and resources, some of the food prices are quite pricey for a small portion offered at street food establishments.

Based on the background study above, the writer has chosen to focus on street food stall at Selat Panjang, a well-known street food stall that located in Medan, North Sumatera, for her research. To investigate whether consumers lifestyle and consumers resources, mediated by consumers motivation could influence consumers purchasing positively.

And the reasons make the author raise the title

**“THE INFLUENCE OF CONSUMERS LIFESTYLE AND CONSUMERS RESOURCES ON CONSUMERS PURCHASING MEDIATED BY CONSUMERS MOTIVATION AT STREET FOOD STALL AT SELAT PANJANG MEDAN.”**

## **1.2 Problem Limitation**

Given the scope of the study, the writer has established specific limitations for the research. The data will be gathered from Indonesia specifically Medan's consumers who have visited at Street Food Stall at Selat Panjang October 2023 – September 2024. The data collection will occur through

a survey questionnaire, and the research period are relatively short which will be conducted between September until October 2024. The research will focus on two independent variables which is consumers lifestyle and consumers resources, one dependent variable which is consumers purchasing, and one mediating variable which is consumers motivation.

### **1.3 Problem Formulation**

Drawing from the observations, background research, and the selected title, the writer has identified the following key issues:

1. Does consumers lifestyle influences consumers motivation at street food stall at Selat Panjang Medan positively?
2. Do consumers resources influence consumers motivation at street food stall at Selat Panjang Medan positively?
3. Does consumers motivation influences consumers purchasing at street food stall at Selat Panjang Medan positively?
4. Does consumers lifestyle influences consumers purchasing at street food stall at Selat Panjang Medan positively?
5. Do consumers resources influence consumers purchasing at street food stall at Selat Panjang Medan positively?
6. Does consumers lifestyle influences consumers purchasing through consumers motivation at street food stall at Selat Panjang Medan positively?
7. Does consumers resources influence consumers purchasing through consumers motivation at street food stall at Selat Panjang Medan



positively?

#### **1.4 Objective of the Research**

The objective of the positive are as follows:

1. To determine whether consumers lifestyle influences consumers motivation at street food stall at Selat Panjang Medan positively.
2. To identify whether consumers resources influence consumers motivation at street food stall at Selat Panjang Medan positively.
3. To determine whether consumers motivation influences consumers purchasing at street food stall at Selat Panjang Medan positively.
4. To determine whether consumers lifestyle influences consumers purchasing at street food stall at Selat Panjang Medan positively.
5. To identify whether consumers resources influence consumers purchasing at street food stall at Selat Panjang Medan positively.
6. To determine whether consumers lifestyle influences consumers purchasing through consumers motivation at street food stall at Selat Panjang Medan positively.
7. To determine whether consumers resources influence consumers purchasing through consumers motivation at street food stall at Selat Panjang Medan positively.

## **1.5 Benefits of the Research**

### **1.5.1 Theoretical Benefits**

This research can offer theoretical benefits, including new theories, insights, and diverse sources related to consumers lifestyle, consumers resources, consumers motivation, and consumers purchasing, or any other relevant information for both researchers and readers.

### **1.5.2 Practical Benefit**

The influence of consumers lifestyle and consumers resources mediated by consumers motivation towards consumers purchasing at street food stalls at Selat Panjang Medan offers 2 key benefits as outlined below.

#### **1. For the Writer**

Since this research involves data collection, analysis, and academic writing, the outcome for the writer is the writer will enhance her understanding and knowledge about how the influence of consumers lifestyle and consumers resources on consumers purchasing mediated by consumers motivation at street food stall at Selat Panjang Medan.

#### **2. For the Researcher**

The results of this research are expected to serve as a reference for other researchers that are related to the topic which is consumers lifestyle, consumers resources, consumers motivation, and consumers purchasing within the

hospitality industry.

3. For the owners of street food stalls at Selat Panjang

The result of this research for the owners of street food stalls at Selat Panjang is to become insights and recommendations that will help the owners to understand how the consumers lifestyle and consumers resources influence consumers purchasing, with consumers motivation as a mediating role. As a result, the stalls can improve the consumers purchasing and boost consumers interest in buying food at their stall.

