



Post-Relocation Evaluation of Food Vendors at the Manahan Shelter in Surakarta From a Marketing Management Perspective

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ARTICLE INFO

Keywords: Vendor Relocation, Marketing Management, Marketing Mix, Shelter Manahan, Food and Beverage Businesses

Received : 27 Marçj

Revised : 20 April

Accepted: 25 May

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ABSTRACT

This study is titled "Post-Relocation Evaluation of Food Vendors at the Manahan Shelter in Surakarta from a Marketing Management Perspective." The objective of this study is to analyze the marketing conditions of food vendors following their relocation and to evaluate the implementation of the marketing mix (product, price, place, and promotion) in supporting business sustainability. The study employs a qualitative approach using a descriptive method. Data were collected through observation, in-depth interviews, and documentation involving food vendors, visitors, and government officials. Data analysis was conducted using the Miles and Huberman interactive model, which includes data reduction, data presentation, and drawing conclusions. The results of the study indicate that vendors tend to retain existing products with limited innovation, adopt a defensive pricing strategy, and face a strategic yet suboptimal location in attracting visitors. Additionally, promotional activities remain individualistic and lack integration. Overall, the marketing mix has not been optimally implemented, resulting in unstable visitor numbers and vendor revenue following the relocation.

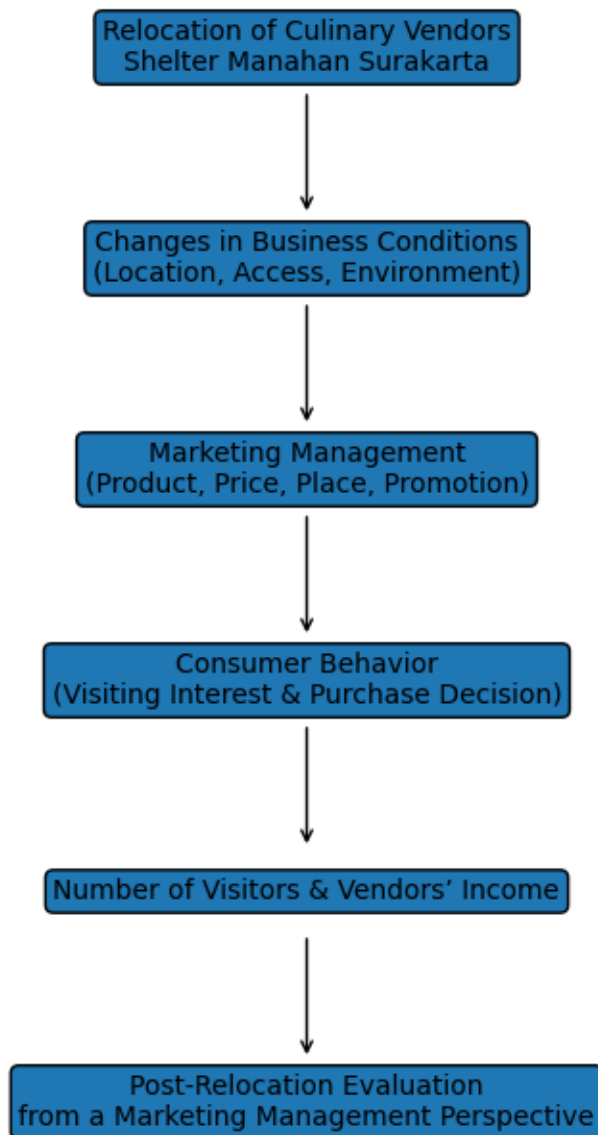
INTRODUCTION

The relocation of food vendors to the Manahan Shelter in Surakarta is part of the government's efforts to redevelop the area and create a more organised business environment. However, following the relocation, some vendors have experienced a decline in visitor numbers and revenue, indicating that physical redevelopment alone does not fully guarantee business success.

From a marketing management perspective, business success is influenced by the implementation of the marketing mix, which comprises product, price, place, and promotion. The change of location requires vendors to adapt their marketing strategies to remain capable of attracting consumers. Furthermore, the relocation also affects consumer behaviour, particularly regarding accessibility and convenience. Therefore, this study aims to evaluate the marketing conditions of food vendors at the Manahan Shelter in Surakarta following the relocation, viewed from a marketing management perspective.

IMPLEMENTATION AND METHODS

This study employs a descriptive qualitative approach, focusing on food vendors at Shelter Manahan in Surakarta. Data were collected through observation, interviews and documentation. Data analysis was conducted descriptively, focusing on the marketing mix (product, price, place, and promotion) to evaluate marketing conditions, changes in visitor numbers and revenue, as well as supporting and hindering factors following the relocation. The research findings were used to formulate recommendations for more effective marketing strategies.



Picture 1. Conceptual Framework

METHODS

This study employed a qualitative descriptive approach to evaluate the marketing conditions of culinary vendors at Shelter Manahan Surakarta following the relocation policy. A qualitative approach was selected because it enables researchers to obtain an in-depth understanding of social phenomena, particularly regarding the experiences, perceptions, and adaptation strategies of vendors after being relocated to a new business environment.

The research was conducted at Shelter Manahan Surakarta, a culinary center established by the local government as part of an urban arrangement and street vendor relocation program. The research subjects consisted of culinary vendors operating within the shelter area, visitors or consumers, and representatives of the local government responsible for managing the relocation program. Informants were selected using purposive sampling techniques based

on their involvement and knowledge regarding the implementation and impact of the relocation policy.

Data collection was conducted through three main techniques, namely observation, interviews, and documentation. Observation was carried out directly at the research site to identify the physical condition of the shelter, visitor activities, vendor interactions, accessibility, and marketing practices implemented by the vendors. Through observation, researchers were able to gain first-hand information regarding the actual conditions of business operations after relocation.

Semi-structured interviews were conducted with vendors, consumers, and government representatives. Interviews with vendors focused on business performance, changes in visitor numbers, revenue conditions, product development, pricing strategies, promotional activities, and challenges experienced after relocation. Interviews with consumers aimed to explore perceptions regarding product quality, accessibility, comfort, and purchasing decisions. Meanwhile, interviews with government officials were conducted to understand the objectives, implementation process, and expected outcomes of the relocation policy.

Documentation techniques were also utilized to support and validate primary data. Documentation included photographs of the shelter area, records related to relocation policies, reports concerning the management of the culinary center, promotional materials, and other relevant documents that could strengthen the research findings.

To ensure the credibility and trustworthiness of the data, source triangulation and technique triangulation were applied. Source triangulation was conducted by comparing information obtained from vendors, consumers, and government representatives. Technique triangulation was carried out by comparing data obtained through observation, interviews, and documentation.

Data analysis was performed using the interactive model proposed by Miles and Huberman, which consists of data reduction, data display, and conclusion drawing. Data reduction involved selecting, simplifying, and organizing information relevant to the research objectives. Data display was conducted by systematically presenting the findings in the form of descriptive narratives. Finally, conclusions were drawn by identifying patterns, relationships, and meanings emerging from the collected data.

The analytical framework of this study was based on the marketing mix concept, consisting of product, price, place, and promotion. These four dimensions were used as indicators to evaluate the effectiveness of marketing management among culinary vendors after relocation. In addition, changes in visitor numbers, business income, consumer behavior, supporting factors, and inhibiting factors were analyzed to provide a comprehensive understanding of the post-relocation business conditions.

RESULTS AND DISCUSSION

The results indicate that post-relocation marketing performance at Shelter Manahan is not yet optimal. Products show limited innovation, prices remain stable, the location is more organized but less visible, and promotion is still minimal. The relocation caused a decline in visitors and income, influenced by changes in consumer behavior. Overall, marketing management is not fully integrated, highlighting the need for more effective and coordinated strategies to support business sustainability.

Product Strategy After Relocation

The findings indicate that most culinary vendors at Shelter Manahan continue to offer products similar to those sold before relocation. Product innovation remains relatively limited, with vendors preferring to maintain established menus due to concerns about market uncertainty and limited business capital. Several vendors reported that they were hesitant to introduce new menu items because the number of visitors had decreased after relocation, making experimentation more risky.

From a marketing perspective, product innovation plays a significant role in attracting new customers and maintaining consumer loyalty. The lack of product diversification may reduce the competitive advantage of vendors, especially in a culinary center where consumers have many alternative choices. Although product quality is generally maintained, limited innovation has constrained the ability of vendors to create unique value propositions that distinguish their businesses from competitors.

Consumer interviews revealed that visitors appreciate the quality and taste of existing products but expect more variety and menu development. This indicates a gap between consumer expectations and the marketing strategies implemented by vendors. Therefore, continuous product development is necessary to enhance customer satisfaction and increase repeat purchases.

Pricing Strategy and Consumer Perception

Regarding pricing, the majority of vendors adopted a defensive pricing strategy following relocation. Vendors generally maintained existing price levels to avoid losing customers who might be sensitive to price changes. The decision to retain stable prices was also influenced by concerns regarding declining purchasing power and reduced visitor traffic.

The findings suggest that consumers perceive the prices offered at Shelter Manahan as relatively affordable and consistent with product quality. Stable pricing has helped vendors maintain customer trust during the transition period following relocation. However, maintaining low prices alone has not been sufficient to increase visitor numbers or improve overall business performance.

Several vendors acknowledged that increasing operational costs, including transportation and business maintenance expenses, have reduced profit margins. As a result, although pricing strategies have successfully preserved consumer affordability, they have not significantly contributed to revenue growth. This condition highlights the importance of balancing pricing strategies with product innovation and promotional activities.

Place and Location Factors

One of the most significant impacts of relocation concerns the place or location aspect of the marketing mix. The new shelter provides a cleaner, more organized, and more comfortable environment compared to the previous locations. Infrastructure improvements include better sanitation facilities, designated vendor spaces, parking areas, and enhanced environmental management.

Despite these improvements, many vendors reported that the new location lacks visibility and spontaneous visitor traffic. Previously, vendors operated in locations with higher pedestrian movement and easier public access. Following relocation, consumers must make a deliberate decision to visit the shelter, resulting in reduced incidental purchases.

Observational findings revealed that directional signage and promotional information leading to the shelter remain insufficient. Limited visibility has contributed to lower public awareness regarding the existence and location of the culinary center. Consequently, accessibility challenges have become one of the primary factors affecting visitor numbers and vendor income.

Consumer interviews also indicated that some visitors experienced difficulties finding the shelter, particularly first-time visitors. This finding suggests that strategic location management should not only focus on physical infrastructure but also on visibility, accessibility, and connectivity with surrounding commercial activities.

Promotional Activities and Marketing Communication

Promotion emerged as the weakest element of the marketing mix among vendors at Shelter Manahan. Most promotional activities remain individual and uncoordinated. Vendors primarily rely on word-of-mouth marketing, repeat customers, and limited social media usage.

Although some vendors have adopted digital platforms such as Instagram, Facebook, and WhatsApp, promotional efforts are generally inconsistent and lack professional management. Many vendors possess limited knowledge regarding digital marketing techniques, content creation, and online customer engagement.

The absence of integrated promotional campaigns involving all vendors has further reduced the effectiveness of marketing communication. Consumers interviewed during the study reported that they rarely encounter promotional content related to Shelter Manahan, indicating low public exposure to the culinary center.

From a marketing management perspective, integrated marketing communication is essential for building brand awareness and attracting new customers. Collaborative promotional efforts involving vendors, local government, and community organizations could significantly improve public recognition and increase visitor traffic.

Changes in Visitor Numbers and Vendor Income

A major finding of this study concerns the decline in visitor numbers following relocation. Most vendors reported a significant reduction in daily customer visits during the initial months after relocation. Although visitor numbers have gradually improved over time, they remain below pre-relocation levels.

The decline in visitors has directly affected vendor income. Several vendors indicated that their daily earnings decreased substantially, creating financial challenges and limiting opportunities for business expansion. Reduced income has also constrained investments in product development and promotional activities.

The findings demonstrate that physical relocation alone does not automatically guarantee business sustainability. While the shelter offers improved infrastructure and environmental conditions, economic performance depends heavily on marketing effectiveness and consumer acceptance.

Supporting and Inhibiting Factors

Several supporting factors contribute to business sustainability at Shelter Manahan. These include improved environmental cleanliness, better facilities, increased comfort for consumers, and stronger government support in managing the culinary center. These factors create a more professional and organized business atmosphere compared to the previous informal trading environment.

However, several inhibiting factors continue to affect business performance. These include limited visitor awareness, inadequate promotion, reduced location visibility, changing consumer behavior, and limited financial resources among vendors. Furthermore, intense competition among culinary businesses requires vendors to continuously improve product quality and marketing strategies.

CONCLUSIONS AND RECOMMENDATIONS

The study concludes that the marketing performance of culinary vendors at Shelter Manahan Surakarta after relocation remains less than optimal. The implementation of the marketing mix—particularly in terms of product innovation, promotion, and location visibility—has not been fully effective, leading to a decline in visitor numbers and vendors' income. In addition, changes in location have influenced consumer behavior, making it necessary for vendors to adapt their marketing strategies.

It is recommended that vendors improve product variety and innovation, intensify promotional efforts—especially through digital platforms.

ACKNOWLEDGMENT

The author would like to express sincere gratitude to all parties who have contributed to the completion of this research. Special thanks are extended to the supervisors for their guidance and valuable suggestions throughout the research process. Appreciation is also given to the culinary vendors at Shelter Manahan Surakarta who willingly participated and provided essential data for this study.

The author also acknowledges the support from family and colleagues whose encouragement and assistance made this research possible. Finally, gratitude is addressed to all parties who have contributed, directly or indirectly, to the completion of this study.

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