



Analysis of Decreasing Sales Turnover of Muslim Clothes in Tanah Abang Market Jakarta

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Abstract

Since 2012, sales volume at Tanah Abang Wholesale Market has experienced a downward trend; worst of all, in 2018, approximately 30% lost regular customers. Sales turnover is the total number of sales of goods or services within a certain period, which is calculated based on the amount of money earned and based on volume. The leading cause of the decline in turnover in the Tanah Abang market block B is the COVID-19 pandemic. Due to restrictions on socializing activities in the community, commonly referred to as PSBB, a new government policy, all traders in the Tanah Abang market block B are also affected. Traders improve and develop management and sales strategies to compete with the modern market.

Keywords: sales; marketing; turnover; Tanah Abang

JEL Classification: M10; M11; M19



INTRODUCTION

With the transition to the digitalization era, sales turnover in the Tanah Abang market has decreased. Therefore, traders must prepare for transaction changes from a direct face-to-face system to an online one.

Purchase decisions can be influenced by various variables that exist in consumers themselves or their environment. Consumer purchasing decisions can be in the form of consumer needs, desires, and characteristics, while the consumer environment can be in the form of brands, prices, product quality, promotions, and services. According to Kotler and Armstrong, marketing is a process by which companies create value for customers and build strong customer relationships to capture value from customers in return (Windiari & Djumarno, 2021).

Tanah Abang Wholesale Market has many stories, and even since its inception, it has become an Indonesian icon in terms of clothing. Various dynamics have been around for more than 30 years, and the Tanah Abang Wholesale Market contributes significantly to the country. However, in recent times, the rapid development of technology and information has given a new face to the market model, which directly impacts the Tanah Abang Wholesale Market, according to the Indonesian Retail Entrepreneurs Association (Aprindo). Since 2012, sales volume at Tanah Abang Wholesale Market has experienced a downward trend; worst of all, in 2018, approximately 30% lost regular customers. Aprindo also noted that the worst impact was on the clothing industry (Darusman, 2019).

However, since the implementation of Large-Scale Social Restrictions (PSBB), which the government initiated, the movement of community activities has been limited. Also, most industrial sectors were forced to close, including the Tanah Abang Wholesale Market. According to the Tanah Abang Market Promotion Manager, the turnover that traders have received since the implementation of Large-Scale Social Restrictions (PSBB) in one day is around 200 billion, which means, within 24 days of closing the market, the losses obtained by Tanah Abang Market traders are due to the cessation of activities amid the COVID-19 is estimated to be at least Rp 4.8 trillion.

Based on the above background, we want to identify how sales turnover at Tanah Abang Wholesale Market block B, as well as the decline in sales turnover since the COVID-19 pandemic (Puspitasari, 2021). Therefore, we will analyze and raise this scientific research entitled "analysis of decreasing sales turnover of muslim clothes in Tanah Abang Market Jakarta".

METHOD

This study focuses on traders and visitors in Block B of Tanah Abang Market who purchase Muslim clothing. Primary data is collected through a questionnaire to investigate the decline in the turnover of Muslim clothing. The population of traders and consumers in Block B of Tanah Abang Market is 4,095 and 21,323, respectively, with a sample size of 100 respondents determined using the Slovin formula. The Guttman scale method is employed to measure individual attitudes.

The research is qualitative and aims to gain an in-depth understanding of the factors causing the decline in turnover in Tanah Abang Market.

RESULTS AND DISCUSSION

Sales Turnover

The word turnover means the amount, while sales means the activity of selling goods to make a profit or income. Sales turnover means the income or profit earned from selling goods or services. Khuryati et al. (2023) and Savitri et al. (2022) provides an opinion on sales turnover as the total income obtained from selling goods or services within a certain period. Nasir et al. (2019) provides an understanding of sales turnover, the accumulation of sales activities of a product, goods, and services, which are calculated as a whole during a specific period continuously or in an accounting process.

The definition can be concluded that sales turnover is the total number of sales of goods or services within a specific time, which is calculated based on the amount of money earned and volume. A business manager must always increase sales turnover from day to day, from week to week, from month to month, and from year to year. A company's ability is required to manage capital, especially working capital, so that the company's operational activities can be guaranteed continuity.

In this study, sales turnover results from the number of goods to consumers achieved by sellers in the online market and the Tanah Abang wholesale market, measured by volume.

Factors Caused Decrease in Sales Turnover

The business growth of each community is sometimes different due to differences in underlying factors, such as economic, social, political, cultural, and historical factors. In a developing community environment, the business sector often faces complicated situations due to the many limitations and obstacles to growth according to traditional conditions often experienced by developing people.

Ayodele et al. (2020) suggests that the factors causing the decline in sales turnover include two factors, namely: 1.) internal factors (the decline in sales turnover can occur due to the company's fault), which are divided into several parts, including product quality decreases, the service provided gets worsen, frequent empty inventories, decreased sales commissions given, tightening of receivables given, decreased salespeople activities, decreased sales promotion activities, and high selling prices; and 2.) external factors (decreased sales turnover can occur outside the control of the company itself) which is divided into several parts: changes in consumer tastes, the emergence of new competitors, the emergence of substitute goods, the influence of psychological factors, changes or new actions in government policies, the actions of competitors.

The factors that caused the decline in sales turnover above can broadly be explained as causing the decline in sales turnover in the Online Market and Tanah Abang Wholesale Market.

Consumer Purchase Decision

Suggests that the level of consumer involvement in a purchase is influenced by the perceived personal interest caused by the stimulus. Schiffman and Kanuk define a decision as selecting two or more choices. In other words, alternative options must be available to a person when deciding (Do Musa et al., 2024).

According to Kotler and Keller, marketing researchers have developed a level model of the buying decision process. Consumers go through five stages: problem recognition, information search, evaluation of alternatives, purchase decisions, and post-purchase behavior (Qazzafi, 2019). The buying process begins long before the purchase and has long-term consequences.

According to Saputra & Roswaty (2020), sellers develop an overall buying decision structure to assist consumers in purchasing decisions. Each buying decision has a structure of seven components, which are as follows:

Consumers make decisions throughout their buying process, each playing a crucial role in shaping their purchasing behavior. Firstly, individuals decide the specific type of product they intend to buy, prompting companies to tailor their focus toward potential customers interested in their offerings. Subsequently, consumers decide on the product's shape, encompassing size, quality, and style. To navigate this terrain effectively, companies embark on marketing research endeavors to comprehend consumer preferences, ultimately maximizing the allure of their brand. Brand decisions follow suit, requiring consumers to choose from various brands, each possessing distinctive attributes. Companies must gain insights into the factors influencing consumers' brand choices. Determining where to purchase constitutes another critical decision, and understanding how consumers choose specific sellers is imperative for manufacturers, wholesalers, and retailers. Quantity decisions come into play as consumers decide how many products to acquire, necessitating companies to anticipate and cater to various preferences. The timing of purchases is also a consumer decision influenced by financial considerations, prompting companies to grasp the factors influencing such decisions. Lastly, consumers must decide on the method or mode of payment, influencing their choice of the seller and the transaction amount. Companies must stay attuned to consumer preferences regarding payment methods to navigate this aspect effectively.

Buying decision: consumers buy the most preferred brand, but two factors can affect purchase intention and decision. The first factor is the attitude of others. At the same time, the second factor is an unexpected situational factor. Consumers may form purchase intentions based on income, price, and product benefits. However, unexpected events can change purchase intentions.

The Role of Consumers in Purchasing

Consumers play a pivotal role in shaping their purchasing behavior through a series of decisions within the buying process. Initially, individuals focus on the type of product they intend to buy, prompting companies to tailor their offerings to match the interests of potential customers. Subsequently, consumers decide on the product's shape, considering size, quality, and style. To effectively navigate this landscape, companies conduct marketing research to understand consumer

preferences, enhancing the appeal of their brand. Brand decisions follow, with consumers choosing from various brands with unique attributes, necessitating companies to comprehend the factors influencing these choices. Determining the purchase location is another crucial decision, and understanding how consumers choose specific sellers is vital for manufacturers, wholesalers, and retailers. Quantity decisions arise as consumers decide how many products to acquire, prompting companies to anticipate and meet diverse preferences. Financial considerations influence the timing of purchases, prompting companies to understand the factors guiding these decisions. Lastly, consumers decide on the payment method, impacting their seller choice and transaction amount. Companies must remain attuned to consumer payment preferences to navigate this aspect effectively.

Characteristics that Affect Consumers

Consumer purchases are strongly influenced by cultural, social, personal, and psychological characteristics.

Cultural factors encompass intricate symbols and realities that are human-made and transmitted across generations, serving as determinants and regulators of human conduct within societies. These factors comprise elements such as culture, which is the fundamental driver of individual desires and behaviors. Every society possesses a unique culture, and its impact on purchasing behavior can vary significantly from one country to another. Adapting to these cultural differences may lead to ineffective marketing strategies or embarrassing missteps. Subcultures, smaller groups sharing a standard value system based on shared life experiences, also play a crucial role. These subcultures encompass nationalities, religions, racial groups, and geographical areas, often forming essential market segments. Marketers frequently tailor products and marketing initiatives to address the specific needs of these subcultures.

Social class is also a significant cultural factor, characterized by a relatively permanent and hierarchical societal division where members share similar values, interests, and behaviors. Social class goes beyond a single determinant, such as income, and considers a combination of factors like occupation, education, wealth, and more. Marketers are drawn to social class as individuals within the same social class tend to exhibit similar buying behaviors, reflecting preferences in clothing, furniture, leisure activities, and automobiles.

Social factors encompass aspects of consumer interactions with others, and these factors play a significant role in shaping behavior. Firstly, groups, both small and large, exert influence on an individual's actions. Reference groups serve as direct or indirect points of comparison that shape attitudes and behaviors. Sellers aim to identify these reference groups within their target market as they introduce new behaviors, influence attitudes and self-concept, and create pressure that can impact product and brand choices. The salience of a group influences the sway it holds over various products and brands, with the most decisive influence occurring when the product is visible to respected individuals within the buyer's network. Secondly, family, a group related by blood, marriage, adoption, and residence, wields a powerful influence on buying behavior. Family members share similar

influences and roles, significantly impacting daily purchase decisions. Lastly, roles and statuses within various groups, such as family, clubs, or organizations, determine a person's position. This positioning, whether derived from a formal title or an informal role, affects decision-making within the group and subsequently influences individual behavior.

Personal factors are inherent characteristics that shape consumer behavior. These factors encompass various aspects, including age and life cycle, where individuals' preferences for goods and services evolve throughout their lives, often correlating with age and family life cycle stages. Employment is another critical factor, with marketers identifying groups of workers exhibiting a higher interest in their products and services. Lifestyle, defined by a person's pattern of life expressed through activities, interests, and opinions, provides insight into the holistic interaction of an individual with their environment. Personality and self-concept, described by behavioral characteristics such as self-confidence, dominance, sociability, autonomy, self-defense, adaptability, and aggressiveness, play a significant role in analyzing consumer behavior. Marketers often leverage concepts related to a person's self-concept and personality to understand consumer choices. The fundamental idea is that a person's possessions reflect their identity, emphasizing the importance of comprehending the relationship between consumer self-concept and ownership for effective marketing strategies.

Psychological factors come from the individual's internal processes and influence consumer behavior. These factors include: 1.) motivation, motivation is a need that is sufficiently stimulated to make a person seek satisfaction of his needs; 2.) perception is the process by which a person selects, organizes, and interprets information to form a meaningful picture of the world. Different individuals can perceive the same information. Individual perception of information depends on knowledge, experience, education, interests, attention, and so on; 3.) learning, changes in individual behavior that arise from experience; 4.) beliefs and attitudes, beliefs (beliefs) are descriptive thoughts that a person has about something. Meanwhile, attitude describes a person's relatively consistent evaluation, feelings, and tendencies toward an object or idea.

Service

Services in the marketing of a product include services during bidding, services in purchasing, services when delivering products sold, services in arranging goods, services in arranging rooms, and so on. Service is one of the factors that motivate consumers because it involves the atmosphere in the store, both in terms of friendly salespeople, the facilities provided by the store, and so on.

Location

The location of the store is critical for its survival. Another factor that needs to be considered regarding the location is its strategic location in terms of transportation, which illustrates how easy the location is to reach, for example, the availability of public transportation facilities.

Wholesale Trade

Wholesale trade (wholesaling) includes selling goods or services to those who buy or resell for business purposes. Wholesalers are independently owned businesses with the rights to the goods they handle. They are full-service and limited-service wholesalers, distributors, and factory supply companies. Wholesalers differ from retailers in the following ways: 1.) Wholesalers pay less attention to promotions, atmosphere, and location because they deal with business customers rather than with final consumers; 2.) Wholesale deals are usually larger than retail transactions, and wholesalers usually cover a larger trading area than retailers; 3.) The government deals with wholesalers and retailers differently based on legal and tax regulations.

In general, wholesalers are more efficient in carrying out one or more of the following functions: Sales and promotion; the wholesaler's sales force assists manufacturers in reaching many small business customers at relatively low cost. They have more relationships, and buyers trust them more than distant producers. In the purchase and formation of item selection, wholesalers can select goods and create the choices their customers need, saving much work. Bulk breaker: Wholesalers obtain savings for their customers by buying in bulk and breaking the bulk into smaller units. Warehousing: Wholesalers hold inventory, reducing costs and risks for suppliers and customers. Transportation: Wholesalers often provide buyers with faster shipping because they are closer to the buyer. Financing: Wholesalers finance customers by providing credit and finance suppliers by ordering early and paying bills on time. Risk bearer: Wholesalers absorb some risk by taking ownership and incurring the costs of theft, damage, spills, and obsolescence. Market information: Wholesalers supply information about competitors' activities, new products, price developments, and so on to suppliers and customers.

Tanah Abang Market

Yustinus Vinck built Tanah Abang Market, or Saturday Market, on August 30, 1735. He founded Tanah Abang Pasar with the permission of Governor General Abraham Patramini. The permit granted at that time for Tanah Abang Market was to sell textiles and grocery items and was only open every Saturday. Therefore, this market is called the Saturday Market. This market can compete with Pasar Senen (Welter Vreden), which has already advanced.

In 1740, there was the Chinatown Upheaval Incident, namely the massacre of the Chinese people and the destruction of property, including the Tanah Abang Market, which was destroyed and burned. In 1881, Tanah Abang Market was rebuilt. It had previously been opened on Saturday and was added on Wednesday.

Tanah Abang Market is open twice a week. The market building was originally very simple, consisting of bamboo walls and boards and a thatched roof of 229 planks and 139 bamboo plots. Tanah Abang market continued to undergo repairs until the end of the 19th century when the floor began to be hardened with a mortar foundation.

In 1913, Tanah Abang Market was again repaired. In 1926, the Batavian government dismantled the Tanah Abang Market. It replaced it with a permanent

building consisting of three long stalls of walls, boards, and tiled roofs, with the market office above the market building resembling an aviary. The parking lot in front of the market becomes one for horses pulling wagons and carts. There was a sizable jug of water, and across the street was a shop specializing in horse food bran. A few tens of meters from the bran shop, there is an alley known as Gang Madat, where the compactors are localized.

During the Japanese occupation, this market was barely functioning and became a home for people experiencing homelessness. Tanah Abang Market has grown since the construction of Tanah Abang Station. In that place, places such as the Al Makmur Mosque and the Hok Tek Tjen Sien Temple were built at the same age as the Tanah Abang Market. In 1973, Tanah Abang Market was renovated and replaced with four four-story buildings, and two fires occurred: the first on December 30, 1978, Block A on the third floor, and the second on Block B on August 13, 1979.

Over time, as trading activities in the capital have developed, the Tanah Abang Market has grown, especially with the construction of the Tanah Abang Station. Tanah Abang Market currently has six buildings: Block A, Block B, Block C, Block F, PGMTA (Metro Tanah Abang Wholesale Center), and Block G, which was established by the government in 2015 to relocate street vendors selling on the side of the road. Tanah Abang Market access road.

Tanah Abang Wholesale Market has become an Indonesian icon in the clothing industry. Various dynamics have been present for over 30 years, and the Tanah Abang Wholesale Market continues to contribute significantly to the country.

However, in recent times, along with the rapid development of technology and information, the market model has given a new face, directly impacting the Tanah Abang Wholesale Market, according to the Indonesian Retail Entrepreneurs Association (Aprindo). Since 2012, sales volume at Tanah Abang Wholesale Market has experienced a downward trend; worst of all, in 2018, approximately 30% lost regular customers. Aprindo also noted that the worst impact was on the clothing industry.

However, in 2020, since the implementation of Large Periodic Social Restrictions (PSBB), which the government initiated, the movement of community activities has been limited. Also, most industrial sectors, including the Tanah Abang Wholesale Market, were forced to close. According to the Promotion Manager for Tanah Abang Market, Hery Supriyatna, the turnover that traders have received since the implementation of Large Periodic Social Restrictions (PSBB) in one day is around 200 billion, which means that within 24 days of closing the market, the losses obtained by Tanah Abang Market traders are due to the cessation of activities in the middle of the market. The COVID-19 pandemic is estimated to be at least Rp. 4.8 trillion.

Based on these conditions, the DKI Provincial Government, through the trade office, cooperates with related parties and invites all elements of traders to be involved in the efforts of the digitalization era and overcome the impact of the COVID-19 Tanah Abang Wholesale Market. This is constructing an online market system for the Tanah Abang market, where registered sworders are given supplies

to trade online. With the modernization of the Tanah Abang market, it is expected to maintain its existence of the Tanah Abang market and simultaneously provide answers to the challenges of competition in the digital era.

Decreased Turnover in the Tanah Abang Market Block B

This sometimes crowded and quiet market condition causes traders' income to become erratic, so it is difficult for researchers to identify traders' high and low incomes within a certain period. The decline in buyers has become the leading reason traders are trading in the Tanah Abang market block B. In reality, when conditions continue to decline, consumer buying interest will affect their income. It must be admitted that income is very influential on the survival of these traders, both for themselves and their families.

The Tanah Abang market, the largest textile market in Southeast Asia, has an average turnover of 100 billion-200 billion Rupiah daily. Even in Ramadan and ahead of Eid al-Fitr, it can reach 1 trillion Rupiah daily. Tanah Abang Market, with its status and location right in the heart of Jakarta, is the place most people visit every day. Traders from regions in Indonesia and even traders from ASEAN and African countries, plus local buyers from the area around Jakarta, mingled into one. So, do not be surprised if the daily Turnover is enormous.

Salong with technological developments. The MSME Online market system provides a vast space to reach the world, even without significant costs. The traditional market model severely limits the space for small and medium-sized businesses due to limited capital to introduce their products to all corners of the world. Therefore, some of the traders in the Tanah Abang market block B experienced the impact of the MSME online market system.

This study obtained data as follows: those who experienced the impact of the emergence of online stores chose the answer yes as many as 38 respondents. In contrast, those who chose the answer no were 12 respondents and traders who experienced a decrease in Turnover against the emergence of online stores with the highest percentage, 80% of the Turnover of traders obtained.

However, with the emergence of the COVID-19 virus, traders in the Tanah Abang market block B also experienced the impact of a decline in Turnover since the implementation of large-scale social restrictions (PSBB) initiated by the government. For traders who have been affected since the emergence of COVID-19, 50 respondents chose yes as an answer, while 0 respondents chose no answer. Traders who have been affected since the emergence of COVID-19 have the highest percentage, which is > 50% of the merchant's Turnover obtained.

In addition to the emergence of online shops and COVID-19, other factors have caused a decrease in Turnover in the Tanah Abang apart from the COVID-19 pandemic, namely the decline in purchasing power by consumers, politics such as the large demonstrations that took place in Jakarta, the economy as well. This can lead to sluggish purchasing rates and changes in people's lifestyles; for example, consumers like to dress like the style of dress from Western countries, or consumers like to imitate the dress style of the idol. Traders also experience losing competitiveness with modern markets such as malls with affordable prices. Also, traders experience the availability of goods due to delays in importers, such as bad

weather in an area or country, which will cause delays in shipping goods. Therefore, it will impact the availability of merchant goods.

The Quality of the Goods Sold affects the Sales Turnover in the Tanah Abang Market

Product quality greatly affects traders' success and progress. Merchants who sell high-quality products will benefit from producing low-quality products. That is, consumers will be willing to buy an item at a reasonable or relatively affordable price with good quality goods.

Since the emergence of online stores, traders have experienced a decline in Turnover because the quality of goods sold in online stores and in the Tanah Abang market block B have the same quality of goods, and the price of goods sold is the same. However, both have differences; if consumers want to buy fashion products in the Tanah Abang market, Blok B can be seen and tried directly. However, it is different when consumers buy fashion products through social media. Online consumers only see photos and information regarding product information such as materials, prices, sizes, and colors. Consumers assessing the quality of products displayed through online shops can vary depending on how consumers respond to these fashion products.

This study obtained data as follows: Prices of merchandise according to quality according to responses from 50 consumer respondents who chose yes as many as 47 respondents, while those who chose no as many as three respondents. Thirty-four respondents chose yes answers, while 16 respondents chose no answers. Therefore, the quality of the goods the traders sell is very influential in decreasing the Turnover of the Tanah Abang Block B market in this digitalization era. Some of the responses from 50 consumer respondents show that the quality of goods sold in the Tanah Abang market is the same as those sold in online stores such as Shopee and Tokopedia.

CONCLUSION

The analysis of factors contributing to the decreasing turnover of Muslim Clothing Sales in Block B LT. G-1 at Tanah Abang Market during the Digitalization Era reveals several key findings. Firstly, the primary cause identified for the decline in turnover is the COVID-19 pandemic, leading to government-imposed restrictions (PSBB) affecting all traders in the Tanah Abang market Block B. Additionally, the rise of online stores has impacted some traders, as consumers find convenience in the online ordering process, posing a challenge for Tanah Abang Block B merchants to remain competitive. Furthermore, the unsatisfactory quality of goods has diminished consumer purchasing power despite prices aligning with the offered quality.

In response to these challenges, Tanah Abang market traders are urged to enhance the quality of goods and align prices accordingly to attract consumers. Improving and developing management and sales strategies are essential for traders to compete effectively, especially with modern markets offering additional

facilities such as comfortable food courts. As a recommendation for future research, it is suggested that the same problem be explored with the inclusion of other independent variables that can determine and enhance consumer satisfaction in traditional markets during the digitalization era.

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