

Consumer Perception about Culinary Street Food (Street Vendors) in Jalan Sabang Jakarta Pusat

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Abstract:- Street Food is a food sales business that is a favorite place for the people of big cities including Jakarta and also an alternative place for people who are looking for fast and practical food at affordable prices. The Jalan Sabang area of central Jakarta or better known by the name of the street Haji Agus Salim is known as a culinary area including street vendors that have been around for a long time and still have many consumers who come there every day. So that the area is chosen to conduct research that aims to understand consumer perceptions about street food culinary (street vendors). The research method used is the descriptive quantitative method. The sampling technique (example) used in this study is accidental sampling. The population in this study was taken based on the assumption that the number of visitors to the Limadi Leg Culinary Street Sabang Jakarta Pusat. From the research, the conclusion can be said that the culinary on Sabang street is indeed good enough to make many visitors come there, even with the many shortcomings that exist but the visitors are still enthusiastic to come there every time.

Keywords:- Component: Culinary, Street Food, Street Vendors, Consumers.

I. INTRODUCTION

One of Jakarta's potentials is in the field of culinary tourism, with Jakarta being made the capital of the country and also as the center of government and the economy making Jakarta the destination of the community as a destination to find shelter and lively hood. mixing of customs that produce a variety of diversity including in the field of food. With the many various kinds of food, mixing makes many people look for places to eat that they like, especially the typical food from the region. Jakarta is one hawker center that has various types of food choices. to develop tourist destinations so that they can attract tourists to visit.

With the many potentials that Jakarta has, the development of culinary tourism is very necessary to be able to support the development of other tourism and provide multiple effects on all sectors of life, such as the economy, employment, taxes, and foreign exchange that can be generated. Central Jakarta as one of the areas in DKI Jakarta plays an important role because it is the center of government both regionally and nationally. Therefore, the

Central Jakarta area needs to be developed for its culinary tourism potential. One area in Central Jakarta that the potential for developing culinary tourism is the Sabang road area. Jalan Sabang or often also known as Jalan H Agus Salim since ancient times has become a place for culinary tours in Jakarta. Although it is a place for culinary tours in Jakarta, Jalan Sabang has not experienced development compared to other regions, such as the Kelapa Gading area. One part of Sabang Street, which is a favorite place for visitors, is street food.

With the many sellers of street food being an indication that the Sabang road is indeed one of the places visited by people who are looking for food coupled with prices pegged by street vendors or street food is quite affordable. But many factors make visitors feel uncomfortable to enjoy their food on the Street food, including the Sabang road infrastructure that does not experience significant changes or improvements.

Dirty sidewalks, smelly drains, and street noise disturbances that make inconvenience for culinary consumers. This is a concern of the author, where Jalan Sabang that should have progressed but did not experience significant progress in developing into a good street food culinary tour. Therefore, the writer will research consumer perceptions about street food culinary on Sabang street to find out the quality of Street Food on Sabang street taken from the opinions of visitors who have come there and are expected to get conclusions and how to improve it.

Because street food in Jakarta is an interesting thing to study, the author decided to take the research title "Consumer Perception about Culinary Street Food in Jalan Sabang, Central Jakarta".

II. THEORY BASIC

A. Culinary tour

Culinary tourism is a tourist activity with the specific purpose of tasting and knowing foods and drinks that have different tastes, ways of serving, cooking methods, and presentation times. The uniqueness is what attracts the attention of tourists to travel for the sake of tasting food and drinks from a tourist attraction.

In general opinion, culinary tourism is a unique eating and drinking activity carried out by every traveler who

travels (<http://www.culinarytourism.org/> (international Culinary Tourism Association / ICTA)). Whereas according to the International Culinary Tourism Association website which says that:

“Culinary Tourism is defined as the pursuit of unique and memorable culinary experiences of all kinds, often while traveling, but one can also be a culinary tourist at home”.

The free translation of culinary tourism is defined as a unique culinary search and unforgettable experience when traveling or being a culinary tourist at home. Culinary tourism does not only serve typical food and drinks, but it is the same as other tours that provide an experience for those who enjoy the dish. Culinary tourism can also be applied to other attractions, including beautiful scenery so it is tourism. Culinary not only sells food and drinks but also the atmosphere when eating these foods and drinks.

B. Street Food (Street Vendors)

1. Street vendors

Street vendors or street vendors are one of the informal sub-sectors whose existence is very evident especially in urban areas in Indonesia. The existence of street vendors is a social phenomenon that cannot be separated from the lives of urban people, it can even be said that the presence of street vendors is one of the characteristics and characteristics of developing countries.

Understanding of street vendors. Here are some expert opinions about the understanding of street vendors, including:

- According to Kartini Kartono, the definition of Street Vendors is people who have relatively little capital of effort (production/sale of goods/services) to meet the needs of certain consumer groups in society, which businesses are carried out in places that are considered strategic, within an informal atmosphere of the environment (Kartini Kartono, 1980: 7) Besides that, Kartini Kartono provides the characteristics of street vendors as follows:
 - a) In general, it can be said that the Street Vendors are engaged in a business called the informal sector.
 - b) "Foot five" says that they generally sell merchandise by holding mats on the Roadside or in front of shops that are considered strategic.
 - c) Street vendors generally trade in food, beverages, and other consumer goods in retail.
 - d) Street vendors generally have a small capital, and some are only tools for capital owners by getting commissions.
 - e) In general, the quantity of goods traded by street vendors is relatively low
 - f) The quality of street vendors' merchandise is relatively small.
 - g) Cases where street vendors succeed economically so that finally being able to climb stairs at a successful level of traders are rather rare.
 - h) In general, the business of street vendors is an effort that involves the structure of family members.
 - i) Bargaining between sellers and buyers is a distinctive feature of street vendors.

- j) There are street vendors who carry out work in the summer and often see the merchandise changing.
- k) Considering the importance of group conflict, Street Vendors are a difficult group to unite in the economic field even though their feelings and friends are strong enough among them. (Kartini Kartono, 1980: 15).

2. Street Vendors (Culinary)

In principle, the definition of street vendors (culinary) is the same as street vendors, but the difference is only in the types of merchandise offered, where street vendors (culinary) focus their merchandise on fast food. Street vendors food (culinary) has fairly high creativity, where it can be seen that they sell food that is served quickly, tastefully, cheaply, and varied. With a little capital can get a fairly high profit from what they serve. They also have regular and loyal customers who buy every day. Many are also amazed to witness firsthand the process of making these foods that take place quickly, such as the making of Martabak, which allows its buyers to wait and show their manufacture. This activity is a unique way of eating. The concept is generally a street vendor, with four keywords as a binder between the various concepts that exist according to the distribution of menus and a guide in carrying out the design, namely:

1. Road

That is a groove that resembles an original highway that serves as a circulation for visitors and managers and also as an imaginary barrier from existing areas.

2. Sidewalks

It is an area where traders and carts are placed to provide food and visitors use it as a dining area not far from the cooking area. So that visitors can witness the preparation process until the presentation of the food they ordered. White dashed lines are given to further add to the image that it is a highway.

3. Night

The nighttime atmosphere is the most appropriate timing to enjoy street food, considering the outdoor place for street vendors first makes the night atmosphere more comfortable than hot or hot days

4. Wagon

It is a place where traders prepare food to be served to visitors. The design is specifically from various traders that are tailored to the materials used, how to cook, and the amount. These four things are important to realize a restaurant that has the nuances of street vendors as a unification of various designs to keep it feeling harmonious

C. Understanding Perception

Etymologically perceptions or perceptions in English come from Latin words, precision which means a process that involves the entry of messages or information into the human brain. Through human perceptions, it continues to make connections with their environment. This relationship is carried out through its senses, namely the sense of sight, listener, touch, feeling, and kissing. (Slameto, 2010: 102).

III. RESEARCH METHODS

A. Research Methodology and Research Analysis Unit

Data collection is one of the most important aspects of scientific research. Because this data will later become the material of analysis and processing so that in the end it can get answers and conclusions from the problems raised in a scientific study. To collect the data, a method is needed to be called the research method.

According to Sugiyono (2012: 2), the research method is the scientific way to obtain valid data to be able to be found, proven, and developed a certain knowledge so that in turn it can be used to understand, solve and anticipate problems. And in the third chapter will be explained about the methodology or type of research that will be used in conducting this scientific research.

B. Variables and Measurement Scale

According to Sugiyono (2014: 95), research variables are attributes of scientific fields or certain activities. Examples are height, weight, and motivation which are attributes of each person. While weight, size, shape, and color are attributes of objects. In this study one variable will be used as follows:

1) Free Variable (X)

An independent variable is a variable whose value does not change because of other variables. According to Sugiyono (2014: 96), this variable is often referred to as a stimulus variable, predictor, antecedent. In Indonesian, it is often called an independent variable. A free variable is a variable that influences or causes a change or the emergence of a dependent variable. is an independent variable (x) is consumer perception. There are three measurement scales used in this study. For biographical characteristics, two scales are used, namely nominal scale and interval scale. Likert scale is used for variables. The nominal scale is a scale that only distinguishes categories by type and type. The interval scale is a scale that distinguishes the interval category or a certain distance with the same distance between categories.

While the Likert scale is a tool to measure attitudes, opinions, and perceptions of a person or group of people about social phenomena (Sugiyono 2014: 168). Each instrument item that uses a Likert scale has gradations from very positive to very negative. In the questionnaire, each instrument item is made using a scale Likert 1-5 to obtain data that is of an interval. Criteria that are made from a Likert scale are scales that are made and explained in the form of letters that are adjusted to the level of agreement of the respondents to the statements in the questionnaire. The following is the interpretation of the Likert Scale interval value used:

Table 1. Interpretation of the Likert Scale Interval Value

Alternatives	Score
Strongly agree	5
Agree	4
Doubt	3
Disagree	2
Strongly disagree	1

C. Sampling Procedure (Sampling)

The sampling technique used in this study is Non-Probability Sampling where not all members of the population are entitled to be sampled. Population members have the right to be sampled if they have already bought food or drinks at the street vendors in Sabangmanapun street or become consumers at street vendors on Sabang Street. Incidental sampling will be used in this study because the sample must be suitable as a source of data (Sugiyono, 2014: 156) based on the criteria of having bought food and drinks from street vendors. The population in this study was difficult to estimate so that the researchers decided to make assumptions about the population based on observations during May-July 2015 with the time to sell Street Food at night which lasted from 18:00 - 24:00 with the assumption that visitors were expected to come day as many as 300 people. To determine how many samples, then use the Slovin formula in Kusmayadi (2000: 74), namely:

$$n = \frac{N}{1 + N(e)^2}$$

$$n = \frac{300300}{1 + 300(10\%)^2 1 + (3)}$$

$$n = 75$$

The sample used 75 people.

D. Data Collection Procedure

The data used consists of primary data and secondary data. Primary data is data collected and processed by an organization or individual directly from the object using interviews, questionnaires, and observations. In this study, primary data was obtained from questionnaires with competent respondents, in this case, foreign tourists who had visited each case study. Where this questionnaire will be disseminated both through the internet and field review (tourist destinations).

Data collected to examine consumer perceptions of street food culinary on the street in Sabang, Central Jakarta, are primary and secondary data.

Primary data is data that is taken directly from the research to its source without any intermediary. The primary data collection technique is very useful in the effort to collect information data needed for analysis and decision making. In this case, the ability and skill needed to determine which technique or combination of techniques is the most appropriate for the information needed. Research

capabilities to understand and understand methods of data collection and can choose and use methods to get the best advantage.

Secondary data is data obtained indirectly and not from the main source. This study used a literature study technique to obtain secondary data that can assist in discussing the problem and as a reference and literature review. This literature study is done by the author by reading several books, magazines, and scientific journals. Also, some information is searched on the internet to obtain data on the general description and location of Jalan Sabang, Central Jakarta.

E. Data Analysis Methods

Based on the problem formulation for this study, the data will be processed and analyzed by a quantitative descriptive analysis method. To help calculate the data, IBM SPSS version 21.0 software will be used which will assist in the statistical calculation and presentation of data results on the results of the discussion.

The SPSS system is one of the software from Windows that can apply statistics and facilitate research in analyzing data and presenting it in various forms so that it can be easily read. Data that has been analyzed with the SPSS 21.0 system will be presented through an average calculation table and measured by a Likert scale.

F. Time and Place of Research

The preparation of this research was carried out in Jakarta and by the research title, namely Analysis of Culinary Tourism Potential on Jalan Sabang, Central Jakarta, the observation, and distribution of questionnaires to Jalan Sabang were conducted to obtain more accurate data. This research was conducted in May - July 2017.

IV. RESULTS AND DISCUSSION

Based on the results of the overall data, it can be concluded that the street food culinary on Sabang Street Jakarta is as follows

Table 2.

No	Discription	Total	Mean indikator	Mean SubVariabel
PERFORMANCE				
1	Good Lighting	278	3.70	2.86
2	Good and Clean Condition	174	2.35	
3	Equipped with wifi and good signal	125	1.67	
4	Seats are always available	280	3.73	
SERVICE				
5	Friendly and greeting culinary	332	4.43	4.19
6	Culinary managers who often provide product information	319	4.25	
7	The manager gives a good impression and service	292	3.89	
RESISTANCE				
8	The taste of food and drink is the same when taken away	295	3.93	3.49
9	The form of food and drinks is the same when taken away	272	3.62	
RELIABILITY				
10	Prices of Food and Beverages remain the same	323	4.31	4.17
11	The portion of food and drinks remains the same	290	3.87	

12	Short manufacturing time	317	4.23	
PRODUCT CHARACTERISTICS				
13	The type of menu sold cannot be found elsewhere	222	2.96	3.48
14	Affordable prices for sale	308	4.11	
15	A typical taste and cannot be found elsewhere	253	3.37	
FITNESS WITH SPECIFICATIONS				
16	The price of the menu is the same as for street vendors in general	273	4.17	4.15
17	The portion of the menu is the same as for street vendors in general	307	4.09	
18	Menu variations correspond to street vendors in general	315	4.20	
RESULTS				
19	Food and drinks have a delicious taste	312	4.16	3.87
20	The quality of food and drinks is good and healthy	224	3.20	
21	Price menu that can be reached by all groups	319	4.25	

Based on the results from the tables above, the description is as follows

a) Performance

Consumer perceptions of street food culinary on Jalan Sabang in the Performance sub-variable get an average mean of 2.86 with this result, it can be said that the perceptions of the respondents can be categorized quite agree with the performance variable.. The indicator for the availability of seats for visitors gets a mean of 3.73 which is the highest mean in the Performance variable.The availability of seats is very important because it affects the quality of services provided, but based on the results obtained that the availability of seats to be the highest mean indicates that visitors/consumers who come feel that the seats provided by the sellers are always available for sit when they come. but in some cases,some visitors don't get a seat when ordering food/drinks and they tend to discourage them from eating because there is no available seat.This should be the attention of the sellers by adding seating facilities to support their selling activities so that the benefits they can get as much as possible. Whereas the indicator for WIFI facilities on Sabang Road has a mean of 1.67 and is the lowest mean in the Performance variable.

With these results it indicates that the visitors/consumers are not satisfied with the existing WIFI facilities, so consumers consider the internet or WIFI connection to be a weakness, because nowadays it is a sophisticated era so everyone tends to need internet services to do various things to personal and business needs.

b) Service

Consumer perceptions of street food culinary on Sabang street in the service variable got an average mean of 4.19, so this result can be said that the perceptions of the respondents could be categorized as agreeing with service variables, Culinary management indicators were friendly and greeting towards visitors get a mean of 4.43 which is the highest mean in the service variable,this indicates that the seller is friendly and visitors feel happy and valued, making them want to go back to the place. for culinary management indicators to provide services and good impressions get a mean of 3.89 and the lowest mean in the variable,it indicates that the service and the impression received by the visitors/consumers are considered lacking and can be found in several places found by sellers who feel they do not provide good service such as the lack of friendliness of their employees which causes an adverse impression on consumers who have deep sensitivity that matter.Good service is one key to the success of a business, with service that every visitor who comes to feel that they are valued so

that they make themselves comfortable with what they receive. This makes the visitors feel satisfied and will make them return to the place that will make an advantage for the business people.

c) *Resilience*

Consumer perceptions of street food culinary on Jalan Sabang in the resilience variable received an average mean of 3.49. then with this result, it can be said that the perceptions of the respondents can be categorized as agreeing with the resilience variable. the taste and food indicators remain the same if we leave the time or take away to get the mean 3.93 which is the biggest mean in the resistance variable, while the indicator for the form of food and drink remains the same if the meal at the place or take away gets a mean of 3.62 which is the smallest mean.. Resilience that exists in the culinary aspects is the assessment of the durability or failure of the products they sell, from the results of observations made the level of durability of products sold in the Sabang region is different. There are some foods and drinks that can be eaten directly in place to get the best flavor than packaged or taken home, the length of food durability. and the drinks are also varied such as chicken porridge which should be served after not too long to let it taste delicious. But the story is different from other products such as fried rice or satay which can be enjoyed even if we leave it for some time or want to be brought home.

d) *Reliability*

Consumer perceptions of street food culinary on Jalan Sabang from the reliability variable got an average mean of 4.17. with these results, the opinions of respondents can be categorized as agreeing with the reliability variable. the indicator of the price of food and drinks sold remains the same every time you visit gets a mean of 4.31 which is the highest mean in the reliability variable.. This shows that indeed the price of food and drinks that they order every time they visit there remains the same, with the level of understanding of the street vendors and their excellent employees about the products they sell makes consumers' trust very high towards them so that the level of errors that occur very small. for the indicator of the short time for making food and drinks, it gets the mean of 3.37 which is the lowest indicator. Actually, several types of food that are sold by street vendors on Sabang Street which require different manufacturing times, even though the concept of street vendors makes fast and practical food. For example, there are differences in the length of making noodles and seafood food, from which can be known the patience level of each consumer is different so that their assessment of the process of making the menu they order also varies.

e) *Product Characteristics*

Consumer perceptions of street food culinary on Jalan Sabang from the product characteristics sub-variable got an average mean of 3.48. Thus, with this result, it can be said that the perceptions of respondents can be categorized as agreeing with product characteristics variables. for the indicator of the price of affordable food and drinks, it gets

the mean of 4.11 which is the highest mean in the product characteristic variable.

Indeed, it is necessary to know that prices are a matter that is a vital part of the decision to buy food and drinks, but because of the many variations of food and beverages sold on the Sabang road, the prices pegged to each trader are different. from each consumer because consumers who come to Sabang Street consist of various social classes, thus making the level of ability to buy food and drinks vary. But from the results of the questionnaire, they fill it can be concluded that the majority of consumers think that the selling price of food and beverages affordable sale. while the indicators of the types of food and drinks sold cannot be found in other places, they get a mean of 2.96 which is the lowest mean. As we know the food and beverage menu sold by street vendors in various regions is not much different so that the level of visitor ratings on the specifics of food and beverage menus sold on Sabang Street is quite low even though there are indeed some menus that are sold on Sabang Road difficult found elsewhere / is a culinary icon on Sabang Street.

f) *Compliance with specifications*

Consumer perceptions of street food culinary on the Sabang road from the conformance sub-variable to the specifications received a mean of 4.15. then with this result, it can be said that consumer perceptions fall into the agreed category for indicators of variations in food and beverages that are sold according to the standard five feet generally get a mean of 4.20 which is the highest mean of the variable conformance with the specifications. as is known that the general concept of the street vendor is food quickly and practically so that from the concept it can be seen that the types of food and beverage menus sold by street vendors are the same including those sold on Sabang Street. Although there are similarities in the variety of food on the sidewalk not in the taste of the food and drink, the taste factor encourages consumers to come to Jalan Sabang because they assume that they found something they cannot find at the street vendors. in general and also assisted by the location of the highly strategic Sabang road so that it is easily accessible by consumers. As for the indicator of the portion of food and beverages that are sold according to the standard of street vendors generally get a mean of 4.09 which is the lowest mean. The portion of food is indeed an important thing because every consumer who comes is to eat food and drinks that they like until they are full. Therefore, the portion provided by traders must be by the expectations of consumers even though the level of satiety of each person is different. Based on the results of the questionnaire which can show that consumers are not satisfied with the portion provided so that they have to buy back the food and drinks into 2 servings.

g) *Results*

Consumer perceptions of street food culinary on the streets of Sabang in the results sub-variable received an average mean of 3.87. then with this result, it can be said that consumer perceptions fall into the agreed category the indicator of food and drink sold at pavement has a pleasant

taste that gets the mean of 4.26 which is the highest mean of the yield variable. With the many visitors who come to Sabang Street every day, it indicates that the five-foot culinary area on Sabang Street is indeed a popular place for people who want a culinary tour in the Jakarta Center area. With the crowds of visitors who come certainly give a lot of benefits for the sellers there, this indicates that the taste of food and drinks that are sold is good so that consumers always want to come there. mean 3.20 which is the lowest mean. Indeed, it needs to be recognized that the road situation in Sabang is very poor in terms of environmental cleanliness, this is indicated by the amount of garbage scattered in the area as well as the stench that stinks from the gutters there or the smell of animal waste that makes consumers uncomfortable, it becomes a bad impact on the quality of food and drinks that exist, especially food and drink must be made in advance so that the indicator gets the lowest mean value.

V. CONCLUSIONS AND SUGGESTIONS

A. Conclusions

Based on the results of the research that has been done and seen from the results of the discussion started in the previous chapters, it can be stated in general that consumers' perceptions of street food culinary on Sabang Street, Central Jakarta are quite satisfactory in terms of various aspects. the culinary area. As for specifically the conclusions of consumer perceptions about street food culinary in Sabang street are as follows:

The existing performance on Sabang road can be said to be good, the intended performance is how the existing support facilities can make consumers feel comfortable with the conditions that already exist in the culinary area of Sabang Street. The aspect of lighting that is in the culinary area is quite good but must be attending some places that are still not bright enough to disrupt the sight. For the condition of the water that is felt is still very lacking, it is still difficult to find clean water in the area coupled with an irrigation system that is in clogged drains due to garbage that accumulates and in the event of rain causing some inundation in the area and causing a foul odor from garbage clogged in the sewers. On the other hand, the lack of facilities for the internet or WIFI connection is a weakness. Also, quite a concern is the availability of seats for visitors, in some cases, there are always visitors who don't get a seat when ordering food and they tend to discourage their eating because there is no available seat.

From the aspect of service to consumers that exist in the Sabang street, it covers how the sellers treat their customers. Concluding about the aspects of service received, in some places the seller found that he did not provide good service such as the lack of friendliness of his employees which caused an adverse impression on consumers who have sensitivity in this matter. Good service is one key to the success of a business, with service that every visitor who comes to feel that they are valued so that they make themselves comfortable with what they receive.

From the aspect of Resilience that is in the culinary aspect, namely the assessment of the durability or not of the products they sell, it can be concluded that the level of durability of the products sold in the Sabang region is different. There are some foods and drinks that can be eaten directly in place to get the best flavor than packaged or taken home, the durability of food and drinks that are varied also like chicken porridge which should be served after not too long to let it taste delicious. But the story is different from other products such as fried rice or satay which can be enjoyed even if we leave it for some time or want to be brought home.

From the Reliability aspect referred to in street food culinary on Sabang street, that is about the consistency of all aspects that exist and do not change from time to time which includes the price of food, the portion of food, and the time of making the food. Conclusions obtained from the reliability of existing sellers on the road Sabang is quite satisfying. This is because they are very familiar with the products they have so the accuracy is very good so that the service provided is very good.

From the aspect of product characteristics, what is unique about Sabang Road can be found elsewhere. The conclusion that can be taken is that some food or beverage menus that can only be found in that place, besides the difference in taste are also a factor. Although many types of food sold on Sabang Road can also be found elsewhere, in terms of taste, it can be said that Sabang Road has more advantages, so many people come there for culinary tours. Besides that, some menus that are sold difficult to find in other places, for example, betel kebon goat fried rice, because it is difficult to find and only on Sabang road, some so many people who come to the place every time because of the delicious taste.

From the aspect of conformity with the specifications, are all aspects on the street (street food) on the Sabang road the same as five feet in another place. The conclusion is that almost all aspects of street food (street food) on Sabang Street are the same as street vendors in other places both in terms of the variety of food sold and the portion was given, but the difference is only in the price. It should be acknowledged that the prices pegged by sellers on Sabang road are higher than in other places and this is influenced by various factors, with the strategic and well-known location of the Sabang road, it is only natural that sellers on Sabang Street have a higher price than the street vendor prices. at another place. But more than that, street vendors still get a lot of consumers who come so that their income is large even though prices are set differently from street vendors in general.

This result is an overall assessment of street food on Sabang street. The conclusion can be said that the culinary on Sabang street is indeed good enough to make many visitors come there, even with the many shortcomings that exist but the visitors are still enthusiastic to come there every time.

B. Suggestions

From the results of this study, conclusions have been drawn, then some suggestions will be suggested which might add ideas or thoughts to improve the quality of the street vendors in Sabang.

1. For Street Vendors

- a. Variations and types of food and beverages sold on Sabang street are very good, but various aspects must be considered, especially from the cleanliness of food and drinks served to consumers, although the taste of food and drinks is delicious, but the level of cleanliness of food is not good. Therefore sellers are expected to pay more attention to this to reduce the adverse effects on the health of consumers.
- b. All existing supporting facilities must be improved even though consumers are quite satisfied with the current situation. Types of supporting facilities, namely lighting must be further improved, internet / WIFI facilities must be installed to provide better service and cleanliness of the selling area must also be considered considering the frequent amount of garbage scattered and smelly stinging rotten that is often encountered when consumers come that makes visitors uncomfortable.

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