
THE INFLUENCE OF ONLINE SHOPPING APPLICATIONS ON THE WELFARE OF TRADERS IN THE SUNGGUMINASA TRADITIONAL MARKET AREA

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Abstract

This research investigates the impact of using online shopping applications on the welfare of traditional market traders in the Sungguminasa Traditional Market area. This study explores changes in business patterns, income, and living conditions of traditional market traders as a result of the penetration of online shopping applications. The research methods used include surveys, and interviews, to measure the extent to which online shopping applications influence their well-being. The results of this research provide valuable insight into economic and social changes in traditional markets due to continuously developing digital technology.

Keywords: *Impact of Digital Technology, Wellbeing, Shopping Applications.*

1. INTRODUCTION

The emergence of platforms such as e-commerce and other online shopping applications have changed the way consumers shop by allowing them to make purchases online without having to come directly to traditional markets. The Sungguminasa Traditional Market, which is located in an area that may experience similar influences, is the subject of this research. At this point, it is important to understand the impact of online shopping applications on the welfare of traditional market traders in the region. With the rapid growth of e-commerce and the popularity of online shopping applications among consumers, traditional market traders across the country are facing new challenges. E-commerce is a business transaction that involves the exchange of value carried out through digital technology (Piana and Fathurohman, 2019).

This research is closely related to development e-commerce and online shopping applications. According to Harmayani (2020) Along with the growth of technology, consumers are increasingly inclined to shop online via applications on their mobile devices. E-commerce is the distribution, sale, marketing, purchase of goods or services using electronic means such as computer networks, television, websites and other internet networks. The impact of digital technology on the local economy. This research is also related to theories about the impact of digital technology on the local economy. According to the KBBI, technology is a scientific method used to achieve practical goals, and is an applied science. Digitalization is the process of media from printed, audio or video form to

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Zainal Ruma, 2023

digital form (Suparyanto and Rosad 2020). The solution to the problems faced by Sungguminasa traditional market traders is by providing guidance and training in the use of technology and online marketing techniques so that they can maximize their sales in the era of the rise of online sales applications because traditional market traders have the knowledge and skills in using technology. These people will be able to compete and have a wider area or place to sell because they will sell not only offline but they will also move in this online shopping application following the development of existing digitalization technology.

The aim of this research is to investigate the impact of using online shopping applications on the welfare of traditional market traders in the Sungguminasa Traditional Market area. This research explores changes in business patterns, income and living conditions of traditional market traders as a result of the penetration of online shopping applications.

Online shopping app provide various conveniences and pleasant experiences for customers, such as ease in choosing products, comparing prices and completing payments. This causes changes in consumer behavior from offline to online. Consumer behavior like this will most likely have an impact on reducing the income of traditional market traders, which will ultimately have a negative impact on their welfare. This research examines the influence of the spread of online shopping applications on the welfare of market traders using marketing theory, consumer behavior, economic welfare and economics.

According to Seran et al, (2023) Marketing is a human activity that aims to satisfy the needs and desires of customers through the process of exchanges and parties interested in the company. Marketing theories such as consumer behavior theory and product choice theory can be used to analyze changes in consumer shopping patterns.

According to Mardianti (2019) Behavior Consumers are individual activities that are directly involved in obtaining and using goods and services, including the decision-making process and preparation for determining these activities.

According to Linawati & Yudha (2023), that the welfare contained in the meaning of cetera is a person who is prosperous, free from poverty, ignorance or worry so that his life is safe and peaceful, both physically and mentally. Economic welfare theory can be used to assess the economic impact of online shopping applications on traditional market traders. This theory explains that the economic welfare of a society can be measured by looking at certain indicators, such as income, consumption and consumer satisfaction.

Economics can be used to understand the meaning of traders' income and welfare. This science explains that income is the amount of money earned by a person or an organization within a certain period of time. Additionally, research This also uses previous literature from previous research, where there were 3 researchers who were used as references in this research.

The first research is a journal from Bathni & Darmawan (2021) entitled The Effect of Online Buying and Selling on PTraditional Market of Clothes and Bag Traders at Ciputat Market. This research aims to determine changes in the turnover of clothing and bag traders in the Ciputat traditional market area due to the influence of online buying and selling. The second research is from a journal created by Ardiansari (2021) entitled The Influence of an Online Shopping System on the Benowo Traditional Market, Surabaya. The aim of this research is to determine the influence of online sales on traditional market traders and how to respond to this through in-depth data on traditional market traders' perceptions of online traders and responses to traditional market traders. The third research is the Influence of Using Online Buying and Selling Sites on Public Interest (Harahap and Lubis 2023). The aim of this research is to identify the effect of the level of comfort and aesthetics of e-commerce sites on interest and use of these websites.

2. RESEARCH METHOD

According to Kriyantono (2020) qualitative research is research that emphasizes exploring the depth of data rather than the breadth of data. This research method uses a qualitative approach by interviewing market traders and consumers who have shopped on online applications and direct observation at the Sungguminasa Traditional Market. This research also uses the triangulation method, namely a data collection strategy that involves combining several methods and data sources. The resulting data comes from primary data through direct observation and interviews with respondents, while secondary data comes from previous research which is continuous with research. In addition, this research uses three previous literature as references. Thus, this research design combines qualitative methods, a triangulation approach and analyzing the results of previous research.

The aim of this research is to understand the influence of online shopping applications on the welfare of traditional market traders in depth, to determine the influence of online sales on traditional market traders and how they respond, and to identify the effect of the level of comfort and aesthetics of e-commerce sites on interest and usage. online shopping website.

3. RESULTS AND DISCUSSION

Traditional Market Traders' Understanding of Online Shopping Applications

Introduction to online shopping applications where the majority of traditional market traders in the Sungguminasa traditional market area already know about online shopping applications such as Shopee, Lazada, and Tokopedia. This shows that the penetration of online shopping applications is quite extensive among traders in the Sungguminasa traditional market area. To use online shopping applications, some of the traditional market traders in the Sungguminasa traditional market area have used online shopping applications, especially the Shopee application, to buy goods such as cosmetics and clothing. However, they do not sell goods purchased from the

application at traditional markets in the Sungguminasa traditional market area, but instead they only use them for personal purposes.

The Influence of Online Shopping Applications on the Welfare of Traditional Market Traders

Based on the results of interviews with traditional market traders in the Sungguminasa traditional market area, it can be concluded that online shopping applications have had a significant impact on the income of traditional market traders. The most felt negative impact is a drastic decrease in income, which is caused by several factors, such as customers tend to be attracted by attractive images as well as various promotions and discounts offered from online shopping applications and the majority of people also choose to shop on online applications. because with this application they can shop without having to spend time going to the market, especially for people who have busy jobs so they no longer have time to shop at offline markets. Consumers can order anywhere, whether at home or at the office and receive the order at home or at the office also with the help of a courier who will deliver the ordered goods according to the location sent by the consumer when ordering. Because of this, traders in the Sungguminasa traditional market area experienced a decline in turnover or income, initially the turnover or income of traders in the Sungguminasa traditional market area before the rise of online sales ranged from IDR 5,000,000 to IDR 7,000,000 per week. However, after the rise of online sales, their turnover fell to around IDR 500,000 to IDR 1,000,000 per week of course this illustrates a very drastic decline in turnover. When interviewed, market traders said their future looked bleak due to a significant decline in income while the needs of the traders' families continued to have to be met and there were several traders whose main income or income came from sales at this traditional market.

Income is the ability of every business to meet its material needs within a certain period of time. Income is measured in rupiah received from buyers or consumers. This income is the amount of cash flow that will arise from the economic benefits of the company's daily activities during that period if this cash flow will increase capital without causing losses on investment contributions (Nuryadi 2022).

Discussion

Green Training (X1) produces a calculated t value that is greater than the t table value and the significant value is smaller, which means there is a positive and significant influence on sustainable corporate performance (Y). So, hypothesis 1 is accepted. In order to achieve environmental goals, it is important for employees to be motivated to learn environmental protection skills and pay attention to environmental issues. This type of training and development is known as green training and development. In the research of Novita Dewi Purnama and Lenny C. Nawangsari (2019) it is also appropriate that GHRM practices with the assessment aspects of Green Recruitment, Green Training, Green Performance Appraisal and Compensation and Reward are in accordance with this and all four have a positive influence on Sustainable Business.

Green Recruitment (X2) has a t count that is greater than the t table, and the significant value is also smaller. This means that there is a positive and significant influence on sustainable corporate performance (Y), which means H2 can be accepted. The process of

creating a pool of candidates with the potential and talents sought by organizations, especially knowledge and abilities related to green implementation, is known as "green recruitment". Interesting information was also found in previous research, such as that conducted by Luca Marrucci, Tiberio Daddi, and Fabio Iraldo (2021) which showed that the results of Green Human Resource Management positively influenced all organizational performance.

Green Transformational Leadership (X3) is acceptable because it has a positive and significant effect on sustainable corporate performance (Y), where the calculated t is greater than the t table and the significant value is smaller. When a transformational leader embodies environmentally friendly values, his followers will follow suit. He will inspire his followers to overcome challenges by focusing more on things that improve the workplace atmosphere, considering sustainable organizational growth, and generating creative solutions to environmental problems. The findings from previous research from Yanti and Nawangsari (2019), that the results of this research show that Green Transformational Leadership has a positive and significant effect on Sustainable Corporate Performance.

The sig and f values for Green Transformational Leadership (X3), Green Recruitment (X2), and Green Training (X1) are greater than f table. Because the significant value is smaller, which means that variables X1, X2, and X3 have a positive and significant effect on Sustainable Corporate Performance (Y), then H4 is accepted.

4. CONCLUSION

Based on the results of interviews with traditional market traders in the Sungguminasa traditional market area, it can be concluded that the rise of online shopping applications has had a negative impact on the income of traditional market traders. This is caused by several factors, including:

1. Customers tend to be attracted by attractive images as well as various promotions and discounts offered from online shopping applications.
2. Most people also choose to shop on online applications because with these applications they can shop without having to spend time going to the market, especially for people who have busy jobs.

Several traders in the Sungguminasa traditional market area have tried selling online in online shopping applications, but they face obstacles in marketing due to lack of promotional training and lack of knowledge of using online shopping applications. Traditional market traders in the Sungguminasa traditional market area hope to receive guidance as well as training in the use of technology and online marketing techniques so that they can maximize their sales in the era of the rise of online sales applications.

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