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ECONOMIC SATISFACTION OF STREET VENDORS AFTER TERAS SAMARINDA DEVELOPMENT: A QUALITATIVE STUDY IN SAMARINDA CITY

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Abstract

This study aims to analyze the economic satisfaction of street vendors after the development of Teras Samarinda in Samarinda City based on indicators of sales volume, business profit, and financial goal attainment. This study employed a descriptive qualitative approach using primary data obtained through in-depth interviews with five street vendors who were selected purposively based on their experience of operating businesses both before and after the development of Teras Samarinda. Data were analyzed through data reduction, data display, and conclusion drawing techniques. To enhance data credibility, time triangulation was applied through data collection conducted at different times and days. The findings indicate that economic satisfaction has not been optimally achieved among the interviewed vendors, as reflected in declining sales volume, reduced customer numbers, and unstable daily income compared to conditions before the development. Most vendors' profits were only sufficient to cover operational expenses, causing financial goals such as savings, capital growth, and business expansion to remain largely unmet. The study concludes that economic satisfaction tended to be low among the interviewed vendors, although they continue maintaining their businesses as an adaptation strategy to survive in a changing business environment.

Keywords: *economic satisfaction; street vendors; Teras Samarinda; urban public space; informal sector*

1. INTRODUCTION

Economic development is fundamentally not only oriented toward increasing economic growth but also toward creating comprehensive social welfare through the equitable distribution of development outcomes. In the perspective of sustainable development, the success of regional development is not merely measured by high economic growth, but also by the extent to which development is able to improve community welfare and strengthen the economic capacity of business actors across various sectors, including the informal sector. (Romer, 2012) states that economic development is a process of increasing society's productive capacity that aims not only to raise output, but also to create employment opportunities, strengthen small businesses, and improve overall socioeconomic welfare. Therefore, urban economic development should be understood as a multidimensional process that integrates economic growth with equitable welfare distribution.

Within the urban economic structure, the informal sector plays an important role because it provides employment opportunities and supports community economic activities.

One of the most visible forms of the informal sector in urban areas is street vendors. (Widjajanti, 2014)) explains that street vendors contribute significantly to the urban economy by providing affordable goods and services while simultaneously serving as a source of livelihood for lower and middle income communities. This indicates that street vendors are not only part of subsistence economic activities but also part of the local economic system that supports daily community needs. In line with this, (Sukirno, 2014) emphasizes that effective economic development should expand business opportunities and strengthen the economic capacity of small scale business actors to ensure sustainable economic growth.

Despite their important contribution, street vendors are often in a vulnerable position due to limited facilities, uncertainty regarding business locations, legal issues, and urban planning policies. (Susilowati et al., 2022) explain that street vendors are part of the informal sector conducting economic activities in public spaces. however, they frequently face structural challenges because urban development policies often position them merely as objects of urban regulation rather than subjects of economic development. This condition demonstrates that the sustainability of street vendors' businesses is highly influenced by how governments manage public spaces and formulate urban planning policies. Consequently, modern urban development should not focus solely on physical spatial arrangements, but also on maintaining the economic sustainability of communities whose livelihoods depend on public economic spaces.

In the context of urban development, public space revitalization is commonly implemented to improve urban aesthetics, comfort, and competitiveness. (Carmona, 2021) states that productive public spaces should not only function as areas for social interaction and recreation but also support community economic activities. This perspective suggests that public space development should be designed inclusively by balancing urban planning interests with community economic needs. Nevertheless, in practice, the revitalization of public spaces often affects the economic ecosystem of small businesses, particularly when relocation or spatial restructuring forces business actors to adapt to new economic conditions.

This phenomenon is relevant to the development of Teras Samarinda, a waterfront public space revitalization project in Samarinda City, East Kalimantan, Indonesia, which was implemented as part of a public space revitalization program aimed at creating a more organized, modern, and multifunctional urban area. The area is designed not only as a recreational space but also as a center for community economic activities, including street vendors. Conceptually, the development of Teras Samarinda is expected to provide more appropriate, secure, and organized business spaces for vendors. However, changes in spatial arrangements and business environments may also influence vendors' economic conditions because changes in business locations are often followed by shifts in consumer behavior, sales volume, and economic opportunities. Therefore, the success of the development should not only be evaluated from physical and visual aspects, but also from its impact on the economic welfare of business actors directly affected by the policy.

To examine these impacts, the concept of economic satisfaction becomes a relevant analytical perspective. (Oliver, 1980) explains that satisfaction emerges from an individual's evaluation based on the comparison between expectations and actual outcomes. Satisfaction occurs when the outcomes obtained meet or exceed expectations, whereas dissatisfaction emerges when outcomes fall below expectations. In a business context, (Geyskens & Steenkamp, 2000) define economic satisfaction as business actors' evaluation of the economic outcomes generated from business relationships or activities. This concept emphasizes that economic satisfaction is not solely related to the amount of income earned, but also to the extent to which business outcomes fulfill financial expectations and economic objectives.

Furthermore, (Geyskens et al., 1999) explain that economic satisfaction is closely related to the achievement of expected economic goals derived from business activities. Business actors tend to evaluate business success based on the extent to which their economic activities are capable of generating outcomes aligned with their desired targets. In the context of small businesses, (Fanny et al., 2019) state that economic satisfaction can be reflected through tangible financial outcomes such as sales volume, business profits, and the ability of the business to fulfill economic needs. In addition, (Contri et al., 2024) highlight that the quality of the business environment and supporting conditions also influence economic satisfaction because business stability and sustainability are not determined solely by financial income, but also by supporting economic conditions.

Based on this perspective, economic satisfaction in this study is examined through three main indicators: sales volume, business profit, and achievement of financial goals. Sales volume reflects the ability of vendors to attract customers and maintain transaction stability. Business profit indicates the net financial benefits obtained from business activities. Meanwhile, the achievement of financial goals reflects the ability of business income to fulfill living needs and support the sustainability of vendors' economic activities. These indicators are important because they provide a clearer understanding of how street vendors evaluate their economic conditions after the development of Teras Samarinda.

Although public space revitalization and informal sector arrangements have become part of urban development policies in many regions, most evaluations of such developments primarily focus on physical, aesthetic, and social aspects. Studies examining the economic consequences of public space development for street vendors remain relatively limited, particularly those assessing vendors' economic satisfaction after relocation and spatial restructuring. In the context of the Teras Samarinda development, previous discussions have largely emphasized improvements in urban appearance, public facilities, and social functions, while the economic experiences of street vendors have received less attention. Therefore, this study addresses an important research gap by evaluating the economic satisfaction of street vendors after the development of Teras Samarinda through three specific indicators: sales volume, business profit, and financial goal attainment. The novelty of this study lies in its focus on economic satisfaction as an evaluative perspective for assessing the outcomes of public space development, rather than merely examining the physical or social impacts of urban revitalization. Understanding these economic outcomes is essential to ensure that urban development achieves a balance between modernization objectives and the economic welfare of informal sector actors.

2. RESEARCH METHOD

This study uses a descriptive qualitative approach to analyze the economic satisfaction of street vendors (PKL) after the development of Teras Samarinda in Samarinda City. A qualitative approach was chosen because this study seeks to understand in depth how street vendors interpret, assess, and evaluate their economic conditions after the development and arrangement of public space. According to (Creswell, 2007), qualitative research emphasizes a contextual understanding of social phenomena through the exploration of individual experiences in their natural environment. In line with this perspective, a descriptive approach enables the study to provide a systematic, factual, and contextual description of the economic realities experienced by street vendors following the development of Teras Samarinda.

Conceptually, street vendors in this study refer to informal sector business actors who conduct trading activities in public spaces using simple and generally non-permanent business facilities (Widjajanti, 2014). Meanwhile, economic satisfaction is defined as vendors' cognitive evaluation of the economic outcomes obtained from their business activities, particularly those related to sales volume, business profit, and financial goal attainment (Geyskens & Steenkamp, 2000). These three indicators are used to assess the extent to which post-development economic conditions are able to meet vendors' expectations and support the sustainability of their businesses.

This research was conducted in the Teras Samarinda area, specifically around the side area of the East Kalimantan Governor's Office on Jalan Gajah Mada, Samarinda City. This location was purposively selected because it represents the area most directly affected by the development and public space arrangement and serves as a center of economic activity for street vendors. The research was conducted from March to April 2026.

Informants were selected using a purposive sampling technique, which is a method of determining informants based on specific criteria relevant to the research objectives (Sugiyono, 2019). The informants consisted of street vendors who had operated their businesses both before and after the development of Teras Samarinda and had actively conducted business activities for at least one year. These criteria were applied to ensure that informants possessed sufficient experience to compare their economic conditions before and after the development of the area. A total of five informants were selected because they represented diverse types of businesses, including food, beverages, snacks, and street-food vendors, and had varying lengths of business experience ranging from several years to more than three decades. This diversity enabled the study to capture a broader range of economic experiences following the development of Teras Samarinda. Data collection was concluded with five informants because the information obtained had become repetitive and no substantially new themes emerged, indicating that sufficient information had been achieved to adequately address the research objectives.

Primary data were collected through semi-structured interviews with the selected informants. This technique was chosen because it allows researchers to use guided interview questions while still providing opportunities for informants to explain their experiences and perspectives in greater depth (Sugiyono, 2022). The interviews focused on three main dimensions of economic satisfaction, namely sales volume, business profit, and financial goal attainment. Each interview was conducted individually and lasted approximately 20–45 minutes. Prior to the interviews, the researcher explained the purpose of the study and obtained the informants' consent for participation, note-taking, and audio recording. Information obtained during the interviews was documented through field notes and audio recordings to ensure data completeness and accuracy. The recorded interviews were subsequently transcribed verbatim and organized for analysis. The transcripts were then

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coded according to the three indicators of economic satisfaction, namely sales volume, business profit, and financial goal attainment. To ensure that the interview process was systematic and aligned with the research focus, the researcher developed an interview guideline matrix based on the study indicators and sub-indicators as shown in Table 1.

Table 1. Research Interview Grid

Variable	Indicator	Sub Indicator
Economic Satisfaction	Sales Volume	Number of buyers per day, number of goods sold, level of business location crowd
	Business Profit	Amount of business profit, comparison of income and operational costs, changes in profit after development
	Financial Goal Attainment	Suitability of income with expectations, ability to meet family needs, ability to save income

Source: *Processed Primary Data (2026)*

The interview guidelines functions as an operational guide in exploring informants' perceptions regarding their economic conditions after the development of Teras Samarinda. Through this structure, interviews do not merely focus on nominal income changes, but also explore business stability, the effectiveness of the new location, and vendors' ability to achieve broader economic goals. In addition to interviews, this study also used field observation and documentation as supporting data to understand business environmental conditions, crowd levels, trading facilities, and the dynamics of economic activities in the Teras Samarinda area.

Data analysis was conducted using the interactive model of (Miles & Huberman, 1994) which includes three stages: data reduction, data display, and conclusion drawing/verification. Data reduction was carried out by selecting, simplifying, and categorizing information relevant to the research focus. Furthermore, data were presented in descriptive narrative form so that patterns, relationships, and main themes could be understood systematically. The final stage was conducted through repeated conclusion drawing and verification to ensure that the resulting interpretations truly represented the empirical conditions of street vendors.

To ensure data validity, this study used time triangulation, namely data collection at different times such as morning, afternoon, and evening, as well as on different days. This technique was used to test the consistency of information provided by informants while minimizing situational bias, considering that trading activity conditions and visitor numbers may vary depending on certain times. Thus, the use of time triangulation is expected to enhance the credibility and validity of the research findings regarding the economic satisfaction of street vendors after the development of Teras Samarinda.

3. RESULTS AND DISCUSSION

Characteristics of Research Informants

The informants in this study were street vendors who were still actively operating around the Teras Samarinda area after the development and relocation process. Informants were selected purposively by considering their experience in conducting business activities before and after the development of Teras Samarinda, enabling them to provide information regarding the economic changes they experienced. A total of five street vendors with different types of businesses participated in this study.

Table 1. Characteristics of Research Informants

Informant Code	Type of Merchandise	Length of Business Operation
PKL.01	Chicken Noodles and Meatballs	1990–Present
PKL.02	Seafood Snacks	2015–Present
PKL.03	Cold Beverages	2018–Present
PKL.04	Tek-Tek Food Stall	1999–Present
PKL.05	Sate Semeru	2003–Present

Source: Processed Primary Data (2026)

Research Findings

The findings indicate that the development of Teras Samarinda affected the economic condition of street vendors, particularly in terms of sales volume, business profits, and financial goal attainment. Most vendors experienced changes in their business conditions after the relocation process.

Table 2. Summary of Research Findings

Indicator	Main Findings
Sales Volume	The number of customers and goods sold decreased and became unstable
Business Profit	Business profits declined, and income was often only sufficient to cover operational costs
Financial Goal Attainment	Income did not meet expectations, and the ability to save money declined

Source: Processed Primary Data (2026)

Sales Volume

The findings reveal that the sales volume of street vendors decreased after the development of Teras Samarinda. This decline was reflected in the reduced number of customers and the lower quantity of goods sold compared to conditions before relocation. In addition, sales conditions became unstable and were highly influenced by factors such as weekends, public events, and weather conditions.

Most vendors stated that their previous customers had difficulty locating the new business area, which affected the number of transactions. One informant explained:

> "The number of customers is still lower than before the development and depends on the day and weather conditions." (PKL.02)

A similar experience was reported by a beverage vendor who stated:

> *"After relocating here, the area was initially very quiet, and many previous customers did not know where we had moved. Although customers have gradually started coming, it is still not as crowded as before, especially on ordinary weekdays."* (PKL.03)

Likewise, a food vendor explained:

> *"Compared to the previous location, the number of customers has clearly decreased. Previously, there were regular customers every day, but now customer visits are much more uncertain, especially on weekdays."* (PKL.04)

The decline in sales volume was also reflected in the number of goods sold. As explained by another informant:

> *"I no longer bring as much stock as before because sales are uncertain. I only prepare more products during weekends or when there are events around Teras Samarin*da." (PKL.05)

Furthermore, the crowded atmosphere around Teras Samarinda has not fully contributed to increased sales. Although the area appears crowded with visitors, not all visitors make purchases. As stated by PKL.03:

> *"Many people simply walk around or pass by. Even though the area looks crowded, it does not necessarily mean that they buy our products."* (PKL.03)

These findings indicate that the decline in sales volume was experienced across different types of businesses, including beverages, prepared foods, and street food vendors.

3.2.2 Business Profit

The findings show that the business profits of street vendors after the development of Teras Samarinda tended to decline and become unstable. This condition was influenced by the decreasing number of customers, changes in business location, and differences in the business environment compared to conditions before the development.
One informant stated:

> *"Income is currently uncertain, and sometimes it is only enough to cover business capital and daily needs."* (PKL.04)

Similarly, a beverage vendor explained:

> *"Profits have decreased compared to before. In the past, income was more stable and there was usually money left to save. Now, earnings fluctuate and cannot be relied upon in the same way."* (PKL.03)

Another vendor also noted:

> *"Current income is not as high as before. There was an increase when Teras Samarinda first opened, but over time sales became quieter and profits declined."* (PKL.05)

The imbalance between revenue and operational costs further affected profitability. As stated by PKL.03:

> *"When business is slow, expenses feel much higher because we have already spent money on supplies but only a few customers come."* (PKL.03)

Likewise, PKL.05 explained:

> *"There were times when sales were very low and the income earned was not sufficient to cover all business expenses."* (PKL.05)

These findings suggest that business profits became increasingly uncertain due to customer fluctuations, weather conditions, and the adaptation process required after relocation.

3.2.3 Financial Goal Attainment

The findings indicate that the financial goals of street vendors after the development of Teras Samarinda have not been optimally achieved. Most vendors initially expected better economic conditions after relocation because the area was considered to have strong economic potential due to its high visitor traffic. However, the actual condition showed that their income remained unstable and did not fully meet their expectations.

One informant stated:

> *"It is now more difficult to save money because income is not as stable as before."* (PKL.01)

A similar view was expressed by PKL.03:

> *"Initially, I expected the business to improve because Teras Samarinda attracts many visitors. However, we had to start from zero again and find new customers, so the results have not matched our expectations."* (PKL.03)

Another informant also explained:

> *"We hoped that being close to Teras Samarinda would bring more customers, but the income earned is still below what we expected when we first relocated."* (PKL.04)

Although most vendors were still able to meet their basic household needs, they had to manage their finances more carefully than before. As explained by PKL.03:

> *"Daily needs can still be met, but expenses must be managed much more carefully than before."* (PKL.03)

The ability to save money or expand businesses was also limited. One informant stated:

> "It is difficult to set aside money now. If there is any remaining income, it is usually only a small amount." (PKL.04)

Similarly, another vendor noted:

> *"I am grateful if the income is enough for daily meals. Saving money depends entirely on whether there is any income left after covering expenses."* (PKL.05)

These findings indicate that most vendors remain focused on maintaining business continuity and fulfilling daily needs rather than achieving broader financial goals such as savings accumulation or business expansion.

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DISCUSSION

1. Sales Volume and Economic Satisfaction

The decline in sales volume indicates that the development of Teras Samarinda has not fully provided positive economic impacts for street vendors. The decreasing number of customers and unstable sales conditions reflect a gap between the vendors' expectations and the actual economic conditions experienced after the business relocation.

This finding is consistent with the concept of economic satisfaction proposed by Inge Geyskens, which explains that sales volume is one of the important indicators in assessing business actors' economic satisfaction. Lower sales performance tends to reduce the level of economic satisfaction experienced by vendors.

In addition, this finding is also in line with the Expectation Disconfirmation Theory introduced by Richard L. Oliver, which explains that dissatisfaction occurs when actual outcomes are lower than initial expectations. In this study, vendors expected that the new location would increase sales because the area appeared crowded with visitors. However, the actual condition showed that transaction growth had not occurred optimally.

The findings suggest that a crowded public space does not automatically generate higher purchasing activity for street vendors. Several factors may explain this condition. First, many vendors reported that their previous customers had difficulty locating the new business area after relocation, resulting in a temporary loss of established customer networks. Second, the visibility and accessibility of some vendor stalls remain limited because visitors tend to concentrate their activities within the main recreational area of Teras Samarinda. Third, many visitors come primarily for leisure, sightseeing, exercise, or social interaction, meaning that not all visitors have the intention to make purchases. In addition, weather conditions were reported to influence both visitor attendance and purchasing behavior, particularly because most vendors operate in open spaces. These conditions indicate that high visitor traffic alone is not sufficient to increase sales volume without being accompanied by effective customer access, visibility, and purchasing opportunities.

Therefore, the revitalization of the Teras Samarinda area has not yet fully improved the sales volume of street vendors in a sustainable manner.

2. Business Profit and Economic Satisfaction

The decline in business profit indicates that the economic condition of vendors after the development remains unstable. Income uncertainty has forced vendors to manage both business finances and household expenses more carefully.

According to Inge Geyskens, business profit represents one of the economic outcomes that influence the level of business actors' satisfaction. When profits become unstable, economic satisfaction also tends to decrease.

The findings of this study reveal that business relocation has not been able to provide better economic benefits compared to the previous location. Although the new area appears more organized and crowded, these conditions have not succeeded in creating stable income for street vendors. The findings also indicate that a crowded environment does not necessarily lead to higher business profits. Based on the interviews, several vendors explained that many of their previous customers had difficulty finding the new business location after relocation, requiring them to rebuild their customer base from the beginning. In addition, although the Teras Samarinda area attracts many visitors, not all visitors make purchases because many come primarily for recreation, sightseeing, or other leisure activities. As a result, the increase in visitor numbers has not been followed by a proportional increase in revenue. Several informants stated that their earnings were often only sufficient to cover business capital, operational expenses, and daily household needs. Consequently, profits became more uncertain and difficult to predict compared to conditions before the development of Teras Samarinda.

In addition, weather conditions and the number of customers were identified as important factors affecting vendors' profits. Dependence on certain conditions has caused vendors' income to become fluctuating and difficult to predict. Most vendors operate in open areas, making their businesses highly vulnerable to weather changes. During rainy periods or on days with fewer visitors, sales transactions tended to decrease, which directly reduced business profits. This condition indicates that the sustainability of vendors' profits remains highly dependent on external factors beyond their control.

3. Financial Goal Attainment and Economic Satisfaction

The low level of financial goal attainment indicates that the economic outcomes obtained by vendors have not been able to optimally fulfill their expectations. Most of the income earned is only sufficient to meet basic needs and maintain business operations. The findings further suggest that the relatively crowded environment around Teras Samarinda has not automatically enabled vendors to achieve their financial goals. Based on the interviews, many vendors expected that relocation to an area with high visitor traffic would improve their income and provide greater opportunities for savings, capital accumulation, and business expansion. However, many previous customers were lost during the relocation process, while not all visitors to Teras Samarinda made purchases because many came primarily for recreational activities. As a result, the increase in visitor numbers was not consistently followed by increased sales and income. The unstable earnings experienced by vendors limited their ability to allocate funds beyond daily household needs and business capital.

This condition shows that vendors are still experiencing survival economic satisfaction, a condition in which the business can continue operating but has not yet provided full economic satisfaction. The ability of vendors to save money and expand their businesses has also declined after the relocation process. Most informants reported that any available income was prioritized for operational expenses and family needs, while savings and business development became secondary priorities due to uncertain daily earnings.

This finding is consistent with the theory proposed by Richard L. Oliver, which explains that dissatisfaction emerges because of the discrepancy between expectations and actual conditions experienced by business actors. In this study, vendors expected that the new location would improve income and economic welfare; however, the actual conditions remained below those expectations. Weather conditions and fluctuations in customer numbers further contributed to income instability, making it more difficult for vendors to achieve their desired financial outcomes.

Overall, the findings indicate that the development of Teras Samarinda has not fully generated economic satisfaction for street vendors. The decline in sales volume, unstable business profits, and the inability to achieve financial goals were identified as the main factors influencing the vendors' economic conditions after the relocation process.

4. CONCLUSION

This study shows that the level of economic satisfaction among street vendors after the development of Teras Samarinda has not been optimally achieved. This condition is reflected in the decline in sales volume, the unstable number of customers, and business profits that tend to decrease compared to the period before relocation.

The income earned by most vendors is only sufficient to cover operational expenses and daily necessities, resulting in limited achievement of financial goals such as saving money and business development. These findings indicate a discrepancy between the vendors' initial expectations of the new location and the economic conditions they experienced after the development of the area.

Nevertheless, most vendors continue to maintain their businesses as a form of adaptation and an effort to sustain their family's economic survival. Therefore, future public area development is expected not only to focus on aesthetics and urban spatial arrangement, but also to consider the economic sustainability of informal sector businesses, particularly street vendors.

This study has several limitations. First, the number of informants was relatively limited, involving only five street vendors. Second, the study focused solely on the Teras Samarinda area, which may limit the generalizability of the findings to other locations with different socio-economic and environmental characteristics. Third, the findings were primarily based on the perceptions and experiences of the interviewed vendors, which may not fully capture the broader economic conditions of all street vendors affected by the development.

Therefore, future studies are recommended to involve a larger number of informants and cover broader research locations to obtain more comprehensive findings. In addition, the use of mixed methods approaches combining qualitative and quantitative data may provide a deeper understanding of the economic impacts of public space development on street vendors and strengthen the validity of the research findings.

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