JOURNAL OF SOCIAL STUDIES EDUCATION AND HUMANITIES RESEARCH

Research • Education • Humanities • Sustainable Development

ISSN 3063-3311 (E)

Vol. 2 • No. 2 • 2025. Pp. 173 - 183

journal.iai-alfatimah.ac.id/index.php/jossehr

RESEARCH ARTICLE | Article ID: 282

Differences in the Characteristics and Business Performance of Street Vendors across Six Locations in the Malik Ibrahim Asmoro Qondi Religious Tourism Area, Tuban

[Perbedaan Karakteristik dan Kinerja Usaha Pedagang Kaki Lima pada Enam Lokasi di Kawasan Wisata Religi Malik Ibrahim Asmoro Qondi, Tuban]

Al-Fatih Maulana *[1], Armatai Hidayati[2], Ahmad Faizulloh[3]

[1] Universitas Pembangunan Nasional "Veteran" Jawa Timur, Indonesia, ,[2] Institut Agama Islam Al-Fatimah Bojonegoro, Indonesia

Corresponding author: alfatihmaulana46@gmail.com

RECEIVED	REVISED	ACCEPTED
[17 May 2025]	[21 August 2025]	[08 December 2025]

INDONESIAN ABSTRACT

Studi ini meneliti perbedaan karakteristik dan kinerja bisnis pedagang kaki lima di enam lokasi di kawasan wisata religi Malik Ibrahim Asmoro Qondi, Tuban. Desain survei kuantitatif digunakan. Dari populasi 260 pedagang, 155 responden dipilih melalui pengambilan sampel acak proporsional. Data dikumpulkan melalui wawancara, observasi, dan dokumentasi, kemudian dianalisis menggunakan statistik deskriptif dan ANOVA satu arah. Hasil menunjukkan bahwa pedagang berbeda dalam hal jenis kelamin, tingkat pendidikan, jenis barang dagangan, fasilitas perdagangan, sumber barang, durasi bisnis, jam kerja, preferensi lokasi, modal, omset, dan keuntungan. Pedagang yang beroperasi di sebelah timur terminal mencatat rata-rata omset dan keuntungan harian tertinggi, sedangkan mereka yang berada di sepanjang jalan masuk menuju makam mencatat yang terendah. Omset berbeda secara signifikan di keenam lokasi, sementara pola keuntungan juga bervariasi secara deskriptif. Produk terlaris berbeda menurut lokasi, termasuk makanan nasi, makanan dan minuman instan, buah-buahan, aksesoris, makanan ringan, dan suvenir lokal. Temuan ini menegaskan bahwa lokasi spasial, pergerakan pengunjung, persaingan, dan kesesuaian produk membentuk kinerja bisnis informal di kawasan wisata religi secara lebih luas.

Keywords: *Karakteristik dan Kinerja Bisnis, Pedagang Kaki Lima, Malik Ibrahim Asmoro Qondi*

ENGLISH ABSTRACT

This study examined differences in the characteristics and business performance of street vendors across six locations in the Malik Ibrahim Asmoro Qondi religious tourism area, Tuban. A quantitative survey design was employed. From a population of 260 vendors, 155 respondents were selected through proportional random sampling. Data were collected through interviews, observation, and documentation, then analyzed using descriptive statistics and one-way ANOVA. The results showed that vendors differed in gender, educational level, merchandise type, trading facilities, source of goods, business duration, working hours, location preferences, capital, turnover, and profit. Vendors operating east of the terminal recorded the highest average daily turnover and profit, whereas those along the entrance road to the tomb recorded the lowest. Turnover differed significantly across the six locations, while profit patterns also varied descriptively. Best-selling products differed by location, including rice meals, instant food and beverages, fruit, accessories, snacks, and local souvenirs. These findings confirm that spatial location, visitor movement, competition, and product suitability shape the performance of informal businesses in religious tourism areas more broadly.

Keywords: *Characteristics and Business Performance, Street Vendors, Malik Ibrahim Asmoro Qondi*

INTRODUCTION

Economic development is generally expected to generate employment, stimulate business activity, and improve community welfare (Trinajstić, et al., 2022). However, development does not always produce equally distributed benefits. In many developing regions, population growth and the expansion of the working-age population are not consistently accompanied by sufficient formal employment opportunities. Consequently, unemployment, underemployment, and economic vulnerability remain persistent challenges. Individuals who are unable to enter the formal labor market often seek alternative sources of income through small-scale and informal economic activities. The informal sector therefore becomes an important mechanism through which communities respond to limited employment opportunities and maintain household livelihoods. The original article emphasizes that the growth of the productive-age population, combined with the limited availability of formal employment, has contributed to the expansion of informal economic activities in both rural and urban areas.

The informal sector plays a significant role in absorbing workers who have limited access to formal employment (Amaral & Quintin, 2006). It is generally characterized by relatively small-scale operations, limited capital, simple technology, flexible working arrangements, and low barriers to entry. Although informal workers often face uncertain income, limited social protection, and restricted access to financial services, their activities make an important contribution to employment creation and local economic circulation. The informal sector should therefore not be viewed merely as a consequence of unemployment, but also as a complementary component of the broader economic system. It provides opportunities for individuals who may lack the education, professional qualifications, capital, or social networks required to participate in formal employment. As discussed in the article, the inability of the formal sector to absorb the available labor force has encouraged many workers to enter informal economic activities as an alternative means of earning income.

Street vending is one of the most visible forms of informal economic activity (Martínez, & Shor, 2022). T. Street vendors provide affordable food, beverages, clothing, souvenirs, household products, and other goods that meet the immediate needs of residents and visitors. Their businesses are commonly located in public spaces with high pedestrian or vehicle movement, such as roadsides, terminals, markets, religious sites, transportation nodes, and tourism destinations. Street vendors frequently choose these locations because accessibility, visitor flows, and proximity to consumers directly influence sales opportunities. However, because formal commercial spaces are often unavailable or unaffordable, vendors may occupy sidewalks, roadsides, public squares, parking areas, and other shared spaces. The article identifies street vending as a supporting activity that emerges in response to economic opportunities created by the concentration and movement of people.

Tourism destinations provide particularly favorable conditions for the growth of street vending (Chatibura, 2021). The continuous arrival of visitors creates demand for meals, snacks, beverages, souvenirs, religious products, clothing, transportation services, and other goods. In religious tourism areas, commercial activities develop not only around the main attraction but also along the routes used by pilgrims. Transportation terminals, entrance gates, pedestrian corridors, places of worship, and resting areas can become distinct commercial zones. Nevertheless, vendors operating in different parts of the same tourism destination may experience different business conditions. Variations in visitor concentration, accessibility, visibility, available space, environmental comfort, competition, and the dominant activities of tourists may shape the characteristics and performance of street-vending businesses.

The Malik Ibrahim Asmoro Qondi religious tourism area in Gesikharjo Village, Palang District, Tuban Regency, illustrates this relationship between tourism development and informal economic growth. The destination is located near the main Gresik road and attracts visitors from Tuban and other regions. Its strategic location and religious significance have resulted in a relatively high level of visitor activity. According to the article, the increasing number of tourists, including those arriving by bus, created pressure on the available parking facilities. In response, a tourism bus terminal was constructed approximately 300 meters from the tomb complex. The development of the terminal was accompanied by supporting facilities, including accommodation, worship facilities, and resting areas. These changes subsequently encouraged the expansion of informal trading activities around the tourism area.

The emergence of the bus terminal also altered the spatial movement of visitors. Pilgrims arriving by bus had to travel from the terminal to the tomb complex, creating commercial opportunities along the route. Street *vendors began to occupy several locations that were passed by visitors or used as waiting and resting areas. The vendors were distributed across six principal business locations: near Jalan Raya Gresik, inside the bus terminal, along the road east of the terminal, along the village road, along the entrance-gate road leading to the tomb, and in the courtyard of the main mosque. The distribution of vendors across these locations transformed parts of the village road and surrounding public spaces into tourism-related commercial corridors.*

Although the vendors operate within the same religious tourism area, each location has different physical and functional characteristics. The area near Jalan Raya Gresik benefits from direct access to a major transportation route. The terminal accommodates visitors immediately after they arrive or before they depart. The road east of the terminal may function as a place where visitors eat and rest. The village road passes through residential areas and provides opportunities for selling clothing, accessories, and souvenirs. The entrance-gate road is a pedestrian corridor used by pilgrims traveling toward the tomb complex, while the main mosque courtyard accommodates visitors who rest after praying or completing their pilgrimage. These spatial differences are likely to influence the number and type of consumers, the commodities offered, the trading facilities used, working hours, capital requirements, turnover, and profits.

Business location is therefore not merely a physical setting; it is a factor that can shape vendors' economic opportunities and business strategies (Audretsch, 2015). Vendors in highly visible and accessible locations may benefit from larger customer flows, but they may also face stronger competition. Vendors located in narrow or crowded corridors may encounter many visitors but have limited space for displaying goods. Similarly, the type of visitor activity occurring in a location may determine which products are most attractive. Visitors resting near a terminal may prefer meals and beverages, whereas pilgrims walking toward a religious site may be more interested in snacks, regional food products, souvenirs, or religious items. The article argues that differences in business location can influence vendors' patterns of activity and business performance, thereby producing variations in vendor characteristics across the six trading areas.

Understanding these differences is important for both academic and practical reasons. From an academic perspective, examining street vendors by location can provide insight into the relationship between spatial conditions, tourism activity, vendor characteristics, and business performance. From a practical perspective, evidence regarding vendor distribution, turnover, profit, and product demand can support tourism-area management. Such information may help managers determine appropriate trading zones, reduce congestion, improve visitor comfort, strengthen vendor livelihoods, and encourage a more balanced distribution of economic opportunities. It may also assist vendors in selecting suitable products and adapting their businesses to the characteristics of each location.

Against this background, the present study examines differences in the characteristics and business performance of street vendors operating across six locations in the Malik Ibrahim Asmoro Qondi religious tourism area. Specifically, the study aims to: first, identify and compare the demographic and business characteristics of street vendors in the six locations; second, determine whether vendors' average turnover differs significantly according to business location; third, examine differences in vendor profits across the six locations; and fourth, identify the types of merchandise that are most frequently sold or most highly demanded in each location. These objectives provide a basis for understanding how the spatial organization of a religious tourism destination influences informal business activities and the economic outcomes experienced by street vendors.

LITERETURE REVIEW

The Informal Sector and Livelihood Sustainability

The informal sector is a major component of employment in developing economies, particularly in areas where formal labor markets cannot absorb the growing working-age population (Ofreneo, 2013). Limited employment opportunities, low educational attainment, restricted access to professional training, and insufficient capital frequently encourage individuals to establish small-scale businesses outside formal regulatory and organizational structures (Nunn et al., 2007). Informal employment therefore serves not only as a response to unemployment but also as an adaptive livelihood strategy for households facing economic uncertainty. The article refers to Manning and Effendi, who characterize informal workers as a heterogeneous group that commonly includes people with relatively low educational attainment, migrants, older workers, and married individuals responsible for supporting their families.

Informal economic activities should not be interpreted solely as evidence of labor-market failure (Oviedo et al., 2010). They also contribute to employment creation, household income, local consumption, and the circulation of goods and services. Rachbini views the informal sector as complementary to the formal economy because it absorbs workers and creates economic output through relatively accessible forms of enterprise. Its low barriers to entry allow individuals with limited financial resources, qualifications, and technical skills to participate in income-generating activities. Nevertheless, informal workers commonly operate without stable income, formal contracts, adequate social protection, or secure access to business financing. Their economic sustainability consequently depends on their ability to adapt to local demand, identify strategic locations, control operating costs, and maintain relationships with consumers and suppliers.

Street Vendors as Informal Economic Actors

Street vending is among the most visible forms of informal economic activity (Recchi,2021). Street vendors provide food, beverages, clothing, accessories, souvenirs, and other goods required by residents, commuters, and tourists (Bhowmik & Saha, 2012). Their businesses are generally small in scale and operated using stalls, kiosks, carts, temporary structures, or open displays. Compared with formal retail businesses, street vending requires relatively limited capital and offers greater flexibility in working hours, product selection, and business location. These characteristics make it accessible to individuals who have difficulty entering the formal labor market.

Street vendors commonly occupy roadsides, sidewalks, terminals, markets, tourism destinations, religious sites, and other public spaces where pedestrian and vehicle movements are concentrated (Deore & Lathia, 2019). Their selection of business locations is closely connected to the availability of potential customers. However, the occupation of public space also reflects the limited availability and affordability of formal commercial facilities. The manuscript explains that street vendors tend to operate in public and tourism-related spaces because such locations provide direct access to consumers, although this may produce challenges related to congestion, spatial order, environmental quality, and competition.

Street vending therefore has both economic and spatial dimensions. Economically, it provides livelihoods and supports local consumption (Dovey & Recio, 2024). Spatially, it transforms public areas into commercial environments shaped by the interaction between vendors, consumers, transportation systems, and surrounding activities. Street vendors are not distributed randomly. They tend to concentrate near locations that offer high visibility, accessibility, and consumer movement. However, a large number of visitors does not necessarily guarantee strong business performance. High-density locations may also produce intense competition, restricted display space, environmental discomfort, and product similarity, all of which may reduce the sales received by individual vendors.

Business Location and Spatial Differentiation

Business location represents a critical resource for street vendors because it shapes access to consumers, exposure to visitor flows, and opportunities to sell particular products (Peimani & Kamalipour, 2025). The physical and functional characteristics of a location may influence the number of customers, the duration of consumer presence, the merchandise demanded, and the intensity of competition. Vendors operating near transportation facilities, for example, may serve passengers and drivers who require meals, beverages, and practical goods. Vendors located along pedestrian corridors may offer snacks, souvenirs, clothing, or accessories that can be purchased while visitors move between attractions.

The manuscript draws on McGee and Yeung, who argue that the merchandise offered by street vendors is strongly influenced by activities occurring around their places of business. This perspective suggests that product selection is not simply an individual business decision. It is also a spatial response to consumer behavior and the function of the surrounding environment. A suitable match between product and location may increase turnover, whereas an unsuitable product mix may limit sales even in areas with substantial visitor movement.

Location can also affect business capital and operating costs. Vendors selling prepared food may require equipment, ingredients, water, and storage facilities, while those selling clothing, souvenirs, or accessories may require larger inventories and higher initial capital. The source of merchandise is equally important. Goods obtained locally may reduce transportation and procurement costs, while goods purchased from distant *suppliers may reduce profit margins. Consequently, the effect of location on business performance is mediated by product type, operating expenses, vendor density, consumer demand, and supply arrangements.*

Street Vending in Religious Tourism Areas

Tourism destinations provide favorable conditions for informal trading because visitors create continuous demand for food, beverages, transportation services, souvenirs, clothing, and locally produced goods (Gladstone, 2005). Religious tourism areas possess particularly distinctive commercial characteristics (Olsen, 2003). Pilgrims may travel in groups, use buses or other forms of collective transportation, follow predetermined routes, spend time at places of worship, and purchase food or souvenirs before returning home. These activities create several commercial nodes, including terminals, parking areas, entrance gates, pedestrian routes, resting places, and worship facilities.

The concentration of pilgrims can generate employment and income opportunities for communities living around religious destinations (Vijayanand, 2012). Local residents may establish small businesses to respond to visitor needs, thereby converting religious tourism into a source of household livelihood (Ghimire et al., 2022). Nevertheless, economic opportunities may not be distributed equally across the destination. Vendors located near arrival points and resting areas may encounter different customer behavior from those situated along narrow pedestrian routes or near the main religious attraction. Accessibility, visibility, visitor stopping time, environmental comfort, and the purpose of visitor activity can therefore produce substantial variations in turnover and profit.

The manuscript emphasizes that terminals, entrance routes, places of worship, and resting areas can develop into distinct commercial zones. Vendors operating within the same religious tourism destination may experience unequal opportunities because visitor movement, competition, product suitability, and spatial accessibility vary from one location to another. This spatial differentiation is particularly relevant to the Malik Ibrahim Asmoro Qondi religious tourism area, where vendors are distributed among six functionally different locations.

Vendor Characteristics and Business Strategies

The performance of street-vending businesses is also related to vendor characteristics (Yesmin & Calzada Olvera, 2025). Gender, age, education, marital status, employment status, experience, and household responsibilities may influence business decisions. Individuals with limited education may rely on informal trading because their access to formal employment is restricted. Married vendors may treat trading as a primary occupation because they must meet household expenses, while other vendors may operate businesses only as an additional source of income.

Gender may influence the type and location of informal economic participation. Women may prefer locations near their homes because such arrangements allow them to combine trading with domestic responsibilities (Fåhraeus, 2024). They may also enter street vending after previously working in seasonal or home-based occupations. Men may be more strongly represented in locations requiring mobility, longer working hours, physical preparation, or larger-scale trading operations. These patterns should not be treated as universal, but they demonstrate that street vending is shaped by interactions between household roles, economic necessity, and available spatial opportunities.

Business strategies also vary according to experience, capital, working hours, and motivation. Some vendors select locations because they are strategically positioned and crowded, whereas others choose places near their residences or spaces formally allocated by tourism managers. Vendors may finance their businesses through personal savings, family assistance, or informal loans. Such differences affect their capacity to purchase inventory, diversify merchandise, improve trading facilities, and respond to fluctuations in visitor demand.

Business Performance: Turnover, Profit, and Product Suitability

Turnover and profit are central indicators of street-vendor performance, but they represent different aspects of economic success (Roever, 2014). Turnover reflects the total value of sales, whereas profit represents the remaining income after deducting operating costs. A vendor may record high turnover without achieving high profit when procurement, transportation, storage, or labor costs are substantial. Conversely, a vendor selling goods with lower input costs may achieve a comparatively strong profit margin despite moderate turnover.

Street-vendor performance may fluctuate between regular days and special periods, such as weekends, holidays, religious celebrations, and pilgrimage seasons (Amper, 2023). Increased visitor numbers generally expand the potential market, but the scale of economic benefit depends on product availability, vendor capacity, visitor purchasing behavior, and competitive intensity. Product suitability is particularly important. Food and beverages may perform well at arrival and resting points, while souvenirs and regional products may be more attractive along routes used by pilgrims before leaving the destination.

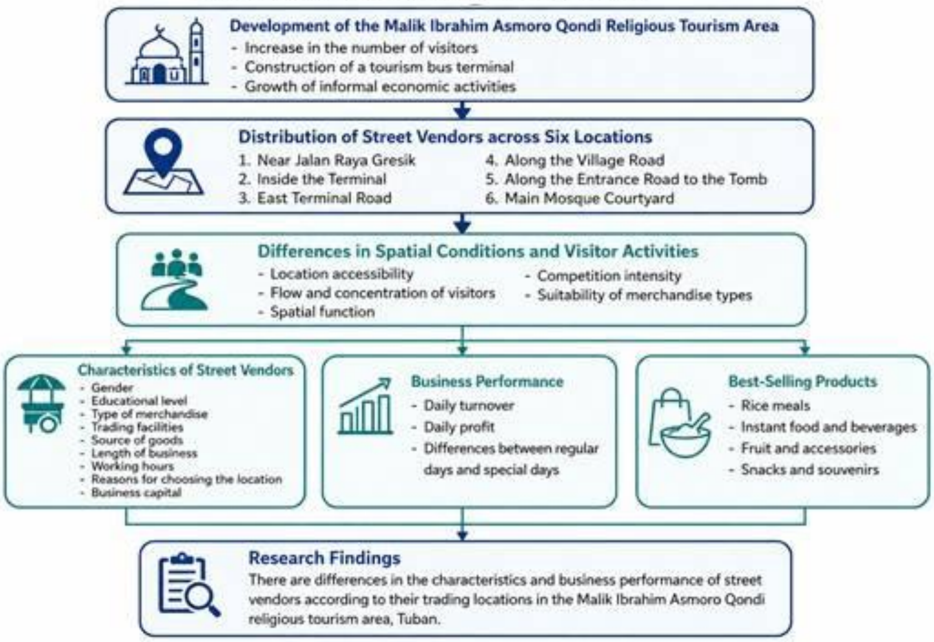
The article's findings indicate that spatial function, product suitability, competition, procurement costs, and visitor behavior jointly shape turnover and profit. Locations associated with arrival, dining, and rest generated stronger business outcomes than densely occupied corridors where many vendors offered homogeneous merchandise. This relationship demonstrates that the number of visitors alone is insufficient to explain business performance. The interaction between location and business strategy must also be considered.

Research Gap and Conceptual Position

Previous discussions of the informal sector frequently emphasize employment absorption, low barriers to entry, and the socioeconomic characteristics of informal workers. Studies of street vending also recognize the importance of public space and surrounding activities. However, treating vendors within a tourism destination as a single homogeneous group may conceal important internal variations. Vendors operating only a few hundred meters apart can experience different visitor flows, competitive pressures, operating costs, and product demand because each location performs a different tourism function.

The present study addresses this issue by comparing street vendors across six locations within the same religious tourism area. It examines demographic and business characteristics, turnover, profit, and best-selling merchandise in relation to spatial location. The study is conceptually based on the proposition that business location influences performance through accessibility, visitor movement, spatial function, competition, product–location suitability, and operating costs. This approach provides a more detailed understanding of how religious tourism creates differentiated livelihood opportunities and offers practical evidence for vendor management, spatial planning, product diversification, and the equitable distribution of tourism-related economic benefits.

Figure 1. *Research Conseptual framework*



Source: *Developed from the research framework*

RESEARCH METHODOLOGY

This study employed a quantitative survey design to examine differences in the characteristics and business performance of street vendors across six trading locations in the Malik Ibrahim Asmoro Qondi religious tourism area, Gesikharjo Village, Palang District, Tuban Regency. The sites comprised the area near Jalan Raya Gresik, the bus terminal, the road east of the terminal, the village road, the entrance road to the tomb, and the courtyard *of the main mosque. The population consisted of all 370 street vendors operating across the six locations. The sample size was determined using the Morgan formula, resulting in 135 respondents. Respondents were selected through proportional random sampling to ensure that participation from each location reflected the distribution of vendors in the population. The sampling process also considered variations in the types of merchandise sold at each site. Data were collected through interviews, observation, and documentation. The interviews gathered information on vendors' demographic and business characteristics, including sex, education, employment status, merchandise type, trading facilities, source of goods, length of business operation, working hours, business capital, daily turnover, and profit. Observation and documentation were used to verify the trading locations, business facilities, and merchandise categories.Data analysis was conducted in two stages. First, descriptive quantitative analysis was used to summarize and compare vendor characteristics and identify the best-selling merchandise at each location. Second, one-way analysis of variance was performed using SPSS to determine whether average turnover and profit differed significantly across the six trading locations. Business location served as the grouping variable in the comparative analysis.*

RESULTS AND DISCUSSION

Characteristics of Street Vendors across the Six Locations

The findings demonstrate that street vendors in the Malik Ibrahim Asmoro Qondi religious tourism area shared *several general characteristics but differed substantially in their demographic profiles and business practices. Most vendors across the six locations were of productive age, indicating that street vending constituted an important employment option for economically active residents. The accessibility of informal trading, which requires fewer formal qualifications than employment in the formal sector, enabled local residents to create their own sources of income. In addition, most respondents were married and depended on street vending as their primary occupation. Only a small proportion operated their businesses as a secondary job. This finding strengthens the research results of Truong (2018) which shows that selling on the streets is not only a temporary economic activity, but also a primary livelihood strategy to support household needs.*

Gender composition varied according to trading location. Vendors operating near Jalan Raya Gresik and along the village road were predominantly male, whereas those located inside the terminal, along the road east of the terminal, along the entrance road to the tomb, and in the courtyard of the main mosque were predominantly female. The relatively high participation of women was associated with the transition of local housewives and seasonal batik workers into informal trading activities. Street vending allowed them to contribute to household income while operating relatively close to their homes. Almost the same as the findings of Visiana's research (2025), these results highlight the important role of informal employment related to tourism in expanding women's participation in the local economy..

Educational attainment also differed among locations Roscigno (2006). Vendors inside the terminal, along the road east of the terminal, along the entrance road to the tomb, and in the mosque courtyard generally had lower educational levels, with most having completed only primary or junior secondary school. By contrast, vendors near Jalan Raya Gresik and along the village road generally had secondary-school education. Limited educational qualifications reduced their opportunities to enter formal employment and encouraged them to establish informal businesses. Thus, street vending functioned as an accessible employment alternative for individuals whose education and skills did not meet the requirements of the formal labor market.

The type of merchandise sold was strongly associated with the activities occurring around each business location (Sevtsuk, 2014). Food-related products, including rice meals, instant food and beverages, snacks, and regional souvenirs, dominated the locations near Jalan Raya Gresik, inside the terminal, along the road east of the terminal, along the entrance route to the tomb, and in the mosque courtyard. In contrast, vendors along the village road were more likely to sell non-food products such as clothing, batik, accessories, and souvenirs. This pattern supports the view that street vendors adjust their products to the needs and movements of consumers within their immediate surroundings. According to Zakariya (2024), locations used for arrival, departure, and rest generated demand for food and drinks, while pedestrian shopping corridors created greater opportunities for non-food commodities.

Trading facilities also reflected the characteristics of each location (Dube & Gumbo, 2025). Vendors near Jalan Raya Gresik and along the road east of the terminal mainly operated from small food stalls, while kiosks *were commonly used inside the terminal, along the village road, and along the entrance road to the tomb. Vendors in the mosque courtyard mostly used carts. These variations indicate that the physical conditions, permanence, and function of each site influenced the form of trading facility selected. Furthermore, most goods sold in five locations were obtained from other districts or cities, including Surabaya, Sidoarjo, Kudus, and Lamongan. Vendors along the road east of the terminal, however, mainly sourced their goods locally, which may have reduced transportation and procurement costs.*

Differences were also found in business duration, working hours, motivations, location choice, and capital. Vendors near Jalan Raya Gresik, inside the terminal, and along the road east of the terminal had generally entered the business after the construction of the tourism bus terminal. In contrast, vendors along the village road, the entrance road to the tomb, and the mosque courtyard had operated for longer periods, including when the tourism area attracted fewer visitors. Vendors near Jalan Raya Gresik, inside the terminal, along the village road, and in the mosque courtyard tended to work longer hours than those along the road east of the terminal and the entrance road.

Economic motivation also varied. Vendors near Jalan Raya Gresik, along the road east of the terminal, and along the village road entered street vending because they expected relatively high profits. Vendors inside the terminal, along the entrance road, and in the mosque courtyard considered street vending an accessible occupation with limited requirements. Strategic location and visitor density were the primary reasons for selecting sites near the main road, inside the terminal, and east of the terminal. Proximity to home was more important for vendors along the village road and in the mosque courtyard. Most businesses were financed through personal savings and operated with relatively limited capital. However, vendors along the village road required larger capital because they predominantly sold clothing, accessories, souvenirs, and other non-food products.

Differences in Turnover across Trading Locations

Substantial differences were found in average daily turnover. Turnover increased at all locations during holidays and other special days, reflecting the larger number of pilgrims and visitors. Table 2 presents the reported turnover and the percentage increase from regular to special days.

Table 1. *Average Daily Turnover by Trading Location*

No.	Trading location	Regular days (IDR)	Special days (IDR)	Absolute increase (IDR)	Increase
1	Near Jalan Raya Gresik	320,000	1,040,000	720,000	225.00%
2	Inside the terminal	247,730	943,180	695,450	280.73%
3	East of the terminal	500,000	1,250,000	750,000	150.00%
4	Along the village road	201,760	770,590	568,830	281.93%
5	Entrance road to the tomb	131,840	656,140	524,300	397.68%
6	Main mosque courtyard	193,330	900,000	706,670	365.53%

Source: Original study, 2025.

The highest turnover was recorded east of the terminal, reaching IDR 500,000 on regular days and IDR 1,250,000 on special days. This location functioned as a convenient resting and dining area for visitors after they left their buses. Most vendors sold rice meals, which corresponded closely with visitors' immediate need for substantial food. Its strong performance therefore resulted from the interaction of strategic location, consumer demand, and an appropriate product mix.

The entrance road to the tomb recorded the lowest average turnover, at IDR 131,840 on regular days and IDR 656,140 on special days. Although this location experienced the largest proportional increase on special days, its turnover remained the lowest in absolute terms. The road was narrow and densely occupied by vendors selling similar products. Consequently, the concentration of vendors did not automatically produce high individual sales. Strong competition, product homogeneity, limited display space, and irregular opening hours reduced the economic advantages of high pedestrian traffic.

The original study reports that one-way ANOVA indicated significant differences in turnover among the six locations. However, the manuscript does not present the F-value, degrees of freedom, exact probability value, or post-hoc comparisons. Therefore, the existence of an overall significant difference can be reported, but the *statistical magnitude and the specific pairs of locations that differed significantly cannot be independently evaluated from the available results.*

Differences in Profit and Profit Margin

The profit results followed a pattern similar to turnover. Vendors east of the terminal earned the highest average profits, while those along the entrance road to the tomb earned the lowest. Table 3 presents the average profit and the profit margin calculated from the reported turnover and profit.

Table 2. *Average Daily Profit and Estimated Profit Margin*

No.	Trading location	Regular-day profit (IDR)	Regular-day margin	Special-day profit (IDR)	Special-day margin
1	Near Jalan Raya Gresik	93,000	29.06%	360,000	34.62%
2	Inside the terminal	65,450	26.42%	397,420	42.14%
3	East of the terminal	212,500	42.50%	612,500	49.00%
4	Along the village road	30,880	15.31%	247,060	32.06%
5	Entrance road to the tomb	12,840	9.74%	208,770	31.82%
6	Main mosque courtyard	30,830	15.95%	383,330	42.59%

Source: Original study, 2025.

Vendors east of the terminal achieved both the highest absolute profit and the highest estimated profit margin. Their regular-day margin was 42.50%, increasing to 49.00% on special days. Rice meals were in high demand and could be prepared using ingredients obtained from nearby markets, thereby reducing transportation and procurement expenses. Vendors could also charge tourism-area prices while maintaining relatively manageable production costs.

By contrast, vendors along the entrance road to the tomb recorded a regular-day margin of only 9.74%. Many obtained their merchandise from outside the district or city, increasing transportation and procurement costs. They also competed with numerous vendors offering similar snacks and regional products. The combination of low product differentiation, intense competition, and higher operating costs weakened their profitability. Although the methods section states that one-way ANOVA was used to examine profit differences, the article does not provide the corresponding statistical output. Accordingly, the profit differences presented in Table 2 should be interpreted descriptively rather than as confirmed statistically significant differences.

Best-Selling Merchandise

Product demand varied according to the function and visitor activity of each location.

Table 3. *Best-Selling Merchandise by Trading Location*

No.	Trading location	Best-selling merchandise	Explanation
1	Near Jalan Raya Gresik	Rice meals	Visitors arriving from outside the area required substantial meals
2	Inside the terminal	Instant food and beverages	Passengers and drivers used the terminal as a waiting and resting area
3	East of the terminal	Rice meals	The location functioned as a convenient dining and resting area
4	Along the village road	Fruit and accessories	The corridor supported browsing and shopping for non-food products
5	Entrance road to the tomb	Snacks and regional souvenirs	Pilgrims purchased dried fish, shrimp paste, and fish crackers as local products
6	Main mosque courtyard	Instant food and beverages	Visitors rested after praying and completing their pilgrimage

Source: Original study, 2025.

Business performance was shaped not only by the number of visitors but also by spatial function, product suitability, competition, procurement costs, and visitor behavior. Locations serving arrival, dining, and resting activities generated stronger turnover and profit than densely occupied corridors with homogeneous products. Tourism managers should therefore regulate vendor density, improve the allocation of trading spaces, and *encourage product differentiation. Such interventions could reduce congestion, improve visitor comfort, and distribute economic benefits more equitably among street vendors.*

CONCLUSION

This study concludes that the characteristics and business performance of street vendors in the Malik Ibrahim Asmoro Qondi religious tourism area vary according to trading location. The differences include gender, educational attainment, type of merchandise, trading facilities, source of goods, length of business operation, working hours, reasons for choosing a location, source and amount of capital, turnover, and profit. Despite these variations, most vendors were of productive age, married, and depended on street vending as their primary occupation, indicating that informal trade plays an important role in sustaining household livelihoods.

Vendors operating east of the terminal recorded the highest average turnover and profit because the location was strategic, accessible, and suitable for visitors seeking food and rest after arriving by bus. In contrast, vendors along the entrance road to the tomb recorded the lowest business performance. This condition was associated with high vendor density, limited space, similar merchandise, strong competition, and relatively high procurement costs. Turnover differed significantly across the six locations, while differences in profit were evident descriptively from the available data.

The best-selling products also varied by location, including rice meals, instant food and beverages, fruit, accessories, snacks, and regional souvenirs. These findings confirm that business location, visitor movement, spatial function, product suitability, and competitive intensity collectively shape the performance of informal enterprises. Therefore, tourism managers should regulate vendor density, improve the allocation of trading spaces, and encourage product diversification. Future studies should use complete respondent-level data to test profit differences and their determinants more rigorously and reliably..

REFERENCES

Amaral, P. S., & Quintin, E. (2006). A competitive model of the informal sector. *Journal of monetary Economics*, 53(7), 1541-1553.

Amper Jr, B. M. (2023). Families on the Streets: Placemaking in an Urban Heritage Site in Cebu City, the Philippines. *Journal of Contemporary Ethnography*, 52(1), 108-135.

Audretsch, D. B. (2015). *Everything in its place: Entrepreneurship and the strategic management of cities, regions, and states*. Oxford University Press

Bhowmik, S. K., & Saha, D. (2012). *Street vending in ten cities in India*. Delhi National Association of Street Vendors of India.

Chatibura, D. M. (2021). Critical success factors of street food destinations: a review of extant literature. *International Journal of Tourism Cities,* 7(2), 410-434.

Deore, P., & Lathia, S. (2019). Streets as public spaces: Lessons from street vending in Ahmedabad, India. *Urban Planning*, 4(2), 138-153.

Dube, B., & Gumbo, T. (2025). Informal trading and spatial competitiveness in African Cities: Does proximity and residential density matter in Bulawayo's Markets?. Land Use Policy, 159, 107791.

Dovey, K., & Recio, R. B. (2024). Inventraset assemblages: The spatial logic of informal street vending, transport and settlement. *Urban Studies*, 61(12), 2265-2289.

Fåhraeus, C. (2024). The geography of women's informal entrepreneurial activities in urban Zambia: place, mobility and locational decision-making. *International Development Planning Review*, 46(3), 297-319.

Ghimire, D. K., Gautam, P., Karki, S. K., Ghimire, J., & Takagi, I. (2022). Small business and livelihood: A study of Pashupatinath UNESCO heritage site of Nepal. *Sustainability,* 15(1), 612.

Gladstone, D. L. (2005). *From pilgrimage to package tour: Travel and tourism in the third world*. Routledge.

Ofreneo, R. E. (2013). Precarious Philippines: Expanding informal sector,"flexibilizing" labor market. *American Behavioral Scientist,* 57(4), 420-443.

Martínez, L., & Short, J. R. (2022). The informal city: exploring the variety of the street vending economy. *Sustainability,* 14(12), 7213.

Nunn, A., Johnson, S., Monro, S., Bickerstaffe, T., & Kelsey, S. (2007). *Factors influencing social mobility*: Department for work and pensions research report 450.

Olsen, D. H. (2003). Heritage, tourism, and the commodification of religion. *Tourism recreation research*, 28(3), 99-104.

Oviedo, A. M., Thomas, M. R., & Karakurum-Ozdemir, K. (2009). *Economic informality: causes, costs, and policies-a literature survey.* The World Bank.

Peimani, N., & Kamalipour, H. (2025). Mapping the spatiality of informal street vending. *Journal of Urbanism: International Research on Placemaking and Urban Sustainability*, 18(3), 329-348.

Recchi, S. (2021). Informal street vending: a comparative literature review. *International Journal of Sociology and Social Policy*, 41(7-8), 805-825.

Roever, S. (2014). Informal economy monitoring study sector report: Street vendors. Cambridge, MA, *USA: WIEGO*, 1(1), 1-65.

Roscigno, V. J., Tomaskovic-Devey, D., & Crowley, M. L. (2006). Education and the inequalities of place. Social forces, 84(4), 2121-2145. Sevtsuk, A. (2014). Location and agglomeration: The distribution of retail and food businesses in dense urban environments. *Journal of Planning Education and Research*, 34(4), 374-393.

Trinajstić, M., Nižić, M. K., & Denona Bogović, N. (2022). Business incentives for local economic development. *Economies,* 10(6), 135.

Truong, V. D. (2018). Tourism, poverty alleviation, and the informal economy: The street vendors of Hanoi, Vietnam. *Tourism Recreation Research*, 43(1), 52-67.

Vijayanand, S. (2012). Socio-economic impacts in pilgrimage tourism. *International Journal of Multidisciplinary Research*, 2(1), 329-343.

Visiana, K. (2025). The role of women in community economic empowerment and tourism through women's knowledge-based MSMEs. *Saudi Journal of Business and Management Studies*, 10(02), 64-74.

Yesmin, N., & Calzada Olvera, B. (2025). Key determinants of street vendor sales in Dhaka: infrastructure and socioeconomic factors. *Journal of Entrepreneurship and Public Policy*, 14(2), 187-206.

Zakariya, K. B. (2024). *Fleeting feast: mapping and accommodating temporary markets*. (Doctoral dissertation, RMIT University).