

## **Analysis of Factors Influencing Adolescents Coming to Pasar Lama Tangerang**

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**ABSTRACT:** *Adolescence is a transition from childhood to adulthood that experiences the development of all functions to enter adulthood. Teenagers usually really like to explore places they have never known before. In their exploration, teenagers will go to popular places such as malls, beaches etc. But in the end, the teenagers will find a place that they think is comfortable and make it a hangout place. This research was conducted in Kota Tangerang because there are so many unique hangout places there. Pasar Lama is one of the most popular hangout spots in Kota Tangerang. This research was conducted to see what factors attract teenagers to come to Pasar Lama. The research method uses a descriptive quantitative method. Determination of the sampling used is to use a questionnaire to obtain data from adolescents. The results of this study indicate what factors make the Pasar Lama very attractive to teenagers.*

**Keyword:** Adolescence, Hangout Place, Pasar Lama Tangerang

### **INTRODUCTION**

Teenagers actually do not have a clear place, they are no longer included in the category of children, but they are not yet fully accepted as an adult. Adolescents are between children and adults, therefore teenagers are often known as the "finding themselves" phase or the "hurricane and storm" phase. Teenagers usually really like to explore places they have never known before. Exploration is one of the most important things for teenagers to do. Because of that exploration, teenagers can get a lot of new knowledge and experiences. The factor of teenagers exploring is not only because they like something. But it can also be because they are bored with circumstances, so they think of exploring so they can get out of boredom and find pleasure in life. The phenomenon of young people who always gather and socialize in certain places is a common thing in society. They tend to gather in one favorite place and make that place a base camp for their group. Researchers consider this phenomenon interesting to study in terms of how they can make a favorite gathering place for them. They are then loyal to that place and tend not to move to another place. This youth activity is called "hanging out". Adolescents are still not able to master and function to the maximum of their physical and psychological functions. However, the adolescent phase is a developmental phase that is at a very potential stage, both from the cognitive, emotional and physical aspects (Monks 1989). Adolescence is a very dynamic time, their curiosity is at its peak. This is why most teenagers love to explore new places and can provide new experiences for them as well.

One of them is exploring the culinary area that serves a variety of foods, especially supported by a new atmosphere. The culinary area of Pasar Lama Tangerang is one of the busiest culinary areas in Tangerang City and one of the places that teenagers are interested in. One of the aspects that makes the Pasar Lama culinary area attractive to teenagers is the number of cafes and street vendors. This is one of the aspects and factors

that make the Pasar lama Tangerang attractive to be visited by teenagers. And there are many other aspects that teenagers consider when visiting a culinary place. Because basically most teenagers do not get fixed income and the income still comes from their parents and usually parents will limit the money that will be given to their children so that they are more selective in spending their money. Another factor is that in the process of finding their identity, as previously mentioned, they will explore more places that suit their character. This study aims to determine what factors make the Pasar Lama Tangerang very attractive to teenagers.

## **LITERATURE REVIEW**

Atmosphere is a combination of physical characteristics such as architecture, layout, lighting, display, color, temperature, music, aroma which will create an image in the minds of consumers. A good atmosphere is very influential in attracting visitors. The consumer must be able to feel comfortable with his first sight of the place he is going to see. A comfortable impression will invite consumers to enter a place and make purchases possible. Therefore, the culinary area must be able to arrange its exterior appearance properly, be pleasing to the eye and comfortable in the hearts of consumers. Physical design is very meaningful in attracting consumer buying interest, therefore a place must be able to generate a good perception of consumers, in the meaning of "The interior design was meant to attract consumer buying interest, therefore a store must be able to establish a good perception in consumers mind (Zimmer, 2001: 279)

To achieve satisfaction from consumers, it is necessary to have a good quality service and to stick to what is expected by the customer. The existence of infrastructure is absolutely necessary. In this era of globalization, infrastructure can make a place more advanced and able to equalize itself with other places in the world. Infrastructure is all the facilities needed by the general public to support various community activities in everyday life. In other words, infrastructure is all facilities, both physical and non-physical, built by the government and individuals to meet the basic needs of society in various aspects of social and community life. Location and facilities are also very important roles for companies to attract consumers. Location is one of the fundamental parts for consumers in purchasing decisions, if the company's location is easy to reach and easily accessible by transportation, the company has its own added value. Likewise with facilities, facilities are means that make it easier for consumers to carry out an activity. Consumers will consider many factors in choosing a product, location and facilities as well as consumer considerations in purchasing decisions. Quality is the overall characteristics and characteristics of a product or service that affect its ability to satisfy stated or implied needs Kotler (2012: 49). Service quality as a result of perception and comparison between customer expectations and actual service performance, there are 2 main factors that affect service quality, expected service and perceived service Pujawan (2010: 97).

Price is a value that is made to be the benchmark value of an item. Price is the most important thing in the culinary business, most people will be very selective in choosing an acceptable price. Satisfaction and dissatisfaction occur when customers evaluate expectations with the performance and results they receive. Some experts and research results state that the determining factors for customer satisfaction are service quality and price. Kotler (2002) explains that there is a close relationship between service quality,

customer satisfaction, and company profitability. The higher the level of service quality leads to higher customer satisfaction and also supports higher prices and lower costs.

Wijaya (2011: 52) states that service quality is a measure of how good the level of service provided is in accordance with customer expectations. Tjiptono (2011: 59) "states that service quality is the level of excellence expected and control over that level of excellence is to fulfill customer desires. So it can be concluded that all forms of activities carried out by the company must be in accordance with expectations and increase the excellence of a service to meet the wants and expectations and customer satisfaction." According to Tjiptono (2011) "service satisfaction is the expected excellence and control over the level of excellence to meet customer desires". To measure service satisfaction as a basis for measuring consumers in using services including tangible evidence, empathy, reliability, responsiveness, and assurance.

### **RESEARCH METHOD**

The research method used This research uses a descriptive quantitative method. What is meant by descriptive research method is research that seeks to describe the phenomenon or relationship between the phenomenon under study and the system, factual and accurate. Determination of the sampling used by researchers is to use a questionnaire to obtain data from adolescents. Respondents selected were teenagers with an age range of 15-25 years as many as 50 people with male and female sex who came from Tangerang City and outside Tangerang City. Research Subjects and Objects Research Subject: The research subject is a person or institution that can be asked for information. In this study, the research subjects were people who visited the Pasar Lama Tangerang. Research Object: The object of research is something that concerns researchers to observe. In this research, the object is the factors that encourage and influence people, especially teenagers, to come to the Pasar Lama Tangerang.

### **RESULT AND DISCUSSIONS**

Before conducting the research, the authors conducted a survey to obtain a number of factors that influence adolescents to visit the Pasar Lama Tangerang. The survey was conducted on December 2, 2020, from the results of the survey obtained 14 factors divided into 4 aspects. Furthermore, the authors make a questionnaire based on the survey results that have been conducted. This questionnaire consists of 2 parts. Part I contains questions about the identity of the respondents and part II contains statements about the factors that influence respondents to come to the Pasar Lama using the Likert scale. This research was started in early December 2020. The author distributed questionnaires online through several social media such as Instagram and WhatsApp to teenagers who had visited the Pasar Lama Tangerang. This research was conducted for 3 days. After getting 50 respondents the research was completed and continued with the data processing process

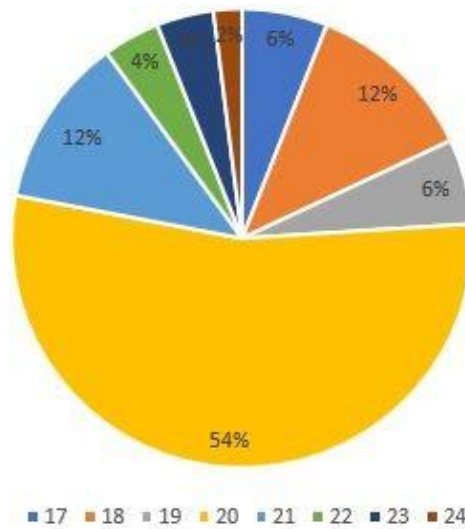
Descriptive Analysis of Respondents, Respondents in this study consisted of 50 people with an age range between 15-25 years who had visited the Pasar Lama Tangerang within 1 year. Respondents consisted of 21 male and 29 female.

**Table 1** The gender of respondents

Gender	Total	Percentage
Male	21	42%
Female	29	58%
<b>Total</b>	<b>50</b>	<b>100%</b>

Source: Author

**Figure 1** Respondent age



Source: Author

Based on their domicile, as many as 40 people are Tangerang people and 10 others are from outside Tangerang.

**Table 2** Respondent Domicile

Domicile	Total	Percentage
Tangerang	40	80%
Outside Tangerang	10	20%
<b>Total</b>	<b>50</b>	<b>100%</b>

Source: Author

Based on the frequency of their visits to the Pasar Lama within 1 year, the frequency of visits is divided into 4 parts, including: I. Ever (Occasionally in this 1 year), II. Rarely (Occasionally in 6 months, III. Often (Several times a month), IV. Very Often (Almost every week). The results can be seen in Figure 2.

**Figure 2** Respondent visit frequency



Source: Author

And as many as 86% (43 people) of respondents stated that they came to the Pasar Lama with their family / friends / lovers, while 14% (7 people) stated that they went to the Pasar Lama by themselves.

Likert scale is used to measure attitudes, opinions and perceptions of a person or group of people about social phenomena. In this study, a Likert scale was used to measure people's attitudes and perceptions about the factors that influence adolescents to come to the Pasar Lama Tangerang.

**Table 3** Likert scale

No.	Symbol	Information	Score
1.	5	Strongly agree	5
2.	4	Agree	4
3.	3	Neutral	3
4.	2	Disagree	2
5.	1	Strongly Disagree	1

Source: Author

**Table 4** Value percentage table

No.	Result	Information
1	80%-100%	Strongly agree
2	60%-79,99%	Agree
3	40%-59,99%	Neutral
4	20%-39,99%	Disagree
5	0%-19,99%	Strongly Disagree

Source: Author

To measure the factors that influence adolescents to come to the Pasar Lama, the authors divide the variables into 4 parts where each variable has 3 to 4 sub variables.

**Table 5** Instrumen

Variable	Sub Variable
Food	Delicious
	Cheap
	Variative
	Friendly Seller
Facilities and infrastructure	Parking Area
	Wifi
	Live Music
	Games
Service	Seller Service
	Environmental Hygiene
	Safety
Physical & Atmosphere	Night Atmosphere
	Unique Building Shape
	Unique Interior

Source: Author

To get the results of interpretation, author must know the highest score (Y) and the lowest number (X) for the resulting item with the following formula:

$Y = \text{Highest score of Likert} \times \text{number of respondents (Highest number 5)}$   
 $X = \text{Lowest Likert score} \times \text{number of respondents (Lowest number 1)}$

The highest total score for the STRONGLY AGREE item is  $5 \times 50 = 250$ , while the STRONGLY DISAGREE item is  $1 \times 50 = 50$ . Then the assessment of the respondent's interpretation of the aspects that affect adolescent interest in the Pasar Lama is the result of the value generated using the % Index formula. The formula for  $\text{Index\%} = \text{Total Score} / Y \times 100$

### **Food Aspect**

The results of the 50 respondents for the food aspect are as follows:

1. Delicious got a total score of 196  $196 / 250 \times 100 = 78.8\%$  ( Agree)
2. Cheap got a total score of 193.  $193 / 250 \times 100 = 77.2\%$  ( Agree)
3. Variative got a total score of 216.  
 $216 / 250 \times 100 = 85.4$  (Strongly Agree)
4. Friendly sellers got a total score of 203.  $203 / 250 \times 100 = 81.2\%$  (Strongly Agree)  
 The total score for Food Aspect is 80,5% (Strongly Agree)

### **Facilities & Infrastructure**

The results of the 50 respondents for the Facilities & Infrastructure are as follows:

1. Parking Area got a total score of 136  $136 / 250 \times 100 = 54.4\%$  (Neutral)
2. Wifi got a total score of 154  
 $154 / 250 \times 100 = 61.6\%$  (Agree)
3. Live Music got a total score of 194  $194 / 250 \times 100 = 77.6$  (Agree)
4. Games got a total score of 196  $196 / 250 \times 100 = 78.8\%$  (Agree) The total score for Facilities & Infrastructure Aspect is 68.1% (Agree)

### **Service**

The results of the 50 respondents for the service aspect are as follows:

1. Seller service got a total score of 202  $202 / 250 \times 100 = 80.8\%$  (Strongly Agree)
2. Environmental Hygiene got a total score of 152  
 $152 / 250 \times 100 = 60.8\%$  (Agree)
3. Safety got a total score of 193  $193 / 250 \times 100 = 77.52$  (Agree)  
The total score for safety Aspect is 73.4% (Agree)

### **Physical & Atmosphere**

The results of the 50 respondents for the Physical & Atmosphere aspect are as follows:

1. Night Atmosphere got a total score of 212  $212 / 250 \times 100 = 84.8\%$  (Strongly Agree)
2. Unique Building Shape got a total score of 195  
 $195 / 250 \times 100 = 78\%$  (Agree)
3. Unique Interior got a total score of 193  $193 / 250 \times 100 = 77.5\%$  (Agree)  
The total score for safety Aspect is 80.1% (Strongly Agree)

It can be seen from the data above, the food factor is the one that most influences teenagers' interest in coming to the Pasar Lama. The biggest point is because the food there is very varied and the lowest point is cheap. The second factor that most influences teenagers' interest in coming to the Pasar Lama is because of the Physical & Atmosphere where the highest point is the very distinctive night atmosphere which is the main factor in the arrival of teenagers to the Pasar Lama, while the lowest point is the uniqueness of the interior. The third factor is in terms of service. The highest point is due to satisfactory service, while the lowest point is environmental cleanliness. It must be admitted that the environmental cleanliness of the Pasar Lama is quite concerning. And Facilities & Infrastructure are the factors that have the lowest points. It must be admitted that the facilities and infrastructure in the Pasar Lama are insufficient, especially the parking lot.

### **CONCLUSION**

It can be concluded from the description above that the food aspect is a very influential aspect and is the most important factor for teenagers coming to the Pasar Lama Tangerang. The varied food is indeed the main attraction. Being able to taste a wide variety of foods at low prices is a teenager's paradise. The next aspect that becomes the attraction is the physical and atmosphere offered by the Pasar Lama Tangerang. The atmosphere at night is indeed the main attraction, not even a few people juxtapose the night atmosphere at the Old Market with the night atmosphere in Malioboro which both give a distinctive impression.

Facilities and Infrastructure aspects need special attention. Particularly is the

parking lot at the Pasar Lama which is arguably very narrow and even inadequate. And another factor that must be considered is the factor of environmental cleanliness. The number of visitors but the trash cans provided is not comparable to the waste produced. The lack of awareness of traders and buyers to maintain environmental cleanliness must also be considered, and if necessary there should be laws regulating cleanliness in the culinary environment of the Pasar Lama Tangerang.

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