

## THE INFLUENCE OF THE PHYSICAL CONDITIONS AND PEOPLE BEHAVIOR ON THE DENSITY OF SHOP VISITORS AT MADUREKSAN STREET, KUDUS, CENTRAL JAVA

Lydia Raihana Andini<sup>1</sup>, Revianto Budi Santosa<sup>2</sup>, dan Aris Ryant Kurniawan<sup>3</sup>

<sup>1</sup>Jurusan Arsitektur, Universitas Islam Indonesia

<sup>1</sup>Surel: 21512014@students.uii.ac.id

**ABSTRACT:** *Madureksan Street is a street located to the east of the Kudus Minaret Mosque area. The mosque is a religious tourist attraction that has many tourists and there is also a tomb so many pilgrims come. The existence of a tourist attraction there creates a space or place for local people to sell and use the existing space as a shop. So along Madureksan Street there are various types of shops. Many sell souvenirs, objects synonymous with Islam, food, and much more. However, there is an interesting phenomenon where people tend to gather or buy goods from certain shops. Placemaking in architecture is a method aimed at finding out the quality of a space or place, including the shops on Madureksan Street. The purpose of this research is to analyze the causes of differences in why some shops have many visitors from visiting tourists. Meanwhile, the research method used is a qualitative method using field observations including mapping, tracing, tracking, photographing, keeping a diary, and interviewing. In this way, it will produce a study of the research objectives which will hopefully help with evaluations to improve the quality of existing spaces and places for the better.*

**Keywords:** *behavior, density, physical, placemaking, shops*

### INTRODUCTION

Kudus is a city renowned for its religious tourism, which includes the Kudus Tower Mosque. The Kudus Menara Mosque, also known as the Menara Mosque or Al-Manar Mosque, is a historical mosque situated in Kudus, Central Java, Indonesia. Besides serving as a place of worship, the mosque played a significant role in preserving Islam in Indonesia during the Dutch colonial period. In the 17th century, the Dutch attempted to demolish the mosque, but local residents successfully protected it. The mosque also houses the tomb of Sunan Kudus, which is a crucial pilgrimage site for Muslims.

The Kudus Tower Mosque complex is a bustling area with numerous businesses. Almost all the buildings on Menara Kudus Street and Madureksan Street consist of private and rental shops. The shops on Madureksan Street are denser than those on Menara Kudus Street. The area surrounding the mosque and Madureksan Street has undergone significant transformation in recent years. This transformation includes growth and changes in local businesses such as gift shops, restaurants, bookstores, and others. In the Journal of Kamalia et al., 2022, the research discussed a mosque with all its uniqueness so that it is easily recognized, which can then give a distinctive characteristic to a city. So that it can bring various activities. The next research by Adiyati et al., 2019, discussed the influence of religious tourism activities on the physical form of houses around the Kudus Tower Mosque.

Madureksan Street is a road located to the east of the Kudus Tower Mosque attraction. This road is approximately 172 meters long, with a width between 5-7 meters. Along the road, there are many shops, including souvenir shops, clothing stores, perfumeries, and more. This is due to the location in the religious tourism area. Most shops receive visitors from tourists who come to mosques and cemeteries. As a result, researchers have discovered an interesting phenomenon where visitors tend to buy or visit specific shops. Some shops appear very busy, while others receive only a few customers. In fact, some shops are quiet, and people simply walk past them. This led researchers to study further to find factors that

cause differences in visitors to shops. It is hoped that this research will be useful in evaluating and improving the area's businesses in the future.

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### RESEARCH METHODS

The research was conducted at shops in Madureksan street, Pejaten, Kauman, Kudus, and Central Java. The method used is qualitative research with direct observation and data collection. This method aims to examine the relationship between existing physical conditions and the behavior of visitors to shops on Madureksan Street. Researchers applied mapping, tracing, tracking, photography, and keeping a diary analysis methods. The primary data used includes field observations. The secondary data used are document review and literature review.

The data collection process in the field was carried out by applying the Jan Gehl and Brigitte Svarre method, namely:

1. Mapping

In this step, the researcher collected data related to people's activities and the distribution of shops. The data was then depicted in the form of a map marked with symbols.

2. Tracing

In this step, the researcher collected data related to the movement of people on Madureksan Street which was depicted by lines.

3. Tracking

In this step, the researcher tracked people without their knowledge to observe what they visited.

4. Photographing

In this step, the researcher collected data by taking photos that highlight people's activities and pictures of shops from various perspectives. This would then be used to analyze the visual aspects that influence the research.

5. Keeping a diary

In this step, the researcher recorded detailed interactions in public life between spaces to have the opportunity to solve problems and discover potential related to research.

### RESULTS AND DISCUSSION

#### Typology of Shops

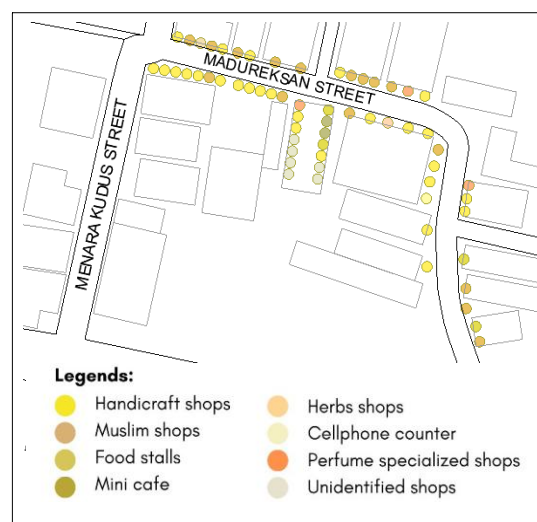
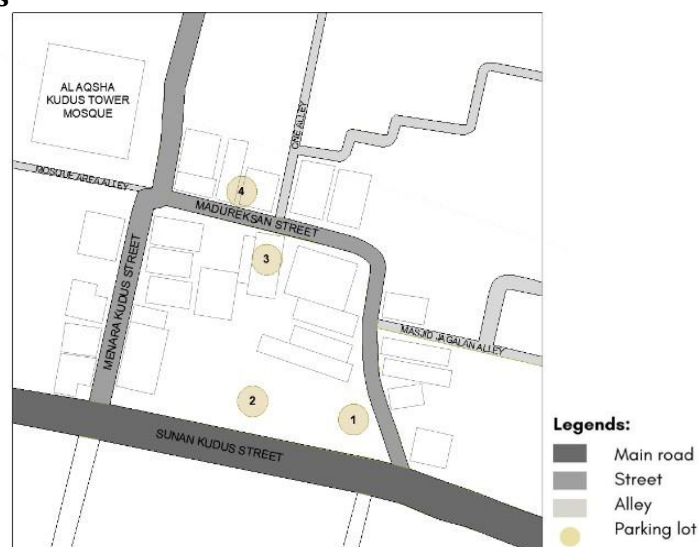


Figure 1 Typology of Shops, 2023

Source: Researcher, 2023

- a. Handicraft/souvenir shops  
On Madureksan Street, the majority contain shops selling souvenirs. There are 27 shops in total. All souvenir shops always sell traditional Kudus *jenang*. Many other items are sold such as traditional snacks and various types of crackers. Some of them, apart from selling food, also sell traditional accessories and toys. These types of shops are the shops that receive the most frequent visits from mosque tourists.
- b. Muslim shops  
The strategic location, namely in a religious tourism area in the form of mosques and tombs, has resulted in many Muslim shops standing on Madureksan Street. There are 16 shops. Items sold include prayer mats (prayer mats), worship accessories, peci, and many more. This shop stands alone and is not mixed with other selling items. This shop also invites many tourists to come to have a look and buy.
- c. Food stalls  
There are 4 food shops found. The food here is heavy meals in the form of "food stalls" which are usually found in Indonesia. The shop sells typical Kudus Soto, Nasi Rames, Nasi Padang, and Warteg. Most visitors are local residents, not tourists.
- d. Mini cafe  
On Mudereksan Street there are 2 shops in the form of mini versions of cafes. They sell various types of coffee. Both shops are located in the central area of Kampong Menara. During the observation, the researcher did not find any customers coming to the shop.
- e. A herbs shop  
This area, which is a religious tourism area, also has shops selling spices. There is only 1 shop selling it. The spices sold include ginger, turmeric, galangal, lemongrass, and many more. During the observations, the researcher only found 3 customers, 2 of whom were residents.
- f. Cellphone counter  
As in other areas in general, there is 1 cell phone counter standing in one building itself. Most visitors are local residents. The location is in the east zone of the road.
- g. Perfume specialized shops  
Religious tourism is also thick with shops selling perfume. The reason is that when worshipping you need to use perfume (for men). There are three perfume shops on Madureksan Street.

### Space Conditions



**Figure 2** Street circulation, 2023  
Source: Researcher, 2023

## Visual Aspect



**Figure 3** Segment 1 condition  
Source: Researcher, 2023



**Figure 4** Segment 2 condition  
Source: Researcher, 2023



**Figure 5** Segment 3 condition  
Source: Researcher, 2023



**Figure 6** Segment 4 condition  
Source: Researcher, 2023



**Figure 7** Segment 5 condition  
Source: Researcher, 2023

- a. **Segment 1** is the area closest to tourist attractions (mosques and graves). The majority of shops sell souvenirs and Islamic-related items. The building that houses it has a distinctive old architecture. The shops there can be seen from the front of the Kudus Tower Mosque and the T-junction. So that it makes tourists interested in seeing and visiting these shops.
- b. **Segment 2** is the second area that approaches tourist attractions (mosques and tombs). Souvenir shops and Muslim shops dominate this area. The shops here are in the form of ordinary shops neatly lined up on the north side of the road. Some shops look semi-permanent/removable made of wooden boxes lining the south side of the road. Many tourists gather here. However, some street vendors sell in front of shops, thereby covering existing shops.
- c. **Segment 3** is the area in the middle of Madureksan Street. There are large, shady trees that block the sun so the light is dimmer here. This makes the shop dark. The shape of the buildings in the southern part is not attractive because they are outdated and some are damaged. **Segment 4** is the area east of Madureksan Street. In this area there are no

trees or few plants, making the air feel barren. The sunlight also really shines through this part so that the shops are visible. Most shop buildings also stand-alone, not mixed with others.

- d. **Segment 5** is the Kampoeng Menara Sentra area which is in the middle of the road. This area contains a row of shops rented by one owner. There are food stalls, mini cafes, and souvenir shops. However, when people pass by Madureksan Street, they don't realize the area because the shops are not visible. Only the front of the shop is visible.

**Table of Place Conditions**

**Table 1** Place Conditions, 2023

	LOCATION	TYPE OF GOODS	CIRCULATION	VISIBILITY
1 <sup>st</sup> Segment	Around the mosque junction	8 Souvenirs shops 3 Muslim shops 1 Cellphone counter	Nearest access to the tourist attraction (mosque & tomb). A center for people to gather and do activities.	<u>Very visible</u> (visible from tourist gathering points, unique architectural style)
2 <sup>nd</sup> Segment	West to middle zone of Madureksan street	5 Souvenirs shops 4 Muslim shops	Near access to the tourist attraction (mosque & tomb).	Visible clearly visible, several streets vendors were blocking the shop.)
3 <sup>rd</sup> Segment	Middle zone of Madureksan street	5 Souvenirs shops 5 Muslim shops 1 Herbs shops 1 Perfume shops	100 m away from the tourist attraction (mosque & tomb)	<u>Visible</u> (clearly visible, several streets vendors were blocking the shop.)
4 <sup>th</sup> Segment	East zone of Madureksan street	6 Souvenirs shops 2 Muslim shops 1 Perfume shops 1 Cellphone counter	140 m away from the tourist attraction (mosque & tomb)	<u>Very visible</u> clearly visible even though there are several street vendors.
5 <sup>th</sup> Segment	Sentra Kampoeng Menara	3 Souvenirs shops 2 Food stalls 2 Mini cafes 1 Perfume shops	70 m away from the tourist attraction (mosque & tomb)	<u>Not visible</u> the shops stretch inwards so it cannot be seen clearly from Jalan Madureksan.

Source: Researcher, 2023

**Visitors Behavior**

People's Circulation in General

**Table 2** People's Circulation in General, 2023

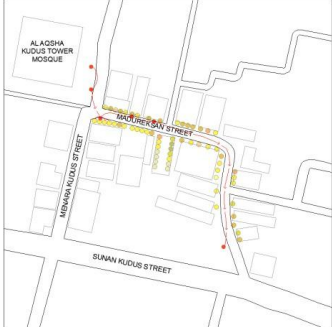
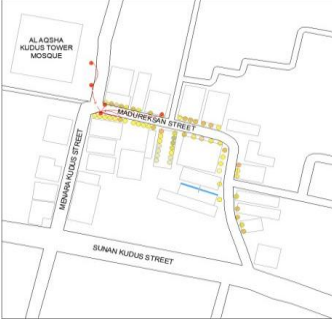
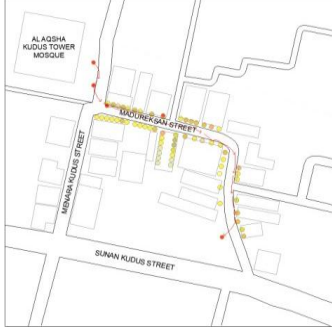
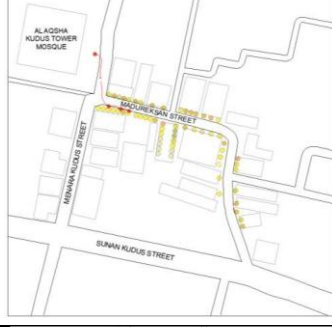
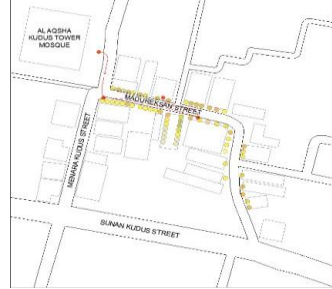
<p><b>1. Most Common</b>                  Parking area in south zone &gt; Menara Kudus Street &gt; Mosque &gt; Madureksan Street (west to east) &gt; Parking area in south zone</p>	<p><b>2. Common</b>                  Parking area in south zone &gt; Madureksan Street (east to west) &gt; Mosque &gt; Menara Kudus Street &gt; Parking area in south zone</p>
<p><b>3. Less Common</b>                  Parking area in the north zone &gt; Madureksan Street (middle to west) &gt; Mosque &gt; Madureksan Street (west to the middle) &gt; Parking area in the north zone</p>	<p><b>4. Rarest</b>                  Parking area in north zone &gt; Madureksan Street (middle to west) &gt; Mosque &gt; Madureksan Street (west to east) &gt; Madureksan Street (east to middle)</p>

Source: Researcher, 2023

The Visitors' Movement by Tracking

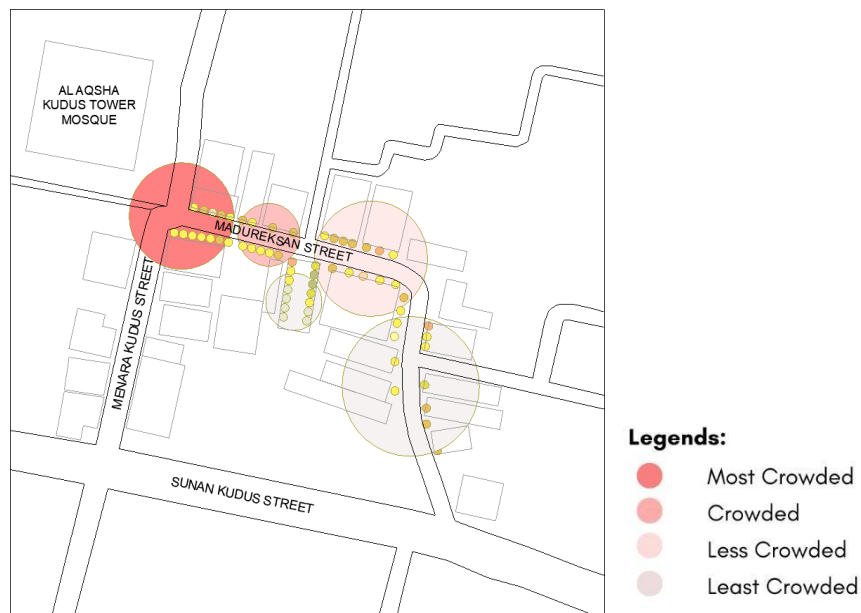
**Table 3** The Visitors Movement by Tracking, 2023

	<table border="1"> <tr> <td colspan="2"><b>Who?</b></td> </tr> <tr> <td colspan="2">Family: father, mother, and two kids.</td> </tr> <tr> <td><b>Activity &amp; Movement</b></td> <td><b>Shops visited</b></td> </tr> <tr> <td>Parking area in East zone &gt; Buying street vendor in East zone &gt; Visiting souvenirs shop in the intersection &gt; Stopped in the mosque &gt; Visiting handicraft shop in the west zone.</td> <td>Souvenir shop and handicraft shop</td> </tr> </table>	<b>Who?</b>		Family: father, mother, and two kids.		<b>Activity &amp; Movement</b>	<b>Shops visited</b>	Parking area in East zone > Buying street vendor in East zone > Visiting souvenirs shop in the intersection > Stopped in the mosque > Visiting handicraft shop in the west zone.	Souvenir shop and handicraft shop
<b>Who?</b>									
Family: father, mother, and two kids.									
<b>Activity &amp; Movement</b>	<b>Shops visited</b>								
Parking area in East zone > Buying street vendor in East zone > Visiting souvenirs shop in the intersection > Stopped in the mosque > Visiting handicraft shop in the west zone.	Souvenir shop and handicraft shop								

<p>2.</p> 	<p><b>Who?</b> Group of mothers</p> <p><b>Activity &amp; Movement</b> The mosque &gt; Taking pictures in front of the mosque &gt; Visiting the western shops &gt; Visiting a big store that sells Muslim clothes &gt; Stopped by to buy drinks from a street vendor &gt; Went to the East to the parking area.</p> <p><b>Shops visited</b> Muslim clothes and street vendors</p>
<p>3.</p> 	<p><b>Who?</b> Woman: Young adult</p> <p><b>Activity &amp; Movement</b> Took pictures in front of the mosque &gt; Walking around on the west zone &gt; Stopped by the north side of the souvenir shops &gt; Visited all the shops &gt; Buying some jenang from the first shop on the south side of the street &gt; walking to the east to reach her motorcycle in the parking lot.</p> <p><b>Shops visited</b> Souvenir shop and handicraft shop</p>
<p>4.</p> 	<p><b>Who?</b> Family: father, mother, and daughter</p> <p><b>Activity &amp; Movement</b> Visited the mosque &gt; Walk around to Madureksan Street &gt; Stopped by one of the small muslim shops &gt; Walked to the parking lot.</p> <p><b>Shops visited</b> Muslim shop</p>
<p>5.</p> 	<p><b>Who?</b> Couple number 1</p> <p><b>Activity &amp; Movement</b> Bought the kilos of snacks from the shop located in the west zone of the street &gt; Stopped by to buy soft drinks &gt; Walked to the next souvenir shop that sells traditional food &gt; Bought several jenang.</p> <p><b>Shops visited</b> Snacks shop and souvenir shop</p>
<p>6.</p> 	<p><b>Who?</b> Couple number 2</p> <p><b>Activity &amp; Movement</b> Visiting the mosque &gt; Stopped at the shops located on the south side of the street (still in the west) &gt; Bought some jenang &gt; Walked to the shop that sells handicrafts like calligraphy frame and jewelry (prayer beads) &gt; Parking lot in the middle.</p> <p><b>Shops visited</b> Snacks shop and handicraft shop</p>

Source: Researcher, 2023

### Density of Visitors Gathering



**Figure 8** Density of Visitors Gathering, 2023  
Source: Researcher, 2023

#### **Most Crowded**

The zone where visitors often gather is on the west side of Madureksan Street. This zone is the area closest to the mosque and tomb tourist attractions. Visitors usually gather to just chat and take photos in front of the tourist attraction. In this zone, the majority are souvenir shops and several Muslim shops. Visitors tend to visit shops in this zone because of its strategic distance from the mosque.

#### **Crowded**

This zone is less dense than the previous one and can also be said to be located in the western part of the road but juts out more towards the middle. Visitors usually look around the shop or even buy it. This zone consists of souvenir shops and Muslim clothes too. However, the number is smaller and not as close together.

#### **Less Crowded**

This zone has less crowd. This zone is in the middle area of Madureksan Street and the intersection or turning area. The majority of visitors just pass through this zone and do not stop or linger

#### **Least Crowded**

This zone also has the lowest crowd. This zone is at the end of Madureksan Street, in the southeastern part. The majority of visitors also just pass through this zone and do not stop or linger.

#### **CONCLUSION**

Based on research conducted on the influence of the physical conditions of places and tourist behavior on shop visitors at Madureksan Street, conclusions have been reached through several analysis processes. Starting from visibility analysis, movement analysis, and behavior analysis. The conclusions from this research are explained in several points as follows;

1. Conditions in places such as shops located near tourist attractions become places where people gather so that many of them visit nearby shops. This is due to the visibility of the building from the tourist attraction.

2. The number of shop visitors is influenced by the physical shape of the building. Buildings that look decent, are clearly visible and have unique architecture have more customers. Meanwhile, shops blocked by street vendors are dark so people don't visit them.
3. The shops with the most visitors are shops that have a strong presence such as visibility that is easily noticed by people, distinctive architectural style, and close to tourist attractions.
4. The shops with the least number of visitors are those that are far from tourist attractions and that are hidden from the reach of other people. People who come also have a tendency to buy items related to the places they visit. In this case, Madureksan Street is in a religious tourism area so they visit and buy goods such as things that are typical of tourism such as holy *jenang* and Muslim clothes.
5. Physical conditions and human behavior are interconnected in choosing which store visit is desired. This is evidenced by the visitors who choose to visit shops with strategic and visible locations but also in accordance with their initial purpose here, namely to visit tourist spots and buy goods related to the uniqueness of the area.

### RECOMMENDATION

Based on the research results obtained, it shows that the physical conditions of places and people's behavior influence which shops they should visit. Meanwhile, several shops are lagging behind due to the main factor, namely their lack of visibility because they are blocked by street vendors and unattractive buildings, especially in the *Sentra Kampoeng Menara* area. Therefore, it would be better for the government or the person in charge to create or modify existing areas. This can be done by paying more attention to the visibility of the existence of shops, such as installing inviting and restrictive symbols or providing special locations for street vendors to provide more opportunities for all shops on Madureksan Street.

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