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**LEVEL 4 PPKM IMPLEMENTATION EFFECT OF FOOD AND  
BEVERAGE PURCHASE DECISIONS ON STREET VENDORS IN  
JAKARTA REGION****Wahid Akbar Basudani**

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2022****Abstract**

Street food vendors are an integral part of the informal sector, which has made a significant contribution to urban activity in many developing countries and appears to be one of the important categories of informal economic activity. This study aims to determine whether the PPKM Level 4 policy implemented by the government affects food and beverage purchasing decisions at street vendors in the Jakarta area. This research method is quantitative research. The population in this study are people who buy food and beverages at street vendors in a number of traditional markets in the Jakarta area. The sampling technique in this research is non-probability sampling, namely incidental sampling of 100 samples. This research data is primary data. Data collection techniques with research questionnaires. Data analysis in this study is quantitative analysis by conducting tests starting with the classical assumption test research instrument consisting of normality test, heteroscedasticity test and autocorrelation test and simple linear regression analysis test. The results of this study obtained a regression coefficient of 0.255 with a significance value of  $0.000 < 0.05$ . It can be said that this research hypothesis is accepted because the PPKM Level 4 Application Variable (X) has a low positive effect on the Purchase Decision Variable (Y).

**Keywords:** Implementation of PPKM Level 4; Buying decision; Street vendors

**Abstrak**

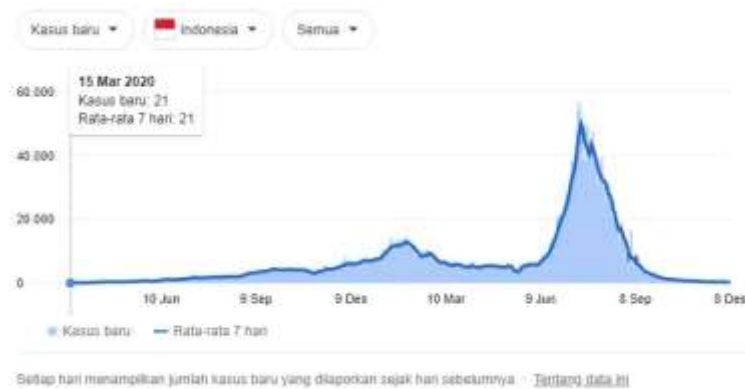
Penjual jajanan kaki lima merupakan bagian integral dari sektor informal, yang telah memberikan kontribusi signifikan terhadap aktivitas perkotaan di banyak negara berkembang dan tampaknya menjadi salah satu kategori penting dari aktivitas ekonomi informal. Penelitian ini bertujuan untuk mengetahui apakah kebijakan PPKM Level 4 yang diterapkan pemerintah memengaruhi keputusan pembelian makanan dan minuman pada pedagang kaki lima di wilayah Jakarta. Metode penelitian ini adalah penelitian kuantitatif. Populasi dalam penelitian ini adalah masyarakat yang membeli makanan dan minuman pada pedagang kaki lima di sejumlah pasar tradisional di wilayah Jakarta. Teknik pengambilan sampel dalam penelitian ini adalah *non-probability sampling*, yaitu *insidental sampling* sebanyak 100 sampel. Data penelitian ini adalah data primer. Teknik pengumpulan data dengan penelitian kuesioner. Analisis data dalam penelitian ini adalah analisis kuantitatif dengan melakukan pengujian yang diawali dengan uji asumsi klasik instrumen penelitian yang terdiri dari uji normalitas, uji heteroskedastisitas dan uji autokorelasi serta uji analisis regresi linier sederhana. Hasil penelitian ini diperoleh koefisien regresi sebesar 0,255 dengan nilai signifikansi  $0,000 < 0,05$ .

Dapat dikatakan hipotesis penelitian ini diterima karena Variabel Penerapan PPKM Level 4 (X) berpengaruh positif rendah terhadap Variabel Keputusan Pembelian (Y).

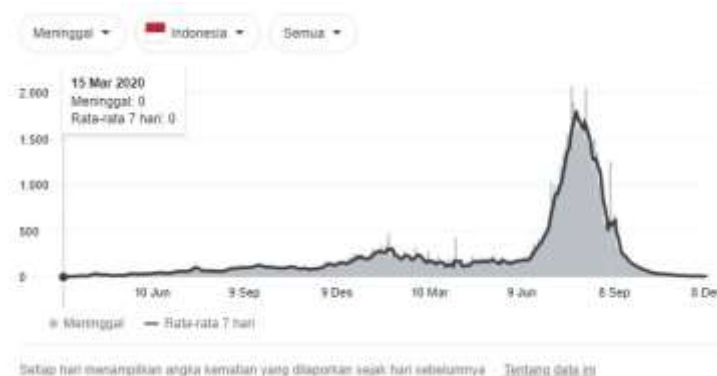
Kata kunci: Pelaksanaan PPKM Level 4; Keputusan Pembelian; Pedagang Kaki Lima

## Introduction

Corona Virus Disease 19 or commonly known as Covid 19, which emerged in 2019 was a major pandemic which until now has become a serious problem in our country and even throughout the world. Government policies in various countries are certainly different, ranging from the most extreme policies by implementing a lockdown in their area to policies that are not too strict. The policies achieved by countries in the world certainly have the same goal namely the policy of slowing the rate of transmission of this virus considering the few victims caused by this virus. According to data reported by JHU CSSE Covid-19 Data. Indonesia itself is facing a fluctuating growth of Covid-19 cases from the beginning of the appearance of this virus in December 2019 then the first infection case was found in March 2020 until the time of the implementation of this research, starting from September to November 2021.



Picture 1. Data on the Development of New Covid-19 Cases in Indonesia.  
Source: JHU CSSE Covid-19 Data.



Picture 2. Data on the Development of Death Cases Due to Covid-19 in Indonesia.  
Source: JHU CSSE Covid-19 Data.

Based on the two graphs above, we can see that Covid-19 cases in Indonesia has grown by 2 times. The first increase in the number of Covid-19 cases occurred in the range of December 2020 which then sloped back to the range of March 2021. In this first phase of improvement, the Indonesian government adopted a fairly strict policy namely the Large-Scale Social Restriction policy, abbreviated as PSBB (Kelen, 2018). After the development of the case slanted, the government began to issue a new policy namely the transitional PSBB so that economic activities could resume running with conditions commonly referred to as new normal. This sloping graph on the curve of Covid-19 cases does not last long. The world was again surprised by a new Covid-19 variant called the Covid-19 Delta Variant. The phase of increasing transmission of the new variant of Covid-19 can be seen in the graph starting from June 2021 to October 2021. The government is taking quick and decisive action in an effort to suppress the rate of transmission of the new variant by implementing the Emergency PPKM policy up to PPKM Level 4 and Level 3 Java. Bali.

The policies taken by the government in dealing with the Covid-19 pandemic certainly affect people's lives. Starting from the social aspect to the economic aspect. Restrictions on movement in modern markets and traditional markets are a challenge for small-scale MSME actors such as street vendors to survive during the pandemic. During the implementation of this restriction, buyers will be more careful because they must pay attention to the regulations applied by the government in making their purchasing decisions. The purpose of this research is to find out whether the PPKM Level 4 policy implemented by the government affects the purchasing decisions of food and beverages at street vendors in the Jakarta area.

Conducted a study on the Impact of the Policy for the Implementation of Community Activity Restrictions (PPKM) for Coffee Shop Business Actors during the Pandemic Impacted by Covid-19 in Purwakarta Regency. This research reveals that MSME sector business actors, especially the Coffee Shop in Purwakarta, felt the heavy impact of the Covid-19 pandemic on the Government's Implementation of Restrictions on Community Activities because residents had to avoid crowds, all had to take away. The Covid-19 pandemic has become a tough test for all coffee shop business managers, in the first few months of the Covid-19 outbreak, many business people have been disrupted by their buying and selling and promotion agendas, not even a few shops had to close because they could not cover the production costs they had to pay. borne. Eight months after the first case was discovered, the affected parties had to be able to survive in their own way to face the challenges. This is deeply felt by all coffee shop business people in Purwakarta, coffee shops must innovate to survive in the midst of a pandemic. Based on this research, it can be concluded that there is an effect on the implementation of the Policy for the Enforcement of Community Activity Restrictions (PPKM) for coffee shop businesses.

The effect of Covid-19 on the economy: Evidence from an early adopter of localized lockdowns, using a large collection of data on local lockdowns in Chile to measure their effect on activities. economy, found that the impact of the lockdown was quite large, the decline in economic activity was twofold compared to untreated municipalities and was strong against some model specifications and controls. As many countries begin to reopen and loosen mobility restrictions, local lockdowns can be an important tool to control the resurgence of Covid-19 while minimizing the economic impact. The study found no evidence that localized lockdowns produce a proportionally larger or smaller effect on the economy when applied to areas of different sizes. Critically, the results suggest that epidemiological criteria should guide decisions about the optimal size of the lockdown area because the proportional effect of the lockdown on

the economy does not appear to change by the geographic scale of the restrictions. It can be concluded that the lockdown policies implemented in several regions in Chile have a negative influence on economic activity

Based on some of the research above, we can conclude that the policies taken in dealing with the Covid-19 pandemic affect the economy, so this study has a hypothesis, namely that it is suspected that there is an influence of PPKM Level 4 implementation on food and beverage purchasing decisions at street vendors in the Jakarta area.

This research is expected to be useful for broadening the horizons of thinking, understanding the phenomena that occur in society during the Covid-19 pandemic and studying the policies implemented by the government in dealing with the Covid-19 pandemic on the rotation of the community's economy, can be useful as knowledge enhancer, and can used as a comparison material for conducting future research.

### Research Method

This study uses quantitative research methods. This research data is primary data using data collection techniques through questionnaires distributed to people who buy food and beverages in a number of traditional markets in the Jakarta area. The population in this study are people who buy food and beverages at street vendors in a number of traditional markets in the Jakarta area. The sampling technique in this study is non-probability sampling, namely incidental sampling, namely anyone who coincidentally/incidentally meets the researcher during the time the research takes place. The number of samples obtained in this study was 100 people. This study uses two types of variables, namely independent and dependent variables. The independent variable of this research is the implementation of PPKM Level 4 (X) and the dependent variable in this study is the Purchase Decision (Y). Analysis of the data used in this study is quantitative analysis by conducting tests starting with the classical assumption test research instrument consisting of normality test, heteroscedasticity test and autocorrelation test and lastly a simple linear regression analysis test.

### Result and Discussion

#### Research Instrument Test

##### a. Validity Test

Based on the validity test, the research instrument can be said to be valid if the validity value is greater than 0.30. The test is carried out by correlating the score of each item with the total score, the test is carried out using the product moment formula with the help of the SPSS 26 program. This test obtains the following results:

- 1) Test the Validity of Research Variables on the Implementation of PPKM Level 4 (X).

Table 1. The results of the Variable Validity Test for the Implementation of PPKM Level 4 (X).

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1.1	28.53	18.332	.230	.746
X1.2	28.01	18.252	.253	.739

X1.3	26.89	19.149	.420	.702
X1.4	27.58	16.549	.563	.667
X1.5	27.15	18.331	.453	.694
X1.6	27.59	17.012	.512	.679
X1.7	27.33	17.678	.501	.684
X1.8	27.70	16.576	.553	.669

Based on the table above, in the Corrected Item-Total Correlation column, there are several items for the PPKM Level 4 Application variable questions which have a value below 0.30. The statement items X1.2 and X1.2 were declared invalid and were not included for further testing. Meanwhile, the other statement items are considered valid because they meet the value of 0.30.

2) Test the Validity of Purchasing Decision Research Variables (Y)

Table 2. Results of Purchase Decision Validity Test (Y).

<i>Item-Total Statistics</i>				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y1.1	29.13	11.730	.320	.679
Y1.2	29.99	12.757	.140	.730
Y1.3	29.25	12.028	.361	.666
Y1.4	29.00	11.818	.519	.635
Y1.5	28.89	11.069	.589	.613
Y1.6	28.77	11.593	.622	.617
Y1.7	29.23	12.138	.286	.686
Y1.8	28.63	12.720	.451	.655

Based on the table above in the Corrected Item-Total Correlation column, there are several items of questions for the Purchase Decision variable (Y) which have a value below 0.30. The statement items Y1.2 and Y1.7 were declared invalid and were not included for further testing. Meanwhile, other statement items are considered valid because they meet the value of 0.30.

b. Reability Test

Instrument reliability testing is intended to ensure that the instrument has consistency as a measuring instrument so that the level of reliability can show consistent results. The following are the results of the reliability test of the variables in this study:

1) Test the Variable Reliability of PPKM Implementation Level 4 (X)

Table 3. Reliability Test Results of PPKM Level 4 Implementation Variables (X).

Reliability Statistics	
Cronbach's Alpha	N of Items
.726	8

Based on the table above, the Cronbach's Alpha value is  $0.726 > 0.60$ . This means that the PPKM Level 4 (X) application variable questionnaire is reliable.

2) Reliability Test of Purchase Decision Variables (Y)

Table 4. Reliability Test Results of Purchase Decision Variables (Y).

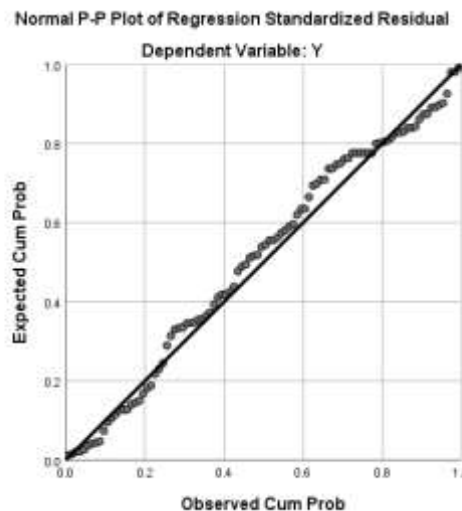
Reliability Statistics	
Cronbach's Alpha	N of Items
.690	8

Based on the table above, Cronbach's Alpha value is  $0.690 > 0.60$ . This means that the questionnaire for the Purchase Decision (Y) variable is reliable.

2. Classic Assumption Test

a. Residual Normality Test

The residual normality test aims to test whether the residual value generated from the regression model is normally distributed or not. The following are the results of the residual normality test in this study



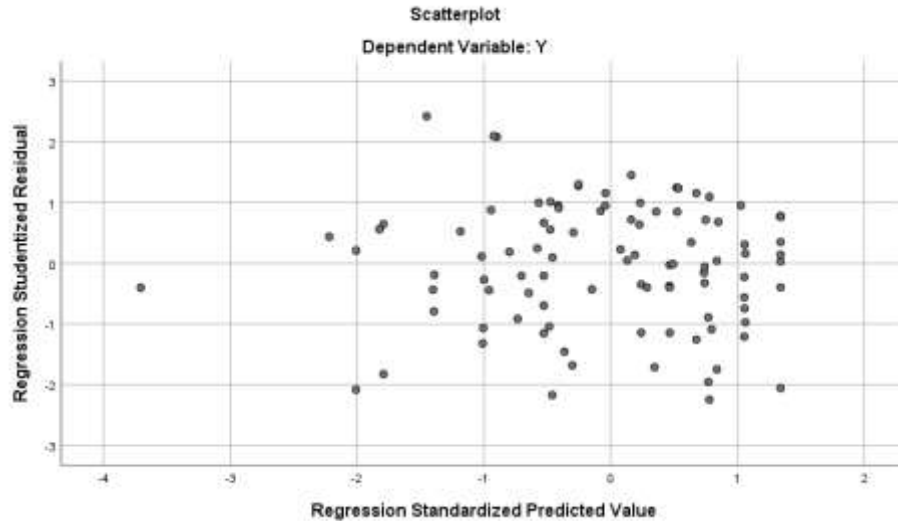
Picture 3. Normality Test of Research Variables.

Based on the picture above, it can be seen that the graphic display seems to meet the normality test assumptions. The graph shows a normal plot, the data spreads around the diagonal line and follows the direction of the diagonal line.

b. Heteroscedasticity Test

Heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from the residual of one observation to another

observation. The following is a diagram of heteroscedasticity as a result of the research that has been carried out:



Picture 4. Heteroscedasticity Test Results of Research Variables.

Based on the picture above, the heteroscedasticity test results obtained, the first residual which consists of the independent variable (X) and the dependent variable (Y) is normal (evenly distributed).

c. Autocorrelation Test

Autocorrelation is a correlation between observation members arranged according to time or place. A good regression model should not have autocorrelation. The autocorrelation test method uses the Durbin-Watson test. The autocorrelation test of this research is as follows:

Table 5. Durbin-Watson Autocorrelation Test Results.

Model Summary <sup>b</sup>					
Mode	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.50	.255	.248	3.08743	2.053

5<sup>a</sup>

a. Predictors: (Constant), X

b. Dependent Variable: Y

Based on the table above, we can see that this study has a Durbin-Watson value of 2.053 with  $n = 100$  and  $k = 2$ , so  $DL = 1.6540$  and  $DU = 1.6944$ . Can be concluded that :  $DW > DU$  so that there is no positive autocorrelation, and  $(4-DW) > DU$  so there is no negative autocorrelation.

### 3. Simple Linear Regression Analysis

Simple linear regression analysis is used to determine the influence or linear relationship between one independent variable and one dependent variable. The results of the simple regression analysis test in this study are as follows:

Table 6. Simple Linear Regression Analysis Test Results.

Variables Entered/Removed <sup>a</sup>						
Model	Variables Entered	Variables Removed	Method			
1	X <sup>b</sup>		Enter			
a. Dependent Variable: Y						
b. All requested variables entered.						
Model Summary <sup>b</sup>						
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson	
1	.505 <sup>a</sup>	.255	.248	3.08743	2.053	
a. Predictors: (Constant), X						
b. Dependent Variable: Y						
ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	320.093	1	320.093	33.580	.000 <sup>b</sup>
	Residual	934.158	98	9.532		
	Total	1254.252	99			
a. Dependent Variable: Y						
b. Predictors: (Constant), X						
Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	10.485	1.772		5.918	.000
	X	.474	.082	.505	5.795	.000
a. Dependent Variable: Y						

The results of the linear regression test explained that the regression coefficient value was 0.255 with a significance value of 0.000 < 0.05. Thus it can be said that the research hypothesis is accepted because the PPKM Level 4 Application Variable (X) has a low positive effect on the Purchase Decision Variable (Y).

The influence given by the Level 4 PPKM Implementation is low on food and beverage purchasing decisions at street vendors in this study. Apart from the fact that food and drink are primary needs that must be met every day, this low influence is also driven by the development of the times and technology. Street vendors, especially those

in the Jakarta area, are used to using delivery order services so that buyers can make the purchase process without having to go to their place of sale. Reporting from *Republika*, the government is also promoting a go digital program during this pandemic to accelerate economic growth. SME business owner move quickly to respond to the government's national economic acceleration agenda. Three of the association representatives who held a closed meeting with President Joko Widodo last week agreed to work together to encourage SME digitalized.

Research by Muhammad Rizal, Ria Afriyanti and Iman Abdurahman with the title *The Impact of the Policy on Enforcement of Community Activity Restrictions (PPKM) for Coffee Shop Businesses during the Pandemic Impacted by Covid-19 in Purwakarta Regency* also stated that coffee shop business people in the Purwakarta area felt the impact of the implementation of PPKM. An emergency in the form of a decrease in income. So there is an agreement with the results of hypothesis testing in this study. Then the research conducted by Kenzo Asahi, Eduardo A. Undurrada, Rodrigo Valdes and Rodrigo Wagner with the title *The effect of Covid-19 on the economy: Evidence from an early adopter of localized lockdowns*, using a large collection of data on local lockdowns in Chile to measuring its effect on economic activity, found the impact of a fairly large lockdown, a decrease in economic activity up to two times. This means that the implementation of the lockdown in Chile has an impact on the economy. If it is related to this research, it can be seen that there is a conformity that government policies in efforts to overcome the Covid-19 pandemic have an influence on economic activity.

## Conclusion

The conclusion that can be drawn from this research is that the application of PPKM Level 4 has a low and significant effect on food and beverage purchasing decisions at street vendors in the Jakarta area. The suggestion that the writer can give is that this research is a research with a quantitative approach that uses a questionnaire as a data collection technique, where respondents fill out questionnaires as the data to be analyzed. The results presented in this study are not equipped with qualitative analysis. To get better results, it is hoped that further research will use qualitative and quantitative approaches such as using interview techniques so that the respondent's intentions can be captured perfectly.

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