



# Analysis of the Impact of Illegal Parking on Consumer Purchase Interest: Case Study of Indomaret Jl. Srijaya Negara, Palembang

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**Abstract.** *The phenomenon of illegal parking in public areas, particularly around shopping centers like Indomaret on Jl. Srijaya Negara, Palembang, has become an urgent issue, disrupting traffic order and affecting consumer purchasing interest. This study explores the impact of illegal parking on consumer purchasing interest at Indomaret Jl. Srijaya Negara, Palembang. The method used in this research is qualitative with a case study design. The study population consists of consumers shopping at Indomaret, with informant selection using a purposive sampling technique. The instrument used is semi-structured interviews, and data analysis is conducted using the Miles & Huberman model. Interview results indicate that illegal parking creates discomfort and concerns about vehicle security, negatively impacting consumer purchasing decisions. In conclusion, illegal parking significantly impacts consumer purchasing interest, and Indomaret management needs to improve parking facilities and security to attract more customers.*

**Keywords:** *Illegal Parking Effort, Purchasing Interest, Shopping Comfort, Qualitative Research*

**Abstrak.** Fenomena parkir liar di area publik, khususnya di sekitar pusat perbelanjaan seperti Indomaret di Jl. Srijaya Negara, Palembang, telah menjadi isu yang mendesak, mengganggu ketertiban lalu lintas dan mempengaruhi minat beli konsumen. Penelitian

ini bertujuan untuk mengeksplorasi dampak parkir liar terhadap minat beli konsumen di Indomaret Jl. Srijaya Negara, Palembang. Metode yang digunakan dalam penelitian ini adalah kualitatif dengan desain studi kasus. Populasi penelitian terdiri dari konsumen yang berbelanja di Indomaret, dengan pemilihan informan menggunakan teknik purposive. Instrumen yang digunakan adalah wawancara semi terstruktur, dan analisis data dilakukan dengan model Miles & Huberman. Hasil wawancara menunjukkan bahwa parkir liar menciptakan ketidaknyamanan dan kekhawatiran mengenai keamanan kendaraan, yang berdampak negatif pada keputusan pembelian konsumen. Kesimpulannya, parkir liar memiliki dampak signifikan terhadap minat beli konsumen, dan pengelola Indomaret perlu meningkatkan fasilitas parkir dan keamanan untuk menarik lebih banyak pelanggan.

**Kata kunci:** Dampak Parkir Liar, Kenyamanan Berbelanja, Minat Beli Konsumen, Penelitian Kualitatif

## INTRODUCTION

The phenomenon of illegal parking in public areas, especially around shopping centers such as Indomaret on Jl. Srijaya Negara, Palembang, has become an increasingly urgent issue. Illegal parking not only disrupts traffic orders but can also affect consumer buying interest. Research shows that the existence of illegal parking often causes congestion and reduces visitors' convenience, which in turn can reduce buying interest. (Pundenswari & Rizky, 2022; A. Saputra et al., 2019). In this context, Saputra et al. highlight the importance of illegal parking reporting systems, which use geolocation technology to map irregular parking locations, in addressing this problem. (A. Saputra et al., 2019). Additionally, research by Wasian et al. shows that an effective parking monitoring system can help reduce illegal parking incidents by providing accurate information to users. (Wasian et al., 2021). With the increasing number of motor vehicles and limited available parking spaces, it is important to understand the impact of this phenomenon on consumer behavior in the area (Syaiful et al., 2018).

The urgency of this research lies in the need to explore the impact of illegal parking on consumer buying interest, which has not been studied in depth. This research will provide new insights into how irregular parking affects consumer purchasing decisions. Pundenswari and Rizky emphasized that shopping centers must provide adequate parking spaces to avoid congestion and increase visitor comfort (Pundenswari & Rizky, 2022). In addition, Surya and Frinaldi highlighted that administrative sanctions against illegal parking perpetrators must be improved to create better traffic order (Surya & Frinaldi,

2024). Thus, this research is relevant not only to understanding consumer behavior but also to providing policy recommendations that authorities can implement to address the problem of illegal parking.

This study will answer the research question: "What is the impact of illegal parking on consumer buying interest in Indomaret Jl. Srijaya Negara, Palembang?" This question is important to answer, considering that many consumers may find shopping uncomfortable in places with significant parking problems. Research by Mukti and Hasan shows that the presence of illegal parking attendants can reduce the convenience of visitors and influence their decision to shop (Mukti & Hasan, 2024). In addition, research by Erwin shows that consumer purchase intentions can be influenced by external factors, such as illegal parking. (Erwin, 2021). This study is expected to provide a clearer picture of the relationship between parking conditions and consumer behavior by answering this question.

This study's hypothesis is that illegal parking significantly negatively impacts consumer buying interest in Indomaret Jl. Srijaya Negara, Palembang. This hypothesis is based on the argument that irregular parking conditions can inconvenience consumers, reducing their desire to shop at the location. Research by Syaiful et al. shows that accumulating illegally parked vehicles can cause congestion and reduce accessibility to shopping centers. (Syaiful et al., 2018). In addition, research by Nurfadila et al. shows that exposure to air pollution due to congestion generated by illegal parking can affect consumer health and comfort. (Nurfadila et al., 2023). Thus, this hypothesis will be tested by analyzing data collected from Indomaret visitors at the studied location.

The significance of this research extends beyond the immediate context of Indomaret. It addresses broader issues related to urban planning and retail management, particularly in densely populated areas where parking is a critical concern. The findings could inform policymakers and retail managers about the importance of effective parking management strategies in enhancing consumer accessibility and satisfaction.

## **RESEARCH METHODS**

### **Research Location**

This research was conducted at Indomaret Jalan Srijaya Negara, Palembang City, in January 2025.

### **Types and Design of Research**

The research method used is qualitative with a case study research design where the case object in this study is Indomaret Jl. Srijaya Negara, Palembang.

### **Social Situation**

In qualitative research, the terms population and sample are not used, but social situations include actors, places, and activities. (Raco, 2010; Sugiyono, 2019). The social situation in this study is as follows:

#### **1. Perp**

The perpetrators or people in this study are consumers who want to shop at Indomaret Jl. Srijaya Negara, Palembang

#### **2. Place**

Indomaret Jl. Srijaya Negara, Palembang.

#### **3. Activity**

The activity in this study is when consumers want to shop at Indomaret.

In this study, a *purposive technique* is used to select informants or resource persons. The resource persons are selected based on certain criteria that make the research question answerable. (Emzir, 2020).

### **Data Analysis Instruments and Techniques**

The instrument used to collect data on the impact of illegal parking on customer buying interest is a semi-structured interview where we assign several keywords as a guide to the question and answer process to the interviewees. (Haryoko et al., 2020). When these data are collected, they will be analyzed using the Miles & Huberman model, which is often used in qualitative research. (Haryoko et al., 2020).

## **RESULTS AND DISCUSSION**

### **The Impact of Illegal Parking on Consumer Perceptions of Shopping Convenience**

One aspect related to consumers' buying interest is the convenience of entering a physical store to shop (Kasmad, 2022). In this section, the results of interviews with resource persons will be presented regarding their perception of their comfort when there is illegal parking. Some of the results of the interview are as follows:

Mrs. A, 32 years old, is a housewife. He said the following:

"I feel unsafe when parking here. The parking lot is close, but it is narrow, and cars are often blocking the way. I was worried that my car would be scratched or even stolen. It makes me uncomfortable, and sometimes I choose not to shop here."

Mr. R, Age 27 Years, Private Employee. He said the following:

"I feel uncomfortable. The parking lot is narrow, and I often see cars parked untidy. This makes me worried about the safety of my vehicle."

Mr. J, 21 years old, student. He said the following:

"My comfort is disturbed because of the narrow parking. Although I can park the bike quickly, I often feel nervous when I leave my bike. I prefer a place with a larger and safer parking area so I can shop peacefully."

Mrs. K, age 23 years, female student. He said the following:

"I prefer to shop in a place with a better parking area. Although I can park my motorbike quickly, I feel unsafe because many motorbikes are parked carelessly. This makes me hesitant to shop at Indomaret if I don't find a safe parking space."

The results of interviews conducted with consumers around Indomaret show that the limitation of parking space is the main problem faced by vehicle users. Even though Indomaret's location is close to where they live, many consumers complain of difficulty finding adequate parking spaces. These limitations interfere with the user's convenience and affect their shopping decision at Indomaret. Research shows that factors such as accessibility and availability of parking greatly affect consumer behavior in choosing where to shop (Y. Saputra et al., 2022). In this context, consumers who find it difficult to find a safe and comfortable parking space tend to look for alternatives that better suit their needs.

Concerns about vehicle safety are also a significant issue expressed by many consumers. Many of them feel worried about the safety of their vehicles when parked in areas that are not guaranteed security. Research shows that the perception of safety is closely related to environmental conditions, including lighting and surveillance in parking areas (Sentosa et al., 2023). When consumers feel that the parking area is unsafe, they tend to feel uncomfortable and may choose not to shop at Indomaret, which can impact sales and customer loyalty (Hadayanti et al., 2016). This shows that vehicle safety is an important factor that Indomaret managers must consider to improve the consumer shopping experience.

Negative perceptions of unsafe and uncomfortable parking conditions can affect consumers' shopping decisions at Indomaret. The inconvenience caused by the lack of adequate parking facilities can frustrate consumers and cause them to look for other alternatives that offer better safety and comfort. (Putu Budhiartini & Yulianthini, 2022). In this regard, Indomaret managers need to understand that the consumer experience is not only influenced by the products offered but also by external factors such as parking conditions and security. (Daiman & Maria, 2023). Research shows that when consumers feel that parking facilities are safe and comfortable, they are more likely to return to the location to shop (Barokah et al., 2021).

The results of this interview also show that consumers prefer to look for alternative shopping places that offer better safety and convenience. This reflects a direct relationship between the quality of parking facilities and consumers' shopping decisions. Research shows that improvements in parking infrastructure and increased security can effectively attract more customers. (Syahputra, 2022). Therefore, Indomaret managers need to consider consumer feedback and conduct a thorough evaluation of existing parking facilities to create solutions that better suit their needs and expectations. (Hariyani, 2022).

Overall, consumers' perceptions of limited parking spaces and safety concerns significantly impact their decision to shop at Indomaret. By understanding these factors and taking steps to improve parking conditions, managers can improve the user experience and attract more customers to their locations. (Pardede & Puteri, 2022). This will increase customer satisfaction and positively impact overall business performance.

(Hanjayani et al., 2023). Therefore, Indomaret managers must improve parking facilities and security to create a better consumer shopping environment.

### **The Impact of Illegal Parking on Consumer Purchasing Decisions**

Another aspect related to consumer buying interest is the purchase decision. (Andina et al., 2023). The following are the results of interviews with resource persons about purchase decisions.

Mr. H, 38 years old, is a Private Employee.

"Illegal parking greatly influenced my decision. When I see a lot of cars and motorcycles parked carelessly, I feel uncomfortable and worried about the safety of my vehicle. If I don't find a safe parking space, I prefer to go to another more organized store".

Ms. S, 32 years old, Housewife

"I feel it is better to pay for official parking. In addition, illegal parking often makes the streets narrow and dangerous. I don't want to risk just to save a little money."

Mr. R, 25 years old, a student

"Illegal parking makes me not shop because they are not responsible for the loss; they also do not regulate the parking position; they only come when we are about to get out of the parking lot. I think they don't contribute even when we don't go shopping and just park for a while. They still ask us for money."

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The results of interviews with three interviewees provide in-depth insights into how parking conditions, especially illegal parking, affect consumer purchasing decisions. The first speaker, Mr. H, a 38-year-old private employee, stated that illegal parking greatly affects his shopping comfort. He felt uncomfortable and worried about the safety of his vehicle when he saw many vehicles parked carelessly. This shows that the perception of parking lot safety can influence consumers' decision to shop in a location. Research shows that parking safety and comfort factors play an important role in consumers' purchasing decisions, where inconvenience can encourage consumers to look for alternatives. (Mukti & Hasan, 2024).

Ms S, a 32-year-old housewife, said she would rather pay for official parking than risk illegal parking. He said that illegal parking narrows the road and is potentially dangerous. Mrs. S's decision to pay for official parking reflects her value on safety and convenience, although it comes at an additional cost. This is in line with research showing that consumers prefer safer options even though they have to pay more. (Dahniar et al., 2023). In this context, paying for official parking can be seen as an investment in a better shopping experience.

Mr. R, a 25-year-old student, expressed his dissatisfaction with irresponsible illegal parking. He feels that parking managers do not make a meaningful contribution, even when consumers only park their vehicles for a while. This dissatisfaction can lead to the decision not to shop at all, suggesting that negative experiences related to parking can deter consumers from making purchases. Research shows that negative experiences in the purchase process can reduce consumers' interest in returning to shopping at the same location. (Prasetyo & D. Fuente, 2020). In this case, Mr. R reflects the view of many consumers who think a poor parking experience can ruin the shopping experience. Overall, the results of these interviews show that consumers' purchasing decisions are greatly influenced by parking conditions, especially related to safety and convenience.

The three speakers agreed that illegal parking creates inconvenience and worry that can prevent them from shopping at Indomaret. This shows the importance of Indomaret



managers paying attention to parking to attract and retain customers. By improving parking facilities and ensuring safety, managers can create a more comfortable environment for consumers, improving their purchasing decisions. (Mahliza, 2020).

To address the challenges posed by illegal parking, Indomaret managers must prioritize the improvement of parking facilities. This can be achieved through concrete strategy such as, collaboration with local authorities is essential to implement effective parking regulations and enforcement measures. Such partnerships can facilitate the establishment of designated parking areas and the introduction of fines for illegal parking, thereby discouraging non-compliance and enhancing overall safety. This collaboration could highlight the benefits of proper parking, such as reduced congestion and improved shopping experiences.

## **CONCLUSIONS AND SUGGESTIONS**

Based on the analysis of the impact of illegal parking on consumer buying interest in Indomaret Jl. Srijaya Negara, Palembang, it can be concluded that illegal parking significantly negatively impacts consumer purchase decisions. The results of interviews with various sources show that the inconvenience caused by irregular parking conditions and concerns about vehicle safety greatly affect consumers' perception of their shopping experience.

Based on the analysis of the impact of illegal parking on consumer buying interest in Indomaret Jl. Srijaya Negara, Palembang, there are several suggestions that managers can implement to improve the shopping experience and attract more customers. First, improving parking facilities by providing a larger and more organized area is important. Using signs and lines, a neat parking arrangement will make it easier for consumers to park their vehicles and reduce the risk of being scratched or blocked. In addition, improving security in the parking area is also a priority. Installing security systems such as surveillance cameras (CCTV) and adequate lighting, especially at night, can increase consumers' sense of security and create a more comfortable environment.

Furthermore, managers may consider providing an organized, authorized parking service where consumers can pay for parking with a security guarantee. This will not only reduce reliance on illegal parking but also increase consumer confidence. In addition,

socialization and education of consumers about the importance of parking vehicles correctly are necessary. Through awareness campaigns and clear information regarding safe parking locations, managers can help create collective awareness about the negative impacts of illegal parking.

Listening to consumer feedback is also an important step. Regular surveys or interviews will provide valuable insights into parking conditions and shopping experiences. Managers should be prepared to respond to such feedback by implementing relevant changes, demonstrating that they care about the needs and convenience of consumers. Finally, collaborating with a third party with experience in parking management can effectively create a more orderly parking system. By implementing these suggestions, it is hoped that Indomaret can improve convenience and safety for consumers, increase customer buying interest and loyalty, and positively impact overall business performance.

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