

Implementation of Electronic Retributions in Tegal City Traditional Market

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Abstract. Withdrawal of market service retribution using electronic retribution application utilizes a tool in the form of Electronic Data Capture (EDC) by swiping the electronic retribution card belonging to registered merchants. The use of electronic levies can increase the confidence of market traders, the performance of market managers is more effective and efficient and can increase market service revenues.

Keywords: Sociodemography, Socialization, Electronic Retribution.

1. Introduction

The use of technology in a bureaucratic environment is one of the concepts that the Tegal City Government wants to realize by implementing the "Tegal Smart City" which includes : a). smart infrastructure, which means how to prepare data center connectivity, servers, storage. b). smart for the platform, especially what services can be provided, so that it can be customized. c) digital services provided to the community. The implementation of this Smart City is that the Tegal City Government tries to manage all resources to be effective and efficient in order to solve challenges, with more innovative, creative, integrated and sustainable solutions.

Smart City is a city development based on information system technology, where in the administration of government starting from the planning, implementation and monitoring process, the evaluation has been applied in information system technology. [1]. The city of Tegal has 14 (fourteen) people's markets which are government assets and one of the many sources of local revenue. The people's market is a market that is built and managed by the government, the private sector, and business entities including cooperation with the private sector which includes places of business in the form of shops, kiosks, stalls and tents that are owned and managed by small, medium, non-governmental organizations or cooperatives with small-scale businesses. small, small capital and with the process of buying and selling merchandise through bargaining. [2]

Traditional markets are one of the targets in implementing the innovation program implemented by the Tegal City Government through the Tegal City Cooperatives, Small and Medium Enterprises and Trade Office, namely the electronic market service retribution management program or commonly called electronic retribution.

The electronic retribution are an application system for managing and paying market service retributions electronically in collaboration with banks, namely Bank Jateng. The

electronic retribution program is a public service system within the framework of the management reform movement, namely the new public management. [2]

Market service retribution is the payment of retribution by traders for the provision of people's market facilities, in the form of courtyards (tebokan), stalls or kiosks managed by the local government. [2]

Reasons why it is necessary to use technology in the form of electronic fees in attracting market service fees : 1. The system of management and collection of retribution is less transparent and not optimal, thus creating opportunities for individuals to deviate from market service retribution; 2. Minimize and prevent leakage from market service revenues; 3. Availability of reports in the form of transaction data that is accountable, transparent and up-to-date reports; 4. The development of technology and electronic transactions which are innovations from the withdrawal of retribution income; 5. Public demands for the convenience of transacting through electronic media without carrying cash.

The electronic retribution application has been implemented since 2018, and of the 14 (fourteen) people's markets in the Tegal City area, only four traditional markets have been implemented, namely Kejambon Market, Langon Market, Bandung Market and Karangdawa Market, while other markets will be implemented gradually.

The payment of market service retribution using the electronic retribution application utilizes a tool in the form of Electronic Data Capture (EDC) by swiping the electronic retribution card belonging to a registered merchant. The use of electronic levies can increase the confidence of market traders, the performance of market managers is more effective and efficient and can increase market service revenues.

This phenomenon is interesting to find out what supporting factors have a positive and significant effect on the behavior of traders on the application of electronic levies in the people's market. The behavior can be seen by the eyes, actions or activities carried out by each individual. In other words, behavior is the result of the relationship between the stimulus (stimulus) and the response (response). [3]

Behavior is real actions or reactions that can be carried out because each individual has the desire to be able to do something. The behaviors that become desires are behaviors whose occurrence processes are the direct result of a person's subconscious efforts. [4] In other words, behavior can also be interpreted as a person's actions in the context of using information technology and behavior is the actual use of technology.

Trader's behavior means a trader's response or reaction to stimuli or the surrounding environment. Trader behavior is one of the characteristics possessed by every trader, to capture the reaction that has been given by the environment to the current situation. [5] While the trader's reaction is behavior that can influence decision making whether a plan will be successfully implemented or it will fail.

Many factors can influence individual behavior, one of which according to Lawrence Green, states that human behavior is influenced by 3 (three) main factors [6]: a. Predisposing factors, consisting of knowledge, behavior, values, beliefs, and sociodemography. Sociodemography consists of age, gender, economic status, education and so on. b. Enabling factors, in the form of skills and facilities including the physical environment, or other facilities such as work safety equipment, for example the existence of supporting tools, training, socialization and so on. c. Reinforcing factors can be in the form of attitudes and behaviors including laws or government regulations.

2. Method

The research in this research is survey research using a quantitative approach. The sample size in this research was determined at 218 people with the sampling method using quota samples, namely the sampling technique based on certain characteristics of the population up to the desired number. The object of the research is the people's market traders who sell in 4 (four) markets that have implemented electronic levies.

The research instruments which are primary data as well as test equipment in the form of a closed questionnaire or questionnaire, it means that the respondent only needs to choose the answers that have been provided.

3. Discussion

Electronic retribution is an innovation strategy implemented by the Department of Cooperatives, Small and Medium Enterprises and Trade of the City of Tegal in traditional markets through a non-cash payment method for market service retribution by using a tool in the form of electronic data capture (EDC) as an effort to increase income. market service.

In the application of electronic levies to traditional market traders, there are many things that need to be considered, namely the behavior of market traders themselves. Furthermore, this behavior is influenced by several factors that can support the efforts of the Tegal City Government to apply electronic levies to traditional market traders.

- a. Sociodemography. Sociodemography is a predisposing factor that needs to be analyzed, because it can influence the behavior of market traders being analyzed. [7] Age is the most important factor to determine individual attitudes, because the more mature age tends to have an influence on positive behavior compared to the age below it. According to [8] [9] education can also affect human behavior, because the higher a person's level of knowledge or education, the more appropriate and faster behavior will be to achieve goals. Age and education may affect the success of the application of electronic levies in the withdrawal of market service levies at the Tegal City People's Market, given that market traders have different backgrounds.
- b. Socialization Another factor that can be an influence variable is socialization. Socialization is a process of social interaction in order to acquire knowledge, values, and attitudes and behaviors essential to be able to participate effectively in the community. The change in the market service retribution payment system from manual to electronic will of course have an impact on the attitudes of market traders. This socialization is one way of communication to approach market traders so that they can easily accept the application of electronic levies without any rejection. Socialization is carried out regularly and continuously so that market traders are more aware of paying market service fees using electronic fees. Socialization is one of the variables to determine how much influence it has on the application of electronic retribution for market traders.

The application of this electronic levy makes it easier for traders to make retribution payments because there is no need to spend cash, just by sticking the card on the EDC device, in addition to making it easier for collectors to make reports and transaction data that is realtime and accountable.

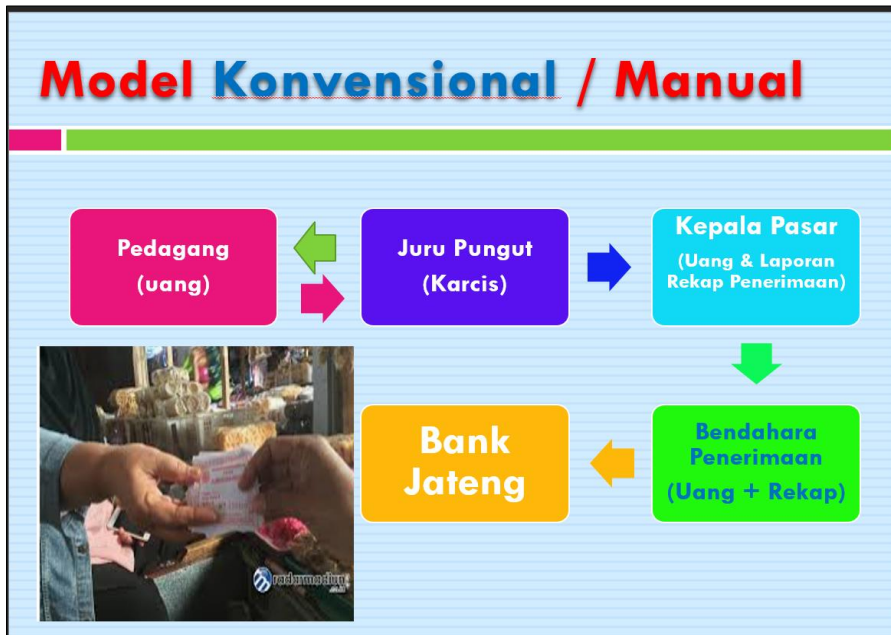


Figure 1. Payment of Retribution with Conventional/Manual Model

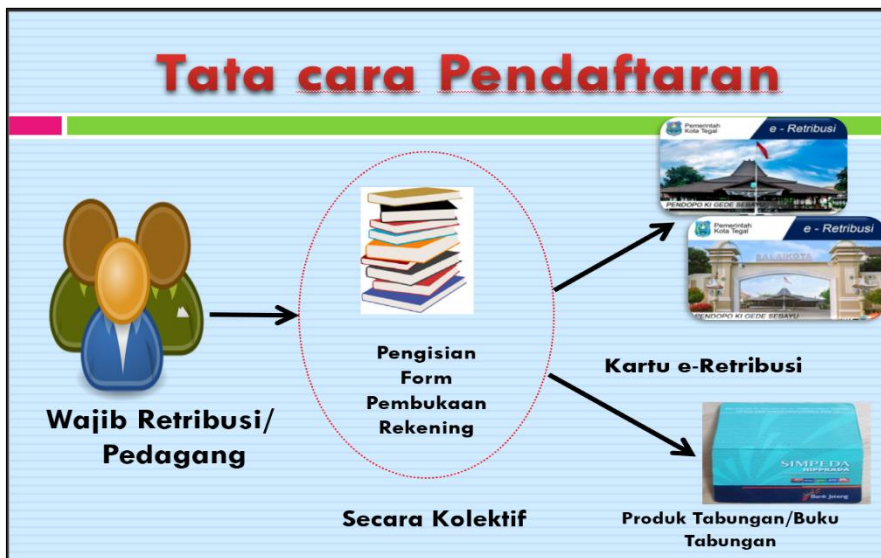


Figure 2. Electronic Registration Procedure

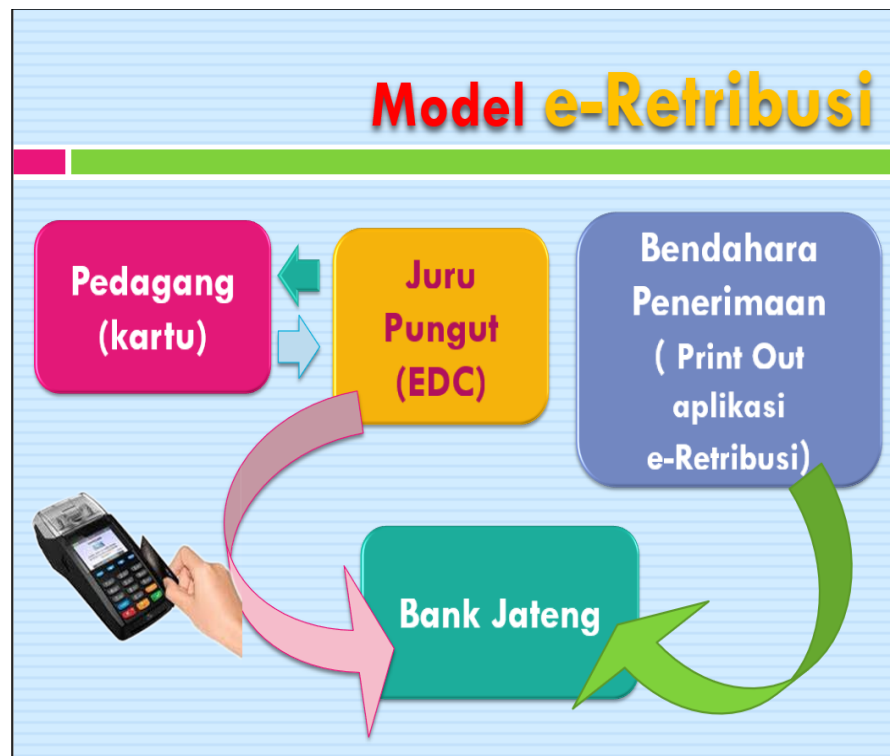


Figure 3. Retribution payment electronically

4. Conclusion

The number of leakages of market service retribution revenue managed by the Tegal City Cooperative, Small and Medium Enterprises and Trade Office is one of the reasons why innovation is needed to minimize and prevent unscrupulous market service retribution collectors from committing fraud. The innovation made is the application of electronic user fees in payment of market service fees using electronic devices and cards. The application of electronic levies is expected to provide benefits for a transparent and accountable revenue management system.

Another impact that can be expected with the implementation of this electronic levy is an increase in market service income from year to year, so that it can make a real contribution to development.

In the future, the application of electronic levies will not only be applied to people's markets, but can also be applied to the utilization of other Tegal City Government assets such as parking for two-wheeled or four-wheeled vehicles so as to increase regional income from other sectors.

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