Place Dependence in the Coffee Truck Area: A Case Study on Jalan Teuku Hamzah Bendahara, Lhokseumawe City

Wahyu Aulia✉[1]* **Cut Azmah Fithri**[2]* **Hendra A**[3] **Yenny Novianti**[4]

[1]Mahasiswa Program Studi Arsitektur, Universitas Malikussaleh, Lhokseumawe, Aceh, 24315, Indonesia,
wahyu.190160075@mhs.unimal.ac.id

[2]Program Studi Arsitektur, Universitas Malikussaleh, Lhokseumawe, Aceh, 24315, Indonesia,
cutazmah@unimal.ac.id

[3]Program Studi Arsitektur, Universitas Malikussaleh, Lhokseumawe, Aceh, 24315, Indonesia,
hendraaiyub@unimal.ac.id

[4]Program Studi Arsitektur, Universitas Malikussaleh, Lhokseumawe, Aceh, 24315, Indonesia,
yenny.novianti@unimal.ac.id

✉ Cut Azmah Fithri: cutazmah@unimal.ac.id | Telepon: +6285262714174

Abstract

The phenomenon of coffee trucks has rapidly developed in various cities across Indonesia, including on Jalan Teuku Hamzah Bendahara in Lhokseumawe City. This area utilizes pedestrian pathways as a dynamic public interaction space, attracting numerous visitors to engage in activities and fulfill their social and consumption needs. This study aims to measure the level of place dependence and examine the relationships between various variables such as perceived quality, need fulfillment, loyalty, effort to stay, and effort to return in the coffee truck area. The methodology employed is a quantitative survey using questionnaires completed by 100 respondents, with data analyzed using SPSS. The findings show that the level of place dependency is quite high, indicating a strong attachment to this location. User satisfaction regarding the quality of the space provided by the coffee truck shows a strong and significant relationship, contributing notably to enhancing the perception of this location as the best in meeting visitors' needs and goals overall. In conclusion, the coffee truck area not only fulfills users' functional needs but also fosters emotional connections, thereby strengthening their dependence on the location. The results of this study offer valuable insights for managing similar public spaces, particularly in creating places that can establish long-term engagement with users and communities.

Keywords: place dependence, coffee truck, SPSS, quality of place, public space.

Introduction

The phenomenon of coffee trucks has become an increasingly popular trend in various cities across Indonesia, including in Lhokseumawe City. The vehicle-based coffee truck business provides easy access for mobility and relocation. Coffee trucks not only offer beverages and food but also create social interaction spaces within urban environments. One particularly notable location is the coffee truck area on Jalan Teuku Hamzah Bendahara, which utilizes pedestrian pathways as a public interaction space. This area allows users to gather, engage in activities, and fulfill their social and consumption needs, making it an informal interaction hub in the heart of the city..

The concept of place dependence in the context of public spaces is essential for understanding how interactions between users and the space can create emotional and functional attachments. Place dependence refers to the functional relationship based on an individual's physical connection to a location, such as how the physical conditions of a site support activities [1]. Previous research has shown that places that can provide positive experiences and fulfill users' needs tend to enhance their level of attachment to those places [2].

The coffee truck area on Jalan Teuku Hamzah Bendahara is an interesting example of how a temporary space providing consumption services can create a deeper spatial experience for its users. The sustainability of activities occurring in this location is not only related to consumption needs but also to social interactions, which have the potential to foster emotional connections between users and the place, thereby creating a dependence on that location. This study aims to measure the level of place dependence in the coffee truck area and analyze the most dominant relationships that

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contribute to the formation of place dependence.

This study is expected to provide important insights into how temporary places like coffee trucks can play a role in creating long-term attachments with their users. The results of this research will also help to provide recommendations for the management of similar public spaces in urban areas, making them more effective in meeting visitors' needs and fostering strong relationships with their users.

Literature Review

Coffee trucks are a part of the food truck concept in Indonesia. These coffee trucks have several advantages, such as the proactive approach of reaching customers and the ability to relocate, providing high mobility and the potential to reach a broader market. The definition of coffee trucks/food trucks in Indonesia has been slightly adapted, and the concept has been tailored to suit the local community, ensuring that they feel comfortable with the ambiance and flavors [3]. The coffee truck/food truck business has become a phenomenon and is gaining popularity worldwide, including in various cities across Indonesia. One example is the coffee truck area on Jalan Teuku Hamzah Bendahara in Lhokseumawe City. Coffee trucks represent a more modern version of street vendors. [4]. Its growth is also attributed to the fact that this business requires relatively low capital [5] compared to ventures that necessitate a physical building as a place of sale. Therefore, the characteristics of coffee trucks are not much different from street vendors, including: being a primary source of income, operating on a relatively small and simple scale, having goods and equipment that are easy to carry and relocate, and utilizing social media and technology.

Place dependence is one classification of place attachment, which refers to the bond between individuals and their environment [6]. Place dependence is a functional attachment that indicates the importance of a place in providing advantages and means for carrying out desired activities or achieving specific goals [2]. Repeated activities at the same time and in the same place will create a bond of dependence on that location. Dependence on a place can arise depending on the physical characteristics of an area and can increase when the location is sufficiently close and easily accessible, allowing for frequent visits. Humans live and adapt to a place driven by memories and knowledge about that location [7]. The presence of uniqueness and advantages in a specific location will foster a particular attachment that creates individual loyalty to the chosen place [8].

Place dependence is related to a location's ability to meet the needs and goals of individuals. Consequently, place dependence pertains to the assessment of a spatial arrangement's capability to fulfill the objectives of activities conducted within it [9]. This capability is not only related to the physical characteristics of a place but also to the social characteristics of that environment. There are three main principles that can explain the dimensions of place dependence [9] as follows:

a. Evaluation

This principle explains an individual's attitude in evaluating the quality of a place that is considered superior and capable of meeting their needs. Place dependence is regularly experienced after an assessment is made regarding how well a place achieves its objectives while considering various alternatives [10]. A place's ability to meet expectations as the best choice for engaging in activities also supports the development of dependence on that location [11]. When emotional (enthusiastic), cognitive (thoughts), or behavioral (activities) responses to a place are perceived to be influenced by different constructs, the level of dependence on that place can also arise from fulfilled needs [12].

b. Preference

Preference arises when there are several places as alternative choices for individuals. Individuals will compare and select locations that can meet their expectations. One element considered is the presence of advantages or uniqueness that are not found elsewhere. The quality of physical elements and the diversity of activities can foster dependence on a place [13]. This uniqueness will create a special attachment that makes individuals loyal to the places they choose. According to Lee et al. (2012), dependence on a place can manifest from a sense of comfort or a deep connection with its physical and social environment.

c. Unwillingness to move

Reluctance to move is caused by the desire to return to or stay in a place for an extended period. The duration of time that individuals spend at a location or engage in activities and their efforts to return contribute to dependence on that place [15]. This occurs when a place fails to meet an individual's expectations and life needs, or when an individual seems to attempt to re-engage with that place.

By demonstrating how well users' needs are met or how positive their experiences are while at a location, place dependence can indicate the form and level of attachment to that place [16]. An individual's perception of place dependence is determined by how well a place can meet their needs.

Methods

To understand the place dependence occurring in the coffee truck area on Jalan Teuku Hamzah Bendahara, direct research needs to be conducted on the users who are present and active in that area. This study is descriptive in nature and utilizes a quantitative method. The quantitative method can be defined as an investigative approach based on positivist reasoning, used to inquire about a population and specific tests, collecting information through non-obtrusive investigations and quantitative/factual information investigations [17]. The quantitative approach is carried out through the distribution of questionnaires to respondents who are users in the area.

The population in this study consists of the residents of Lhokseumawe City, which is recorded as 196,067 individuals

according to data from the Statistics Indonesia (BPS) in 2023. To determine the sample size, the Slovin's formula is used [18] with a margin of error of 10%, a total of 100 respondents were obtained. The sample was taken using an accidental sampling method, where the selected respondents are individuals who happen to encounter the researcher and are willing to complete the questionnaire.

The analysis conducted is through the Likert scale method to determine respondents' assessments of the variables and their indicators, as well as to calculate the average for each variable and indicator. The variables include "the best," "fulfill the needs," "comparison," "loyalty," "effort to stay," and "effort to return." The interpretation of the assessment results is aimed at determining the percentage categories of place dependence levels, as follows:

Table 1. Percentage Categories of Place Dependence Levels

Respondents	Category	Interpretation
0% - 20%	Very Low Dependence	No dependence at all
21% - 40%	Low Dependence	Slight dependence
41% - 60%	Neutral	Uncertain or neutral
61% - 80%	Dependence	Fairly dependent on the place
81% - 100%	Very High Dependence	Higly dependent on the place

Source: Author's Analysis 2024

The data obtained were subsequently analyzed using the Spearman rank correlation test. The purpose of the correlation analysis is to determine the strength of the relationship between two variables, to assess the direction of the relationship, and to evaluate whether the relationship is significant [19]. A relationship is considered significant if the value of Sig. (2-tailed) from the calculations is less than 0.05 or 0.01. Conversely, if the Sig. (2-tailed) value is greater than 0.05 or 0.01, then the relationship between the variables can be deemed non-significant or not meaningful [20]. To determine the strength of the relationship between variables, one can refer to the correlation coefficient values obtained from the SPSS output, with the following guidelines:

Table 2. Strength of Correlation Levels

Correlation Coefficient Value	Relationship
0,00 – 0,25	Very Weak
0,26 – 0,50	Moderate
0,51 – 0,75	Strong
0,76 – 0,99	Very Strong
1,00	Perfect

Source: Author's Analysis 2024

Results and Discussion

n essence, the results of this study are categorized into three principles for determining the value of place dependence. All data obtained from the research will be analyzed based on three dimensions: 1) Evaluation; 2) Preference; 3) Reluctance to Move. Evaluation utilizes the variables of "the best" and "fulfill the needs." Preference employs the variables of "comparison" and "loyalty." Reluctance to move involves the variables of "effort to stay" and "effort to return."

Place Dependence

The first principle is evaluation. This study will be analyzed using two variables, namely "the best" and "fulfill the needs." The results of this research will reflect the responses from users regarding each indicator of the variable "the best" (table 3).

Table 3. Level of Place Dependence on the "The Best" Variable

Indicator	Respondent Answers					Total	Actual Score	Ideal Score	Average	Actual Percentage
	SS	S	RR	TS	STS					
Suitability to the Place	9	47	22	16	6	100	337	500	3,37	67,4%
Enjoyable Place	11	54	23	9	3	100	361	500	3,61	72,2%
Experience at the Place	7	51	30	10	2	100	351	500	3,51	70,2%
Total							1049	1500	10,49	
Total Percentage										69,93%
Category										Dependent

Based on Table 3, it shows that suitability to the place has the smallest percentage in influencing the creation of place dependence based on the quality of the place considered the best, which is 67.4%. Conversely, the enjoyable place has the highest percentage in creating dependence, with 72.2%. These findings indicate that while the variable of the place considered the best does lead to some level of dependence, it falls within the dependent category overall.

The evaluation used here illustrates the dependence created due to the satisfaction provided by the research area.

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Based on Table 4, it shows that the service provided has the highest impact on satisfaction at 68.2%, thereby supporting the development of place dependence. The findings indicate that while the satisfaction variable contributes to dependence, it is categorized as dependent overall.

Table 4. Level of Place Dependence on the " Fulfill The Needs " Variable

Indicator	Respondent Answers					Total	Actual Score	Ideal Score	Average	Actual Percentage
	SS	S	RR	TS	STS					
Location	10	26	38	21	5	100	315	500	3,15	63%
Service Provided	9	43	32	12	4	100	341	500	3,41	68,2%
Total							656	1000	6,56	
Total Percentage										65,6%
Category										Dependent

The second principle is preference. The place dependence examined based on the principle of preference in this study utilizes two variables: comparison and loyalty. The place dependence based on the comparison of the coffee truck area on Jalan Teuku Hamzah Bendahara with other locations is tested using several indicators as follows (Table 5).

Table 5. Level of Place Dependence on the " Comparison " Variable

Indicator	Respondent Answers					Total	Actual Score	Ideal Score	Average	Actual Percentage
	SS	S	RR	TS	STS					
Interest in the place	10	22	36	26	6	100	304	500	3,04	60,8%
Desire for the place	5	31	32	26	6	100	303	500	3,07	61,4%
Total							607	1000	6,07	
Total Percentage										60,7%
Category										Dependent

Based on Table 5, it is evident that both indicators do not demonstrate a significant difference in the emergence of place dependence when compared to other locations. The results of this study indicate that the comparison of this place with others in the context of the coffee truck area generates dependence, albeit only within the category of "dependent."

The following illustrates the place dependence that arises from user loyalty to the coffee truck area. Table 6 indicates that the ambiance experienced has the highest percentage in generating place dependence, at 71.8%. In contrast, the available facilities only have a percentage of 58.6%. The results obtained in this study demonstrate that the ambiance significantly influences the creation of place dependence based on user loyalty; however, the user loyalty variable still indicates the emergence of place dependence within the category of "moderately dependent.".

Table 6. Level of Place Dependence on the " Loyalty " Variable

Indicator	Respondent Answers					Total	Actual Score	Ideal Score	Average	Actual Percentage
	SS	S	RR	TS	STS					
Facilities	2	26	44	19	9	100	293	500	2,93	58,6%
The atmosphere of the place	16	46	22	13	3	100	359	500	3,59	71,8%
Total							652	1000	6,52	
Total Percentage										65,2%
Category										Dependent

The third principle is reluctance to move. The place dependence studied based on the principle of preference in this research utilizes two variables: effort to stay and effort to return. Place dependence, in terms of users' desire to remain in the coffee truck area, refers to key elements of the coffee truck area that possess unique functional values that cannot be easily substituted or replicated by alternative options.

Based on Table 7, it shows that the favorite place and the significance attached to the place do not have particularly high percentages in creating place dependence based on users' desire to remain in that area. The favorite place has a percentage of 57%, while the significance attached to the place is 58.8%. Additionally, it can be observed that there is no significant difference in the percentages between the two indicators. The results of this study indicate that users' desire to remain in the coffee truck area contributes to the formation of place dependence only within a neutral category.

Table 7. Level of Place Dependence on the " Effort to Stay " Variable

Indicator	Respondent Answers					Total	Actual Score	Ideal Score	Average	Actual Percentage
	SS	S	RR	TS	STS					

	SS	S	RR	TS	STS	Total	Actual Score	Ideal Score	Average	Actual Percentage
Favorite Place	8	20	34	25	13	100	**285**	500	2,85	57%
Memories of the Place	7	28	31	20	14	100	**294**	500	2,94	58,8%
Total							579	1000	5,79	
Total Percentage										57,9%
Category										Neutral

The following describes the place dependence that arises from users' desire to return to the coffee truck area. Table 8 indicates that the comfort of the place has a high percentage in contributing to the creation of dependence based on the desire to return, which is 65%. Thus, the results of the study on the sixth variable indicate that the desire to return creates place dependence, but only in the category of moderate dependence.

Table 8. Level of Place Dependence on the " Effort to Return " Variable

Indicator	Respondent Answers					Total	Actual Score	Ideal Score	Average	Actual Percentage
	SS	S	RR	TS	STS					
Comfort of the Place	11	36	25	22	6	100	324	500	3,24	64,8%
Proximity to the Place	11	31	24	19	15	100	304	500	3,04	60,8%
Total							628	1000	6,28	
Total Percentage										62,8%
Category										Dependent

Correlation

In this study, Spearman's Rank Correlation Coefficient was utilized to examine the strength and significance of the relationships among the variables related to place dependence. The results of the Spearman correlation analysis are presented in Table 9.

Table 9. Correlation Among Variables

Variable	Correlation with Other Variables	Strength of Relationship
The Best	Fulfill the needs (r = 0,691), Effort to return (r = 0,646), Comparison (r = 0,602), Effort to stay (r = 0,584), Loyalty (r = 0,520).	Strong (All variables)
Fulfiil The Needs	The best (r = 0,691), Comparison (r = 0,667), Effort to return (r = 0,659), Effort to stay (r = 0,633), Loyalty (r = 0,468).	Strong, Strong, Strong, Strong, Moderate
Comparison	Effort to return (r = 0,700), Fulfiil the needs (r = 0,667), Effort to stay (r = 0,635), The best (r = 0,602), Loyalty (r = 0,493)	Strong, Strong, Strong, Strong, Moderate
Loyalty	Effort to return (r = 0,603), The best (0,520), Comparison (r = 0,493), Fulfiil the needs (r = 0,468), Effort to stay (r = 0,465)	Strong, Strong, Moderate, Moderate, Moderate
Effort to Stay	Effort to return (r = 0,764), Comparisson (r = 0,635), Fulfill the needs (r = 0,633), The best (r = 0,584), Loyalty (r = 0,465)	Very Strong, Strong, Strong, Strong, Moderate
Effort to Return	Effort to stay (r = 0,764), Comparison (r = 0,700), Fulfiil the needs (r = 0,659), The best (r = 0,646), Loyalty (r = 0,603)	Very Strong, Strong, Strong, Strong, Strong

Based on Table 9 and Figure 1, the relationships among the six variables The Best, Fulfill the Needs, Comparison, Loyalty, Effort to Stay, and Effort to Return are evident, with Spearman's rank correlation coefficients indicating that most relationships are strong. Notably, moderate correlations are observed between Comparison and Loyalty (r = 0.493), Fulfill the Needs and Loyalty (r = 0.468), and Loyalty and Effort to Stay (r = 0.465). Among these, the most significant relationship is found between Effort to Stay and Effort to Return (r = 0.764), suggesting that users intending to remain in the coffee truck area are also more likely to express a desire to return in the future.

All relationships among the variables exhibit excellent significance (p = 0.000), indicating that the identified connections are not coincidental and are significant at a 95% confidence level (p < 0.05). Overall, these results demonstrate that the variables are interconnected, with varying degrees of significant relationships ranging from moderate to very strong.
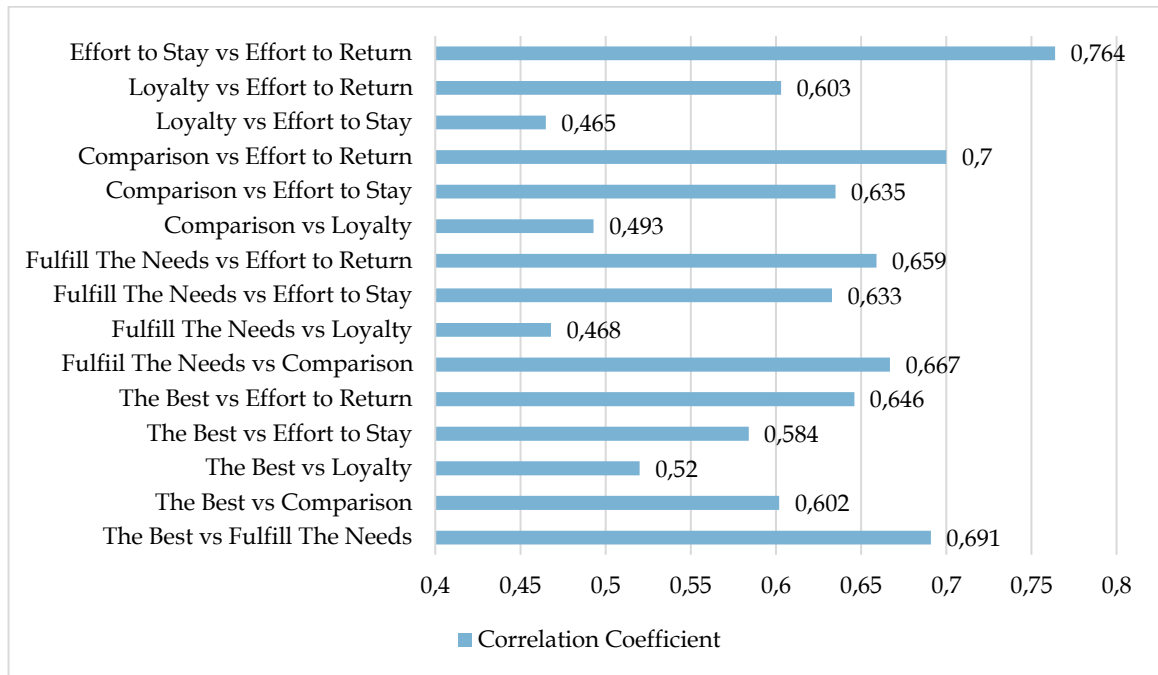
Figure 1. Correlation Among Variables

Conclusions

The level of place dependence observed in the coffee truck area on Teuku Hamzah Bendahara Street was derived from research that examined user interactions in the area. Based on the variables that constitute place dependence, the findings of this study are presented below (Table 10).

Table 10. Summary of Research Findings on Place Dependence

Variable	Indicator	Actual Score	Average	Actual Percentage
The best	Suitability of the place, Enjoyable place, Experience at the place	1049	10,49	69,93%
Fulfill the Needs	Location, Provided service	656	6,56	65,6%
Comparison	Interest in the place, Desire for the place	607	6,07	60,7%
Loyalty	Facilities, Atmosphere of the place	652	6,52	65,2%
Effort to Stay	Favorite place, Memories of the place	579	5,79	57,9%
Effort to Return	Comfortable place, Proximity to the place	628	6,28	62,8%
Total		4171	41,71	
Total Percentage				64,17%
Category				Dependent

Based on Table 10, the place dependency of the coffee truck area on Teuku Hamzah Bendahara Street is 64.17%, indicating that users have a moderate level of dependency on the area. It can be seen that the variable "The Best" shows the highest correlation with users' dependence on the coffee truck area. In addition, the correlation illustrates that there is a relationship between one variable and another. Users' desire to remain in the area significantly influenced their decision to stay. Each user expressed satisfaction after experiencing the area as the best place to be.

Overall, the coffee truck area demonstrates significant potential in fostering a positive relationship with users through place dependence.

Acknowledgments

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