

THE NEGATIVE ASPECTS OF AMPEL CORRIDOR ENVIRONMENT AS A HISTORICAL COMMERCIAL SITE

Astrid Kusumowidagdo¹; Dyah Kusuma Wardhani²

^{1,2}Interior Architecture Department, Faculty of Creative Industry, Ciputra University
UUC Town Citraland, Jl. Citraland Utama Road, Made, Sambikerep, Surabaya 60219, Jawa Timur, Indonesia
¹astrid@ciputra.ac.id; ²dyah.wardhani@ciputra.ac.id

ABSTRACT

The purpose of this study was to investigate the elements that had negative influences on the creation of the atmosphere and uniqueness of the place. Conducted qualitatively descriptive, the data collection was gathered through a focus group discussion method towards eight people in addition to observation, documentation, interview with experts, and document study. This research has found some various elements that have created negative impacts on the Ampel Corridor, such as the narrow distance between stores, lack of cleanliness, unclear circulation, noisy, the informal parking area, and cross-circulation with the settlement. The other factors also include numerous beggars, visitors, and pedicab.

Keywords: *ampel corridor, environment aspect, historical site, commercial site*

INTRODUCTION

Ampel is a religious historical area located in North Surabaya. It is also known as a heritage area. Ampel area has become a religious historic tourism site, particularly since Ampel mosque and the tomb of Sunan Ampel as the propagator Islam are located. These two nodes function as a center of activities, with several corridors inside the Arabian settlement lead towards the center of activities. There are two main corridors chosen to be the focus of this research. This place has a variety of uniqueness that marked with the sense of place.

The sense of place can be defined as a relationship between humans and the sense of environmental conditions, either physical or social setting, which gives the experience to produce intentionality status to a place. The place will provide a function for people's activities and culture (Low & Altman, 1992). Physical factors of the place are important in shaping a sense of place. Besides its physical appearance, people, and the social condition, there are also the elements that create a sense of place.

There are many definitions of the relationships between the concept of place, place convenience, and behavior. These definitions are derived from physics, geologic, psychology, architecture and urban aspects, and management. The terms also differ in terms of atmosphere, sense of place, service space, physical setting, physical and social factors, environment design, environment cues, and environment.

Nevertheless, the overall concepts have a lot similarity. These concepts have been placed at the intersection of the architecture and management. It can be seen from architecture' point of view, the concepts are related to the physical and social factors (Najafi & Kamal, 2014). Later, they are related to the behavior that takes place in the environments, such as commercial spaces (Turley & Milliman, 2000; d'Astous, 2000; Kusumowidagdo et al., 2015; Kusumowidagdo & Wardhani, 2017).

Wardhani and Kusumowidagdo (2017) have stated that some physical uniqueness characteristics that make up the visitors' perceptions including the authentic gate, diversity of the products, natural lighting, commercial space harmony, and the artificial lighting. Meanwhile, Kusumowidagdo and Wardhani (2017) have illustrated the importance of social factors that have contributed for Ampel corridors, such as the historical records and memory, the crowded atmosphere, religious atmosphere, the lifestyle attributes, interaction and activity, and the existence of Arabian merchants.

Some of the researchers have presented their overviews about the environment, such as Turley and Milliman (2000), Ryu and Jang (2007), and Kusumowidagdo et al., (2015). Baker (1986) has explained that the factors that affect the environments including the ambient factors, design factors, and social factors. The ambient factors can be defined as, "The atmosphere conditions that exist under the people consciousness and felt by the senses". Ambient factors can be found in the form of air quality, noise, scent, and cleanliness. In more detailed explanation, the air quality can be described as the temperature, humidity, and circulation.

The design factors can be defined as the design stimulus that exists and appears from the people consciousness. The design factors can be found in form of aesthetics and functionality. Aesthetics include the architecture, color, scale, materials, texture and pattern, and accessories. Meanwhile, the functional aspects cover the layout, comfort, and signage. The social factors in this term are the other visitors in the environment, and it can be found in form of other consumers and service personnel. Both aspects concern about the number of appearance and behavior. Baker's opinion (1986) is in line with Bitner (1992) and Turley and Milliman (2000) that the social elements also take part as a social factor not only the design and ambiance.

Turley and Miliman (2000) have also mentioned that the environmental factors or atmosphere can be explained in terms of external variables, general interior variables, layout and design variables, the point of purchase and decoration variables, and human variables. Ryu and Jang (2007) have explained the atmosphere can be defined as an aesthetics facility, ambient conditions, layouts, lighting, table settings, and service staff. Kusumowidagdo et al. (2015) have explained the several aspects need to be noted in the corridor such as a visual harmony, corridor legibility, corridor ambiance, social image, and interaction.

The researchers have studied Ampel's and found the positive aspects and environmental perspectives, including its commercial environment. Bitner (1992) and Kusumowidagdo et al. (2015), for example, have illustrated the importance of positive aspects of environment and behavior. Unlike the other research, this research aims to investigate the negative aspects that contributing to uniformity. In this case, d'Astous (2000) has called it as the irritating aspects of the artificial environments that affect the behavior. d'Astous (2000) in more detailed description has mentioned some negative aspects of shopping environments such as ambient, design, and social aspect. The ambient includes scent, cleanliness, temperature, and music. Meanwhile, the design is described in terms of regularity of the layout, arrangement of goods in stores, store areas, setting directions, store fixtures, and way findings. The social conditions are described in terms of crowds, the presence of children, the coercion of the salespeople, sellers, the coercion of shopping, negative behaviors of salespeople, the salesmen, and inadequate numbers of salespeople. This research views the gender and shopping type of the groups also contribute to people's perspective about the negative aspects.

Thus, the concepts of relations between humans and artificial environment including commercial spaces have been described in previous research both positively and negatively. According to Khedri (2013), it is important to pay attention to the comfortable spaces, especially for retail conditions. It is done by reducing the influence of negative information derived from commercial environment perception, avoidance behavior towards the commercial environment, and the dissatisfaction of the attendees. The irritating factors have an impact on cognitive processing and

affect the visitor's perceptions in the shopping environment, hence the attention to irritate the factors or negative aspects becomes relevant. To implement the strategy, first must define shopping irritants/negative aspects of the environment based on physical and social factors. Then, discover the cause and impacts, and how it affects the visitors. The previous research has focused on place attachment, sense of place, and likable of commercial environment. It has been conducted (Baker, 1986; Baker, Levy, & Grewal, 1992; Baker & Grewal, 1994) in the shopping areas, shopping corridors of shopping center, shopping center atriums and space social spaces such as food court and cafe areas, shopping corridors at transport hubs, and in historical religious areas (Kusumowidagdo & Wardhani, 2017).

This research attempts to fill in the existing research gap where the studies on negative aspects of the environment in the historical religious commercial areas in Indonesia that have not been carried out yet. This research also enriches the previous study by d'Astous' (2000) which has focused on perceived irritability of components of the environment in the shopping area. The aim of this research is to find the negative aspects of Ampel Corridor environment as the historic commercial site.

METHODS

This research is a descriptive qualitative study using the interviews, the visual observation and documentation, and focus group discussion as collecting data methods. The data is collected to obtain the opinions related to the objectives of this research. First, the interview is done with three people, the experts and community leaders in the research area. Second, the visual observation and documentation are done in about one month. Third, the focus group discussion is done with eight people from the various background as the key informants are on the negative aspects of the Ampel corridor environment. Table 1 shows research question.

Table 1 Research Questions

Topic	Research Questions
<i>Negative aspects of the Ampel corridor environment as a commercial historical area</i>	<ul style="list-style-type: none"> • Why are you interested in here? • What are your purposes to visit this place? • Does this place have a clear sense of place? • What are the negative aspects of physical factors that make up the place? • What are the negative aspects of the social factors that make up the place?

Ampel as research object is located in an Arab village in Surabaya, Indonesia. Ampel Corridor is a name for several corridors that lead to the complex of the Great Mosque of Ampel, and the complex of the tomb of Sunan Ampel. This area is unique because it has special settings and atmosphere. The numbers of ancient buildings in the population of Arab community descendants are dominant. The unique businesses with Arabic products are frequently seen. This study focuses on two corridors; corridor A (Entrance of Agung Mosque and the tomb of Raden Rahmat Sunan Ampel) and corridor B (Ampel Suci). Both have been characterized as commercial spaces or commercial enclosures on both sides of the corridor. Figure 1 shows the main corridors of Ampel district; the corridor A is in the left and corridor B is in the right.



Figure 1 Main Corridors of Ampel Districts; Corridor A (left) & Corridor B (right)

RESULTS AND DISCUSSIONS

Some findings have been identified to contribute the negative aspects of corridor A, such as a very narrow distance between the stores; the dirty environment, unclear circulation, and noisy environments. More detailed explanation of the negative aspects of corridor A environment is presented as follows. First, the distance between stores is too narrow. A lot of visitors have reported the narrow distance between shops during the focus group discussion session.

The narrow distance between stores makes people difficult to shop. Moreover, the visitors hardly see any merchandise for sale. The place is also crammed with people and the whole atmosphere is very hot (Worker, 32, female).

The distance between stores in this corridor is very narrow, and many street vendors use part of the roads as their booth. Because it is too crowded here, visitors often drop the products displayed in booth (Teacher, 24, female).

The corridor at Area A has width ± 3 meters and is used as an entrance and exit for the religious tour. This narrow corridor is the main circulation line that leads to the mosque and tomb of Sunan Ampel, which is why the traders use the corridor to sell their goods. Hence, the corridor is getting crowded.

The importance of considering the proper distance is in line with the Baker's study (1986). He mentions that it is necessary to consider the functional side of the layout and convenient requirements. D'Astous (2000) also mentions the design aspect of the store area. If it treated carelessly, the people's negative perception of the commercial environments becomes unavoidable. Turley and Milliman (2003) also discuss the importance of layout and design aspects. Kusumowidagdo et al. (2015) say that it is important to consider the extent of stores in corridors. The narrow distance of the corridor gives a stifling gloom atmosphere which is later perceived as negative by visitors according to d'Astous' findings (2000). Figure 2 shows the distance between stores.



Figure 2 The Distance between Stores

The dirty atmosphere at corridor A also creates a bad perception to the visitors about the environment near the Ampel corridor. Maintaining the cleanliness at this site, there should be more intense campaigns to gain the public's favorable perception. The hygiene issue has been elaborated by the participants during the group focus discussion.

The lack of monitoring for the environmental hygiene is clearly seen where the whole corridors looks dull and dirty. This condition makes the people uncomfortable when shopping. The garbage has been completely neglected. The trash bins must be provided in some locations (Teacher, 24, female).

Most of the visitors at corridor A do not concern with the cleanliness of the environment and the street vendors do not manage their waste. Hence, the corridor condition is dirty (Design Staff, 30, male).

The failure of treating a proper hygiene issue can make the people irritated during their visit to the commercial sites. On the other hand, when it is successfully taken care, this issue can serve as one of the indicators to create a good ambient (d'Astous, 2000).

The corridor A is the main circulation to Ampel mosque and the tomb of Sunan Ampel. These both corridors are used as an entrance and exit without a clear sign. The unclear circulation can make the visitors walk without any direction. Both explicit clues and guidelines should be made apparent so that visitors are able to recognize their ways. The ambiguity of this path appears during the discussion.

The circulation looks confusing for the people who have no idea about where to go. There should be a sign around the corridor to make the direction clear for the visitors. The large numbers of incoming visitors crash with the visitor exit circulation (Staff, 28, female).

There are many access roads connected to the settlement and no signage to help the visitors to choose the right road (Design staff, 30, male).

The circulation is confusing, especially for the people who come to do religious tour in Ampel for the first time (Entrepreneur, 25, male).

The unclear circulation can be an irritating factor for the visitors (d 'Astous, 2000). Conversely, a good circulation provides a good atmosphere to the commercial space environment as found by Baker (1986), Turley and Milliman (2000), Ryu and Jang (2007), and Kusumowidagdo et al. (2015). This case can be seen in Figure 3.



Figure 3 The Unclear Circulation

The noise of this area is due to numerous DVD and VCD vendors selling their merchandise in the corridor areas. The DVD and VCD themes are quite diverse from religious to popular themes. A lot of the participants have complained about the noise during the focus group discussion session.

The noisy atmosphere makes it difficult to concentrate, talk, and speak to the traders (Entrepreneur, 25, male).

The corridor is too narrow and full with DVD and VCD vendors who play their audio system loudly, and it's really disturbing (Worker, 32, female).

Tranquility is an important factor to note according to Baker (1986). When people can control noise, this is going to provide a good ambiance. Being in line with Baker's (1986) findings, d'Astous (2000) also mentions about the perceived negative noise factor included in the ambiance. This becomes one of the irritating factors.

The other negative aspect related to the social finding is due to the presence of numerous beggars, pedicabs, and visitors. The presence of numerous beggars at the sites often keeps the visitors from enjoying their visit maximally. They often force the visitors to give their donation. This issue has been raised during the focus group discussion session.

The beggars are passing by, impolite, and often force the visitors to give, making the atmosphere less fun (Designer, 28, male).

The number of beggars makes the trip to Ampel through Corridor A feels less comfortable, more over the beggars' force the visitors when asking for the donations (Entrepreneur, 25, male).

The beggars here are often forcing in asking for donations with unfriendly expression (Lecturer, 35, female).

The existence of the beggars is a social factor that becomes the irritating factors in Ampel corridor area. The presence of beggars is a new factor that the researcher found in this study. These findings may support Baker's (1986) and D'Astous (2000) studies, suggesting social factors have influenced the behavior of other visitors (Kusumowidagdo et al. 2015). There are numerous pedicabs drivers parked in the gate area and have made the atmosphere cramped. When the visitors pass, the driver also actively greets the visitors. This issue has been expressed during the focus group discussion.

The pedicabs parked in the gate area to serve transportation service for visitors. However, their unorganized, disorderly arrangement has created a traffic jams in the transition area of corridors and Nyamplungan road. This condition should be reviewed (Student, 22, female).

The visitors' must be careful with the pedicabs, because the driver often drive carelessly and park in any area (Lecturer, 35, female).

There are numerous pedicabs and drivers that serve specific factor to the area in the corridor of Ampel. This finding is a new finding for this study that focuses on the historical areas of religion. It can be seen in Figure 4.



Figure 4 Pedicabs around Corridor A

For Corridor B in Ampel Corridor, there are some findings that have been identified as negative aspects of the environment, such as there are numerous vehicles that parked in corridor B and cross-circulation with the settlement. For more detailed explanation of the negative aspects of corridor B environment is presented as follows. Corridor B, Ampel Suci is located near the Arabian settlement. There are several accesses from the corridor from the village to the Ampel corridor. People can walk through these accesses, and thus it becomes the special identity of this place. Due to the access to the settlement, some parts of the corridor B are used as a parking area for motorcycle and bicycles. It can be seen in Figure 5.

There are many vehicles parked inside the corridor, and creates unorganized space between the commercial space (Entrepreneur, 25, male).

The Ampel Suci corridor is crowded with the visitors, sellers, and informal parking area inside the corridors. (Worker, 32, female).



Figure 5 Informal parking area in corridor B

The existence of cross-circulation with the settlement often adds to the density of this area. Here are some opinions of the participants during the focus group discussion.

The density in this area, in fact due to the proximity of the settlement, the use of corridors with various needs into a colliding circulation that at certain hours can become very crowded (Designer, 30, male).

Because the access from corridor B to the Arab settlements was closed, it causes a lot of collisions between the visitors, sellers, and the residents (Staff, 28, female).

The cross-circulation between the interest of visitors to the pilgrimage with the visitors and the residents in the area near the Ampel often occurs. Similar findings may be found around the commercial corridors with historical nuances.

The bicycles and seller carts sometimes give the impression of uncomfortable situation because the visitors should be a little wary not to get hit. There should be better traffic settings inside the corridor (Architect, 26, female).

The circulation that occurs in corridor B is not only between the pedestrians fellow, but other vehicles circulation such as motorcycle, seller carts, wagon, and bicycles also often pass through this corridor. The visitors must be careful in this corridor because of the cross-circulation of various vehicles (Lecturer, 35, female).

The numbers of bicycles and seller carts passing near the corridors are always worsened by the residents' activities in their housing areas. The access to transportation and utilities always collides with the people who need access to the mosque of Ampel. Moreover, this collision has gotten worse with the numerous street vendors selling their merchandise on the left and right side of the corridors. This issue has been extensively discussed by the participants during the focus group discussion. It can be seen in Figure 6.



Figure 6 Cross-circulation at Corridor B

CONCLUSIONS

The physical and social factors of the area of Ampel corridors influence shaping the sense of place. These factors simultaneously shape the sense of place of the Ampel corridors area. In shaping the sense of place, there are also the negative aspects that influence the visitor's perception in Ampel corridors. This research explores various aspects as negatively perceived by the visitors. This research has found various elements that have created a negative impacts on the Ampel corridors, such as the narrow distance between stores, the lack of cleanliness, the dirty circulation noisy, the informal parking area, and cross-circulation with the settlement. The other negative aspects related to social finding is due to the presence of numerous beggars, pedicabs, and numerous visitors.

The negative aspects that affect the environment are the great interest of retailers. By knowing the negative aspects of the environment, the retailers' seller could improve the corridor condition to make the shopping experience for the visitors' to be a pleasant one. The positive effects are also found in this research. First is the excellent efforts to improve the environmental issues, especially from the perspective of the users. Second is the negative that elements have been thoroughly investigated and identified, for the future of the Ampel's corridors. The research objects will be later expanded to the

other areas, such as public buildings, since they have an impact on the community and neighborhood, especially the Arabian settlement.

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