

Risk mitigation for kiosk relocation in station revitalization projects: Analysis of potential impacts on location identity and consumer behavior

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis potensi risiko relokasi kiosk dalam proyek revitalisasi stasiun terhadap identitas lokasi dan perilaku konsumen, serta merumuskan strategi mitigasi yang tepat. Metode yang digunakan adalah kajian literatur dengan pendekatan teoritis terhadap konsep revitalisasi kawasan, identitas tempat, perilaku konsumen, dan dinamika usaha mikro. Hasil kajian menunjukkan bahwa relokasi kiosk tidak hanya berdampak secara fisik, tetapi juga dapat memicu krisis identitas tempat akibat terputusnya hubungan emosional dan memori konsumen terhadap lokasi lama. Perubahan jalur mobilitas

dan struktur ruang berpotensi mengganggu kebiasaan konsumsi, menurunkan intensitas kunjungan, serta menghilangkan transaksi spontan yang menjadi sumber utama pendapatan pedagang kecil. Kondisi ini meningkatkan kerentanan sosial-ekonomi pelaku usaha mikro. Oleh karena itu, diperlukan strategi mitigasi seperti penempatan kiosk pada jalur utama pergerakan penumpang, menjaga kontinuitas visual dan simbolik, pemberian insentif selama masa transisi, integrasi promosi digital, serta pelibatan aktif pedagang dalam proses perencanaan. Studi ini menekankan pentingnya pendekatan revitalisasi yang inklusif dan berkelanjutan.

ABSTRACT

This study aims to analyze the potential risks of kiosk relocation in station revitalization projects on place identity and consumer behavior, as well as to propose appropriate mitigation strategies. The research employs a literature review method with a theoretical approach, focusing on concepts of area revitalization, place identity, consumer behavior, and micro-business dynamics. The findings indicate that kiosk relocation generates not only physical impacts but also triggers a crisis of place identity by disrupting consumers' emotional attachments and spatial memories. Changes in mobility flows and spatial structures may alter consumption habits, reduce visit frequency, and eliminate spontaneous purchases that constitute a primary income source for small vendors. These conditions increase the socio-economic vulnerability of micro-enterprises. Therefore, effective mitigation strategies are required, including placing kiosks along main passenger routes, maintaining visual and symbolic continuity, providing transitional incentives, integrating digital promotion, and actively involving vendors in the planning process. This study highlights the importance of inclusive and sustainable revitalization approaches to ensure both spatial improvement and economic resilience.



Introduction

The revitalization of the station area, which will be realized in the 2026-2028 period, has the potential to bring about major changes to the spatial structure, mobility flows, and economic activity patterns in the surrounding area. One of the main consequences of this revitalization process is the relocation of business kiosks that have been dependent on their strategic location in the station area. Changes to the layout of buildings and the rearrangement of public activity zones have the potential to create a crisis of identity for businesses, as relocation can erase the spatial connections that have been firmly embedded in consumers' memories (Beh et al., 2023).

The relocation of kiosks is also expected to change consumer mobility flows, given that pedestrian paths, crowded areas, and main access points to the station will shift. In many contexts of area revitalization, such physical changes are often followed by shifts in consumer segmentation, changes in the image of the area, and changes in visitation preferences. Uncertainty during the transition period, both before and after the kiosk relocation process, has the potential to cause consumers to delay purchases and reduce the intensity of visits to the area. This condition can pose significant socio-economic risks for small businesses that are highly dependent on consistent customer flow (Munir et al., 2021).

This article was compiled using a scientific review method with a theoretical approach, namely by examining various literature on area revitalization, consumer behavior, place identity, and micro-business dynamics in public spaces. This approach allows the author to map the potential risks that may arise when kiosks are relocated, as well as to identify mitigation measures that can be implemented before revitalization is carried out. The analysis was conducted through a critical reading of relevant findings and concepts.

The urgency of this study lies in the need to understand early on the potential impact of relocation on the sustainability of small businesses around the station, so that stakeholders, including area managers, local governments, and business actors, can prepare appropriate mitigation strategies to minimize the socio-economic risks that may occur during the revitalization process. This study is expected to provide a strong conceptual basis to support more inclusive and equitable revitalization planning.

Discussion

The relocation of kiosks in the station revitalization project has not only physical impacts, but also affects the identity of the place, passenger movement, and the stability of small traders' income. Changes in pedestrian routes can eliminate spontaneous passersby and create small obstacles that reduce daily transactions (Basri et al., 2021). In the station area, this risk is even greater because vendors are highly dependent on passengers coming and going every day, while their ability to adapt is quite limited. Various studies show that without careful spatial planning that takes into account the needs of vendors, relocation can reinforce the inequality between small businesses and large stores. With this in mind, the following subchapter discusses the

mitigation strategies needed to ensure that station revitalization continues to support the economic sustainability of small vendors.

Revitalization of Station Areas and Location Identity Crisis

In the study of place identity theory, physical space is understood not merely as a geographical location, but also as a collection of symbolic meanings, memories, and experiences that are continuously negotiated by space users (Carvajal, 2021). A strong place identity often becomes a source of competitive advantage for an area because it can create differentiation and user loyalty, both among local residents and visitors.

Literature on micro-scale area marketing and planning shows that “micro-places” such as streets or plazas can become anchor points of identity that influence the overall perception of an area (Fuentes et al., 2024). In this context, rows of long-established kiosks serve as visual and social markers when consumers remember to “buy breakfast at kiosk A before catching the train” or “meet friends in front of kiosk B.” When revitalization changes the layout of the space and relocates kiosks, these chains of memory and daily practices are broken, creating the risk of weakening users' emotional ties to the place.

Findings from various revitalization studies show that when physical changes are not accompanied by strategies to preserve the identity of a place, there is a loss of place identity, with users feeling that “the place is not what it used to be,” which then affects visitation rates and emotional attachment (Babiano & Fong, 2024). In the case of revitalizing historic centers and heritage areas, efforts to preserve narratives of the past that are perceived as authentic have been shown to increase property values and commercial appeal, but only if aspects of identity are integrated into the redesign of the space (Utami & Young, 2025).

From this combination of literature, the article asserts that the relocation of kiosks in the station area is not merely a technical matter of moving traders, but also involves renegotiating the identity of the place. When kiosks are moved to zones that are less visible or separated from the main flow of passenger mobility, the identity that has been formed has the potential to weaken. In the long term, this weakening of identity can reduce the attractiveness of the area as a hub for both informal and formal economic activity.

Changes in Spatial Structure, Mobility Flows, and Consumer Behavior

Consumer behavior theory in the retail context emphasizes the importance of accessibility, visibility, and ease of navigation. Strategic locations that are easily visible and located on main traffic routes are consistently associated with higher sales opportunities. Research on store layout also shows that spatial arrangements can shape how consumers move when their usual flow is suddenly disrupted, causing their habits to be shaken. According to Ananda et al. (2023), consumers who previously moved at an automatic pace are suddenly forced to pause to find their way, and it is this small pause that increases search costs and affects their interest in shopping.

In the context of markets and small traders, research on the relocation of traditional markets shows that moving traders to a new, more organized building does

not automatically increase income. In some cases in Indonesia, traders have reported a decline in turnover and customer numbers because the new location is less strategic, visitor entry and exit routes no longer connect with the old mobility routes, and visual markers that were previously “reference points” for buyers have been lost. This aligns with research by Sartika et al. (2024) that, in practice, the market may appear neater, but the rhythm of people's movements that support daily transactions actually weakens after relocation.

Research on the relocation of street vendors in various cities shows a fairly consistent pattern when vendors are moved from areas with high foot traffic, their income tends to drop dramatically. The loss of passing trade from spontaneous buyers who happen to pass by their stalls is a major source of vulnerability, as most small vendors depend on this type of “passing by” shopping pattern. In one study, relocation was found to have a negative and significant impact on vendors' monthly income, showing that relocation is not just a matter of physical adjustment, but directly affects the stability of their livelihoods (Falma & Susetyo, 2025).

These findings are highly relevant to the context of station revitalization. Changes to pedestrian paths and station entrances and exits can shift the center of activity, so that kiosks that were originally located on the natural passenger route become locations that must be deliberately visited. Such shifts require consumers to change direction, and this situation can disrupt routine shopping habits, such as buying coffee before boarding the train, because what used to be an automatic process now requires additional effort.

From a consumer behavior perspective, relocating kiosks without a well-thought-out redesign of mobility flows can cause behavioral friction, which are small but consistent obstacles that gradually reduce transactions. Therefore, changes to the spatial structure of the station area should be understood as an intervention in consumer habits, not merely a matter of building layout. Redesigning the space here means changing the way people search, select, and decide on purchases when routes and meeting points are moved without considering how people actually conduct searches in their daily lives. These small issues will continue to recur and ultimately erode the economic potential of the area (Krefeld-schwalb et al., 2025).

Social-Economic Risks for Micro Businesses in Transit Areas

Literature on the informal sector and microenterprises shows that small traders are highly dependent on location due to limited marketing capital and the inability to build a brand outside the space where they sell. In daily practice, their address is essentially a point where people pass by on sidewalks, stations, or alleyways, so that a loss of foot traffic means a loss of access to consumers. Small traders are indeed providers of cheap goods, creators of employment, and guardians of the social dynamics of public spaces, but their dependence on crowds makes them highly vulnerable to urban planning policies. Relocation without adequate support facilities not only reduces income but also triggers various forms of social vulnerability, ranging from a decrease in family labor to an increase in short-term debt burdens (Ziwoni et al., 2025).

In the context of transit areas such as stations, this vulnerability is even more pronounced because spending patterns in these areas depend on commuter flows, which are fluctuating and highly sensitive to physical changes, such as construction or temporary closures. In addition, micro-businesses in stations typically rely on small but repeated daily transactions, so any period that disrupts passenger flows can immediately erode traders' ability to survive. This situation makes the stability of visitor flow a vital factor in determining the sustainability of their businesses, because even slight changes in passenger movement patterns can have an impact on the rhythm of transactions that have been running automatically (Pertwi, 2024).

A literature review discussing market relocation and street vendors shows that traders who are able to survive and recover their income are generally those who obtain new locations that remain close to sources of crowds, are involved in the planning process so that old trading patterns can be adjusted, and receive support in the form of area promotion, temporary rent subsidies, or improved facilities that can attract new customers. Based on these findings, in line with the research by Sa'adah & Wicoro (2022), the relocation of kiosks in station revitalization projects that do not take into account the adaptive capacity of micro-businesses has the potential to widen socio-economic disparities. Large businesses such as franchise retailers can adapt through promotions and digital channels, while small traders rely almost entirely on physical visibility at the location, making them the group most affected by changes in space that are not designed inclusively.

Relocation Risk Mitigation Strategy in Station Revitalization

Literature on commercial district revitalization shows that the impact of relocation on small businesses is largely determined by how space design, connectivity, and management processes are designed. When the structure of the area remains compact and the connections between destinations are maintained, shopping activities can continue to flow and the image of the area can actually improve, as shown in a study of the revitalization of a small town in Wales. According to data from the Welsh government, this principle shows that the quality of spatial design is an important foundation for the successful relocation of kiosks, as it determines whether the flow of visitors remains in line with the needs of small traders who depend on the flow of crowds.

Based on these theories and findings, several mitigation measures are important to implement in station revitalization. The redesign of mobility flows needs to ensure that kiosks remain on the natural passenger route, so that the spatial structure does not sever their connection with the center of activity. The identity of the place can also be maintained through visual and symbolic continuity that helps consumers recognize the new space without losing their orientation. During the transition period, policies such as rent reductions, area promotions, and flexible operating hours can mitigate the decline in revenue that often occurs when passenger flow is disrupted. The integration of digital channels and the inclusion of kiosks on station maps are important complements for vendors who depend on physical visibility. Equally important, the active involvement of vendors in planning ensures that revitalization is not only physically neat, but also

economically sustainable for small businesses that have long supported the dynamics of the station's public space (Utami & Young, 2025).

Conclusion and Recommendations

The relocation of kiosks in the station revitalization project has the potential to trigger a crisis of place identity, changes in mobility flows, and a decline in economic stability for micro-businesses, mainly due to their dependence on physical visibility and proximity to the main passenger movement routes. Literature findings indicate that spatial changes that do not consider consumer habits and small business dynamics can eliminate passing trade, disrupt shopping routines, and weaken consumer attachment to the area. To minimize these risks, mitigation strategies need to include the placement of kiosks on main circulation routes, strengthening place identity through visual continuity, policy support during the transition period, digital marketing integration, and active involvement of traders in the planning process, so that revitalization not only results in improved physical quality of the area, but also ensures the socio-economic sustainability of small businesses. The recommendations in this article emphasize the importance of an inclusive, evidence-based planning approach that considers the user experience of the space so that station revitalization can maintain the vitality of the area while providing equitable benefits to all parties who depend on its activities.

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