Vending Machine and Influence on Life in Indonesia

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Abstract. The purpose of this research is to find out about the vending machine business opportunities and the influence on life in Indonesia. Along with the times, practical things began to be needed. Japan is one of the countries that always make new innovations in any field, including in sales. One of the examples is a vending machine. The thing that influences this research is because Indonesia is one of the most consumptive countries in the world. This study used qualitative research method, namely by focusing the analysis on a theoretical basis. This research method is also used because research focuses on socio-cultural conditions. The results of this study indicates that Indonesia is a consumptive country as well as a country that wants high practicality. Therefore, with the existence of this vending machine, how to buy something will be easier, practical and efficient.

1. Introduction

In this era, businesses are more complex and more responsible. Consumers want goods with good quality, easy to get, fast delivery and new. Company employees want to get a salary that is commensurate with the energy spent, a conducive work environment, well-structured work procedures, and supportive work media. Employers want the products they develop are preferred by the market, sell well, have low production costs, easy to get raw materials, professional employees, and government regulations that can support business and distribution [1]. Not only that, business competition now also requires businesses to become professional people [2].

Vending machines are devices used in various places to store and dispense various types of merchandise, including drinks, snacks and children's toys, in response to customer requests and appropriate payments. Vending machines provide many benefits for customers and operators. Vending machines usually provide services that are convenient and independent for customers and twenty-four-hour access [3]. Vending machines have been known to many people and have been around since the late 1880s. Some of the first vending machines are basic devices designed to sell cigarettes and postcards [4]. But now one of the most widely known types of vending machines is soft drink vending machines [5]. A number of vending machines are often placed in public areas, such as in travel breaks or snack bars [6].

The main advantage of buying a product from a vending machine is that it provides uninterrupted access to the items in it, allowing consumers to make purchases at times that are convenient for them. Vending machine operators also benefit because the cost of paying employees is reduced to more or less the cost of buying or leasing and operating the machine [7]. The vending machine automatically receives money and instead provides goods or services [8]. Conventional vending machines accept coins, paper currency, credit cards, or debit cards. These conventional automatic vending machines often fail to receive coins or currencies offered [9]. This payment system also has drawbacks. One of the main problems is paper currency and other payment media can be counterfeited [10].
The purpose of this research is to find out about the vending machine business opportunities and the influence on life in Indonesia, and the thing that influences this research is because Indonesia is one of the most consumptive countries in the world. This study used qualitative research method, namely by focusing the analysis on a theoretical basis. The method was more focusing on the cultural conditions.

2. Method
This research used qualitative research method, focusing the analysis on a theoretical basis. This research method used in this study because research more focuses on socio-cultural conditions and in accordance with existing facts. This method is used because it is flexible according to the needs, and the situation and field conditions.

3. Results and Discussion
In Indonesia, vending machines are not new things, but they are not getting a smooth business opportunity compared to Japan or other developed countries. Even so, it seems that vending machines are still not too familiar to some Indonesians. There are several reasons that make vending machines not yet seen by the Indonesian people, one of which is due to a lack of marketing or introduction to citizens.

In Indonesia, the most widely sold items in vending machines are soft drinks. When viewed in Japan or in a country where the development of vending machine business is rapid, the sale of goods is not only limited to that but there is also a vending machine for food, tickets, and so on.

Below is an example of the most common vending machines found in Indonesia and abroad, namely automatic drink vending machines. Beverage vending machines provide a variety of drinks, ranging from canned drinks and bottles at varying prices. There is also a vending machine that has a choice of cold drinks or warm drinks that we want. One example of a soft drink vending machine can we see in Figure 1.

![Soft drink vending machine](https://example.com/soft_drink_vending_machine.jpg)

**Figure 1.** Soft drink vending machine. Figure was adopted from google.com on Aug 3rd, 2018.

Besides drinks, there are also other vending machines such as egg vending machines. If we visit Japan, maybe we will often see vending machines like this. Vending machines like this are usually placed in places or areas with shopping malls that are far away so that it will facilitate the purchase of food needs. You can see an example of an egg vending machine in the Figure 2.
In addition, there are also vegetable vending machines. Although not as much as an egg vending machine, we can also find vegetable vending machines in Japan. Its function is the same as an egg vending machine which makes it easier to get food needs for places far from shopping centres. The sample image can be seen in Figure 3.

There are also cigarette vending machines in Japan. Japan does impose restrictions on cigarette sales to people who are not old enough. Smokers in Japan must have a smoking license card, and without this card underage people will not be able to buy cigarettes can be seen in Figure 4.
But if this cigarette vending machine is applied in Indonesia, it would be very risky to remember how freely people smoke without knowing the place, or because there are no strict laws that prohibit minors from smoking so that minors will be able to buy it free.

Unlike Japan, the use of vending machines is still limited to selling soft drinks in Indonesia. Other uses that are currently available are for Commuter Line ticket services, electronic money sales, newspapers and more. Ticket vending machine can be seen in Figure 5.

However, the vending machine market in Indonesia is likely to mature in 2018. This moment coincided with the increasing public use of electronic money and the completion of the Mass Rapid Transit project and transit light rail. Furthermore, cashless payment device is also ready to be applied for payments in vending machines [11].

Then there are pros and cons in using this ticket vending machine. Many asked about the fate of the ticket window guards if their jobs were later replaced by machines. But the solution is that the ticket counter guards can switch jobs to guide people who will operate the ticket vending machines themselves. So no one will be harmed and their work will get lighter.

4. Conclusion
People who want things that are efficient and practical will certainly welcome this innovation. It's just that marketing and introducing this machine are things that need to be improved. The sinking of this business is caused by people's ignorance of the existence of vending machines in Indonesia and ignorance of how to use them. Indonesians are still too unfamiliar with this one item. Unlike in Japan, laying down vending machines is everywhere, from cities to remote parts of the country, even in the mountains. The point is that the vending machine business is very promising to be implemented in Indonesia so that the vending machine business in Indonesia is quite promising.

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