

ANALYSIS OF FACTORS INFLUENCING CONSUMERS IN PURCHASE DECISIONS OF LOCAL FRUITS IN BIREUEN DISTRICT (Case Study of Bireuen Traditional Market Consumers)

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Abstract

Local fruits are fruits that are cultivated by farmers in each region in Indonesia. Consumption of local fruit in Indonesia is still relatively low. This condition is due to the lack of public interest in consuming local fruit. The level of community consumption of local fruit is influenced by consumer behavior in making decisions to buy local fruit. This research aims to analyze the factors that influence consumers in purchasing decisions of local fruit in the traditional market of Bireuen Regency. The results of this research using multiple linear regression analysis model obtained the equation $Y = -2.101 + 0.297X_1 + 0.429X_2 + 0.364X_3$. The value of the coefficient of determination (Adjust R^2) is 0.704 or equal to 70.4%. The percentage influence of individual factors, environmental influences, and marketing strategies can explain local fruit purchasing decisions of 70.4%, the remaining 29.6% is influenced by other variables outside the model that are not included in this study. The result of the F-test and t-test simultaneously and partially aspects of individual factors, environmental influences, and marketing strategies have a significant effect on local fruit purchasing decisions at the Bireuen Regency Traditional Market.

Key words: *Environmental, Individual factors, Local Fruit, Marketing Strategies, Purchasing Decisions, Traditional Markets.*

1. PRELIMINARY

Indonesia is a country with a tropical climate and is very suitable for the development of the horticulture sub-sector, especially fruits so that it becomes a business opportunity and source of income for farmers. When viewed from the types of fruit that are marketed and consumed by the public, there are currently two types of fruit, namely local fruit and imported fruit. Local fruit are fruits that are cultivated by farmers in each region in Indonesia, while imported fruit are fruit obtained from other countries, then distributed to every area spread across Indonesia (Wisnu, 2011). Consumption of local fruit in Indonesia is still relatively low. Local fruits in Indonesia are consumed on average 88.56g/capita/day in 2020. Even though the recommendations from the World Health Organization/World Health Organization (WHO) of 150 g/capita/day. The 2020 consumption figure is only around 59.04% of the recommended figure. This condition is due to the lack of public interest in consuming local fruit, causing local fruit to lose compared to imported fruit (Ministry of Agriculture, 2020).

The problem with local fruits is also caused by the fact that people prefer imported fruits to meet their nutritional needs compared to local fruits, for various reasons, starting from reasons of quality, availability and continuity, price, to the prestige obtained (Lukmana, 2009). While local fruit tends to have a short shelf life, the price difference between imported and local fruit can reach two thousand to three thousand rupiah per kg. However, the actual quality problem is that local fruit is much fresher, tastes better, and is denser in nutrition compared to imported fruit which is attractive in appearance only (Amru, 2012). The level of community consumption of local fruit is influenced by, among other things, consumer behavior in making decisions to buy local fruit to satisfy needs and wants. According to Assael in Sutisna (2001) influencing factors Consumers in

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making purchasing decisions are factors that come from within consumers who are aware of the importance of fruit for health, consumers' healthy lifestyles and consumers' motivation to buy fruit influence consumers in purchasing decisions.

Aceh province is one of the provinces that produces and sells local and imported fruits such as apples, grapes and oranges. One of the districts that produce and sell local and imported fruit in Aceh is Bireuen district. Bireuen Regency is one of the districts that has quite good economic development, thus influencing the behavior and lifestyle of its people. One of the traditional markets in Bireuen Regency is the Bireuen Blok Market. The Bireuen Blok Market is a market located in the city center which is very busy and strategic for buying and selling daily necessities. One of the agricultural products sold at the Bireuen Blok market is fruit, where fruits are sold in the form of local fruit and also imported fruit. Fruit sellers need to understand consumer attitudes towards local and imported fruit so that sellers can plan or develop effective and efficient marketing strategies to reach consumers. The increasing public awareness of the nutritional importance of these fruits can increase the demand for fruits so that the supply of these fruits must also be increased. Based on the description above, the authors are interested in examining the factors that influence consumers in buying local fruit in traditional markets in Bireuen Regency.

2. LITERATURE REVIEW

According to Suryani (2008) the decision-making process begins with the introduction of needs by consumers, followed by information search, evaluation of alternatives and buying decisions and evaluation after buying. It can be concluded that purchasing decisions are a person's buying behavior in determining a product choice to achieve satisfaction according to consumer needs and desires.

According to Assael (2001) there are three factors that influence consumers in making purchasing decisions, namely as follows:

1) Individual Factors

Individual factors, namely the choice to buy goods or services are influenced by things that exist in consumers such as needs, perceptions, attitudes, geographical conditions, lifestyle, and individual personality characteristics.

2) Environmental Influence

Environmental influences, namely consumer choices for goods or services are influenced by the environment that surrounds them. When consumers buy goods or services they are based on many considerations, for example because they imitate their friends, because their neighbors have bought first and so on. Thus, the social interaction carried out by a person will also influence the choice of product to be purchased.

3) Marketing strategy

Implementation of marketing strategies, namely marketing stimuli that are controlled by marketers/business actors. In this case marketers try to influence consumers by using marketing stimuli such as advertisements, and the like so that consumers are willing to choose the products offered. Marketing strategies that are commonly developed by marketers are usually related to the products offered, the selling prices of the products, the marketing strategies carried out and how marketers distribute products to consumers.

3. RESEARCH METHOD

This research was conducted in a traditional market (Pasar Blok Bireuen) in Bireuen District. The location of this research was taken randomly *purposive* namely the research location was determined deliberately based on the consideration that in Bireuen Regency there is a traditional fruit market that sells local fruit. The data used in this study are primary data and secondary data. The population in this study were all visitors who had bought local fruit at the

Bireuen District Traditional Market. The determination of the sample in this study using the technique *accidental sampling*. The data analysis used in this research is descriptive analysis and multiple linear regression analysis which was previously processed using a Likert scale. The stages of data analysis used consist of:

1) Validity Test and Reliability Test

This test was conducted to determine whether it is feasible to use as a research instrument.

2) Descriptive Analysis

Descriptive analysis is an analysis of data in the form of the characteristics of the fruit respondents and the scores of the three factors that influence consumers in purchasing decisions. This analysis is grouped based on the same answer, then percentaged based on the number of respondents. The largest percentage is the dominant factor of each variable studied and the calculation of the percentage of respondents' answers is in the form of a simple tabulation.

3) Classic assumption test

The classical assumption test was carried out to avoid statistical bias that could interfere with the model that has been formed. In the regression calculation, it might hinder the conclusions drawn from the equations formed. The classic assumption test used is the normality test, multicollinearity test, and heteroscedasticity test.

4) Multiple Linear Regression

Analysis Multiple linear regression analysis is a measurement of the influence of variables involving the dependent variable (purchasing decision (Y)) with the independent variable (individual factor (X_1), environmental influences (X_2), and marketing strategy (X_3)). Multiple linear regression analysis aims to determine the factors that influence consumers in buying local fruit. The multiple linear regression equation is as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

where: Y = Purchase decision;
a = Constant;
b = Regression coefficient;
 X_1 = individual factor;
 X_2 = environmental influences;
 X_3 = Marketing strategy;
e = Prediction error (Santoso and Slamet, 2015).

5) Hypothesis testing

a. T Test (Partial Test)

The t test is known as the partial test, which is to test how each independent variable influences the dependent variable individually. Used to see the influence between purchasing decisions and the influencing factors, namely individual consumers, environmental influences, and marketing strategies.

b. F Test (Simultaneous Test)

The F test is used to test and see simultaneously whether the regression coefficients of all variables in one model are significant or not.

6) Determinant Coefficient Test (Adjusted R^2)

Used to analyze the independent variables in explaining the diversity of the dependent variable (decision to buy local fruit), the magnitude of the coefficient of determination (Adjusted R) is calculated.²⁾

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4. RESULTS AND DISCUSSION

Characteristics of Respondents

Gender

Table.1 Characteristics of respondents based on gender

Gender	Respondents	Percentage (%)
Male	13	22,8
Female	44	77,2
Total	57	100

Source : Primary data (processed), 2022

Table 1 shows that local fruit consumers are dominated by women with a percentage of 77.2% while men are only 22.8%. This is because the existence of women in society is very important, especially in meeting the needs of the family. Women play an important role in making purchasing decisions for household needs, including decisions to buy local fruit to fulfill family nutrition, and women shop more often than men.

Age

Table 2. Characteristics of respondents based on Age Level

Age Level	Respondents	Percentage (%)
17-25	12	21,1
26-35	22	38,6
36-45	17	29,8
46-55	6	10,5
Total	57	100

Source : Primary data (processed), 2022

Based on Table 2, it shows that the majority of local fruit consumers are in the age range of 26-35 years with a percentage of 38.6% of the total sample. This shows that this age group is the early adult age group, where consumers tend to be able to think carefully when deciding to buy local fruit with certain considerations and according to the desired tastes and are more health-oriented by paying attention to the quality of the products offered.

Education

Table 3. Characteristics of respondents based on Education Level

Education Level	Respondents	Percentage (%)
SMA	36	63,2
D3	5	8,8
S1	15	26,3
S2	1	1,8
Total	57	100

Source : Primary data (processed), 2022

The majority of consumers who buy local fruit at the Bireuen Regency Traditional Market are consumers who are at the high school education level with a percentage of 63.2% of the total sample. This can be seen in Table 3. Fruit consumers have a fairly good level of education because they have extensive knowledge. about the importance of consuming fruits that are beneficial to health.

Profession

Table 4. Characteristics of respondents based on Profession

Profession	Respondents	Percentage (%)
Private officer	9	15,8
Teacher	2	3,5
Government employees	7	12,3
Midwife	1	1,8
Housewife	21	36,8
Student	7	12,3
Trader	3	5,3
Entrepreneur	7	12,3
Total	57	100

Source : Primary data (processed), 2022

Table 4 shows that the majority of consumers who buy local fruit at the Bireuen Regency Traditional Market are housewives with a percentage of 36.8% of the total sample. This is because the respondent's data collection was carried out in the morning until the evening, so it was found that the majority were housewives in the field. Housewives generally have more free time to shop compared to respondents who work outside the home.

Income

Table 5. Characteristics of respondents based on Income Level

Income Level	Respondents	Percentage (%)
≤ Rp 1.000.000	22	38,6
Rp 1.000.001-Rp 2.000.000	15	26,3
Rp 2.000.001-Rp 3.000.000	14	24,6
>Rp 3.000.000	6	10,5
Total	57	100

Source : Primary data (processed), 2022

Based on Table 5, it shows that the majority of local fruit consumers in the Traditional Market of Bireuen Regency have a monthly income of ≤ IDR 1,000,000 with a percentage of 38.6% of the total sample. This shows that the income of the respondents is one of the criteria for consumer purchasing decisions based on what happened during the study. The average consumer who buys fruit at traditional markets is a consumer with a low income level, while those with a high income buy fruit more often at the modern market.

Frequency of fruit purchases

Table 6. Characteristics of respondents based on the frequency of fruit purchases

Frequency of fruit purchases	Respondents	Percentage (%)
1-2	41	71,9
3-5	13	22,8
>5	3	5,3
Total	57	100

Source : Primary data (processed), 2022

The most frequent purchase of fruit by local fruit consumers at the Bireuen Regency Traditional Market is 1-2 times a month with a percentage of 71.9% of the total sample. This can be seen in Table 6.

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Most Frequently Purchased fruit

Table 7. Characteristics of respondents based on fruit that is often purchased

Most Frequently Purchased fruit	Respondents	Percentage (%)
Orange	38	66,7
Apple	13	22,8
Grape	6	10,5
Total	57	100

Source : Primary data (processed), 2022

Based on Table 7, it shows that the average fruit that is often purchased by local fruit consumers at the Bireuen District Traditional Market is citrus fruit with a percentage of 66.7% of the total sample. This is because citrus fruits have a lower price than other fruits.

Validity Test

Table 8. Validity Test Results

No	Variable	r_{hitung}	r_{tabel}	Statement
1	Individual Factors (X_1)			
	- Indicator 1	0,760	0,361	Valid
	- Indicator 2	0,854	0,361	Valid
	- Indicator 3	0,707	0,361	Valid
2	Environmental Influence (X_2)			
	- Indicator 1	0,871	0,361	Valid
	- Indicator 2	0,519	0,361	Valid
	- Indicator 3	0,850	0,361	Valid
3	Marketing Strategies (X_3)			
	- Indicator 1	0,718	0,361	Valid
	- Indicator 2	0,699	0,361	Valid
	- Indicator 3	0,803	0,361	Valid
	- Indicator 4	0,587	0,361	Valid
4	Purchasing Decisions (Y)			
	- Indicator 1	0,799	0,361	Valid
	- Indicator 2	0,877	0,361	Valid
	- Indicator 3	0,787	0,361	Valid

Source: Primary data (processed), 2022

Based on Table 8 it shows that all the indicators used to measure the variables used in this study have a value greater than r_{tabel} so that it can be used as a research instrument.

Reliability Test

Table 9. Reliability Test Results

Variable	Cronbach's Alpha	Reliability Standard	Statement
Individual Factors (X_1)	0,661	0,60	Reliable
Environmental Influence (X_2)	0,630	0,60	Reliable
Marketing Strategies (X_3)	0,644	0,60	Reliable
Purchasing Decisions (Y)	0,736	0,60	Reliable

Source: Primary data (processed), 2022

Variable Descriptive Analysis

1. Descriptive Calculation of Individual Factor Variable

Table 10. Respondents Perceptions of Individual Factors (X_1)

Question/Indicator	Score				Quantity
	STS (1)	TS (2)	S (3)	SS (4)	
Need	1	9	7	40	200
Lifestyle	0	7	20	30	194
Motivation	0	3	18	36	204
Quantity					598
Average					199,333

Source: Primary data (processed), 2022

Based on Table 10, it shows that indicators of consumer motivation in buying local fruit have the highest contribution in individual factor variables with a total score of 204 followed by indicators of consumer need for fruit to fulfill consumer nutrition and lifestyles. The average score of the indicators of needs, lifestyle, and motivation is 199.333 so that each indicator used in individual factor variables has a very high contribution to purchasing decisions.

2. Descriptive Calculation of The Environmental Influence Variable

Table 11. Respondents Perceptions of Environmental Influence Factors (X_2)

Question/Indicator	Score				Quantity
	STS (1)	TS (2)	S (3)	SS (4)	
Social class	0	3	17	37	205
Friend recommendation	0	10	36	11	172
Family recommendation	1	5	32	19	183
Quantity					560
Average					186,6667

Source: Primary data (processed), 2022

Based on Table 11, it shows that the indicator of buying fruit due to social class, namely accustomed to buying fruit in traditional markets, has the highest contribution in the environmental influence variable with a total score of 205, followed by family recommendations and friends' recommendations in buying fruit. Each indicator used in the environmental influence variable has a high contribution to purchasing decisions.

3. Descriptive Calculation of Marketing Strategy Variable

Table 12. Respondents Perceptions of Marketing Strategy Factors (X_3)

Question/Indicator	Score				Quantity
	STS (1)	TS (2)	S (3)	SS (4)	
Product	1	8	39	9	170
Price	0	6	37	14	179
Promotion	0	5	30	22	188
Location	1	1	30	25	193
Quantity					730

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Average	182,5
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Source: Primary data (processed), 2022

Based on Table 12, it shows that the strategic location indicator has the highest contribution to the marketing strategy variable with a total score of 193, followed by promotion indicators, affordable fruit prices, and quality products. The average score of the product, price, promotion and location indicators is 182.5 so that each indicator of the marketing strategy variable has a high contribution to purchasing decisions.

4. Descriptive Calculation of The Purchasing Decision Variable

Table 13. Respondents Perceptions of Purchasing Decision Factors (Y)

Question/Indicator	Score				Quantity
	STS (1)	TS (2)	S (3)	SS (4)	
Compare fruit	0	9	17	31	193
Fruit quality	1	5	32	19	183
Repeat purchase	1	3	29	24	190
Quantity					596
Average					188,66
					67

Source: Primary data (processed), 2022

Based on Table 13, it shows that the indicator comparing fruit sold at Traditional Markets in Bireuen Regency with other traditional markets has the highest contribution to the purchasing decision variable with a total score of 193, followed by indicators of willingness to repurchase, and fruit quality. The average score of indicators comparing fruit, fruit quality, and repurchase is 188.6667 so that it has a high contribution to the purchasing decision variable.

Normality Test

The normality test used in this study is an approach with a P-plot graph. The normality test can be seen at the points along the diagonal line. If the points follow the data along the diagonal line, it means that the data is normally distributed. In Appendix 8. It can be seen that the data is normally distributed, because the data spreads around the diagonal line and follows the direction of the diagonal line.

Multicollinearity Test

Table 14. Multicollinearity Test Results

Variable	Tolerance	VIF	Statement
Individual Factors	0,931	1,074	Non Multicollinearity
Environmental Influence	0,743	1,345	Non Multicollinearity
Marketing Strategy	0,766	1,305	Non Multicollinearity

Source: Primary data (processed), 2022

In table 14 it is clear that the VIF values for all independent variables are <10, so it can be concluded that the regression model used does not show any signs of multicollinearity between the independent variables.

Heteroscedasticity Test

To detect the presence or absence of heteroscedasticity, a scatterplot graph is used. If there is a certain pattern, such as the dots that form a regular pattern (wavy, widened then narrowed), then it means there is heteroscedasticity. The results of the analysis show that the dots do not form

a specific pattern and the dots spread randomly and are scattered both above and below zero on the Y axis. So it can be concluded that the regression model used does not show symptoms of heteroscedasticity.

Multiple Linear Regression Analysis

Table 16. The Results of Multiple Linear Regression Analysis

Variable	Coefficien t	T _{hitung}	Sig.t
(Constanta)	-2,101	-1,135	0,054
Individual Factors (X ₁)	0,297	4,325	0,000
Environmental Influence (X ₂)	0,429	4,918	0,000
Marketing Strategy (X ₃)	0,364	3,830	0,000
Adjust R ² = 0,704			
Sig F = 0,000			

Source : Primary Data (Processed), 2022

From the results of the analysis in Table 16 it can be written the regression equation as follows:

$$Y = -2,101 + 0,297X_1 + 0,429X_2 + 0,364X_3$$

From these equations can be interpreted as follows:

- A constant of -2.101 means that it shows a negative influence. This means that if the value of individual factors (X₁), environmental influences (X₂), and marketing strategy (X₃) is 0 then the purchasing decision variable (Y) has a negative value.
- The regression coefficient of the individual factor variable (X₁) is 0.297, meaning that individual factors have a positive influence on the purchasing decision variable. If the individual factor variables increase while other variables remain constant, then the purchase decision will increase.
- The regression coefficient of the environmental influence variable (X₂) is 0.429, meaning that environmental influences have a positive influence on the purchasing decision variable. If the environmental influence variable increases while other variables remain constant, then the purchasing decision will increase.
- The regression coefficient of the marketing strategy variable (X₃) is 0.364, meaning that the marketing strategy has a positive influence on the purchasing decision variable. If the marketing strategy increases while other variables remain the same, then the purchasing decision will increase.
- The significant value of Fcount is smaller than the alpha value (0.000 < 0.05). This shows that individual factors (X₁), environmental influences (X₂), and marketing strategy (X₃) simultaneously have a significant effect on the buying decision of local fruit in the Traditional Market of Bireuen Regency.
- Adjusted R Square value is 0.704, meaning that the influence of all independent variables, namely individual factors (X₁), environmental influences (X₂), and marketing strategy (X₃) on the dependent variable on purchasing decisions (Y) is 70.4% and the remaining is 29.6% is influenced by other variables outside the model.

5. CONCLUSIONS AND SUGGESTIONS

Conclusions

Based on the results of the analysis and discussion that has been carried out, it can be concluded that simultaneously and partially aspects of individual factors, environmental influences, and marketing strategies have a significant effect on purchasing decisions for local fruit in the Traditional Markets of Bireuen Regency.

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Suggestions

To increase sales of fruit at the Traditional Market of Bireuen Regency, traders need to improve marketing strategies, both by way of promotion, availability of fruit, and quality of fruit must always be considered so that consumers are satisfied and become loyal customers.

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