FACTORS INFLUENCING CONSUMER DECISIONS IN PURCHASING LOCAL FRUIT AT RAYA MEDAN MARKET, METRO TRADE CENTRE

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ABSTRACT

Local fruit is fruit grown by local farmers throughout Indonesia. There are 3 local fruits, namely bananas, Siamese oranges and mangoes at Raya Medan Market, Metro Trade Center (MMTC) which is a traditional market and is managed by a private company, namely PT. Deli Metropolitan on 7 hectares of land. This study aims to analyze: 1) The process of consumer decision making in purchasing local fruit at MMTC's Raya Market. 2) Factors that influence the decision to buy local fruit at MMTC's Raya Market. This research was conducted in April 2022. The number of samples was 60 consumers of local fruit. The method used to determine the sample isNon Probability. Data analysis used Multiple Linear Regression by conducting two tests, namely the research instrument test and the hypothesis test. The results of the study show that: 1) The decision making process in buying local fruit goes through several stages, namely need recognition, information search, selection of alternatives, purchasing decisions and post-purchase behavior 2) The test results show that price, product and location affects the purchase decision.

INTRODUCTION

Fruits are food plants that contain lots of vitamins, fiber and minerals when consumed and have health benefits. There are many types of fruits with different vitamins. There are two types of fruit on the market, namely domestic (local)

fruit and foreign (imported) fruit. Local fruits are fruits that are grown and cultivated by local farmers throughout Indonesia. Imported fruits are fruits from other countries, coming to Indonesia and distributed to all regions in Indonesia. Fruits are increasingly favored by the public because in general people have their own habits in consuming fruits both domestically and imported, depending on their tastes, habits and needs (Hidayat, 2011).

Table 1. Amount of Local Fruit Production in North Sumatra in 2017-2021

Year	Production (Tons)		
	Siamese orange	Banana	Mango
2017	435.454	150.691	24.692
2018	409.683	118.648	26.434
2019	296.934	114.050	31.980
2020	336.905	100.254	32.600
2021	448.211	121.364	46.162

Source: Central Bureau of Statistics (BPS) of North Sumatra Province, 2022

Based on the data in Table 1, it can be seen that the production of mango fruit commodities has increased every year, but the Siamese orange and banana commodities in North Sumatra have experienced production instability. Production in 2021 has increased with a respective percentage of 111,306 tons (25%) for Siamese oranges and 21,110 tons (17%) for bananas. This condition of production instability is caused by factors from climate and weather conditions that are uncertain or unfavorable, resulting in a decrease in the quality, fertility and carrying capacity of the land causing the productivity of agricultural products to also decrease (Hahn, 2002).

Raya Medan Market, Metro Trade Center (MMTC) which is a traditional market and managed by a private company, namely PT. Deli Metropolitan sits on 7 hectares of land, and there are two markets, namely the wet market and the dry market. The location of this market is strategic to visit because it is close to residential areas and close to the main road which is between the border of Deli Serdang and Medan City. This market is unique in that this wet market building has no walls or walls. This traditional market consists of several blocks, for blocks A, B, D, E for vegetables, block C for fish, and block F for fruit. These blocks make it easier for consumers to find what they want.

Consumers generally make purchasing decisions based on the feelings or experience of consuming the product, in conjunction with the information provided by the merchant or promotion. These choices can affect consumer behavior. There are several factors that influence consumer purchasing decisions, especially when a consumer behaves differently during the purchasing decision process. Producers and marketers need to understand what consumers really want and things anything that influences or is considered during a purchase including: price, product quality, and location/place will attract the buyer's interest (Engel et al., 2002). Based on the background, the

problems to be discussed in this study are as follows 1) What is the consumer decision-making process in purchasing local fruit at Raya Medan Market, Metro Trade Center? 2)What are the factors that influence the decision to buy local fruit at Raya Medan Market, Metro Trade Center?

RESEARCH METHODS

Method of Collecting Data

This research was conducted at Raya Medan Market, Metro Trade Center located in Dusun VII, Medan Estate Village, Percut Sei Tuan District, Deli Serdang Regency with the method of purposive research area. Data collection used by researchers to collect data from sources directly in the field is in the form of supporting facts, evidence, and existing information sets (Teguh, 2005). Primary data is defined as data derived from interviews or filling out questionnaire both individually/individually that has been prepared in advance by the researcher and based on research objectives and needs. Secondary data is data that comes fromexisting information in the form of agency data, literature books and the internet. Secondary datain research obtained from sources, namely the Central Statistics Agency (BPS).

The sampling method for consumers is Accidental Sampling which is a non-probability sampling technique. The number of samples used for this research uses techniques or formulas in accordance with the theory of Naresh K Malhotra (2009: 189) where the sample size (sample size) is determined by multiplying the number of indicators (statement items) used in research by 5. So that in research This number of indicators is 12, so the sample obtained is 12x5=60 respondents.

Data Analysis Method

The data analysis method used is multiple linear regression analysis which also uses research instrument tests (validity test and reliability test) and research hypothesis tests (T test and F test) and is then implemented in the form of descriptive analysis, which previously will be processed using SPSS using a scale likert. The multiple linear regression equation formula in this study uses the following equation (Sugiyono, 2008):

$$Y = \alpha + b_1 X_1 + b_2 X_2 + b_3 X_3 + e$$

Description: Y = Local fruit consumer decisions (Likert score)
a = Constant regression equation
b_1, b_2, b_3 = Regression coefficient
x_1 = Price (Likert score)

x_2 = Product (Likert score)
x_3 = Place (Likert score)
e   = Disturbance level (error)

RESULTS AND DISCUSSION

Introduction to Needs

Need recognition is the first step in the buying decision process in which consumers identify their problems and needs. Consumer needs can be influenced by internal or external stimuli. Marketers need to identify different situations as needed.

Table 2. Introduction to Consumer Needs in Purchasing Local Fruit at the MMTC Grand Market

No.	Introduction to Needs	Number (people)	Percentage(%)
1.	Objective		
	Everyday habits	17	28,33
	Favorite	12	20
	Source of vitamins	24	40
	Promotes digestion	7	11,67
2.	Benefit		
	Maintain body health	37	61,67
	As a treatment for disease	13	21,67
	Fulfillment 4 healthy 5 perfect	10	16,66
3.	Interest Level		
	Very important	34	56,67
	Important	21	35
	Just normal	5	8,33

Source: Primary data processed in 2022

Based on table 2 regarding the process of identifying consumer needs with the aim of buying local fruit at MMTC's Raya Market, most of the respondents had the goal of consuming local fruit because of the source of vitamins as many as 24 respondents with a percentage of 40%, this was based on vitamins being substances that play a direct role as regulators various nutrients that have been consumed and entered into the body and contain vitamin C which is good for consumption.

The process of identifying consumer needs for fruits is realized by the benefits consumers will get when consuming fruit, namely the benefits of fruit for maintaining a healthy body by 37 respondents with a percentage of 61.67%. This is because, in order to avoid various diseases that have a negative impact on health. Health is very important, technological and scientific developments have begun to increase public awareness of health. This makes it increasingly important for people to choose and consume fruit that is good for health.

The more important it is for respondents to consume fruits, indicating that respondents increasingly feel the benefits of consuming fruit. Based on table 1 shows that the process of identifying consumer needs for the level of interest in consuming fruits, where as many as 34 respondents with a percentage of 56.67% said it was very important to consume fruits because the benefits of consuming these fruits are felt for the health of the body which can be avoided from illness. So that if consumers do not consume fruit they feel something is lacking, thus the benefits of local fruits can already be felt by respondents (Porosilmu, 2015).

Information Search

Information search is the stage or purchase decision process in which consumers are interested in seeking further information. The following is a table in the search for consumer information based on information sources.

Table 3. Searching for information on purchasing local fruit at MMTC's Raya Market

No.	Information Search	Number (people)	Percentage(%)
1.	Resources		
	Family/friends	27	45
	Social media	4	6,67
	Seller	19	31,66
	Self	10	16,67
2.	Promotional Influence		
	Influential to buy	49	81,67
	No effect	11	18,33

Source: Primary data processed in 2022

Based on table 3, it can be described that the process of seeking information on local fruit, most consumers get information from people closest to consumers. Local fruit consumers received information from family/friends as many as 27 respondents with a percentage of 45%. This is in accordance with what was stated by Setiadi (2010) that the most effective sources of information come from sources that we often encounter everyday. This process is carried out by consumers in two ways, namely through internal search stored in memory, this information search process is usually carried out by consumers who have consumed it. While external search is done by collecting information from reading materials, markets or other media. The second source of information that influences local fruit consumers is a source of information that comes from profit-seeking parties, namely sellers, as many as 19 respondents.

The process of seeking information where the influence of promotion on the desire to buy local fruit at MMTC's Raya Market most of the respondents stated that it had an effect on buying by 48 respondents with a percentage of 81.67%. Promotion is an activity carried out by producers to increase consumer interest in buying a product. Local fruit producers or marketers at MMTC's Raya

Market use various forms of promotion to increase sales. Determination of price discounts is a form of promotion which according to respondents is quite attractive to make a purchase. Meanwhile, 11 respondents with a percentage of 18.33% said that consumers would still buy local fruit because it was a necessity.

Alternative Selection

Alternative selection is the stage in the purchasing decision-making process, in which the consumer uses the information that has been obtained to evaluate alternative types in an arrangement of choices. The following is the selection of alternatives and consumer behavior if the desired local fruit is running out.

Table 4. Selection of Alternatives in Buying Local Fruit at MMTC's Raya Market

No.	Alternative Selection	Number (people)	Percentage(%)
1.	Purchase Considerations		
	Fruit price	28	46,66
	Fruity taste	19	31,67
	Fruity quality	13	21,67
2.	Consumer Behavior When Fruit Is Running Out		
	Buy other types of local fruit	20	33,33
	Buy imported fruit	3	5
	Looking elsewhere	31	51,67
	Postpone purchases	6	10

Source: Primary data processed in 2022

Based on table 4, it can be described about the process of selecting alternative consumers in buying local fruit at MMTC's Raya Market, where the consideration of respondents in evaluating before deciding to buy local fruit is closely related to consumers' assessment of local fruit, which is seen through the various attributes that exist in the product. The price attribute is 28 respondents with a percentage of 46.66% and the taste attribute is 19 respondents with a percentage of 31.67% considered as the main consideration for local fruit respondents in evaluating their alternative choices, because the cheap price attracts consumers to buy the local fruit and the taste Sweet fruit makes consumers want to buy.

Consumer behavior in purchasing local fruit is running out or not available, consumers of 31 respondents with a percentage of 51.67% tend to buy local fruit elsewhere or other traders who still sell local fruit according to the needs or desires of consumers in consuming it. As many as 20 respondents with a percentage of 33.33% bought other types of local fruit in that place because other types of local fruit also have taste and prices are also relatively cheap (Sudirmansyah, 2011).

Purchase Decision

The fourth stage of the purchasing decision process is the main goal of a series of processes that are generally passed by consumers before consuming a product or service. As for what is analyzed at this stage is the type of fruit that is often purchased by consumers and the way consumers decide to buy local fruit, can be explained in the following table.

Table 5. Purchase Decisions about Local Fruits at MMTC Supermarket

No.	Purchase Decision	Jumlah (orang)	Persentase(%)
1.	How to decide on a purchase		
	Planned	20	33,33
	Depend on the situation	33	55
	Sudden	7	11,67
2.	Fruit Type		
	Local fruit	47	78,33
	Imported fruit	8	13,34
	Just the same	5	8,33

Source: Primary data processed in 2022

Based on table 5, it can be described that as many as 33 respondents with a percentage of 55% made a purchasing decision by looking at the situation or conditions while at Raya Medan Market, Metro Trade Centre. One of the factors is the condition and the type of local fruit to be purchased is available or not. Whereas 20 respondents with a percentage of 33.33% went through advance planning, because generally respondents who do shopping activities have previously made a list of the products they will buy, including fruit.

While the decision process to purchase local fruit at Raya Medan Market, Metro Trade Centre (MMTC), where each consumer will ultimately decide what type of fruit to buy, whether local fruit or imported fruit. A total of 47 respondents with a percentage of 78.33% chose to buy local fruit, namely bananas, Siamese oranges and mangoes while 5 respondents chose imported fruit. This shows that respondents tend to be more interested in buying local fruit because the price is cheaper and the nutritional content in local fruit is not much less than imported fruit (Karamoy, 2015).

Behavior after Purchase

This stage is a process that is passed by all consumers. The matters related to post-purchase behavior in this study are the level of satisfaction with buying local fruit at MMTC's Raya Market, how many times a day to make purchases and the reactions of respondents when local fruit prices increase can be seen in the following table.

Table 6. Behavior after purchasing local fruit at MMTC's Raya Market

No.	Behavior After Purchase	Jumlah (orang)	Persentase(%)
1.	Purchase Frequency		
	2 days once	6	10
	Every 3 days	24	40
	Once a week	21	35
	Once every 2 weeks	9	15
2.	Satisfaction Level		
	Satisfied	48	80
	Just normal	9	15
	Not satisfied	3	5
3.	Reaction to Rising Local Fruit Prices		
	Objection	38	63,33
	Just normal	13	21,67
	Do not mind	9	15

Source: Primary data processed in 2022

Based on table 6, it shows that the highest level of fruit consumption is consumption of once every 3 days as many as 24 respondents with a percentage of 40% where consumers buy local fruit because to maintain health, especially nowadays when people are vulnerable to disease, consumers maintain health by consuming these fruits. As for the level of consumer satisfaction in buying local fruit at MMTC's Raya Market, 48 respondents with a percentage of 80% were satisfied with the local fruit they consumed. If the consumer is satisfied, a positive attitude and belief will be formed for further purchases, and vice versa. While respondents who expressed dissatisfaction amounted to 3 respondents with a percentage of 5%, based on the results that have been interviewed consumers who did not express satisfaction were caused by the unavailability of the desired local fruit so they bought other types of fruit.

Based on demand theory, price is one of the factors that influence the quantity demanded of a product. When the price of local fruit rises, consumers will reduce the amount of local fruit demanded. In accordance with this theory, it shows that when the price of local fruit experienced a price increase, as many as 38 respondents with a percentage of 63.33% objected to an increase in price. Because consumers are price sensitive, they will buy other fruit, look for fruit in other locations and don't even buy it.

Research Instrument Test

Based on the results of the validity test where in the calculation of r table it is known that the number of samples or N is 60 respondents with a significance of 5% (95% confidence level), then it is found that the value of r table is 0.254. An indicator is declared valid if it has an r count value of 0.254.

Table 7. Results of Consumer Validity Tests in Purchasing Local Fruit at MMTC's Raya Market

Variable	Validity	Information
1. Price (X_1)		
- Indicator 1	0,415	Valid
- Indicator 2	0,285	Valid
- Indicator 3	0,787	Valid
2. Product (X_2)		
- Indicator 1	0,638	Valid
- Indicator 2	0,529	Valid
- Indicator 3	0,463	Valid
3. Location (X_3)		
- Indicator 1	0,492	Valid
- Indicator 2	0,428	Valid
- Indicator 3	0,665	Valid
4. Purchase Decision (Y)		
- Indicator 1	0,286	Valid
- Indicator 2	0,627	Valid
- Indicator 3	0,679	Valid

Source: Primary Data Processed in 2022

Based on table 7, it can be seen that the independent variables, namely price (X_1), product (X_2) and location (X_3) and the dependent variable, namely purchase decision (Y) have a value greater than 0.254 so that the research questionnaire is valid and can be used for further statistical analysis.

The Reliable Test is used to measure a questionnaire which is an indicator of a variable that can be said to be reliable if it is tried repeatedly. In this test, if the Cronbach's Alpha value is > 0.6, it can be said to be reliable or reliable. The results of the overall reliability test value of the indicators for each variable can be seen in Table.

Table 8. Consumer Reliability Test Results in Purchasing Local Fruit at MMTC's Raya Market

Variable	Cronbach's Alpha	Reliability Standards	Information
Price	0,615	0,60	Reliable
Product	0,626	0,60	Reliable
Location	0,615	0,60	Reliable
Purchase Decision	0,614	0,60	Reliable

Source: Primary Data Processed in 2022

Based on table 8, it can be seen that the Cronbach's Alpha value of the independent variables, namely price (X_1), product (X_2) and location (X_3) and the dependent variable, namely purchase decision (Y), has a reliable value above 0.6. So it can be concluded that the research variables are reliable and can be used for further statistical analysis (Ghozali, 2013).

Research Hypothesis Test

Based on the results of hypothesis testing where the significant level used in this study is 5% or α = 0.05, the results of testing the hypothesis are as follows.

Table 9. Calculation Results of Factors Influencing Consumer Decisions in Purchasing Local Fruit at MMTC's Raya Market

Variable	B	T-count	Significance
Constant	3,142	2,550	0,014
Price (X_1)	0,262	2,103	0,040
Product (X_2)	0,268	2,051	0,045
Location (X_3)	0,335	2,794	0,007
R-Square = 0,570			
F-count = 24,725			
F-table = 2,77			
T-table = 2,0032			

Source: Primary Data Processed by SPSS 22

Multiple Linear Regression Analysis

Based on table 9 above which was processed through SPSS version 22 it can be seen that the results of multiple linear regression analysis are as follows:
Y = 3.142 + 0.262 (X_1) + 0.268 (X_2) + 0.335 (X_3)
From the multiple linear regression equation it can be explained that:
1. A constant value of 3.142 indicates that if there is the influence of the price (X_1), product (X_2) and location (X_3) variables on the purchasing decision variable (Y) the value is zero. So the average magnitude of the decision to buy local fruit is 3.142.
2. The regression coefficient of the price of 0.262 is positive, which means that any increase in the value of the price will affect or increase the value of the purchase decision.
3. The regression coefficient of the product is 0.268 with a positive value, which means that every time there is an increase in the value of the response score from the product variable, the value of the decision to buy local fruit increases by 0.268.
4. The regression coefficient of the location of 0.335 is positive, which means that each location value increases, the purchase decision will increase by 0.335.

Partial Significance Test (T Test)

The t-test is used to test the significant effect of individual independent variables on the dependent variable in the regression model that has been generated using SPSS 22.In calculating the t-table, namely: t(α; n-k-1); t(α; 60-3-1); t(0.05;56); t(2.0032) with 5% significance (95% confidence

level), then the t-count value must be greater than the t-table or the significance value is less than 0.05.

Based on table 8 above, it can be seen that the price variable has a t-count value of 2.10 > t-table value (2.003) and a significance value of 0.04 <0.05. This shows that H_0 is rejected and H_1 is accepted, namely the price variable (X_1) partially has a positive effect on the purchasing decision variable (Y) of local fruit.

In the product variable, it can be seen that the t-count value is 2.051> the t-table value (2.003) and a significance of 0.04 <0.05. This shows that H_0 is rejected and H_1 is accepted, namely the product variable (X_2) partially has a positive effect on the purchasing decision (Y) of local fruit.

In the location variable, it can be seen that the t-count value is 2.79> t-table value (2.003) and a significance of 0.007 <0.05. This shows that H_0 is rejected and H_1 is accepted, namely the location variable (X_3) partially has a positive effect on the purchasing decision (Y) of local fruit.

Simultaneous Significance Test (F Test)

The F test is used to test the significant effect of the independent variables on the dependent variable together in the regression model that has been generated using SPSS 22. In the calculations determine the F-table, namely: F (k; n–k); F(3; 60-4); F(3;57); F (2.77) with 5% significance (95% confidence level), then the f-count value must be greater than the f-table or the significance value is less than 0.05.

Based on table 9 above, it can be seen that the f-count value is 24.725 > the f-table value (2.77) and a significance value of 0.00 <0.05. This shows that H_0 is rejected and H_1 is accepted, namely the variable price (X_1), product (X_2) and location (X_3) simultaneously influence the purchasing decision variable (Y) of local fruit.

Analysis of the Coefficient of Determination R² (R Square)

The R² test is used to measure the ability of the independent variables (price, product and location) to explain the dependent variable (purchasing decision). The results of calculations using the SPSS 22 program can be seen in the following table.

Based on table 9 it shows that the results of calculations using the SPSS 22 program assistance obtained an R square value of 0.570 or 57%. This shows that the influence of all independent variables, namely price (X_1), product (X_2) and location (X_3) on the dependent variable (Y) purchasing decisions of local fruit consumers by 57% or consumer decisions in purchasing local fruit by 57% is influenced by independent variable. Meanwhile, the remaining 53% is influenced or explained by other variables not explained in this study such as promotions, service quality, personal factors, social factors, cultural factors and others (Herdina, 2020).

CONCLUSIONS

The consumer decision-making process in purchasing local fruit at Raya Medan Market, Metro Trade Center consists of several stages, namely need recognition, information search, alternative selection, purchase decision, and behavior after purchase. At the need recognition stage where the aim is to consume local fruit because it is a source of vitamins with a percentage of 40%, this is based on the fact that vitamins are substances that play a direct role as regulators of various nutrients that have been consumed and entered into the body. At the information seeking stage, local fruit consumers received information from family/friends with a percentage of 45%. At the stage of selecting alternative indicators that consumers consider is the price of fruit with a percentage of 46.66% because cheap prices attract consumers to buy local fruit. The consumer decision process in buying local fruit is mostly done by looking at the current situation or condition at MMTC's Raya Market with a percentage of 55%. As for behavior after purchase, consumers are satisfied with the percentage of 80% in buying local fruit at MMTC's Raya Market.

There are 3 (three) influences on the decision to purchase local fruit at Raya Medan Market, Metro Trade Centra, namely: price, product quality, and location. From the results of the partial T test using the SPSS 22 program, it was found that the price (X_1), product (X_2) and location (X_3) variables significantly influence the purchasing decision variable (Y). While the results of the simultaneous F test also obtained the result that the independent variables simultaneously affected the dependent variable on purchasing decisions (Y).

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