



Consumer Behavior in Purchasing Vegetables in Cilimus Market, Kuningan Regency

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Abstract

Farming in Indonesia has a very important role so that in every stage of national economic development, the agricultural sector is not ruled out. Some of the reasons underlying the importance of agriculture in Indonesia are the large and diverse resource potential. One of the sub-sectors of the agricultural sector that has occupied an important position as a sub-sector that produces agricultural products that have a fairly high commercial value, namely the horticulture sub-sector. Horticulture sub-sector commodities in Indonesia are divided into four major groups, namely fruits, vegetables, ornamental plants, and medicinal plants. This study aims to find out the characteristics of consumers and what factors influence the decisions of vegetable consumers in Cilimus Market, Kuningan Regency. The study was conducted from October to November 2022. This study used a non-opportunity sample technique with a sample of 40 people. Data analysis techniques in this study use descriptive analysis to describe consumer characteristics. Furthermore, this research uses the Principal Component Analysis extraction method. The results showed that (1) the characteristics of consumers who buy vegetables at Cilimus Market, Kuningan Regency are mostly women, aged between 42-51 years, married status, the number of family members 3-5 people, the education level of most high schools, the type of work as a housewife, the amount of income Rp. 1,000,000 – Rp. 2,000,000, monthly expenses to buy vegetables ranging from Rp. 100,000 – Rp. 200,000 and (2) environmental factors, Psychology, individual differences and attribute assessments have a real influence on consumer decisions in purchasing vegetables at Cilimus Market, Kuningan Regency

keywords: Consumer Behavior; Purchasing Vegetables; market

INTRODUCTION

Agricultural development is a planned and gradual change in the agricultural sector with the aim of increasing agricultural production in quantity and quality. In order to meet the increasing consumption needs of the population in general, and improve the welfare of farmers

in particular through increasing farm productivity by applying new agricultural technology (Nurmala et al., 2012). National food security has long been seen as one of the main goals of development, although achieving food sufficiency must be faced with multidimensional problems (Pasaribu, 2016). Efforts to increase production are also continuously strengthened through technological innovation and the implementation of improved farm management programs. This is closely related to efforts to meet the needs of rice as a staple food for the majority of Indonesian people.

Farming in Indonesia has a very important role so that in every stage of national economic development the agricultural sector is not excluded. The important role of agriculture is not only as a food producer to meet the needs of the population but also plays an important role as a producer of state foreign exchange, producer of raw materials for the industrial sector, and as a forum for the labor force to earn income (Andrianto, 2014). Indonesia is one of the developing countries based on the agricultural sector as the main livelihood for the majority of its population.

Some of the reasons underlying the importance of agriculture in Indonesia are the large and diverse resource potential. The agricultural sector consists of several sub-sectors, namely food crops, horticulture, plantations, and animal husbandry, where the four sub-sectors have a vital role for Indonesia. The role of the agricultural sector for Indonesia's economic development both directly and indirectly is quite significant, such as absorbing labor, sources of income for the community, providing food and raw materials and bringing foreign exchange for the country. One of the sub-sectors of the agricultural sector that has occupied an important position as a sub-sector that produces agricultural products that have a fairly high commercial value, namely the horticulture sub-sector. Horticulture sub-sector commodities in Indonesia are divided into four major groups, namely fruits, vegetables, ornamental plants, and medicinal plants.

Horticulture crops, especially vegetables and fruits, have good market opportunities domestically and abroad because of their high economic value, population growth followed by increasing economic conditions, public awareness of vitamin calculations has an impact on increasing vegetable commodities, both quantity and quality, because it must be developed into agribusiness commodities in order to take advantage of comparative opportunities and benefits in the form of climate varied, fertile land, large labor and available land (Pitaloka, 2020).

In terms of economy, vegetables play an important role as a source of income for farmers, traders, and employment. Even nationally, vegetables are able to contribute significantly to Gross Domestic Product (GDP). In 2007, GDP based on constant prices reached Rp17.275 trillion (Direktorat Jendral Hortikultura, 2018).

According to Direktorat Jenderal Hortikultura (2018), in 2017, Indonesian vegetable consumption of 40.90 kilograms/capita/year increased in 2008 to 41.32 kilograms/capita/year. Then in 2018 vegetable consumption increased to 43.5 kilograms / capita / year. This value is still

far below the standard of vegetable consumption recommended by the *Food and Agriculture Organization* (FAO), which is 73 kilograms / capita / year, while the adequacy standard for health is 91.25 kilograms / capita / year. However, the increase in the amount of consumption from 2017 to 2018 shows that people are increasingly aware of the needs of vegetables as a fulfillment of vitamins and health. Vegetables in human life play a role in meeting food needs and increasing vitamins, because vegetables are one source of minerals, vitamins, fiber, antioxidants and energy needed by humans. So many benefits of vegetables, it can certainly be a criterion for people to consume vegetables. One of the means of marketing vegetables is traditional markets and modern markets.

Based on preliminary surveys, currently vegetable products are increasingly available in various shopping places. One of them is Cilimus Market, Kuningan Regency. Cilimus Market, Kuningan Regency sells a variety of vegetables at quite affordable prices, especially for the lower middle class, with heterogeneous consumer characteristics both from economic, social, and cultural aspects. Different economic levels of society exert influence in changing consumer behavior.

According to Kotler and Armstrong (2008) consumer behavior is the activities of individuals who are directly involved in obtaining and using goods and services, including the decision-making process in the preparation and determination of these activities. Understanding consumer behavior also means knowing who and how the characteristics and desires of consumers. Consumer behavior is the actions directly involved in obtaining, consuming and producing products and services including the decision processes that precede and follow those actions (Engel, Blackwell and Miniard, 2014). Consumers themselves consist of different groups based on age, income, education level, movement patterns and tastes (preferences). There are three consumer decision processes in buying or consuming goods or services, namely (1) individual differences and influences, (2) environmental influences and (3) psychological influences. According to Engel *et al.*, (2014) There are five stages carried out by consumers in making decisions, namely recognition of needs, search for information, evaluation of alternatives, purchase and evaluation after purchase.

The main priority that consumers consider in making a purchase, namely the quality and price of a product. The level of education and knowledge that is getting better is also a factor that influences purchasing behavior by consumers. Consumer needs and wants can be learned through the purchase decision process. Individual characteristics are internal that influence consumer behavior in the purchase decision process (Hurriyati, 2015). The purchasing decision process is also influenced by other factors such as environmental factors, individual differences, psychological factors, and product assessment. Consumer behavior in the purchase decision process generally varies, therefore it is necessary to know according to consumer wants and

needs. This purchase decision process should be studied by manufacturers so that manufacturers can implement the right strategy in marketing their products. Consumer behavior in buying vegetable products is interesting to research, about how the reasons, the types of vegetable products purchased, the number of purchase frequencies, and so on.

Based on the description above, the author is interested in knowing more about the factors that influence consumer behavior in purchasing vegetables at Cilimus Market, Kuningan Regency.

METHODS

The research design in this study is using quantitative research design supported by qualitative data. For quantitative research design, the research technique is used in the form of a descriptive survey. This research was conducted in the Cilimus Market market, Kuningan Regency. The location selection was carried out purposively with the consideration of the selection of the Cilimus market in Kuningan Regency based on the consideration of having a strategic geographical location and is the parent market in Kuningan Regency which is projected as a traditional trading center. The study was conducted from October to November 2022.

The object of research is consumers who are buying, and have bought vegetables at Cilimus Market, Kuningan Regency. The determination of respondents carried out in this study used non-opportunity sampling techniques, with *convenience sampling* or *accidental sampling methods* (Sugiyono, 2015). Sampling for population size is unknown, sample size is 40 respondents. Data collection techniques use interview techniques using a list of questions. The analytical technique in this study uses descriptive analysis to describe the characteristics of consumers. Furthermore, this research uses the Principal Component Analysis extraction method (Bilson, 2018). The process of data processing using SPSS software. According to Singgih Santoso (2015) The categories for influential factors in factor analysis are determined as many as three (3) classes, namely: low, medium, and high classes.

RESULTS AND DISCUSSION

The purchase process is the core of a purchase decision, after consumers make a need introduction, information search and evaluation of alternatives, the consumer makes the purchase process. The following is the explanation based on the table below.

Table 1.

Distribution of Respondents Based on How to Decide to Shop at Cilimus Market

How to decide on a purchase	Sum (people)	Persentase (%)
Always plan in advance	29	72,5
It depends on the current situation	2	5
Suddenly buy when the vegetables are finished	5	12,5
Never planned it	4	10

Sum	40	100
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Source: Research Data (2022)

Based on Table 1 data, it was found that respondents made purchases by always planning in advance 29 people (72.5%), suddenly buying when vegetables were finished 5 people (12.5%), never planning 4 people (10%), and depending on the situation 2 people (5%). Respondents always plan in advance the menu or list of vegetables to be purchased.

Table 2. Respondents' Considerations in Choosing Cilimus Market

Consideration	Sum (people)	Persentase (%)
Close to residence/office	24	60
Product completeness	4	10
Cheaper price	12	30
Cozy place	0	0
Sum	40	100

Source: Research Data (2022)

Based on Table 2 data, respondents consider choosing Pasar Cilimus close to their residences / offices as many as 24 people (60%), cheaper prices 12 people (30%), product completeness 4 people (10%), and a comfortable place does not exist (0%). Respondents chose to shop at Pasar Cilimus because it is more practical and can save transportation costs because of its location close to residences / offices.

Table 3. Distribution of Vegetable Purchase Frequency

Frequency	Sum (people)	Persentase (%)
Every day	10	25
Weekly	26	65
Every two weeks	0	0
1 week 3 times	4	10
Sum	40	100

Source: Research Data (2022)

Based on Table 3 shows that the frequency of vegetable purchases made by respondents at Cilimus Market once a week is 26 people (65%), every day 10 people (25%), 1 week 3 times 4 people (10%), and the frequency of every two weeks does not exist (0%). Respondents generally buy vegetables once a week to be more practical, and to meet the needs of vegetables for one week.

Table 4. Distribution of Responses in the event of an increase in vegetable prices

How to purchase	Sum (people)	Persentase (%)
It remains to buy it	5	12,5
Not making a purchase	12	30

Buying other types of vegetables	18	45
Look elsewhere	5	12,5
Sum	40	100

Source: Research Data (2022)

Berdasarkan data Tabel 4 di peroleh pertimbangan responden jika terjadi kenaikan harga sayuran membeli jenis sayuran lain 18 orang (45%), tidak melakukan pembelian 12 orang (30%), tetap membeli 5 orang (12,5%), dan mencari tempat lain 5 orang (12,5%). Berdasarkan hasil Tabel 1, 2, 3, dan 4 proses pembelian responden di Pasar Cilimus disajikan pada Tabel 5.

Table 5. The Process of Purchasing Respondents' Vegetables at Cilimus Market

Proses pembelian	Sum (people)	Persentase (%)
How to decide on a purchase (always plan in advance)	29	72,5
Considerations of choosing Pasar Cilimus (close to residence/office)	24	60
Purchase frequency (once a week)	26	65
How to purchase (buying other types of vegetables)	18	45

Source: Research Data (2022)

Based on the results of Table 5 shows that respondents make purchases by always planning in advance as many as 29 people (72.5%), respondents choose Cilimus Market with consideration close to residences / offices as many as 24 people (60%), respondents make purchases once a week as many as 26 people (65%), and if there is a price increase as many as 18 people (45%) respondents buy other types of vegetables that are cheaper.

The behavior of the decision process does not stop once the purchase is made. Further evaluation occurs in the form of comparing the performance of products or services based on expectations. The result is satisfaction or dissatisfaction. Satisfaction serves to reinforce buyer loyalty while dissatisfaction can lead to complaints, negative verbal communication, and attempts to redress through legal advice (Engel *et al.*, 2004). Based on the results obtained that fresh vegetable respondents expressed satisfaction shopping at Cilimus Market and would purchase kembali vegetables at Cilimus Market. The level of respondent satisfaction can be seen in Table 6.

Table 6. Respondent Satisfaction Level

No	Satisfaction level	Sum (people)	Persentase (%)
1	Satisfied	40	100
2	Not satisfied	0	0
	Sum	40	100

Source: Research Data (2022)

Based on Table 6 shows that respondents who expressed satisfaction shopping at Cilimus Market as many as 40 people (100%), respondents expressed satisfaction shopping at Cilimus Market because of cheaper vegetable prices, good quality vegetables, and ease of obtaining vegetables.

Assessment of Factors Influencing Purchasing Decisions

Based on the results of the study, respondents' views on the assessment of factors that influence the decision to purchase vegetables are classified as medium category with a score of 78.91. For more details about the assessment of factors that influence vegetable purchasing decisions in Cilimus Market, Kuningan Regency can be seen in Table 7 as follows:

Table 7. Assessment Results Factors Influencing Vegetable Purchasing Decisions

No	Factors influencing vegetable purchasing decisions	Score		Percentage (%)	Category
		Hope	Fact		
1	Environmental factors:				
	1) Culture	12	7,83	65,25	Keep
	2) Social class	16	11,93	74,50	Keep
	3) Family	8	5,60	70,00	Keep
2	Individual difference factors:				
	1) Consumer resources	16	12,73	79,56	Keep
	2) Motivation	8	6,25	78,13	Keep
	3) Knowledge	8	6,40	80,00	Tall
3	Factors of influence of psychology:				
	1) Information sorting	8	6,25	78,13	Keep
	2) Learning	8	6,40	80,00	Tall
4	Assessment of vegetable and market attributes:				
	1) Price of vegetables	4	3,23	80,75	Tall
	2) Quality of vegetables	4	3,05	76,25	Keep
	3) Types of vegetables	4	2,78	69,50	Keep
	4) Market location	4	3,38	84,50	Tall
	5) Ease of obtaining	4	3,08	76,76	Keep
	Sum	104	78,91	75,88	

Source: Research Data 2022

Based on table 7 above, it is known that in the elements of environmental factors that influence vegetable purchasing decisions, cultural aspects are included in the

medium category with a score of 7.83 (65.25%). The cultural aspect refers to a set of values, ideas, artifacts and other meaningful symbols that help individuals communicate, make interpretations and evaluate as members of society (Engel *et al.*, 2014). In the aspect of social class, it is included in the medium category with a score of 11.93 (74.50%). In the assessment of factors influencing vegetable purchasing decisions, the family aspect was included in the medium category with a score of 5.60 (70.00%). Engel *et al.*, (2014) Defines a family as a group of two or more people who are related by blood, marriage or adoption and live together.

In the element of individual difference factors, it is known that the aspect of consumer resources is included in the medium category with a score of 12.73 (79.56%). The motivation aspect is included in the medium category with a score of 6.25 (78.13%). Motivation as an encouragement to do something, this drive arises because of an unmet need (Leon G. Schiffman, 2017). In the aspect of knowledge, it is included in the high category with a score of 6.40 (80.00%). Knowledge can be interpreted as information stored in memory.

In the element of psychological influence factors that influence vegetable purchasing decisions, information processing aspects are included in the medium category with a score of 6.25 (78.13%). Information processing i.e. the ways in which information is transformed, detailed, stored, retrieved, and used. In the learning aspect, it is included in the high category with a score of 6.40 (80.00%). Learning is any attempt to influence consumers that produces knowledge, where experience causes a change in attitude or behavior (Engel *et al.*, 2014).

In the element of assessment factors of vegetable attributes and markets that influence vegetable purchasing decisions, the aspect of vegetable prices is included in the high category with a score of 3.23 (80.75%). Determining the price of a product or service is an important decision of a company or trader. Pricing relates to aspects of profit, customers, market and competition, the image of different brand quality because price is one of the factors considered by consumers in buying products in addition to product quality, brand and so on (Ma'ruf, 2015). This is also in line with research Yuarini *et al.*, (2015) that the quality of organic fresh vegetable products CV. GLF affects the level of consumer satisfaction. The satisfaction criterion is achieved by the attributes of freshness, size, color, durability, food safety and standardized shape, while hygiene attributes are included in the very satisfied criterion. The quality of goods has a lot of influence on why people come to a store.

The aspect of vegetable type is included in the medium category with a score of 2.78 (69.50%). The availability of vegetable types is the many variants of vegetables available at Cilimus Market. The aspect of market location is included in the high category with a score of 3.38 (84.50%). In the decision to buy a product can be influenced by location,

ease of obtaining the product, and Kelurahanin its placement. A study of marketing channels that are more efficient and make goods or products more accessible to potential consumers is very important to do (Amos *et al.*, 2018). The aspect of ease of obtaining is included in the medium category with a score of 3.08 (76.76%). In the decision to buy a product can be influenced by the ease of obtaining the product. The ease of obtaining a product will provide satisfaction to consumers in shopping (Tjiptono, 2020).

Analysis of Factors Influencing Purchasing Decisions

The 13 variables have a real influence on vegetable purchasing decisions with a loading factor value between 0.47 – 0.92 factor loading is the influence between variables and factors (Supranto, 2010), the 13 variables are grouped into 3 factors. The results of the analysis of factors influencing vegetable purchasing decisions based on order can be seen in Table 8 as follows.

Table 8.
Results of Factor Analysis, Factors Influencing Vegetable Purchasing Decisions in Cilimus Market, Kuningan Regency

Component Factors	Origin Variable	Loading Factor	Category
Factor 1	Knowledge	0,81	Tall
	Learning	0,76	Tall
	Culture	0,70	Keep
	Information processing	0,70	Keep
	Ease of obtaining	0,69	Keep
	Types of vegetables	0,67	Keep
	Motivation	0,63	Keep
	Consumer resources	0,50	Keep
	Social class	0,47	Keep
Factor 2	Vegetable prices	0,83	Tall
	Family	0,61	Keep
	Vegetable quality	0,60	Keep
Factor 3	Location	0,92	Tall

Source: Research Data 2022

Judging from table 8 shows the first component factors that influence the decision to purchase fresh vegetables in Cilimus Market consist of knowledge variables with high categories (0.81), learning with high categories (0.76), medium category culture (0.70), medium category information processing (0.70), ease of obtaining with medium category (0.69), medium category vegetable types (0.67), medium category motivation (0.63), medium category consumer resources (0.50), and social class falls into the medium

category (0.47). The variables that have the highest influence in vegetable purchasing decisions are knowledge, and learning with *loading factor values of* 0.81, and 0.76.

This component factor includes three variables, namely the price of vegetables with a high category (0.83), a medium category family (0.61), and the quality of medium category vegetables (0.60). The variable that has the highest influence on vegetable purchasing decisions on factor 2 is the price of vegetables with a *loading factor* value of 0.83. The price of vegetables influences purchasing decisions, the relatively affordable price of vegetables makes respondents interested in buying vegetables. Prices must be in accordance with product variables that can be considered by consumers, the price paid by consumers for the products purchased is consumer appreciation of the satisfaction obtained from the purchase.

This component factor includes the market location variable with a *loading factor* value of 0.92 with a high category. In the decision to buy a product can be influenced by the ease of obtaining the product, Kelurahanin its placement or location. Respondents prefer to shop at Pasar Cilimus because of its location close to residences / offices, and adequate transportation facilities.

Table 9. Factors influencing the decision to purchase vegetables

No	Factors influencing the decision to purchase vegetables	Value of loading factor	Category
1	Environmental factors:		
	1) Culture	0,70	Keep
	2) Social class	0,47	Keep
	3) Family	0,61	Keep
	Average	0,59	Keep
2	Individual difference factors:		
	1) Consumer resources	0,50	Keep
	2) Motivation	0,63	Keep
	3) Knowledge	0,81	Tall
	Average	0,65	Keep
3	Factors of influence of psychology :		
	1) Information processing	0,70	Keep
	2) Learning	0,76	Tall
	Average	0,73	Tall
4	Assessment of vegetable and market attributes:		
	1) Vegetable prices		
	2) Vegetable quality	0,83	Tall

3) Types of vegetables	0,60	Keep
4) Market location	0,67	Keep
5) Ease of obtaining	0,92	Tall
	0,69	Keep
Average	0,74	Tall

Source: Research Data 2022

Based on table 9 shows that the factors that influence the decision to purchase vegetables in Cilimus Market, environmental influence factors are included in the medium category (0.59) with cultural variables (0.70), social class (0.47), family (0.61). Individual difference factors fall into the medium category (0.65) with variables of consumer resources (0.50), motivation (0.63), and knowledge (0.81). Psychological influence factors fall into the high category (0.73) with variables of information processing (0.70), and learning (0.76). The assessment of vegetable and market attributes is included in the high category (0.74) with variables of vegetable price (0.83), vegetable quality (0.60), type of vegetable (0.67), market location (0.92), and ease of obtaining (0.69).

Based on the results of factor analysis, the one that has the highest influence on vegetable purchasing decisions in Cilimus Market is the location of the market with a loading factor of 0.92, vegetable prices of 0.83, knowledge of 0.81, and learning of 0.76. thus the hypothesis was proved.

CONCLUSION

The characteristics of consumers who buy vegetables at Cilimus Market in Kuningan Regency are mostly women with a percentage (90%), age between 42-51 years (40%), married status (95%), with 3-5 family members (87.5%), education level mostly high school (45%), type of work as a housewife (50%), and total income of Rp. 1,000,000 – Rp. 2,000,000 (60%), monthly expenses to buy vegetables ranging from Rp. 100,000 – Rp. 200,000 (85%). Based on the results of data analysis, factors have a real influence on vegetable purchasing decisions as follows. Environmental factors (culture, social class, family) with medium categories, individual differences (consumer resources, motivation, knowledge) with medium categories, and psychological influence factors (information processing, learning) with high categories. As for the assessment of vegetable attributes and markets (price, quality, type of vegetables, market location, and ease of obtaining) with high categories. With variables that have the highest influence on purchasing decisions are market location, vegetable prices, knowledge, and learning.

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