Factors Affecting Consumer Interest in Shopping at Mangga 2 Traditional Market Surabaya

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ABSTRACT

Purpose: The purpose of this study is to identify and analyze the factors that influence consumer interest in shopping at the Mangga 2 Traditional Market Surabaya.

Design/methodology/approach: The research approach used in this study is a quantitative approach. In this study using a sample of 100 visitors who have done shopping at the Mangga 2 Traditional Market Surabaya. The technique used for sampling is by means of library research and field research such as observation and distributing questionnaires. The data analysis used is Multiple Linear Regression Analysis.

Findings: 1) Price has a significant effect partially on Consumer Purchase Decisions at Mangga 2 Traditional Market Surabaya; 2) Place has a significant partial effect on Consumer Purchase Decisions at Mangga 2 Traditional Market Surabaya; 3) Product quality does not have a partial significant effect on Consumer Purchase Decisions at Mangga 2 Traditional Market Surabaya; 4) Service does not partially significantly affect Consumer Purchase Decisions at Mangga 2 Traditional Market Surabaya; 5) Facilities have a significant partial effect on Consumer Purchase Decisions at Mangga 2 Traditional Market Surabaya; 6) The variables of price (X1), place (X2), product quality (X3), service (X4), and facilities (X5) have a significant simultaneous effect on consumer purchasing decisions. The variables of price (X1), place (X2), and facilities (X5) have an effect on consumer purchasing decisions, while the variable quality of products (X3) and service (X4) has no effect on consumer purchasing decisions.

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I. INTRODUCTION

Traditional markets are places where people buy and sell. More fully, the market is a meeting place for sellers and buyers which is marked by direct buying and selling transactions and usually a bargaining process. Markets generally consist of kiosks, shops, and open grounds opened by sellers or market managers. Markets usually provide daily necessities, such as food, cloth, clothing, electronic goods, services, and others. In general, markets are located near residential areas to make it easier for residents to reach the market location.

Traditional markets are markets where the activities of sellers and buyers are carried out directly in the form of retail for a temporary or permanent time with a limited level of service. In the book Indonesian Culture by Widiyanto (2009), traditional markets are markets that develop in the community with indigenous traders. Traditional markets usually arise from the needs of the general public who need a place to sell the goods they produce. Meanwhile, consumers who need certain goods for their daily needs can get them there.

The main function of the traditional market is as a centre for people's socio-economic activities. In traditional markets, patterns of economic relations are formed which result in social interactions. The nature of

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social interaction in traditional markets is familiar. Social interaction occurs between traders and buyers, traders with traders and traders with suppliers. Indirectly, traditional markets become a place of socialization for individuals in the community. Another function of traditional markets is as a meeting centre, information exchange centre, implementation of folk arts, and tourism offerings. Assets owned by traditional markets are of regional economic and socio-economic value. Traditional markets not only play a role in regulating public finances, but also become social institutions. In carrying out the functions of social institutions, traditional markets naturally shape them through social interaction. The trigger for interaction in traditional markets is the community's primary need for products traded in the market. Traditional markets are not only a place of trade, but also a place of cultural heritage. Traditional markets indirectly become the centre of economic cycle that involves many people in the community. Traditional markets make the circulation of money undergo a long shift of ownership. This condition then causes economic activity in urban areas and rural areas to continue.

A. Objectives

This study has several objectives, namely:
1. Testing and also analyzing whether price (X1) has a partially significant effect on consumer purchasing decisions (Y) at Mangga 2 Market Surabaya
2. Testing and also analyzing whether place (X2) has a significant effect onpartial to consumer purchasing decisions (Y) at Mangga 2 Market Surabaya
3. Testing and also analyzing whether product quality (X3) has a significant effect partially on consumer purchasing decisions (Y) at Mangga 2 Market Surabaya
4. Testing and also analyzing whether the service (X4) has a partially significant effect on consumer purchasing decisions (Y) at Mangga 2 Market Surabaya
5. Testing and also analyzing whether facilities (X5) have a partially significant effect on consumer purchasing decisions (Y) at Mangga 2 Market Surabaya
6. Referring and analyzing whether the price (X1), place (X2), product quality (X3), service (X4) and facilities (X5) Simultaneous significant effect on consumer purchasing decisions (Y) at Mangga 2 Market Surabaya

B. Literature Review of Consumer Behaviour Consumer

Behaviour theory is a study that studies a person's actions towards a product, service, brand, or company. the decision-making process to spend a customer's money, time, and effort was also part of the study.

1. Consumer Purchase

Decision Consumer Purchase Decision is an action taken by consumers to buy a product. According to Kotler (2002), purchasing decisions are influenced by several factors including:
   a. Cultural factors
   b. Social factors
   c. Personal
   d. Psychological.

2. Price

Price is the amount of money that consumers have to pay to the seller to get the goods or services they want to buy. The price also consists of several parts, namely:
   a. Price function
   b. The purpose of pricing
   c. Price types

3. Place

Location is a place where something is located. According to Lupiyoadi (2001:80) location is a decision made by the company regarding where its operations and staff will be located. According to Heizer & Render (2001) in Adrianto (2006:33) there are 6 factors that need to be considered in the selection of the company's place/location, namely:
   a. Community environment
   b. Proximity to market
   c. Labour
   d. Proximity to raw materials and suppliers
   e. Facilities and transportation costs
   f. Resource

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4. Product

Quality Product quality is a physical condition, nature, and function of a product, whether it is a product or service product, based on a quality level that is adjusted to the durability, reliability, and ease of use, suitability, repair and other components made to meet customer satisfaction and needs. Product quality has several parts, namely:

    a. Product quality benefits

    b. Indicators that affect product quality

5. Services

Services are the process of meeting needs through the activities of other people directly. Service-related factors include the following:

    a. Guarantee. A guarantee offered by the company to refund the purchase price or make repairs to damaged products after purchase.

    b. Response and troubleshooting methods. Response to and Remedy of Problems is the attitude of employees in responding to complaints and problems faced by customers.

6. Facilities

The definition is things that support and facilitate various activities and their nature cannot be separated in daily life. With this facility, activities can be carried out quickly, practically and of course profitable for the surrounding area.

II. METHODS

In this study using a quantitative approach. The population in this study amounted to 100 respondents who were visitors to the Mangga 2 Traditional Market Surabaya. The sampling technique used in this study was direct observation and questionnaires. The conceptual framework in this research are:
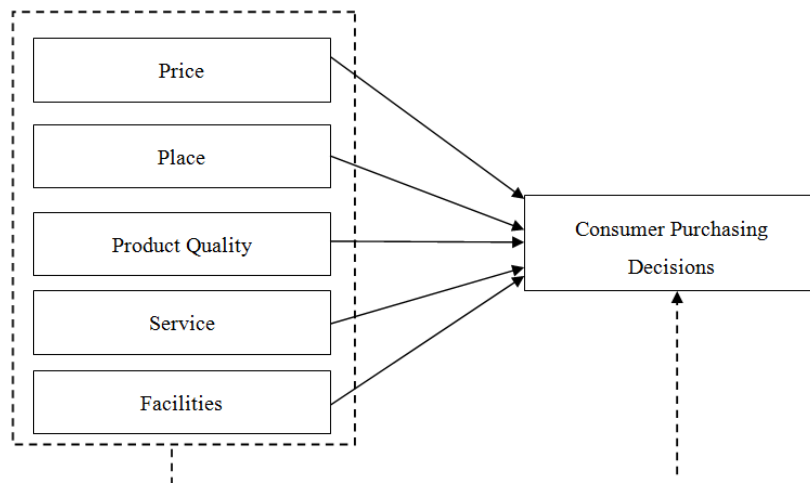

Figure 1. conceptual framework

A. Data Collection

In this study data collection was done by distributing questionnaires that were made and in accordance with several aspects related to the variables in this study. The analysis was carried out with the T test. The T test was conducted in order to determine the effect of the independent variable (X) on the dependent variable (Y). if the significant value < 0.05 and t arithmetic $>$ t table means that there is a significant effect between the independent variables on the dependent variable but if the significance value is > 0.05 and t count $<$ t table it means that there is no significant effect between the independent variables on the dependent variable. Validity test to determine whether or not an item to be used will be tested for coefficient significance at a significance level of 0.05, which means an item is considered valid if it is correlated with the total score. If r count $>$ r table

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then the question or variable is declared valid. On the other hand, if r count < r table, the question or variable is declared invalid. Reliability test to find out whether an indicator is reliable or not. With the decision-making criteria as stated by Ghozali (2018:46), namely if the Cornbach Alpha coefficient > 0.07 then the question is declared reliable or a construct or variable is declared reliable. Conversely, if Corn Alpha < 0.07 then the question is declared unreliable.

III. RESULTS AND DISCUSSION

A. Multiple Linear Regression Analysis Regression

Analysis is carried out based on the standardized coefficients of each variable studied. The results of the analysis carried out can be seen in the table below.

Table 1. Multiple Linear Regression Analysis Regression

$Coefficients^a$

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	3.837	1.515		2.533	.013		
	Price	.374	.110	.324	3.412	.001	.772	1.295
	Place	.164	.057	.250	2.876	.005	.917	1.090
	Product quality	-.005	.105	-.004	-.050	.960	.908	1.102
	Service	-.041	.065	-.060	-.631	.530	.760	1.316
	Facilities	.263	.082	.303	3.202	.002	.777	1.287

a. Dependent Variable: Consumer buying decisions

Based on the results above, the constant value is 3.837 and the coefficient value of each independent variable is X1 of 0.374, X2 of 0.164, X3 of -0.005, X4 of -0.041 and X5 of 0.263.

The formula for multiple linear regression is as follows:

$Y = A + b_1 X_1 + b_2 X_2 + b_3 X_3 + b_4 X_4 + b_5 X_5 + e$

$Y = 1.515 + 0.110 X_1 + 0.057 X_2 + 0.105 X_3 + 0.065 X_4 + 0.082 X_5 + e$

From this equation, it can be seen that all independent variables affect consumer purchasing decisions. Based on the above equation, it can be seen that the most influential independent variable is the price variable (X1) with a coefficient value of 0.374, the second is the facility variable (X5) with a coefficient value of 0.263, the third is the place variable (X2) with a coefficient value of 0.164. , the fourth is the product quality variable (X3) with a coefficient value of -0, 005 and the last is the service variable (X4) with a coefficient value of 0.041

B. Hypothesis Testing (Partial Test / T Test)

The results of the T test in this study can be seen in the table below.

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Table 2. Hypothesis Testing (Partial Test / T Test)

Variable	TCount	Sig	Confirmation of Hypothesis
Price	3.421	0,001	Hypothesis accepted
Place	2. 876	0,005	Hypothesis accepted
Product Quality	-050	0,960	Hypothesis not accepted
Service	-631	0,530	Hypothesis not accepted
Facilities	3.202	0,002	Hypothesis accepted

Based on the results of the T test above, it shows that the value of sig on the price variable (X1), place (X2) and facilities (X5) is smaller than 0.05 and t count is greater than t table while the sig value on the product quality variable (X3) and service (X4) is greater than 0.05 and t count is smaller than t table which means that the variable price (X1), place (X2) and facilities (X5) have an influence on the Y variable while the product quality variable (X3) and service (X4) there is no effect on the Y variable.

C. Hypothesis Testing (Test F)

According to Ghozali (2018:179) the joint effect test is used to determine whether the independent variables jointly or jointly affect the dependent variable. The F statistic test conducted in this study used a significance level or confidence level of 0.05. If in this study there is a significance level < 0.05 or F count > F table, then all independent variables simultaneously have a significant effect on the dependent variable. However, if the significance value is > 0.05 and f count < f table, then all independent variables have no effect on the dependent variable.

F Table = 2.31

Table 3. Hypothesis Testing (Test F)

ANOVA[b]

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	87.043	5	17.409	9.996	.000[a]
	Residual	163.707	94	1.742		
	Total	250.750	99			

a. Predictors: (Constant), Facilities, Premises, Product quality, Price, Service
b. Dependent Variable: Consumer buying decisions

Based on the results of the F test above, it shows that the significance value is less than 0.05 and f count is greater than f table, which means that all independent variables have an effect on the dependent variable.

D. Coefficient of Determination Analysis

Determinants are used to see how much influence the independent variables have on the dependent behavior. In other words, the determinant coefficient is used to measure the influence of the independent variables studied (X1, X2, X3, X4, X4), namely price, place, product quality, service, and facilities on consumer decisions (Y) which is the dependent variable. The coefficient of determinant (R2) ranges from zero to one (0 R2≤ 1). This means that R2 = 0 indicates that there is no influence of the independent variable on the dependent variable.

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Table 4. Coefficient of Determination Analysis

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of Estimate
1	.589a	.347	.312	1.320

a. Predictors: (Constant), Facility, Place, Quality Product, Price, Services
b. Dependent Variable: consumer purchase decision

Based on the results from the table above, it can be seen that the value of R Square is 0.312, which means that the independent variables influence price (X1), place (X2), product quality (X3), service (X4) and facilities (X5) on the dependent variable on purchasing decisions. Consumers (Y) by 31.2% from 100%. 68.8% is influenced by other variables outside this study.

F. Discussion

1. Of the effect of price on consumer purchasing decisions at Mangga 2 Traditional Market Surabaya

Price is the amount of money that consumers must pay to the seller to get the goods or services they want to buy. Therefore, prices are generally determined by the seller or service owner. However, in the art of buying and selling, buyers or consumers can bid the price. When an agreement has been reached between the buyer and the seller, then the transaction takes place. But bargaining cannot be done in all lines of marketing.

Based on the results of the research conducted, it can be seen that the price has a significant partial effect on Consumer Purchase Decisions at the Mangga 2 Traditional Market Surabaya. This is evidenced by looking at the results on the T test where t count > t table is 3,421 > 1.68 or sig value 0.001 < 0.05.

2. The influence of place on consumer purchasing decisions at Mangga 2 Traditional Market Surabaya

Location is a place where something is located. According to Lupiyoadi (2001:80) location is a decision made by the company regarding where its operations and staff will be located. Choosing the wrong location for the company will result in losses for the company. Location determines the success of a service, because it is closely related to the potential market Tjiptono (1995:91).

Based on the results of research conducted, Place has a significant effect on Consumer Purchase Decisions at Mangga 2 Traditional Market Surabaya. This can be proven by looking at the results of the T test where t count > t table is 2.876 > 1.68 or sig value 0.005 < 0.05.

3. The influence of product quality on consumer purchasing decisions at Mangga 2 Traditional Market Surabaya

Product quality is a physical condition, the nature and function of the product, whether it is a product or service product, based on the level of quality that is adjusted to the durability, reliability, and ease of use, suitability, repair and other components made to meet customer satisfaction and needs.

According to (Kotler & Armstrong, 2008) quality is a characteristic of a product in its ability to meet predetermined and latent needs. Meanwhile, according to Garvin and A. Dale Timpe (1990) in Alma (2011) quality is the advantage possessed by the product. Quality in the view of consumers is something that has its own scope that is different from the quality in the view of producers when issuing a product which is commonly known as actual quality.

Based on the results of the research conducted in this study, product quality has no significant effect on consumer purchasing decisions at the Mangga 2 Traditional Market Surabaya. This can be proven by looking at the results of the T test where t count < t table is -0.050 < 1.68 or sig value 0.960 > 0.05.

4. The influence of service on consumer purchasing decisions at Mangga 2 Traditional Market Surabaya

Service is the process of meeting needs through the activities of other people directly. Meanwhile, the definition of service in the General Indonesian Dictionary, service is helping to provide everything that is needed by other people such as guests or buyers.

According to Kotler (1994), services are activities or results that can be offered by an institution to other parties that are usually invisible, and the results cannot be owned by the other party. Outside the main task *(job description)* given to consumers - customers, customers, and so on - and is felt both as appreciation and respect

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activity Consumer Purchase Decisions at Mangga 2 Traditional Market Surabaya. This can be proven by looking at the results of the T test where t count < t table is -0.631 < 1.68 or sig value 0.530 > 0.05.

5. The influence of facilities on consumer purchasing decisions at Mangga 2 Traditional Market Surabaya

The meaning is things that support and facilitate various activities and cannot be separated in their daily life. With this facility, activities can be carried out quickly, practically and of course profitable for the surrounding area.

According to Kotler in Apriyadi (2017) argues that "everything that is physical equipment and is provided by the service seller to support consumer convenience. So facilities are physical resources that exist before a service can be offered to consumers.

Based on the results of research conducted shows that the facility has a significant effect on Consumer Purchase Decisions at Mangga 2 Traditional Market Surabaya. This can be proven by looking at the results of the T test where t count > t table is 3.202 > 1.68 or sig value 0.002 <0.05

IV. CONCLUSION

Based on the results of research and analysis conducted on "What are the Factors Affecting Consumer Interest to Shop at the Mangga 2 Traditional Market, Surabaya", several conclusions can be made, namely:

1. Price has a significant effect on Consumer Purchase Decisions at the Mangga 2 Traditional Market. Surabaya.
2. Place has a significant effect on Consumer Purchase Decisions at Mangga 2 Traditional Market Surabaya.
3. Product quality has no significant effect on Consumer Purchase Decisions at Mangga 2 Traditional Market Surabaya.
4. Service does not have a significant effect on Consumer Purchase Decisions at Mangga 2 Traditional Market Surabaya.
5. Facilities have a significant effect on Consumer Purchase Decisions at Mangga 2 Traditional Market Surabaya.
6. Variables of price (X1), place (X2), product quality (X3), service (X4), and facilities (X5) have a simultaneous effect on consumer purchasing decisions.
7. Variables of price (X1), place (X2), and facilities (X5) has an effect on consumer purchasing decisions while product quality (X3) and service (X4) variables have no effect on consumer purchasing decisions.

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