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Analysis of Factors Influencing Consumer Purchasing Decisions at Culinary Micro Small and Medium Enterprises Centers in Sidoarjo Square

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Article Info

Abstract

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This study aims to analyze what factors influence consumer purchasing decisions at culinary MSME centers in Sidoarjo square, and what are the stages, with a qualitative descriptive approach. The analytical method uses data reduction, presentation and conclusion. The results of the study found that consumer purchasing decisions were influenced by cultural factors, social factors of family togetherness enjoying culinary delights, psychological factors of consumers, namely purchase motivation based on needs, as well as perceptions about product, price, and taste. The stages in the consumer buying decision process are based on: the existence of a need, seeking information from family, friends, and the media, then evaluating several alternatives, then the buying decision stage. repeat purchase is based on customer satisfaction

INTRODUCTION

Currently, Indonesia is encouraging micro, small and medium enterprises to be more productive, innovative and creative in order to be able to compete in an era where the market is changing rapidly, consumer tastes are always changing with developments in business and technology. In general, companies compete with each other to meet customer needs and win the market by creating products that match market demand (Suryana & Dasuki, 2013). The culinary business is currently growing rapidly and the competition is inevitable (Ghanimata & Kamal, 2012). In carrying out their business, both micro, small and medium businesses in serving local and domestic markets, are required to be able to produce appropriate products and be able to become actors with other business actors, (Shaferi & Widiastuti,

2013).

MSME is an independent productive economic enterprise, carried out by individuals or business entities that are not subsidiaries or not branches of owned companies (Kementerian Koperasi dan UKM RI, 2008).

In general, SMEs still use simple equipment in production. MSME are expected to increase economic democracy so that they can contribute significantly to improving the economy so as to reduce poverty problems (Setyanto et al., 2015).

In the middle of the city of Sidoarjo there is a Culinary MSME center to be precise in the main square with various culinary delights that are favored by people from various backgrounds, namely children, youth and adults. Not only culinary, cheap market exhibitions and MSME products are routinely held by the Sidoarjo Regency Government.

In order for the product to become the choice of consumers, culinary business people must have a strategy in managing their business and marketing. The success of a business lies in its success in reaching the hearts of consumers who are its target, so that a business must be directed at the customer (Soewanda, 2015). Culinary wealth is an asset for the area where the culinary is located, and can be developed optimally (Saeroji & Wijaya, 2017). In making purchasing decisions, customers do not always need the level of information search that is always the same, it can be different. If effort is needed, customers usually think about how the buying decision process is. But for routine items, the events are normal (Agustini, 2017). In purchasing there are many decisions that are considered by consumers (Mujiyana & Elissa, 2013), in the information process the effect of advertising becomes very large and purchasing decisions are the result of information processing. Purchasing decisions are not influenced by brand image but price and product quality do have an influence (Bowo et al., 2013).

Marketing is planning what income is needed and desired by making a product to be offered and exchanged with products to others (Kotler & Keller, 2016). Assau ri in (Prastiwi, 2021), marketing: human activity directed at meeting needs, desires through an exchange process. (Tjiptono & Chandra, 2016), "marketing is an activity, a series of institutions, and the process of creating, communicating, delivering, and exchanging offers that are of value to customers, clients, partners, and the general public".

Sudirman et al. (2020) "to get a product that suits their needs consumers carry out a series of steps that are carried out when they are going to work on purchasing a product. Consumers buying a product is not a coincidence but there is a process (Syahbuddin, 2018).

Purchasing decision is a selection of alternative problem solving by the customer and after that makes a purchase (Widiana & Rusmawati, 2014).

Purchasing decision indicators: (Kotler & Keller, 2016:183), there are six indicators of purchasing decisions, namely: product selection, brand selection, place selection, purchase time, purchase amount, and payment method.

Factors that influence purchasing decisions, (Kotler & Keller, 2016: 195), namely: Cultural, social, personal, and consumer psychological factors. Marketers must understand what influences purchasing decisions and makes consumers decide to buy (Hutagaol, 2019)

The five stages in purchasing decisions, (Kotler & Keller, 2016) are: problem recognition, namely consumers are first faced with a problem, information search, alternative valuation, purchase decision, post-purchase behavior.

In this study, what factors influence consumer purchasing decisions and how consumers decide to buy, becomes the problem formulation. This study aims to analyze the factors that influence consumer purchasing decisions and find out the stages of consumers in deciding to buy at MSME Culinary in Sidoarjo square.

METHODS

This research is located in a culinary business in the middle of the city, precisely in Sidoarjo Square. The time of research is September - November 2022. The approach in this study is descriptive qualitative. The data used are primary data and secondary data, primary data is data obtained directly in the field from the first source. Secondary data is data obtained indirectly or sourced from third parties. In collecting data, researchers used observation and interviews with MSME and consumers. To determine the validity of the data: triangulation which includes three types of triangulation, namely triangulation of sources, techniques and time

triangulation. Source triangulation, that is, information obtained through interviews with several informants and then checked. Triangulation techniques to obtain information that is close to the truth and accuracy of the researchers carried out several techniques such as observation, interviews with several informants while in the field. While time triangulation where researchers collect all the data needed at different times. (Moleong, 2016), The process of data analysis includes Data Reduction, aiming to sharpen, classify, and direct and remove data that is not needed as well as organizing, presenting and concluding.

RESULTS AND DISCUSSION

The researcher gave several questions to informants consisting of several Culinary micro, small and medium enterprises and several consumers. After conducting the interview process, the data obtained will then be analyzed and then a final conclusion will be drawn.

Through interviews, researchers obtained data about marketing strategies carried out by the culinary business to attract attention and influence purchasing decisions on consumers with 10 respondents, and data from interviews with consumers, namely:

Table 1. List of Informants

No	Name	MSME/Customer
1	Budi	MSME Duck and Chicken Rice
2	Sakha	MSME Bu Karti's Rice Stall
3	Dafa	MSME Padang Cuisine Alam Jaya
4	Delvin	MSME Handayani Chicken Meatballs and Noodles
5	Bintang	New customer
6	Wulan	New customer
7	Wawan	New customer
8	Dewi	Customer
9	Imam	Customer
10	Diva	Customer

Source: Researcher 2023

After data collection was carried out by researchers through interviews, and observation and documentation with consumers and culinary business, then analyzing the answers from business people and consumers as well as the result that the factors that influence consumer buying decisions in choosing culinary influenced by cultural and social factors, it has almost become a family tradition every weekend to gather and walk around Sidoarjo Square to enjoy culinary delights and this kind of consumer behavior has become entrenched. Psychological factors of consumers, namely purchase motivation based on needs, namely culinary needs while enjoying a relaxed atmosphere after one week of work. Strategic location so that it is easy to reach, as well as the perception of cheap prices and good taste of the products purchased. This factor influences consumer decisions to buy at culinary outlets in the middle of the city of Sidoarjo. Purchase decisions are related to product selection, brand selection, location, time, number of purchases

and payment methods (Kotler & Keller, 2016). These results are reinforced by (Bowo et al., 2013) that purchasing decisions are influenced by product quality and price.

The stages in the Purchasing Decision Process are based on: first there is a need for culinary with family or close friends, secondly seeking information from family, relatives or friends, and from the media, then the third stage is evaluating several alternatives, then the stage of the purchase decision, the stage Furthermore, it is the consumer's own post-purchase that will determine, if what the consumer feels is satisfaction then it is certain that the consumer will return to buy again. When consumers buy products it is not a coincidence but there is a process (Syahbuddin, 2018).

Every weekend, the average consumer comes with family, relatives or brings a partner to enjoy culinary delights at these outlets and they already have certain culinary subscriptions.

CONCLUSION

Consumer decisions in buying culinary at Sidoarjo city square outlets are influenced by: cultural factors and social factors in this case, namely family, consumer psychological factors, namely motivation and perceptions about products and cheap prices, good product taste influences consumer buying decisions in choosing culinary outlets at the Sidoarjo city.

The stages of the decision-making process include the need for culinary with family or friends that must be met, then seek information, then evaluate, then purchase decisions, from here the customer will determine whether to repurchase or not, very much depends on satisfaction that is felt, the average consumer who comes has subscribed to the culinary because they feel satisfied with the previous purchase.

In order for Culinary MSME to set prices that are not much different from competitors' prices, pricing that is not too expensive and tastes good, it is hoped that purchasing decisions will also be higher. For the next researcher can use a different analysis method.

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