

THE INFLUENCE OF PRICE, NEEDS AND LOCATION ON DECISIONS TO PURCHASE BEEF AT THE KRANGGAN JATISAMPURNA MARKET – BEKASI CITY

Dion Dharmajaya¹, Suadi Sapta Putra², Kumba Digdowiseiso^{3*}

Program Studi Manajemen Fakultas Ekonomi Dan Bisnis Universitas Nasional Jakarta^{1,2,3}

| ARTICLE INFO | ABSTRACT |
|---|---|
| <p>Keywords: Price, Needs, Location and Purchasing Decisions</p> | <p>This research aims to determine the influence of price, needs and location on beef purchasing decisions at Kranggan Jatisampurna Market - Bekasi City. This research was carried out because there were price issues in the market which created problems in the field resulting in instability of sales in the market, then there were changes in the level of people's needs for beef consumption which made purchasing decisions have to be faced by consumers and also the location at Kranggan Jatisampurna Market - Bekasi City also becomes part of consumer purchasing decisions. The population used in this research is all consumers who are shopping or purchasing beef at the Kranggan Jatisampurna Market - Bekasi City. The sampling technique uses probability sampling with a simple random sampling method, namely taking samples freely without looking at the consumer's status. To determine the sample size, use the formula from Hair et. al, where the results were 108 respondents. The test results in the research show that price has no significant effect on the decision to purchase beef, then need has a positive and significant effect on the decision to purchase beef and also location has a positive and significant effect on the decision to purchase beef.</p> |
| <p>E-mail: diondharmajaya@gmail.com suadi.putra@civitas.unas.ac.id kumba.digdo@civitas.unas.ac.id</p> | <p>Copyright © 2023 Economic Journal. All rights reserved. is Licensed under a Creative Commons Attribution-NonCommercial 4.0 International License (CC BY-NC 4.0)</p> |

1. INTRODUCTION

Food is a source of the most basic human needs because it is a necessity to fulfill the body's nutrition and for various other activities. Food plays an important role in efforts to improve the nutritional quality of human resources. Of the many needs for food that can meet the nutritional needs of the body, beef is one of them. Beef is a source of animal protein with the aim of fulfilling protein in the human body. Protein is very vital for the body, where its function is to provide energy in the body and then function as a constituent and controller of energy in the body.

In meeting domestic beef needs, it still depends on importing frozen beef and beef for fattening, because the fast level of beef consumption, namely (4%) is greater than the fast level of animal meat production, namely (2%) Ardiyati (2012). Demand for beef continues to increase in line with population growth, increased purchasing power of the population and changes in the lifestyle of the Indonesian population, with an average increase of 3.23% per year. The increase in per capita beef consumption that occurs shows that national beef demand is continuously increasing in such a way that it has an additional effect on increasing national beef consumption needs Nisa (2014).

The increasing demand for food, especially for beef in January 2021 in the DKI Jakarta area and the city of Bekasi, has apparently been followed by an increase in the price of beef at the slaughterhouse (RPH) level since the Christmas celebrations in 2020 where the price was initially IDR 110,000 and then increases to IDR 120,000. Problems also occurred because the purchase price of imported animal feed rose to US\$ 3.6 or the equivalent of Rp. 50,400 per kilogram in July 2020, and the price continued to rise until in January 2021 it

The Influence of Price, Needs and Location on Beef Purchasing Decisions at the Kranggan Jatisampurna Market - Bekasi City. Dion Dharmajaya, et.al

reached US\$ 3.9 which was equivalent to Rp. 54,600 in 2021. does not include loading and unloading costs for ships and also includes loading and unloading costs from the port to vehicles for distribution to slaughterhouses (RPH), added Asnawi as Chair of the APDI DPP on Friday (01/2021) Jakarta.

The increase in beef prices affected the behavior of beef traders in the Jabodetabek area which led to sales strikes because it eroded beef traders' profits. This has triggered beef traders in Jabodetabek to go on strike until January 24 2021. Ahead of Eid al-Fitr 1442 Hijriyah at the Kranggan traditional market on May 12 2021 the price of beef was originally IDR 130,000/kg then the price rose to IDR 140,000/kg. kg, the price of chicken meat also increased from the original price of IDR 38,000/kg to IDR 45,000/kg. Said Risfaheri, Head of Food Distribution and Reserves during an interview with the media on Thursday (05/2021) Jakarta.

The problem in the field is that the price of beef is quite high, ranging from IDR 130,000.00 per kg, quick steps are needed to control the price so that it does not become a burden on society. Beef market operations are only held at different locations, namely on Jalan Raya Rajawali, Kayuringin Jaya District and on Jalan Cendrawasih, Jakasetia District. In other locations that are not touched by cheap market operations, the price of beef has not changed, namely Rp. 120,000/kg. Market operations are uneven and policies are not representative of traditional markets such as the Kranggan traditional market. The price of beef is IDR. 125,000.00.- per kg. Said Abdul Iman, Head of DKP3 Bekasi City.

In research directed by Hamka H, (2014), the impact of price and quality on purchasing decisions for broiler chickens at the Gamalama market. What must be investigated is the consequence of the review which shows that price significantly influences purchasing decisions. It was found from the results of regression analysis that the theory states that price and quality of goods jointly influence purchasing decisions. The study used multiple linear regression analysis. It was observed that costs influenced buyers' decisions to buy broiler chickens at Gamalama market. It was concluded that the more appropriate the costs given by the seller to the buyer, the stronger the buyer's purchasing decision for the broiler chicken.

Similar research was also carried out by Syamroh Gemasih Munthe (2016) Factors that Influence Consumer Behavior in Buying Beef at the Petis Market in Medan City. This research aims to determine customer behavior in purchasing beef at Petis Market, Medan City. The sampling technique is purposive sampling. The respondents taken were 60 examples of family clients. The scientific method used is multiple linear regression analysis with the SPSS 18 application program. Judging from the consequences of the review, the highest level of education is secondary school, namely 43.33% with normal work as traders and every month where repeated purchases are normally 2 times each the month.

In making a decision to purchase beef, consumers will first look at the price of the beef, not forgetting to also consider the needs and availability of funds at that time. Apart from that, consumers look at the condition of the location where the beef is sold, whether it suits the consumer's wishes so that this is included in the consumer's purchasing decision criteria. In managing beef needs, consumers also adjust the number of family members, available money, price and location when making decisions to purchase beef.

Overall price is a measure of the cash buyers pay sellers to get what they need from a purchase. According to the definition of Kotler & Armstrong (2016), price is the relative amount of quality that buyers buy and sell for the seller's profit. Price in determining purchasing decisions is an important thing because consumers whose desires are very varied certainly want to get something by adjusting the price. This price consideration will determine whether, considering these factors, consumers will buy beef at Kranggan Market.

A need that originates from the KBBI is something that is necessary, so at that time a need is something that people want with the aim of satisfying it in order to fulfill someone's satisfaction for their survival. Needs are very important in decision making where consumers see the need for consumption or nutrition that must be met in a family, so that needs greatly influence the decision to purchase beef at Kranggan Market.

As quoted from Alma (2016) Location is a place for companies and business environments where they carry out activities that lead to the delivery of goods or services. to gain benefits from an economic perspective. Sales location will support consumer purchasing decisions. There are several considerations from consumers regarding the location, for example road access to the location, parking space and visibility of a company so that it makes it easier for consumers to see the location.

The Influence of Price, Needs and Location on Beef Purchasing Decisions at the Kranggan Jatisampurna Market - Bekasi City. **Dion Dharmajaya, et.al**

The location for purchasing beef in the Kranggan area is at the Kranggan Jatisampurna Market, Bekasi City. The market environment is busy and there are quite a lot of beef sellers. Beef prices are listed and frozen and fresh beef products are stored in the available places. The reasons and considerations from the description of the problem above mean that the choice of location for the research plan will be determined purposively or deliberately, namely at the Jatisampurna kranggan market, Bekasi city.

2. METHOD

The method used in this research uses quantitative research where questionnaires are used as a research tool aimed at obtaining population data information. The first stage of this research is to look for information on prices, situations and conditions of the company to be studied. Then after getting this, proceed with identifying the existing problems by getting information so we can identify the problem, namely looking for various information, phenomena and problems to find out the obstacles that occur in the kranggan market considering the tight competition between beef in the market. It is very necessary to get an understanding of what is happening. customers need to purchase beef. The population used in this research is all consumers who are shopping or purchasing beef at the Kranggan Jatisampurna Market - Bekasi City. The sampling technique uses probability sampling with a simple random sampling method, namely taking samples freely without looking at the consumer's status. To determine the sample size, use the formula from Hair et. al, where the results were 108 respondents. Data analysis in this research is Validity Test, Reliability Test, Multiple Linear Regression Test, Determination Coefficient Test (R2). To describe the regression results obtained, the researcher tried to carry out a t-test or partial test and an f-test or simultaneous test.

3. RESULTS AND DISCUSSION

General Description of the Research Site

In 2006-2007, the Bekasi City government had a traditional market, namely Kranggan Market, which aimed to move and relocate traders who over time continued to increase and could not be arranged in an orderly manner around Jatisampurna District. Kranggan Market, Bekasi City, is a traditional market built by the government to accommodate street vendors (PKL) around the area. Kranggan Market is a means of buying and selling among the people of Bekasi City with a land area of 13,101 m². The market has been built since 1975 and was last renovated in 2016. Currently, conditions in the market seem busy with buyers and many, in fact, all the necessities can be purchased. buy at the market. This is a very good step for Bekasi City government continues to increase market operations, thereby giving rise to positive stigma to the surrounding community towards Kranggan Market.

Research result

General Description of Respondents

The respondents of this research are consumers at the Kranggan Jatisampurna Market, Bekasi City. Because the research population is unknown, this research uses the Hair et formula. al (2010) and found that 108 respondents were used as samples. As for the characteristics of each respondent, the author will explain the characteristics based on gender, age and occupation.

Respondent Characteristics

a. By Gender

The following is data on the gender of consumer respondents at Kranggan Jatisampurna Market, Bekasi City:

Table 1 Distribution of Respondents' Answers Based on Gender

| No. | Gender | Frequency | Percentage (%) |
|-----|---------------|-----------|----------------|
| 1. | Man | 49 | 45.4% |
| 2. | Woman | 59 | 54.6% |
| | Amount | 108 | 100% |

Source: primary data processed January 2022

Based on informationIn the table above, it can be seen that the majority of beef consumer respondents at the Kranggan Jatisampurna Market, Bekasi City, were female with 59 people or 54.6% and 49 people or

45.4% for men. In this way, researchers can conclude that beef consumers at the Kranggan Jatisampurna Market, Bekasi City, are more dominated by women.

b. Based on Age Level

The following is age level data regarding beef consumer respondents at the Kranggan Jatisampurna Market, Bekasi City:

Table 2 Distribution of Respondents' Answers Based on Age Level

| No. | Age | Frequency | Percentage (%) |
|---------------|-----------------|-----------|----------------|
| 1 | 25-30 years | 20 | 18.5% |
| 2 | 31-40 years old | 41 | 38% |
| 3 | 41-50 years old | 35 | 32.4% |
| 4 | > 50 years | 12 | 11.1% |
| Amount | | 108 | 100% |

Source: primary data processed January 2022

Based on the information in the table above, it can be seen that the respondents of beef consumers at the Kranggan Jatisampurna Market, Bekasi City with the highest age level are in the 31-40 year age range as many as 41 people or 38%, followed by those aged 41-50 years with 35 people or 32.4%, 20 people aged 25-30 or 18.5% and 12 people aged > 50 years or 11.1%. In this case it can be concluded that the majority of beef consumers in the Jatisampurna kranggan market, Bekasi City, are dominated by the 31-40 year age group.

c. Based on Job Type

The following is data on types of work related to beef consumer respondents at the Kranggan Jatisampurna Market, Bekasi City:

Table 3 Distribution of Respondents' Answers Based on Type of Work

| No | Work | Frequency | Percentage (%) |
|---------------|----------------|-----------|----------------|
| 1 | Housewife | 27 | 25% |
| 2 | Civil servants | 18 | 16.7% |
| 3 | Laborer | 17 | 15.7% |
| 4 | Employee | 22 | 20.4% |
| 5 | Trader | 20 | 18.5% |
| 6 | Other Jobs | 4 | 3.7% |
| Amount | | 108 | 100% |

Source: primary data processed January 2022

Based on the information in the table above, it can be seen that the beef consumer respondents at the Kranggan Jatisampurna Market, Bekasi City, with the most types of work are Housewives with 27 people or 25%, followed by Employees with 22 people or 20.4%. There were 20 traders or 18.5%, 18 civil servants or 16.7%, 17 workers or 15.7% and other jobs 4 people or 3.7%. From this explanation, it can be concluded that beef consumers in the Kranggan Jatisampurna Market, Bekasi City, are mostly dominated by housewives.

Data Instrument Quality Test

a. Data Validity Test

In this research, to determine whether the data for a statement item used in the questionnaire is appropriate or not, the researcher used validity testing by means of Bivariate Pearson correlation analysis (person moment product) and with a significance level of 5%. To determine the r-table value, use the formula $df = n-2$, then calculate it to the number of research respondents, namely ($df=108-2=106$), then you get an r-table value of 106 at a significance level of 5%, namely 0.1891. If the calculated r value is greater than 0.1891 then the item from the statement can be declared valid. Meanwhile, on the other hand, if the value of the r-calculation is smaller than 0.1891 then the item of the statement is declared invalid. The following is the validity test data for each research variable which has been tested using the SPSS version 22 program application.

Table 4 Price Variable Validity Test (X1)

| No. Items | r-count | r-table | Information |
|-----------|---------|---------|-------------|
| 1 | 0.507 | 0.1891 | Valid |
| 2 | 0.566 | 0.1891 | Valid |
| 3 | 0.621 | 0.1891 | Valid |
| 4 | 0.651 | 0.1891 | Valid |
| 5 | 0.672 | 0.1891 | Valid |
| 6 | 0.671 | 0.1891 | Valid |
| 7 | 0.572 | 0.1891 | Valid |
| 8 | 0.485 | 0.1891 | Valid |
| 9 | 0.410 | 0.1891 | Valid |

Source: primary data processed using SPSS 22

From the data from the validity test results above, it can be seen that each item has a Pearson correlation or r-count value that is more than the r-table or greater than 0.1891. So this shows that each indicator statement of the Price variable (X1) can be declared valid. Next, the next variable is the Needs variable (X2), whose validity has been tested as follows:

Table 5 Requirement Variable Validity Test (X2)

| No. Items | r-count | r-table | Information |
|-----------|---------|---------|-------------|
| 1 | 0.490 | 0.1891 | Valid |
| 2 | 0.651 | 0.1891 | Valid |
| 3 | 0.620 | 0.1891 | Valid |
| 4 | 0.498 | 0.1891 | Valid |
| 5 | 0.559 | 0.1891 | Valid |
| 6 | 0.532 | 0.1891 | Valid |
| 7 | 0.656 | 0.1891 | Valid |
| 8 | 0.556 | 0.1891 | Valid |
| 9 | 0.534 | 0.1891 | Valid |

Source: primary data processed using SPSS 22

From the data from the validity test results above, it can be seen that each item has a Pearson correlation or r-count value that is more than the r-table or greater than 0.1891. So this shows that each indicator statement of the Needs variable (X2) can be declared valid. Next, the next variable is the Location variable (X3), whose validity has been tested as follows:

Table 6 Location Variable Validity Test (X3)

| No. Items | r-count | r-table | Information |
|-----------|---------|---------|-------------|
| 1 | 0.500 | 0.1891 | Valid |
| 2 | 0.512 | 0.1891 | Valid |
| 3 | 0.641 | 0.1891 | Valid |
| 4 | 0.677 | 0.1891 | Valid |
| 5 | 0.558 | 0.1891 | Valid |
| 6 | 0.552 | 0.1891 | Valid |
| 7 | 0.464 | 0.1891 | Valid |
| 8 | 0.557 | 0.1891 | Valid |
| 9 | 0.489 | 0.1891 | Valid |

Source: primary data processed using SPSS 22

From the data from the validity test results above, it can be seen that each item has a Pearson correlation or r-count value that is more than the r-table or greater than 0.1891. So this shows that each indicator statement of the Location variable (X3) can be declared valid. Next, for the final variable, namely the dependent variable Beef Purchase Decision (Y), the validity of which has been tested as follows:

Table 7 Validity Test of Beef Purchasing Decisions (Y)

| No. Items | r-count | r-table | Information |
|-----------|---------|---------|-------------|
| 1 | 0.502 | 0.1891 | Valid |
| 2 | 0.639 | 0.1891 | Valid |
| 3 | 0.543 | 0.1891 | Valid |
| 4 | 0.532 | 0.1891 | Valid |
| 5 | 0.607 | 0.1891 | Valid |
| 6 | 0.544 | 0.1891 | Valid |
| 7 | 0.606 | 0.1891 | Valid |
| 8 | 0.619 | 0.1891 | Valid |
| 9 | 0.552 | 0.1891 | Valid |

Source: primary data processed using SPSS 22

From the data from the validity test results above, it can be seen that each item from the Beef Purchase Decision variable (Y) has a Pearson correlation or r-count value of more than the r-table or greater than 0.1891. So this shows that each indicator statement of the Location variable (X3) can all be declared valid.

b. Data Reliability Test

In the Reliability Test, the data tested was carried out using the Cronbach's alpha test using the SPSS 22 program which was then compared between Cronbach's alpha and the r-table. Next, the Cronbach's alpha results are interpreted using the r-table value. If the Cronbach's alpha value is > 0.60, then the reliability level of the measuring instrument is high and can be declared reliable. The following are the output results from the reliability test using SPSS version 22:

Table 8 Reliability Test Results

| Variable | Alpha | Cronbach Alpha | N of items |
|----------|--------|----------------|------------|
| X1 | > 0.60 | 0.744 | 9 |
| X2 | > 0.60 | 0.735 | 9 |
| X3 | > 0.60 | 0.711 | 9 |
| Y | > 0.60 | 0.740 | 9 |

Source: primary data processed using SPSS 22

From the data from the reliability test results above, it can be seen that each variable has a Cronbach's alpha value of more than 0.60. So this shows that each variable can be accepted and declared reliable.

c. Multiple Linear Regression Analysis

The Multiple Linear Regression Analysis test was carried out using the SPSS 22 program application, then the results were interpreted using the multiple linear regression equation formula as follows:

$$Y = \alpha + b_1X_1 + b_3X_3 + e$$

Information:

Y= Dependent Variable Value

α = Constant

b= Regression Coefficient

X= Independent Variable Value

e= Standard Error

Table 9 Coefficientsa Multiple Linear Regression Test Results

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|--------------|-----------------------------|------------|---------------------------|-------|------|
| | B | Std. Error | Beta | | |
| 1 (Constant) | 12,905 | 4,491 | | 2,874 | ,005 |
| Price | ,035 | ,083 | ,036 | ,414 | ,680 |
| Need | ,416 | ,085 | ,429 | 4,884 | ,000 |
| Location | ,205 | ,091 | ,197 | 2,259 | ,026 |

a Dependent Variable: Beef Purchase Decision

Source: primary data processed using SPSS 22

Based on the results of the multiple linear regression analysis table above, it can be explained that:

- The constant is 12.905. This figure shows that if the independent variables, namely the variables Price (X1), Needs (X2) and Location (X3) do not change or remain constant, then the value of the Beef Purchase Decision (Y) is 12.905.
- Based on the multiple linear regression analysis table above, it shows that the variable Price (X1) has a value of 0.035, which means that if the value of Price (X1) increases by 1% then the Beef Purchase Decision (Y) will increase by 0.035 assuming the other independent variables are constant.
- Based on the multiple linear regression analysis table above, it shows that the Needs variable (X2) has a value of 0.416, which means that if the Needs value (X2) increases by 1% then the Beef Purchase Decision (Y) will increase by 0.416 assuming the other independent variables are constant.
- Based on the multiple linear regression analysis table above, it shows that the Location variable (X3) has a value of 0.205, which means that if the Location value (X3) increases by 1% then the Beef Purchase Decision (Y) will increase by 0.205 assuming the other independent variables are constant.

Because the value of the regression coefficient has a positive value (+), it can be concluded that the variables Price (X1), Needs (X2) and Location (X3) have a positive and significant effect on Beef Purchase Decisions (Y) so that they have a regression equation, namely $Y = 12.905 + 0.035 + 0.416 + 0.205$

d. Coefficient of determination test (R²)

The coefficient of determination is a measurement used to see the extent of the ability of the independent variable to explain the dependent variable. The coefficient of determination value is between 0 (zero) and 1 (one), if the value is close to 0 (zero) it means that the ability of the independent variable to explain the dependent variable is very limited, but if the value is close to 1 (one) it means that the independent variable can provide clear information on the dependent variable. The following are the results of the coefficient of determination test.

Table 10 Coefficient of Determination Test Results (R²)

| Model Summary | | | | |
|---------------|-------|----------|-------------------|----------------------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | ,527a | ,278 | ,257 | 2.86867 |

- a Predictors: (Constant), Location, Price, Needs

Source: primary data processed using SPSS 22

Judging from the test results of the table above, namely the Summary Model, the coefficient of determination R Square is 0.278, meaning that the influence of the independent variables, namely Price (X1), Needs (X2) and Location (X3) on Beef Purchase Decisions (Y) is equal to 0.278 or 27.8%. Meanwhile, the remainder is influenced by other factors that are not included in this research model.

Hypothesis test

a. t test

The t test is a test aimed at seeing how far the influence of the independent variable statistics is in explaining variations in the dependent variable statistics by looking at the determination of the test criteria where H₀ is accepted if the significance value (Sig) is greater than 0.05 and H_a is accepted if the significance value (Sig) is smaller than 0.05. The following are the test results which can be seen below:

Table 11 t Test Results

| Coefficients ^a | | | | | | |
|---------------------------|------------|-----------------------------|------------|---------------------------|-------|------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | | |
| | | B | Std. Error | Beta | t | Sig. |
| 1 | (Constant) | 12,905 | 4,491 | | 2,874 | ,005 |
| | Price | ,035 | ,083 | ,036 | ,414 | ,680 |
| | Need | ,416 | ,085 | ,429 | 4,884 | ,000 |
| | Location | ,205 | ,091 | ,197 | 2,259 | ,026 |

- a Dependent Variable: Beef Purchase Decision

Source: primary data processed using SPSS 22

Based on The results from the SPSS 22 output table above show that the Price variable (X1) has a t-value of 0.414 and a significance value of 0.680. These results show that the significance value is 0.680, which is greater than 0.05 or $0.680 > 0.05$, so H_a is rejected, meaning that the price variable has no effect on beef purchasing decisions. The Needs variable (X2) has a calculated t-value of 4.884 and a significance value of 0.000. This result means that the significance value is smaller than 0.05 or $0.000 < 0.05$, then H_a is accepted and this means that it shows that the Needs variable has a positive and significant influence on Beef Purchasing Decisions. And for the Location variable (X3) it has a t-value of 2.259 and a significance value of 0.026. These results show that the significance value is smaller than 0.05 or $0.026 < 0.05$ and this shows that there is a positive and significant influence of the Location variable on Beef Purchasing Decisions.

b. F test

The F test is a test aimed at seeing whether the independent variables in this research have a simultaneous influence on the dependent variable. The following is the F Test output table via the SPSS 22 application:

Table 12 F Test Results
ANOVA^a

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|-----|-------------|--------|-------|
| 1 | Regression | 329,589 | 3 | 109,863 | 13,350 | ,000b |
| | Residual | 855,846 | 104 | 8,229 | | |
| | Total | 1185,435 | 107 | | | |

a. Dependent Variable: Beef Purchase Decision

b. Predictors: (Constant), Location, Price, Needs

Source: primary data processed using SPSS 22

Based on the SPSS 22 output table, the results of the F Test, it can be seen that the f-count has a value of 13.350 and a significance value of 0.000. In determining whether a hypothesis is accepted or rejected, it can be based on the magnitude of the significance value. If the significance value is smaller than 0.05 or < 0.05 then the hypothesis is accepted. The test results show that the significance value is 0.000 which means it is smaller than 0.05 or $0.000 < 0.05$ so it can be concluded that H_a is accepted or the hypothesis is accepted so that the independent variables are Price, Needs and Location simultaneous influencetoBeef Purchasing Decisions.

Discussion

The research carried out took approximately 2 months at the location, namely Kranggan Jatisampurna Market - Bekasi City with a total of 108 research respondents for the sample. The results of the research that has been carried out show that the 12 statements submitted to respondents representing the research variables were declared valid. This has been proven from the r-count for all question variables which is greater than the r-table (0.1891) so that the 12 statements can be used for research purposes.

Then, to test the reliability of the variables, we have obtained reliability test results for each variable, namely the Price variable has a Cronbach Alpha of 0.744, Cronbach Alpha Requirements of 0.735, Location Cronbach Alpha of 0.711 and Beef Purchase Decision Cronbach Alpha of 0.740 so that all research variables have a value. Cronbach Alpha is more than 0.6 and therefore the statements on the variables in this research are reliable.

In the analysis of respondent characteristics that was carried out, based on gender, respondents said that consumers who bought beef at the Kranggan Jatisampurna Market - Bekasi City were dominated by women at 54.6%. Then, the age level of respondents who have been researched is dominated by those aged between 31-40 years, namely 38%. Based on research that has been conducted, the type of work of research respondents is mostly housewives, namely 25% compared to other jobs. So it can be concluded that beef consumers in the Jatisampurna Kranggan Market - Bekasi City are dominated by women who work as housewives.

Price Influences Beef Purchasing Decisions

Based on the results of research using multiple linear regression on the price variable, it shows that the results of the t test with t-count are 0.414 and have a significance value of 0.680. If we look at the significance value, this value is greater than the significance value used, namely 0.05 or $0.680 > 0.05$, which means that the price variable shows a positive influence but does not significantly influence beef purchasing decisions. Thus, it can be concluded that whatever price changes occur at that location, it will not influence consumers' beef purchasing decisions at the Kranggan Jatisampurna Market - Bekasi City.

Price changes that occur at the Kranggan Jatisampurna Market - Bekasi City do not influence beef purchasing decisions because the people or consumers who buy beef have a goal where the price does not completely influence their purchasing decisions but there are other factors. This has been done by previous research, namely Ainnur Rofiq and Muhammad Hufon (2018), which shows that price has a positive and significant effect on purchasing decisions, but this is not directly proportional to the research I conducted which showed positive but not significant results.

The Influence of Needs on Beef Purchasing Decisions

Based on the results of the research that has been carried out, the needs variable shows that the results of the t test show that the t-count is 4.884 and has a significance value of 0.000. This proves that the needs variable has a positive and significant influence on beef purchasing decisions because it has a significance value of less than 0.05 or $0.000 < 0.05$. Thus, the needs variable has a positive and significant influence on the decision to purchase beef at the Kranggan Jatisampurna Market - Bekasi City.

The results of the statement analysis, where the majority of respondents' answers were dominated by agree answers because the decision to purchase beef at the Kranggan Jatisampurna Market - Bekasi City was based on consumer needs. The decision to purchase beef is based on whether these needs will meet consumer tastes and consumption needs. Indeed, when making purchasing decisions, it is appropriate to look at the needs required by consumers so that needs are an important factor before making a decision to purchase beef at Kranggan Jatisampurna Market - Bekasi City.

The Influence of Location on Beef Purchasing Decisions

Based on the results of the research that has been carried out, the location variable shows that the results of the t test show that the t-count is 2.259 and has a significance value of 0.026. This shows that based on the significance value of the Location variable, the location variable has a positive and significant effect on beef purchasing decisions because it has a significance value of less than 0.05 or $0.026 < 0.05$. This is in line with the theory of Kasmir (2009: 129) which says that location is an important aspect in the sales channel, a good location can guarantee fast access which can attract the majority of consumers and is strong enough to change purchasing patterns.

That way, consumers look at various aspects before making a decision by seeing whether the location is very good so that it makes consumers interested in visiting and buying beef at Kranggan Jatisampurna Market - Bekasi City, therefore the location variable is one of the reasons consumers want to buy beef at Kranggan Jatisampurna Market - Bekasi City. In accordance with previous research conducted by Dede Aprisal (2017), this research is in line with the research I conducted where location has a positive and significant influence on decisions to purchase beef at Kranggan Jatisampurna Market - Bekasi City.

4. CONCLUSION

Based on the research that has been carried out, which aims to find out and analyze the influence of price, needs and location on the decision to purchase beef at the Kranggan Jatisampurna Market - Bekasi City as appropriate, the conclusions that can be drawn are as follows: The results of the research carried out show that price does not have a significant effect on the decision to purchase beef at Kranggan Jatisampurna Market - Bekasi City. This means that this shows that the price changes that occur do not influence consumers in making decisions to purchase beef so that consumers will ignore the price. Based on the results of existing research, demand has a positive and significant influence on the decision to purchase beef at Kranggan Jatisampurna Market - Bekasi City. This shows that the higher the level of consumer demand for beef consumption, the higher the purchase of beef at Kranggan Jatisampurna Market - Bekasi City. Based on the

The Influence of Price, Needs and Location on Beef Purchasing Decisions at the Kranggan Jatisampurna Market - Bekasi City. Dion Dharmajaya, et.al

results of research that has been conducted, it shows that location has a positive and significant influence on the decision to purchase beef at Kranggan Jatisampurna Market - Bekasi City. This shows that the better the location of the market, the greater the sales of beef at Kranggan Jatisampurna Market - Bekasi City. The suggestions that will be addressed to Kranggan Jatisampurna Market - Bekasi City are as follows: Kranggan Jatisampurna Market - Bekasi City must pay more attention to detail and comprehensiveness which is useful for attracting the attention of consumers so they can visit the market and want to buy beef at Kranggan Jatisampurna Market - Bekasi City, so by looking at the variables that have been studied it is hoped that we can analyze and evaluate them in order to boost beef sales at the Kranggan Jatisampurna Market, Bekasi City. For the price variable part, although there is no significant influence, there is a positive side which cannot be underestimated. In order to attract the attention of consumers, beef traders at the Kranggan Jatisampurna Market - Bekasi City should pay attention to their sales prices which are in accordance with their standards so that more attract the attention of more consumers. Regarding the needs variable, this must really be given better attention because after all consumers will decide to purchase beef according to consumer needs, so that beef traders can give a small bonus so that consumers feel satisfied and make the purchase of beef fulfill their needs. , and for the government to urge the public to inform them about the importance of consuming meaty foods with good protein content, one of which is beef, so that consumers will be aware that this need can increase beef sales at the Kranggan Jatisampurna Market - Bekasi City. As for the location variable, in this case it is very good and satisfies consumers who come to the Kranggan Jatisampurna Market location in Bekasi City because it has become a flexible place so they feel satisfied. However, it would be even better if the market further improved the visuality and view of the market, such as always maintaining the cleanliness of the market environment. This variable also cannot be taken lightly because the market will experience a decline in sales if you do not pay attention to the location in the market environment wisely.

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