# Analysis Behavior Consumer Regarding Product Purchase Interest Processed Pond Fish In Traditional Markets Regency Lamongan

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| Article Info | ABSTRACT |
|---|---|
| | Study This aim For analyze characteristics and behavior consumer as well as analyze connection between influencing factors behavior consumer to decision consumer buy product processed fish in traditional markets. Study This carried out from May to June 2024 in traditional markets regency Lamongan. Method used is method studies case. Retrieval technique sample use method accidental sampling with amount respondents in study This 109 respondents. Analysis data use model regression linear multiple with SPSS. In study This variable free covers culture (X1), social (X2), personal (X3), psychology (X4), price (X5), income (X6), quantity dependents (X7), and tastes (X8). Variable bound is decision buy (Y). Variable free in a way simultaneous influential significant to decision purchase product processed fish. Whereas in a way Partial factors that are significant influence decision buy product processed fish is factor culture (X1), factor psychological (X4), factor price (X5), factor income (X6), factor dependent (X7), and taste factors (X8). Behavioral factors the most dominant consumer influence decision buy product processed fish at traditional markets in the district Lamongan is factor psychological (X4). |
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## INTRODUCTION

Lamongan is city fish producer, both fish produce pond as well as sea fish. In 2023 Lamongan get award from Farikan East Java above nomination percentage increase fish consumption from in 2021 amounting to 56.83 to 59.21 in 2023 an increase the influenced with there is the GEMARI (Gemar Eating Fish) program which is the district's flagship PKK program Lamongan. Ascension the is business harshly by the cadres village Because in year previously Still the minimum fish consumption in the community Lamongan esp age children. Factors that cause Still low number consumption per capita public is Power buy fresh fish low as well as low knowledge public about nutrients contained in fish. Consumer usually choose traditional markets For get various deep fish still fresh condition Lots choice Fish processing starts from smoked fish, pepes fish, fish brains and others. This matter because of traditional markets own a number of advantages that are not owned by the modern market, ie exists bid bid price between trader and buyers, the products sold always fresh, prices tend to be high more cheap, and mostly traditional markets accommodate products local. Consumer have different characteristics, including information the individual

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like age, education, occupation, and others. According to Schiffman and Kanuk (2008), behavior consumer describe method individual take decision For utilise source Power those available ( time, money, effort) to use buy related items with consumption. Behavior consumer studied For know behavior and attitudes consumer in do purchase something product. In purchasing There are also fish souvenirs in traditional markets influencing factors behavior consumer. Therefore that, research This mean For analyze characteristics and behavior consumer as well as analyze connection between influencing factors behavior consumer to decision consumer buy processed fish in traditional markets Lamongan.

## METHOD

Study This held from May to by June 2024 at traditional markets in the district Lamongan Retrieval technique sample done with accidental aside, according to Sugiyono (2003), accidental sampling technique determination sample based on as it happens that is Who just that as it happens meet with researcher can used as sample. Respondent in study This is consumers who shop processed freshwater fish or sea water in the market traditional in the district Lamongan. Amount respondents on study This is 109 respondents in period time data collection for 1 month.

Method of collecting data. Data collection was carried out with a number of method, ie questionnaires, interviews, and recording ( secondary data). Type of data used in study This namely primary data and secondary data. Primary data is in the form of results interview direct with tool help questionnaire Which obtained from consumer Which buy direct product processed fish in traditional market in the district Lamongan.

### Analysis

Study This use analysis descriptive Qualitative and quantitative. Analysis qualitative is descriptive analysis behavior and characteristics consumer in buy product processed fish at traditional markets in the district Lamongan. Analysis quantitative is analysis that tests and analyzes influencing factors behavior consumer in buy product processed fish with Software program assistance Microsoft Excel 2013 and Statistics Products and Solution Services (SPSS). Data used in study This are primary data and secondary data.

Variables used in study This is 1 variable dependent ( dependent) and 8 variables free (independent). Variable dependent in study This that is decision purchases (Y) and variables free covers influencing variables behavior consumer in purchase Processed fresh fish, namely culture (X1), social (X2), personal (X3), psychology (X4), price (X5), income (X6), amount dependents (X7), and tastes (X8). Study This use questionnaire with ordinal scale / scale ranking. The data has been collected in study Then processed and analyzed in accordance with objective study with several tests, namely the classic test assumptions, analysis multiple linear regression, and statistical tests.

## RESULTS AND DISCUSSION

Characteristics Respondents. Based on age, number respondents who bought product processed fish is dominated with aged 30 – 39 years and > 49 years with the number of each is 34 people and the percentage is 31%. This matter means part big consumer

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processed fish for consumption are in age productive, which means on a range age the generally respondents paid great attention intake nutrition For health body.

Based on type gender, number respondents who bought product processed fish is dominated with type seXWoman as many as 98 people with percentage 90%. This matter in line with Engel et al., (1994) statement that decision purchase category product food dominated by women, because Woman tend notice need food member his family and responsibility answer in provision consumption House ladder. Based on education Lastly, amount respondents who bought product Fish processing is dominated by diploma/ bachelor graduates as many as 46 people with percentage 42%. This matter show that respondents part big own level knowledge And information Which wide about consumption processed fish.

Based on work, amount respondents who bought product processed fish is dominated by mothers House ladder as many as 64 people with percentage 59%. This matter because Mother House more stairs role look after House ladder every day including arrange the food menu in fulfillment nutrition his family. Based on income per month, amount respondents who bought product processed fish is dominated with income above IDR 4,000,000 with amount as many as 71 people and a percentage of 65%. Can said respondents most including group economy intermediate up, because income own role important in taking decision purchase, in matter This decision purchase processed fish.

Based on type processed fish purchased, quantity respondents who bought product processed fish is dominated by buyers processed freshwater fish with amount as many as 95 people and a percentage of 87%. Matter This because more many type processed freshwater fish available at markets compared type processed sea fish. More many type processed freshwater fish Because Market locations included Far from sea. The most common processed freshwater fish purchased is milkfish land becomes otak2, crackers and smoked fish.

Based on amount dependents, amount respondents who bought product processed fish is dominated with amount dependents families of $3 - 4$ people totaling 78 people with percentage 71%. Amount dependents family influence amount expenditure House ladder. The more Lots amount member family, then will the more the expenses are huge.

Based on amount purchase processed fish inside very purchase, quantity respondents who bought product processed fish is dominated as many as 2 types in very purchase with amount 75 person And percentage 69%. Matter This influenced by income And habit Eat processed fish. The more tall income and more often habit Eat processed fish family, then will the more Lots amount purchased processed fish in very purchase.

Based on frequency purchase processed fish for consumption in a week, total respondents who bought product processed fish is dominated 1 time in a week with amount 64 person And percentage 64%. Matter This influenced by level favorite Eat processed fish. The more Like something family Eat processed fish, then will more Lots frequency purchase processed fish for consumption.

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Test Assumptions Classic. Test assumptions classic consists from the data normality test, multicollinearity test, and heteroscedasticity test. For more  he explained  outlined  as following: Data Normality Test. Test result normality with use analysis PP Plot normal graph can be seen in Figure 1.
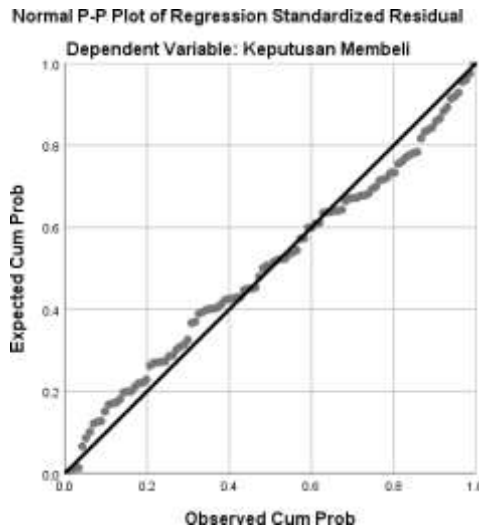


Based on PP Plot normal graph, can seen that the data spreads around the diagonal line which means the data normally distributed. Meanwhile, results testing normality with use analysis histogram graph can seen in Figure 2.
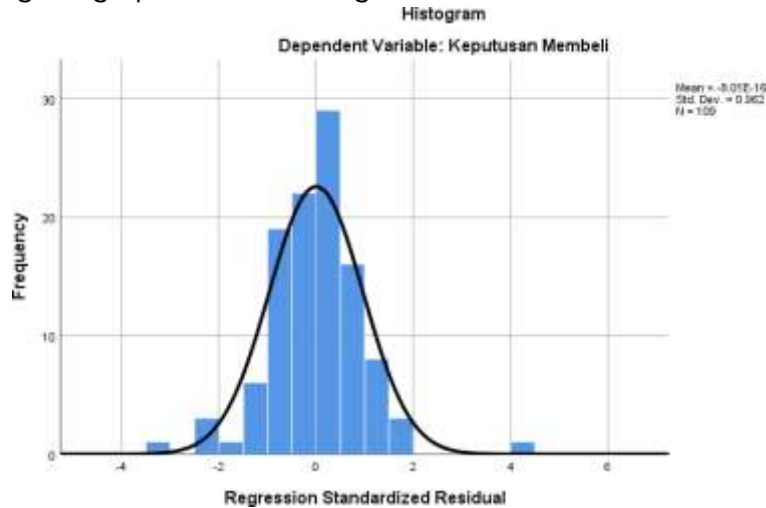


**Figure 2.** Histogram Graph Source : Data primary Which processed, 2024

Based on histogram graph, can seen that shaped histogram graph bell so that means distributed data normally.

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**Table 1.** Results Test Kolmogrov -Smirnov (K- S)

**One-Sample Kolmogorov-Smirnov Test**

|  |  | Unstandardized Residuals |
|---|---|---|
| N |  | 109 |
| Normal Parameters [a, b] | Mean | .0000000 |
|  | Std. Deviation | .67490525 |
| Most Extreme Differences | Absolute | ,070 |
|  | Positive | ,070 |
|  | Negative | - .064 |
| Test Statistics |  | ,070 |
| Asymp . Sig. (2- tailed) |  | ,200 [c,d] |

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Corrections.
d. This is a lower bound of the true significance.

Source : Data primary Which processed , 2024

Based on results analysis statistics with using the Kolmogrov -Smirnov (KS) test in Table 1 obtained mark Asymp. sig of 0.200. Can concluded that mark Asymp.sig > 0.05 which means distributed data normally. Multicollinearity Test. Based on the multicollinearity test, it can be concluded that regression model No own problem multicollinearity, because can seen from all eight models have tolerance value > 0.1 and VIF < 10.

**Test Heteroscedasticity.**
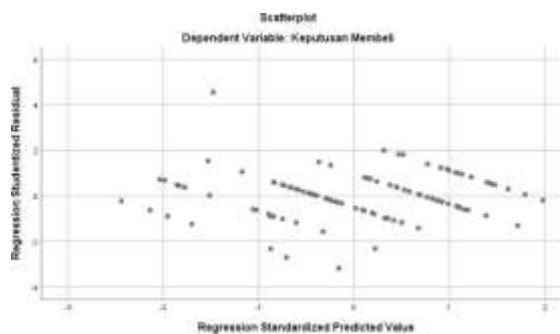


**Figure 3.** Scatter Plot Source : Data primary Which processed, 2023

Based on Figure 3, can seen that spread No form pattern certain, no widened or narrows, and spreads at the top lower the number 0 on the Y axis. This means No happen heteroscedasticity in regression models.

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## Analysis Regression Linear Multiple.

Table 2. Results Analysis Regression Linear Multiple

**Coefficients** [a]

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | -1,701 | ,814 | | -2,090 | ,039 |
| | Factor Culture | ,156 | ,072 | ,169 | 2,178 | ,032 |
| | Factor Social | .104 | ,077 | .105 | 1,346 | ,181 |
| | Factor Personal | - .091 | ,082 | - .086 | -1.108 | ,270 |
| | Factor Psychology | ,192 | ,076 | ,206 | 2,529 | .013 |
| | Price | ,235 | ,093 | ,219 | 2,525 | .013 |
| | Income | .133 | ,066 | ,145 | 2,007 | ,047 |
| | Amount Dependents | ,160 | ,076 | ,148 | 2,094 | ,039 |
| | Appetite | ,159 | ,072 | ,193 | 2,206 | ,030 |

a. Dependent Variables: Decision Buy Source :
Processed primary data , 2024

Based on results analysis model regression multiple linear above, obtained form equality regression as following :

$Y = a + b_1 X1 + b_2 X2 + b_3 X3 + b_4 X4 + b_5 X5 + b_6 X6 + b_7 X7 + b_8 X8 + e$

$Y = -1,701 + 0.156X1 + 0.104X2 - 0.091X3 + 0.192X4 + 0.235X5 + 0.133X6 + 0.160X7 + 0.159X8 + e$

Statistic test. Statistic test consists from coefficient determination (R 2), F test, and T test. For more he explained described as following :

## Coefficient determination (R2)

Table 3. Test Coefficient Determination (R 2)

**Model Summary** [b]

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | ,800 [a] | ,640 | ,611 | .70138 |

a. Predictors: (Constant), Tastes , Social    Factors , Amount    dependents , Factor Personal , Income , Factor Culture , Factor Psychology , Price
b. Dependent Variables: Decision Buy
Source : Data primary Which processed , 2024

Based on Table 3, obtained adjusted R 2 value of 0.611 or 61.1%. This matter show that decision buy (Y) can explained amounting to 61.1% by variables its independence that is factor culture, factors social, factors personal, factors psychology, factors price, factor income, factor amount dependents, and factors appetite. Whereas the rest amounting to 38.9% of the variance decision buy

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(Y) influenced by factor other outside model study This.

## Test F

### Table 4. Results Test F

ANOVA a

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 87,559 | 8 | 10,945 | 22,248 | ,000 b |
| | Residual | 49,194 | 100 | ,492 | | |
| | Total | 136,752 | 108 | | | |

a. Dependent Variables: Decision Buy
b. Predictors: (Constant), Appetite , Factor Social , Amount dependents , Factor Personal , Income , Cultural Factors , Psychological Factors , Price
Source : Data primary Which processed , 2024

Based on Table 4, obtained mark F count as big as 22,248. On degrees significance 5%, with mark df N1 = 8 and df N2 = 100 are obtained table F value of 2.03. With So, you can concluded that calculated F value (22,248) > F table (2.03) means H 1 accepted and H 0 rejected. This matter show that variable factor culture, factors social, factors personal, factors psychology, factors price, factor income, factor amount dependents and factors appetite in a way silmutan influential significant to decision buy product processed fish. Apart from that, you can seen from the significance test that is of 0.000 < 5%, so results analysis can said significant or can trusted.

## T test

Testing This done with compare the value of each t is calculated with t table. On research this, t table value use table statistics with formula t ($\alpha$/ 2 ; nk-1) = t (0.05/2 ; 109-8-1) = t (0.025 ; 100) then obtained t table amounting to 1.983972. If seen from table significant, variable independent said influential in a way Partial if mark significant < 5%. The t test results can be seen in Table 5.

### Table 5. Results Test Q

Coefficients a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|---|
| | | B | std. Error | Betas | | |
| 1 | (Constant) | -1,701 | ,814 | | -2,090 | 039 |
| | Cultural Factors | ,156 | 072 | ,169 | 2,178 | 032 |
| | Social Factors | .104 | 077 | .105 | 1,346 | ,181 |
| | Personal Factors | - .091 | 082 | - .086 | -1.108 | ,270 |
| | Psychological Factors | ,192 | 076 | ,206 | 2,529 | 013 |
| | Price | ,235 | 093 | ,219 | 2,525 | 013 |
| | Income | .133 | ,066 | ,145 | 2007 | 047 |
| | The number of dependents | ,160 | 076 | ,148 | 2,094 | 039 |
| | Appetite | ,159 | 072 | ,193 | 2,206 | ,030 |

a. Dependent Variables: Purchase Decision
Source : Processed primary data , 2024

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Based on Table 5, can is known that variable influential free significant to variable bound ( decision buy) ie factor culture (X1), factor psychology (X4), factor price (X5), factor income (X6), factor amount dependents (X7), and factors taste (X8). Whereas For factor social (X2) and factors private (X3) no influential significant to decision buy

## CONCLUSION

From results study on, obtained conclusion as following: Respondents who purchased product processed fish is dominated with type seXfemale, aged 30 – 39 years >49 years, educated final fish processing diploma/ graduate, working as Mother House ladder, income per month that is above Rp. 4,000,000, and amount dependents family namely 3 – 4 people. Additionally, types purchased processed fish dominant processed freshwater fish with quantity 1 kg in very purchases and frequency 1 time purchase a week. Eighth variable free in a way simultaneous influential significant to decision buy product processed fish. Whereas in a way partial, influencing factors significant to decision buy product processed fish, namely factor encompassing culture indicator habits and classes social, factors psychology which includes indicator perception and learning, factors price includes indicator perception and learning, factors income includes indicator amount income per month, factor amount covering responsibilities indicator family, and factors encompassing tastes indicators of taste and satisfaction. Behavioral factors the most dominant consumer influential to decision purchase product processed fish, namely factor psychology. Adjusted R 2 value of 0.611 or 61.1%. This matter show that decision buy (Y) can explained amounting to 61.1% by variables its independence that is factor culture, factors social, factors personal, factors psychology, factors price, factor income, factor amount dependents, and factors appetite. Whereas the rest as big as 38.9% variance decision buy (Y) influenced by other factors outside the research model This.

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