



THE INFLUENCE OF CONSUMER BEHAVIOR ON PURCHASING DECISIONS OF MARTABAK MANIS

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Abstract: Martabak Manis is a culinary delight that is liked by many sellers, especially in Kayu Agung, Ogan Komering Ilir Regency, with varying prices. This research was conducted on Martabak Manis sellers in Kayu Agung Ogan Komering Ilir by surveying and interviewing 30 Martabak Manis sellers and 530 Martabak Manis buyers who became the population of this study while the sample was drawn using the Slovin formula so that there were 85 people. This study uses a causal relationship, namely a causal relationship where one variable (independent) influences another variable (dependent). The data analysis technique uses simple linear regression analysis. The results of the simple regression test show that consumer behavior influences purchasing decisions. Based on the coefficient of determination test, consumer behavior has a positive and significant effect on purchasing decisions.

Keywords: Consumer Behavior; Purchasing Decisions

INTRODUCTION

Kayu Agung City is a sub-district and is the capital of Ogan Komering Ilir Regency, South Sumatra, Indonesia. Kayuagung is a city located on the east coast of Sumatra, one of the regencies of the Province of South Sumatra (Palembang), which is 65 KM from the center of Palembang, Kayuagung is a Level II Region in the province of South Sumatra, which is the capital of the Regency of Ogan Komering Ilir (OKI). Kayuagung Consists of 10 sub-districts (Morge Siwe): Jua-jua, Sidakersa, Cintaraja Mangunjaya, Paku, Sukadana, Kedaton, Kotaraya, Perigi. Original Kayuagung. The name Kayuagung in general comes from a history, where in ancient times, the area of the city of Kayuagung had large trees, some even up to 4 meters in diameter. maybe you have also accidentally seen a large tree in your city, chances are it is a Kayuagung tree, but that does not mean that every big tree is a Kayuagung tree, the characteristic of a large Kayuagung tree is that it has tree veins that arise and has large roots and stretching, besides that there are also roots that stretch from top to bottom, so from a tree comes the name of the city of Kayuagung (Zubaidah, 2022).

At this time Kayu Agung which is the capital of Ogan Komering Ilir Regency has experienced very rapid development, especially in the culinary business. This can be seen in the increasing number of food vendors, both traditional food and contemporary food, each with its charm. One culinary that is quite popular is Martabak Manis, in almost every corner of Kayu Agung there is a Sweet Mertabak seller. From the results of observations, it is known that there are as many as 30 sellers of Martabak manis in Kayu Agung with varying amounts of turnover per day. Some sell for Rp. 40,000 per pan, Rp. 25,000 per pan, Rp. 10,000 per pan and the cheapest is Rp. 5,000 per pan. They are open every day with opening hours from 14.30 to 21.00. Based on the survey results and interviews with the authors, it is known that the data for Martabak manis sellers in Kayu Agung are as follows:



Table 1. List of Martabak Manis Seller in Kayu Agung 2022

No	Product	Address	Income per day
1	Martabak Manis Bangka 46	Simpang Dayat Kayu Agung	Rp. 2.500.000,-
2	Martabak Manis Bangka 99	Jl. Pahlawan Kayu Agung	Rp. 2.000.000,-
3	Martabak Asli Bangka	Jl. Muhtar Saleh Kayu Agung	RP. 2.300.000,-
4	Martabak Manis	Jl. Merdeka Kayu Agung	Rp. 1.500.000,-
5	Martabak Kapten	Jl. Merdeka Kayu Agung	Rp. 3.000.000,-
6	Martabak Bangka	Jl. Yusuf Singadekane	Rp. 700.000,-
7	Martabak Manis Bangka	Jl. Muchtar Saleh Kayu Agung	Rp 500.000,-
8	Martabak & Roti Komplit	Jl. Merdeka Kayu Agung	Rp. 2.200.000,-
9	Martabak Bangka Spesial Rp. 10.000	Jl. Kapten Teguh Kayu Agung	Rp. 800.000,-
10	Super Martabak Bangka	Jl. Muchtar Saleh Kayu Agung	Rp .1.000.000,-
11	Martabak Aloy	Depan Shoping Mall Kayu Agung	RP 2.700.000,-
12	Martabak Manis Hafiz	Depan Gedung Putih Kayu Agung	Rp 900.000,-
13	Martabak Budi	Pasar Kayu Agung	Rp 600.000,-
14	Martabak Bangka	Jl. Kapten Marzuki	Rp 400.000,-
15	Martabak Bang Edo	Simpang Sri Kelangg	Rp 350.000,-
16	Martabak Manis	Jl. Yusuf Singadekane Kayu Agung	Rp 500.000,-
17	Martabak Velvet	Pasar Kayu Agung	Rp 350.000,-
18	Martabak Manis Bangka	Simpang Jembatan Kayu Agung	Rp 450.000,-
19	Martabak Manis	Kelurahan Sidakersa	Rp 300.000,-
20	Martabak Bangka 27	Jl. Let. Paijo Kayu Agung	Rp 600.000,-
21	Martabak Bangka Dedi	Pahlawan	Rp 800.000,-
22	Martabak Manis Bangka	Sukadana Kayu Agung	Rp. 650.000,-
23	Martabak Manis 5000	Jl. Let. Paijo Kayu Agung	Rp 400.000,-
24	Martabak Manis Iwan	Jl. Kapten Marzuki Kayu Agung	Rp 900.000,-
25	Martabak Bangka Simpel	Shoping Mall Kayu Agung	Rp 500.000,-
26	Martabak Bang Edi	Kayu Agung	Rp 550.000,-
27	Martabak Bangka	Kayu Agung	Rp 450.000,-
28	Martabak Manis Legit	Jua-jua Kayu Agung	Rp 750.000,-
29	Martabak Bangka Asli	Taman Kayu Agung	Rp 650.000,-
30	Martabak Manis Asli	Jl. Muchtar Saleh Kayu Agung	Rp 500.000,-

Source: results of observations and interviews (2022)

By seeing a large number of Martabak Manis sellers in Kayu Agung, Ogan Komering Ilir Regency, the author feels the need to conduct research with the title "The Influence of Consumer Behavior on Purchasing Decisions of Martabak manis".

Marketing has an important role in society because marketing involves various aspects of life including the economic and social fields. Marketing activities concern the problem of flowing products from producers to consumers or as a human activity that is directed at fulfilling and satisfying needs and wants through an exchange process to create an important field for society (Assauri, 2017). According to the AMA (American Marketing Association) in Zubaidah (2020) marketing is "an organizational function and a set of processes for creating, communicating, and delivering values to customers and for managing customer relationships in ways that benefit the organization and all stakeholders". This understanding can illustrate that marketing is a system of interconnected activities aimed at planning, determining prices, and promoting and distributing goods/services to buyers individually as well as the social consequences of the company. The definition of marketing according to Kotler in Adisaputro (2017), is "marketing is a social and managerial process by which individuals and groups get what they need and want by creating, offering and exchanging products with other parties". In this case, marketing is a meeting process between individuals and groups where each party wants to get what they need/want through the stages of creating,



offering, and exchanging (Wibowati, 2021). Marketing is all activities to deliver goods to the hands (households) and industrial consumers but does not include activities that change the form of goods (Alma, 2018).

Consumer behavior is the actions of individuals who are directly involved in obtaining, using, and determining products and services, including the decision-making processes that precede and follow these actions Angel et al. in Tjiptono (2019). Meanwhile, according to Sumarwan (2014), consumer behavior is "all activities, actions, and psychological processes that encourage these actions before buying, when buying, using, consuming products and services after doing the things above or evaluating activities". Schiffman & Kanuk (2013) define the term consumer behavior as the behavior that consumers display in searching for, purchasing, using, evaluating, and disposing of products and services that they expect will satisfy their needs. Understanding consumer behavior and knowing customers is not a simple matter. Customers may state their needs and wants but act otherwise. These customers may not understand their deeper motivations. They may be motivated by influences that change their minds at the last minute (Kotler & Keller, 2018).

Purchasing decisions from buyers are strongly influenced by cultural, personal, social, and psychological factors from buyers (Zubaidah, 2021). Most of these are factors that cannot be controlled by marketers but must be taken into account (Setiadi, 2013). Factors That Influence Consumer Behavior are (1) Cultural Factors: (a) Culture: Culture is the most basic determinant of a person's desires and behavior. A growing child acquires a set of values, perceptions, preferences, and behaviors through a socialization process that involves the family and other important social institutions. (b) Subculture: Each culture is made up of smaller subcultures that provide more specific identification and socialization for its members. Subcultures can be divided into four types: nationalist groups, religious groups, racial groups, and geographical areas. (c) Social Class: Social class is a relatively homogeneous and enduring group in a society, which is structured hierarchically and whose membership has similar values, interests, and behaviors; (2) Personal Factors: (a) Age and stages in the life cycle: A person's consumption is also shaped by the stage of the family life cycle. Several recent studies have identified stages in the psychological cycle. Adults usually experience certain changes or transformations as they live their lives. (b) Jobs: Marketers try to identify groups of workers who have an above-average interest in certain service products. (c) State of the Economy: What is meant by a person's economic condition is that it consists of income that can be spent (level, stability, and pattern), savings and assets (including the percentage that is easy to convert into money), the ability to borrow and attitudes towards spending versus saving. (d) Lifestyle: A person's lifestyle is a pattern of living in the world that is expressed by one's activities, interests, and income. Lifestyle describes "a person as a whole" who interacts with the environment. Lifestyle can also display a person's social class. (e) Personality and self-concept: What is meant by personality is the different psychological characteristics of each person who views his response to the relatively consistent environment; (3). Social factors: (a) Reference Group: Reference groups are all groups that have a direct or indirect influence on a person's attitude. Some of them are primary groups, with fairly continuous interactions, such as family, friends, neighbors, and colleagues. Secondary groups, tend to be more formal and in which interactions occur less continuously. (b) Family: We can distinguish two families in the buyer's life, the first is: the orientation family, which is a person's parents. It is from parents that a person gets views on religion, politics, and economics, and feels personal ambition, value or self-esteem, and love. The procreative family, namely the spouse of one's children, is the most important buying organization in society and has been studied intensively. (c) Role and

Status: A person generally participates in groups throughout his life- family, clubs, and organizations. A person's position in each group can be identified in terms of roles and status. (4) Psychological factors: (a) Motivation: Some needs are biogenetic, these needs arise from a certain physiological state, such as hunger, thirst, restlessness, and discomfort. The other needs are psychogenetic, namely needs that arise from certain physiological conditions, such as the need to be recognized, the need for self-esteem, or the need to be accepted. (b) Perception: Perception is defined as the process by which a person selects, organizes, and interprets input information to create a meaningful picture of the world. People can have different perceptions of the same object because of three perceptual processes: (a) Selective attention, (b) Selective interference, (c) Selective recall, (d) Learning process, and (e) Beliefs and attitudes.

The purchasing decision is the stage of the decision process where the actual consumer purchases a product (Octarinie & Rasjid: 2021). Meanwhile, according to Schiffman & Kanuk (2013), Decisions are the selection of two or more choices. The Purchase Decision-making process according to Kotler & Armstrong (2016) is as follows:

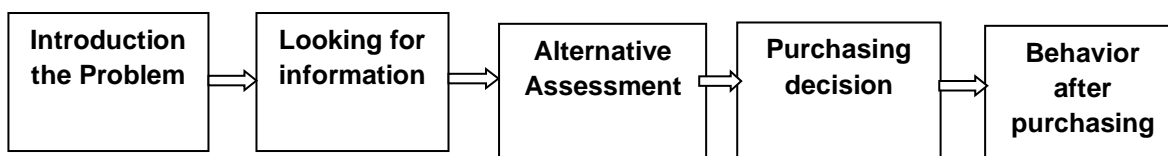


Figure 1. Decision Making Process

Source: Kotler dan Armstrong (2016)

Previous research by Ade (2021) entitled "the influence of consumer behavior on the decision to purchase Bimoli cooking oil products at Kheylya Mart in Baraka District, Enrekang Regency. The research results show that the consumer behavior variable has a significant positive influence on purchasing decisions. This can be seen from the results of the t-test where the t_{count} is 2.370 > t_{table} 1.98525 and a significant value of 0.008 < 0.05 and the regression coefficient has a positive value of 31,603.

Research by Aldi et al. (2018) entitled "The Influence of Consumer Behavior on the decision to purchase a Suzuki Satria F150 Motor at PT Sinargalesong Pratama in Makassar", partially cultural, personal, psychological and social influence on purchasing decisions and from the results of the simple regression test the cultural variable has an effect with a coefficient value of 0.282, a personal variable of 0.511, a psychological value of 0.512 and a social value of -0.481. Based on the results of the determination coefficient test, cultural, personal, psychological, and social variables have an effect of 0.511 or 51.1 percent on purchasing decisions.

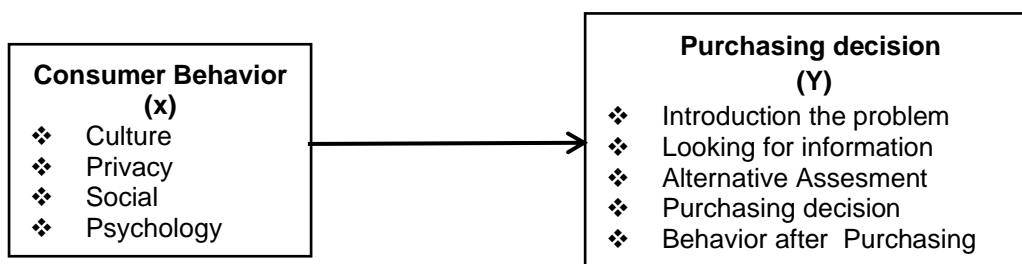


Figure: Thought Framework

Source: Setiadi (2013)



METHODS

The object of this study was all sellers of Martabak manis in Kayu Agung, Ogan Komering Ilir Regency. So that this research does not deviate and is focused on the problem, the researcher will limit the problem to consumer behavior in purchasing decisions for Martabak manis at Kayu Agung Ogan Komering Ilir. This research is associative research, namely research that seeks to find relationships between one variable and another. In this study, a causal relationship is used, namely a causal relationship where one variable (independent) influences another variable (dependent). Data collection techniques can be done using interviews (interviews), questionnaires (questionnaires), and observation (observation) or using a combination of several of these techniques. Statistical calculation using a simple linear regression method.

According to Sugiyono (2018), the population is a generalization area consisting of; Objects and subjects that have certain qualities and characteristics determined by researchers to be studied and then draw conclusions. In this study, the authors made Martabak Manis consumers in Kayu Agung as a population. From the results of observations for 3 months, the number of respondents was 530 people who became the population. Because the population in this study was quite large at 530, several samples were taken to represent this population. The number of samples in the study was determined based on the Slovin formula quoted by Umar (2013) as follows:

$$n = \frac{N}{N \cdot d^2 + 1}$$

Note:

n = Sample Total

N = Population Total

e = Percentage of sampling error that is tolerated, namely 0.1 or 10%

With a population (n) of 530 and an error rate of (e)%, the number of samples is:

$$n = \frac{530}{530 (0,10)^2 + 1}$$

$$n = \frac{530}{530 (0,01) + 1}$$

n = 84 rounded up to 85 respondents



Table 2. Variable Operational Definitions

Variable	Operational Definition	Indicator	Instrument
1 Consumer Behavior	all activities, actions, and psychological processes that encourage these actions at the time before buying, when buying, using, and consuming products and services after doing the things above or evaluating activities	- Culture - Pribadi Privacy - Social Social - Psychology	1 - 3 4 - 6 7 - 9 10 - 12
2 Purchasing decision	The stage of the decision process where the actual consumer purchases the product	- Introduction of problem - Looking for information - Alternative Assessment - Behavior after Purchase	1 - 2 3 - 4 5 - 6 7 - 8 9 - 10

Source: Kotler & Armstrong (2016)

In this study the data analysis used is:

Test the validity and reliability to measure the validity or validity of a questionnaire. The validity test was carried out by conducting a bivariate correlation between each indicator score and the total variable score. A good research instrument (questionnaire) must meet the requirements, namely valid and reliable.

Simple linear regression test aims to determine the effect of consumer behavior which is the independent variable on consumer purchasing decisions Martabak Manis in Kayu Agung Ogan Komering Ilir which is the dependent variable

The coefficient of determination (R^2) measures how far the model's ability to explain the variation of the dependent variable. The value of the coefficient of determination is between zero and one ($0 < R^2 < 1$). The small value of R^2 means that the ability of the independent variable to explain the variation in the dependent variable is very limited.

RESULTS AND DISCUSSION

Description of Respondents

Table 3. Number of Respondents based on gender

No	Gender	Total	Percentage
1	Male	35	41%
2	Female	50	59%
		85	100

Source: Proccesed data (2022)

Based on table 3 above it can be seen that the female sex is the most respondents who like to buy Martabak manis, the number of which is 50 people or 59%, while the rest are men with a total of 35 people or 41%.



Table 4. Number of Respondents by Age

Age	Total	Percentage
18 - 20 years	15	18%
21- 23 years	17	20%
24 - 26 years	18	21%
27 - 30 years	19	22%
> 30 years	16	19 %
Total	85	100 %

Source: Proccesed data (2022)

Based on Table 4, it can be seen that for the age of most respondents, there were 19 people aged between 27-30 years (22.4%) followed by respondents aged 24-26 years, 18 people (21%). 17 people (20%) aged 21-23 years, followed by the age group > 30 years with 16 people (19%) and the 18-20 years age group with 15 people (17.6%).

Table 5. Number of Respondents by Education Level

Education	Total	Percentage
S2	12	14%
S1	16	19%
D3	21	25%
SLTA	26	30%
SMP	10	12 %
Total	85	100 %

Source: Proccesed data (2022)

Based on table 5, It can be seen that the highest number of respondents were those with high school education, 26 people (30%), followed by respondents with D3 education, namely 21 people (25%), then respondents with S1 education were 16 people (19%), and those with S2 education as many as 12 people (14%) and the lowest level of education, namely junior high school as many as 10 people (12%).

Table 6. Number of Respondents by Occupation

Occupation	Total	Percentage
Civil servant	19	23%
TNI/POLRI	12	15%
Employee	21	25%
Entrepreneur	18	21%
Student	15	16 %
Total	85	100 %

Source: Proccesed data (2022)

Based on table 6, It can be seen that most of the respondents' jobs were private employees, namely 21 people (25%), while ASN jobs were 19 people (23%), self-employed jobs were 18 people (21%), students and students were working by 15 people (16%).) and the work of TNI/POLRI members is 12 people (15%).

Data Analysis

The results of the validity and reliability tests of consumer behavior and purchasing decisions are shown in table 7 and table 8 below:



Table 7. Validity test results

No	Variable	Item Question	Correlation	Status
1	Consumer behavior	P1	0,551	Valid
		P2	0,441	Valid
		P3	0,443	Valid
		P4	0,403	Valid
		P5	0,465	Valid
		P6	0,539	Valid
		P7	0,596	Valid
		P8	0,426	Valid
		P9	0,597	Valid
		P10	0,484	Valid
		P11	0,514	Valid
2	Purchase Decision	P1	0,575	Valid
		P2	0,424	Valid
		P3	0,404	Valid
		P4	0,407	Valid
		P5	0,516	Valid
		P6	0,740	Valid
		P7	0,423	Valid
		P8	0,576	Valid
		P9	0,517	Valid
		P10	0,512	Valid

Source: Proccesed data (2022)

Table 8. Reliability Test Results

No	Variable	Alpha	Note
1	Consumer behavior	0,756	Reliable
2	Purchasing Decision	0,712	Reliable

Source: Proccesed data (2022)

Table 9. Determination Test Results

Model	R	Model Summary ^b			Durbin-Watson
		R Square	Adjusted R Square	Std. Error of the Estimate	
1	.713 ^a	.508	.653	1.593	1.814

Source: Proccesed data (2022)

Consumer behavior has a positive and significant effect on purchasing decisions of 0.508 or 50.8%.

Simple Linear Analysis Test

Simple linear regression calculations are used to predict the magnitude of the relationship between the dependent (dependent) variable and the independent (independent) variable.



Table 10. Simple Regression Analysis Test Results

Model	Coefficients ^a				t	Sig.
	Unstandardized Coefficients		Standardized Coefficients			
	B	Std. Error	Beta			
1 (Constant)	39.187	7.235.			5,989	.002
Consumer behavior	.419	162	.051		328	.027

Source: Proccesed data (2022)

The regression equation model that can be written from these results in the form of the regression equation is as follows:

$$Y = 39.187 + 0.419X$$

By looking at the results of simple linear regression where the equation $Y = 39.187 + 0.419X$ where the number $a = 39.187$ indicates that if consumer behavior is 0 then the number of purchasing decisions is 39.18. While the coefficient X is 0.419, it means that every 1% addition of consumer behavior will increase purchasing decisions by 0.419. The results of this study are in line with previous research by Ade (2021) entitled "the influence of consumer behavior on the decision to purchase Bimoli cooking oil products at Kheylya Mart in Baraka District, Enrekang Regency. Research results show that the consumer behavior variable has a significant positive influence on purchasing decisions.

CONCLUSIONS

Based on the results of the discussion above, it can be concluded that consumer behavior with cultural, personality, social, and psychological dimensions has a positive and significant effect on the Purchase Decision of Martabak Manis at Kayu Agung Ogan Komering Ilir. Martabak Manis traders in Kayu Agung should pay more attention to product quality and packaging when selling Sweet Martabak considering that these factors are sufficient to support purchasing decisions.

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