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Analysis of Factors Determining Consumer Decisions in Purchasing Consumption Fish at Bauntung Market, Banjarbaru City, South Kalimantan Province

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ABSTRACT

Consumer purchasing decisions are the core of consumer behavior. These decisions are influenced by various factors, both internal and external. The research aims to empirically analyze the dominant factors that influence consumer decisions in purchasing fish for consumption specifically at Bauntung Market, Banjarbaru City. The variables tested include price (X1), fish quality (X2), price (X3), consumer income (X4), and preference (D1). The research method uses a quantitative approach with multiple linear regression as an analysis tool. Data were collected from 73 respondents at Bauntung Market through accidental sampling. Consumer decisions in purchasing fish for consumption at Bauntung Market, Banjarbaru City are significantly influenced simultaneously by the variables of price, fish quality, price, consumer income, and preference. Partially, only price, price, and preference have a positive and significant effect, with price as the most dominant factor. Fish quality and consumer income do not have a significant effect individually. This research model is able to explain 69.5% of the variation in purchasing decisions, while the remaining 30.5% is influenced by other factors outside the model.

Keywords: *Consumers, Fish, Price, Income, Bauntung Market.*

INTRODUCTION

Fish is the main source of animal protein that has high nutritional value and is easily accessible to the public. The protein, omega-3, vitamin, and mineral content in fish makes it very important in supporting food security and community nutrition (Syafitri et al., 2016). In Indonesia, especially South Kalimantan, the abundant availability of fish makes it a strategic commodity, not only for household consumption but also as a source of livelihood for coastal communities and traditional market traders.

Data from the Central Statistics Agency (2024) shows that per capita fish consumption continues to increase every year, both nationally and in South Kalimantan. This indicates that fish has become an integral part of the consumption patterns of people in the region. Banjarbaru City, as one of the developing cities in South Kalimantan, has an active traditional market such as Bauntung Market. This market plays an important role in the distribution of fish for consumption to the community. Consumer decisions in purchasing fish in the market are not only influenced by nutritional needs, but also by

various psychological, social, economic and cultural factors. Solomon (2017), purchasing decisions are part of complex consumer behavior and are influenced by many variables, both from within the individual (internal) and from the surrounding environment (external).

Previous studies have identified various factors that influence consumer purchasing decisions. Bearden and Etzel (1982) emphasized the importance of the influence of reference groups in purchasing decisions, while Kotler and Keller (2021) explained that price, quality, price, and income are important elements in purchasing behavior. Angrainum et al. (2024) found that for consumers of fresh skipjack tuna at the Arumbai Market in Ambon, variables such as price and quality significantly influenced purchasing decisions. Muhtar et al. (2022) in their study at PPI Lonrae, Bone Regency, emphasized that promotions and preference are also important drivers. There have not been many studies that specifically review the influence of these factors in traditional markets in Banjarbaru City.

Consumer preferences such as price play a dominant role in purchasing decisions for food products, including fish. Suantara et al. (2014) explained that price formed from experience, local culture, and consumption habits can overcome considerations of price or income. In addition, perceptions of fish quality, both in terms of freshness, physical form, and aroma, greatly determine the attractiveness of a product (Syafitri et al., 2016). This perception of quality is often subjective and influenced by information from others (Word of Mouth), as explained in a study by Vigneron and Johnson (2004). Trust in traders can also influence purchasing decisions, Anggara (2019) in the context of e-commerce.

Economic factors such as price and income are also rational considerations in purchasing fish. Monroe (2003), price is the main indicator of a product's value in the eyes of consumers, especially in traditional markets that tend to be sensitive to price fluctuations. However, not all consumers have the same price sensitivity. Wakefield and Inman (2003) stated that price sensitivity can be influenced by situational conditions and perceptions of quality. Although income is the main economic factor, several studies such as those conducted by Endang et al. (2023) show that there is not always a significant relationship between income and fish purchasing decisions, especially in communities that make fish a daily staple. The research aims to empirically analyze the dominant factors that influence consumer decisions in purchasing fish for consumption specifically at Bauntung Market, Banjarbaru City.

MATERIALS & METHODS

Type of Research and Approach

This research uses a quantitative approach with a survey method. Primary data were collected directly from consumers at Bauntung Market, Banjarbaru City.

Location and Time of Research

The research was conducted at Bauntung Market, Banjarbaru City, South Kalimantan Province. Data collection was conducted for 7 days,

Population and Sample

The research population was all consumers of fish consumption who shopped at Bauntung Market, Banjarbaru City. Sampling was carried out using the accidental sampling technique, namely respondents were selected based on who they happened to meet and were willing to be respondents at the time of the research. The number of samples taken was 73 respondents.

Types and Sources of Data

Primary Data: Obtained directly from respondents through questionnaires containing questions related to research variables.

Secondary Data: Obtained from related agencies such as the Marine and Fisheries Service, as well as other relevant literature.

Operational Definition of Variables

Purchase Decision (Y): Consumer behavior in purchasing fish consumption at Bauntung Market.
Price (X1): The amount of money that consumers must pay to get fish consumption.
Fish Quality (X2): The physical condition of the fish including freshness, odor, color, and texture.
Price (X3): Consumers' personal preferences or desires for certain types of fish for consumption.
Consumer Income (X4): Consumer income level that influences their purchasing power.
Recommendation (D1): Advice or information from other parties that influences consumer purchasing decisions.

Data Analysis Method

Data analysis was performed using statistical software with multiple linear regression models:
$Y=a+b1X1+b2X2+b3X3+b4X4+b5D1+e$
Description:
Y = Purchase Decision
a = Constant
b1, b2, b3, b4, b5 = Regression coefficient
X1 = Price
X2 = Fish Quality
X3 = Price
X4 = Consumer Income
D1 = Recommendation
e = Error term
Classical Assumption Test
Normality Test: Using the Kolmogorov-Smirnov test or P-P Plot to ensure that the data is normally distributed.
Multicollinearity Test: Using Variance Inflation Factor (VIF) and Tolerance values to detect relationships between independent variables.
Heteroscedasticity Test: Using the Glejser test or scatterplot to detect equality of residual variances.
Autocorrelation Test: Using the Durbin-Watson test to detect correlation between residuals at different times.

Hypothesis Test

Coefficient of Determination (R2) Test: Measures the model's ability to explain variations in the dependent variable.
F Test (Simultaneous): Tests the significance of the influence of all independent variables simultaneously on the dependent variable.
t-Test (Partial): Tests the significance of the influence of each independent variable separately on the dependent variable.

RESULT

Classical Assumption Test

- Normality: The results of the Kolmogorov-Smirnov test show that the residual data is normally distributed (Sig. > 0.05).
- Multicollinearity: VIF values for all independent variables are below 10 and Tolerance values are above 0.1, indicating no symptoms of multicollinearity.
- Heteroscedasticity: The results of the Glejser test and scatterplot show no particular pattern, indicating the absence of symptoms of heteroscedasticity.
- Autocorrelation: The Durbin-Watson value of 1.687 is between dL and dU (for N = 73 and k = 5) or dU and 4−dU at a significance level of 5%, indicating no symptoms of autocorrelation.

Multiple Linear Regression Analysis

The results of multiple regression estimation used to see the influence of independent variables, namely price (X1), fish quality (X2), price (X3), income (X4) and preference (D1) on the dependent variable, namely purchasing decisions, are as follows:
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Table 1. Results of the regression estimation of factors that influence consumers in purchasing fish at Bauntung Market, Banjarbaru City.

Model	Regression Coefficient	T	Significance
Constant	-1.766	-2.516	.014
X_1	.009	5.294	.001
X_2	.205	0.943	.349
X_3	1.383	8.076	.001
X_4	6.109E-5	0.928	.357
D_1	.496	2.201	.031

Coefficient of Determination (R2) = 0.695
Correlation Coefficient (R) = 0.848
Rtable = 1.996
F Count = 33.888
Significance = 0.001
Ftable = 2.50
Description:
X1 = Price
X2 = Fish Quality
X3 = Price
X4 = Income
D1 = Recommendation
e = error

The results of the regression estimation of factors that influence consumers in purchasing fish at Bauntung Market, Banjarbaru City are as follows:

Y= -1.766+ 0.009X1 + 0.205X2 + 1.383X3 + 6.109E-5X4 + 0.496D1 + e

The regression equation is known that the regression coefficient of the price variable is 0.009, fish quality is 0.205, price 1.383, income 6.109 and recommendation 0.496. The results of the multiple regression equation, each independent variable can be interpreted as having an influence on purchasing decisions (Y) as follows:

a) The constant value of the purchasing decision has a negative coefficient (Y) at the Bauntung Market in Banjarbaru City of 1.766, this means that if the value of the price variables (X1), quality (X2), price (X3) and income (X4) is zero, then the purchasing decision (Y) will decrease by 1.766 units.
b) Price (X1) has a positive coefficient of 0.009, which means that price (X1) has a positive relationship with purchasing decisions (Y) at Bauntung Market, Banjarbaru City. This also means that if the regression coefficient value of other variables remains constant (does not change), then a change in price (X1) of 1 (one) unit will increase the purchasing decision (Y) by 0.009 units.
c) Fish quality (X2) has a positive coefficient of 0.205, which means that fish quality (X2) has a positive relationship with purchasing decisions (Y) at Bauntung Market, Banjarbaru City. This also means that the choices of very good, good, quite good and less good are more numerous than the choices of bad.
d) Taste (X3) has a positive coefficient of 1.383, which means that taste (X3) has a positive relationship with purchasing decisions (Y) at Bauntung Market, Banjarbaru City. This also means that the choices of very tasty, tasty, quite tasty and not tasty are more numerous than the choices of not tasty.
e) Income (X4) has a positive coefficient of 0.00006109, which means that income (X4) has a positive relationship with purchasing decisions (Y) at Bauntung Market, Banjarbaru City. This also means that if the regression coefficient value of other variables remains constant (does not change), then a change in income (X4) of 1 (one) unit will increase purchasing decisions (Y) by 0.00006109 units.f) Preference (D1) has a positive coefficient of 0.496, which means that preference (D1) has a positive relationship to purchasing decisions (Y) at Bauntung Market, Banjarbaru City. This also means that the preference for one's own choice is greater than the preference of the family.

Determination Coefficient Test (R2)

The Adjusted R Square value is 0.695, this means that 69.5% of the variation in the decision to purchase fish for consumption at Bauntung Market can be explained by the variables of price, quality, price, income, and preference. The remaining 30.5% is explained by other factors outside this research model.

F Test (Simultaneous Significance Test)

The F-count value is a significance of 0.001. Because the Sig. (0.001) < 0.05, it can be concluded that simultaneously, the variables of price, quality, price, income and preference have a significant influence on consumer decisions in purchasing fish for consumption at Bauntung Market, Banjarbaru City.

t-test (Partial Significance Test)

The calculated t-value and significance of each variable.

- Price (X1): Regression coefficient 0.177 with Sig. = 0.001. Because Sig. < 0.05, price has a significant and positive effect on purchasing decisions.
- Fish Quality (X2): Regression coefficient 0.205 with Sig. = 0.349. Because Sig. > 0.05, fish quality does not have a significant effect on purchasing decisions.
- Price (X3): Regression coefficient 2.508 with Sig. = 0.001. Because Sig. < 0.05, price has a significant and positive effect on purchasing decisions. Price is the most dominant variable in influencing purchasing decisions.
- Consumer Income (X4): Regression coefficient 6.109 with Sig. = 0.357. Because Sig. > 0.05, consumer income does not have a significant effect on purchasing decisions.
- Recommendation (D1): Regression coefficient 0.127 with Sig. = 0.001. Because Sig. < 0.05, preference have a significant and positive influence on purchasing decisions.

DISCUSSION

The results of the study showed that simultaneously all independent variables of price, fish quality, price, preference, and income influenced the decision to purchase fish at Bauntung Market, Banjarbaru City. Partially, only the variables of price, price, and preference showed a significant influence. This indicates that although in general all factors contribute to influencing purchasing decisions, only some have individual determinant power. This finding reinforces the importance of a holistic approach in analyzing consumer behavior, where affective and social factors play an important role, apart from economic aspects such as price.

The dominance of price variables in the research results indicates that consumers' personal preferences are the main influence on the purchase of fish for consumption. In South Kalimantan, the characteristics of people who have the habit of consuming certain local fish such as haruan (Channa striata) or papuyu (Anabas testudineus), make price a crucial factor. These preferences are formed from cultural factors, childhood experiences, and a deeply ingrained sense of deliciousness. Muhtar (2022) and Ufat et al. (2018), which shows that local consumer price plays a major role in purchasing decisions, especially if the products offered match their price expectations and consumption habits.

The price variable shows a significant influence on purchasing decisions, as evidenced by the t-count value which is greater than the t-table and the significance level below 0.05. This shows that consumers at Bauntung Market are quite sensitive to price, although still within reasonable price limits. Adjusting price to the type of fish and consumer purchasing power is an important strategy to improve purchasing decisions. Asmaida (2022) and Risma (2023), who emphasized that a good pricing strategy can be a strong driver in purchasing decisions for fish for consumption in traditional markets.

The results of the study showed that the fish quality variable did not have a significant effect. This can be interpreted that consumers consider the quality of fish at Bauntung Market to be relatively uniform or to have met minimum standards. This condition can also indicate that consumers are more influenced by external factors such as price and price than objective assessments of quality. Product quality is not significant in purchasing decisions when quality variability is low or when consumers do not have enough information to differentiate between qualities.

The income variable also does not show a significant influence on purchasing decisions. This could be due to two things: first, fish for consumption is a basic need and has become an important part of people's diets, so that spending on fish is relatively stable despite income fluctuations. Second, the market segmentation of Bauntung Market is most likely dominated by lower middle class consumers who have a fixed consumption pattern of fish as the main source of protein. Therefore, changes in income do not directly change purchasing behavior, unlike other consumer goods that are elastic to income.

The recommendation variable also proved significant in influencing purchasing decisions, showing the important role of word-of-mouth and the influence of social networks in consumer behavior. In the context of traditional markets, communication between consumers and trust in other people's experiences play a major role. Consumers tend to buy from merchants recommended by friends, family, or local people. This shows the importance of informal marketing strategies through good customer service, merchant reputation, and community approach. These results are consistent with the principle in consumer behavior theory that purchasing decisions are driven not only by product value, but also by opinion and social validation.

CONCLUSION

Consumer decisions in purchasing fish for consumption at Bauntung Market, Banjarbaru City are significantly influenced simultaneously by the variables of price, fish quality, price, consumer income, and preference. Partially, only price, price, and preference have a positive and significant influence, with price as the most dominant factor. Fish quality and consumer income do not have a significant effect individually. This research model is able to explain 69.5% of the variation in purchasing decisions, while the remaining 30.5% is influenced by other factors outside the model.

Declaration by Authors

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