

Factors that Influence Consumers in Buying Processed Skipjack Products of the Moengko Marine Light Business



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ABSTRACT: This study aims to determine the factors that influence consumers in choosing to buy processed skipjack business products Cahaya Bahari Moengko. The method used in this research is an interview by interviewing 30 consumers who buy Cahaya Bahari Moengko business products. Sampling was done by purposive sampling method with criteria determined by the researcher. The results showed that of the 30 respondents making purchasing decisions for MSME products, Cahaya Bahari Moengko's business was a product quality factor of 87% and a business location factor of sales activities of 50% while the price factor did not influence respondents in making purchasing decisions for MSME products for Cahaya Bahari Moengko Business.

KEYWORDS: skipjack products, consumers,

INTRODUCTION

Marine and fisheries resources are one of the potential natural resources that are very large and get serious attention in Indonesia. In brief, two-thirds of Indonesia's territory consists of sea, has more than 17,000 islands and 81,000 km of coastline. So far, the fisheries sector is considered to have been tested as a sector that is able to survive in crisis situations, both economic, financial and monetary, and is able to provide important food for the community, a source of income and at the same time absorb a significant amount of labor (Firdaus, 2018).

One type of fish resource that has great potential in Indonesia is from the large pelagic fish group including Tuna, Tongkol and Skipjack. Indonesia plays an important role in Tuna, Tuna and Skipjack fisheries in the world (Firdaus, 2018). Fish processing is very important because fish is a commodity that is not durable or easily spoiled. For this reason, the existence of a fishing industry or MSME that can process fish into a semi-finished product or finished product that is ready for consumption by consumers (Alber Tulak, 2018). UMKM Cahaya Bahari Moengko Business is one of the skipjack fish processing industries fostered by PT Pertamina Fuel Terminal Poso located in Posos Regency, Central Sulawesi Province, Cahaya Bahari Moengko Business processes skipjack into Cakalang Fufu, Cakalang Garo Rica and Cakalang Tore products.

Marketing is an activity to face competition, business development can increase profits by promoting and distributing products effectively. (Marpaung, 2021 in Prabowo, 2021). According to Ekawati (2013: 2-1), consumers are the party that must be given service in order to become loyal consumers of the products offered. Many efforts fail because they ignore the concept of providing services to customers. Purchasing decisions are entirely in the hands of consumers, who are free to choose according to their needs. Consumers are committed to choosing high-quality products at lower prices. Manufacturers really need to understand consumer behavior, because consumers are the target market of a product. This means that products are made according to the wants and needs of consumers. If the product is considered by consumers to satisfy their needs and desires, consumers will buy the product and vice versa if the product is considered impossible to satisfy their needs and desires, consumers do not buy it (Parabowo, 2021).

Research Objectives

To find out the factors that influence consumer behavior towards decisions in buying processed skipjack products from Cahaya Bahari Moengko Business.

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RESEARCH METHODS

Research Type and Design

This research is descriptive quantitative in nature where this research assesses things that exist at the time the research is conducted or real problems and provides a description of the facts that are the object of research coupled with an interpretation of existing facts.

Place and Time of Research

The research location is the scope of the area that is the object of research. This research was conducted at Cahaya Bahari Moengko MSMEs assisted by PT Pertamina Fuel Terminal Poso. This research was conducted from June-July 2023.

Population and Sample

Population is the whole of the object under study. The population in this study are MSMEs Cahaya Bahari Moengko Business which has several processed products from skipjack and consumers who come to consume processed skipjack products at these MSMEs located in moengko village, poso district. Where these MSMEs are included in the research population in which something is attached or contained in the research object.

Samples were taken from consumers who came to buy and consume 3 products of processed skipjack UMKM Cahaya Bahari Moengko Business, namely Cakalang Garo Rica, Cakalang Tore and Cakalang Fufu products. Samples were taken using purposive sampling technique. Purposive sampling is a sampling technique by which the researcher determines the sample with certain considerations.

The respondent sample is determined by the researcher where the sampling is based on specific characteristics that are in accordance with the researcher's objectives, namely anyone who makes a purchase and is not the first purchase made for Cahaya Bahari Moengko Business UMKM products that are encountered by chance by the researcher. A sample of 30 respondents was taken at different times and days.

Data Type and Source

This study uses primary and secondary data types. Primary data is obtained directly from consumers who come to buy and consume products olah cakalan UMKM Cahaya Bahari Moengko Business through an interview process with respondents using a list of questions (questionnaire) as a tool. Secondary data is obtained from literature studies related to research topics sourced from reports, scientific journals, theses, and related agencies relevant to this research that can be accounted for.

Data Collection Technique

The data collection technique in this study was an interview technique using a questionnaire. An interview is a conversation conducted by 2 people, namely the interviewer and the interviewee, which aims to obtain the data needed by the interviewer directly. The interview process is carried out directly to consumers who buy products at MSMEs Cahaya Bahari Moengko Business. A questionnaire is a list containing questions that will be answered by respondents. In this study, the questionnaire was distributed directly to consumers who were met at the Cahaya Bahari Moengko MSME which was the research sample.

Research Variables

The variables in this study are divided into two, namely the dependent variable or dependent variable and the independent variable or independent variable. The dependent variable is the purchase decision and the independent variables are location, quality and price.

Operational Definition of Variables

1. Purchase decision

Kotler and Armstrong (2018, p. 176) purchasing decisions are an unexpected situational factor. Consumers can form purchase intentions based on factors such as expected income, expected price, and expected product benefits. Sudaryono (2014, p. 208) A purchase decision is defined as a selection of actions from two or more alternative choices. In other words, people who make decisions must have one choice from several existing alternatives. If someone is faced with two choices, namely buying and not buying, and then he chooses to buy, then he is in a position to make a purchase decision. Purchasing decisions are a series of processes that start with consumers recognizing their problems, seeking information about certain products or brands and evaluating these products or brands on how well each alternative can solve their problems, which then a series of processes leads to a purchase decision (Tjiptono, 2014: 21). Furthermore, Kotler and Keller (2012: 227) add that, the purchasing decision process is a five-stage process that consumers go through, starting from problem recognition, information search, evaluation of alternatives that can solve their problems, purchase decisions, and post-purchase behavior, which starts long before the actual purchase is made by consumers and has a long impact after that (Sari, 2021)..

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2. Location

Lupiyoadi and Hamdani (2009: 92) location is related to where the company should be headquartered and carry out its operations or activities. Then Kotler (2008: 51) "One of the keys to success is location, location starts with choosing a community". This decision is highly dependent on the potential for economic growth and stability, competition, political climate, etc. The location of the business is the place where the business will be carried out, all activities ranging from procurement of materials to distribution or sales and marketing to consumers or customers. Choosing the right business location will greatly support the development of the business. Factors that generally need to be considered in choosing the location of the company, are: community environment, proximity to the market, availability of labor, proximity to raw materials and suppliers, transportation facilities and costs, other natural resources. In addition to these factors, there are various other factors that need to be considered in site selection: land prices, community dominance, labor laws and relocation regulations, proximity to other factories and warehouses of the company and competitors, tax rates, the need for expansion, weather or climate, security, and the consequences of implementing environmental regulations." (Handoko, 2000) The decision to choose the location of manufacturing businesses and micro/small businesses is influenced by a variety of criteria

3. Quality

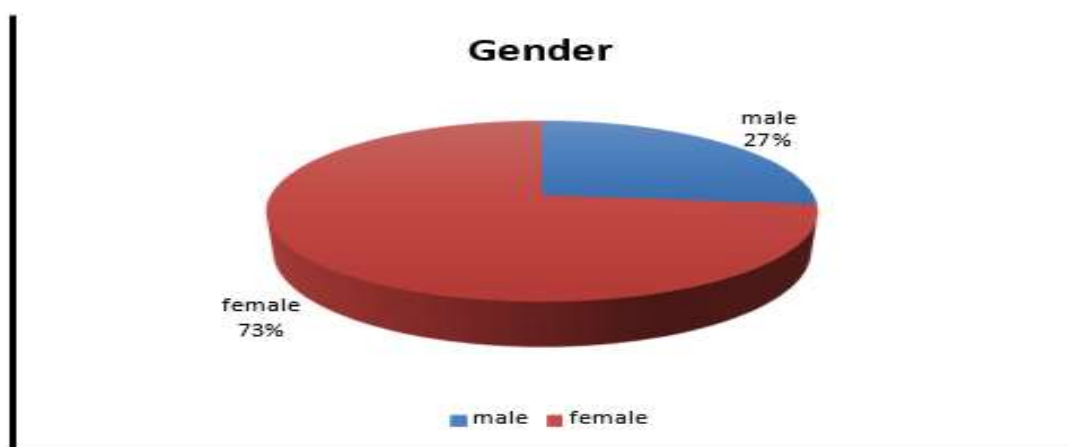
Kotler and Armstrong (2008: 75) say that product quality is a potential strategic weapon to beat competitors. Furthermore, Kotler (2009) is the overall characteristics of a product that affect the ability to satisfy stated / implied needs. Meanwhile, product quality is the ability of the product to carry out its functions which include durability, reliability or progress, strength, ease of packaging and product repair and other characteristics in Luthfia (2012). According to Sudaryono (2016: 86), product quality is defined as the customer's overall evaluation of the goodness of the performance of goods or services. A product is something that can be offered to the market to get attention, to buy, use or consume that can fulfill a desire or need. Products can be physical goods, services, experiences, events, people, places, property, organizations, information and ideas (Kotler and Keller, 2009 in Sari, 2021).

4. price

Kotler and Keller (2007: 77) define price as one element of the marketing mix that generates revenue while the others generate costs. Furthermore, Hasan (2008: 298) argues that price is all forms of monetary costs sacrificed by consumers to obtain, own, utilize a number of combinations of goods and services from a product. According to Suharno and Sutarmo (2010), price is the amount of money used to obtain goods or services. Sumarwan (2011, p. 369) states that price is the product or service attribute most often used by most consumers to evaluate products. So price is the main factor considered in choosing products and services. Kotler and Armstrong (2018, p. 308) state that price is the amount of money charged for a product or service, or the amount of value that customers exchange for the benefits of owning or using a product or service. Tjiptono (2016, p. 219) defines that price is a component that has a direct effect on company profits. The price level set affects the quantity sold. In addition, prices also indirectly affect costs, because the quantity sold affects the costs incurred in relation to production efficiency (Sari, 2021).

RESEARCH RESULTS AND DISCUSSION

A. Gender of Respondents



The results of interviews conducted with 30 respondents obtained data that the number of female respondents was 73% more than male respondents, which was only 27%. This illustrates that consumers of Cahaya Bahari Moengko MSMEs are mostly visited by women.

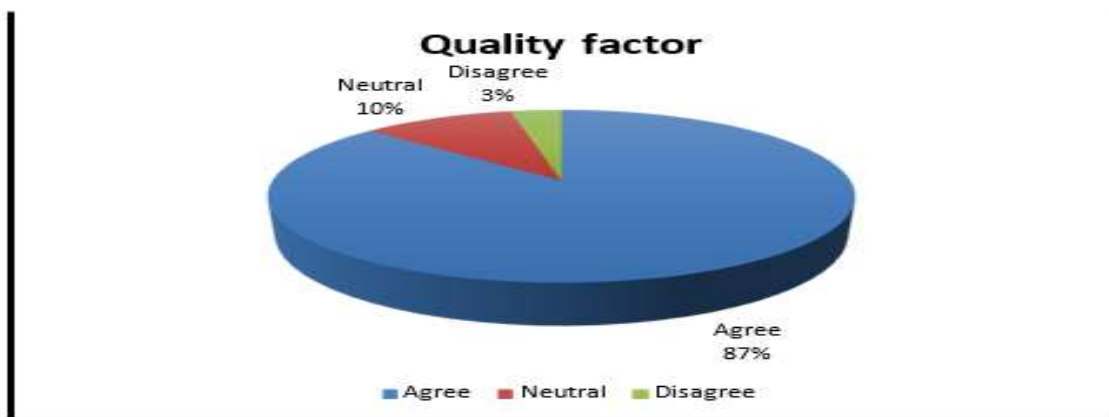
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B. The Influence of Location Factors in Purchasing Decisions



The data above shows that of the 30 respondents, 50% agreed that the location factor influenced the decision to purchase products at MSMEs Cahaya Bahari Moengko Business, 33% of respondents did not agree that the location factor influenced purchasing decisions and the remaining 17% were neutral.

C. The Influence of Quality Factors in Purchasing Decisions



The data above shows that of the 30 respondents 87% agreed that the product quality factor influenced the decision to purchase products at MSMEs Cahaya Bahari Moengko Business, 3% of respondents did not agree that the product quality factor influenced purchasing decisions and the remaining 10% were neutral.

D. The Influence of Price Factors in Purchasing Decisions



The data above shows that of the 30 respondents, 23% agreed that the product price factor influenced the decision to purchase products at Cahaya Cahaya Business UMKM. Bahari Moengko, 17% of respondents disagreed that the price factor influenced purchasing decisions and the remaining 60% were neutral or not affected by price factors in purchasing decisions.

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CONCLUSION

Based on the results of the research conducted, the researcher can draw the conclusion that of the 30 respondents, 73% of the visitors to Cahaya Bahari Moengko MSMEs are women, the factors that most influence 30 respondents to make purchasing decisions for Cahaya Bahari Moengko MSME products are product quality factors as much as 87% and business location factors sales activities as much as 50% while the price factor does not affect respondents in making purchasing decisions for Cahaya Bahari Moengko MSME products.

SUGGESTIONS

The suggestion proposed in this study is that it is advisable for Cahaya Bahari Moengko MSMEs to make packaging variants to accommodate consumers who are visiting for the first time and have not known the product before, besides that there are more product variants with more diverse fish processing to reach consumers who do not like or are allergic to tuna.

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