
THE INFLUENCE OF CONSUMER MOTIVATION ON FRUIT PURCHASE DECISIONS

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Abstract

Fruits are one type of annual horticultural plant that is commonly known to the public and consumed as additional food ingredients with good properties for body health. Fruit commodities play an important role in increasing nutritional levels in the food needed by everyone, because in fruits contain many vitamins and minerals which are important nutritional components needed by the body. This study aims to determine the influence between consumer motivation on fruit purchase decisions. The research location was carried out in Pasar Minggu, Palimanan District, Cirebon Regency from May to June 2023 with the object of research being fruit consumers with a sample of 50 respondents. The design in this study used quantitative methods with data collection using questionnaire instruments. The data used are primary data and secondary data. The data analysis used is descriptive analysis, multiple linear analysis, t test analysis, f test analysis and coefficient of determination. The results of a simple linear regression analysis produce a regression equation that is $Y = 13.046 + 0.809X + e$ which means that every addition of 1% motivation will increase purchasing decisions by 0.809 kg and the value of the coefficient of determination of 0.517 which indicates consumer motivation affects purchasing decisions by 51.7%. The calculated F value of 53.454 is greater than the F table of 4.034, the Significance value of 0.000 is less than the Significance level of 0.050 and the calculated T value of 7.311 is greater than the T table 2.007, thus indicating the influence of consumer motivation on purchasing decisions.

Keywords: Consumer Motivation; Purchase Decisions ; Fruit

INTRODUCTION

According to the Center for Analysis of Health Determinants of the Ministry of Health of the Republic of Indonesia in Abdillah, (2016) states that the human body not only requires protein and calories but also dietary fiber, vitamins and rich minerals contained in fruits and vegetables. Most of the vitamins and minerals contained in fruits and vegetables act as antioxidants or antidotes to bad compounds in the body so that if the body experiences nutritional deficiencies such as fiber, vitamins and minerals will cause various diseases. The average consumption of fruits in Indonesia in 2021 is 180.1 grams / day / capita or 65.7365 kg / year / capita. This figure is a standard that has been set by the Food Agricultural Organization (FAO). The community's fruit consumption rate increased compared to 2020 consumption of 109.6 grams/day/capita or 40,004 kg/year/capita, this figure shows that the level of consumption of the Indonesian people

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is still low and does not meet FAO standards because it is still below the standard of 180.1 grams/day/capita or 65.7365 kg/year/capita (Kemenkes RI., 2017).

People in meeting their fruit needs can get it by buying from traders both in traditional and modern markets because traders who sell fruits are very many and scattered so that they are easily found in the market. Judging from the origin of fruits circulating in the market, in general, they can be divided into two types, namely local fruits and fruits. Local fruits are fruits that come from local farmers who generally cultivate these fruits in fruit production centers that spread throughout Indonesia and fruits are fruits that come from countries exporting these fruits both fellow Asian Continents, American Continents and African Continents. The countries exporting fruits to Indonesia include China, the United States, Thailand, Australia, Pakistan, Peru, New Zealand, Vietnam, South Africa, Egypt and other countries.

Table 1. Fruit Imports by Country of Origin

No	Country of Origin	Net Weight (Ton)		
		2019	2020	2021
1	China	339.657,5	315.158,2	297.468,9
2	United States	46.055,6	50.037,2	58.909,3
3	Thailand	100.901,1	91.259,4	92.799,8
4	Australia	27.053,1	34.246,5	30.846,2
5	Pakistan	46.907,5	36.835,6	29.142,5
6	Peru	9.172,6	4.680,7	7.884,6
7	New Zealand	9.366,6	8.663,3	11.705,0
8	Vietnamese	4.846,5	9.367,6	10.809,7
9	South Africa	14.895,1	9.255,0	10.868,6
10	Egypt	20.269,5	10.027,6	15.157,6
11	Other	44.685,6	37.827,1	41.030,5
	Sum	663.810,7	607.857,2	606.622,7

Source: Central Bureau of Statistics, 2022

The implementation of the free market that has occurred can be an opportunity as well as a threat to commodity trade in Indonesia. In terms of market share between local fruits and fruits compete with each other to get a large market share. The large number of requests for fruits, so that fruits can easily enter the market in Indonesia.

Generally, fruits have a more attractive shape and color than local fruits besides that the price is affordable, so it gets its own place in the community to buy fruits (Sadeli &

Utami, 2013). According to Tecco et al., (2016) fruits are more in demand by the community based on physical appearance and price, this is in line with consumer preferences that want good fruit but at relatively low prices.

One of the traditional markets that has many fruit traders is Pasar Minggu located in Palimanan District, Cirebon Regency. Pasar Minggu is in a crowded and strategic location because it is close to the main road of Pantura and is a connecting route between Palimanan District and Jamblang District. Market conditions are crowded with people so that visitors who come generally also buy fruits at Pasar Minggu. In addition, the fruits sold at Pasar Minggu are more contemporary fruits with different types from other markets and have relatively better quality.

The results of a preliminary research survey on consumers and traders by asking for information and polls in the Sunday Market of Cirebon Regency, obtained information that consumers not only came from the East Palimanan Village area but also from several surrounding areas and from various regions. Consumers buy fruits on average twice a week, namely on Saturday and Minggu because the delivery schedule of fruits from suppliers comes in the early hours of Saturday morning the same as the Sunday market schedule which is on Sunday. According to the information of traders, in two days, namely Saturday and Sunday, the fruit they sell can run out. Consumers buy fruit, some are for consumption during activities in the market and some are taken home. The average quantity of fruit purchased by consumers is between 2 to 10 kg.

While the survey of traders, explained that the fruits they sell are fuji apples, red grapes, green grapes, kimkit oranges, longans, yellow pears, and honey pear xiangli. This type of fruit is purchased directly from wholesalers in the main markets of Jakarta and Bandung with a shopping time of two days before the market, this is done to maintain the freshness of the fruit. Every day fruit market traders can sell between 30 to 50 kg for the different types of fruit they sell. The number of fruit vendors in the Sunday Market neighborhood is 15 people with placements that are not one area while the rest are seasonal traders so they cannot be identified. The prices of fruits sold are fuji apples for Rp. 30,000/kg, kimkit oranges for Rp. 45,000/kg, red grapes for Rp. 40,000/kg, green grapes for Rp. 60,000/kg, longan for Rp. 30,000/kg, yellow pears for Rp. 30,000/kg and honey pear xiangli for Rp. 40,000/kg,-. The price of the fruit can increase at any time before the celebration of national holidays.

This study aims to determine whether there is an influence between consumer motivation on fruit purchasing decisions at Pasar Minggu.

RESEARCH METHOD

This Research Implemented at Palimanan Sunday Market, Cirebon Regency. The location selection was done intentionally (purpose) with the consideration that Pasar Minggu has a strategic location on Jalan Pantura so that access to the market is easier. This research was carried out in May-June 2023 with the object of research, namely buyers or consumers who are buying fuji apples, kimkit oranges, red wine, green grapes, longan, yellow pears and honey pears at Pasar Minggu.

The research design used is quantitative, quantitative research is carried out to

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examine on certain populations and samples using research instruments. Data analysis in quantitative research is statistical because the research data is in the form of numbers and the analysis uses statistics with the aim of testing hypotheses or temporary estimations that have been determined by researchers based on preliminary observations (Sugiyono, 2018). The data collection technique used in this study consisted of primary data and secondary data.

The sampling technique used in this study, accidental sampling, is a sampling technique based on chance, that is, anyone who happens to meet the researcher can be used as a sample, if it is considered that the person who happened to meet is suitable as a data source (Sugiyono, 2017). In accidental sampling, consumers who buy fruits at Pasar Minggu will be interviewed to get data. The number of samples was 50 buyers.

Data analysis techniques use simple linear regression analysis which is used to measure the magnitude of the influence of the independent variable on the dependent variable and predict the dependent variable using the independent variable. Regression analysis is partly the study of the relationship of one variable called the explained variable with one or two explanatory variables. The first variable is also referred to as the dependent variable and the second variable is referred to as the independent variable. The linear regression method is intended to determine how much the level of influence between the independent variable and the dependent variable. Next using the Coefficient of Determination analysis.

RESULT AND DISCUSSION

Descriptive analysis carried out aims to determine respondents' responses regarding the data items analyzed, so that the answers given by respondents can represent data analysis, but the data does not intend to make generally accepted conclusions (Arikunto, 2010).

According to Mardapi, (2018) the response data or answers given by respondents in research questionnaires can describe the categorization of percentage intervals, this serves to describe the quality of the answers given by respondents. The categorization value used is the average value of respondents' answers compared to the expected score value.

Descriptive analysis in this study can be explained in detail in Table 2 below:

Table 2. Descriptive Analysis

No	Variable	Sub Variables	% Indicators	%	Criterion	Average2	Hope	%
1	Consumer Motivation	Rational (Utilitarian) Motives	Price	88	Purchasing Power	4,2	5	84
					Price Comparison	4,5	5	90
					Quality Expectations	4,1	5	82
		Emotional Motives (Hedonic)	Taste	82	Fruit Apparition	3,9	5	78
					Testes	4,2	5	84
					Aroma	4,2	5	84

					Taste	4,2	5	84
				Feeling	Happy	4,1	5	82
			84		Recognized	4,4	5	88
					Proud	4	5	80
2	Purchasing Decision	Decision Making Process		Needs Recognition	Purpose	4,1	5	82
			86		Benefit	4,5	5	90
				Information Search	Resources	4,4	5	88
			89		Conformity Information	4,5	5	90
				Evaluation of Alternatives	Product Selection	4,2	5	84
			86		Pricing Options	4,4	5	88
			84	Purchasing Decision	Product Quality	4,2	5	84
			84		Product Price	4,1	5	82
					Product Type	4,1	5	82
			80	Purchase Amount	Amount purchased	4	5	80
					Habit	4	5	80
				After Behavior Purchase	Satisfaction	4,2	5	84
			80		Subscription	3,8	5	76

Based on the data in Table 2 above, it shows that respondents' responses to questions in each indicator consist of an average value which is the average of responses given by respondents based on the Likert scale, the expected value is the highest value on the Likert scale, real percent is the percentage of average answers compared to the expected value and then the value is explained in Table 21. Respondent Answer Category. In table 22 above shows respondents' responses to consumer motivation variables by referring to the provisions of Setiadi et al., (2013) explained as follows:

A. Consumer Motivation Variables

In the rational motive sub-variable (utilitarian), the average purchasing power criterion is 4.2 with a percentage of 84% including the very good category, the average price comparison of 4.5 with a percentage of 90% including the very good category so that it forms a price sub-indicator of 88% including the very good category. The average expectation criterion is 4.1 with a percentage of 82% including the very good category, the average consistency criterion is 3.5 with a percentage of 70% including the good category, thus forming a quality sub-indicator of 76% including the good category and forming a rational motive indicator of 82% including the very good category.

1. Indicators of rational motives (Utilitarian) have a good categorization in encouraging consumers to make purchases of fruit based on intended needs before purchase. Imported fruits sold meet the preferences of fruit consumers rationally on aspects of price and product quality. Imported fruit has a price that tends to be competitive and stable, this is driven by the availability of fruit and a good distribution system that forms a climate of continuity. Then from the quality aspect, this imported fruit

has uniform quality so that it can attract the attention of consumers. This aspect of price and quality is always desired by consumers in deciding to buy a product.

2. In the emotional motive (hedonic) subvariable, the criteria for the appearance of fruit averaged 3.9 with a percentage of 78% including the good category, the average texture of 4.2 with a percentage of 84% including the very good category, the average aroma of 4.2 with a percentage of 84% including the very good category, the average taste of 4.2 with a percentage of 84% including the very good category, thus forming a sub-indicator of taste of 82% including the very good category. The average happy criterion was 4.1 with a percentage of 82% including the very good category, recognized an average of 4.4 with a percentage of 88% including the very good and proud category on average 4.0 with a percentage of 80% including the good category, forming a sub-indicator of feelings by 84% including the very good category and forming an emotional motive indicator of 82% including the very good category.

Indicators of emotional motives have excellent categorization that is based on the view of feelings felt by consumers. The factors that drive emotional motives are taste and feeling, which is a very strong factor for consumers.

1. According to consumers' view, imported fruit has advantages when viewed from the aspect of fruit appearance, fruit texture, fruit aroma and fruit taste compared to local fruit so that it has an impact on the overall taste. In addition, imported fruit also has an impact on consumer feelings because they feel happy, recognized and proud when buying imported fruit (Trisnawati, 2017).
2. The results of the descriptive analysis show that the consumer motivation variable has the most dominant indicator in increasing consumer motivation, namely the price indicator with a percentage of 88% which is the highest percentage among other indicators. Price is one of the important things in consumer decision making because it is one of the product attributes that include things that are of concern to consumers. Consumers who buy imported fruit consider price in deciding on a purchase. According to Iriawan, (2021), prices have sensitivity to changes in consumer views of products, so marketers in this millennium era tend to highlight price aspects of their products.
3. Then the results of descriptive analysis show that the variable of consumer motivation has the smallest indicator is quality with a percentage of 76% which is the lowest percentage compared to other indicators. Quality is one of the attributes that exist in the product including the gradation of product features and characteristics. In this study, quality is the lowest consideration, so quality is not so considered. According to Andersson et al., (2012), the economic profile of consumers greatly influences consumers in considering products. Consumers with low strata tend not to think about quality but price has high sensitivity.

B. Purchasing Decision

In the decision-making process subvariable, the average goal criteria were 4.1 with a percentage of 82% including the very good category, an average benefit of 4.5 with a percentage of 90% including the very good category and formed a needs recognition sub-indicator of 86% including the very good category. The criteria for information sources averaged 4.4 with a percentage of 88% including the very good category, the average suitability of information 4.5 with a percentage of 90% including the very good category and formed an information search sub-indicator of 89% including the very good category. The average product selection criteria were 4.2 with

a percentage of 84% including the very good category, the average price choice was 4.4 with a percentage of 88% including the very good category forming an alternative evaluation sub-indicator of 86% including the very good category. The average product quality criteria are 4.2 with a percentage of 84% including the very good category, the average product price is 4.1 with a percentage of 82% including the very good category, the average product type is 4.1 with a percentage of 82% including the very good category forming a sub-indicator of purchasing decisions of 84% including the very good category. The criteria for the average number of purchases are 4.0 with a percentage of 80% including the good category, the average habit of 4.0 with a percentage of 80% including the good category forms a sub-indicator of the number of purchases of 80% including the good category. The average satisfaction criterion was 4.2 with a percentage of 84% including the very good category and the average subscription was 3.8 with a percentage of 76% including the good category forming a sub-indicator of post-purchase behavior by 80% including the good category. The criteria form an indicator of the decision-making process of 84% with the category of excellent.

Indicators of the decision-making process have excellent categorization, it is driven by rational motives and emotional motives. This decision making is considered as a form of realization of product purchases made by consumers (Sumarwan, 2011). In practice, consumers when at sword outlets are faced with potential choices to buy and not to buy, but when consumers decide to buy, consumers are considered to have made a decision.

This decision of theirs in the long run can have an impact on their habits, whether to subscribe or not. Generally, consumers always buy imported fruit in the same place when buying, this means that there is a sense of them becoming customers (Lubis, 2018).

The results of the descriptive analysis of purchasing decision variables show the information search indicator to be the dominant indicator with a percentage of 89% showing a greater percentage than other indicators. The search for information carried out by consumers tends to be about what products to buy? What kind of type? where? Sources of information obtained by consumers come from various sources including people around, advertisements and other sources of information. According to Suryanto & Sa'adah, (2019), valid information on a product can improve the image of the product easily obtained.

The results of the descriptive analysis of purchasing decision variables show that the number of purchases and post-purchase behavior indicators are the lowest indicators each with a percentage of 80% showing a low percentage compared to other indicators. The number of purchases is based on the number of fruits purchased by consumers and post-purchase behavior is perceived after the purchase of a product. Both of these are things that are less considered than other indicators. According to Maida, (2018), consumer loyalty can be characterized by continuous purchases with quantities that tend to be consistent. This loyalty occurs after the consumer makes a purchase for the first time either consideration of the product or the seller.

C. Simple Linear Regression Analysis

Simple linear regression analysis is used to determine the extent to which the independent variable (X) affects the dependent variable (Y). In this simple linear regression, there is one independent variable of consumer motivation and a dependent variable, namely purchasing decisions. In general, the regression equation formula is

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$Y = a + bX$, so to see the regression equation of the two variables can be seen in Table 3 below:

Table 3. Regression Analysis

		Coefficients ^a				
Type		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	13,007	8,076			1,611,114
2	Motivasi_Konsumen	,859	,117	,720		7,346,000

a. Dependent Variable: Keputusan_Pembelian

Based on the data in Table 3 above, the coefficients in the regression equation can be seen in the results of Unstandardized Coefficients, namely the Constant value of 13.007 which means the consistent value of the purchase decision is 13.007 if there is no value addition to the variable X and the value of consumer motivation is 0.859 which means every addition of 1% of consumer motivation will increase the purchase decision by 0.859 so that the regression equation is $Y = 13.007 + 0.859 X + e$.

The standard error in Table 3 above of the Consumer Motivation variable has a value of 0.117 which shows the deviation of the regression coefficient of the consumer motivation variable. According to Neolaka, (2014) it is stated that the smaller the deviation value in the regression coefficient, the more meaningful the contribution of the independent variable to the dependent variable.

Coefficient of Determination

According to Irianto Agus, (2006) the coefficient of determination is often symbolized in R Square which is meaningful as the contribution of influence given by the independent variable to the dependent variable so that it can be used to find out and predict by looking at the amount of influence given by the independent variable to the dependent variable. The value of the coefficient of determination can be seen in Table 4 below:

Table 4. Coefficient of Determination

Model Summary ^b				
Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.720a	,519	,509	4,124570

a. Predictors: (Constant), Motivasi_Konsumen

b. Dependent Variable: Keputusan_Pembelian

According to Indrawati,(2015) revealed that the coefficient of determination is often symbolized by R Square which is meaningful as the contribution of influence given by the independent variable to the dependent variable so that the value of this coefficient of determination is useful for predicting and seeing how much contribution the influence given by the independent variable to the dependent variable.

According to Ghozali, (2016) in regression coefficient analysis there is an R value that shows a correlation between the independent variable and the dependent variable, the R square value which shows the direct influence of variable X and on variable Y expressed in percentage, adjusted R square is a coefficient of determination that has been corrected with the number of variables and sample size so that it can reduce the element of bias if there is an addition of variables and variations in dependent variables can be explained With the independent variable and the error of the estimate showing the value

of the deviation between the regression equation and the real dependent value, the smaller the standard value of the error of the estimate, the better the regression equation as a predictive tool.

CONCLUSION

Then this study produced a regression equation, namely $Y = 13.007 + 0.859X + e$. In the variable of consumer motivation, the price indicator is the dominant indicator with a percentage of 88%, so it can be ascertained that price is the reason that determines consumers in buying fruits. The proportion of influence of the independent variable on the dependent variable was 51.9% while 48.1% on the dependent variable was influenced by other factors that were not studied such as norms, values, abilities, packaging, promotion, personality, culture, distribution and psychology.

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