

Analysis of Factors Influencing Consumer Purchasing Decisions at the Weekly MSME Market at the Pemuda Field, Kuta Cane, Southeast Aceh

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Article history: received January 07, 2025; revised March 14, 2025; accepted May 15, 2025

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Abstract

This study aims to analyze the factors influencing consumer purchasing decisions at the weekly MSME market at Pemuda Field, Kuta Cane, Southeast Aceh. The research focuses on four key variables: price, product quality, promotion, and location. A quantitative approach was employed, utilizing a survey method with data collected through questionnaires distributed to 100 purposively selected respondents. Multiple linear regression analysis was used to examine the relationships between these variables and purchasing decisions. The results revealed that price and product quality significantly impact consumer purchasing decisions, with product quality emerging as the most dominant factor. In contrast, promotion and location did not exhibit significant effects. The findings suggest that consumers prioritize affordability and high-quality products over promotional activities or market accessibility. The study highlights the dual role of Pemuda Field as both a sports facility and a market hub, which enhances transaction opportunities by attracting visitors who initially come for recreation. Recommendations for MSME actors include improving product quality through better materials and packaging, adopting competitive pricing strategies, and leveraging the unique synergy between sports and market activities to attract more customers. These insights provide valuable guidance for MSMEs in designing effective marketing strategies to enhance customer satisfaction and business growth.

Keywords: purchasing decisions, SMEs, price, product quality, promotion, location

INTRODUCTION

The weekly UMKM market held at the Kuta Cane Youth Field has become a center of local economic activity that contributes significantly to the growth of small and medium enterprises in Southeast Aceh Regency. This activity not only provides a forum for UMKM actors to market their products, but also becomes part of the social life of the surrounding community.

Kuta Cane Youth Field itself has a unique dual function. In addition to being used as a weekly market location, this field is a popular open sports facility among the community. Every day, especially in the morning and evening, this field is crowded with residents who come to exercise, such as running, jogging, or just taking a leisurely walk. This sports activity also contributes to the increasing number of visitors to the UMKM market area, because many individuals or families come not only to shop, but also to exercise while enjoying the family recreation atmosphere.

This phenomenon creates a unique synergy between economic activity and socio-health activity. People who come to exercise are often tempted to visit UMKM booths, buy snacks, healthy drinks, sportswear, or even handicraft products. Thus, sports activities indirectly become an additional factor that encourages economic transactions in the market.

However, competition between MSMEs remains tight considering the many choices available in the market area. Business actors must be able to understand what factors consumers consider in deciding to make a purchase. These factors include product price, product quality offered, promotional activities carried out, and ease of access or convenience of the sales location.

In this framework, this study is important to determine the extent to which these factors influence consumer purchasing decisions at the weekly UMKM market of Lapangan Pemuda Kuta Cane. By understanding the characteristics of consumers who come to exercise and shop, UMKM actors can design more effective marketing strategies, such as offering products that are relevant to a healthy lifestyle or conducting promotions that are in accordance with the rhythm of sports activities.

In addition, considering that the Youth Field is a gathering place for people of all ages from children to adults, products that suit the needs of various age segments are also an important consideration for business actors. Therefore, mapping the factors that influence purchasing decisions will provide a practical contribution to the development of small and medium enterprises in the area.

LITERATURE REVIEW

Consumer Purchasing Decisions

Purchasing decisions are the final stage of the consumer decision-making process that reflects a commitment to purchasing a product or service. According to Kotler and Keller (2016), purchasing decisions are influenced by various factors such as needs, perceptions, motivations, and information received by consumers. The five-stage decision-making model includes problem recognition, information search, alternative evaluation, purchasing decisions, and post-purchase behavior. Meanwhile, according to Umar (2011), consumer behavior in making purchasing decisions is influenced by cultural, social, personal, and psychological factors that interact with each other and shape consumer preferences.

Price Factor

Price is the amount of money that consumers must pay to obtain a product. In the context of MSMEs, price is one of the main determinants because consumers in traditional markets tend to be very sensitive to price changes. Tjiptono (2017) stated that competitive prices and in accordance with consumer value perceptions will encourage purchasing decisions. Meanwhile, according to Basu Swastha (2000), an effective price is a price that is felt to be appropriate by consumers for the benefits obtained, so that the accuracy of the pricing strategy will increase sales volume and customer loyalty.

Product Quality

Product quality indicates the extent to which a product can meet consumer needs or expectations. Quality products tend to provide higher value and encourage consumer loyalty. According to Kotler and Armstrong (2018), product quality is the ability of a product to perform its functions, including durability, reliability, ease of use, and aesthetic value. According to Tjiptono (2017), product quality is the overall characteristics of a product or service that support its ability to satisfy consumer needs. In the context of the local market, consumers usually judge quality based on durability, packaging, taste (for food products), and suitability to needs.

Promotion

Promotion is a communication activity used to convey product information to consumers. According to Belch (2012), promotion aims to inform, persuade, and remind consumers about a particular product or brand. According to Sofyan Assauri (2013), promotion is a company's effort to influence consumers to be interested and ultimately buy products through various communication channels, including personal selling, advertising, sales promotions, and public relations. In weekly markets, promotions are often carried out through traditional methods such as verbal announcements, direct discounts, or special offers. In addition, online promotions are of course the main weapon for MSMEs to attract customers. This strategy plays a role in building brand awareness and expanding the customer base.

Location

A strategic location facilitates consumer access to the products or services offered. According to Berman and Evans (2010), location is a major factor in retail success because it determines the number of potential customers that can be reached. According to Alma (2011), the right business location will increase the chances of business success because the location determines how easy it is for consumers to access the product, and influences consumer perceptions of the product's value. In the context of a weekly market, location also influences consumer comfort and travel time. This factor also includes the arrangement of kiosks or stalls, the distance between sellers, and the availability of parking or public transportation access.

Previous Research

1. Research by Dewi and Pramono (2018)

In a study entitled "The Effect of Price, Product Quality, and Promotion on Purchasing Decisions in Traditional Markets in Surabaya", Dewi and Pramono found that price and product quality have a significant influence on purchasing decisions, while promotion does not show a strong influence. This shows that consumers in traditional markets tend to prioritize affordable prices and good product quality, compared to promotional activities carried out by sellers.

2. Research by Sari (2019)

The study "Analysis of Factors Influencing Consumer Purchasing Decisions in Culinary UMKM in Bandung City" by Sari shows that product quality is the dominant factor influencing consumer purchasing decisions, followed by location factors. Price and promotion factors, although influential, are not as strong as the influence of product quality. Consumers prefer quality food products with consistent taste and guaranteed cleanliness.

3. Research by Hamzah (2020)

In a study entitled "The Influence of Location, Price, and Promotion on Consumer Purchase Interest in the Weekly UMKM Market in Medan City", Hamzah found that strategic locations and competitive prices together influence consumer purchase interest. However, traditional promotions (such as discounts and word of mouth) have a smaller influence than location and price factors.

In general, the three previous studies showed that price, product quality, and location factors are the most influential aspects on consumer purchasing decisions in traditional markets and MSMEs. However, there are variations in the strength of influence between these factors in each study. Dewi and Pramono (2018) emphasized the dominance of price and product quality in purchasing decisions. Sari (2019) showed that product quality is the most dominant factor, followed by location. Meanwhile, Hamzah (2020) highlighted the combination of location and price as the main factors, while promotion had a weak influence.

RESEARCH METHOD

This study uses a quantitative method with a descriptive and verification approach. The descriptive approach aims to provide an overview of the characteristics of the variables studied, while the verification approach is used to test the relationship and influence between variables that have been formulated in the research hypothesis. The location of this research was carried out at the Weekly UMKM Market at the Kuta Cane Youth Field, Southeast Aceh, which is one of the traditional trading centers that is quite busy with people every week. The location of the research was carried out at the Weekly UMKM Market at the Kuta Cane Youth Field. The research sample consisted of 100 consumers who made transactions at the market.

The population in this study were all consumers who made transactions at the weekly UMKM market. Because the population was very large and could not be identified with certainty, the sampling technique used a non-probability sampling method with a purposive sampling approach. The selection of respondents was based on certain criteria, namely consumers who had shopped at the market at least twice a month, with the aim of ensuring that respondents had sufficient experience in making purchases at the market. The number of samples determined in this study was 100 respondents, which was considered representative enough for quantitative analysis with a multiple linear regression approach.

The data collection instrument used a closed questionnaire with a Likert scale of 1-5, where a scale of 1 indicates very strong disagreement and a scale of 5 indicates very strong agreement with the statement submitted. The questionnaire was compiled based on indicators of each research variable, namely price, product quality, promotion, location, and purchasing decisions. Each variable was operationalized into several question items to facilitate the measurement process.

Before the questionnaire was distributed widely to respondents, a validity and reliability test was first conducted on 30 respondents as a pilot study. The validity test used the Pearson Product Moment correlation technique, while reliability was measured using the Cronbach's Alpha coefficient. The test results showed that all questionnaire items had a significant correlation with the total score, and the Cronbach's Alpha value for each variable was greater than 0.7, which means that the instrument used was quite valid and reliable.

The data analysis technique used in this study is multiple linear regression, which aims to determine how much influence each independent variable (price, product quality, promotion, and location) has on the dependent variable (consumer purchasing decisions). In addition to regression analysis, classical assumption tests were also carried out including normality tests, multicollinearity tests, heteroscedasticity tests, and autocorrelation tests to ensure that the data meets the requirements for further analysis. Data processing and analysis were carried out using the latest version of SPSS software, thereby increasing the accuracy and reliability of the analysis results.

Overall, this research design is expected to accurately describe the influence of factors that influence consumer purchasing decisions in the weekly MSME market. With this systematic and structured methodology, the results of the study are expected to provide real contributions to MSME actors in formulating more effective and sustainable marketing strategies.

Table 1. Research Variables and Their Indicators

Variables	Indicator
Price	Price conformity, affordability, price stability
Product Quality	Durability, aesthetics, functional suitability, raw materials
Promotion	Advertising, direct promotions, discounts, customer testimonials
Location	Accessibility, comfort, distance, cleanliness

RESULTS AND DISCUSSION

Respondent Characteristics

This study involved 100 respondents who were active consumers at the weekly UMKM market of Lapangan Pemuda Kuta Cane. Respondent characteristics were analyzed based on gender, age, monthly expenditure level, and purpose of visit to Lapangan Pemuda. The distribution of respondents by gender showed that the majority of respondents were women, which was 58%. This

shows that women have an important role in consumption activities in the weekly market. As is known, in many traditional market contexts in Indonesia, women often play the role of the main decision makers in purchasing household needs and daily consumption.

The age group of respondents mostly came from the age range of 21-35 years (45%). This shows that the young generation and early adults dominate shopping activities in this weekly market. This age group tends to have a high level of mobility and more modern consumption awareness, including a preference for quality products and product aesthetics. In addition, respondents aged over 35 years reached 40%. This reflects that the Kuta Cane weekly UMKM market also attracts the attention of consumers from more established adults. This age group usually considers quality factors, product durability, and rational prices in making purchasing decisions.

In terms of monthly expenses, more than half of respondents (55%) have expenses below IDR 2,000,000 per month. This shows that the majority of consumers in this MSME market come from the lower middle class, who tend to be more sensitive to product prices. Therefore, competitive prices are one of the factors that greatly influence purchasing decisions. Meanwhile, 45% of respondents have monthly expenses of more than IDR 2,000,000. This group has the potential to be a target market for products with higher selling value, as long as the product is able to offer clear quality and added value.

This study also analyzed the main purpose of respondents coming to the Youth Field. As many as 62% of respondents admitted that their main purpose was to shop at the MSME market, while 38% stated that they came to exercise, but ended up making purchases after seeing the products being sold. This phenomenon shows that the existence of the Youth Field as a sports venue also plays a role in increasing the opportunity for economic transactions. Consumers who initially did not intend to buy can be encouraged to make impulsive purchases after interacting directly with MSME products displayed at market stalls.

Table 2. Distribution of Respondents Based on Demographic Characteristics

Category	Sub-Category	Presentation
Gender	Man	42%
	Woman	58%
Age	<20 years	15%
	21-35 years	45%
	>35 years	40%
Monthly Expenses	< Rp2,000,000	55%
	> Rp2,000,000	45%

Regression Analysis Results

Table 3. Multiple Linear Regression Test Results

Variables	Beta Coefficient	t-count	Significance
Price	0.241	3,772	0.000
Product Quality	0.429	6.015	0.000
Promotion	0.088	1,734	0.086
Location	0.081	1,489	0.139

Classical Assumption Test Analysis

Before conducting further regression analysis, a classical assumption test was conducted to ensure that the data used met the requirements of statistical analysis. The normality test was conducted using the Kolmogorov-Smirnov method, producing a significance value of 0.200 (> 0.05), so that the data was normally distributed. The multicollinearity test showed that the Variance Inflation Factor (VIF) value for all variables was below 10, indicating that there was no multicollinearity between the independent variables. The heteroscedasticity test using the Glejser method showed that there was no particular pattern in the scatterplot, so that the data was free from heteroscedasticity.

The autocorrelation test was conducted using the Durbin-Watson test and produced a figure of 1.948, which is between the limits of 1.5 to 2.5. This means that there is no autocorrelation in the data. Thus, the data is declared suitable for further regression analysis.

The results of the analysis show that price has a significant effect on consumer purchasing decisions. This indicates that consumers at the weekly market in Kuta Cane really consider the price factor in making purchases. Prices that are too high can reduce purchasing interest, while competitive prices can increase sales volume.

Meanwhile, product quality is the most dominant factor influencing purchasing decisions. Consumers tend to pay more attention to quality than just low prices. In food products, for example, consumers prefer products that look hygienic, have consistent taste, and good quality raw materials. This confirms Tjiptono's (2017) findings that product quality is the core of long-term customer satisfaction.

Promotion in the context of the weekly UMKM market in Kuta Cane did not show a significant influence on purchasing decisions. This could be due to the promotion pattern which is still simple and limited to small discounts or direct announcements without any modern promotional innovations. Likewise, the location of the market which is already widely known in the community causes this factor to not be considered too much by consumers when making purchasing decisions.

The results show that the price and product quality variables have a significant effect on purchasing decisions ($\text{sig} < 0.05$). The product quality variable has the most dominant influence.

CONCLUSION AND SUGGESTIONS

Based on the results of the research that has been conducted, it can be concluded that price and product quality factors have a significant influence on consumer purchasing decisions at the Lapangan Pemuda Kuta Cane Weekly UMKM Market. Competitive prices, in accordance with the purchasing power of the local community, have proven to be the main consideration in consumer decisions to buy UMKM products. Likewise, product quality is the most dominant factor, where consumers assess the durability, beauty, and suitability of the product's function before deciding to buy.

Meanwhile, promotion and location factors do not have a significant influence on purchasing decisions. Consumers seem to focus more on the product itself than the promotional strategy used, or the convenience of the market location, considering that the Kuta Cane Youth Field has become a widely known location and is often visited by the public for both sports and family recreation.

This study also shows that the existence of the Kuta Cane Youth Field as a center for sports activities also increases transaction opportunities. Many visitors who initially intended to exercise were then encouraged to buy the products offered. Therefore, this weekly UMKM market has great potential to continue to grow by utilizing the uniqueness of its location and the characteristics of its visitors.

Based on these findings, it is recommended that MSMEs focus more on improving the quality of the products offered. This improvement can be done through the use of better raw materials, presentation of products with attractive packaging, and maintaining consistency of taste or product

function. With maintained quality, consumers will be more confident and have the potential to make repeat purchases. In addition, rational pricing strategies need to be continuously developed. MSMEs must adjust product prices to consumer purchasing power without reducing the value of the product itself. Discount schemes, bundling packages, or customer loyalty promos can be applied creatively to attract more consumers.

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