

# Jurnal Mahasiswa Silmi

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## ANALYSIS OF FACTORS INFLUENCING CONSUMERS IN PURCHASE DECISIONS OF LOCAL FRUITS IN BIREUEN DISTRICT (Case Study of Bireuen Traditional Market Consumers)

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### Abstract

*anesthetic fruits products are fruits products that are sophisticated by agriculturists in each territory in Indonesia. Consumption of anesthetic fruits products in Indonesia is all the more to some degree low. This consideration is outstanding to the deprivation of universal interestingness in overwhelming anesthetic fruit. The commensurate of agreement consumption of anesthetic fruits products is influenced by consumer department in manufacturing settlements to invest in anesthetic fruit. This evaluation directs to psychoanalyse the constituents that consequence consumers in purchase settlements of anesthetic fruits products in the conventional marketplace of Bireuen Regency. The consequences of this evaluation victimisationing aggregate one-dimensional retrogression psychoanalysis representation obtained the equalization  $Y = -2.101 + 0.297X1 + 0.429X2 + 0$ . The expenditure of the coefficient of steadfastness (Adjust R2) is 0.704 or capable 70. The proportion consequence of characteristic factors, environmental influences, and merchandising procedures buoy account for anesthetic fruits products purchase settlements of 70.4%, the outstanding 29.6% is influenced by over-the-counter variables elsewhere the representation that are not included in this study. The determination of the F-test and t-test simultaneously and a certain extent point of view of characteristic factors, environmental influences, and merchandising procedures chalk up a substantial chain reaction on anesthetic fruits products purchase settlements at the Bireuen rule conventional Market.*

**Key words:** Environmental, Individual factors, Local Fruit, Marketing Strategies, Purchasing Decisions, Traditional Markets.

### 1. PRELIMINARY

Indonesia is a sovereign state with an equatorial condition and is extremely appropriate for the exploitation of the farming sub-sector, exceptionally fruits products so that it transform into a patronage fighting chance and fountain-head of resource for farmers. When viewed from the classifications of fruits products that are marketed and exhausted by the public, thither are presently cardinal classifications of fruits products videlicet anesthetic fruits products and imported fruit. anesthetic fruits products are fruits products that are sophisticated by agriculturists in each territory in Indonesia, patch imported fruits products are fruits products obtained from over-the-counter countries, so apportioned to every environment spread out diffuse transversely Indonesia (Wisnu, 2011). Consumption of anesthetic fruits products in Indonesia is all the more to some degree low. anesthetic fruits products in Indonesia are exhausted on intermediate 88.56g/capita/day in 2020. all the more though the exhortations from the heavenly body wellness Organization/World wellness administration (WHO) of 150 g/capita/day. The 2020 consumption digital audiotape is by oneself on all sides of 59.04% of the recommended figure. This consideration is outstanding to the deprivation of universal interestingness in overwhelming anesthetic fruits products causing anesthetic fruits products to part with compared to imported fruits products (Ministry of Agriculture, 2020).

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The disputed point with anesthetic fruits products is furthermore caused by the actuality that general public incline towards imported fruits products to accommodate their nutritionary be in want of compared to anesthetic fruits products for indefinite reasons, turn from justifications of quality, availableness and continuity, price, to the prestigiousness obtained (Lukmana, 2009). patch anesthetic fruits products take care of to possess a abbreviated ridge high spirits the expenditure differentiation between imported and anesthetic fruits products buoy reach cardinal thousand to deuce-ace thousand rupiah per kg. on the other hand the thoroughgoing superiority disputed point is that anesthetic fruits products is all the more fresher, soupçons more appropriate and is denser in nutrition compared to imported fruits products which is good-looking in arrival by oneself (Amru, 2012). The commensurate of agreement consumption of anesthetic fruits products is influenced close to surrounded by over-the-counter inanimate object consumer department in manufacturing settlements to invest in anesthetic fruits products to gratify be in want of and wants. on the authority of Assael in Sutisna (2001) influencing constituents Consumers in manufacturing purchase settlements are constituents that or literary draw nigh from inside consumers who are knowledgeable of the grandness of fruits products for health, consumers' in good health lifestyles and consumers' motive to invest in fruits products consequence consumers in purchase decisions.

Aceh responsibility is individual of the territories that bring out and convey title anesthetic and imported fruits products such as apples, grapes and oranges. individual of the territories that constitute and convey title anesthetic and imported fruits products in Aceh is Bireuen district. Bireuen rule is individual of the territories that has considerably first-class economical adding to in this manner influencing the department and manner of its people. individual of the conventional stock exchange in Bireuen rule is the Bireuen poet Market. The Bireuen poet marketplace is a marketplace situated in the municipality centerfield which is extremely in conference and strategical for purchasing and marketing day-after-day necessities. individual of the agricultural consequences oversubscribed at the Bireuen poet marketplace is fruits products where fruits products are oversubscribed in the configuration of anesthetic fruits products and furthermore imported fruit. fruits products salespersons pauperization to distinguish consumer dispositions in relation to anesthetic and imported fruits products so that salespersons buoy contrivance or recrudescence efficacious and businesslike merchandising procedures to arrive consumers. The increasing universal consciousness of the nutritionary grandness of these fruits products buoy aggrandizement the requirement for fruits products so that the distribute of these fruits products be required to furthermore be increased. supported on the discription in the sky the originators are fascinated in examining the constituents that consequence consumers in purchasing anesthetic fruits products in conventional stock exchange in Bireuen Regency.

## **2. LITERATURE REVIEW**

on the authority of Suryani (2008) the decision-making cognitive semantics starts out with the launching of be in want of by consumers, followed by enlightenment search through examine valuation of alternatives and purchasing settlements and valuation subsequently buying. It buoy be terminated that purchase settlements are a person's purchasing department in deciding a consequence selection to carry through fulfilment on the authority of consumer be in want of and desires.

on the authority of Assael (2001) thither are deuce-ace constituents that consequence consumers in manufacturing purchase decisions, videlicet as come after:

1) Individual Factors

characteristic factors, videlicet the selection to invest in artifacts or utilities are influenced by inanimate object that continue in consumers much as be in want of perceptions, attitudes, geographic conditions, lifestyle, and characteristic temperament characteristics.

2) Environmental Influence

Environmental influences, videlicet consumer preferences for artifacts or utilities are influenced by the surrounding that encompasses them. When consumers invest in artifacts or utilities they are supported on several considerations, e.g. thanks to they simulate their boon companion thanks to their neighbours chalk up bought fundamental and so on. in this manner the collective interplay carried elsewhere by a individual testament furthermore consequence the selection of consequence to be purchased.

3) Marketing strategy

deed of merchandising strategies, videlicet merchandising stimuli that are contained by marketers/business actors. therein contingency marketers try to consequence consumers by victimisation merchandising stimuli much as advertisements, and like so that consumers are enthusiastic to determine the consequences offered. merchandising procedures that are unremarkably highly-developed by marketers are unremarkably related the consequences offered, the marketing expenditures of the products, the merchandising procedures carried elsewhere and how marketers parcel out consequences to consumers.

### 3. RESEARCH METHOD

This evaluation was conducted in a conventional marketplace (Pasar poet Bireuen) in Bireuen District. The placement of this evaluation was appropriated randomly purposive videlicet the evaluation placement was mean business intentionally supported on the considerateness that in Bireuen rule thither is a conventional fruits products marketplace that convey title anesthetic fruit. The collections euphemistic pre-owned in this contemplate are influential collections and less important data. The inhabitant therein contemplate were each companies who had bought anesthetic fruits products at the Bireuen territory conventional Market. The steadfastness of the exemplification in this contemplate victimisation the technique accidental sampling. The collections psychoanalysis euphemistic pre-owned therein evaluation is descriptive psychoanalysis and aggregate one-dimensional retrogression psychoanalysis which was antecedently clarified victimisation a Likert scale. The situations of collections psychoanalysis euphemistic pre-owned dwell of:

1) Validity Test and Reliability Test

This evaluation was conducted to influence if it is practicable to application as a evaluation instrumentate.

2) Descriptive Analysis

Descriptive psychoanalysis is an psychoanalysis of collections in the configuration of the characteristics of the fruits products respondents and the reckonings of the deuce-ace constituents that consequence consumers in purchase decisions. This psychoanalysis is classified supported on the corresponding give back so percentaged supported on the character of respondents. The largest proportion is the predominant factor of each changeable premeditated and the deliberation of the proportion of respondents' responses is in the configuration of a simple tabulation.

3) Classic assumption test

The graeco-roman presumptuousness evaluation was carried bent keep away from statistical preconception that could interpose with the representation that has been formed. In the

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retrogression calculation, it mightiness interfere with the conclusions strained from the equations formed. The prototypical presumptuousness evaluation euphemistic pre-owned is the normality test, multicollinearity test, and heteroscedasticity test.

**4) Multiple Linear Regression**

psychoanalysis aggregate one-dimensional retrogression psychoanalysis is a determination of the consequence of variables involving the drug-addicted changeable (purchasing determination (Y)) with the self-governing changeable (individual factor (X1), environmental pressures (X2), and merchandising procedure (X3). aggregate one-dimensional retrogression psychoanalysis directs to influence the constituents that consequence consumers in purchasing anesthetic fruit. The aggregate one-dimensional retrogression equalization is as come after:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

- where: Y = Purchase decision;  
 a = Constant;  
 b = Regression coefficient;  
 X<sub>1</sub> = individual factor;  
 X<sub>2</sub> = environmental influences;  
 X<sub>3</sub> = Marketing strategy;  
 e = Prediction error (Santoso and Slamet, 2015).

**5) Hypothesis testing**

**a. T Test (Partial Test)**

The t evaluation is recognized as the fragmentary test, which is to evaluation how each self-governing changeable pressures the drug-addicted changeable individually. euphemistic pre-owned to contemplate the consequence between purchase settlements and the influencing factors, videlicet characteristic consumers, environmental influences, and merchandising strategies.

**b. F Test (Simultaneous Test)**

The F evaluation is euphemistic pre-owned to evaluation and contemplate simultaneously if the retrogression coefficients of each variables in individual representation are substantial or not.

**6) Determinant Coefficient Test (Adjusted R<sup>2</sup>)**

euphemistic pre-owned to psychoanalyse the self-governing variables in explaining the multifariousness of the drug-addicted changeable (decision to invest in anesthetic fruit), the proportion of the coefficient of steadfastness (Adjusted R) is calculated.

**4. RESULTS AND DISCUSSION**

**Characteristics of Respondents**

**Gender**

Table.1 Characteristics of respondents based on gender

Gender	Respondents	Percentage (%)
Male	13	22,8
Female	44	77,2
<b>Total</b>	<b>57</b>	<b>100</b>

Source : Primary data (processed), 2022

tabularise 1 demonstrates that anesthetic fruits products consumers are henpecked by women with a proportion of 77. 2% patch men are by oneself 22. This is thanks to the continuance of women in sovereign state is extremely important, exceptionally in buzz session the be in want of of the family. Women amuse oneself an far-reaching impersonation in manufacturing purchase settlements for family be in want of including settlements to invest in anesthetic fruits products to satisfy kith and kin nutrition, and women department store bounteous recurrently than men.

#### Age

Table 2. Characteristics of respondents based on Age Level

Age Level	Respondents	Percentage (%)
17-25	12	21,1
26-35	22	38,6
36-45	17	29,8
46-55	6	10,5
<b>Total</b>	<b>57</b>	<b>100</b>

Source : Primary data (processed), 2022

supported on tabularise 2, it demonstrates that the greater part of anesthetic fruits products consumers are in the generation cooking stove of 26-35 second childhood with a proportion of 38. 6% of the totality sample. This demonstrates that this cohort is the ahead of time pornographic cohort, where consumers demonstrate a tendency to be accomplished to be convinced cautiously when determinative to invest in anesthetic fruits products with trustworthy solicitudes and according to the desirable soupçons and are bounteous health- adjusted by attentiveness to the superiority of the consequences offered.

#### Education

Table 3. Characteristics of respondents based on Education Level

Education Level	Respondents	Percentage (%)
SMA	36	63,2
D3	5	8,8
S1	15	26,3
S2	1	1,8
<b>Total</b>	<b>57</b>	<b>100</b>

Source : Primary data (processed), 2022

The the greater part of consumers who invest in anesthetic fruits products at the Bireuen rule conventional marketplace are consumers who are at the highschool instruction commensurate with a proportion of 63. 2% of the totality sample. This buoy be seen in tabularise 3. fruits products consumers chalk up a moderately first-class commensurate of instruction thanks to they chalk up comprehensive knowledge. approximately the grandness of overwhelming fruits products that are advantageous to wellness.

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Profession

Table 4. Characteristics of respondents based on Profession

Profession	Respondents	Percentage (%)
Private officer	9	15,8
Teacher	2	3,5
Government employees	7	12,3
Midwife	1	1,8
Housewife	21	36,8
Student	7	12,3
Trader	3	5,3
Entrepreneur	7	12,3
<b>Total</b>	<b>57</b>	<b>100</b>

Source : Primary data (processed), 2022

tabularise 4 demonstrates that the the greater part of consumers who invest in anesthetic fruits products at the Bireuen rule conventional marketplace are housewives with a proportion of 36. 8% of the totality sample. This is thanks to the respondent's collections solicitation was carried elsewhere in the dayspring until the evening, so it was constitute that the the greater part were housewives in the field. Housewives customarily chalk up bounteous leisure time to department store compared to respondents who elbow grease elsewhere the home.

Income

Table 5. Characteristics of respondents based on Income Level

Income Level	Respondents	Percentage (%)
≤ Rp 1.000.000	22	38,6
Rp 1.000.001-Rp 2.000.000	15	26,3
Rp 2.000.001-Rp 3.000.000	14	24,6
>Rp 3.000.000	6	10,5
<b>Total</b>	<b>57</b>	<b>100</b>

Source : Primary data (processed), 2022

supported on tabularise 5, it demonstrates that the the greater part of anesthetic fruits products consumers in the conventional marketplace of Bireuen rule chalk up a monthly resource of ≤ IDR 1,000,000 with a proportion of 38. 6% of the totality sample. This demonstrates that the resource of the respondents is individual of the criteria for consumer purchase settlements supported on what happened during the study. The intermediate consumer who purchases fruits products at conventional stock exchange is a consumer with a little resource level, patch those with a high-pitched resource invest in fruits products bounteous recurrently at the contemporary market.

Frequency of fruit purchases

Table 6. Characteristics of respondents based on the frequency of fruit purchases

Frequency of fruit purchases	Respondents	Percentage (%)
1-2	41	71,9
3-5	13	22,8
>5	3	5,3
<b>Total</b>	<b>57</b>	<b>100</b>

Source : Primary data (processed), 2022

The virtually patronise invest in of fruits products by anesthetic fruits products consumers at the Bireuen rule conventional marketplace is 1-2 intervals a period with a proportion of 71. 9% of the totality sample. This buoy be seen in tabularise 6.

### Most Frequently Purchased fruit

Table 7. Characteristics of respondents based on fruit that is often purchased

Most Frequently Purchased fruit	Respondents	Percentage (%)
Orange	38	66,7
Apple	13	22,8
Grape	6	10,5
<b>Total</b>	<b>57</b>	<b>100</b>

Source : Primary data (processed), 2022

supported on tabularise 7, it demonstrates that the intermediate fruits products that is recurrently purchased by anesthetic fruits products consumers at the Bireuen territory conventional marketplace is citrus fruits products with a proportion of 66. 7% of the totality sample. This is thanks to citrus fruits products chalk up a mark down expenditure than over-the-counter fruits.

### Validity Test

Table 8. Validity Test Results

No	Variable	$r_{hitung}$	$r_{tabel}$	Statement
1	Individual Factors ( $X_1$ )			11
	- Indicator 1	0,760	0,361	Valid
	- Indicator 2	0,854	0,361	Valid
	- Indicator 3	0,707	0,361	Valid
2	Environmental Influence ( $X_2$ )			
	- Indicator 1	0,871	0,361	Valid
	- Indicator 2	0,519	0,361	Valid
	- Indicator 3	0,850	0,361	Valid
3	Marketing Strategies ( $X_3$ )			
	- Indicator 1	0,718	0,361	Valid
	- Indicator 2	0,699	0,361	Valid
	- Indicator 3	0,803	0,361	Valid
	- Indicator 4	0,587	0,361	Valid
4	Purchasing Decisions (Y)			
	- Indicator 1	0,799	0,361	Valid
	- Indicator 2	0,877	0,361	Valid
	- Indicator 3	0,787	0,361	Valid

Source: Primary data (processed), 2022

supported on tabularise 8 it demonstrates that each the pointers euphemistic pre-owned to measurement the variables euphemistic pre-owned therein contemplate chalk up a expenditure in a superior way than rtable so that it buoy be euphemistic pre-owned as a evaluation instrumentate.

### Reliability Test

Table 9. Reliability Test Results

Variable	Cronbach's Alpha	Reliability Standard	Statement
Individual Factors ( $X_1$ )	0,661	0,60	22 Reliable
Environmental Influence ( $X_2$ )	0,630	0,60	Reliable
Marketing Strategies ( $X_3$ )	0,644	0,60	Reliable
Purchasing Decisions (Y)	0,736	0,60	Reliable

Source: Primary data (processed), 2022

### Variable Descriptive Analysis

#### 1. Descriptive Calculation of Individual Factor Variable



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Table 10. Respondents Perceptions of Individual Factors (X<sub>1</sub>)

Question/Indicator	Score					Quantity
	STS (1)	TS (2)	S (3)	SS (4)		
Need	1	9	7	40		200
Lifestyle	0	7	20	30		194
Motivation	0	3	18	36		204
<b>Quantity</b>						598
<b>Average</b>						199,333

Source: Primary data (processed), 2022

supported on tabularise 10, it demonstrates that pointers of consumer motive in purchasing anesthetic fruits products chalk up the highest donation in characteristic factor variables with a totality reckoning of 204 followed by pointers of consumer pauperization for fruits products to satisfy consumer nutrition and lifestyles. The intermediate reckoning of the pointers of be in want of lifestyle, and motive is 199. 333 so that each pointer euphemistic pre-owned in characteristic factor variables has a extremely high-pitched donation to purchase settlements.

2. Descriptive Calculation of The Environmental Influence Variable

Table 11. Respondents Perceptions of Environmental Influence Factors (X<sub>2</sub>)

Question/Indicator	Score					Quantity
	STS (1)	TS (2)	S (3)	SS (4)		
Social class	0	3	17	37		205
Friend recommendation	0	10	36	11		172
Family recommendation	1	5	32	19		183
<b>Quantity</b>						560
<b>Average</b>						186,6667

Source: Primary data (processed), 2022

supported on tabularise 11, it demonstrates that the pointer of purchasing fruits products outstanding to stratum, videlicet traditional to purchasing fruits products in conventional stock exchange has the highest donation in the environmental consequence changeable with a totality reckoning of 205, followed by kith and kin exhortations and friends' exhortations in purchasing fruit. Each pointer euphemistic pre-owned in the environmental consequence changeable has a high-pitched donation to purchase decisions.

3. Descriptive Calculation of Marketing Strategy Variable

Table 12. Respondents Perceptions of Marketing Strategy Factors (X<sub>3</sub>)

Question/Indicator	Score					Quantity
	STS (1)	TS (2)	S (3)	SS (4)		
Product	1	8	39	9		170
Price	0	6	37	14		179
Promotion	0	5	30	22		188
Location	1	1	30	25		193
<b>Quantity</b>						730

**Average** 182,5

Source: Primary data (processed), 2022

supported on tabularise 12, it demonstrates that the strategical placement pointer has the highest donation to the merchandising procedure changeable with a totality reckoning of 193, followed by encouragement indicators, low-priced fruits products prices, and superiority products. The intermediate reckoning of the product, price, encouragement and placement pointers is 182. 5 so that each pointer of the merchandising procedure changeable has a high-pitched donation to purchase decisions.

#### 4. Descriptive Calculation of The Purchasing Decision Variable

Table 13. Respondents Perceptions of Purchasing Decision Factors (Y)

Question/Indicator	Score					Quantity
	STS (1)	(2)	TS	S (3)	SS (4)	
Compare fruit	0	9	17	31	193	
Fruit quality	1	5	32	19	183	
Repeat purchase	1	3	29	24	190	
<b>Quantity</b>					596	
<b>Average</b>					188,66	
					67	

Source: Primary data (processed), 2022

supported on tabularise 13, it demonstrates that the pointer comparing fruits products oversubscribed at conventional stock exchange in Bireuen rule with over-the-counter conventional stock exchange has the highest donation to the purchase determination changeable with a totality reckoning of 193, followed by pointers of willingness to repurchase, and fruits products quality. The intermediate reckoning of pointers comparing fruits products fruits products quality, and buy is 188. 6667 so that it has a high-pitched donation to the purchase determination changeable.

#### Normality Test

The normality evaluation euphemistic pre-owned therein contemplate is an drawing near with a P-plot graph. The normality evaluation buoy be seen at the specks on the separatrix line. If the specks proceed from the collections on the separatrix line, it have in mind that the collections is unremarkably distributed. In addition 8. It buoy be seen that the collections is unremarkably distributed, thanks to the collections spreads out diffuse on all sides of the separatrix occupation and come after the progression of the separatrix line.

#### Multicollinearity Test

Table 14. Multicollinearity Test Results

Variable	Tolerance	VIF	Statement
Individual Factors	0,931	1,074	Non Multicollinearity
Environmental Influence	0,743	1,345	Non Multicollinearity
Marketing Strategy	0,766	1,305	Non Multicollinearity

Source: Primary data (processed), 2022

In tabularise 14 it is crystallise that the VIF values for each self-governing variables are <10, so it buoy be terminated that the retrogression representation euphemistic pre-owned does not established whatever indications of multicollinearity between the self-governing variables.

#### Heteroscedasticity Test

To ascertain the formal propinquity or non-appearance of heteroscedasticity, a scatterplot illustration is used. If thither is a trustworthy pattern, much as the specks that configuration a unconspited representation (wavy, widened so narrowed), so it have in mind thither is

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heteroscedasticity. The consequences of the psychoanalysis established that the specks do not configuration a circumstantial representation and the specks spread out diffuse willy-nilly and are unconnected both in the sky and farther down insignificance on the Y axis. So it buoy be terminated that the retrogression representation euphemistic pre-owned does not established manifestations of heteroscedasticity Multiple Linear Regression Analysis

Table 16. The Results of Multiple Linear Regression Analysis

Variable	Coefficien t	T <sub>hitung</sub>	Sig.t
(Constanta)	-2,101	-1,135	0,054
Individual Factors (X <sub>1</sub> )	0,297	4,325	0,000
Environmental Influence (X <sub>2</sub> )	0,429	4,918	0,000
Marketing Strategy (X <sub>3</sub> )	0,364	3,830	0,000
Adjust R <sup>2</sup> = 0,704			
Sig F = 0,000			

Source : Prymary Data (Processed), 2022

From the results of the analysis in Table 16 it can be written the regression equation as follows:

$$Y = -2,101 + 0,297X_1 + 0,429X_2 + 0,364X_3$$

From these equations can be interpreted as follows:

- A never-ending of -2. 101 have in mind that it demonstrates a contradiction influence. This have in mind that if the expenditure of characteristic constituents (X1), environmental pressures (X2), and merchandising procedure (X3) is 0 so the purchase determination changeable (Y) has a contradiction value.
- The retrogression coefficient of the characteristic factor changeable (X1) is 0. 297, signification that characteristic constituents chalk up a cocksureness consequence on the purchase determination variable. If the characteristic factor variables aggrandizement patch over-the-counter variables at the end constant, so the invest in determination testament increase.
- The retrogression coefficient of the environmental consequence changeable (X2) is 0. 429, signification that environmental pressures chalk up a cocksureness consequence on the purchase determination variable. If the environmental consequence changeable enlarges patch over-the-counter variables at the end constant, so the purchase determination testament increase.
- The retrogression coefficient of the merchandising procedure changeable (X3) is 0. 364, signification that the merchandising procedure has a cocksureness consequence on the purchase determination variable. If the merchandising procedure enlarges patch over-the-counter variables at the end the same, so the purchase determination testament increase.
- The substantial expenditure of Fcount is smaller than the alpha expenditure (0. 000 <0. This demonstrates that characteristic constituents (X1), environmental pressures (X2), and merchandising procedure (X3) simultaneously chalk up a substantial chain reaction on the purchasing determination of anesthetic fruits products in the conventional marketplace of Bireuen Regency.
- Adjusted R Square value is 0.704, meaning that the influence of all independent variables, namely individual factors (X1), environmental influences (X2), and marketing strategy (X3) on the dependent variable on purchasing decisions (Y) is 70.4% and the remaining is 29. 6% is influenced by other variables outside the model.

## 5. CONCLUSIONS AND SUGGESTIONS

### Conclusions

backed on the consequences of the psychoanalysis and reciprocation that has been carried out, it channel mark be completed that simultaneously and a trustworthy proportion characteristic of conception of discriminating factors, environmental influences, and marketing course of action methamphetamine up a considerable concatenation response on invest in encampments for anaesthetic fruits products consequences in the established inventory substitution of Bireuen rule.

### Suggestions

To aggrandizement sellings of fruits products at the conventional marketplace of Bireuen Regency, merchandisers pauperization to come around merchandising strategies, both by course of action of promotion, availableness of fruits products and superiority of fruits products be required to always be advised so that consumers are slaked and be remodelled come through customers.

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