FACTORS INFLUENCING CONSUMER DECISIONS IN PURCHASING IMPORTED ORANGES AND LOCAL ORANGES
(Case Study in Kisaran City)

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Abstract

This research aims to determine the factors that influence consumer decisions in purchasing imported orange fruit and local orange fruit (case study in Kisaran City). The population in this study was the entire population of Kisaran City, totaling 143,235 people. Determining the sample using interpretive estimation with Structural Equation Modeling (SEM), a purposive sampling approach obtained a total of 150 respondents. Data processing was carried out using the SPSS Statistics 25 program tool. The data analysis technique used was descriptive statistics. validity test, reliability test, classical assumption test, multiple linear regression test, hypothesis test and coefficient of determination. The research results show that cultural factors, personal factors, psychological factors have a positive and significant effect on consumer decisions in purchasing imported citrus fruit, while social factors and price factors have no effect. Then cultural factors, social factors, psychological factors and price factors have a positive and significant influence on consumer decisions in purchasing local citrus fruit, while personal factors have no influence.

Keywords: *Cultural Factors, Social Factors, Personal Factors, Psychological Factors, Price Factors, Consumer Decisions*

INTRODUCTION

Indonesia has long been known as a country that is rich in biological natural resources, especially in the agricultural sector, which are numerous and varied. Orange plants are generally found in subtropical and tropical areas. Because of this, almost all areas of Indonesia can be planted with oranges. The best location for planting oranges is at an altitude of 400 m above sea level (Rakhmah, 2016). There are various types of oranges, some of which are generally cultivated in Indonesia are tangerines/mandarins (Citrus reticulata), sweet oranges (Citrus sinensis), large oranges/pummelos (Citrus grandis), rootstock oranges (Citrus limon), limes (Citrus aurantium), and Siem orange (Citrus microcarpa). From these various types, data was obtained that 80% of the total oranges produced in Indonesia are tangerines (Huda, 2016).

The Indonesian oranges that have been developed so far are Siamese oranges/tangerines and large oranges with different central locations. The centers for Siamese oranges/tangerines in Indonesia are the provinces of North Sumatra, East Java and West Kalimantan. Meanwhile, large orange centers are in the provinces of South Sulawesi, East Java and Aceh. Orange areas are mostly outside Java, around 67-73% of the total orange area in Indonesia. Production growth in the last five years shows a decline in locations outside Java but shows increasing growth in Java. Siamese orange/tangerine production in Indonesia mostly comes from North Sumatra, East Java and West Kalimantan. Meanwhile, most of the large orange production comes from South Sulawesi, East Java and Aceh. Orange production in Indonesia in 2015 is estimated at 2.40 million tonnes and will continue to increase until 2019 with an estimated production of 2.77 million tonnes. The average increase in orange production over the next five years (2015-2019) is estimated at 3.64% per year (Dhea, 2021).

Citrus fruit is one of the fruits that has the highest consumption compared to other fruits such as bananas, papaya, rambutan and apples. Eating oranges is a favorite of Indonesian people.

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Expenditures for consuming citrus fruit are the highest at the national level, namely 4,777 rupiah per capita a month compared to bananas, duku, langsat, apples, durian and other fruits (SUSENAS, 2019). Public demand for citrus fruit will increase along with increasing income and population. The increase in public consumption of citrus fruit was not followed by an increase in domestic production but was followed by an increase in imports of orange fruit (Sarah, 2018).

The need for fruit continues to increase in line with the increase in population, people's income levels and increasing public awareness about the importance of nutritious food. The need for fruit also tends to increase with advances in technology and knowledge that make it possible to process more diverse fruit. This means opening up good opportunities for fruit (Elsaday 2019). Public consumption of fruit tends to increase, and fruit imports also increase. This shows symptoms of a shift in fruit consumption, from local fruit to imported fruit. Changes in people's lifestyles have changed the patterns and styles of consumption of agribusiness products which have expanded to psychological and enjoyment dimensions (Elsaday 2019).

Figure 1.1 Development of the value of Indonesian imported oranges
Source: BPS 2020

In Figure 1.1 above, you can see the increase in the number of orange imports from 2016 to 2019. This increase was triggered by the increasing national per capita consumption of oranges. Judging from the high import of citrus fruit in Indonesia, there is competition in consuming local orange fruit and imported orange fruit. According to Rangkuti (1997), there are three main factors in the view of consumers which are the problem of fruit in Indonesia, namely availability, appearance and price. The availability, continuity and quantity of quality local fruit produced is still limited. This encourages the entry of imported fruit in large quantities and of relatively better quality. The appearance of local fruit is generally not uniform in color, not uniform in size and not uniform in taste. This problem also occurs in local citrus fruit. So the existence of imported citrus fruit will be a challenge for local citrus fruit producers to increase production and develop local citrus fruit, especially in the national market (Elsaday 2019).

The more imported citrus products on the national market, the more competition there will be between local citrus fruit and imported citrus fruit. The increasingly diverse composition, tastes and lifestyles of the population will influence consumer behavior in making decisions to purchase local and imported citrus fruit (Dhea, 2021). These attributes of local and imported oranges will be taken into consideration by consumers when making purchasing decisions. These citrus fruit attributes include price, fruit taste, fruit size, fruit color, freshness condition, fruit aroma, vitamin content, and so on. This imported orange fruit can be found in many traditional markets, fruit shops and supermarkets in various cities and districts in Indonesia. Kisaran City is no exception, which is an industrial and trade area where the trade sector is a support for the economy.

Based on the results of a preliminary survey conducted by researchers in several communities in Kisaran City, several community complaints were found regarding local orange fruit sold in Kisaran City, including the appearance of the fruit which was not fresh and uneven, the size of the fruit was not suitable, and the appearance of the orange fruit. which changes, quality and race (sour, rotten, immature). However, the price of local oranges is cheaper than the price of imported oranges, which is a reason for people to buy and consume local oranges. There were some people who took part in the preliminary survey interview who preferred imported orange fruit because it had better quality compared to local orange fruit, so the high price of imported orange

fruit did not prevent people from buying it. From the results of a pre-survey conducted by researchers on consumers who buy imported and local citrus fruit in Kisaran City, it can be seen that the majority have bachelor's and high school education, with the majority gender being women, based on the culture in Indonesia which shows that they often shop at traditional markets. people who buy fruit are women, a pre-survey based on social factors shows that consumers who buy imported orange fruit are consumers from the upper middle class, this has become a social phenomenon where consumers with middle and upper income have more confidence in the quality of imported orange fruit than in the quality of the fruit. local oranges. From the explanation of the background above as well as the findings from the results of the pre-survey conducted by the researcher, the researcher is interested in conducting research with the title "Factors that Influence Consumer Decisions in Purchasing Imported Oranges and Local Oranges (Case Study in Kisaran City).

METHOD
Research Location and Time
The type of research used in this research is descriptive research with a quantitative approach. The population in this study was the entire population of Kisaran City, totaling 143,235 people. The sample was determined using interpretive estimation with Structural Equation Modeling (SEM), a purposive sampling approach. According to Hair et al., (in Sahirul, 2018), if the sample size in a study is too large, it will make it difficult for researchers to obtain a suitable research model and it is recommended that the appropriate sample size be between 100-200 respondents so that interpretive estimates can be used using Structural Equation Modeling (SEM) included 150 samples of respondents who filled out the questionnaire in this study. Data taken in primary data included the respondent's age, gender, type of work, income level, reasons for consuming, assessment of the attributes of citrus fruit. Secondary data used in this research are National Socio-Economic Survey (SUSENAS) data, national citrus fruit production data in Indonesian Fruit and Vegetable Crop Statistics, import data in Foreign Trade Statistics.

Method of collecting data
The data collection method used in this research is in the form of a questionnaire given to respondents containing questions related to research, observation, recording. Considering that the research data used is secondary data, to fulfill the requirements determined before testing the hypothesis through testing t and F tests, it is necessary to test several classical assumptions used, namely the normality test. autocorrelation, multicollinearity, and heteroscedasticity which can be explained in detail as follows. The analysis techniques used in this research are multiple linear regression analysis, coefficient of determination analysis (R^2), simultaneous test (F test), and partial test (t test).

RESULTS AND DISCUSSION
Data analysis
Normality test
The data normality test uses SPSS Kolmograv Smirnov statistics on the basis of which decisions can be made using probability, namely:
1. If the probability is > 0.05 then the distribution of the regression model is normal.
2. If the probability < 0.05 then the distribution of the regression model is not normal.

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Table 1. Kolmogorov Smirnov (KS) Normality Test Data on Consumer Decisions in Purchasing Imported Oranges

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residuals
N		150
Normal Parameters, b	Mean	.0000000
	Std. Deviation	2.85785836
Most Extreme Differences	Absolute	,053
	Positive	,050
	Negative	-.053
Statistical Tests		,053
Asymp. Sig. (2-tailed)		,200c,d
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Based on the results of the normality test of consumer decision data in purchasing imported citrus fruit using the Kolmogorov-Smirnov Test in table 7 above, it shows that the significance value is 0.200 > 0.05, which means the data is normally distributed.

Table 2. Kolmogorov Smirnov (KS) Normality Test of Consumer Decision Data in Purchasing Local Orange Fruit

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residuals
N		150
Normal Parameters, b	Mean	.0000000
	Std. Deviation	2.00008878
Most Extreme Differences	Absolute	,046
	Positive	,027
	Negative	-.046
Statistical Tests		,046
Asymp. Sig. (2-tailed)		,200c,d
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Based on the results of the normality test of consumer decision data in purchasing local citrus fruit using the Kolmogorov-Smirnov Test in table 8 above, it shows that the significance value is 0.200 > 0.05, which means the data is normally distributed.

Multicollinearity Test

Multicollinearity can also be seen from (1) Tolerance value and its opposite (2) Variance Inflation Factor (VIF). These two measures show which of each independent variable is explained by other independent variables. The value commonly used to indicate multicollinearity is the Tolerance value < 0.10 or the same as the Variance Inflation Factor (VIF) value > 10. (Ghozali, 2011).

Table 3. Muticolinearity Test Results of Consumer Decision Data in Purchasing Imported Orange Fruit

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	X1	,308	3,249
	X2	,228	4,385
	X3	,386	2,593
	X4	,332	3,008
	X5	,161	6,202

Source: Processed primary data (2023)

In table 3 above, it can be seen that the tolerance values for the five variables are greater than 0.10. So it can be concluded that there is no multicollinearity and the VIF value of the five independent variables is less than 10. So it can also be concluded that there is no multicollinearity.

Table 4. Muticolinearity Test Results of Consumer Decision Data in Purchasing Local Orange Fruit

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	X1	,326	3,066
	X2	,208	4,817
	X3	.116	8,651
	X4	,154	6,487
	X5	,292	3,427

Source: Processed primary data (2023)

In table 4 above it can be seen that the tolerance value of the five variables is greater than 0.10. So it can be concluded that there is no multicollinearity and the VIF value of the five independent variables is less than 10. So it can also be concluded that there is no multicollinearity.

Heteroscedasticity Test

To test whether there is heteroscedasticity, the Spearman rank test is used, namely by correlating the independent variables with the absolute value of the residual from the regression results. If the correlation coefficient value between the independent variable and the absolute value of the residual is significant, then the conclusion is that there is heteroscedasticity (the variance of the residual is not homogeneous).

Table 5. Heteroscedasticity Test Results of Consumer Decision Data in Purchasing Imported Orange Fruit

Correlations								
			X1	X2	X3	X4	X5	Unstandardized Residuals
Spearman's rho	X1	Correlation Coefficient	1,000	,513**	,496**	,563**	,582**	-.049
		Sig. (2-tailed)	.	,000	,000	,000	,000	,555
		N	150	150	150	150	150	150
	X2	Correlation Coefficient	,513**	1,000	,459**	,493**	.607**	-.072
		Sig. (2-tailed)	,000	.	,000	,000	,000	,381
		N	150	150	150	150	150	150

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X3	Correlation Coefficient	,496**	,459**	1,000	,556**	,627**	-.032
	Sig. (2-tailed)	,000	,000	.	,000	,000	,696
	N	150	150	150	150	150	150
X4	Correlation Coefficient	,563**	,493**	,556**	1,000	,513**	-.014
	Sig. (2-tailed)	,000	,000	,000	.	,000	,866
	N	150	150	150	150	150	150
X5	Correlation Coefficient	,582**	.607**	,627**	,513**	1,000	-.106
	Sig. (2-tailed)	,000	,000	,000	,000	.	,198
	N	150	150	150	150	150	150
Unstandardized Residuals	Correlation Coefficient	-.049	-.072	-.032	-.014	-.106	1,000
	Sig. (2-tailed)	,555	,381	,696	,866	,198	.
	N	150	150	150	150	150	150
**. Correlation is significant at the 0.01 level (2-tailed).							

Source: Processed primary data (2023)

Based on table 5 above, the significance value or sig. (2-tailed) of the five independent variables in this study is greater than 0.05 so it can be said that there is no heteroscedasticity problem.

Table 6. Heteroscedasticity Test Results of Consumer Decision Data in Purchasing Local Orange Fruit

Correlations							
			X1	X2	X3	X4	X5	Unstandardized Residuals
Spearman's rho	X1	Correlation Coefficient	1,000	,638**	.506**	.454**	,579**	-.204*
		Sig. (2-tailed)	.	,000	,000	,000	,000	,312
		N	150	150	150	150	150	150
	X2	Correlation Coefficient	,638**	1,000	,702**	,541**	,832**	-.072
		Sig. (2-tailed)	,000	.	,000	,000	,000	,381
		N	150	150	150	150	150	150
	X3	Correlation Coefficient	.506**	,702**	1,000	,860**	,717**	-.065
		Sig. (2-tailed)	,000	,000	.	,000	,000	,430
		N	150	150	150	150	150	150
	X4	Correlation Coefficient	.454**	,541**	,860**	1,000	,583**	-.005
		Sig. (2-tailed)	,000	,000	,000	.	,000	,952
		N	150	150	150	150	150	150

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Correlations			X1	X2	X3	X4	X5	Unstandardized Residuals
	X5	Correlation Coefficient	,579**	,832**	,717**	,583**	1,000	-.008
		Sig. (2-tailed)	,000	,000	,000	,000	.	,920
		N	150	150	150	150	150	150
	Unstandardized Residuals	Correlation Coefficient	-.204*	-.072	-.065	-.005	-.008	1,000
		Sig. (2-tailed)	.012	,381	,430	,952	,920	.
		N	150	150	150	150	150	150
**. Correlation is significant at the 0.01 level (2-tailed).								
*. Correlation is significant at the 0.05 level (2-tailed).								

Source: Processed primary data (2023)

Based on table 6 above, the significance value or sig. (2-tailed) of the five independent variables in this study is greater than 0.05 so it can be said that there is no heteroscedasticity problem.

Multiple Linear Regression Test

Multiple regression analysis, which is an analytical method used to determine the influence of two or more independent variables on the dependent variable. Multiple linear regression model using the SPSS 25.00 for Windows software program, namely:

$$Y = a + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + \beta_5X_5 \, e$$

Where:

Y = Dependent variable (Purchasing Decision)
X1 = Independent variable (Cultural Factors)
X2 = Independent variable (Social Factors)
X3 = Independent variable (Personal Factors)
X4 = Independent variable (Psychological Factors)
X5 = Independent variable (Price Factor)
a = Constant
b1,2,3,4,5 = Regression Coefficient
e =*Standard error*(error rate) is 0.05 (5%)

Table 7. Multiple Linear Regression Analysis Test Results for Factors that Influence Consumers to Buy Imported Oranges

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6,358	1,131		5,622	,000
	X1	,217	,089	,170	2,431	.016
	X2	-.027	,092	-.024	-.291	,772
	X3	,436	,078	,349	5,595	,000
	X4	,455	,074	,412	6,128	,000
	X5	,091	.113	,078	,804	,423

Source: Processed primary data (2023)

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Based on table 7 The multiple linear regression equation model obtained in this research is:

$$Y = 6.358 + 0.217X_1 + -0.027 X_2 + 0.436X_3 + 0.455X_4 + 0.091X_5 + e$$

Based on this equation it can be described as follows:

1. A constant value of 6.368 means that cultural factors, social factors, personal factors, psychological factors and price factors are considered constant or have a value of (0), so consumer buying interest will be worth 6.358.
2. The direction of the regression coefficient for the cultural factor variable is positive, namely 0.217. If the cultural factor variable increases by 1%, consumer decisions in purchasing imported citrus fruit will increase by 0.217% assuming other independent variables are constant. This illustrates that if cultural factors increase, consumer decisions in purchasing imported citrus fruit will increase.
3. The direction of the regression coefficient for the social factor variable is negative, namely -0.027. If the social factor variable decreases by 1%, then consumer decisions in purchasing imported citrus fruit will decrease by -0.027% assuming other independent variables are constant. This illustrates that if social factors decrease, consumer decisions in purchasing imported citrus fruit will decrease.
4. The direction of the regression coefficient for the personal factor variable is positive, namely 0.436. If the personal factor variable increases by 1%, then consumer decisions in purchasing imported citrus fruit will increase by 0.436% assuming other independent variables are constant. This illustrates that if personal factors increase, consumer decisions in purchasing imported citrus fruit will increase.
5. The direction of the regression coefficient for the psychological factor variable is positive, namely 0.455. If the psychological factor variable increases by 1%, then consumer decisions in purchasing imported citrus fruit will increase by 0.455% assuming other independent variables are constant. This illustrates that if psychological factors increase, consumer decisions in purchasing imported citrus fruit will increase.
6. The direction of the regression coefficient for the price factor variable is positive, namely 0.091. If the price factor variable increases by 1% then consumer decisions in purchasing imported citrus fruit will increase by 0.091% assuming other independent variables are constant. This illustrates that if the price factor increases, consumer decisions in purchasing imported citrus fruit will increase.

Table 8. Multiple Linear Regression Analysis Test Results for Factors that Influence Consumers to Buy Local Orange Fruit

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-7,454	1,073		-6,950	,000
	X1	,365	,067	,222	5,428	,000
	X2	,253	,076	,169	3,303	,001
	X3	,112	.103	,075	1,086	,279
	X4	,168	,078	,129	2,165	,032
	X5	,976	,089	,474	10,960	,000

Source: Primary dataprocessed (2023)

Based on table 8The multiple linear regression equation model obtained in this research is:

$$Y = -7.454 + 0.365X_1 + 0.253 X_2 + 0.112X_3 + 0.168X_4 + 0.976X_5 + e$$

Based on this equation it can be described as follows:

1. A constant value of -7.454 means that cultural factors, social factors, personal factors, psychological factors and price factors are considered constant or have a value of (0), so consumer buying interest will be -7.454.

2. The direction of the regression coefficient for the cultural factor variable is positive, namely 0.365. If the cultural factor variable increases by 1% then consumer decisions in purchasing local citrus fruit will increase by 0.365% assuming other independent variables are constant. This illustrates that if cultural factors increase, consumer decisions in purchasing local citrus fruit will increase.

3. The direction of the regression coefficient for the social factor variable is positive, namely 0.253. If the social factor variable increases by 1% then consumer decisions in purchasing local citrus fruit will increase by 0.253% assuming other independent variables are constant. This illustrates that if cultural factors increase, consumer decisions in purchasing local citrus fruit will increase.

4. The direction of the regression coefficient for the personal factor variable is positive, namely 0.112. If the personal factor variable increases by 1%, the consumer's decision to purchase local citrus fruit will increase by 0.112% assuming other independent variables are constant. This illustrates that if personal factors increase, consumer decisions in purchasing local citrus fruit will increase.

5. The direction of the regression coefficient for the psychological factor variable is positive, namely 0.168. If the psychological factor variable increases by 1%, then consumer decisions in purchasing local citrus fruit will increase by 0.168% assuming other independent variables are constant. This illustrates that if psychological factors increase, consumer decisions in purchasing local citrus fruit will increase.

6. The direction of the regression coefficient for the price factor variable is positive, namely 0.976. If the price factor variable increases by 1%, consumer decisions in purchasing local citrus fruit will increase by 0.976% assuming other independent variables are constant. This illustrates that if the price factor increases, consumer decisions in purchasing local citrus fruit will increase.

Hypothesis testing
Partial Test (T-Test)
The statistical t test is intended to partially test the influence of the independent variable on the dependent variable with the assumption that the other variables are considered constant, with a confidence level of 5% ($\alpha = 0.05$).

Table 9. Results of Partial Test (T-Test) of Factors that Influence Consumers to Buy Imported Oranges

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6,358	1,131		5,622	,000
	X1	,217	,089	,170	2,431	.016
	X2	-.027	,092	-.024	-.291	,772
	X3	,436	,078	,349	5,595	,000
	X4	,455	,074	,412	6.128	,000
	X5	,091	.113	,078	,804	,423

Source:Processed primary data (2023)

Based on the SPSS calculation results in table 15, the following conclusions can be drawn:
1. Cultural Factor Variables (X1) on Consumer Decisions in Purchasing Imported Oranges (Y)
   It is known in table 4.15 that the p-value in the significance column is 0.016, which means it is smaller than 0.05, so it can be explained that cultural factors have a positive and significant influence on consumer decisions in purchasing imported citrus fruit.
2. Social Factor Variables (X2) on Consumer Decisions in Purchasing Imported Oranges (Y)

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It is known in table 4.15 that the p-value in the significance column is 0.772, which means it is greater than 0.05, so it can be explained that social factors have no influence on consumer decisions in purchasing imported citrus fruit.

3. Personal Factor Variables (X3) on Consumer Decisions in Purchasing Imported Oranges (Y)

It is known in table 4.15 that the p-value in the significance column is 0.000, which means it is smaller than 0.05, so it can be explained that personal factors have a positive and significant influence on consumer decisions in purchasing imported citrus fruit.

4. Psychological Factor Variables (X4) on Consumer Decisions in Purchasing Imported Oranges (Y)

It is known in table 4.15 that the p-value in the significance column is 0.000, which means it is smaller than 0.05, so it can be explained that psychological factors have a positive and significant influence on consumer decisions in purchasing imported citrus fruit.

5. Price Factor Variable (X5) on Consumer Decisions in Purchasing Imported Oranges (Y)

It is known in table 4.15 that the p-value in the significance column is 0.423, which means it is greater than 0.05, so it can be explained that the price factor has no influence on consumer decisions in purchasing imported citrus fruit.

Table 10. Results of Partial Test (T-Test) of Factors that Influence Consumers to Buy Local Orange Fruit

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-7,454	1,073		-6,950	,000
	X1	,365	,067	,222	5,428	,000
	X2	,253	,076	,169	3,303	,001
	X3	,112	.103	,075	1,086	,279
	X4	,168	,078	,129	2,165	,032
	X5	,976	,089	,474	10,960	,000

Source: Processed primary data (2023)

Based on the SPSS calculation results in table 16, the following conclusions can be drawn:

1. Cultural Factor Variables (X1) on Consumer Decisions in Purchasing Local Orange Fruit (Y)

It is known in table 4.16 that the p-value in the significance column is 0.000, which means it is smaller than 0.05, so it can be explained that cultural factors have a positive and significant influence on consumer decisions in purchasing local citrus fruit.

2. Social Factor Variables (X2) on Consumer Decisions in Purchasing Local Orange Fruit (Y)

It is known in table 4.15 that the p-value in the significance column is 0.001, which means it is smaller than 0.05, so it can be explained that social factors have a positive and significant influence on consumer decisions in purchasing local citrus fruit.

3. Personal Factor Variables (X3) on Consumer Decisions in Purchasing Local Orange Fruit (Y)

It is known in table 4.16 that the p-value in the significance column is 0.279, which means it is greater than 0.05, so it can be explained that personal factors have no influence on consumer decisions in purchasing local citrus fruit.

4. Psychological Factor Variables (X4) on Consumer Decisions in Purchasing Local Orange Fruit (Y)

It is known in table 4.16 that the p-value in the significance column is 0.032, which means it is smaller than 0.05, so it can be explained that psychological factors have a positive and significant influence on consumer decisions in purchasing local citrus fruit.

5. Price Factor Variable (X5) on Consumer Decisions in Purchasing Local Orange Fruit (Y)

It is known in table 4.16 that the p-value in the significance column is 0.000, which means it is smaller than 0.05, so it can be explained that the price factor has a positive and significant influence on consumer decisions in purchasing local citrus fruit.

Simultaneous Test (F-Test)

The criterion for hypothesis testing using F statistics is that if the significant value of F <0.05, then the alternative hypothesis is accepted, which states that all independent variables simultaneously and significantly influence the dependent variable (Ghozali, 2016). The results of the F test analysis can be seen in the table below:

Table 11. Simultaneous Test Results (F-Test) of Factors that Influence Consumers to Buy Imported Oranges

ANOVAa					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	4407.738	5	881,548	104.314	,000b
Residual	1216.936	144	8,451		
Total	5624.673	149			
a. Dependent Variable: Y					
b. Predictors: (Constant), X5, X4, X3, X1, X2					

Source: Processed primary data (2023)

Table 11 explains the results of the F test regarding the factors that influence consumers to buy imported citrus fruit. The results of the research show a significance value of 0.000 or <0.05, so simultaneously the variables of cultural factors, social factors, personal factors, psychological factors and price factors have a significant effect on consumer decision variables in purchasing imported citrus fruit.

Table 12. Simultaneous Test Results (F-Test) of Factors that Influence Consumers to Buy Local Orange Fruit

ANOVAa					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	7002.507	5	1400.501	338,346	,000b
Residual	596,053	144	4,139		
Total	7598.560	149			
a. Dependent Variable: Y					
b. Predictors: (Constant), X5, X4, X1, X2, X3					

Source: Processed primary data (2023)

Table 12 explains the results of the F test regarding the factors that influence consumers to buy local citrus fruit. The research results show a significance value of 0.000 or <0.05, so simultaneously the variables of cultural factors, social factors, personal factors, psychological factors and price factors have a significant influence on consumer decision variables in purchasing local citrus fruit.

Coefficient of Determination (R2)

This test is used to measure the closeness of the relationship from the model used. The coefficient of determination (adjusted R2) is a number that shows the size of the variance or distribution of the independent variables which explains the dependent variable or a number that shows how much the dependent variable is influenced by the independent variable. The coefficient of determination is between 0 and 1 (0 < adjusted R2 < 1), where the coefficient value is close to 1, then the model is said to be good because the closer the relationship between the independent variable and the dependent variable.

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Mhd Riza Fahlevi¹, Tumpal HS Siregar², Yohny³

Table 13. Coefficient of Determination of Factors that Influence Consumers to Buy Imported Oranges

Model Summary b			
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.885a	,784	,776	2.90705
a. Predictors: (Constant), X5, X4, X3, X1, X2			
b. Dependent Variable: Y			

Data sourceprocessed primary data (2023)

Based on the calculation of the coefficient of determination, it can be seen from the R Square value obtained at 0.784 or 78.4%, meaning that this value shows that the influence exerted by cultural factors, social factors, personal factors, psychological factors and price factors on consumer decision variables in purchasing imported citrus fruit amounted to 78.4%, the remaining 21.6% was influenced by other variables.

Table 13. Coefficient of Determination of Factors that Influence Consumers to Buy Local Orange Fruit

Model Summary b			
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.960a	,922	,919	2.03452
a. Predictors: (Constant), X5, X4, X1, X2, X3			
b. Dependent Variable: Y			

Source: Processed primary data (2023)

Based on the calculation of the coefficient of determination, it can be seen from the R Square value obtained at 0.922 or 92.2%, meaning that this value shows that the influence exerted by cultural factors, social factors, personal factors, psychological factors and price factors on consumer decision variables in purchasing local citrus fruit amounted to 92.2%, the remaining 7.8% was influenced by other variables.

Consumer Characteristics (Age, Education Level, Gender, Occupation, Education Level, Income, Number of Family Members) in Purchasing and Consuming Oranges

From the research results, there were 16 respondents aged <25 years (10.7%), 105 respondents aged 26-35 years (70%), 20 respondents aged 36-45 years (13.3%) and those aged > 45 years as many as 9 respondents (6%). It can be concluded that the majority of respondents are aged 26-35 years. There were 6 respondents with high school education (4%), 27 respondents with D3 education (18%), 97 respondents with Bachelor's education (64.7%), and 20 respondents with Master's education (13.3%). %). It can be concluded that the majority of respondents have a bachelor's degree.

Respondents with male gender were 43 respondents (28.7%) while respondents with female gender were 107 respondents (71.3%). It can be concluded that the majority of respondents are female. Respondents with BUMN employee jobs were 41 respondents (27.3%), respondents with private employee jobs were 76 respondents (50.7%), respondents with civil servant jobs were 11 respondents (7.3%), respondents with self-employed jobs were 18 respondents respondents (12%) and 4 respondents (2.7%) who did not work. It can be concluded that the majority of respondents work as private employees.

Respondents with an income of Rp. 1,000,000 – 3,000,000 as many as 12 respondents (8%) and respondents with an income of Rp. > 3,000,000 as many as 138 respondents (92%). It can be concluded that the majority of respondents have an income of Rp. > 3,000,000. Respondents with family members of 2 people were 30 respondents (20%) and respondents with family members of >3 people were 120 respondents (80%). It can be concluded that the majority of respondents had family members >3 people.

The Influence of Cultural Factors on Consumer Decisions in Purchasing Imported Oranges and Local Oranges

The research results show that the p-value in the significance column is 0.016, which means it is smaller than 0.05, so it can be explained that cultural factors have a positive and significant influence on consumer decisions in purchasing imported citrus fruit. The p-value in the significance column is 0.000, which means it is smaller than 0.05, so it can be explained that cultural factors have a positive and significant influence on consumer decisions in purchasing local citrus fruit. Culture is a determining factor (the most important factor) of a person's desires and behavior in making purchasing decisions. Cultural factors include the habit of buying fruit, the time of buying fruit and the frequency of fruit consumption.

Cultural factors are a collection of basic values and behavior learned by members of society from the family and other important institutions from generation to generation. Culture is one of the factors in the decision to purchase fruit which can be seen from the habits passed down from generation to generation by the community as consumers which is indicated by the following evidence: There is a bargaining/negotiation process, bargaining is a type of negotiation carried out by the seller and the buyer to obtain a price agreement in determining the price of an item. Determining the purchase location. Traditional markets have been known for a long time and have become a culture and are generally decorated with agricultural products, especially fruit.

The Influence of Social Factors on Consumer Decisions in Purchasing Imported Oranges and Local Oranges

The research results show that the p-value in the significance column is 0.772, which means it is greater than 0.05, so it can be explained that social factors have no influence on consumer decisions in purchasing imported citrus fruit. The p-value in the significance column is 0.001, which means it is smaller than 0.05, so it can be explained that social factors have a positive and significant influence on consumer decisions in purchasing local citrus fruit. One of the social factors that influences purchasing behavior is family. The family is the unit of use and purchase for the number of products to be purchased and has a major influence on the attitudes and behavior of each individual member of the family. Social factors include: number of family dependents, number of fruit purchases, places to shop for fruit, fruit purchasing decisions and family members' tastes. Social factors are factors that influence a person's behavior consisting of small groups, families, and the role and social status of consumers. Social factors can be reflected in the relationship between individuals and individuals, individuals and groups, and also between groups and groups. Strategic and affordable location, not far from the residential area.

The Influence of Personal Factors on Consumer Decisions in Purchasing Imported Oranges and Local Oranges

The research results show that the p-value in the significance column is 0.000, which means it is smaller than 0.05, so it can be explained that personal factors have a positive and significant influence on consumer decisions in purchasing imported citrus fruit. The p-value in the significance column is 0.279, which means it is greater than 0.05, so it can be explained that personal factors have no influence on consumer decisions in purchasing local citrus fruit. Each person has different personal characteristics, these characteristics will influence purchasing behavior and shopping decisions. Personal factors include employment, choice of place to shop, income and expenses in shopping. Personal Factors are patterns of individual traits that can determine responses to behavior. Income can influence determining the type of product and place to make a purchase. Habits in determining all needs, preferences for local conditions.

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The Influence of Psychological Factors on Consumer Decisions in Purchasing Imported Oranges and Local Oranges

The research results show that the p-value in the significance column is 0.000, which means it is smaller than 0.05, so it can be explained that psychological factors have a positive and significant influence on consumer decisions in purchasing imported citrus fruit. The p-value in the significance column is 0.032, which means it is smaller than 0.05, so it can be explained that psychological factors have a positive and significant influence on consumer decisions in purchasing local citrus fruit. Psychological factors influence purchasing behavior. In psychological factors, there are one or several motives within a person so that his behavior is directed towards a goal which is expected to bring satisfaction. These psychological factors also combine with certain consumer characteristics to produce decision processes and purchasing decisions. Psychological factors include motives for choosing a place to shop for fruit, considerations for purchasing fruit and convenience in shopping. Psychological factors are explained by understanding what happens in a person's mind rather than simply understanding how a person's brain functions. The psychological factor is the condition of the fruit that is still fresh.

The Influence of Price Factors on Consumer Decisions in Purchasing Imported Oranges and Local Oranges

The research results show that the p-value in the significance column is 0.423, which means it is greater than 0.05, so it can be explained that the price factor has no influence on consumer decisions in purchasing imported citrus fruit. The p-value in the significance column is 0.000, which means it is smaller than 0.05, so it can be explained that the price factor has a positive and significant effect on consumer decisions in purchasing local citrus fruit. The results of this research show that price is one of the factors that can influence purchasing decisions, because price is the quantity needed to obtain various combinations of products and services. This is in accordance with the theory put forward by Philip Kotler that price is an important factor for consumers as a consideration for consumers when consuming a product or service.

CONCLUSION AND SUGGESTIONS

1. The majority of respondents are aged 26-35 years, have a bachelor's degree, are female, work as private employees, earn Rp. >3,000,000, and the majority of respondents had family members >3 people.
2. Cultural factors have a positive and significant influence on consumer decisions in purchasing imported and local citrus fruit.
3. Social factors do not influence consumer decisions in purchasing imported orange fruit, but have a positive and significant influence on consumer decisions in purchasing local orange fruit.
4. Personal factors have a positive and significant influence on consumer decisions in purchasing imported orange fruit but have no influence on consumer decisions in purchasing local orange fruit.
5. Psychological factors have a positive and significant influence on consumer decisions in purchasing imported and local oranges.
6. The price factor has no influence on consumer decisions in purchasing imported orange fruit, but has a positive and significant influence on consumer decisions in purchasing local orange fruit.
7. Simultaneously, cultural factors, social factors, personal factors, psychological factors and price factors influence consumer decision variables in purchasing imported and local citrus fruit.

SUGGESTION

1. Local fruit traders should package local oranges better, such as storing, packing, distributing and displaying the fruit at the selling point better so that the quality of local fruit can be guaranteed and can compete with imported citrus fruit.

2. To anticipate competition with imported citrus fruit, it is recommended that traders be more creative in marketing their products to consumers. In this way, it is hoped that consumers will always be interested in coming back to buy local citrus fruit.

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