



Analysis of Consumer Behavior at Panorama Lembang Traditional Market West Bandung Regency

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Abstract. The competition between businesses acting as producers of products and services is becoming a more prominent feature of today's economic development. One way for marketers to learn what their customers want and need is through retailing their products, and using intermediaries to distribute their products. Traditional markets offer many goods with varying grades and prices, making them good places to find retail trade. Many other retail businesses have recently emerged in various shapes and sizes. These include supermarkets and mini-marts maintained by both people and businesses and hypermarkets operated by foreign retailers. The survival of local markets, especially Panorama Market in Lembang District, West Bandung Regency, is threatened by the entry of foreign retailers into the domestic market. In this study, the "characteristics and behavior of consumers who shop at Lembang Panorama Market, West Bandung Regency" are to be ascertained and analyzed. The approach employed in this study is qualitative, used as a research technique that generates descriptive data from people who may be observed in the form of written or spoken words.

Keywords: Product, Price, Location, Service, Security, Cleanliness and Facilities

INTRODUCTION

The current economic downturn is becoming more and more characterized by competition among businesses that produce goods such as jewelry and clothing or specialty goods using a variety of production processes. In this situation, however, the consumer loses the most money because they have more time to select and purchase products that correspond to their needs and wants. However, based on current trends, consumers will likely purchase a product that can physically and practically fulfill their needs. Consumer confidence in exchanging money is currently declining.

Consumer purchases the goods they need in an appropriate amount for their needs. In addition, consumers adjust prices for goods under their financial capabilities because they will have more pressing needs in the future. Because of this, consumers are viewed as a central, observable phenomenon. There are two main reasons traders need to understand how consumers purchase. Primarily, the current state of the market for goods shows that more products are being offered to consumers than were originally intended.

The result is that many products are either not consumed by consumers or are not being sold. A few factors, including the general state of the consumer economy, may cause the remaining perplexity in this offers. In addition, there are instances of producers setting prices that need to be in line with the quality of their products, failing to communicate their products adequately, and distributing goods unevenly in the marketplace, which prevents consumers from understanding the location of the products in question. Secondly, the marketer must understand the consumer's needs and limitations.

LITERATURE

The following are a few well-known hypotheses on consumer behavior that are pertinent to this study:

- Engel, Blackwell, and Miniard's Consumer Decision Process Modeling Theory, published in 1968: This idea explains the steps consumers take while deciding what to buy. These phases involve problem identification, information gathering, alternative evaluation, decision-making, and follow-up actions.

Engel, J.F., Blackwell, R.D., and Miniard, P.W. (1968) are cited. Consumer conduct. Press dry.

- Customer Value Modeling Theory, developed by Holbrook in 1999, emphasizes the significance of "value" in customer purchases, where "value" is interpreted in a way that goes well beyond purely financial benefit. The functional, sensory, symbolic, and social values are only a few of the value components Holbrook lists as having the potential to affect customer choices.

Holbrook, M.B. (1999) is cited. A framework for investigation and study of consumer value. 93–95 in *Psychology & Marketing*, 16(2).

- Solomon's Social Influence Theory (2019) This idea considers social and cultural groups' impact on purchasing decisions. In order to influence purchasing decisions, this can involve normative pressures, reference groups, and cultural factors.

References: M.R. Solomon (2019). 12th edition of *Consumer Behavior: Buying, Owning, and Being*. Pearsons.

- Skinner's (1953) and Pavlov (1927)'s Learning Behavior Theory This theory discusses the idea of learning and how rewards or penalties might affect consumer behavior. Classical conditioning was first proposed by Pavlov and the theory of reinforcement and punishment as a means of behavior modification was created by Skinner.

References: I.P. Pavlov (1927). Conditioned Reflexes: A Study of the Cerebral Cortex's Physiological Activity. Skinner, B.F. (1953). Oxford University Press, London. Psychology and science. Macmillan, New York.

METHOD

This study employed a quantitative research methodology. Obtaining a systematic, factual, and correct description of factors as well as interpreting the correlations between occurrences that occur, requires the use of descriptive statistics, which is why it is referred to as a quantitative method (Sugiyono, 2012: 23). According to (Sugiyono, 2015, p. 38), the operational definition of research variables is attributes, properties, or values of an object or activity that have specific variations and have been decided by researchers to be researched and then made conclusions. To prevent errors in data collection, research variables need to be defined. Operational definitions of the variables in this study will be made in the following table model:

Variable Operationalization

Research Variables	Dimension	Indicator
Consumer Characteristics	Characteristics of Society	Gender
		Age
		Religion
		Distance of home to market
		Length of stay
		Recent education
		Status of residence
		Types of work
		Amount of income per month
		Total expenses per month
		Daily means of transportation
Purchase Decision (Y) Tjiptono (2012)	Product Selection	Become the main destination of consumers
		Have a complete product
		Have advantages of each product
	Brand Selection	Have a well-known brand
		Large selection of types
		The average brand is sold at an affordable price
	Reseller Selection	Is the cheapest distributor
		Have a good relationship with the dealer
		Serves the dealer very well
	Time of Purchase	Buy products frequently
		Buying products is quite slow
		Buy the product only once
	Purchase Amount	Sell every product evenly
		One consumer can buy more than one product
		Every day is able to sell many products

Source: Researcher (2022)

DISCUSSION

Analysis of Consumer Description in Panorama Lembang Market

The results of the field research can be seen in the table below. In this study, researchers analyzed consumer behavior in terms of demographic and socioeconomic factors based on indicators of gender, age, religion, distance from home to market, length of stay, last education, status of residence, type of work, total income per month, total expenditure per month, and means of transportation used daily.

The participants in this study were members of the general public or shoppers who visited Lembang Panorama Market in West Bandung Regency. Eighty-four respondents or consumers provided information, and they had the following traits:

Characteristic	Criterion	Persentase (%)
Gender	Woman	58,3
Age	39-49 years old	58,3
Religion	Islamic	84,5
Home distance	5 km	50,0
Length of stay	11-20 years	56,0
Education	SMA	38,1
House type	Permanent	60,7
Status of residence	Proprietary	42,9
Work	Entrepreneurial	51,2
Income	IDR 3,000,000-IDR 4,000,000	36,9
Production	IDR 1,000,000-IDR 2,000,000	33,3
Means of transportation used	Motor/two-wheeler	40,5

According to the gender breakdown of the respondents in the table, there were 49 female and 35 male respondents, for a percentage of 58.3% and 41.7%, respectively. According to Table age characteristics, there were 23 respondents between the ages of 26 and 38, representing a percentage of 27.4%; 49 respondents between the ages of 36 and 49, representing a percentage of 58.3%; and 12 respondents between the ages of 17 and 27, representing a percentage of 14.3%. The respondents who filled out the most questions were aged 39–49, as shown by the percentage above.

Based on the features of the respondents' monthly income in Table, it is evident that 84.5% of respondents identify as Muslims, while 13.5% of respondents identify as Christians. According to the characteristics of the distance between the house and the market, it can be seen that 42 respondents have a distance from the house to the market that is > 5 km, with a percentage of 50.0%. In comparison, 31 other respondents said the distance is between 3-5 km, and 13.1% of the other respondents have a distance of less than 2 km between the market and

their home. Forty-seven respondents had been in their home for 11–20 years, with a percentage of 56.0%, according to the features of the distance from the home to the market, while the remaining 26.2 respondents said they had lived in the same neighborhood for more than 20 years.

15.5% more respondents have lived at home for six to ten years. According to Table characteristics of the last respondent's education, 32 respondents had their most recent education in SMA, accounting for 38.1% of the total, and 27 respondents had their most recent education in D1/D3, accounting for 32.1%. Most respondents who shop at Panorama Lembang Traditional Market had high school diplomas, which can be inferred from the data.

Based on the features of the type of home occupied by the respondents in Table, it can be observed that 26 respondents live in cubicle homes and 51 respondents live in permanent homes, for a combined percentage of 31.0% and 60.7%, respectively. Thus, it is evident that most respondents visiting Panorama Traditional Market Lembang reside in stable housing. Based on the characteristics of the type of home occupied by respondents in Table, it can be observed that 36 respondents live in privately owned homes, accounting for 42.9% of their total population, and 33 respondents reside in rented homes, accounting for 39.3% of their whole population.

The majority of respondents that visit Panorama Lembang Traditional Market live on privately held property, and it can be inferred from the data. Based on the occupational characteristics of the respondents in Table, it can be shown that 43 respondents who shop at the Panorama Traditional Market Lembang market have entrepreneurial jobs, making up 51.2% of their total workforce, and 33 respondents, who work as civil servants, making up 39.3%. The majority of respondents who visit Panorama Lembang Traditional Market are self-employed.

Table job characteristics show that 20 respondents, with a percentage of 23.8%, have incomes above Rp. 4,000,000 per month, while 31 respondents who shop at the Panorama Lembang traditional market have incomes of between Rp. 3,000,000 and Rp. 4,000,000. As a result, it can be inferred that most respondents who shop at the Panorama Lembang Traditional Market earn between Rp. 3,000,000 and Rp. 4,000,000 per month.

According to the job characteristics of the respondents in Table, those who visited the Panorama Lembang traditional market were 28 respondents, or 33.3%, with monthly expenses between Rp. 1,000,000 and Rp. 2,000,000, and 19 respondents, or 22.6%, with monthly expenses between Rp. 2,000,000 and Rp. 3,000,000. As a result, it can be deduced that most respondents who shop at the Lembang Panorama Traditional Market spend between Rp 1,000,000 and Rp 2,000,000 monthly.

Table which indicates that 34 respondents utilized motorbikes or wheeled vehicles with a percentage of 40.5%, shows the characteristics of the respondents' modes of transportation when traveling to the market. Whereas 22 respondents reported using public transit.

Analyze Consumer Decisions When Shopping

Different consumer traits impact consumer purchase decisions, which in turn impacts patterns, attitudes, and consumer decisions when choosing shopping patterns, particularly consumer spending patterns. West Bandung Regency's Panorama Lembang traditional market is where purchases are made. The following can be said about consumer purchasing decisions to purchase at traditional markets based on the results of the questionnaire to consumer respondents that visit Panorma Market Lembang: Product Selection Dimension In this conventional market, the product choice dimension, which is the first dimension of the purchasing decision variable, is represented by three statement items.

Based on the findings of data collection using the questionnaire, scores of data value ranges for the product choice dimension, represented by 3 question items for 84 respondents, were generated. This dimension is used in traditional markets to inform purchase decisions. The range of values is calculated by dividing the total number of respondents by the three statement items and then multiplying the result by the alternative answer scores. The result is the maximum answer score range ($R_{max} = 252$) and the minimum answer value ($R_{min} = 1260$), respectively. Thirty-three respondents time three items times five is 1260. Thirty-three responders time three things times 4 = 1008 33 responders times three things times three is 756. Thirty-three responders times three things times two is 504 33 responders times three items times 1 equals 252.

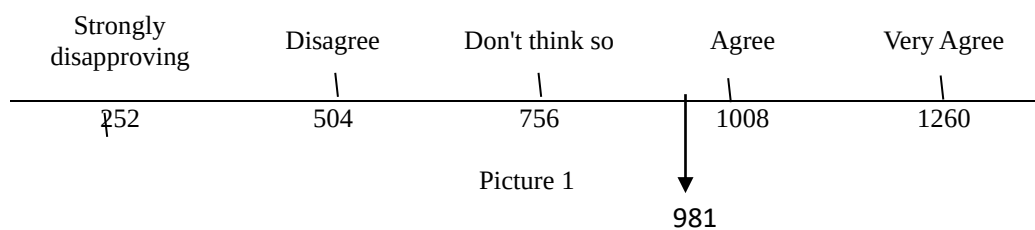
The number of respondents' responses multiplied for each statement item with multiple choices is shown in the table below. Alternative values for Strongly Agree (SS), Agree (S), Disagree (N), Disagree (TS), and Strongly Disagree (STS) Answers refer to the positive and negative statement item answer scores. All claims relating to this element have supportive alternatives. A total score of the tendency of answers to the dimensions of consumer product choice when deciding to shop is obtained in the last column by summing the number of respondents who responded to each alternative answer and the statement item score. In established markets, namely fi. $\sum X_i = 981$. The frequency value and score are calculated using the following formula:

Product Choice Dimension Score Total Table

STATEMENT	KD	F I					X I					F I x X I					$\sum F I \times X I$
		SS	S	N	T S	STS											
Shopping at Panorama Market is the main destination for consumers	1	17	56	5	5	1	5	4	3	2	1	85	224	15	10	1	335
Panorama Lembang Traditional Market has complete products	2	17	34	14	10	9	5	4	3	2	1	85	136	42	20	9	292
Panorama Lembang Traditional Market has advantages of each product	3	35	38	5	6	0	5	4	3	2	1	175	152	15	12	0	354
SUM																	981

Source: Processed Research Results Data, 2022

Based on the table above, it can be seen that for the product choice dimension in decision making, the score is on fi. $X_i = 981$, the range of values in the results of this study is based on the minimum score and maximum score of the respondents' answers described above, and calculations in the table that produce the total score of fi. $X_i = 981$ is described on a continuum as follows:



The Product Choice Dimension Quartile Value The dimension of product choice for shopping decision-making in traditional markets is the right dimension, even though there are still respondents who give answers in which they do not have an opinion, as evidenced by the score of 981 among the answers on the criterion of not arguing against agreeing. In this established market, the brand choice dimension comes in second after the product choice dimension, represented by three statement items.

Based on the data collection results using the questionnaire, scores of data value ranges were derived for the brand choice dimension, represented by 3 question items for 84 respondents, as a purchasing decision dimension in conventional marketplaces. In order to get the maximum value, the range of values is calculated by multiplying the number of respondents by the three statement items, then by the score of the alternative answers.

The maximum and smallest answer values ($R_{max} = 252$ and $R_{min} = 1260$, respectively): 33 respondents times three items times 5 is 1260. Thirty-three responders time three things times 4 = 1008 33 responders times three things times three is 756. Thirty-three responders times three things times two is 504 33 respondents times three things times 1 is 252. For each statement item with multiple possible responses—Strongly Agree (SS), Agree (S), Disagree (N), Disagree (TS), and Strongly Disagree (STS)—the table below displays the multiplied number of respondents' responses. The alternative answer values correspond to the response scores for affirmative and negative statement items. All claims relating to this element have supportive alternatives.

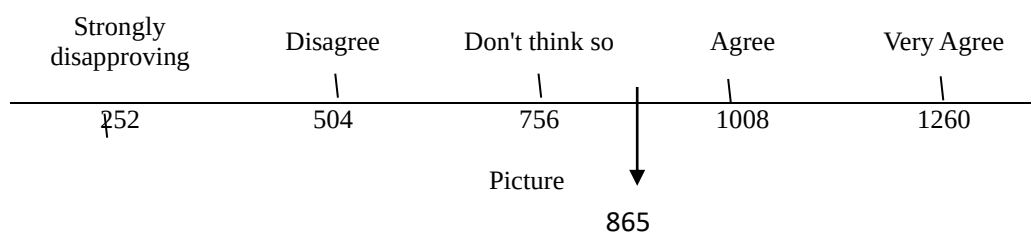
A total score of the tendency of the answers to the dimensions of consumer brand choice when purchasing is produced in the last column by summing the number of respondents who selected each alternative response and the scores for the statement items. In established markets, namely fi. $\sum F_i \times X_i = 865$. The score is determined by multiplying the frequency value by the number of instances:

Brand Choice Dimension Score Total Table

STATEMENT	KD	F I					X I					F I x X I					$\sum F_i \times X_i$
		SS	S	N	TS	STS											
Panorama Lembang Traditional Market sells goods that have well-known brands	4	6	35	17	23	3	5	4	3	2	1	30	140	51	46	3	270
At Panorama Lembang Traditional Market there are various choices of goods	5	16	38	13	15	2	5	4	3	2	1	80	152	39	30	2	303
The average item sold at Panorama Lembang Traditional Market has affordable prices	6	10	34	26	14	0	5	4	3	2	1	50	136	78	28	0	292
SUM																	865

Source: Research Data, 2022

Based on the table above, it can be seen that for the dimension of brand choice in decision making, its score is on fi. $X_i = 865$, the range of values in the results of this study is based on the minimum score and maximum score of the respondents' answers described above, and calculations in the table that produce a total score of fi. $X_i = 865$ is described on a continuum as follows:



The Brand Choice Dimensions Quartile Value The brand selection dimension for making purchasing decisions in traditional marketplaces is the proper dimension, according to this score of 981, even though there are still respondents who provide replies in which they do not have an opinion. Dimension of Dealer's Choice, C In this conventional market, the dealer's choice dimension—the third dimension of the purchasing decision variable—is represented by three statement items.

The dealer's choice dimension, represented by 3 question items for 84 respondents, was a purchase decision dimension in conventional marketplaces, and scores of data value ranges were obtained based on the data collection outcomes referring to the questionnaire. The range of values is calculated by dividing the total number of respondents by the three statement items and then multiplying the result by the alternative answer scores. The result is the maximum answer score range ($R_{max} = 252$) and the minimum answer value ($R_{min} = 1260$), respectively. Thirty-three respondents time three items times five is 1260. Thirty-three responders time three things times 4 = 1008 33 responders times three things times three is 756. Thirty-three responders times three things times two is 504 33 responders times three items times 1 equals 252.

The table below displays the total number of responses for each statement item with multiple choices of agreement: Strongly Agree (SS), Agree (S), Disagree (N), Disagree (TS), and Strongly Disagree (STS). The answer scores for both positive and negative statement items are included. All claims relating to this element have supportive alternatives. The total score of the tendency of answers for the dimension of dealer consumer choice when shopping at traditional markets, namely fi. $X_i = 865$ is obtained in the last column by multiplying the number of

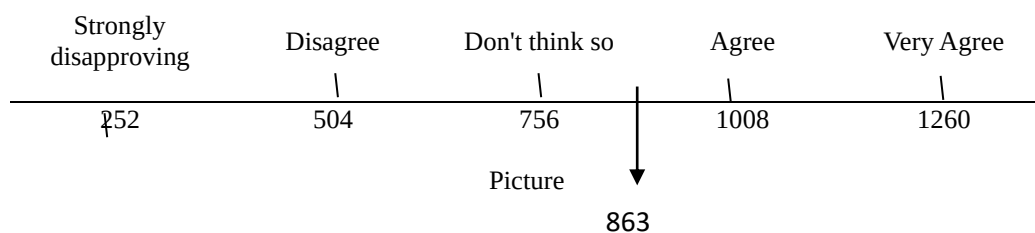
respondents who chose each alternative answer by the item statement score. The score is determined by multiplying the frequency value by the number of instances:

Reseller Choice Dimension Score Total Table

STATEMENT	KD	F I					X I					F I x X I					$\sum F I \times X I$
		SS	S	N	T S	STS											
Panorama Lembang Traditional Market is the cheapest distributor	7	14	52	16	2	0	5	4	3	2	1	70	208	48	4	0	330
Traditional Market has a good relationship with dealers	8	8	24	7	37	8	5	4	3	2	1	40	96	21	74	8	239
Traders at Panorama Lembang Traditional Market serves very well	9	11	38	19	14	2	5	4	3	2	1	55	152	57	28	2	294
SUM																	863

Source: Processed Research Data, 2022

Based on the table above, it can be seen that for the dimensions of dealer choice in decision making, the score is on fi. $\sum X_i = 863$, the range of values in the results of this study is based on the minimum score and maximum score of the respondents' answers described above, and calculations in the table that produce the total score of fi. $\sum X_i = 863$ is described on a continuum as follows:



Dealer Selection Quartile Value, The dealer choice dimension in purchasing decisions in traditional marketplaces, is the right dimension, according to the results of the survey, which show that a score of 981 is in the middle of both agreeable and disagreeable answers. However, some respondents still provide answers in which they do not express an opinion. Dimension D.

of Purchase Time The buy time dimension, which makes up the fourth dimension of the purchasing decision variable in this established market, is embodied by three statement items.

Following the data collection results using the questionnaire, scores of data value ranges were obtained for the time dimension of purchase as a dimension of purchasing decisions in conventional marketplaces, represented by 3 question items for 84 respondents. The range of values is calculated by dividing the number of respondents by the three statement items and then by the scores of the alternative answers. This yields the maximum answer score range ($R_{\max} = 252$) and the minimum answer value ($R_{\min} = 1260$), which are as follows: 33 replies times three items times 5 equals 1260. Thirty-three responders multiplied by three things multiplied by 4 is 1008 33 responses times three items, each time three is 756. Thirty-three responders time three items times two is 504 33 respondents times three items times 1 equals 252.

The table below displays the total number of responses for each statement item that has multiple possible responses, including Strongly Agree (SS), Agree (S), Disagree (N), Disagree (TS), and Strongly Disagree (STS). The answer scores for positive and negative statement items are used to calculate the multiplier for each response. Positive alternative responses are used in all statements relating to this element. The total score of the propensity of the answer to the temporal dimension of the consumer's purchase when deciding to buy is derived in the last column by summing the number of respondents who selected each alternative answer and the item statement score—purchasing goods at traditional markets, notably fi. $X_i = 864$. The frequency value and score are multiplied to determine how often they occur:

Time of Purchase Dimension Score Total Table

STATEMENT	KD	F I					X I					F I x X I					$\sum F I \times X I$
		SS	S	N	TS	STS											
Consumers buy products at Panorama Lembang Traditional Market frequently	10	22	47	10	3	2	5	4	3	2	1	110	188	30	6	2	336
Consumers buy products at the Panorama Lembang Traditional Market quite slowly	11	4	31	20	23	6	5	4	3	2	1	20	124	60	46	6	256
Consumers buy products at Panorama Lembang	12	6	37	17	19	5	5	4	3	2	1	30	148	51	38	5	272

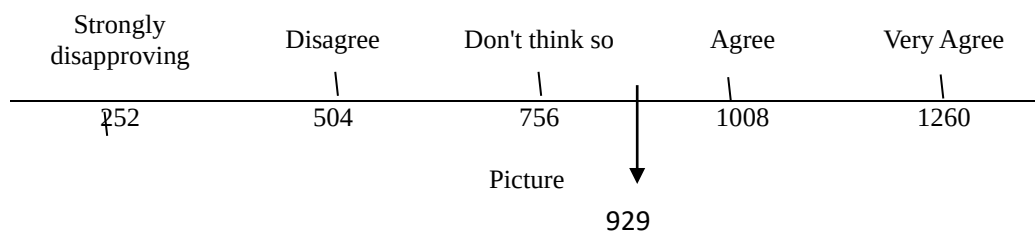
letters Strongly Agree (SS), Agree (S), Disagree (N), Disagree (TS), and Strongly Disagree (STS). On this level, all assertions have affirmative alternatives. The number of times the number of respondents who selected each alternative response and the item statement scores are obtained in the final column, and the sum produces a total score of the tendency of answers for the dimension of the number of purchases made by customers when choosing to shop at traditional markets, namely fi. Xi = 9294. The frequency value, the number of times, and the score are calculated as follows:

Total Purchase Amount Dimension Score table

STATEMENT	KD	F I					X I					F I x X I					$\sum F I \times X I$
		SS	S	N	TS	STS											
In Traditional Markets sell each product evenly	13	13	43	13	13	2	5	4	3	2	1	65	172	39	26	2	304
One consumer who comes to the Traditional Market can buy more than one product	14	15	48	13	7	1	5	4	3	2	1	75	192	39	14	1	321
Panorama Lembang Traditional Market is able to sell many products every day	15	14	41	14	13	2	5	4	3	2	1	70	164	42	26	2	304
SUM																	929

Source: Processed Research Results Data, 2022

Based on the table above, it can be seen that for the purchase amount dimension in decision making, the score is on fi. Xi = 9294, the range of values in the results of this study is based on the minimum score and maximum score of the respondents' answers described above, and calculations in the table that produce the total score of fi. Xi = 929 is described on a continuum as follows:



The Quartile Value of the Purchase Amount Dimension This score of 981 is among the answers on the criterion of no opinion against agree, so it can be said that the dimension of the number of purchases for shopping decision making in traditional markets is the correct dimension, although there are still respondents who give answers who do not have an opinion. Furthermore, based on the data above, it will be known what characteristics affect shopping decision making at the Panorma Lembang traditional market, West Bandung Regency, using the chi square test, the following test results will be obtained:

Characteristic	Chi-Square Significance Level	Information
Gender	0,977	They don't mean
Age	0,855	They don't mean
Home distance	0,119	They don't mean
Length of stay	0,475	They don't mean
Education	0,394	They don't mean
House type	0,892	They don't mean
Status of residence	0,455	They don't mean
Work	0,400	They don't mean
Income	0,185	They don't mean
Production	0,044	What they mean
Types of transport	0,473	They don't mean

Source : Data Processing Results, 2022

The calculation findings above reveal that consumer spending is a substantial factor influencing purchasing decisions, implying that spending influences consumer shopping decisions in the traditional market. Bandung's Panorama Lembang West.

CONCLUSION

Following are a few conclusions that may be drawn from the study and discussion given in the preceding section:

- According to an analysis of the Panorama Lembang Market in West Bandung Regency's consumer behavior characteristics, it is clear that shoppers in this traditional market exhibit the majority of female characteristics, with shoppers in this age range dominating. Most travel to the market on motorbikes or two-wheelers because it is more than 5 kilometers from their home to Panorama Lembang market. They are between the ages of 11 and 20, have a permanent home that they own, and are based on the features of the period they have lived in their current residence. Most shoppers at Pasar Panorama Lembang work for themselves as shop companies, earning between Rp 3,000,000 and Rp 4,000,000 per month and incurring Rp 1,000,000 to Rp 2,000,000 in expenses. The

study's findings indicate that consumers' spending habits at West Bandung Regency's Panorama Lembang Traditional Market are a significant factor in their decision-making.

- According to an analysis of consumer purchasing decisions in traditional markets, consumers prefer to shop in traditional markets despite competition from foreign retailers like hypermarkets. This is because they perceive Panorama Lembang's traditional market as having extensive product selection and benefits. Due to these, customers can purchase various goods in Panorama Lembang's traditional market in small or as-needed quantities.

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