

Consumer Decision to Buy Vegetables at Traditional Markets in Medan, Indonesia

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ABSTRACT:- Purchasing by consumers is the ultimate goal to be achieved by every company. Various strategies are pursued so that consumers buy products or use services offered by the company. The decision to buy vegetables in six traditional markets (Simpang Limun, Bakti, Crooked Lips, Garuda Mandala, Sukaramai, and Education) was made in this study involving 180 respondents. They are consumers who shop at six traditional markets. Six variables are involved to analyze purchasing decisions, namely price, location, trust, comfort, product quality, service quality. The questionnaire was distributed as a tool to collect research data and then analyzed by the method of multiple linear regression analysis.

The results showed that six variables (price, location, trust, comfort, product quality, service quality) influenced the decision to buy vegetables in a traditional market in Medan, Indonesia. This shows that the six variables studied must always be evaluated by traders because they have a significant influence on vegetable purchasing decisions in traditional markets. The traders are expected to make the results of this research as an improvement or even improve the current situation so that the level of vegetable sales increases in some traditional markets in Medan.

KEYWORDS:- Buying decision, convenience, location, price, product quality, service quality, trust

I. BACKGROUND OF THE STUDY

The market is a meeting place for sellers and buyers to offer / sell goods or services. This is in line with the opinion of (Marleni, Fitlayeni, & Putra, 2020), (Garrett & Wrigley, 2019) explaining that traditional markets are markets where sellers and buyers bargain directly so that a price agreement is reached between the two parties. This activity is said to be successful if the buyer makes a purchase of goods / services sold and the buyer feels satisfied with the goods / services he bought. This is supported by (Lee & Ha, 2019), (Hermawan, Indarto, & Ismiyati, 2018) saying that the market is a group of people who have a desire to be satisfied, money to spend and a willingness to spend. Market buildings usually consist of kiosks or outlets, booths and open bases which are opened by sellers or market managers. Most sell daily necessities such as food ingredients such as fruit fish. vegetables eggs meat cloths clothing electronic goods services and others. In addition, there are also those who sell cakes and other items. Markets like this are still commonly found in Indonesia. Generally located near residential areas to make it easier for buyers to reach the market (Suwitri & Indarti, 2016), (Hermawan, Kistiani, & Ismiyati, 2018). The advantage of traditional markets is the occurrence of bargaining transactions between traders and buyers, the occurrence of transactions directly with traders, food and beverages sold usually do not contain preservatives. While the disadvantages of traditional markets are that the place is dirty and muddy, the packaging of goods is not good, some food and goods are of poor quality, the goods available are incomplete (Najib & Sosianika, 2017), (Najib & Sosianika, 2018).

Outbreaks of corona virus disease 2019 (Covid-19), a reduction in outside activities causes businesses to experience both positive and negative effects due to these events. SME businesses such as traditional traders with limited capital must be able to take advantage of the current situation, there are still many consumers who feel anxious and afraid of the availability of the products they need, such as food raw materials for their daily needs (Harahap, 2020; Harahap, 2020b; Harahap, 2020a).

Therefore, all business people such as traditional traders must begin to change the way their sales not only rely on consumers or buyers who come to the market because the numbers are limited and small because the scope is local, but more broadly with the online marketing system (D. A. Harahap, 2020b).

In the market, consumers are often influenced to decide which products / services to buy. Purchasing decisions are actions of consumers to want to buy or not to a product (Andreti, Zhafira, Akmal, & Kumar, 2013). (Prasad & Jha, 2016) defines purchasing decision making as the process of feeling and evaluating brand information, considering how alternative brands meet consumer needs and deciding on a brand. (Puto, 1987) says that the buying decision making process refers to consistent and thoughtful actions taken to meet needs. Therefore, the seller must know what the buyer desires so that the buyer will continue to make purchases or become a potential buyer. Buying decision making is a consumer's decision about what to buy, how much to

buy, where to do it, when it will be done and how the purchase will be done (Bellini, Cardinali, & Grandi, 2016). Thus the seller must continually evaluate what the needs and desires of consumers are. Herein lies the seller constantly updating their knowledge about what factors influence consumer purchasing decisions. Purchasing decisions can be influenced by several factors, including: price, location, trust, convenience, product quality and service quality.

Prices influence purchasing decisions because consumers choose products that are in accordance with their financial conditions (Brata, Husani, & Ali, 2017), (Qalati, Yuan, Iqbal, Hussain, & Ali, 2019). Attractive prices will encourage consumers to increasingly intend to buy (Dominique-Ferreira, Vasconcelos, & Proença, 2016). Consumers always use price as an indicator of product value based on the benefits they receive. So the value will be higher if the benefits received by consumers are greater (Chiu & Peng, 2018). On the other hand, to meet needs, consumers also often compare the benefits of the main product with substitute products. The point is that consumers want prices that are in line with the quality of the product being purchased. Many studies have proven that prices influence purchasing decisions (Grewal & Marmorstein, 1994), (Chang & Wildt, 1994), (Campo & Yagüe, 2007), (Si, Scott, & McCordic, 2018). Therefore companies must be able to set prices in accordance with the wishes of consumers but do not neglect quality.

Consumer purchasing decisions are also influenced by the location of the business. Consumers will often make purchases at businesses that are strategically located, meaning that they are close to their homes, close to crowds, easily accessible, large parking lots, the availability of public transportation. Besides that, safe, comfortable and clean is also a consideration of consumers before buying (Ansari & Riasi, 2019). Locations that have these characteristics should be considered by the marketer before establishing his business. So the appeal of consumers to buy is relevant to the location of the business. Location is a place where sellers offer products / services that have mileage with buyers. This means that consumers must be provided convenience in order to reach them so as to save time and cost consumers (Shan et al., 2019). Therefore we need public transportation that makes it easy for consumers to get to that location (Theeraviriya, Pitakaso, Sillapasa, & Kaewman, 2019). Businesses that have strategic locations will benefit marketers because they are related to purchasing decisions and instead provide obstacles to competitors (RubénLado-Sestayo, Otero-González, Vivell-Búa, & Martorell-Cunill, 2016). So the right location also needs to be considered by marketers as a consumer decision-making factor in purchasing.

Trust is an idea owned by someone which is one of the psychological factors that can influence behavior including consumer behavior if it is related to the context of this paper (L. Zhang, Xu, Oosterveer, & Mol, 2016). So there is an element of good faith in integrity (honesty and accuracy of the promise of the trusted party), attention and motivation from the trusted party, competence (ability to provide needs by the trusted party), consistent behavior for the trusted party (Nuttavuthisit & Thøgersen, 2017). Building consumer confidence is very important because it influences product purchases. Marketers must be able to exert influence and convince consumers to always use their products or even recommend to others. This will certainly have an impact on the company's sales level (Zhong, Crang, & Zeng, 2020).

The ease of shopping is what consumers really want. Providing convenience to consumers means providing a lot of savings for them (Anku & Ahorbo, 2017). The convenience that consumers really need when shopping at traditional markets is public transportation to the market, adequate parking, toilets, security posts, health posts (Yunesa & Rahim, 2018). If these elements are considered by marketers, consumers will go back to shopping in these markets and will certainly affect the level of sales of sellers in these traditional markets.

Product selection by consumers requires consideration of product quality (Xian-hui, Kai-yuan, Ai-jian, & Ying-heng, 2017). It must be really good and tested because in meeting the needs, consumers tend to like products whose quality is better than competitors. The success of a company is largely determined by the quality of the products offered because the perception of good product quality for consumers will create satisfaction, then trust and ultimately loyalty. So, a strong bond between consumers and marketers will be established properly due to the encouragement of product quality (Septiari & Kusuma, 2016).

Consumer purchasing decisions and corporate profitability have a direct relationship with service quality (Liu & Lee, 2016). A company that is able to perform its functions such as reliably, last a long time, be on time, provide convenience, is a company that provides good service quality. The less difference in expectations with the reality of service received by consumers, the better the quality of company services according to consumer perceptions. So the overall evaluation of service performance is called service quality (Qalati, Yuan, Iqbal, Hind, & Hussain, 2019).

II. THEORETICAL FRAMEWORK

Concept of Purchase Decision

The process of evaluating two or more alternatives based on consumer knowledge and finally choosing one of the choices is called a purchasing decision (Kotler & Armstrong, 2016) (Kotler & Armstrong, 2016). Consumers are at a stage where they already have a choice and are ready to make a purchase transaction that is

exchanging their money to get the desired product or service. So it means that consumers' problems are resolved if they are at the stage of deciding to buy.

Purchasing decision is an approach to solve the problem of consumer purchases of products or services that aim to meet the needs or desires (Appelhans, Tangney, French, Crane, & Wang, 2019). The thing that underlies consumers to make purchases is behavior related to the processes and activities that they went through before the purchase in order to meet consumer satisfaction (Massaglia, Borra, Peano, Sottile, & Merlino, 2019). Problem recognition, finding information and evaluating all information is a series of processes carried out by consumers to solve problems in purchasing products or services that lead to purchasing decisions (Tjiptono, 2015). So completely there are 5 (five) stages that consumers go through in the purchase decision process, namely problem recognition, information search, alternative evaluation, purchasing decisions, post-purchase behavior (Kotler & Keller, 2016b). There are 4 (four) factors that influence consumer purchasing decisions namely cultural, social, personal, role and status (Ferrell, O., Niininen, Lukas, Schembri, & Pride, 2015). Therefore marketers really need to study consumer behavior and analyze the factors that influence it.

The Indicators of Purchasing Decisions

(Kotler & Lee, 2015) recommends the following purchase decision indicators:

1. Purpose of buying products.
2. Processing information to get to brand selection.
3. The stability of a product.
4. The process of selecting consumers for products / services from several alternatives.
5. Give recommendations to others.
6. Make a repeat purchase.

Concept of Price

According to price is the amount of money spent by consumers to get a product or service. Price is also called the value of the product or service offered by marketers to consumers (Bhutto, Zeng, Soomro, & Khan, 2019), (Alavijeh, Fattahi, & Moshfegh, 2019). Value is perceived by consumers as the benefit received from the product or service purchased and the choice of the buyer is often influenced by price. Therefore, the right pricing is important for marketers so that it can encourage consumers to make purchases (Santos, 2020). Marketers must be prepared to accept the consequences if wrong in setting prices on the product. Consumers will quickly dislike marketers who violate the ethics of pricing and even they can bring down the reputation of marketers (Aviv, Wei, & Zhang, 2019).

Consumers always make price as an indicator of product or service quality (Klumpp & Su, 2019). They concluded that quality products are relatively expensive, whereas prices are relatively cheap for ordinary quality products (Heinsalu, 2020). The only marketing mix element that provides companies with revenue is price and its nature is flexible (always changing rapidly). Pricing and competition is a dilemma for many marketing executives because one side must tolerate the desires of consumers but must also consider competition (Morikawa, 2019), (Armstrong & Vickers, 2020). So it can be concluded that the price is an agreement between the seller and buyer in the sale and purchase transactions of products or services that determine market demand, the position of competitors and have a major effect on corporate profits (Ferrari & Koch, 2019).

The Indicators of Price

(Kotler & Keller, 2016a) state that there are several elements at the price that most influence purchases including:

- a. Price list.
- b. Product discount.
- c. Discounts.
- d. Payment Period.

Concept of Location

One of the advantages or risks of the company is influenced by the choice of location because it is related to the costs borne by the company. Location is often a factor in the difference in success, weakness or strength of the company. Therefore the choice of location is important for companies to consider before running a business and should choose a strategic location and easily accessible to consumers in order to compete effectively (Dixit, Clouse, & Turken, 2019), (Balbontin & Hensher, 2008), (Anderson, 2019).

The choice of business location is one of the business strategies because as little as possible the risk will be avoided or the maximum profitability obtained if business activities are in the right location. Site selection will also have an impact on costs that arise in the future due to the choice of an area / location as a place of business (Forkenbrock & Foster, 1996), (Karakaya & Canel, 1998), (Pope, Lane, & Stein, 2012). Close

to the target market is the right business strategy besides considering infrastructure, the availability of raw materials and product components, the availability of human resources to be employed to support the sustainability of business activities. In order for businesses to continue to grow, business locations need not only be analyzed by large companies but small businesses must also consider and have a strategy in choosing the right business location (Maggioni, Santangelo, & Koymen-Ozer, 2019), (Xiao & Wu, 2019), (Dziemianowicz, Lukomska, & Ambroziak, 2018).

The Indicators of Location

Indicators that must be considered in determining location according to (Kotler & Armstrong, 2014) are:

1. Access, for example locations that are easily traversed or easily accessible by public transportation.
2. Visibility, for example the location can be seen clearly from the edge of the road.
3. A large and safe parking area.
4. Expansion that is available a large enough place for business expansion in the future.
5. The environment is the area around that supports the products / services offered.

Concept of Trust

One psychological aspect that plays an important role and influences consumer purchasing decisions is trust. The main key in business is trust which creates a good relationship between seller and buyer, the willingness of certain parties to trust others based on experience, friend information, social exchange processes (Macreadya et al., 2020), (Tonkin et al., 2019). Consumer perceptions will create their trust in products, brands, benefits, attributes that can differ from one consumer to another (Lam, Heales, Hartley, & Hodgkinson, 2018). So the trust that is continuously fostered by the company will bring up consumer confidence in the company (Sint & Oo, 2019), (Punyatoya, 2019).

Trust can be formed by several factors, namely integrity, intention, ability. All consumers' knowledge and conclusions about the product / service, attributes, benefits, image, reputation, quality of the product / service will form consumer trust (Galindo Curvelo, de Moraes Watanabe, & Alfinito, 2019), (Chalmers, 2019). Consumers will decide to buy products or marketers that they trust compared to those they don't trust. Consumer trust does not appear suddenly without the efforts of marketers to form trust, such as consistency, competence, honesty, responsibility of the marketer. The credibility and concern of the company to consumers will create trust that overall shapes the company's performance (Michler, Decker, & Stummer, 2019), (Carfora et al., 2019).

The Indicators of Trust

(Veselinova & Samonikov, 2018) states that the indicators used for trust are as follows:

1. Credibility.
2. Reliability.
3. Intimacy.

Concept of Trust

The convenience of shopping is very important for consumers. Convenience is the response of individual consumers that is difficult to define (Hussain & Siddiqui, 2019), (Chadwick & Piartrini, 2018). Comfort will be created if the needs of consumers are met and subsequently will feel prosperous. Coolness, freshness, enjoyment is an element of comfort in shopping (Jernigan et al., 2019). Comfort is assessed based on the perception of each individual, therefore there is a different comfort rating for each individual. There are several factors that affect comfort namely circulation, climate, sound, aroma, shape, safety, cleanliness, beauty, lighting (Peng & Kaza, 2019), (Wu, Ai, & Cheng, 2019).

The Indicators of Convenience

(Gumbart, 2018) recommends the following convenience indicators:

1. Interaction between individuals with the system is clear and easy to understand.
2. It doesn't take much effort to interact with fellow individuals in a particular system.
3. The system is easy to use.

Concept of Product Quality

The quality of the products offered needs to be considered by marketers because they can affect sales. The ability of the product to meet the needs and in accordance with consumer expectations based on their characteristics and properties is called product quality (Elarbah & Shebli, 2020), (Yanhong Chen, Lu, Wang, & Pan, 2019). Customer expectations can be met or even exceed expectations if the company is able to offer quality products. In addition, a good relationship between marketers and customers will also be created. Thus

the customer's needs will be easily analyzed by the company because the company already understands customer expectations. Of course this situation has a positive impact on the company (Doi & Ohashi, 2019), (J. Zhang, Cao, & He, 2019).

Quality products provide better selling value for the company than competitors, therefore the company always focuses on this product and tries to find out the product strategies adopted by competitors (Rodrigue & Tan, 2019), (Yongmin Chen & Gayle, 2019). Product appearance is not a determining factor for product quality if the appearance of the product does not match the needs of consumers. That is, appearance is not the only factor in product quality but there are other factors that make quality products, such as product benefits, namely products that are able to provide functions to consumers. Functions include durability, ease of use, accuracy, reliability. If the product is beneficial to consumers, the product is quality (Granero, 2019), (Manova & Yu, 2017).

The Indicators of Product Quality

(Garvin, 1984) explained several indicators to measure product quality, namely:

1. Features, including secondary characteristics that complement the basic functions of the product.
2. Reliability, namely the product is less likely to experience damage or the product fails.
3. Compliance and specifications, namely the extent to which design and operating characteristics meet predetermined standards.
4. Durability is how long the product can continue to be used.
5. Beauty is the attractiveness of the product to the five senses.

Concept of Service Quality

Each company is increasingly required to move faster, create ideas, innovations, improvisation so that consumers stay afloat or even get new customers. These efforts need to be marketed in products, where consumption behavior and factors that influence purchasing decisions need to be examined (Torkzad & Beheshtinia, 2019), (Ju, Back, Choi, & Lee, 2019). The wants and needs of consumers must always be analyzed to provide the expected satisfaction more effectively and efficiently than competitors. So companies must realize that consumer purchasing decisions are not only influenced by the company's internal efforts but also external factors need to be considered so that consumers are interested in the company's products or services (Budianto, 2019), (Afthanorhan, Awang, Rashid, Foziah, & Ghazali, 2019).

Quality of service is important for companies today. Good relations between consumers and companies will be created with good service so that purchases will increase with this condition. Consumer perceptions about the comparison of expected services with services received are called service quality (Boonlertvanich, 2019), (Moghaddam et al., 2019). Consumers will have good service perceptions if the service received is in line with expectations, the result is satisfied consumers. Excellent service will be perceived by consumers if the services received exceed their expectations. However, if the service received is not in line with expectations, consumers will judge the service as bad. So the quality received is relevant to the services provided by the company to consumers, which in turn creates satisfaction or dissatisfaction (Behdioglu, Acar, & Burhan, 2019), (Lim & Lee, 2019).

The Indicators of Service Quality

To find out the quality of service that is felt significantly by consumers, there are several indicators of service quality that lie in five dimensions, namely (Howat, Absher, Crilley, & Milne, 1996):

1. Tangibility.
2. Reliability.
3. Responsiveness.
4. Assurance.
5. Empathy.

Research Framework

Many factors can influence consumer purchasing decisions. For this study only limited to 6 (six) factors, namely price, location, trust, convenience, product quality and service quality. This selection is based on the results of reviews of several journals and other articles which show that these factors are always examined and are the main concern of both researchers and consumers in purchasing. Purchasing decisions are consumer actions when deciding to buy products or use services offered by marketers. This action is the result of selecting several alternatives and finally determining one of them based on the process that has been passed.

The price is important for consumers in purchasing because it becomes an indicator of the value that is the benefits derived from the product. Likewise location. Consumers now can be said to be different from previous consumers. They are more critical of marketers and want the advantages of excess from marketers.

Location is related to strategic business locations, public transportation, parking areas and so on related to consumer savings when reaching business places. Trust is related to consumer confidence in marketers and their products.

High confidence will create trust and subsequently will move consumers to buy. Convenience is a facility provided by marketers to provide shopping convenience to consumers. The more convenience the consumer will feel more comfortable and will increasingly encourage consumers to make purchases. Product quality and service quality is no less important and is often the determining factor of an idol for consumers in shopping. Marketers are therefore important to pay attention to and always evaluate all the factors above in order to meet consumer demand and are superior to competitors in the market.

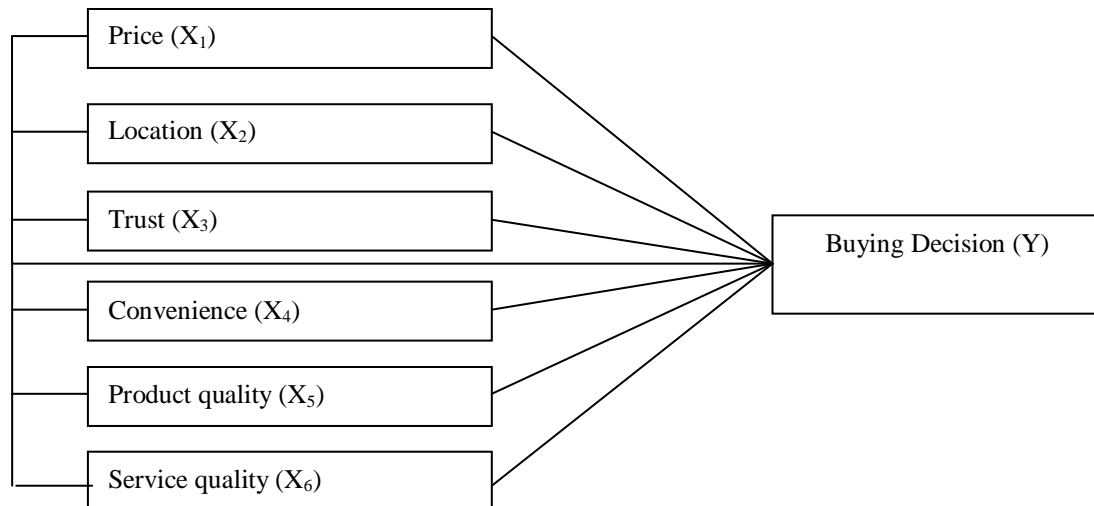


Figure 1: Research Framework

III. RESEARCHMETHODOLOGY

One hundred and eighty respondents have been involved in this study. All respondents are consumers who shop at 6 (six) traditional markets in Medan, i.e Simpang Limun, Bakti, Bengkok Aksara, Garuda Mandala, Sukaramai, Pendidikan market. Data was taken through questionnaires, interviews and documentation studies.

The multiple linear regression analysis method has been used to analyze all the data. This study involved seven variables, they are:

1. Price is an amount of money that has been agreed by the prospective buyer and seller to be exchanged with some combination of goods or services in a normal business transaction
2. Location is a place to serve consumers, display merchandise, where the company operates or where the company carries out activities to produce goods and services that are of economic importance to strategic areas so as to maximize profits
3. Trust is the picture of thought by a person includes evaluation, feelings, emotions and propensity for actions that are beneficial or unfavorable and enduring for a person against a particular object or idea.
4. Convenience is a condition where someone believes that technology can be easily used and will be free of effort.
5. Product quality is overall features of a product or service to satisfy the needs of consumers who create satisfaction.
6. Service quality is the expected level of service excellence and control over the level of excellence to meet customer desires.
7. Buying decision is several stages being taken by consumers before making a purchase decision for a product / service results from the selection of two or more alternatives.

IV. RESULTS ANDDISCUSSION

Effect of Price on Consumer Decision to Buy Vegetables in Simpang Limun Market, Medan

The results of the effect of price on consumer decision to buy vegetables in Simpang Limun Market, Medan can be seen in the following table.

Table 1 : The t Test Results of Price Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	20.895	3.813		5.480	.000		
	Price	.264	.135	.347	1.959	.060	1.000	1.000

a. Dependent Variable: Buying Decision

Table 1 shows that t table is 1.703 and t value is 1.959 which means t value > t table at a significance level of 0.06 (greater than 0.05). It can be concluded that price has positive but not significant effect on consumer decision to buy vegetables in Simpang Limun Market. Based on these results, the first hypothesis is accepted.

Effect of Location on Consumer Decision to Buy Vegetables in Bakti Market, Medan

The results of the effect of location on consumer decision to buy vegetables in Bakti Market, Medan can be seen in the following table.

Table 2 : The t Test Results of Location Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	7.536	1.645		4.581	.000		
	Location	.692	.070	.883	9.941	.000	1.000	1.000

a. Dependent Variable: Buying Decision

Table 2 shows that t table is 1.703 and t value is 9.941 which means t value > t table at a significance level of 0.00 (smaller than 0.05). It can be concluded that location has positive and significant effect on consumer decision to buy vegetables in Bakti Market. Based on these results, the second hypothesis is accepted.

Effect of Trust on Consumer Decision to Buy Vegetables in Bengkok Aksara Market, Medan

The results of the effect of trust on consumer decision to buy vegetables in Bengkok Aksara Market, Medan can be seen in the following table.

Table 3 : The t Test Results of Trust Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	12.901	3.466		3.722	.001		
	Trust	.453	.143	.513	3.159	.004	1.000	1.000

a. Dependent Variable: Buying Decision

Table 3 shows that t table is 1.703 and t value is 3.159 which means t value > t table at a significance level of 0.04 (smaller than 0.05). It can be concluded that trust has positive and significant effect on consumer decision to buy vegetables in Bengkok Aksara Market. Based on these results, the third hypothesis is accepted.

Effect of Convenience on Consumer Decision to Buy Vegetables in Garuda Mandala Market, Medan

The results of the effect of convenience on consumer decision to buy vegetables in Garuda Mandala Market, Medan can be seen in the following table.

Table 4 : The t Test Results of Convenience Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.066	4.296		1.412	.169
	Convenience	.620	.189	.527	3.284	.003

a. Dependent Variable: Buying Decision

Table 4 shows that t table is 1.703 and t value is 3.284 which means t value > t table at a significance level of 0.03 (smaller than 0.05). It can be concluded that convenience has positive and significant effect on consumer decision to buy vegetables in Garuda Mandala Market. Based on these results, the fourth hypothesis is accepted.

Effect of Product Quality on Consumer Decision to Buy Vegetables in Sukaramai Market, Medan

The results of the effect of product quality on consumer decision to buy vegetables in Sukaramai Market, Medan can be seen in the following table.

Table 5 : The t Test Results of Product Quality Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	8.239	4.910		1.678	.104		
	Product quality	.322	.137	.406	2.351	.026	1.000	1.000
a. Dependent Variable: Buying Decision								

Table 5 shows that t table is 1.703 and t value is 2.351 which means t value > t table at a significance level of 0.026 (smaller than 0.05). It can be concluded that product quality has positive and significant effect on consumer decision to buy vegetables in Sukaramai Market. Based on these results, the fifth hypothesis is accepted.

Effect of Service Quality on Consumer Decision to Buy Vegetables in Pendidikan Market, Medan

The results of the effect of service quality on consumer decision to buy vegetables in Pendidikan Market, Medan can be seen in the following table.

Table 6 : The t Test Results of Service Quality Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	18.084	5.985		3.021	.005		
	Service quality	.348	.153	.395	2.273	.031	1.000	1.000
a. Dependent Variable: Buying Decision								

Table 6 shows that t table is 1.703 and t value is 2.273 which means t value > t table at a significance level of 0.031 (smaller than 0.05). It can be concluded that service quality has positive and significant effect on consumer decision to buy vegetables in Pendidikan Market. Based on these results, the sixth hypothesis is accepted.

V. DISCUSSIONS

The results showed that price influences consumer purchasing decisions. This is supported by (Albari & Safitri, 2018; Amanah, Hurriyati, Vanessa Gaffar, Layla, & Harahap, 2017; Harahap, 2015; L. M. Harahap, Amanah, Harahap, & Jubaidah, 2019; Harahap, Amanah, & Agustini, 2018; Harahap & Amanah, 2020; Sagala et al., 2017) who concluded that prices have an influence on the purchase of products that have a good image. They examined 166 respondents who had and never used replica products in Yogyakarta. Purchasing famous replica products makes consumers more confident because the brand symbol is the same as the original product while getting product benefits, style, color, motif. Brand image is considered important for consumers, therefore original brand manufacturers are advised to always maintain brand image to be superior to replica products. But according to Amanah & Harahap, (2018); Harahap, Hurriyati, Disman, Gaffar, & Amanah, (2019), in their research states, especially in the culinary business, prices do not affect purchasing decisions.

Location influences consumer purchasing decisions in this study. In line with (Suprianto, Nugraha, & Nurseto, 2014; Harahap, Hurriyati, Gaffar, & Amanah, 2017) which states that location influences the purchase of houses in Bukit Mutiara Jaya Semarang Housing in addition to other factors namely price and product design. A total of 86 respondents were examined who are buyers and residents of the house in the housing. They advise developers to pay attention to facilities and infrastructure at locations such as strategic locations, clean water, and transportation.

Purchasing decisions are also influenced by consumer confidence in marketers. This is proven by (Amanah, Hurriyati, Gaffar, et al., 2017; Rachbini, 2018), who believes that 200 Traveloka site visitors choose and transact on the site because of strong trust in the site. It is recommended for further researchers to expand the area and number of research samples to developing countries in Southeast Asia to gain a new view of

Southeast Asian consumer behavior in shopping electronically.

Ease of shopping is a consideration for every consumer. (Kelley, 1958) states that every consumer wants convenience and pleasure when shopping. Convenience such as a complete product, lighting, clean, the location of a regular product becomes some consideration of consumers in shopping. The success of shopping convenience is based on marketer innovation. Therefore, marketers must always be able to evaluate the location of their businesses so that they can adjust to the wants and needs of consumers.

There are no buyers who do not want or need a quality product. This research also proves it. In line with (Amron, 2018) which states that car purchases in Semarang are influenced by product quality in addition to price and brand image. Product quality provides the greatest influence in his research. So the consumer's actual perception of the product, that is the quality of the product that will not be replaced with any opinion if the marketer really does provide the best for the product. Therefore marketers are very important to pay attention to product quality so that it can arouse the opinion of consumers and think to plan a purchase.

Quality of service is in the spotlight today. In addition to quality products, they also want quality services. This is evidenced by (Lahindah, Merisa, & Siahaan, 2018) who argue that individuals who enjoy culinary will consider service in culinary tourism areas in Bandung. 384 respondents were researched and found that in addition to service, product innovation is another variable that marketers need to pay attention to so consumers return and repurchase. This is also supported by Amanah & Harahap, (2018a), Harahap & Amanah, (2018), in their research stating the quality of service influences purchasing decisions.

VI. CONCLUSION

Conclusions

1. Price has a positive but not significant effect on the vegetable buying decision at Simpang Limun Market.
2. Location has positive and significant effect on vegetable buying decision at Bakti Market.
3. Trust has a positive and significant effect on vegetable buying decision at Bengkok Aksara Market.
4. Convenience has a positive and significant effect on vegetable buying decision at Garuda Mandala Market.
5. Product quality has a positive and significant effect on vegetable buying decision at Sukaramai Market.
6. Service Quality has a positive and significant effect on vegetable buying decision at Pendidikan Market.

Recommendations

1. Traders should maintain the price of vegetables because they are already approved by the buyer, as well as locations that are considered strategic for the buyer. Trust, convenience, product quality and service quality should also be maintained or even improved to bring more buyers to vegetable traders in traditional markets.
2. The management of traditional markets should also pay attention and always evaluate input about market conditions and analyze the factors that influence buyers to shop at the traditional market and factors that influence traders so that they want to trade in the traditional market. This needs to be done so that market conditions are even better which provides satisfaction for traders and buyers.
3. Further researchers are advised to analyze the market safety and hygiene variables, because they are considered variables that are highly considered for buyers, especially when shopping at traditional markets. If market security is maintained then the possibility of buyers will come back to shop at the traditional market.

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