

**ANALYSIS OF CONSUMER BEHAVIOR IN PURCHASING DECISION
MAKING OF LOCAL PRODUCTS
(Case Study at Pajak Jahe Traditional Market, Perumnas Simalingkar -
Medan)**

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ABSTRACT

The aim of this research is to identify the factors influencing consumer behavior in choosing local products produced or sold at the Pajak Jahe Traditional Market, Perumnas Simalingkar, Medan. Using a qualitative descriptive approach, this study examines the factors that people prefer when selecting local products, including quality, price, social awareness, and other influencing factors. The research was conducted through in-depth interviews and questionnaires distributed to 50 individuals who shopped at the market. The results of the study indicate that price, product quality, the intention to buy local products, and the influence of family and friends are significant elements in making purchasing decisions. This research provides a positive contribution by offering valuable insights to local market entrepreneurs and small producers in formulating more effective and sustainable marketing strategies.

Keywords: *Motivating Consumers to Buy Local Products, The Pajak Jahe Traditional Market Through a Qualitative, Descriptive Approach.*

ABSTRAK

Tujuan penelitian ini adalah untuk mengetahui faktor-faktor yang mempengaruhi perilaku konsumen dalam memilih produk lokal yang diproduksi atau dijual di Pasar Tradisional Pajak Jahe Perumnas Simalingkar Medan. Dengan menggunakan pendekatan deskriptif kualitatif, penelitian ini mengkaji faktor-faktor yang disukai masyarakat dalam memilih produk lokal, antara lain kualitas, harga, kesadaran sosial, dan faktor-faktor lain yang mempengaruhi. Penelitian dilakukan melalui wawancara mendalam dan penyebaran kuesioner kepada 50 orang yang berbelanja di pasar. Hasil penelitian menunjukkan bahwa harga, kualitas produk, niat membeli produk lokal, dan pengaruh keluarga dan teman merupakan elemen yang signifikan dalam pengambilan keputusan pembelian. Penelitian ini memberikan kontribusi positif dengan menawarkan wawasan berharga kepada pengusaha pasar lokal dan

produsen kecil dalam merumuskan strategi pemasaran yang lebih efektif dan berkelanjutan.

Kata Kunci: Memotivasi Konsumen Membeli Produk Lokal, Pasar Tradisional Pajak Jahe Melalui Pendekatan Kualitatif, Deskriptif.

INTRODUCTION

Traditional Markets in Indonesia, particularly in Medan, play a crucial role in the local economy. One of the potential traditional markets is the Pajak Jahe Traditional Market in Perumnas Simalingkar, which is well-known for its many local products, including food and crafts. Despite the market being very busy, there are few studies that focus on analyzing consumer behavior in traditional markets with a specific emphasis on purchasing decisions for local products. Local products have many advantages, such as freshness and authenticity, but imported goods are easier to obtain and cheaper. Therefore, a deeper understanding of the factors that influence consumer purchasing decisions for local products is significant for the competitiveness of local products in traditional markets.

This research aims to analyze the factors influencing consumer behavior in making purchasing decisions for local products at the Pajak Jahe Traditional Market, Perumnas Simalingkar, Medan. Using a qualitative descriptive approach, this study explores the aspects that shape consumer decisions in choosing local products, focusing on quality, price, and social factors. Consumers have many considerations and

processes they go through when making final decisions on whether to use or purchase a product. However, according to Kotler and Keller (2016), in addition to internal considerations, there are also external factors that influence a person's desire or decision to make a purchase. Among these are social or cultural influences, especially in the context of local products. Previous studies have found that consumers prefer local products due to considerations of product quality, competitive prices, and an awareness of supporting locally made products from Indonesia (Javalgi & White, 2002; Rachmawati & Putra, 2019). Zeithaml (1988) argues that the ability to purchase is not the primary reason for a transaction; instead, consumers focus on the perception of quality and the value of the products offered, in this case, local products. Local products are often the choice among the community because they are fresher and culturally more meaningful than foreign products. Referring to Ozuem's (2011) research, social relationships within families, friends, and the surrounding environment can also influence decisions to use local products. This behavior aligns with traditional market customs, where interactions between sellers and buyers are a

deeply rooted form of communication.

RESEARCH METHOD

In this study, the author uses a qualitative descriptive approach to provide an overview of how pricing at local businesses influences the decision-making process of consumers. The data is collected using two data collection techniques: in-depth interviews and questionnaire. The subjects of the study are 50 consumers who shop at the Pajak Jahe Traditional Market, Perumnas Simalingkar, Medan. Respondents were selected using purposive sampling with the following criteria: Consumers who regularly purchase local products. Consumers who have shopped at the market in the past month. Data Collection Tools: In-depth Interviews: Conducted with 10 selected respondents to gather deeper information about their preferences and considerations when choosing local products. Questionnaires: Distributed to 50 respondents to obtain quantitative data regarding the factors influencing purchasing decisions. The questionnaire consists of both closed and open-ended questions. Data Analysis: Once the data is collected, the analysis is carried out using content analysis for qualitative data and descriptive analysis for quantitative data. The data from the questionnaire survey is then analyzed using descriptive statistical analysis to determine the

frequency distribution of the responses from the respondents.

RESULT AND DISCUSSION

Below are the results of the questionnaire analysis distributed to 50 respondents at the **Pajak Jahe Traditional Market**:

Influencing Factor	Percentage of Respondents (%)
Product Price	40%
Product Quality	38%
Social Awareness (Support for the Local Economy)	12%
Influence of Friends/Family	10%

From these results, it is clear that price and product quality are the main factors in the decision-making process for purchasing local products in traditional markets. The majority of consumers buy local products because they are cheaper and of good quality, especially in the food product category.

Product Quality Factor

Product quality is the primary consideration in the decision-making process for purchases. Respondents who bought local food products focused on purchasing local items because they believe local products are fresher and more authentic in taste. One respondent said, "I prefer to buy local vegetables and fruits at this market because they are fresher and taste better than the imported ones."

Price Factor

The second factor influencing customer decisions is price. Local products, such as fish and spices, are often cheaper in traditional markets compared to imported products,

which makes customers satisfied because they can buy goods at lower prices without sacrificing quality. One respondent, who buys local products, said, "The price of local goods here is cheaper compared to those at supermarkets, so I shop here more often.

Social Awareness and Support for the Local Economy

A small percentage of respondents (12%) expressed regret when buying goods from outside the region/country that were cheaper than local products because they understand the benefits of supporting local businesses. One respondent said, "I feel proud when I can buy local products, helping small vendors around here." This information was shared by a respondent who hopes to support local artisans and buy their creations.

Influence of Friends and Family

Respondents also cannot be separated from the influence of family and friends, although this factor is relatively small compared to price and quality. Some respondents rely on products recommended by family members or friends who have already purchased the products. One respondent mentioned, "I don't know much about local products, but a friend of mine who sells them said that they are really good

CONCLUSION

The results of this study found that price and product quality are the

most influential factors in consumer decision-making for local products at the Pajak Jahe Traditional Market, Perumnas Simalingkar, Medan. In addition, the awareness of supporting the local economy and encouragement from family or friends also play a role in the decision to purchase local products, although these factors are not as significant as price and product quality. In other words, although price and quality are the most important factors for the majority of consumers, purchasing local products remains an important aspect for some consumers.

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