

Urban Consumers: Reasons, Expectations and Benefits for the Purchase of Vegetables, Fish on Itinerant Greengrocer (Case Study in Perumahan Kota Baru Driyorejo, Gresik)



Navyra Risqa Anggiani¹, Syarif Imam Hidayat^{2*}, Prasmita Dian Wijayati³

^{1,2,3} Agribusiness Study Program, Faculty of Agriculture, UPN "Veteran" Jawa Timur, Indonesia

ABSTRACT: The number of traveling vegetable vendors around community housing close to modern markets or traditional markets affects consumer behavior. The purpose of this study is to analyze the characteristics, reasons for expectations and benefits, as well as factors influencing urban consumers who buy fish, and sarur at itinerant vegetable vendors. This research was conducted in Driyorejo New Town Housing, Driyorejo District, Gresik Regency, East Java. Determination of samples by accidental sampling and obtained samples of 50 people. Data analysis methods of objectives one and two use descriptive analysis for the third purpose using SEM-PLS analysis. The results of the study were obtained by mobile vegetable vendor consumers aged 25-35 years with the last undergraduate education and working as civil servants whose average income is IDR 4,600,000 – IDR 6,500,000. The reason consumers buy at mobile vegetable vendors is because the distance is close and hopes that the types of vegetables are diverse for the benefits to meet their needs. Product quality and demographic factors have a significant effect, while price and service do not have a significant effect.

KEYWORDS: Urban Consumer, Itinerant Greengrocer, Purchasing Decision

I. INTRODUCTION

Every living human being needs food for growth and sustaining life. Humans need food to support their survival, for example to build body cells and keep the body healthy and functioning as it should. This increase in food consumption shows public awareness of the importance of consuming nutritious foods for the body. According to Pramono (2019), increasing consumer knowledge about nutrition, consumers will be more selective in determining the choice of higher quality products.

In the era of the development of technology, places to get food needs are increasingly diverse. One example is the market. The market as a meeting place for consumers and traders has undergone many changes, both in the form of places and how they are processed. According to Sapari (2016), 3 The distribution of foodstuffs, especially vegetables, is spread macro, namely in traditional and modern markets and micro distribution by business actors who sell food by traveling around residential areas commonly called mobile vegetable vendors.

There are three places to choose shopping places that can be done by people living in urban areas, including traditional markets, modern markets and traveling vegetable vendors. Among these urban communities, many choose itinerant vegetable vendors. This is in accordance with Fathoni's statement (2015) that traveling vegetable traders can be interpreted as one of the businesses that is a trading activity by selling it sometimes to housewives. The ability of traveling vegetable vendors who trade to approach consumers and meet needs instantly makes itinerant vegetable traders always awaited by the public.

The existence of a traveling vegetable vendor for housewives and working mothers is very helpful in time efficiency. Itinerant vegetable vendors are able to capture that need, so that it can meet the desires and tastes of consumers. This caused consumer shopping behavior to change and began to switch to mobile vegetable vendors.

This interesting phenomenon often occurs in urban areas such as in the Driyorejo New Town Housing, Gresik. More and more mobile vegetable vendors or mlijo are found around community housing close to modern markets or traditional markets. This is an interesting problem to study how mobile vegetable vendors can survive in the midst of these conditions and what factors cause consumers to still choose to make purchases at mobile vegetable vendors. To find out these causes, researchers are interested in conducting a study entitled "Urban Consumers: Reasons, Expectations and Benefits of Purchasing Vegetables, Fish at Mobile Vegetable Vendors. (Case Study in Driyorejo Gresik New Town Housing)". The aim is to analyze the characteristics,

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reasons for expectations and benefits, as well as factors influencing urban consumers who buy fish, sarur at itinerant greengrocers.

II. LITERATURE REVIEW

A. Consumer

According to Sri Handayani (2012), a consumer is someone who buys or uses goods and services or a company that buys certain goods or uses certain services. Consumer is also referred to as something or someone who uses an inventory or a number of goods. Meanwhile, the definition of consumer in Article 1 point 2 of the Law on Consumer Protection is every person who uses goods and / or services available in the community, both for the benefit of themselves, family, others and other living beings and not for trade".

B. Consumer Behavior

The American Marketing Association or AMA defines consumer behavior as the dynamic interaction between influence and cognition, behavior, and events around with humans doing aspects in their lives. Consumer behavior can be defined as the activities of individuals who are directly involved in obtaining and using goods or services including the decision-making process for preparation in determining these activities (Sunyoto, 2012).

C. Reasons, Expectations, Benefits of Buying Consumers

1. Reasons

A reason is something that makes a person to do an activity. The reason for buying a product is a driver for consumers to make a decision whether to buy the product or not (Rangkuti, 2002). The reasons for consumers in buying fish vegetables at mobile vegetable vendors are price and distance factors.

2. Expectations

Consumer expectations are beliefs or services before buying the product (Almsalam, 2014). Hope can arise when consumers need a good or service. Conversely, when consumers do not need goods or services, consumers will not expect anything from goods or services (Prawitasari, 2006). Expectations are what consumers think about service providers who must fulfill their desires.

3. Benefits

The benefits in this study in question are the advantages of consumers making purchases at traveling vegetable vendors. One of the benefits obtained is the ease of transactions. The ease of transacting occurs when a person feels that they do not have to spend a lot of effort and energy to get his wish. Consumer convenience is a condition when consumers do not need a lot of energy to get the product they want and find it easy to buy the product (Trisnawati, 2012).

D. Urban Consumer

The city can be interpreted as a place of various community activities from various regions and tends to experience development because it is a place of industry and trade that creates human attraction. Urban consumers are urban people who consume products. Urban society is often considered with modern (advanced) society, namely a society where most of its citizens have a cultural value orientation directed to modern life. Urban communities have the characteristic of being more open to world changes, so that technological development is faster (Beni, 2017).

E. Itinerant greengrocer

According to Sujatmiko (2014), traders are people who carry out trading activities by trading goods produced by others to obtain a profit. Mobile vegetable vendors are people who trade vegetables, fish and several types of products such as fruit, crackers to consumers by getting around using vehicles such as motorcycles or pickup cars. Vegetable vendors usually surround housing complexes and operate in the morning or evening. Most of them have regular customers since a dozen years ago. The high desire and need of consumers for an item that is easily accessible and obtained causes the existence of traveling merchants to always be in demand (Mahajati, 2021).

F. Consumer Purchasing Decisions

Consumer purchase decisions are actions taken by consumers to decide choices in buying products based on consumer needs, desires and expectations. Purchasing decisions according to Kotler and Keler (2012), are consumer decisions about preferences over brands that converge in a choice. Consumer buying decisions will be made by looking at several considerations, namely alternative evaluation, information search, and need recognition.

III. RESEARCH METHODOLOGY

The location of this research was conducted in Perumahan Kota Baru Driyorejo, Gresik, Jawa Timur. Sampling technique with

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accidental sampling because the population is unknown. For the respondents were buyers who happened to be met at the research location who were buying vegetables, fish at mobile vegetable vendors as many as 50 respondents. Data Analysis used is as follows:

1. Analysis of the First Goal

The first objective of this study is to use descriptive analysis, using descriptive analysis to describe the characteristics of urban consumers who purchase fish and vegetables at mobile vegetable vendors.

2. Analysis of the Second Goal

The second objective of this study is to use descriptive analysis to describe the reasons, expectations and benefits of urban consumers who make purchases at mobile vegetable vendors. The description of the questionnaire results is as follows:

Table 1. Questionnaire on the Reasons for the Expectations and Benefits of Urban Consumers Making Purchases at Mobile Vegetable Vendors

Variable	Indicators	Quostion	Measurement Scale
Reason (Pratiwi, 2020)	Price Distance	1. I shop at a mobile vegetable vendor because the price is cheaper 2. I shop at a mobile vegetable vendor because the price is negotiable I shopped at a mobile vegetable vendor because it was closer	Likert scale 1-5
Expectations (Pratiwi, 2020)	Quality Diversity Service Products	1. I hope the quality of the product increases in the traveling vegetable vendor 2. I hope that there will be a diversity of types of vegetables and fish in the traveling vegetable vendors. 3. I hope the service increases like, merchants can sell every day.	Likert scale 1-5
Benefit (Pratiwi, 2020)	Ease of transaction	1. By shopping at a mobile vegetable vendor, I get the benefit of being able to facilitate the fulfillment of food needs. 2. By shopping at a mobile vegetable vendor, I get the benefit of being able to buy Special orders (can order ingredients as I wish). 3. By shopping at a mobile vegetable vendor, I get the benefit of being able to pay on credit. By shopping at a mobile vegetable vendor, I get the benefit of being able to reduce household expenses	Likert scale 1-5

3. Analysis of the Third Goal

The third objective in this study used SEM-PLS analysis. Using SEM-PLS To analyze the factors influencing urban consumers to buy fish, vegetables at itinerant greengrocers with the following steps:

- a. Model Conceptualization
- b. Determining the Algorithm Analysis Method
- c. Determining the Resampling Method
- d. Drawing a Path Diagram
- e. Mode Evaluation
- f. Report analysis results

IV. RESULT AND DISCUSSION

Consumer Characteristics of Itinerant Greengrocers

Consumer characteristics are very influential in the level of consumer purchases. Consumer characteristics in the study were age, recent education, type of occupation and income. For the age of consumers who make purchases at mobile vegetable vendors, it is dominated by the age of 25-35 years with a total of 34 people. This age is included in the adult age group that tends to think rationally, where consumers in buying fresh vegetables already have certain considerations to buy vegetables according to

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consumer tastes. Then for the latest educational characteristics, consumers of itinerant vegetable vendors in urban areas are at the most strata one level with a total of 38 people. This is in accordance with research from Umar Husein (2019) which says that one's education can influence consumers in choosing the desired product because the level of education will affect one's preference for the products consumed. For the characteristics of the type of work, the majority of consumers work as civil servants, totaling 23 people. Consumers who have jobs, especially with the type of work as civil servants, tend not to have free time to shop. Their time is used to be busy working so they prefer practical things, one of which is by shopping at mobile vegetable vendors. Furthermore, characteristics based on consumer income, the majority of mobile vegetable traders' consumer income has an income of Rp 4,600,000 – Rp 6,500,000, which is as many as 24 people. The results of a high enough income level will affect the decision process and consumption patterns which will further affect consumer purchasing power for fresh vegetables.

Reasons, Hopes, and Benefits of Urban Consumers Buying Vegetable Fish at Itinerant Greengrocers

1. Reasons for Urban Consumers to Buy Vegetable Fish at Itinerant Greengrocers.

The results of the distribution of questionnaires to 50 respondents of housewives who were buying vegetables at Driyorejo New Town Housing regarding consumer reasons showed that the majority of urban consumers agreed to buy fish vegetables at peddlers because the price was cheaper, negotiable and closer distance. Of the three indicators on why urban consumers buy vegetables, fish at mobile vegetable vendors on average were highest in closer distance indicators at 4.54. This is in accordance with Pertiwi's research (2021) which states that the factor of friendliness and familiarity, which includes one of the access ranges, is in fact able to encourage consumers to make purchases at mobile vegetable vendors or commonly called mlijo.

2. Consumer Expectations to Buy Fish, Vegetables at Itinerant Greengrocers.

The expectations of urban consumers buying vegetables, fish at mobile vegetable vendors include three indicators, namely increased product quality, diversity of vegetable and fish species, and increased service. The results show that consumers expect these three indicators to be improved. With the greatest expectation on the indicator of diversity of vegetable and fish species, which is 4.64. Because the types of vegetables sold are only a few so that consumer choices are also limited. This is in line with Pratiwi (2020) who said that diversity of types will affect the level of consumer purchases.

3. Consumer Benefits of Buying Fish, Vegetables at at Itinerant Greengrocers.

The benefits of urban consumers buying vegetables, fish at mobile vegetable vendors include four indicators, namely facilitating food needs, being able to order specially, being able to pay on credit, and reducing household expenses. From the results of the study, it was found that urban consumers benefit from these four indicators. Of the 4 indicators regarding the expectations of urban consumers buying vegetables, fish at mobile vegetable vendors, the highest average is found in the Special Order Indicator which is 4.52. Consumers just tell traders to bring vegetables what they want, then traders will bring from the market according to consumer wishes. So traders don't have to bother looking for it themselves. In accordance with research conducted by Prasetya, D. R. V., Amin, C., & MM, S. S. 71 (2020) stated that the existence of mobile vegetable vendors makes it easier for consumers to get foodstuffs.

Factors Influencing Urban Consumers to Buy Vegetables, Fish at at Itinerant Greengrocers

1. Effect of Product Quality (X1) on Purchasing Decision (Y)

Product quality has a significant effect on the purchasing decisions of urban consumers at itinerant greengrocers. This can be seen from the p-value that is smaller than 0.05, which is 0.01. The more traveling vegetable vendors improve the quality of their products such as keeping vegetables, fish fresh, selling a variety of types of vegetables, fish, and providing vegetables, fish that are ready to be processed and selling perfect vegetables (not defective), the more happy consumers will be to buy. The better the quality of a product, the more benefits consumers receive, so consumers will decide to buy the product (Tjiptono, 2008).

2. Effect of Price (X2) on Purchase Decision (Y)

Price has no significant effect on the purchasing decisions of urban consumers at itinerant greengrocers. This can be seen from the p-value greater than 0.05 which is 0.23 so that the hypothesis is rejected. Thus, if there is a decrease or increase in prices, it does not affect consumers to buy products at mobile vegetable vendors. Because vegetables, fish itself is a food ingredient that according to consumers the price at mobile vegetable merchants can be reached by consumers so that the suitability of prices with product quality, and the ease of bargaining does not have a significant influence on purchasing decisions, because consumers are able to buy at predetermined price standards.

3. Effect of Service (X3) on Purchase Decision (Y)

Service has no significant effect on the purchasing decisions of urban consumers at itinerant greengrocers because the

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p-value is greater than 0.05 which is 0.15 so the hypothesis is rejected. So even though the traveling vegetable vendor has friendly and polite service, offers special ordering services for groceries, and provides payment services on credit, it does not affect urban consumers to buy at mobile vegetable vendors.

4. Demographic Influence (X4) on Purchase Decision (Y)

Demographics have a significant influence on the purchasing decisions of urban consumers at itinerant greengrocers. Because ni p-value is less than 0.05, which is 0.04, it means that the hypothesis is accepted. The demographic level of consumers will influence purchasing decisions based on education, employment and income. The higher the education, the more insight and knowledge about good product information. When consumers have more knowledge, they will be better at making decisions. The same goes for employment and income. The work of urban consumers who on average become a civil servant causes them not to have much free time, so they need practical things, one of which is in terms of meeting food needs.

V. CONCLUSION

Based on the results of the research that has been done, after going through the stages of data collection, data processing, data analysis, the following conclusions can be drawn:

- 1) The consumer characteristics of mobile vegetable vendors in Driyorejo New Town Housing consist of ages with an age range of at most 25-35 years, the last level of education is at most strata one, the most types of work are civil servants, and the most income groups are between Rp 4,600,000 – Rp 6,500,000.
- 2) The reason urban consumers buy fish vegetables at mobile vegetable vendors is because of the closer distance. The hope is that there is a diversity of types of vegetables and fish. While the benefits obtained by consumers are able to meet food needs.
- 3) The factors that influence urban consumers to make purchases at mobile vegetable vendors are product quality and demographics have a significant effect, while price and service do not have a significant effect.

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