

## Conference Paper

# Analysis Factor of Existence Traditional Market: The Analysis of Consumer Behavior Perspective (Study on the Progo Market, Tropodo Village, Waru Sidoarjo, East Java)

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## Abstract

Progo market is a traditional market, operating in a small scope, it is an alternative choice for people of Tropodo village, Waru Sidoarjo, East Java. The traditional market started 16 years back when a homeless merchant started selling vegetables (known as *mlijon*) on a residential street of Tropodo to survive, This number has gone up to around 227 merchants today. The market is located in the middle of a large residential area and surrounded by several modern shopping centers. Consumers come not only from lower social classes but also from middle and upper classes. The purpose of this study is to determine: (1) the factors that influence consumer buying in traditional markets and (2) the factors that most influence the purchasing decisions in the traditional markets. This type of research is factor analysis and factor analysis techniques were confirmatory; the following factors were confirmed through a previous research, covering eight factors, namely culture, price, location, physiological needs, product quality, product diversity, quality of service, and comfort. The technique of sampling was done using quota sampling with the number of respondents being 100 people. The results showed that eight factors after analysis with a standard value of KMO is greater than 0.5, then all the factors have KMO value of more than 0.5. When these eight factors were extracted using the standard eigen value having a value of more than 1, there were two, namely culture (with the eigen value 3.247) and the price (eigen value 1.195). These two factors are used as core factors, namely: physiological needs factors and cultural factors. Physiological needs factor shaped by factors' physiological needs, comfort, service quality, and diversity of products, the total variance is 42.863%. While cultural factors shaped by cultural factors, price, and quality products with total variance is 17.052%. The analytical model could be used because it has the total variance more than 50%.

**Keywords:** factor analysis, existence of traditional market, consumer behavior

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## 1. Introduction

The growing rate of the economy will have an impact on boosting demand. This condition is supported by a culture that leads to lifestyle. The growing lifestyle and supported

by the development of information technology correlated positively to the fulfillment of human needs. To meet human needs then needed a place to shop. It can be seen from one of the indicators of the increasing number of modern shopping centers that grow both in quality and quantity. Modern shopping grew in every corner of people's homes. Every increase in new shelter is always followed by the growth of modern shopping areas. Some cases of the emergence of a modern shopping shifts even decrease an existing traditional markets. Looking ahead, can the traditional markets survive the onslaught of modern market?,

According to Widodo (2012), the traditional market is a meeting place for sellers and buyers are characterized by their seller and buyer transaction directly, the building usually consist of stalls or stores, stalls and open heavy foundation which was opened by the seller as well as the market manager. Based on data from AC Nielsen survey in 2013 showed that the number of traditional markets in Indonesia continues to decline. Traditional market in 2007 amounted to 13 550, in 2009 amounted to 13,450, and in 2011 amounted to 9.950. According to the Chairman of Danamon's care Foundation, RestuPratiwi, explaining one of the reasons people are not growing markets at the moment is the physical condition of the market itself as the smell, stuffy, messy, muddy, and nasty.

The fact it was rated among the visitors of the market people switch to choose a modern market that offers complete and shopping convenience. In addition, the existence of public market as a provider of goods at bargain prices too unpopular. Popular market identical to bargain is considered to be unattractive. Therefore, the modern market offers goods at a low price even discounting. This fact makes the consumer forget people's market. It causes consumers begin to override the traditional market. Progo market is in the middle of a residential house Tropodo (middle to upper housing types) Tropodo village. Tropodo village has a population of 23.262 people, consisting of 11.496 men and 11.766 women. Housing homestead Tropodo flanked by many houses, in the West of housing Deltasari, north housing Rewwin, south housing Merpati, forestry and housing complex other east housing complex Tropodo Asri, Citra Tropodo, Taman WisataTropodo, Tropodo Asri, Griyo Mapan Sentosa, and other housing.

The progo market born of an itinerant vegetable seller (call as *mlijon*) at the crossroads progo eight teen years ago. Not getting lost and opposed by residents of housing, but the more that sold and managed by local residents (RT and RW) and now grow and develop in the middle of the housing with a number of stand / sword this time 227 stand / traders. This is a unique phenomenon (call as *pasartiban*). The market is surrounded by 2 modern retail Alfamart, 2 Alfamidi, 2 Indomaret modern retail, Lestari modern retail,

and Indogrosir. This market is also surrounded by places of public services, that is, SMA 1 Waru, SMP 2 Waru, elementary junior Alfalah (integrated) kindergarten, elementary junior Santo Yusup (integrated), elementary junior Zainuddin (integrated), and the Catholic Church of Salib Suci. All facilities is located in a residential complex. Progo market is a necessity, a simple market, but in the middle of a residential and modern services, but can survive and thrive.

Progo market operates daily morning from 06.00 up to 09.30 am. Once the market is completed in operation it will be the public road net with the same conditions as before. Each booth traders there are disposable tent and there were no tents. Later develops its market area to the main road with a car booth. This market sells almost all human needs. It can be said there is no need for people who are not sold at this place. Even the traditional foods that have been difficult to find in the city, it sold this place, that is, gatot, Tetel, grontol, lenthoo, gembili, gayong (name of traditional foods), and other traditional food can be found in this place. The longer the market progo to predict will be growing. Several indicators can be seen, namely: 1) the increasing number of consumers, it can be seen from the increasing number of parking that uses almost all the street, 2) upscale buyers more and more, it can be seen from the increasing number of car park from the buyer.

Progo traditional market area of about 654 m<sup>2</sup>. Income from merchants are used for the purposes of neighborhood associations (RT), respectively, by RT, the location of the market. IAM research results, Dwi Susanti et al. (2014) on the Development Strategy of Traditional markets Kertha, DesaKesiman Kertalangu, District East Denpasar that there are internal factors and external factors that affect the existence of Traditional Markets Kertha, DesaKesimanKertalangu, Denpasar District East of internal factors consist of accessibility, location market, society as consumers, the price of competitive products, culture bargain, variety of commodities, people's attitudes toward traditional markets, a familial bond between seller and buyer, the service employees of the market, infrastructure, quality assurance of products sold, the cleanliness of market environment, capital traders, the quality of human resources (merchant), and the security market.

Meanwhile, external factors that positively impact the traditional markets of the income of the people around the market and the conservation of traditional markets, local government policy on traditional markets and modern markets, tourist arrivals, cooperation between the government and society, economic growth, the high growth of SMEs, the number of deals of capital for SMEs, the growth of modern markets, the stability of prices of products in the modern market, the quality of products sold in the modern market.

Research conducted Reza Sasanto and Muhammad Yusuf (2010) concerning the identification of the characteristics of traditional markets in the region south Jakarta (case study: Cipulir market, market kebayoranlama, bata putih markets, and santa markets) produce that commodity offered by traditional market varies as well there are certain characteristics of the market by type of commodity traded and culture bargain price makes the interaction of buyers and traditional market traders, so it can happen adjustments budget consumers in the purchase of commodities needed.

However, not all traders calculate profit by using a percentage of sales, some sellers only estimate the amount of profit from units sold or profit for a day selling products. Viewed from the side progo prospective buyers in the market, there is a market segmentation in it. Among other lower-middle-class consumer-level, mid-level consumers, and consumers upper secondary level. The classification division interpreted in accordance with the needs and desires of prospective buyers. with the following title: "Analysis of Factors Affecting Purchase Decision In Traditional Markets" (Study On The Progo Market, Tropodo- village, Waru-Sidoarjo, east java).

## 2. Literature Review

### 2.1. Market

According Tjiptono (2008: 59) market can be interpreted as a meeting place for buyers and sellers. The market can also be interpreted as a request made by a group of potential buyers of the goods or services. According to its development, the market can be divided into traditional markets, modern markets, and the virtual world market. According Fithrati (2010: 5) the traditional market is a meeting place for sellers and buyers and sellers are marked with the transaction the buyer directly. Traditional markets have the following characteristics:

1. The existence of a bargaining process between buyer and seller
2. The building usually consists of market stalls or stores, stalls and open the colonies.
3. Sell daily necessities such as food ingredients such as fish, fruits, vegetables, etc.
4. Situated near residential areas in order to facilitate the buyer to reach the market

While the modern market (Sinaga, 2008) is a managed markets with modern management, are generally found in urban areas, as a provider of goods and services with quality standards and good service to consumers (mostly members of the upper middle class people).

## 2.2. Retail marketing mix

According Utami (2010: 85) describe the retail mix is a combination of elements of product, price, location, personnel, promotion, presentation, or look to sell goods and services to the end consumer who becomes the target market. According Utami (2010) elements of the retail mix includes product, price, promotion, service, and physical evident.

1. Product is the entirety of the deals are normally done by the company in providing services to consumers, store layout, and the name of his wares.
2. Prices are very in touch with the basic values of the consumer's perception of the overall retail mix elements in creating an image and transaction experience.
3. Promotion is an activity that affects the perceptions, attitudes and behavior of consumers toward a retail store with all the offerings.
4. Service is an activity related to the sale of products that the consumer would purchase, for example facilities, equipment, etc.
5. The physical evident are a decisive factor in dominating market share desired by the company, because the market share can be achieved when the company got a good position in order to create a corporate image for its customers.

## 2.3. Factors influencing purchasing decision

Purchasing decisions are part of consumer behavior. According to Mowen, Minor (2002: 6) define consumer behavior as the study of unit purchases and exchange processes involving the acquisition, consumption, and disposal of goods, services, experiences, and ideas. Philip Kotler and Kevin Lane Keller (2007: 214-224) classifies the factors that influence consumer behavior into three parts, namely the cultural, social and personal.

### 1. Cultural Factors

- (a) Culture is what determines the most basic desires and behavior.
- (b) Sub-cultures, each culture consists of a number of sub-culture that exhibits more special identification and socialization for its members.
- (c) Social class, basically all human societies have social stratification. Stratification is sometimes shaped the caste system in which members of different castes nurtured by getting certain roles and cannot change their caste membership.

## 2. Social Factors

- (a) One's reference group consisted of all groups that have a direct effect (face to face) or indirectly on the attitudes or behavior of the person.
- (b) Family is the organization most important consumer purchases in the community and family members into the group of the most influential primary reference.
- (c) The role and status, a person participates in many groups throughout his life (family, clubs, organizations). Position the person in each group can be determined based on the role and status.

## 3. Personal Factors

- (a) Age and stage of life cycle, people buy goods and services vary throughout his life. The tastes of people on clothing, furniture, and recreation is also associated with age.
- (b) Employment and economic environment, a person's job also affect consumption patterns. The product selection is strongly influenced by a person's economic circumstances: disposable income (level, stability, pattern over time), savings and assets (including the percentage of current assets / liquid), the debt, the ability to borrow, and attitudes toward shopping or saving activities.
- (c) Personality and self-concept, each person has a distinct personality characteristics that influence their purchasing behavior. What we mean is a personality trait of human psychological (human psychological traits) are typical responses that produce relatively consistent and enduring to the stimulus environment.
- (d) Lifestyle and values, people who come from sub-culture, social class, and the same work can have a different lifestyle. Lifestyle is the lifestyle of a person in the world, that is, activities, interests, and his opinions.

## 2.4. Buying decision

According to Kotler and Keler (2009: 240) Decisions regarding the purchase of a consumer's decision preference for brands in the choice set. Decision always requires choices between different behaviour (Olson,2011). Purchase decision-making is integration by which knowledge is combined evaluated two or more alternative behaviors and select one. The process decision is combined the five-stage models. A choices is refer to sub- decision making, that is, choose a brand, choose products, choose dealer, choose time, choose the amount of quantity, choose the payment method.

### 3. Research Methods

This research is a quantitative approach to the analysis of factors, namely research with the aim to reduce the data or processes to minimize the number of variables into fewer named factors. The research data is primary data collected invitation questionnaire that has been tested for validity and reliability.

The population in this study are the people who are making purchases in traditional progo markets. The population cannot be measured or infinite. The sampling method used was quota sampling. Sampling is a technique for determining the quota sample of the population that have certain characteristics to the number (quota) is desired. The number of samples is determined 100 buyer.

Data were analyzed using factor analysis techniques, with step-analysis: 1) formulating the problem; 2) create a metric correlation; 3) set the factor analysis method; 4) determine the number of factors; 5) rotation metric factor; 6) interprets factors, and 7) determine the accuracy factor.

### 4. Results and Discussion

#### 4.1. Data processing research

Analysis of the results of research and discussion analysis process will factor researchers systematically presented in accordance with the stages of the analysis of factors, among others:

##### 4.1.1. Defining issues

The purpose of this study is to find factors that influence purchasing decisions in the traditional markets. In research there are 8 factor is culture (X1), price (X2), location (X3), Needs physiological (X4), Quality of products (X5), diversity of products (X6), quality of service (X7), comfort (X8) which was adapted from theory review the factors that influence consumer purchase decisions, according to experts, like Philip Kotler, Sofyan Assauri, Foster and previous studies of Asmaida (2010) and hendraFure (2013). Then made the statement to the measurement point Likert scale. Then the results of the statement distributed to the respondents as many as 100 people, and the results tabulated. The problems can be answered from the wear factor analysis computer software program is SPSS 16.0 for Windows.

### 4.1.2. Creating correlation matrix

Before conducting factor analysis further, it is necessary to observe the correlation between the variable factor of each other to test the Bartlett Test of Sphericity (BTO) and the Kaiser-Meyer-Olkin (KMO) in order to determine the appropriateness of factor analysis tool that is used. Here is a KMO test results:

TABLE 1: KMO and Bartlett's test.

Kaiser–Meyer–Olkin Measure of Sampling Adequacy		0.807
Bartlett's Test of Sphericity	Approx. Chi-Square	206.424
	Df.	28
	Sig.	0.000

Source: Print out SPSS 16.0 for Windows.

From Table 1 above, the test results of Bartlett's Test of Sphericity its large and significant, with Approximate Chi-Square is 206.424 and its Significance value of 0.000. While the views of KMO test of Sampling Adequacy is equal to 0.807, which means the accuracy of the use of factor analysis can be justified, because the value of KMO was already above 0.5 and a significance far below 0.05 ( $0.000 < 0.05$ ) showed that the analysis right.

Besides alibis with BTO and KMO also analyzed by MSA to determine the value of the measures of sampling adequacy Anti Image Matrices, and the results of your analysis is known that all variables have a value of 1 to 8 Measures of Sampling Adequacy (MSA) > 0.5: (X1 = 0.627; X2 = 0.754; X3 = 0.903; X4 = 0.813; X5 = 0.760; X6 = 0.840; X7 = 0.823; X8 = 0.801), such that 8 of these variables can be continued to the next analysis.

### 4.1.3. Define factor analysis method

After going through the first steps (define a problem) and a second (make a correlation matrix), before determining the number of factors, first determining factor analysis method used. In this research method used is the method of Principal Component Analysis (PCA), further variables or factors rearranged according to the correlation and the computer program will determine the number of factors needed to represent the data. It can be produced from a number of factors that decent group can represent a set of other factors.

#### 4.1.4. Determine number of factors

Having established the factor analysis method, further variables or factors arranged by the correlation and the computer program will determine number of factors needed to represent the data. From these results would be known to a number of factors that decent group can represent a set of variables or factors. To determine some of the factors that can be received, then the views from the large eigenvalue a factor equal to or more than one. Then it will be processed based on the results of factor analysis using extraction principle component analysis (PCA) and generating Total Variance Explained.

From the results of Total Variance Explained it can be seen that from a factor of 1 to 8 who meet the criteria eigenvalue  $> 1$  there are two factors, namely psychological needs (with a value of 3.247) and cultural factors (with a value of 1.195) represents the eigenvalue greater than one. Based on the eigenvalue can be interpreted that the eight factors included in this study were using Principal Component Analysis (PCA) can be grouped into two core factors that represent a total of variables tested.

#### 4.1.5. Rotation matrix factor

The next step is to determine a pattern or grouping variables significantly. By using the rotation matrix is expected to summarize the data in order to identify new factors that are interpreted by selecting a value factor loading greater than or equal to 0.5.

By using the rotation method with varimax rotation (Varimax with Keiser Normalization) through Rotation Convergent so as to produce two core factors that facilitate researchers to interpret. These factors rotation matrix contains the coefficients used to declare variables of the raw these factors. From the analysis of Total Variance Explained have reduced the factors that the location factor. The test results above can be explained at this stage of the second rotation matrix, which reduces site factors and the results can be seen in the Table 2 below:

Based on the above table it can be seen there are factors that are not qualify the location so that the required rotation method for the second time. The components of the rotation of the second factor can be seen in Table 3:

Based on the above table it be concluded that the result of the rotation of two components factor components generate significant core factor to be grouped. The basis of grouping these factors, namely by taking into account the loading factor that has the greatest value among the two components of the core factors. Then clearly the grouping of these factors can be seen in Table 4:

TABLE 2: Rotated Component Matrix<sup>a</sup>.

	Component	
	1	2
Culture	-0.094	<b>0.789</b>
Price	0.349	<b>0.695</b>
Location	0.475	0.316
Physiological needs	<b>0.833</b>	0.121
Product Quality	0.186	<b>0.539</b>
Product Variety	<b>0.698</b>	0.173
Services Quality	<b>0.793</b>	0.289
Comfort	<b>0.784</b>	-0.042

Note: Extraction Method: Principal Component Analysis; Rotation Method: Varimax with Kaiser Normalization; <sup>a</sup> = Rotation converged in 3 iterations.

Source: Print out SPSS v 16.

TABLE 3: Rotated component Matrix<sup>a</sup> after reextracted.

	Component	
	1	2
Culture	-0.101	<b>0.789</b>
Price	0.352	<b>0.712</b>
Physiological needs	<b>0.833</b>	0.130
Product Quality	0.187	<b>0.549</b>
Product Variety	<b>0.703</b>	0.189
Services Quality	<b>0.794</b>	0.302
Comfort	<b>0.795</b>	-0.023

Note: <sup>a</sup> = Rotation converged in 3 iterations.

Source: Print out SPSS v 16.

TABLE 4: Core factor grouped.

Factor	Variable Factor	Loading	PCT of Variance	Cumulative Percentage
1	Physiological needs	<b>0.833</b>	37.436%	37.436%
	Comfort	<b>0.795</b>		
	Service Quality	<b>0.794</b>		
	Product Variety	<b>0.703</b>		
2	Culture	<b>0.789</b>	22.478%	59.914%
	Price	<b>0.712</b>		
	Product Quality	<b>0.549</b>		

Source: Print out hasil SPSS v 16.

From Table 4 above can be seen there are two groups of core factors. That is the first factor consists of physiological needs, diversity of products, quality of service, comfort. The second factor consists of the culture, price, quality of product.

#### 4.1.6. Interpret factor

After determining the members of each factor is formed, the next step in the analysis of factors that interpret or give the name of factors. The interpretation of factors is done by loading the value of a variable approach to a factor. By identifying the variables that have the greatest loading values on the same factors, so that interpretation can be simpler. According Supranto (2004: 133), said these factors could then be interpreted, expressed in variables that have a high loading him.

Based on this, the interpretation is done based on the value factor loading factor for each member factors. In this study the factors that have the highest loading values are usually used to represent variables. To view the role of each of the factors that influence purchasing decisions in the traditional markets can be seen based on the total variance (PCT of Variance) each as follows:

##### 1. Group factor 1

In the first group of factors that are named with the factors that have the highest value of loading factor physiological needs. The most important of these factors influence purchasing decisions in the progo market with a total value of other factors than the greatest variance in the amount of 37.436%. The factor groups namely:

- (a) Physiological needs facto have a loading value of 0.833, the explains that the effect on the physiological needs of purchasing decisions in the progo market. Physiological needs in question is the daily necessities are sold in the progo market.
- (b) The convenience factor have a loading value of 0.795, the explains that comfort effect on purchasing decisions in the progo market. Convenience factor a physiological need for progo market environment is quite convenient for shopping
- (c) Service quality factor have a loading value of 0.794, the figure explains that service quality affects the purchasing decisions in the market progo. Quality of care goes into factor for the physiological needs of the market traders progo also provide maximum service to consumers.

(d) Diversity products factor have a loading value 0.703, the explains that comfort effect on purchasing decisions in the progo market. The various products offered on the market progo can cause physiological needs of consumers to select the desired item.

## 2. Group factor of 2

In the second group of factors that are named with cultural factors. The second factor to be considered in influencing purchasing decisions in the progo market hibiscus sidoarjo with a total value of 22.478% variance. The factor groups namely:

- (a) Cultural factors have a loading value of (0789), the explains that the cultural influence on purchasing decisions in the progo market. Understanding the culture here is a habit people shopping in traditional markets such as the market progo
- (b) The price factor have a loading value (0712), the explains that the price effect on purchasing decisions in the progo market. Prices of products offered is quite affordable, giving rise to cultural image of traditional markets
- (c) The quality product factor have a loading value (0549), the explains that the quality of the products affect the purchasing decisions in the progo market. Offer products that are on the market can be said of quality in terms of consumer ratings

### 4.1.7. Determine the accuracy of the model

The last step in the analysis is the factor determining the exact model (model fit), to find a good model that explains the phenomena that exist, need to be tested for accuracy. To test the accuracy of the model of factor analysis with PCA (Parincipal Component Analysis) can be done by looking at the amount of residual correlation percentage above 5%. The purpose of the use of techniques PCA itself to find out that this technique is able to explain the data at 0.59914 then it means the data is able to be explained by such techniques amounted to 59.914%, and amounted to 40.086% while rest of them are not able to be explained by the PCA technique is. But the value of 59.914% was seen already representating for more than 50%.

## 4.2. Discussion

The data processing research, it appears that there are eight factors that influence purchasing decisions in the traditional markets that is culture, price, location, physiological needs, product quality, diversity of products, quality of service, comfort, However, after the rotation for 2 times then there are seven factors that form the two (2) groups of factors: physiological needs and culture. In detail, these factors will be addressed in this study.

### 4.2.1. Physiological needs factors group

It variables that be formed the physiological needs factor (X4), comfort (X8), quality of service (X7), the diversity of the product (X6). This factor is very influential on purchasing decisions in the market progo with a total value of 42.863% variance. Here's an explanation of each factor:

1. Factors physiological needs have the highest loading value which is equal to 0,833 means that purchasing decisions are influenced by market progo physiological needs here is the daily needs. In line with the research Mayasari (2012), is a physiological need for the basic needs of every consumer who form the various motives of purchase of a product or service.
2. The convenience factor has a loading value of 0.795 means that the purchasing decisions in the market progo also influenced by convenience. The convenience factor to be part of the physiological need for progo market environment that is clean with no rubbish piling up to support consumers to shop with a sense of comfort.
3. Factor loading service quality has a value of 0.794 means that the service quality will influence consumers to buy goods on the market progo. Quality of service becomes part of the physiological need for consumers served by a seller's market with a maximum progo provide convenience for consumers who shop, such as the exchange of goods that have been purchased, to the ease of parking. According to Zeithaml et.al (1990: 19) (in Laksana, 2008: 88) quality of service can be defined as: "The extent of discrepancy between customers' expectations or desire and their perceptions." The statement noted that the quality of service received by consumers expressed the magnitude of the difference between expectations or desires of consumers to rate their perceptions.

4. Factors diversity of products has a loading value of 0.703 means that the diversity of the product can also influence consumers to buy goods on the market progo. The diversity of products to be part of the physiological needs for products sold in the market progo have a wide variety of choices for consumption by the consumer.

#### 4.2.2. Group cultural factors

It Variables the performed that cultural (X1), price (X2), and quality of product (X5). These factors also affect the purchasing decisions in the market progo with a total value of 17.052% variance. The following explanation of each factor:

1. Cultural factors have the highest loading value of 0.789 means that the purchasing decisions in the market progo influenced by the culture here is a habit people shopping in traditional markets such as the market progo. According Sumarwan (2011: 228) a value can be regarded as cultural significance (cultural meaning) if all people in a community have a common understanding on these values. Buying behavior in the traditional market needs is a culture in a social community environment.
2. The price factor has a loading value of 0.712 means that prices can also affect the consumer in buying product on the market progo. The price factor becomes part of the culture because of the results of research in the market progo shows people's habits bargain prices of products sold on the market progo and people shopping ahead of the needs of the market will be closed or during the day to get a low price. According Lewinson (1994: 491) (in Foster, 2008: 57) the determination of a fair price enables retail sales have decent profit, while giving consumers a certain satisfaction score, either before, during or after the sale. Prices of products offered by the market traders progo formed image of the product for consumers.
3. The quality product factor has a loading value of 0.549 means that the quality of products little influence purchasing decisions products on the progo market. The quality factor products becomes part of a culture that has a low impact because the value price of products offered to consumers describe the quality of its products and comparisons of consumer products on the market in determining progo markets around the village Tropodo.

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