

THE INFLUENCE OF PRODUCT ATTRIBUTES, CONSUMER ATTITUDE AND CONSUMER INTEREST ON THE PURCHASE DECISION OF LOCAL ORANGE FRUIT IN MALANG CITY

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Abstract This study aims to determine the effect of product attributes, consumer attitudes and consumer interest on purchasing decisions of local citrus fruits on consumers in Malang City. This research method is descriptive quantitative using Structural Equation Modeling (SEM) analysis with Warp Partial Least Square (WarpPLS) approach. Primary data was obtained through filling out a questionnaire as an online interview media. Meanwhile, secondary data was obtained through literature studies from various related sources. Sampling was done based on non-probability sampling technique and 124 samples were selected as respondents in this study. The results showed that product attributes had a positive and significant effect on consumer attitudes and interests, consumer attitudes had a positive and significant effect on purchasing decisions, and positive and significant consumer interest on purchasing decisions.

Keywords: *Product Attributes, Consumer Attitudes, Consumer Interests, Purchase Decisions, Structural Equation Modeling (SEM), WarpPLS*

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INTRODUCTION

Fruit is the result of horticultural agricultural products that are much favored by the community for daily consumption. The content of vitamins contained in fruits can help humans to meet the needs of vitamins and nutrients in the body. Fruits have good development prospects, and one type of fruit that is good for development is citrus fruit (Poerwanto, 2004).

Oranges are an important fruit commodity in the world, with annual production reaching more than 120 million tons. The most widely produced varieties are sweet oranges (orange) 60%, followed by tangerines (mandarins) as much as 20% and the rest are siam (tangerine), lemon, kaffir lime, and others (Scordino & Sabatino 2014).

Citrus production in Indonesia tends to increase from 2015 to 2019 (BPS 2020) with a projected average production increase of 4.93% per year. The Central Statistics Agency (2019) stated that the production value of Siamese/ tangerines in 2019 increased by 1.52% with a production output of 2,408,029 tons. The same publication also mentions that the number of citrus production in East Java Province in 2019 increased by 7.27% with a total production of 985,455 tons. The amount of citrus production in Indonesia is quite large and abundant so it is possible to meet consumer demand in the domestic market.

Based on data published by the Central Bureau of Statistics (2018), Siamese/tangerine citrus commodities are included in one of the types of fruit with the largest number of productions in Indonesia in the period 2014-2016. However, with the large

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number of citrus production in Indonesia, in fact it has not been able to stop the import of oranges. According to Pangestika et.al (2019) Indonesia is able to produce oranges in large quantities, but Indonesia also imports oranges, while the amount of imports is not comparable to its exports, this condition is certainly detrimental to the country's economy. From BPS data, it can be seen that the import value of fruits decreased by USD 180.4 million. The commodities that experienced a decline in imports were apples, mandarin oranges and grapes. Imports of oranges at the beginning of the month of 2021 somewhat decreased.

The attributes of the product are considered to be very important in purchasing decisions made by consumers. Rahmawati (2018) states that there are four attributes that are considered very important by consumers, namely price, taste, freshness and aroma of citrus fruits. The attributes of imported citrus fruits that are trusted by consumers are color, size, aroma and texture, while the attributes of local oranges that are trusted by consumers are the attributes of price, taste, and freshness. Overall, the value of consumer attitudes is more positive towards the attributes of imported citrus fruits, so that imported oranges are superior to local oranges. There is a tendency that the competitiveness of local citrus fruits is still lower than that of imported oranges. This will be a problem for local citrus fruit products if it is not balanced with support from the government and improving the quality of local citrus fruits from Indonesian farmers.

This research was conducted to find out how the consumer's interest and attitude towards some attributes of local oranges in Malang City. Consumer attitudes will later be formed into perceptions and will influence consumer purchasing decisions, so that consumer perceptions are closely related to decisions in choosing and consuming citrus fruits. Understanding how the consumer's interest so that preferences are formed in him is needed for important market information. With the formation of this information, it can be known how exactly the things that potential consumers want, which are manifested by what kind of fruit attributes can make consumers feel satisfied. The information compiled from this research can later be used as a marketing strategy for local citrus fruits so that they can become a fruit that is in great demand in their own country.

Therefore, to find out how consumers want which attributes to prefer from local citrus fruits, it is necessary to analyze product attributes on attitudes, interests and decisions in buying these

citrus fruits. So that producers and traders of citrus fruits can understand what kind of fruit is liked and in demand by consumers of citrus fruits so that they can meet the needs of citrus fruits in accordance with the wishes of consumers.

RESEARCH METHODS

The approach in this study is a quantitative approach which uses ordinal data with the help of a Likert scale which will quantify qualitative data with the numbers given containing a scale level of 1-5 which means strongly disagree to strongly agree. The quantitative research approach in this study uses a survey method which is used to collect information in the form of opinions from a large number of people on local citrus consumption.

The research was conducted by distributing online questionnaires to respondents who live in Malang City and have purchased local citrus fruits within the last six months. The research and distribution of online questionnaires was carried out during April 2022. Sampling was carried out based on a non-probability sampling technique where all populations did not have equal opportunities to become respondents and sampling is based on the consideration of the researcher. Determination of the sample based on the analytical tool used, namely SEM-PLS, Sholihin and Ratmono (2013) stated that the sample size can be estimated with a small sample size ranging from 35-50. Thoifah (2015) also reveals that the minimum number of sample members in research with multivariate analysis can use 10 times the number of variables studied, both independent and dependent variables. In this study there are 4 variables, namely 1 independent variable and 3 others from the dependent variable, so that the number of samples obtained is 40 samples. Therefore, the number of respondents used in this study were 124 respondents who had bought and or consumed local oranges. This number of samples also meets the criteria recommended by Ghozali (2008) that the minimum sample size for SEM-PLS is 30-100 samples.

Data collection in this study used primary data in the form of questionnaires and secondary data from several literatures. Data analysis in this study was carried out quantitatively using SEM (Structural Equation Modeling). The steps for data analysis using Partial Least Square (PLS) are as follows:

1. Test the Validity and Reliability of the Questionnaire

Table 1. Validity and reability test

Latent Variable	Indicators	Construct Validity Test			Composite Reliability	Cronbach's Alpha	AVE
		Significance Loading Value	Weight <0,05 = Valid	Conclusion			
Atribut Produk (X1)	X1.1	0,823	<0.001	Valid	0,953	0,941	0,879
	X1.2	0,909	<0.001	Valid			
	X1.3	0,900	<0.001	Valid			
	X1.4	0,845	<0.001	Valid			
	X1.5	0,908	<0.001	Valid			
	X1.6	0,885	<0.001	Valid			
Sikap Konsumen (Y1)	Y1.1	0,901	<0.001	Valid	0,947	0,926	0,904
	Y1.2	0,913	<0.001	Valid			
	Y1.3	0,920	<0.001	Valid			
	Y1.4	0,883	<0.001	Valid			
Minat Konsumen (Y2)	Y2.1	0,906	<0.001	Valid	0,974	0,968	0,928
	Y2.2	0,944	<0.001	Valid			
	Y2.3	0,929	<0.001	Valid			
	Y2.4	0,913	<0.001	Valid			
	Y2.5	0,935	<0.001	Valid			
	Y2.6	0,940	<0.001	Valid			
Keputusan Pembelian (Y3)	Y3.1	0,935	<0.001	Valid	0,977	0,971	0,935
	Y3.2	0,933	<0.001	Valid			
	Y3.3	0,937	<0.001	Valid			
	Y3.4	0,946	<0.001	Valid			
	Y3.5	0,934	<0.001	Valid			
	Y3.6	0,924	<0.001	Valid			

Source: primary data processed, 2022

2. Designing path diagrams and equations in path diagrams
3. Parameter estimation
4. Evaluation of structural models and measurement models
5. Hypothesis Testing

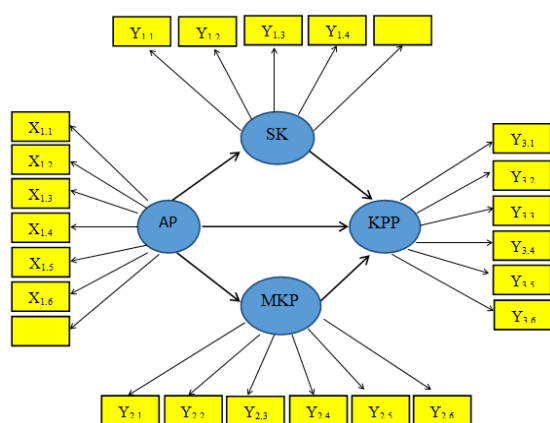


Figure 1. Research Structure Model

RESULTS AND DISCUSSION

Validity and Reliability Test

The validity test describes the extent to which the questionnaire measures what it wants to measure and is in accordance with the actual conditions. While the reliability test shows the extent to which a questionnaire is able to measure a variable consistently (consistently). Validity test can be seen from the value of AVE (Average Variance Extracted) and Discriminant Validity. The reliability test can be seen from the Composite Reliability and Cronbach's Alpha values.

Based on the results of the analysis presented in table 1, the AVE value of all latent variables in this study is >0.5. While the Composite Reliability value of all variables is > 0.7 and the Cronbach's Alpha value of all latent variables is > 0.6. According to Solimun et al (2017), the criteria for determining the validity and reliability of the SEM research model seen from the Composite Reliability value is > 0.7 and Cronbach's Alpha is > 0.6. So it can be concluded that the measurement model has shown good validity and reliability.

Model Fit and Quality Indices

Table 2. Model Fit and Quality Indice

Model fit and quality indices	Indeks	p-value	Kriteria	Keterangan
Average path coefficient (APC)	0.467	P<0.001	P<0.05	Diterima
Average R-squared (ARS)	0.570	P<0.001	P<0.05	Diterima
Average adjusted R-squared (AARS)	0.565	P<0.001	P<0.05	Diterima
Average block VIF (AVIF)	2.847	if <= 5	acceptably ideally <= 3.3	Diterima
Average full collinearity VIF (AFVIF)	3.177	if <= 5	acceptably ideally <= 3.3	Diterima
Tenenhaus GoF (GoF)	0.688	0.25, large >= 0.36	small >= 0.1; medium >= 0.36	Large
Simpson's paradox ratio (SPR)	1.000	if >= 0.7	acceptably ideally = 1	Diterima
R-squared contribution ratio (RSCR)	1.000	if >= 0.9	acceptably ideally = 1	Diterima
Statistical suppression ratio (SSR)	1.000	acceptable	if >= 0.7	Diterima
Nonlinear bivariate causality direction ratio (NLBCDR)	1.000	acceptable	if >= 0.7	Diterima

Source: primary data processed, 2022

Hypothesis test

Table 3. Hypotesis test

Explanatory Variables	Response Variable	Path Coeff.	p-value (p<0,05)	Information
Atribut Produk (X1)	Sikap Konsumen (Y1)	0,748	<0.00	Significant
Atribut Produk (X1)	Minat Konsumen (Y2)	0,647	<0.00	Significant
Atribut Produk (X1)	Keputusan Pembelian (Y3)	0,227	0.004	Significant
Sikap Konsumen (Y1)	Keputusan Pembelian (Y3)	0,252	0.002	Significant
Minat Konsumen (Y2)	Keputusan Pembelian (Y3)	0,462	<0.00	Significant

Significant at the 5% level (0.05)

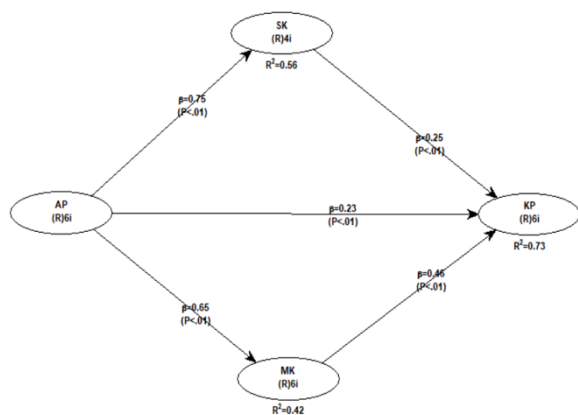


Figure 2. The Result of Hypothesis testing with warpPLS 8.0.

Discussion

The Influence of Product Attributes on Consumer Attitudes

The results of hypothesis testing in table 3 above show that there is a direct, positive, significant effect between product attributes (X1) on consumer attitudes (Y1). This finding is the same as the results of Rahayu's research (2018) which states that there is a fairly strong and positive influence between product attributes on consumer attitudes. Likewise with research conducted by Fribrianti, et al (2013) which states that the variables in Product Attributes both jointly and partially have an influence on Attitude. Based on descriptive analysis, the biggest indicator in influencing consumer attitudes is the need for vitamin C. This can indicate that consumers are aware of the need for vitamin C in the body that

must be met so that the body remains healthy and is not susceptible to viral diseases. In this case, oranges are a good source of vitamin C for the body, and are natural, so consumers don't have to worry about consuming them in the long term and choose to consume them to meet the needs of vitamin C in the body.

The Influence of Product Attributes on Consumer Interest

The results of hypothesis testing in table 3 above show that there is a direct, positive, significant effect between product attributes (X1) on consumer interest (Y2). The product attribute variable has an influence (path coefficient) on consumer interest of 0.647 with a p-value of <0.001. The path coefficient value and significance level from the results of the analysis explain that product attributes have an influence of 64.7% on consumer interest. This finding is the same as the results of research by Evanita, Trinanda (2017). Based on the analysis that has been carried out in this study, it was found that there was a significant influence between product attributes on buying interest in traditional foods. Based on descriptive analysis, there are quite a lot of local citrus product types, which makes consumers have a high enough interest in local oranges. In addition, consumer interest is also high because local oranges do not go through a long process of preservation and distribution before reaching consumers. From these two indicators, it is known that respondents as consumers are also concerned with the level of freshness and quality of citrus products to maintain their health when consumed. From these indicators it is necessary to maintain several things that are of interest to consumers so that it will make consumer interest in local oranges higher.

The Influence of Consumer Attitudes on Purchase Decisions

The results of hypothesis testing in table 3 above show that there is a direct, positive significant effect between Consumer Attitudes (Y1) on Purchase Decisions (Y3). The consumer attitude variable has an influence (path coefficient) on purchasing decisions of 0.252 with a p-value of 0.002. The path coefficient value and the significance level from the results of the analysis explain that product attributes have an influence of 25.2% on consumer interest. This finding is similar to the results of research by Saputra and Samuel (2013) which shows that the consumer attitude variable has a positive relationship with the decision to purchase a Daihatsu Xenia car in Sidoarjo.

Solihin, et al (2020) also stated that the results of data analysis showed that consumer attitudes had a positive and significant effect on purchasing decisions. Therefore, it is important for business actors to continue to pay attention to consumer attitudes because it will have a direct effect on purchasing decisions for products. Several indicators of consumer attitudes still need to be considered again in order to form positive decisions. By offering product benefits or advantages from local citrus fruit products, consumers need to be more aware of it so that consumers can bring up a positive attitude in themselves towards local citrus fruits which will also form positive purchasing decisions.

The Influence of Consumer Interest on Purchase Decisions

The results of testing the hypothesis in table 3 above show that there is a direct and positive influence between consumer interest (Y2) on purchasing decisions (Y3). The consumer interest variable has an influence (path coefficient) on purchasing decisions of 0.462 with a p-value of <0.001. The path coefficient value and the significance level from the results of the analysis explain that product attributes have an influence of 46.2% on consumer interest. This finding is in accordance with the opinion of Sari (2020) which in his research shows that there is a positive and significant relationship between buying interest and consumer buying decisions. Also supported by the results of research conducted by Mulia and Utaminingsih (2021), which states that buying interest, location and lifestyle simultaneously affect purchasing decisions. The consumer interest variable in this study shows the indicator with the highest influence is the variety of local citrus products themselves. This can indicate that the large variety of local citrus fruits can attract consumer interest so that later it will form a positive purchasing decision.

CONCLUSION

1. The product attribute variable has an influence (path coefficient) on consumer attitudes of 0.748 with a p-value of <0.001. The path coefficient value and significance level from the results of the analysis explain that product attributes have an influence of 74.8%. This shows that product attributes have a positive influence on consumer attitudes.
2. Product attribute variables have an influence (path coefficient) on consumer interest of 0.647 with a

p-value of <0.001 . The path coefficient value and significance level from the results of the analysis explain that product attributes have an influence of 64.7% on consumer interest. This shows that product attributes have a positive influence on consumer interest in local citrus fruits.

- The consumer attitude variable has an influence (path coefficient) on purchasing decisions of 0.252 with a p-value of 0.002. The path coefficient value and the significance level from the results of the analysis explain that product attributes have an influence of 25.2% on consumer interest. While the consumer interest variable has an influence (path coefficient) on purchasing decisions of 0.462 with a p-value of <0.001 . The path coefficient value and the significance level from the results of the analysis explain that product attributes have an influence of 46.2% on consumer interest. Both of these results indicate that the variables of consumer attitudes and consumer interest both have a positive effect on purchasing decisions that will be made by local citrus fruit consumers.

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