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## Cultural Contribution of Consumer Behavior in Pasar Pekan

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### Abstract

The existence of Pasar Pekan in Pantai Cermin District continues its long existence even awaited its presence eagerly, although it is known in this area has a daily market where the operational hours are still in 7 (seven) days. This market is perceived useful enough for the community in fulfilling the daily needs. But there are still many reasons for the existence of the market in Pantai Cermin. So it is necessary to do further research on the reasons consumers use of income to shop in the market compared to the regular market, and find out how much they spend on shopping in the market. This analysis will view to consumer behavior that refers to cultural, social, personal and psychological factors and see how this consumer behavior will affects the income of consumers. Methods and models used in completing this research is to use qualitative and quantitative approach that is by way of statistical approach and multiple regression analysis. The results of this study indicate that the partial factor of culture is Rp 181. 649.055 of their income with an average of Rp 2.100.000, -. If it is seen as a whole the five measured variables consisting of culture, social, personal and psychology only contribute 5% in influencing consumers behavior in efforts to fulfill daily needs On Consumer Income In Kecamatan Pantai Cermin Serdang Bedagai Limitedi Regency.

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*Key-word: Consumer behavior, Income, Pasar Pekan.*

### 1. Introduction

One of the efforts of management and development of traditional markets is based on the Regulation of the Minister of Home Affairs of the Republic of Indonesia No. 20 of 2012 on Management and Empowerment of Traditional Markets with the aim of creating an orderly, orderly, safe, clean and healthy traditional market, improving service to the community, Traditional as the driving of the regional economy and creates a competitive traditional market with shopping centers and modern stores. Each region has a traditional market is no exception developing region in North Sumatra, especially Serdang Bedagai Regency-Sumatera Utara. In an effort to exploit the existing potential by referring to the marketing management of Serdang Bedagai Regency where as the market is a container of the realization of a regional trade. As it is known at the moment Serdang Bedagai District itself has 4 daily markets that operate from Monday to Sunday while 18 markets are shocked scattered throughout Kab. Serdang Bedagai (Serdang Bedagai in figures, 2011).

This proves that Pasar Pekan continues to survive the long existence even eagerly awaited its presence, although known Serdang Bedagai Regency has a daily market where the operational hours remain that is 7 (seven) days of existence of Pasar Pekan indeed felt quite useful to people considering the area of Serdang Bedagai regency. But there are still many reasons for the spreading of Pasar Pekan in Serdang Bedagai regency. The spreading of Pasar Pekan is arousing in the week. Therefore, it is important to know the reasons consumers (consumers) use the income to shop in the market compared to the existing market, and know how much their spending to shop in the Pasar Pekan so that authors interested in conducting research entitled "Analysis of Consumer Behavior In Efforts Fulfill Daily Needs On Consumer Revenue In Kecamatan Pantai Cermin Serdang Bedagai". This research is able to give the purpose that is to know the factors influencing the consumer behavior to shop at Pekan market in an effort to fulfill requirement at Pantai Cermin Sub-district of Serdang Bedagai Regency and the influence of behavior towards their income.

## 2. Methodology

This research was conducted in Kecamatan Pantai Cermin. Implementation of this research is done because of the enthusiasm of the community to the presence of Pekan market believed to be able to meet the needs of the community. The variables observed in this study are the factors that influence consumer behavior consisting of Culture, Social, Personal, Psychological and income received which is used to shop in the Pasar Pekan. Methods and models used in completing this research is to use qualitative and quantitative approach that is by way of statistical approaches and multiple regression analysis ie

$$Y = a + \beta \text{ Culture} + \beta \text{ Social} + \beta \text{ individual} + \beta \text{ Phycology}.$$

Technical of sampling used in this research is purposive sampling. People of Kecamatan Pantai Cermin who make shopping at Pasar Pekan with number 100 is the sampling

## 3. Consumen Behaviour and Income Influences

Based on the literature obtained by Pantai Cermin District, it is known that there are 53 small traders, 9 medium trader and 3 big traders. Seeing the extent of Pantai Cermin district compared with the number of existing traders is known that every small trader controls the marketing area as much as 1457.85 km<sup>2</sup>. Pantai Cermin District also has a pressurized market open every Wednesday. This market is noted and recognized by the local government of its existence. In its development in Pantai Cermin District, there is also a Pekan market which is open every Saturday which is a formation of the surrounding community.

In this research the next step is to do regression analysis which previously has done the test of validity and reliability as follows:

Testing of validity in this research is using Pearson correlation method. The significance test was performed at the 0.05 significance level with 2-sided test with the result that all tested items included valid criteria where all items were found to be significant at 1% and 5% level or correlation between items with total score <0.05 so that it stated that the items used in this study is valid. After the validity test is then subsequently measured using the test of reability. The method used in this study using Cronbach Alpha. Based on the reference by (Priyatno: 64) it was submitted that to determine the reliability of the item using the size limit of 0.60. If the reliability <0.60 is not good enough. In this research obtained the reliability of 0.62 means can be expressed items in this study is reliable After tested the validity and reliability above then also analyzed the influence of consumer behavior consisting of cultural, social, personal and psychology obtained the following results:

$$Y = 696252,718 + 181649,055 X_1 - 64327,814 X_2 + 82853,139 X_3 + 14099,643 X_4$$

From the above equation is known coefficient X<sub>1</sub> (Culture) of 181649,055 have a positive effect on income. This can mean if the behavior of people as consumers who have reasons to shop in the market has been done for a long time and the reason is to follow the habits of others increased in amount of 1 unit then it will increase the income of 181.649. This is as same as direction that was conveyed in the theory that previously delivered that culture is the most basic determinant of one's desire and behavior to make a purchase. Coefficient estimation X<sub>2</sub> (Social) has a negative effect of 64327,814 to income. This shows that if the social life of the community in Pantai Cermin is increased by 1 unit then the community as consumers who usually shop in the market will reduce their earnings to shop in the Pasar Pekan.

The coefficient of estimate of personal variables has a positive effect on society level income that is equal to 82853,139. This can be interpreted that the consumer of the community around the Pasar Pekan states that shopping in the market more efficient in cost and goods which sold are also good quality that affects their income. The coefficient of psychological variable estimation has a positive effect on society income level of 14099,643 but not significant this is because the measured of psychological variable is a form of motivation which is a biogenic requirement, this need arises from a certain physiological condition such as hunger, thirsty, Restless uncomfortable. Besides, consumer perception in this case society will influence their income level such as, if consumer feel they are served well then they will want to spend their income for service which it got. Based on the above information can be said that the people in Kecamatan Pantai Cermin who shop to fulfil their daily needs 89% is dominated by women aged between 20 years to 45 years. Anyone who dominates the shopping community in the market is a housewife with an average monthly income of Rp 2,100,000 and an average consumption Rp 1.600.000, -.Based on the reference obtained from Setiadi (2010: 10) that the decision of Purchasing from buyers are strongly influenced by the cultural, social, personal and psychological factors of buyers that form behavior in consumers.

From the above results it is known that the factors that determine consumer behavior in the purchase in the Pasar Pekarangan on the community of Pantai Cermin in an effort to fulfill daily needs partially is a cultural factor of 181649.055 with a significance of 10%. This is obtained from the revelation of the community around the market as consumers who claimed that they shop in the market has been done long ago. As direction explained in previous theory that culture is the most basic determinant of one's desire and behavior.

Besides that is also as the reason because the number of people around them who shop in pasar Pekarangan makes a person follows the habits that conducted by many people. This explains that relatively homogeneous and long-lasting groups within a hierarchically organized society and whose the membership have in similar values, interests and behaviors and become their habit to fulfill their daily needs of the family. Besides, it is known simultaneously through the f test found that from all variables consisting of culture, social, personal and psychology only give contribution of 5% in influencing their behavior to the income owned to shop in Pasar Pekarangan, it means there are many other variables not included in this research.

#### 4. Conclusion

It is known that the behavior of consumers or community in Kecamatan Pantai Cermin in fulfilling daily needs is influenced by cultural factors. This indicates that consumers shop the market has been done for a long time and follow the existing habits. The magnitude effect of the variables is measured simultaneously consisting of cultural, social, personal and psychological only. Contributes 5% in influencing Consumer Behavior In efforts to fulfill Daily Needs on Consumer income In Kecamatan Pantai Cermin Serdang Bedagai, their behavior toward the income they have to shop in the Pasar Pekarangan means that there are many other variables that are not included in this research. The presence of pasar pekarangan can be used by community to conduct trading activities obtained from the results of the community of Pantai Kecamatan Pantai Cermin in the market. This must be a public concern to increase people's income so that it can be productive.

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