



## **ANALYSIS OF FACTORS INFLUENCING CONSUMER DECISIONS IN BUYING TRADEMARKED TEMPE IN LANGSA CITY**

**Nuri Hidayah Tika<sup>1</sup>, Fiddini Alham<sup>2</sup>, Rosalina<sup>3</sup>**

<sup>123</sup>Samudra University Faculty of Agriculture

Email : <sup>1</sup>Nrihdyhthika.02@gmail.com

 10.15408/saj.v4i2.40452

### **ABSTRACT**

*This study aims to analyze the factors that influence consumer decisions to purchasing trademarked tempeh in Langsa City. The independent variables used in this research are price, brand image, quality and packaging. The dependent variable is the consumers' decision to buy trademarked tempeh. The sampling technique was determined used the nonprobability sampling method, namely, the accidental sampling method of 60 respondents. Primary and secondary data were used for a quantitative descriptive approach. The data analysis included multiple linear regression analyses. The results show that price and quality variables ( $X_1$  and  $X_3$ ) have a significant effect on consumer decisions in buying trademarked tempeh, whereas brand image and packaging variables ( $X_2$  and  $X_4$ ) do not have a significant effect on consumer decisions in buying trade branded tempeh.*

**Keywords:** tempeh; consumer decisions; price; brand image; quality; packaging

### **ABSTRAK**

Penelitian ini bertujuan untuk menganalisis faktor-faktor yang mempengaruhi keputusan konsumen dalam membeli tempe bermerek di Kota Langsa. Variabel bebas yang digunakan dalam penelitian ini adalah harga, citra merek, kualitas dan kemasan. Variabel terikatnya adalah keputusan konsumen dalam membeli tempe bermerek. Teknik pengambilan sampel menggunakan metode nonprobability sampling yaitu metode accidental sampling dengan jumlah responden sebanyak 60 orang. Data primer dan sekunder digunakan untuk pendekatan deskriptif kuantitatif. Analisis data yang digunakan adalah analisis regresi linier berganda. Hasil penelitian menunjukkan bahwa variabel harga dan kualitas ( $X_1$  dan  $X_3$ ) berpengaruh signifikan terhadap keputusan konsumen dalam

membeli tempe bermerek, sedangkan variabel citra merek dan kemasan (X2 dan X4) tidak berpengaruh signifikan terhadap keputusan konsumen dalam membeli tempe bermerek.

**Kata Kunci:** tempe; keputusan konsumen; harga; citra merek; kualitas; kemasan

## INTRODUCTION

The increase in the population of Indonesia has an impact on increasing food consumption. Food consumption should focus on adequate and balanced nutrition according to needs. One class of nutrients required by the body is protein. Soybean is a leguminous plant that is the main source of vegetable protein and vegetable oil. Compared to animal proteins, protein from soybeans is cheap and affordable for Indonesians. One of the processed soybean products that is widely consumed by Indonesian people is tempeh.

Tempeh is still a popular food among Indonesians. Indonesia is the largest tempeh-producing country in the world and the largest soybean market in Asia. As much as 50 percent of Indonesian soybeans are used to produce tempeh, 40 percent tofu, and 10 percent in other forms of production (such as tauco and soy sauce). The results of the National Socio-Economic Survey (SUSENAS) from the Central Statistics Agency for the period 2017 - 2023 show that annual per capita expenditure for tempeh consumption continues to increase, from Rp. 3,865,828 to Rp. 18,683.98 in 2023. The high monthly expenditure on tempeh increases the tempeh demand.

Langsa City is one of the cities where the population consumes tempeh. Based on BPS data from Langsa City in 2016 (BPS, 2017), the percentage of tempe making businesses was 9.50% of the 221 food and beverage industries in Langsa City (Silvia, 2019). With the average weekly per capita consumption based on BPS Langsa City from 2021 is 0.112 to 0.123 in 2023. As consumption levels continue to increase, this proves that tempeh remains an inseparable part of people's daily lives, which reflects cultural values, health, and economy (BPS, 2024).

There are tempeh products in Langsa City market that do not yet have a brand and tempeh that already have a trademark, so consumers are faced with a choice to buy tempeh. There are several

brands of tempeh sold in Langsa City at similar prices in IDR 2000 per pack, including Soya, Alone, We, Red Roses, and Super Butter

According to Keller (2008) in Simanjorang (2020), a purchasing decision is a decision-making stage that causes consumers to make a choice. Consumers tend to buy brands they like. Purchasing decisions

include selecting two or more alternative options that result in a decision to buy or not to buy.

When purchasing branded tempeh, you have certain attitudes and considerations when making-decisions. Positive and negative consumer attitude influence the decision to purchase a product. In tempeh product contests, consumer decisions cover various aspects such as price, brand image, quality and packaging. Therefore, it is essential to analyze the factors that influence consumer decisions when purchasing trademarked tempeh in Langsa.

This study aimed determines the influence of brand image, price, quality and tempeh packaging variables on consumers' decisions to purchase trademarked tempeh in Langsa City.

## **METHOD**

This study was conducted at the Langsa City Market, Langsa City District from March to May 2024. The research location was determined by purposive Sampling, namely, the selection of this research location because the Langsa City market is the center of a larger and more consistent business location. The scope of this study is to show that consumers buy trademarked tempeh. Researchers want to understand the factors that influence consumers' decisions to buy trademarked tempeh on the market in Langsa Kota District, Langsa City. This study uses a causal research design that aims to test hypotheses regarding the influence of one or several variables (independent variables) on other variables (dependent variables). The type of data used is primary data were collected using a questionnaire distributed to respondents. In this study, the population consisted of

all consumers who purchased trademarked tempeh products in the Langsa City market. The sample comprised of 60 respondents. The sampling technique used Incidental Sampling, which is a sampling technique based on chance, that is, anyone who coincidentally/incidentally meets the researcher and buys trademarked tempeh can be used as a sample.

## **RESULTS AND DISCUSSION**

### **Characteristics of respondent**

The research respondents were divided into men and women based on their gender. Table 1 illustrated that the characteristics of respondents based on gender in consumers regarding the decision to purchase trademarked tempeh in Langsa City are dominated by female respondents.

This shows that women have a more significant role in decision-making when purchasing trademarked tempeh in Langsa City because women are more involved in household matters, including decisions about purchasing foodstuffs. On the other hand, the small number of male respondents could be due to their less dominant role in purchasing household necessities.

Table 1. Characteristic of Respondent

No	Characteristic of respondent	%
1	Gender (%)	Man
		Woman
2	Education (%)	Senior High school
		Higher Education
3	Age (%)	< 40 years old
		> 40 years old
4	Job	Farmers
		House wife
		Student
		Civil servant
		Employee

Source: Primary Data, 2024

Based on the characteristics of respondents' education level in the table 1, respondents with a high school education level had the highest number of respondents (70%). Based on the survey results on the dominance of high school education in this research indicate that trademarked tempeh products have a strong appeal among consumers with a more general educational background. This is an important consideration in future product development and marketing strategies.

From the table 1, it is clear that the characteristics of respondents based on age among consumers regarding purchasing trademarked tempeh in Langsa City are dominated by respondent age range 20-35 years. The age range of 20-35 years is usually a productive age group that is actively working and has high mobility. They tend to shop more often and have stable purchasing power. This condition allows them to buy products such as trademarked tempeh more often as part of their daily needs by showing that this product is very relevant and attractive to the young age group who are dynamic, health-conscious, and have a modern lifestyle.

Based on the job characteristics of the respondents in the table 1, it shows that 45% of respondents as housewives are 27 people, 12% of respondents are 7 people as students, 8% of respondents work as fishermen and farmers, 5 people respectively, respondents with jobs as as employees, 18% are 11 people, respondents with jobs as civil servants (PNS) are 17%, namely 10 people. This shows that housewives dominate the majority of responses in purchasing trademarked tempeh in Langsa City because they are generally responsible for household management, including shopping for daily necessities, such as food. Therefore, they are often the main decision- makers in selecting products purchased for family consumption, including purchasing trademarked tempeh.

### Multiple Linear Regression Analysis

Based on the analysis results obtained by calculating the influence of the price variable ( $X_1$ ), brand image ( $X_2$ ), quality ( $X_3$ ) and packaging ( $X_4$ ) on consumer decisions to purchase trademarked tempeh in Langsa City can be seen in the following table 2:

Table 2. Results of Multiple Linear Regression Analysis, 2024

Variable	Regression Coefficients	tcount	Say.
Constant	8,067	3.726	.000
$X_1$ = Price	,427	4.216	.000
$X_2$ = Brand image	-,038	-,346	.731
$X_3$ = Quality	,341	3.868	.000
$X_4$ = Packaging	-,085	-,766	.447
R-square =	-7,03		
F-count =	32.546		
F-table =	2.54		
<u>t-table = 1.67</u>			

---

Source: Primary Data, 2024

From the table 2, the values listed are used to describe the regression equation as follows:

$$Y = 8.067 + 0.427_1 - 0,038 X_2 + 0,341 X_3 - 0,085 X_4$$

Where :

AND :	Purchase Decision (score)	a	:	Coefficient
b1	Price variable regression coefficient	(X <sub>1</sub> )		
b2	Brand image variable regression coefficient	(X <sub>2</sub> )	b3	
	Quality variable regression coefficient	(X <sub>3</sub> )		
b4	Packaging variable regression coefficient	(X <sub>4</sub> )	It is	
	Standart Error			
X <sub>1</sub>	Price (score)			
X <sub>2</sub>	Brand image (score)	X <sub>3</sub>	:	Quality (score)
X <sub>4</sub>	Packaging (score)			

Based on the multiple linear regression equation above, the regression coefficient values can be interpreted as follows:

The constant value of the Consumer Decision (Y) is 8.067, which means that if all the independent variables, including price, brand image, quality and packaging, are equal to 0, then the consumer's decision to buy trademarked tempeh in Langsa City is 8.067. The magnitude of the price regression coefficient (X<sub>1</sub>) is 0.427, which shows that with each increase in the variable score (X<sub>1</sub>) considered constant, variable Y will increase the decision to purchase trade- branded tempeh by 0.427. The magnitude of the brand image regression coefficient (X<sub>2</sub>) is -0.038, which shows that for every one increase in the brand image unit score (X<sub>2</sub>), variable Y will decrease the decision to purchase trade branded tempeh by -0.038. The magnitude of the quality regression coefficient (X<sub>3</sub>) is 0.341, which shows that for every increase in the quality variable score (X<sub>3</sub>), variable Y will increase the decision to purchase trade branded tempeh by 0.341. The size of the packaging regression coefficient (X<sub>4</sub>) is -0.085, this shows that for every increase in packaging unit score (X<sub>4</sub>) then variable Y decrease the decision to purchase trade branded tempeh by -0.085.

### Price Effect (X<sub>1</sub>)

The results of testing the first hypothesis prove that (X<sub>1</sub>) has a positive effect on consumer decisions to buy trademarked tempeh in Langsa city. This can be seen from the t-test which shows that  $t_{count} > t_{table}$ , namely  $4,216 > 1.67$  with a significance level of  $0.01 < 0.05$ . Then it was proven that the alpha value of  $0.01 < 0.05$  had a very real effect, and the regression

coefficient obtained was positive, namely 0.427. From the analysis, price has a positive influence on consumer decisions in purchasing trademarked tempeh, namely 0.427. This can be seen from the results of observations and interviews that price has a positive influence on consumer decisions in purchasing trademarked tempeh in Langsa City for several reasons related to

economic conditions and consumer behavior, namely affordable prices are very important for many consumers with various brands of tempeh. The existing tempe brands, namely Soya, Solo, Kita, Rose Merah and Super Butter, cover a price range of IDR 1000 for small size, 2000 for medium size and IDR 5000 for large size/package which is considered reasonable by consumers, trademarked tempeh production In the city of Langsa we try to offer good tempeh in good condition, and trademarked tempeh is also in demand because it has a delicious, savory taste, and so consumers' desire to buy trademarked tempeh is increasingly in demand. Thus, it can be concluded that the influence of price on the decision to buy trademarked tempeh offered to consumers tends to make consumers purchase these goods.

This study is in accordance with the research conducted by Budi et al. (2020) regarding the influence of price on consumer preferences based on the results of data processing, the independent variable price has a significant effect on the dependent variable consumer preferences with a calculated t-value of 2.859, which is greater than the value ( $t_{table}$  significance 5% = 1.96), so hypothesis  $H_a$  is acceptable. The price variable influences consumer preferences and has a positive value of 0.155, which means that it reflects the real effect of price on consumer preferences of 15.5%. This study is also in line the study by Ardini et al. 2020 that found that the price affects consumer preferences.

### **Influence of Brand Image (X2)**

Based on the processing results of the Brand Image variable on consumer preferences in buying trademarked tempeh in Langsa City, it shows the  $t_{value}$   $-0,346 < t_{table} 1.67$  which has a significance level of  $0.506 > 0.05$  then  $H_a$  rejected and  $H_0$  accepted. The brand image variable does not have a significant influence on consumer decisions in purchasing trademarked tempeh in Langsa City for several reasons related to market characteristics and local consumer behavior. First, tempeh is a familiar product and is considered a staple food by many

consumers in the area. Therefore, factors such as taste, price, and freshness are more dominant than brand image in influencing purchasing

decisions compared. Second, the brand image may not have been formed or communicated effectively by tempeh producers in Langsa City. Consumers may not have enough information about existing tempeh brands, so they rely more on direct assessments of the products they buy. Third, consumer preferences for tempeh tend to be based on personal experience and word-of-mouth recommendations rather than the influence of brand image. Beliefs and traditions may play a more important role than perceptions of a particular brand in the local market context.

This study is not in accordance with research conducted by Sallam (2016). Based on the results of data processing, the independent variable brand image has a significant effect on the dependent variable consumer preference with a t-statistic value of

3.091 which is greater than the value ( $t$ -table significance 5% = 1.96), thus, hypothesis  $H_0$  is acceptable. The brand image variable influences consumer preferences and has a positive value of 0.170, meaning that brand image has a real influence on consumer preferences.

### **Quality Influence (X3)**

Based on the results for the quality variable on consumer decisions in buying trademarked tempeh, it shows at  $t$  value of  $3,868 > t_{table} 1.67$  which has a significance level of  $0.00 < 0.05$  then  $H_a$  is accepted and  $H_0$  is rejected. This means that based on field locations, the positive influence of quality on consumer preferences in purchasing trademark tempeh in Langsa City can be explained through several important attributes assessed by consumers. First, the taste of tempeh is the main factor that determines preference, because tempeh with a good taste and consistency is preferred by consumers. Product hygiene and safety also play an important role. Consumers prefer tempeh that is produced and packaged hygienically to ensure safe consumption. The texture and appearance of tempeh, such as being

neither too hard nor too soft and having an attractive color and shape, are also quality attributes to consider. The distinctive aroma of tempeh is an important consideration for consumer. Quality consistency, where brands can offer the same quality tempeh every time, builds consumer trust and loyalty. Overall, these quality attributes improve consumer decisions because consumers feel that they are getting better value from a high-quality product.

This is in accordance with research conducted by Arianty and Gunawan (2021) based on product quality research on buying interest in

catfish MSMEs in Purwodadi Village, Pagar Merbau District. The obtained  $t$  value<sub>count</sub>  $2,551 > t_{table}$   $1.984$  and has a significant number of

$0.012 < 0.05$ , meaning  $H_0$  rejected and  $H_a$  accepted which shows that partially there is a significant influence between product quality and buying interest in catfish MSMEs in Purwodadi Village, Pagar Merbau District.

#### **Influence of Packaging (X4)**

Based on the results of data processing, the packaging variable on consumer preferences in buying trademarked tempeh in Langsa City shows the  $t$  value<sub>count</sub>  $-0,766 < t_{table}$   $1.67$  which has a significance level of  $0.506 > 0.05$  then  $H_a$  rejected and  $H_0$  accepted. Consumers may not view packaging as a significant added value for tempeh products. They focus more on relevant product attributes, such as quality and cleanliness, as for social factors and word-of-mouth recommendations. Consumers are more influenced by recommendations from family or friends than by the appearance of the packaging, and the lack of promotional and marketing efforts related to the superiority of the packaging may make consumers not realize the benefits or added value of better packaging. This research is not in accordance with research conducted by Marques da Rosa (2019), as the packaging variable influences consumer preferences and has a positive value, which means that packaging has a real influence on consumer preferences.

### **CONCLUSION**

Based on the results of the calculations and analysis that have been carried out, it can be concluded that the independent variables partially influence consumer preferences regarding the decision to purchase trademarked tempeh in Langsa City. which includes Price ( $X_1$ ) with a significance value of  $0.01 < 0.05$  and Quality ( $X_3$ ) with a value of  $0.00 < 0.05$ , the price and quality variables influence consumer preferences regarding the decision to buy trademarked tempeh in Langsa city, while the brand image variable ( $X_2$ ) and packaging ( $X_4$ ) with a significance value of  $0.506$ , the brand image variable has no influence on consumer decisions in buying trademarked tempeh in Langsa City.

## REFERENCES

Ardini, M., Gustiana, C., & Anzitha, S. (2022). Analisis Pengaruh Preferensi Konsumen Terhadap Keputusan Pembelian Ikan Bandeng (Chanos Chanos) di Kecamatan Seruway Kabupaten Aceh Tamiang. *Jurnal Inovasi Penelitian*, 2(11), 3765-5772.

Arianty, N., & Gunawan, A. (2021). The Impact of Price on Purchase Interest with Product Quality as an Intervening Variable in catfish MSMEs in Purwodadi Village, Pagar Merbau District, Deli Serdang Regency. In *Proceedings of the National Seminar on Entrepreneurship* (Vol. 2, No. 1, pp. 60-74).

[BPS] Langsa City Central Statistics Agency. (2017). *Inner Langsa City 2016 figures*.

[BPS] Langsa City Central Statistics Agency. (2024). *Langsa City in Figures 2024. Langsa. BPS Langsa City*.

Budi, D. A. S., Sudarma, I. M., & Agung, I. D. G. (2020). Preferensi Konsumen terhadap Kedai Kopi di Kota Denpasar. *Jurnal Agribisnis dan Agrowisata*, 9(3), 286-293.

Marques da Rosa, V., Spence, C., & Miletto Tonetto, L. (2019). Influences of visual attributes of food packaging on consumer preference and associations with taste and healthiness. *International Journal of Consumer Studies*, 43(2), 210- 217.

Sallam, M. A. (2016). The Impact of Brand Image and Corporate Branding on Consumer's Choice: The Role of Brand Equity. *International Journal of Marketing Studies*, 8(1), 98. <https://doi.org/10.5539/ijms.v8n1p98>

Silvia, A. (2019). Analysis of Tempe Making Business Income with Tofu in Langsa City." *Agrica Journal* 12 (2): 87-91.

Simanjorang, E. F. S. (2020). Analysis of Factors That Influence Coffee Purchase Decisions at Warkop on Mada Rantauprapat. *Business Economics Management and Accounting (EBMA)*, 1 (1): 91-101.