International Journal of Business and Quality Research

https://e-journal.citakonsultindo.or.id/index.php/IJBQR
E-ISSN: 2985-9468

Analysis of Factors Influencing Consumer Purchase Decisions Regarding Imported Fruit in Modern and Traditional Markets in Poka Village, Ambon City

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Abstract

This study aims to analyze the factors influencing consumers' purchasing decisions regarding imported fruits in modern and traditional markets in Poka Village, Ambon City. The study was conducted from January to February and involved 60 respondents—consumers from both modern and traditional markets—selected through purposive sampling. The method used was quantitative descriptive analysis supported by qualitative data collected through observation, interviews, and a questionnaire using a Likert scale. Data analysis was performed using multiple linear regression analysis, supported by validity and reliability tests, classical assumption tests, t-tests, F-tests, and the coefficient of determination (R^2). The research results indicate that in traditional markets, the price and process variables have a significant effect on purchasing decisions, while other variables do not have a significant effect. In contrast, in modern markets, the product quality, facilities, and location variables have a significant effect on purchasing decisions, both partially and simultaneously. This difference indicates that consumers in traditional markets tend to prioritize price and ease of the purchasing process, whereas consumers in modern markets place greater emphasis on product quality, facilities, and location. Taken together, these factors reflect differences in consumer behavior when making purchasing decisions in each type of market.

Keywords: Purchase decisions, imported fruit, modern markets, traditional markets, multiple linear regression.

INTRODUCTION

Current developments in the retail sector indicate an increasingly dynamic shift in consumer patterns. This is marked by the growing presence of modern markets that offer various conveniences, such as a comfortable shopping experience, neatly arranged products,

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https://e-journal.citakonsultindo.or.id/index.php/IJBQR
E-ISSN: 2985-9468

and a more reliable supply of goods. These conditions are driving a shift in consumer preferences, including in the purchase of horticultural products.

One of the most sought-after commodities is imported fruit, which is considered to have relatively stable quality, appearance, and availability. Data from the Central Statistics Agency (BPS) for 2023 shows that consumption of imported fruit accounts for approximately 2–3 percent of total national fruit consumption, or the equivalent of 2–3 kilograms per capita per year. When making purchasing decisions, consumers are faced with various alternatives between modern markets and traditional markets. A purchasing decision is the process of selecting from two or more alternatives (Schiffman & Wisenblit, 2015). Consumers are faced with the choice of buying imported fruit at modern markets or traditional markets, based on various considerations. The differences in the characteristics of these two types of markets lead to variations in the factors that influence consumer purchasing decisions.

To attract consumers, businesses must be able to implement the right strategies to compete in the market. This requires businesses to understand the factors that influence consumer purchasing decisions. According to Kotler (2016), purchasing decisions are influenced by several factors, such as price, product, service, and location. Meanwhile, according to Sembiring (2017), the factors influencing purchasing decisions include strategic location, good service, salesperson competence, promotions, and product categorization.

In this study, the factors analyzed include price, product quality, facilities, location, service, promotion, and process, which are believed to have different influences in modern and traditional markets, in line with the characteristics of their respective consumers. Poka Village, Ambon City, is one area that has both modern and traditional markets that sell imported fruits. However, there has not been much research specifically comparing the factors that influence purchasing decisions in these two types of markets. Therefore, this study is important to provide a more comprehensive picture of consumer behavior. Based on this description, the objective of this study is to analyze the factors that influence consumers' purchasing decisions regarding imported fruits in modern and traditional markets in Poka Village, Ambon City.

THEORETICAL REVIEW

Imported fruits are horticultural commodities brought in from abroad to meet public consumption needs due to limited domestic production. Rising demand and imbalances in the global distribution of these commodities have driven an increase in fruit imports in

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Indonesia. According to data from the Central Statistics Agency (BPS, 2024), the main suppliers of imported fruit to Indonesia include China, Thailand, the United States, and Australia, with apples, grapes, and mandarin oranges being the dominant commodities. In this study, the types of imported fruits examined are Fuji apples, grapes, and mandarin oranges because they are consistently available in Poka Village and are widely marketed through local sales channels.

A market is a venue for interaction between sellers and buyers in the exchange of goods and services to meet the economic needs of society (Kotler, 2016). Based on their service systems, markets are categorized into traditional and modern markets. Traditional markets are characterized by face-to-face transactions, a bargaining system, and relatively simple facilities, whereas modern markets employ a self-service system, fixed prices, and more comprehensive and standardized facilities (Indonesian Ministry of Trade, 2023). These differing characteristics provide consumers with alternative options when deciding where to purchase imported fruits.

Marketing is the process of creating and delivering value to consumers through product planning, pricing, promotion, and distribution activities to meet the needs of the target market (Kotler & Keller, 2016). In the context of the imported fruit trade, marketing strategies play a crucial role in shaping consumer perceptions of product quality, shopping convenience, and the appeal of retail locations, which ultimately influence purchasing decisions.

A purchase decision is the stage at which consumers make a choice after going through the process of identifying needs, searching for information, and evaluating alternatives (Kotler & Keller, 2016). This decision is influenced by various factors related to product characteristics and the purchasing environment. The factors considered in this study include price, product quality, facilities, location, service, promotion, and process. Price and product quality influence consumers' perception of value, while amenities, location, service, promotions, and the transaction process contribute to the convenience and shopping experience that can influence consumers' decisions to purchase imported fruit.

METHOD

Research Design

This study employs a descriptive-analytical approach with a cross-sectional survey design. The study was conducted to describe consumer characteristics and analyze the influence of factors affecting purchasing decisions for imported fruits in modern and traditional markets in Poka Village, Teluk Ambon Subdistrict, Ambon City. The independent

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variables in this study consist of price, product quality, facilities, location, service, promotion, and process, while the dependent variable is consumer purchasing decisions.

Setting and Study Population

The study was conducted in Poka Village, Teluk Ambon Subdistrict, Ambon City, in January 2026. The study location was selected purposively because the area has a fairly active trade in imported fruit in both modern and traditional markets. The study population consisted of all consumers who purchased and consumed imported fruit in both types of markets.

Sampling Technique Procedure

The sampling technique used was purposive sampling, with the criteria for respondents being consumers who had purchased imported fruit at least twice at either modern or traditional markets in Poka Village. Furthermore, accidental (incidental) sampling was used to recruit respondents in the field, specifically targeting consumers encountered directly who met the study criteria. The sample size consisted of 60 respondents, comprising 30 from modern markets and 30 from traditional markets.

Instruments

The research instrument consisted of a structured questionnaire designed based on the research variable indicators using a 1–5 Likert scale, ranging from “Strongly Disagree” (1) to “Strongly Agree” (5). The independent variables include price, product quality, facilities, location, service, promotion, and process, while the dependent variable is the purchase decision, measured through indicators of need satisfaction, purchase interest, purchase quantity, choice of location, and purchase stability.

Data Collection

The data used consists of primary and secondary data. Primary data was collected through observation, interviews using questionnaires, and direct responses from participants at the research site. Secondary data was obtained from official government publications, the Central Statistics Agency (BPS), scientific journals, reference books, and other sources relevant to the study.

Data Analysis

The data were analyzed using IBM SPSS Statistics version 26 through descriptive and inferential analysis. Descriptive analysis was used to describe the characteristics of the

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respondents and the level of consumer assessment of the research variables. Before performing multiple linear regression analysis, the instrument was tested for validity and reliability, and classical assumptions were tested, including normality, multicollinearity, and heteroscedasticity. Hypothesis testing was performed using multiple linear regression analysis, partial tests (t-tests), simultaneous tests (F-tests), and the coefficient of determination (R^2) at a significance level of $\alpha = 0.05$.

RESULTS

Based on the results of the validity and reliability tests, all research instruments were found to be valid and reliable. Furthermore, the results of the classical assumption tests showed that the regression model met the assumptions of normality, multicollinearity, and heteroscedasticity, making it suitable for further analysis. Multiple linear regression analysis is a method used to determine the relationship and influence of two or more independent variables on a single dependent variable.

Testing the hypothesis

It is hypothesized that price, product quality, facilities, location, service, promotion, and process are factors that influence purchasing decisions for imported fruit in traditional markets. This hypothesis was tested using multiple linear regression analysis, and the test results are presented in Tables 2a–c.

Table 1a: Model of the Influence of Factors Affecting Purchase Decisions for Imported Fruit in Traditional Markets

Model	R	R Square	Adjusted R^2	Std. Error of the Estimate
1	.634	.401	.211	6.271

Table 2a shows the result of the calculated F-value was 2.108, which is smaller than the table F-value of 2.49, and the significance value was 0.086 (> 0.05). These results indicate that, taken together, the variables of price, product quality, facilities, location, service, promotion, and process do not have a significant effect on the decision to purchase imported fruit at traditional markets.

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Table 2b: ANOVA of Factors Influencing Purchase Decisions for Imported Fruit in Traditional Markets

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	580.306	7	82.901	2.108	.086b
Residual	865.061	22	9.321		
Total	1445.367	29			

Table 2b shows the result of the calculated F-value was 2.108, which is smaller than the table F-value of 2.49, and the significance value was 0.086 (> 0.05). These results indicate that, taken together, the variables of price, product quality, facilities, location, service, promotion, and process do not have a significant effect on the decision to purchase imported fruit at traditional markets.

Table 2c: Coefficients Predicting Factors Influencing Purchase Decisions for Imported Fruit in Traditional Markets

Model	Unstandardized Coefficients (B)	Std. Error	Standardized Coefficients (Beta)	t	Sig.
(Constant)	27.310	19.668		1.389	0.179
Price	1.020	0.432	0.493	2.363	0.027
Produc Quality	-0.062	0.376	-0.032	-0.164	0.871
Facilities	0.172	0.359	0.096	0.479	0.637
Place	0.693	0.557	0.230	1.244	0.226
People	0.157	0.743	-0.056	-0.212	0.834
Promotion	0.023	0.626	-0.010	-0.037	0.971
Process	0.819	0.393	0.404	2.087	0.049

Based on Table 1 above, a regression equation model can be formulated as follows:

$$Y = 27{,}310 + 1{,}020X_1 - 0{,}062X_2 + 0{,}172X_3 + 0{,}693X_4 - 0{,}157X_5 - 0{,}023X_6 + 0{,}819X + e$$

The equation above shows the relationship between the independent variables and consumers' purchasing decisions regarding imported fruit. The constant term of 27.310 indicates that if all independent variables are held constant or set to zero, the value of the purchasing decision is 27.310.

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a. The regression coefficient for the price variable (X_1) is 1.020, indicating that a one-unit increase in price will increase the purchase decision by 1.0200, assuming all other variables remain constant. The product quality variable (X_2) actually decreases the purchase decision by 0.062, although its effect is not statistically significant.
b. The facilities variable has a coefficient of 0.172, indicating that an increase in the purchase decision is 0.172. The location variable, with a coefficient of 0.693, indicates that a better location will increase the purchase decision by 0.693.
c. The service variable has a negative coefficient of -0.157, indicating that an improvement in service tends to decrease the purchase decision, and the promotion variable, at -0.023, also indicates a negative relationship. The process variable has a coefficient of 0.819, meaning that an increase in the ease of the purchasing process will increase the purchase decision by 0.819.

Overall, this equation shows that the price and process variables have a more dominant positive influence on purchasing decisions in traditional markets compared to other variables.

Table 2a: Model of the Influence of Factors Affecting Purchase Decisions for Imported Fruit in Modern Markets

Model	R	R Square	Adjusted R^2	Std. Error of the Estimate
1	.920	.847	.799	3.333

Based on the results of the analysis, an R-squared value of 0.847 was obtained. This indicates that 84.7% of the decisions to purchase imported fruit in modern markets can be explained by the variables of price, product quality, facilities, location, service, promotion, and process used in this study. The remaining 15.3% is influenced by other factors outside the scope of the variables studied.

Table 2b: ANOVA of Factors Influencing Purchase Decisions for Imported Fruit in Modern Markets

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	1354.551	7	193.507	17.418	.000b
Residual	244.415	22	11.110		

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Total	1598.967	29			

Based on the SPSS output, the calculated F-value was 17.429, which is greater than the table F-value of 2.49, and the significance level was 0.000 (< 0.05). These results indicate that, taken together, the variables of price, product quality, facilities, location, service, promotion, and process have a significant effect on the decision to purchase imported fruit in modern markets.

Table 2c: Coefficients Predicting Factors Influencing Purchase Decisions for Imported Fruit in Traditional Markets

Model	Unstandardized Coefficients (B)	Std. Error	Standardized Coefficients (Beta)	t	Sig.
(Constant)	-7.615	12.122		-0.628	0.536
Price	0.137	0.280	0.054	0.488	0.630
Produc Quality	0.652	0.268	0.230	2.438	0.023
Facilities	1.459	0.351	0.410	4.161	0.000
Place	0.073	0.372	0.024	0.196	0.846
People	-0.199	0.308	-0.059	-0.464	0.525
Promotion	1.551	0.387	0.478	4.008	0.001
Process	0.613	0.336	0.198	1.825	0.082

Based on Table 1 above, a regression equation model can be formulated as follows:

$$Y = -7{,}615 + 0{,}137X_1 + 0{,}652X_2 + 1{,}459X_3 + 0{,}073X_4 - 0{,}199X_5 + 1{,}551X_6 + 0{,}613X_7$$

The equation above shows the relationship between the independent variables and consumers' purchasing decisions regarding imported fruit. The constant term of -7.615 indicates that if all independent variables are held constant or set to zero, the decision value is -7.615.

a. The regression coefficient for the price variable is 0.137, indicating that every increase in price will increase the purchase decision by 0.137, although the effect is relatively small. The coefficient for the product quality variable is 0.652, indicating that an increase in product quality will increase the purchase decision by 0.652.

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b. The facilities variable has a coefficient of 1.459, indicating that facilities have a fairly significant positive influence on the purchase decision. The location variable, with a coefficient of 0.073, indicates that a strategic location has a positive, though relatively small, influence on the purchase decision.
c. The service variable has a negative coefficient of -0.199, indicating a negative relationship with the purchase decision. The promotion variable, with a coefficient of 1.551, indicates that promotion has a relatively large positive influence on purchasing decisions. Meanwhile, the process variable has a coefficient of 0.613, meaning that the better the purchasing process, the more likely a purchase decision is to occur.

Overall, this equation shows that the variables of facilities, promotion, and product quality are factors that have a relatively large positive influence on purchasing decisions

DISCUSSION

Result of the calculated F-value was 2.108, which is smaller than the table F-value of 2.49, and the significance value was 0.086 (> 0.05). These results indicate that, taken together, the variables of price, product quality, facilities, location, service, promotion, and process do not have a significant effect on the decision to purchase imported fruit in traditional markets. This finding is consistent with the study by Budi et al. (2024), which also showed that, taken together, the independent variables do not have a significant effect on purchasing decisions. The R-squared value of 0.401 indicates that 40.1% of the variation in purchasing decisions is explained by the study variables, while the remaining 59.9% is influenced by other factors outside the scope of the study, such as income, education, lifestyle, shopping habits, family influence, consumer preferences, loyalty, and psychological factors.

Results of the partial test (t-test), the variables that significantly influence the decision to purchase imported fruit are price and processing, with significance values of 0.027 and 0.049 (< 0.05), respectively, indicating that improvements in both of these aspects tend to increase the likelihood of a purchase decision. Meanwhile, the variables of product quality, facilities, location, service, and promotion had significance values greater than 0.05 and thus did not have a significant effect on purchasing decisions. Consequently, purchasing decisions for imported fruit in traditional markets are more influenced by price and process than by other variables.

Based on the SPSS output, the calculated F-value was 17.428, which is greater than the table F-value of 2.49, and the significance value was 0.000 (< 0.05). These results indicate that, taken together, the variables of price, product quality, facilities, location, service,

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promotion, and process have a significant effect on the decision to purchase imported fruit in modern markets. This finding is consistent with the research by Alviera (2025), which showed that various factors collectively influence purchasing decisions in modern markets. The R-squared value of 0.847 indicates that 84.7% of the variation in purchasing decisions can be explained by the variables in this study, while the remaining 15.3% is influenced by other factors outside the model, such as income, lifestyle, brand image, consumer preferences, social influence, and psychological factors.

Results of the partial test (t-test), the variables that significantly influence the decision to purchase imported fruit are product quality, facilities, and promotions, with significance values of 0.023, 0.000, and 0.001 (< 0.05), respectively, indicating that improvements in these three variables tend to increase the likelihood of purchasing imported fruit. Meanwhile, the variables of price, location, service, and process have significance values greater than 0.05 and therefore do not significantly influence the decision to purchase imported fruit in modern markets.

CONCLUSION

The factors influencing purchasing decisions for imported fruit differ between traditional and modern markets. In traditional markets, purchasing decisions are significantly influenced by price and the transaction process, whereas in modern markets, they are influenced by product quality, facilities, and promotions. The results of the simultaneous test show that the research variables do not have a significant effect in traditional markets (R^2 = 40.1%), but do have a significant effect in modern markets (R^2 = 84.7%); thus, the research model is better able to explain consumer purchasing decisions in modern markets.

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