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The Influence of Stock Availability, Household Consumption Patterns, and Customer Relations on Purchasing Decisions at Sumber Market, Cirebon Regency

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Abstract

The main problem in stock availability instability is caused by distribution from suppliers, while consumption patterns are determined by income fluctuations. Another phenomenon that is prominent in traditional markets is the quality of communication between traders and sellers, which influences purchasing decisions. These conditions prompted researchers to examine several variables that influence purchasing decisions in Sumber Market. This study aims to analyze factors including stock availability, household consumption patterns, and customer relations in influencing consumer purchasing decisions in Sumber Market. The type of research used is explanatory associative research with a quantitative approach. Since valid population data was not available, the sample size was determined using the Lemeshow formula, resulting in 96 respondents. Data was collected through questionnaires distributed to consumers at Sumber Market. The sampling technique used accidental sampling, while data analysis used logistic regression analysis. The results show that stock availability and customer relations have no significant effect on purchasing decisions, while household consumption patterns have a significant effect on purchasing decisions. However, simultaneously, stock availability, household consumption patterns, and customer relations have a significant effect on consumer purchasing decisions at Sumber Market. These findings indicate that consumer purchasing decisions in traditional markets are

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more influenced by household consumption needs and habits than by factors such as relationships with vendors or stock conditions at a particular seller.

Keywords: Stock Availability, Household Consumption Patterns, Customer Relations, Purchasing Decisions.

INTRODUCTION

Traditional markets are places where vendors and buyers gather to conduct transactions directly through a bargaining system, generally selling basic necessities at relatively affordable prices compared to modern markets. The buying and selling of basic necessities in traditional markets not only reflects daily economic activity but also serves as an indicator of price stability, household consumption patterns, and public purchasing power. According to Yulianti et al. (2021), traditional markets play a vital role in local economic growth through commercial activities that benefit the general public, both as buyers and sellers. Relatively affordable prices, a wide variety of products, and strategic locations make traditional markets the community's top choice for meeting their daily food needs.

In Cirebon Regency, Sumber Market is one of the traditional markets that has a high level of commercial activity, with hundreds of active vendors every day. However, this market still faces issues related to instability in stock availability due to fluctuations in supply, distribution, and seasonal factors affecting food commodities. In addition to stock factors, household consumption patterns that tend to change according to income levels and needs also influence purchasing decisions. Consumers with more selective consumption patterns will consider their priority needs and purchasing power before making a transaction. On the other hand, the relationship between merchants and customers is also a factor that cannot be ignored. Good interaction, friendly service, and built trust can enhance consumer comfort while shopping.

Based on the consumer behavior theory presented by Kotler and Keller in Sudirjo et al. (2024), purchasing decisions are influenced by how individuals evaluate, select, and allocate resources to purchase goods and services to meet their needs. This theory asserts that purchasing decisions are shaped by general factors such as economic factors, social factors, brand, advertising, price, product attributes, cultural factors, and personal factors. This theory is relevant for understanding how inventory availability, household consumption patterns, and customer relations influence purchasing decisions.

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Thus, this study aims to conduct an in-depth analysis of the factors influencing purchasing decisions at Sumber Market in Cirebon Regency. This study focuses on examining the extent to which inventory availability, household consumption patterns, and customer relations influence consumer purchasing decisions. Through this study, it is hoped that an empirical understanding of the relationship between these three variables can be obtained, thereby strengthening the theoretical understanding of consumer behavior and providing practical insights for merchants and traditional market managers in improving service strategies, maintaining supply stability, and meeting consumer needs in a sustainable manner.

OBJECTIVES

This article intends

1. Analyze the influence of stock availability on purchasing decisions at Sumber Market, Cirebon Regency.
2. Analyze the influence of household consumption patterns on purchasing decisions at Sumber Market, Cirebon Regency.
3. Analyze the influence of customer relations on purchasing decisions at Sumber Market, Cirebon Regency.
4. Analyze the simultaneous influence of stock availability, household consumption patterns, and customer relations on purchasing decisions at Sumber Market, Cirebon Regency.

LITERATUR REVIEW

Consumer Behavior Theory

Consumer behavior theory serves as the foundation for understanding how individuals or groups make decisions in the purchasing process. According to Kotler and Keller in Sudirjo et al., (2024) consumer behavior is the study of how individuals, groups, and organizations select, purchase, use, and evaluate goods, services, or experiences to satisfy consumer needs and desires. This theory emphasizes that purchasing decisions are formed through the interaction of psychological, social, and personal factors together with economic aspects.

Stock Availability

Stock availability refers to the condition in which products are available in sufficient quantities to meet consumer demand. According to Listiani & Wahyuningsih,

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(2019) inventory plays an important role in the sales process of trading companies. Therefore, effective inventory management and monitoring are essential to support operational performance. Stock availability becomes an external factor that strongly influences consumer purchasing decisions. If products are unavailable, consumers may lose the opportunity to purchase the desired items, switch to alternative products, or even move to another store or market.

1. HOUSEHOLD CONSUMPTION PATTERNS

   According to Badan Pusat Statistik (BPS, 2024), household consumption patterns are reflected in expenditures on food and non-food needs, which are influenced by income conditions, product prices, the number of family members, and the surrounding environment. In other words, consumption patterns describe how households allocate their income to fulfill primary, secondary, and tertiary needs.

2. CUSTOMER RELATIONS

   According to Laili et al., (2024) customer relation is a strategy focused on increasing profitability by building long-term relationships through the utilization of technology, processes, and human resources. The three main elements of customer relation include technology as a tool to connect sellers and customers, processes as a structured mechanism for interaction, and human resources that play a role in creating quality service experiences.

3. PURCHASING DECISIONS

   Purchasing decisions refer to the process in which consumers choose products or services after going through several stages, including identifying needs, searching for information, evaluating alternatives, and finally making a purchase. The indicators of purchasing decisions are as follows (Lucky, 2024):

   a. Need Recognition

      The initial stage in the purchasing decision-making process occurs when consumers assess and determine whether there is a need that must be fulfilled.

   b. Information Search

      At this stage, consumers attempt to gather information relevant to their needs before making purchasing decisions. The information may come from personal environments, such as family and friends, as well as from commercial sources, public sources, and direct experiences obtained through product usage or evaluation.

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c. Evaluation of Alternatives
   At this stage, consumers evaluate various available product alternatives in order to select the most suitable product according to their needs.
d. Purchasing Decision
   At this stage, consumers make the final decision regarding the product or service to be purchased.

PREVIOUS STUDIES

To strengthen the theoretical foundation of this study, several previous studies relevant to the relationship between stock availability, household consumption patterns, customer relation, and purchasing decisions are used as references.

The study conducted by Mawarni et al. (2024) found that price and product availability have a significant influence on consumer purchasing decisions. Meanwhile, the study by Ismail, (2019) showed that in developing villages, household consumption patterns are significantly influenced by income and the number of dependents, while in advanced villages only income has a significant influence on household consumption patterns. Furthermore, the research conducted by Asraini, (2019) stated that customer relationship management and service quality have a positive and significant influence on purchasing decisions.

Based on these previous studies, it can be concluded that stock availability, household consumption patterns, and customer relation are important factors that potentially influence purchasing decisions. Therefore, these three variables are relevant for further study in the context of traditional markets.

RESEARCH METHOD

This study employed an explanatory associative research design with a quantitative approach to analyze the influence of stock availability, household consumption patterns, and customer relation on purchasing decisions. The population consisted of consumers shopping at Sumber Market, Cirebon Regency. Since the total population was unknown, the sample size was determined using the Lemeshow formula with a 95% confidence level, and respondents were selected through accidental sampling.

The study used quantitative data obtained from primary and secondary sources. Primary data were collected through questionnaires distributed to consumers at Sumber Market, while secondary data were obtained from literature, journals, BPS publications,

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and related institutions. The questionnaire used the Guttman Scale with “Yes” and “No” answer choices.

Data analysis was conducted using SPSS 26 through validity and reliability tests, descriptive statistical analysis, logistic regression analysis, overall model fit test, Hosmer and Lemeshow’s Goodness of Fit Test, Nagelkerke R Square, classification matrix, Wald test, and Omnibus Test of Model Coefficients. Hypothesis testing was carried out using a significance level of 0.05.

Conceptual Framework

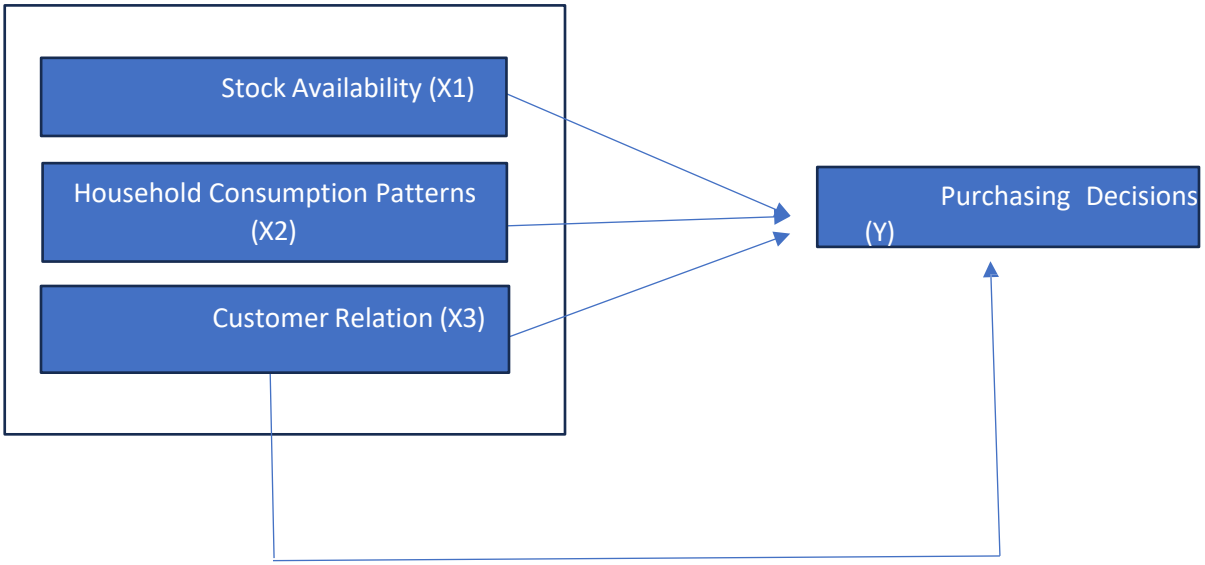


FIGURE 1: CONCEPTUAL FRAMEWORK

The figure above shows that stock availability (X1), household consumption patterns (X2), and customer relation (X3) act as independent variables that influence purchasing decisions (Y), both simultaneously and partially. This relationship is based on consumer behavior theory, which states that purchasing decisions arise from the interaction between internal factors, such as individual needs and preferences, and external factors, such as stock availability and the relationship between traders and consumers.

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RESULT

1. Descriptive Statistics

TABLE 1

	N	Minimum	Maximum	Mean	td. Deviation
Ketersediaan Stok	96	2.00	8.00	6.1875	1.72482
Pola Konsumsi RT	96	2.00	9.00	7.0208	1.78873
Customer Relation	96	2.00	9.00	7.0625	1.52738
Keputusan Pembelian	96	2.00	9.00	7.2083	1.52810
Valid N (listwite)	96				

sumber: Hasil pengolahan data dengan SPSS 26.0.

Descriptive analysis shows variation across all research variables. Stock availability has a mean of 6.19 with values ranging from 2 to 8, indicating moderate variation in responses. Household consumption patterns show a higher mean of 7.02, suggesting relatively consistent consumption behavior among respondents.

Customer relation records a mean of 7.06 with moderate variability, indicating generally good relationships between customers and sellers, although perceptions vary among respondents. Purchase decision has the highest mean of 7.21, reflecting strong purchasing decisions among respondents based on their needs and considerations, with moderate response variation across the sample.

2. Logistic Regression Analysis

a. Overall Model Fit

Table 2

-2Log *likehood* awal (*block number* = 0)	50.135
-2Log *likehood* akhir (*block number* = 1)	38.263

Sumber: Hasil Pengolahan Data dengan SPSS 26.0.

Referring to Table 2, the -2 Log Likelihood (-2LL) value for the initial model (Block Number = 0), before the independent variables were included, is 50.135. After the three independent variables were entered into the regression model (Block Number = 1), the -2LL value decreased to 38.263, resulting in a difference of 11.872.

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b. Hosmer and Lemeshow Test

Table 3

Chi Square	Df	Sig.
6.948	7	0.434

Sumber: Hasil pengolahan data dengan SPSS 26.0.

Based on Table 3, the results of the Hosmer and Lemeshow Goodness of Fit Test show a Chi-square value of 6.948 with a significance level of 0.434. Since the p-value is greater than or equal to 0.05 (0.434 ≥ 0.05), the null hypothesis (H0) is accepted.

c. NAGELKERKE R SQUARE

Table 4

-2Log likehood	Cox & Snell R Square	Nagelkerke R Square
38.263	0.116	0.286

Sumber: Hasil pengolahan data dengan SPSS 26.0.

Referring to Table 4, the coefficient of determination indicated by Nagelkerke R Square is 0.286. This value shows that the independent variables explain 28.6% of the variation in the dependent variable.Meanwhile, the remaining 71.4% of the variation in purchase decisions is influenced by other factors not included in the variables analyzed in this study.

d. CLASSIFICATION TABLE

Table 5

Observed		Predicted Keputusan Pembelian		Percentage Correct
		Tidak	Ya	
Keputusan Pembelian	Tidak	0	7	0,0
	Ya	1	88	98.9
Overall Percentage				91.7

Sumber: Hasil pengolahan data dengan SPSS 26.0.

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Overall, the analysis results indicate that the logistic regression model used is able to achieve a prediction accuracy of 91.7%. This suggests that the model has a fairly good performance in predicting respondents' purchase decisions.

e. Logistic Regression Analyse

Table 6

	B	S.E.	Wald	df	Sig.	Exp(B)
KS	0.267	0.228	1.372	1	0.241	1.306
PKRT	0.608	0.259	5.498	1	0.019	1.836
CR	0.097	0.255	0.144	1	0.704	1.102
Constant	3.312	1.899	3.041	1	0.081	0.036

Sumber: Hasil pengolahan data dengan SPSS 26.0.

The constant value (α) of -3.312 indicates that when all independent variables are equal to zero, the value of the purchase decision (KP) is - 3.312. All three independent variables show positive regression coefficients.

f. Wald Test

Table 7

	B	S.E.	Wald	df	Sig.	Exp(B)
KS	0.267	0.228	1.372	1	0.241	1.306
PKRT	0.608	0.259	5.498	1	0.019	1.836
CR	0.097	0.255	0.144	1	0.704	1.102
Constant	-3.312	1.899	3.041	1	0.081	0.036

Sumber: Hasil pengolahan data dengan SPSS 26.0.

Based on the Wald test results, variable X1 has a Wald value of 1.372 with a significance level of 0.241, which is greater than 0.05. This indicates that the first hypothesis is not supported, so H1 is rejected. For X2, the Wald value is 5.498 with a significance value of 0.019, which is less than 0.05. Therefore, H2 is accepted.

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Meanwhile, X3 shows a Wald value of 0.144 with a significance level of 0.704, which is greater than 0.05. Thus, the third hypothesis is rejected.

g. Omnibus Test of Model Coefficients

Table 8

hi Square	Df	Sig.
11.872	3	0.008
11.871	3	0.008
11.871	3	0.008

Referring to Table 4.22, the Chi-square value is 11.872 with 3 degrees of freedom (df = 3) and a significance level of 0.008, which is lower than 0.05. Based on these results, H4 is accepted. Therefore, it can be concluded that stock availability, household consumption patterns, and customer relations simultaneously have a significant effect on purchase decisions.

DISCUSSION

This study was conducted at Sumber Market in Cirebon Regency, located on Raden Dewi Sartika Road in Sumber District, West Java. Sumber Market is a traditional market that serves as the center of economic activity for the community in Sumber District and the surrounding areas. Sumber market occupies an area of five thousand square meters, with four thousand square meters used for buildings. The remainder is used for parking. Pasar Sumber has a two-story building, with the ground floor dominated by vendors selling staple goods such as vegetables, meat, rice, and other household necessities. The upper floor is dominated by vendors selling clothing, shoes, and many other items. Sumber Market has a total of 614 vendors conducting daily trading activities, consisting of 80 vendors occupying kiosks, 313 vendors selling in stalls, 181 vendors occupying open-air areas or sidewalks, and 40 permanent stalls (PTT).

The Influence of Stock Availability on Purchasing Decisions

The results of data analysis in this study indicate that the stock availability variable does not have a significant influence on purchasing decisions. Based on these

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findings, the hypothesis regarding the influence of stock availability on purchasing decisions is rejected because the data do not support it. The insignificant influence of stock availability indicates that consumers in this study do not consider stock completeness or quantity as the main factor in making purchasing decisions.

This finding is in line with utility theory. According to Farahain et al., (2025) utility theory explains that consumers tend to behave rationally in making purchasing decisions to maximize the satisfaction or utility obtained from a product. Empirical phenomena found in the field show that consumers tend to make purchases based on routine household needs. This indicates that, in the context of household product purchases, stock availability does not directly encourage purchasing decisions, but rather ensures that the purchasing process can proceed smoothly when consumers have already decided to buy. The findings of this study are consistent with the research conducted by Situngkir et al., (2021) which stated that product availability does not significantly influence consumer purchasing decisions. The study explained that consumers already have specific purchasing objectives, so the presence or absence of certain products does not necessarily directly encourage purchasing decisions.

According to the researcher, the insignificant influence of stock availability on purchasing decisions in this study is caused by consumer characteristics and the type of products examined. The purchased products are routine household necessities; therefore, purchasing decisions are more influenced by consumption patterns and household planning rather than situational factors such as stock availability.

The Influence of Household Consumption Patterns on Purchasing Decisions

Based on the results of data analysis, household consumption patterns have a significant influence on purchasing decisions; therefore, the hypothesis proposed in this study is accepted. This finding is in line with Keynesian consumption theory, which explains that the level of household consumption is closely related to the level of income owned by individuals. When income increases, individuals tend to increase their consumption, although the increase is not always proportional to the rise in income received (Halimah et al., 2024). Empirical phenomena identified from field observations show that the majority of respondents are individuals who manage household needs and regularly carry out purchasing activities. Consumers tend to buy products based on previously planned needs, such as daily, weekly, or monthly necessities.

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Purchasing decisions are not impulsive but are based on consumption planning adjusted to household economic conditions. This finding is consistent with the research conducted by Nurfitriani et al., (2023) which showed that consumption patterns have a significant influence on purchasing decisions. The study explained that differences in consumer needs and consumption habits affect purchasing behavior, both in the context of clothing products and daily necessities. The findings from previous studies further strengthen the results of this research, indicating that household consumption patterns play a crucial role in shaping purchasing decisions.

The Influence of Customer Relation on Purchasing Decisions

Based on the results of data analysis, customer relation does not have a significant influence on purchasing decisions; therefore, the hypothesis proposed in this study is rejected. The statistical findings indicating the insignificant influence of customer relation on purchasing decisions can be explained through relationship marketing theory. This theory views customer relationships as a strategy used by business actors to build positive relationships with consumers through directed communication, customer satisfaction orientation, and efforts to maintain long-term customer loyalty (Nikmah, 2017).

In addition, based on transaction cost theory, consumers tend to choose alternatives that minimize transaction costs, such as time, effort, and risk. In the context of traditional markets, consumers prioritize convenience, speed, and efficiency in obtaining household necessities rather than building long-term relationships with specific traders. As long as the transaction process is easy and products can be obtained quickly, consumers do not consider customer relation as a major factor in making purchasing decisions (Amaral & Wutun, 2022).

The Influence of Stock Availability, Household Consumption Patterns, and Customer Relation on Purchasing Decisions

Based on the results of data analysis, the simultaneous influence of stock availability, household consumption patterns, and customer relation on purchasing decisions, tested using the Omnibus Test of Model Coefficients in logistic regression, is accepted. These findings indicate that although not all independent variables have a significant partial influence, the three variables simultaneously are able to explain variations in consumer purchasing decisions.These results demonstrate that purchasing

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decisions are not determined by a single factor, but rather by the complex interaction of various interrelated factors.

CONCLUSION

Based on the empirical analysis results, it can be concluded that partially, stock availability and customer relation do not have a significant influence on purchasing decisions because their significance values are greater than 0.05. In contrast, household consumption patterns have a positive and significant influence on purchasing decisions, indicating that the more structured and stronger the consumption pattern, the greater the likelihood that consumers will make purchases. However, simultaneously, the three independent variables jointly have a significant influence on purchasing decisions, as evidenced by the model test results with a significance level below 0.05. These findings confirm that purchasing decisions are not influenced by a single factor, but rather by a combination of several interacting factors.

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