

Analysis of Consumer Decisions in Purchasing Snack Products at the Store of *Rumah Cemilan Kendari* in Kadia District, Kendari City

Rosmida Teke¹, Weka Gusmiarty Abdullah^{*2}, and Rosmawaty³

¹²³Department of Agribusiness, Faculty of Agriculture, Halu Oleo University JL. HAE Mokodompit Number 31, Kendari City (93232) Indonesia

Email: midaros.0601@gmail.com, rosmawaty_faperta@uho.ac.id

*Corresponding author: weka.gusmiartyfaperta@uho.ac.id

Abstract

This study aims to (1) describe the consumer decision-making process in purchasing snack products at the store of Rumah Cemilan Kendari in Kadia District, Kendari City, and (2) find out the factors that influence consumer decisions in purchasing snack products at the store of Rumah Cemilan Kendari in Kadia District, Kendari City. The determination of the location of this study was carried out purposively. The population of this study was an unknown number of snack food consumers. The sample of this study was determined by accidental sampling technique, and the number of samples was 50 respondents data analysis using descriptive analysis. The results showed that (1) when making consumer decisions on snack products at the store of Rumah Cemilan Kendari, consumers know the need to snack with their families. Hence, they search for information about snack products that meet their requirements. Most get information from friends where the focus of attention is affordable prices, product durability, and product flavour variants. (2) Factors that consumers consider in purchasing decisions for snack products at The store of Rumah Cemilan Kendari are taste, low prices, and clean and comfortable store locations.

Keywords: product, price, location, promotion, and purchase decision



INTRODUCTION

The development of the business world or business in Indonesia in the modern era is growing rapidly. The growth can be realized by the increasing number of businesses formed in various fields or industries. One of the emerging businesses today leads to an increase in productive economic firms that are increasingly advanced, and the level of competition between one company and another company is getting tighter. Business competition is also felt in the snack business, marked by increased industries engaged in similar trades. (Suawa *et al.*, 2019)

The snack business is one of the most popular segments in the food business. It has distinctive characteristics: relatively high profits of 30%-50%, wide open markets, affordable prices, and close ties to culture and entertainment. This business differs from other culinary businesses, with wider space for culture, entertainment, practicality, and business creativity (Widiyanto *et al.*, 2021). Snacks are not only tasked with providing a complete menu that is filling and nutritious for the health of the body but are tasked with providing practical light chewing ingredients that provide a comforting sensation on the tongue, smell, eyes, and mind. The snack business continues to look attractive in the eyes of consumers (Kustiawan & Kuncoro, 2013).

Indonesian consumers' interest in snacks is still growing—the growth is supported by significant growth in the performance of the food and beverage industry in recent years. In 2021, the distribution volume of snacks in Indonesia was 1,281 million kilograms, growing 8% from 2020 with a distribution volume of 1,183 million kilograms. At the end of 2022, the volume of snack food distribution was 1,357 million kilograms, an increase of around 6%. (Pusat Data Industri Indonesia, 2022).

Competition in the snack business is getting tighter, so an effective and efficient marketing strategy is needed. The marketing mix is an interaction of four things, namely the product (*Product*), price (*price*), promotion (*promotion*), and location (*place*) (Kotler & Keller, 2012). Each of these variables interacts to create a demand for the goods or services offered. The service can provide benefits and be well accepted by consumers to provide consumer satisfaction (Aristo, 2016). Kendari City, the capital of Southeast Sulawesi Province, has the most MSME units of all city districts in Southeast Sulawesi, namely 10,223 business units. The development of MSMEs in Kendari City is increasing every year. In 2017, the number of MSMEs in Kendari City was 1,326 units; in 2018, there were 1,474 units; and in 2019, there were 1,609 units. The increase in economic



growth with the significant development of MSMEs proves that MSMEs drive economic growth in Kendari City. The increase in the number of MSMEs has also caused competition in the MSME sphere to increase. The increase was also felt by one of the Kendari Snack House business actors (BPS Kota Kendari, 2020).

Rumah Cemilan Kendari, located in Kadia District, is one of the MSMEs providing various snack products. Based on initial observations by conducting direct interviews with Rumah Cemilan Kendari business owners, several problems in the Rumah Cemilan Kendari business are of concern, including those related to the ups and downs of sales in the products sold; this cannot be separated from consumer purchasing decisions.

Consumers increasingly know how to spend their money. Consumers can buy the products they need according to the desired amount. Consumers are an important factor for companies. Companies must focus on consumers because, in today's fierce competition, consumers get product offers from one company and other competing companies that offer similar products (Harahap, 2015).

According to Isa *et al.* (2018), consumers consciously make purchasing decisions from several alternatives to fulfil their needs and desires. A person's buying decision leads to how that decision-making process is carried out. Many factors are taken into consideration by consumers in determining purchasing decisions. Business actors must learn about consumer behaviour in choosing products with various categories or choices. The wide selection of products is so varied that consumers choose products that best suit their needs, desires, and expectations.

MATERIALS AND METHODS

This research was carried out from December 2022 to June 2023 at the *store of Rumah Cemilan Kendari* on Jl. Antero Hamra, Kadia District. Researchers chose Rumah Cemilan Kendari as the research location because Kendari Snack House is a snack shop that is quite famous in Kendari City. It can represent several similar business actors in Kendari City, Southeast Sulawesi.

The population studied is all consumers who buy snack products at the *store of Rumah Cemilan Kendari*. The sample in this study was 50 people. Decision-making process variables (need recognition, information search, alternative evaluation, purchase decision, and post-purchase behaviour), product, price, location, promotion, and consumer purchase decision variables.



RESULTS AND DISCUSSION**Consumer Decision-Making Process in Purchasing Snack Products at Store of Rumah Cemilan Kendari**

Consumer purchasing decision-making is based on consumer desires and curiosity to find products that suit their needs. The stages of the purchase decision-making process are as follows:

Needs Recognition

At the stage of recognizing needs, consumers will realize a need and their desire. Needs can be stimulated by stimuli from within or from outside. Based on the distribution of questionnaires to snack consumers at the *store of Rumah Cemilan Kendari*, the introduction of needs can be seen in Table 1.

Table 1. Introduction to the Needs of Purchasing Snack Products at the Store of Rumah Cemilan Kendari

No.	Answer Options	Number of Respondents	Percentage (%)
1.	Consumed alone	16	32
2.	Consumed with family	34	68
	Sum	50	100

Table 1 shows that 100% of the purpose of purchasing snack products at the *store of Rumah Cemilan Kendari* is to meet their own and family consumption needs. *Snack Culture* among the people of Kendari City makes snacks the right choice to accompany while on the move. The condition is according to Kotler and Armstrong's theory (2016), Consumers will discover their needs and wants, both planned, and those that arise suddenly.

Information Search

The search for information begins when consumers realize that these needs can be met by buying and consuming the product. Consumers can obtain information from various sources, such as personal sources (family, friends, and neighbours) and business sources (advertising, salespeople, retailers, and websites). Based on the results of the



questionnaire distribution, information searches conducted by snack consumers can be seen in Table 2.

Table 2. Search for Respondents' Information on Snack Products at the Store of Rumah Cemilan Kendari

No.	Answer Options	Number of Respondents	Percentage (%)
1.	Search for yourself	4	8
2.	Family/relatives	12	24
3.	Friend	25	50
4.	Seller promotions	9	18
	Sum	50	100

Table 2 shows that the average respondent answered getting snack product information from friends at the *Rumah Cemilan Kendari* store. In this study, friends influence consumers to buy snack products; in a way, *word of mouth* will greatly influence consumers' purchasing decisions at the *Rumah Cemilan Kendari* store. The condition is by the statement of Kotler & Keller (2012): *Word of mouth* is a communication process in the form of providing recommendations and information about products or services that have been used and then recommended by consumers who have made purchases.

Evaluation of Alternatives

After searching for information, consumers will face several choices regarding similar products. In the alternative evaluation process, consumers compare various alternative similar products, and then consumers determine the brand they will buy. Based on the results of the questionnaire distribution, the evaluation of alternatives carried out by snack consumers can be seen in Table 3.

Table 3 Evaluation of Respondents' Alternatives Based on Considerations in Choosing Snack Products at the Store of Rumah Cemilan Kendari

No.	Answer Options	Number of Respondents	Percentage (%)
1.	Attractive packaging	2	4

2.	Product durability	12	24
3.	Affordable price	22	44
4.	Product flavor variants	12	24
5.	Product shape and size	-	-
6.	Close location and easy-to-reach	2	4
	Sum	50	100

Table 3 shows that consumers who buy snacks at *The store of Rumah Cemilan Kendari*, on average, choose the answer to affordable prices, product durability, and product flavour variants, and the respondents' lowest answers are packaging and location. It shows that consumers consider buying snack products at *the Rumah Cemilan Kendari* in the alternative evaluation process because of its affordable price, durability, and flavour variants.

Purchasing Decision

Research by Ferawati *et al.* (2019) said that product purchase decisions are influenced by consumer behaviour. Buying Decision is an action to meet consumer needs, which is the Final Determination process of buying or not buying snack products at *the Rumah Cemilan Kendari*. Based on the results of the questionnaire distribution conducted by snack food consumers on the Decision to purchase snack products at the *store of Rumah Cemilan Kendari* can be seen in Table 4.

Table 4. Purchasing Decisions for Snack Products at the Store of Rumah Cemilan Kendari

No.	Answer Options	Number of Respondents	Percentage (%)
1.	Attractive packaging	-	-
2.	Product durability	7	14
3.	Affordable price	20	40
4.	Product flavor variants	12	24
5.	Product shape and size	-	-



6.	Close location and easy-to-reach	10	20
7.	Interested in seller, friend and family promotions	1	2
	Sum	50	100

Table 4 indicates that the average respondent answered an affordable price. The respondents' lowest answers were product flavour variants, close and easily accessible locations, and product durability. The answers show that consumer decisions in purchasing snack products at *The store of Rumah Cemilan Kendari* are greatly influenced by price. The business owner processes the fixed price, which can attract consumers to purchase at the store. The condition is the opinion of Kotler (2009), who states that consumers will consider price as a determining factor in deciding on purchases because consumers, in general, will crave products at affordable prices but quality.

Post Purchase

Post-purchase behaviour is when consumers feel satisfied or dissatisfied with the consumption of products they have done. Satisfaction will encourage repeat purchases; conversely, dissatisfaction will cause consumers to be disappointed and stop buying the product (Kristiana, 2018). Based on the results of the post-purchase questionnaire and distribution of light products at the *store of Rumah Cemilan Kendari* can be seen in Table 5

Table 5. Post-Purchase of Snack Products at the Store of Rumah Cemilan Kendari

No.	Answer Options	Number of Respondents	Percentage (%)
1.	Very satisfied	28	56
2.	Satisfied	22	44
3.	Keep	-	-
4.	Less Satisfied	-	-
5.	Very Dissatisfied	-	-
	Sum	50	100



Table 5 shows that consumers are very satisfied and respondents are motivated to make repeat purchases because snack products at home snack stores have specifications that meet consumer expectations and needs. This shows that consumer expectations of product taste, product appearance, and product prices are very appropriate and the *Rumah Cemilan Kendari* business owner has succeeded in providing the best service to consumers.

Factors Consumers Consider in Purchasing Decisions for Snack Products at the Store of Rumah Cemilan Kendari

Consumer purchasing decision is a process of combining and gathering all or some information and knowledge to evaluate two or more alternatives and select one of them that can be seen by each individual or organization how the process before making a purchase.

Product

Products are tools or things that are solutions to the problems of consumer needs, so the creation of products must look at consumer considerations or needs. The results showed that the product's taste is the product variable consumers consider in purchasing decisions for snack products at the *Rumah Cemilan Kendari store*. The results of this study support the results of research by Sukarmen *et al.* (2019), which explains that product taste is closely related to purchasing decisions. The taste of a good product will provide consumer satisfaction if consumer expectations of the taste of the product produced by the company will get a high value from consumer satisfaction and will further create consumer pleasure. Conversely, if consumer satisfaction is not met, then consumer dissatisfaction arises. The lower the level of consumer satisfaction with the taste of the resulting product, the more likely the consumer is to leave the company.

Price

Price is a way for a seller to distinguish his offer from competitors so that pricing can be considered part of the differentiation function of goods in marketing. The results of this study show that the price variable consumers consider in purchasing snack decisions at the *store Rumah Cemilan Kendari* is the product's low price. According to Baka *et al.*, (2016), consumers really consider the price when buying a product. Cheap prices with good quality can make consumers interested in buying this product. The

238



results of this study are also supported by research by Agustina *et al.* (2018) The suitability of product prices must be by the value obtained by consumers in getting a product so that consumers who have bought and felt a high value than the money they have spent will tend to feel satisfied and will still choose and buy the product.

Location

Location is one of the most important factors in making a purchase decision because it determines the success of a business by choosing a strategic location. The results of this study show that the location variable consumers consider in purchasing decisions for snack products at the *Rumah Cemilan Kendari* is a clean and comfortable store location. The condition is to Hidayat's statement (2020) that location is one of the most important factors considered in purchasing decisions; a clean and strategic location will make consumers comfortable and bring in many consumers to increase the graph of both sales and turnover of the business itself.

Promotion

Promotion is a variety of ways to inform, persuade, and remind consumers directly or indirectly about a product being sold. The results showed promotional variables consumers considered in purchasing snack products at the *Rumah Cemilan Kendari* because they were interested in seller promotions on social media. The fact is to the statement of Evelina *et al.* (2012), Seller promotion is highly considered in purchasing decisions if consumers are interested in using the promoted product, it will cause market demand; otherwise, if consumers have never heard or are not sure of the product being promoted, it will not create demand.

CONCLUSION

The conclusions of this study are as follows:

1. The process of making consumer decisions on snack products at the *Rumah Cemilan Kendari* is that consumers realize a need to snack with their families, so they search for information about snack products that can meet their needs. Most get information from friends where the focus of attention is affordable prices, product durability, and product flavour variants.
2. The factors consumers consider in purchasing snack products decisions at the store of *Rumah Cemilan Kendari* are taste, low prices, and clean and comfortable store



locations.

REFERENCES

- Agustina, L., & Kurniawan, F. (2018). Seller Reputation System in the Purchase Decision-making Process on C2C E-commerce Platforms. *Indonesian Journal of Communication*, 7(1), 3.
- Aristo, S. F. (2016). The Influence of Product, Price, and Promotion on Consumer Purchasing Decisions woles chips. *Journal of Management and Business Start-ups*, 1.
- Baka, W. K., Rianse, U., Sidu, D., Widayati, W., Cahyono, E., Abdullah, W. G., ... & Baka, L. R. (2016). Customer behaviour model of brown sugar commodity. *International Journal of Business Innovation and Research*, 11(3), 444-460.
- Evelina, N., DW, H., & Listyorini, S. (2012). The Influence of Brand Image, Product Quality, Price, and Promotion on TelkomFlexi Starter Pack Purchase Decisions (Case study on TelkomFlexi consumers in Kudus City District, Kudus Regency). *JOURNAL OF SOCIAL AND POLITIC*, 1–11.
- Ferawati, Saadah, Amrullah. (2019). Consumer Decision-Making on Rice Purchases in Makassar City. *Journal of Agricultural Socioeconomics*. 15 (1), 1-16
- Harahap, D. A. (2015). Analysis of Factors Influencing Consumer Purchasing Decisions in Usu (Pajus) Medan Tax. *Finance and Business*, 227-242.
- Hidayat, R. (2020). Consumer Perception and Purchasing Decision Making of Healthy Products at Asri Organik - Sehat Tambakrejo Jombang. *Journal of Agricultural Sciences*, 131-146.
- Isa, Muzakar., Mardalis, Ahmad., and Mangifera, Liana. (2018). Analysis of Consumer Decisions in Making Food and Beverage Purchases at Warung Hik. *Journal of Resource Management Economics Vol.20, No.1*.
- Kotler, P., & Keller, K. L. (2009). *Marketing Management*. Erlangga.
- Kotler, Philip, and Gary Armstrong. 2012. *Marketing Principles*. Issue 13. Volume 1. Erlangga: Jakarta.
- Kotler, Phillip, and Kevin Lane Keller. 2016. *Marketing Management* 12th edition, Volumes 1 & 2. Jakarta: PT. Index.
- Kristiana, I. G. A. A. D. (2018). The influence of green products, green price, green place, and green promotion on post-purchase behavior of bottled drinking water consumers in Bandung Regency. *Indonesian Journal of Building*, 17(2), 1-13.

240



- Kustiawan, R., & Kuncoro, I. A. (2013). Factors that influence consumer decisions in making snack purchases online. *Journal Hospitality and Service Management*, 1(2), 351-361.
- Suawa, A. J., Tumbel, A. L., & Mandagie, Y. (2019). Analysis of Factors Influencing Consumer Behavior on Purchasing Decisions at New Ayam Bandung Resto Megamas Manado Area. *EMBA Journal: Journal of Economic, Management, Business and Accounting Research*, 7(4)
- Sukarmen, P., Sularso, R. A., & Wulandri, D. (2019). Analysis of the effect of product taste on consumer satisfaction with competitive advantage as an intervening variable in eleven granulated sugar products (GUPALAS) Semboro Sugar Factory PTP Nusantara XI (Persero). *Journal of Economics of Accounting and Management*, 12(2).
- Widiyanto, G., Satsrianto, H., & Wibowo, F. P. P. (2021). The Effect of Product Innovation, Price, and Promotion on the Increase of Community Economic Income in Tangerang City (Case Study of the Role of SMEs in Making Snacks and Snacks). *ECo-Buss*, 3(3), 120-130.

