

Socioeconomic Influence on the Consumption Behavior of Land Kale (*Ipomoea reptans*) in Poasia District, Kendari City

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Abstract

This study aims to determine (1) the socio-economic condition of consumption of land kale (Ipomoea Reptans) in Poasia District, Kendari City and (2) socioeconomic factors on the consumption behavior of land kale (Ipomoea Reptans) in Poasia District, Kendari City. The population in this study is all people who are consumers who have consumed land kale plants (Ipomoea Reptans). The sampling technique was carried out by accidental sampling. The number of samples taken was 60 people. The data analysis used in this study is descriptive statistics and multiple linear regression analysis. The results of this study are (1) The socio-economic condition of land kale consumers (Ipomoea Reptans) in Poasia District Kendari City consists of the number of family members in the high category, the level of education in the high category, the income in the very high category and the product price in the very high category and (2) cultural factors (X_1) and psychological factors (X_4) have a significant effect on the consumption behavior of land kale (Ipomoea Reptans) in the Poasia Landscape of Kendari City.

Keywords: Land Kale; Consumption Behavior; Socio-Economic.

INTRODUCTION

Indonesia, as a tropical country, has a leading agricultural sector because the majority of the population works as farmers (Syahputra, 2020). One of the promising agricultural subsectors is horticulture, especially vegetable crops such as land kale (*Ipomoea reptans*). Land kale has a short planting period so that it can be harvested immediately, making it important in fulfilling the food needs of the Indonesian people (Brown, 2018). The high demand for horticultural products shows great potential for the development of this subsector (Sugianto & Sholihah, 2018).

However, increased demand that is not matched by optimal production is still a challenge, so that the welfare of farmers has not been maximized (Nurhidayati, 2018).

Southeast Sulawesi Province, with a potential dryland area of 914,245 ha and around 281,692 ha of uncultivated land, is one of the strategic areas for the development of land kale (*Ipomoea reptans*) (Southeast Sulawesi Agriculture Office, 2020). Kendari City, as the economic center of Southeast Sulawesi that is experiencing rapid development, shows an increase in people's consumption behavior of horticultural products, including land kale, along with socio-economic growth. Poasia sub-district in Kendari City is the focus of research to understand the influence of socio-economic factors on the consumption behavior of land spinach, which has a strategic role in meeting food needs and alleviating poverty. With its high nutritional value and ease of cultivation, ground kale is the main choice of the community, so understanding this consumption pattern is important to design more effective marketing and education strategies to support the sustainability of horticultural agribusiness. In detail, the production of land kale (*Ipomoea Reptans*) in Kendari City can be seen in Table 1.

Table 1 Production of Land Kale (*Ipomoea Reptans*) (Quintal) in Kendari City in 2022

No.	District/City	Production (Kw)
1	Mandongga	21
2	Baruga	579
3	Puuwatu	68
4	Kadia	75
5	Wua-wua	165
6	Poasia	618
7	Abeli	38
8	Kambu	59
9	Nambo	6
10	Kendari	22
11	Kendari Barat	1
	Total	1.651

Source: Central Bureau of Statistics of Southeast Sulawesi Province, 2022

Land kale (*Ipomoea reptans*) production in Poasia Sub-district recorded the highest yield of 618 quintals in 2022, followed by Baruga Sub-district with 579 quintals, while the lowest production was in West Kendari Sub-district with only 1 quintal, bringing the total production in

Kendari City to 1,651 quintals. This difference in production distribution reflects the variation in potential and socioeconomic challenges in each region. Socioeconomic factors, such as income levels and economic conditions, play an important role in influencing consumption behavior, which in turn impacts market demand and the development of the horticultural agribusiness sector (Johnson, 2015). With proper analysis, consumers can manage their budgets effectively, make optimal consumption decisions, and support the improvement of community welfare and the sustainability of horticultural agribusiness.

The consumer community is the main source of economic activity, involved in the consumption decision-making process that involves various socioeconomic factors, such as education, age and number of family dependents. Consumers' level of education may influence their understanding of the nutritional benefits of horticultural products such as land kale (*Ipomoea Reptans*), which in turn may influence the frequency and amount of consumption. Similarly, the age factor, where consumption preferences may vary between younger and older generations, provides an indication of the direction of changing consumption trends (Smith and Jones, 2021).

METHOD

The population in this study were all people who were consumers who had consumed kale plants. The sampling technique was carried out by *accidental* sampling with a total of 60 samples. Data collection techniques were carried out by observation, and interviews. Data analysis techniques are carried out with descriptive statistics and multiple linear regression analysis.

RESULTS AND DISCUSSION

Socioeconomic Conditions of Land Kale (*Ipomoea Reptans*) Consumers

In this study, it was measured using 12 questions from 4 socio-economic indicators.

Table 2 Indicators of Each Variable

Variables	Average	Category
Number of Family Members	4.13	High
Education Level	4.04	High
Revenue	4.32	Very High
Product Price	4.21	Very High

Based on table 2 above, it can be explained as follows;

1. That the social factor of the number of family members has an average value of 4.13 with a high category. This is in line with research conducted by Adiana and Karmini (2012) which states that the number of family members is one of the factors that influence household consumption patterns, the number of family members is related to household income which will ultimately affect the consumption patterns of these households.
2. That the social factor of education level has an average value of 4.04 with a high category. This is in line with the statement of Soeprajitno *et al* (2015) which states that more than 90% of consumers in Indonesia make purchases of certain goods on recommendations from friends.
3. That the income factor has an average value of 4.32 with a very high category. This is in line with the statement of Sasmaya *et al* (2020) which states that quality consumer goods are preferred by the public over other consumer goods.
4. That the product price factor has an average value of 4.021 with a very high category. This is in line with the opinion of Mega *et al* (2022) which states that the price of a product sold will influence consumers in buying the product.

Socioeconomic Factors Influencing Land Kale Consumption Behavior

Testing to determine the factors that influence the factors that influence consumer behavior in purchasing land kale (*Ipomoea Reptans*) in Poasia District, Kendari City. First, the research instrument test was carried out, namely the validity test and reliability test. Then further testing was carried out with the help of SPSS version 25 which can be seen as follows:

Table 3 Validity Test Results

Statement	r count	r table (0.05 and df = N-2)	Description
Total X1	1	0,2542	Valid
Total X2	1	0,2542	Valid
Total X3	1	0,2542	Valid
Total X4	1	0,2542	Valid
Total Y	1	0,2542	Valid

Source: Primary data processed in 2024

Based on Table 3 above, it can be seen that all the calculated r values from the variable validity test are greater than the r table of 0.2542 so it can be concluded that this research data is valid.

Table 4 Reliability Test Results

Variables	Cronbachs Alpha		Description
	Value	Standard	
Culture (X) ₁	0,764	0,60	Reliable
Social (X) ₂	0,747	0,60	Reliable
Personal (X) ₃	0,729	0,60	Reliable
Psychology (X) ₄	0,667	0,60	Reliable
Consumption Behavior (Y)	0,620	0,60	Reliable

Source: Primary data processed year, 2024

Based on Table 4 above, it can be seen that the value of all variables in this study is greater than the standard Cronbach's alpha value so that it can be concluded that all questionnaires in this study are reliable or consistent so that they can be used as a research instrument strategy.

Table 5 Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		60
Normal Parameters ^{a,b}	Mean	0,0000000
	Std. Deviation	0,63995519
Most Extreme Differences	Absolute	0,112
	Positive	0,112
	Negative	-0,102
Test Statistic		0,112
Asymp. Sig. (2-tailed)		0,060 ^c

Source: Primary data processed year, 2024

Based on Table 5 above, from the results of the data processing output of the normality test using the Kolmogorov-Smirnov formula, the Asymp. Sig. of 0.112 is greater than 0.05. So it can be concluded that the data is normally distributed.

Table 6 Multicollinearity Test Results

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Culture (X) ₁	0,471	2,124
	Social (X) ₂	0,455	2,198
	Personal (X) ₃	0,631	1,585
	Psychology (X) ₄	0,625	1,600
a. Dependent Variable: Consumption Behavior			

Source: Primary data processed year ,2024

Based on Table 6 above, it can be seen that the tolerance number for each independent variable Culture (X₁), Social (X₂), Personal (X₃) and Psychology (X₄) is above 0.10 and the VIF value is smaller than 10 so that the regression model in this study is declared not to occur multicollinearity.

Table 7 Heteroscedasticity Test Results

Coefficients					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	3,051	0,990		3,081	0,003
Culture (X) ₁	-0,044	0,048	-0,163	-0,907	0,368
Social (X) ₂	0,046	0,052	0,163	0,891	0,377
Personal (X) ₃	0,010	0,048	0,034	0,216	0,830
Psychology (X) ₄	-0,162	0,061	-0,415	-2,653	0,110

Source: Primary data processed know, 2024

Based on the results of the heteroscedasticity test which can be seen in Table 7, it is known that the significance value of each variable has a significance value > 0.05, so that based on the heteroscedasticity test, it shows that the data does not have residual abnormalities so that the data can be used in regression analysis.

Table 8 Determination Coefficient Test Results

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,812 ^a	0,660	0,635	0,663

Source: Primary data processed year, 2024

Based on Table 8 above, the results of the analysis of the independent variables on the dependent variable show the coefficient of determination (R^2) of 0.660. This shows that the percentage of influence of the variables Culture (X_1), Social (X_2), Personal (X_3) and Psychology (X_4) on Consumption Behavior (Y) is 66%. While the remaining 34% is influenced by other variables not examined in this study.

Table 9 F Test Results

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	46,820	4	11,705	26,643	0,000 ^b
	Residuals	24,163	55	0,439		
	Total	70,983	59			

Source: Primary data processed in 2024

Based on Table 9 above, it can be seen that the significance value is $0.000 < 0.05$ so that it can be said that cultural (X_1), social (X_2), personal (X_3) and psychological (X_4) variables simultaneously affect consumption behavior.

Table 10 Results of t-test

Coefficients					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	3,684	1,516		2,431	0,018
Culture (X_1)	0,211	0,074	0,327	2,853	0,006
Social (X_2)	-0,153	0,079	-0,226	-1,937	0,058
Personal (X_3)	0,020	0,073	0,027	0,275	0,784

Psychology (X ₄)	0,725	0,093	0,774	7,781	0,000
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Source: Primary data processed know, 2024

Based on Table 10, we can explain the effect of each independent variable (Xi) partially (individually) on rice demand (Y). Factors that influence consumption behavior are culture (X₁), and psychology (X₄). Based on the results of data analysis as presented in Table 4.20, the regression equation is obtained as follows:

$$Y = 3.684 + 0.211 X_1 - 0.153 X_2 + 0.020 X_3 + 0.725 X_4 + \varepsilon_i$$

The constant of 3.684 with a significant level of 0.018 means that if the price of culture (X₁), social (X₂), personal (X₃) and psychology (X₄) value is 0 then consumption behavior (Y) is 3.684. Factors that influence socioeconomics on the consumption behavior of land Kale (*Ipomoea Reptans*) in Poasia Sub-district, Kendari City can be explained as follows:

1. Culture (X₁), based on Table 10, cultural variables are proven to have a significant influence on consumption behavior with a confidence level of 95% ($\alpha = 0.05$), indicated by a significance value of 0.006 (< 0.05). This result is in line with the research of Nofri and Hafifah (2018) which states that cultural factors play an important role in influencing consumer behavior in searching, selecting, and consuming products deeply and consistently, and tend to be permanent even though they are difficult to change. Based on the regression equation, the culture variable has a positive coefficient value of 0.211, which indicates that every 1% increase in culture will increase consumption behavior by 0.211%, assuming other independent variables remain constant. This positive relationship reflects the influence of culture in shaping consumer behavior through the decision-making process and physical activities to meet needs and desires, which are influenced by the surrounding environment.
2. Based on Table 10, the significance value of social variables of 0.058 (> 0.05) indicates that social variables have no significant effect on consumption behavior. This finding is consistent with the research of Suawa et al. (2019), which states that social factors do not influence the purchase of consumer goods. Based on the regression equation, the social variable has a negative coefficient of -0.153, which indicates that every 1% increase in social factors will reduce consumption behavior by 0.153%, assuming other independent variables remain constant. This negative relationship reflects the influence of social factors involving the surrounding environment, including family, friends, and the social status of the community in Poasia Sub-district, Kendari City. For example, the habit of eating out in



a family can shape a more consumptive consumption pattern, which is also influenced by reference groups, roles, and social status in the decision-making process of purchasing a product (Nafali and Soepeno, 2016).

3. Personal (X_3), based on Table 10, the significance value of personal variables of 0.784 (> 0.05) indicates that personal variables have no significant effect on consumption behavior. This result is in line with the research of Destian and Djatmiko (2017), which states that personal factors do not influence consumer behavior in buying needs. Based on the regression equation, the personal variable has a positive coefficient of 0.020, which indicates that an increase in personal factors by 1% will increase consumption behavior by 0.020%, assuming other independent variables remain constant. This positive relationship indicates that personal factors, which include a person's habit patterns influenced by the immediate environment, still have a unidirectional relationship with consumption behavior even though the effect is not significant. Personal factors include unique individual characteristics such as gender, age, life cycle stages, personality, self-concept, and lifestyle, which can influence purchasing decisions (Tonda and Tyas, 2022).
4. Psychology (X_4), based on Table 10, the psychology variable is proven to have a significant effect on consumption behavior with a confidence level of 95% ($\alpha = 0.05$), where the significance value is 0.000 (< 0.05). This is in line with the research of Timmerman et al. (2017) which states that psychological factors have a positive and significant influence on consumer behavior in buying goods. The regression equation shows a positive coefficient of 0.725, which means that an increase in psychological factors by 1% will increase consumption behavior by 0.725% assuming other independent variables remain constant. Psychological factors, such as perception, motivation, learning, and attitudes, determine how individuals accept and interact with their environment and influence consumption decisions that get higher as psychological factors increase (Oktaviano, 2022).

CONCLUSION

Based on the results of research on the socio-economic influence on the consumption behavior of land kale (*Ipomoea Reptans*) in Poasia District, Kendari City, it can be concluded that the socio-economic conditions of land kale consumers (*Ipomoea Reptans*) in Poasia District, Kendari City consist of the number of family members with an average indicator of 4.13 with a high category, the level of education with an average indicator of 4.04 with a high category, income with an average indicator of 4.32 with a very high category and product prices with an average indicator of 4.21 with a very high category. Cultural factors (X_1) and psychological factors



(X_4) have a significant effect on the consumption behavior of land kale (*Ipomoea Reptans*) in Poasia District, Kendari City.

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