

## Consumer Behavior on The Choice of Typical Regional Food Products Based on External and Internal Factors, Perception, Attitude and Consumer Preference

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**Abstract**— Consumer behavior will determine their decision making in the buying process. The approach to the decision making process that gives a specific description on the reason why consumers behave in certain ways was conducted by: 1) formulating structural variables that affect external and internal factors towards perception; 2) formulating structural variables of perception towards attitude and preference; 3) formulating structural variables of attitude and preference towards consumer behavior on typical food products of Bandung and Cianjur. The survey research method and form of research were verification, while the sampling method conducted was the simple random sampling by distributing questionnaires to 100 respondents. The data quality testing performed were the validity test and the reliability test. For the path analysis research model, data transformation from ordinal to interval was previously conducted using the method of successive interval. Results of the study revealed that consumer external and internal environmental factors together have a positive effect towards consumer perception. The effect of consumer external environmental factors are greater than the consumer internal environmental factors towards consumer perception. The more mature consumers are, either from the aspect of their way of thinking or educative factors obtained from education and insight, the more developed are their perception towards food products. Consumer perception has a positive effect towards consumer attitude and preference. The variable of consumer attitude and preference has a positive effect towards consumer behavior in consuming typical regional food products.

**Keywords**— External And Internal Factors; Perception; Consumer Attitude And Preference; Consumer Behavior.

### I. INTRODUCTION

Indonesia is an agricultural country, where the economic sector relies on the agricultural sector. At first, the agricultural sector development pattern in Indonesia was more focused on production activities, particularly on food. Several types of food that are very popular in Bandung are steamed brownies, *molen* banana with cheese, cheese rolls, tiramisu cakes, and black forest cakes, which are favorite foods. In addition, there are also *Batagor Riri*, *Bakso Malang Burangrang*, and *Bakso Malang Karapitan*, fermented cassava, fried *oncom*, fried spinach, fried cow lungs, fried chicken intestine, cookies, and sun-dried banana strips. Snacks from Cianjur among others are *kue gemblong*, *teng-teng*, *kue moci*, various fruit preserves, ranging from *lobi-lobi*, mangoes, papayas to *kedondong*, and *maranggi* satay served with white glutinous rice and *sambal oncom* as well as *tauco*. The decline in consumer purchasing power causes consumers to be more selective in choosing products of goods and services purchased. [1,2,3]

The objective of this research : 1) to determine the effects of external and internal environmental factors on the perception of consumers of food products; 2) to determine the effects of consumer perception on consumer attitude and preference; 3) to determine the effects of consumer attitude and preference on consumer behavior in consuming food products. The paradigm of this is described in the Figure 1.

TABLE I  
MONTHLY PER CAPITA AVERAGE EXPENDITURE PERCENTAGE FOR FOOD AND NON-FOOD GROUPS THROUGHOUT THE YEARS 2009-2010

Consumption Group	2009		2010	
	Urban	Rural	Urban	Rural
Food (%)	49.19	61.53	45.99	62.72
Non-food (%)	50.81	38.47	54.01	37.28
Total (%)	100	100	100	100

Source: Indonesian Central Bureau of Statistics, 2012

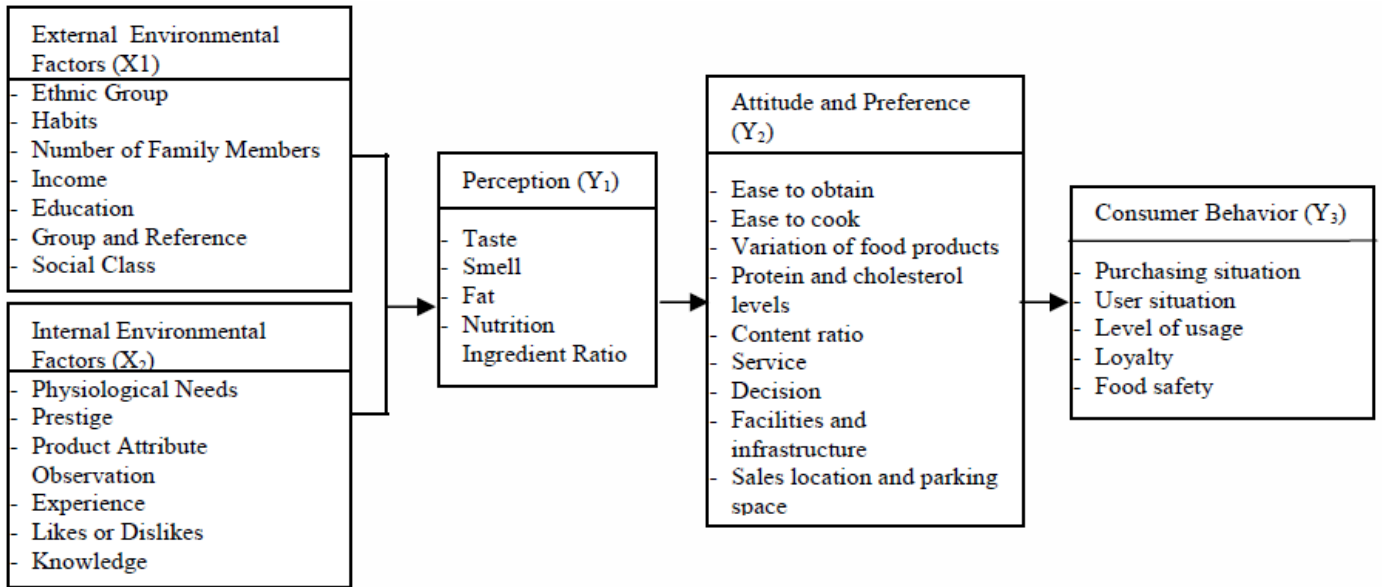


Fig 1 Paradigm between consumer behaviour [4,5,6]

The importance or significance of research: 1) for manufacturers of food products in the cities of Bandung and Cianjur, it is expected to be of benefit for production planning (improvement and increase in quality) of food products in accordance with consumer expectation and needs; 2) for merchants of food products, in terms of marketing and providing service to consumers; 3) for the regional government, to seek for further improvement programs on food product quality by improving production technology; 4) the results of this research is expected to be able to provide a contribution of ideas for other researchers related to the problems of consumer behavior in consuming food products in the cities of Bandung and Cianjur.

## II. RESEARCH METHOD

### A. Research Design.

This research was conducted to gain an overview on consumer behavior in consuming typical regional food products, i.e. from Bandung dan Cianjur. The form of research is verification [7] and the research method used is the survey method [5]. The objects in this research are consumers, i.e. residents of Bandung and Cianjur who consume food products.

### B. Sampling Methods.

The target population in this research are residents of the City of Bandung and the City of Cianjur. To fulfill the minimum number of respondents which is considered representative for the sampling technique, namely the simple

random [1] sampling in the City of Bandung and the City of Cianjur, 100 respondents were taken in each city.

### C. Data Collection Method.

The type and source of data are primary data and secondary data. The data collection procedure was conducted through observation, interviews and questionnaires [8]. The testing of instruments after indicators were developed originated from the variable theoretical concept (construct). Therefore, the validity test, reliability test [3] and data transformation were performed, i.e. data transformation from ordinal to interval scales. The measurement of scales was performed by the method of successive interval, and the method of analysis was performed by the path analysis [2].

## III. RESULTS

### A. Description of Respondents.

Most respondents were female, i.e. 80 people in the City of Bandung and 75 people in the City of Cianjur. Based on the age group of 36 – 45 years, there were 50 people in the City of Bandung, and for that of 26 – 35 years, there were 50 people in the City Cianjur. To respondents of the City of Bandung, the first typical food of their city that comes to their minds is *siomay* (60%), *batagor* (30%), *serabi* (7%) and *oncom* (3%). Whereas to respondents of the City of Cianjur, the first typical food of their city that comes to their minds is fruit preserves (60%), *tauco* (30%) and *maranggi satay* (10%). The average recapitulation of research variable description is described in Table II.

TABLE II  
AVERAGE RECAPITULATION OF RESEARCH VARIABLE DESCRIPTION

No	Research Variable	Appraisal of the City of Bandung	Appraisal of the City of Cianjur	Remarks
1	External environment	3.87	4.08	Consumers coming from different walks of life or environment will also have different appraisals, needs, income, attitude and taste.
2	Internal environment	4.51	4.58	Psychological factors that become basic factors in consumer behavior among others are motivation (motive based on physiological needs, prestige), learning (experience) and their personality (likes or dislikes, knowledge).
3	Perception	3.51	3.11	Consumer satisfaction depends on the perception on performance of products and other supporting services, as well as the standards used by consumers to evaluate the performance of products and their supporting services.
4	Attitude and Preference	4.59	4.67	Attitude reflects the overall buyer's preference of products. This attitude may come from the consumer's personal experience, interaction with other buyers or from marketing efforts. One's attitude is usually difficult to change when his or her perception towards a product is called positive.
5	Consumer behavior	4.30	4.15	Consumers who have limited knowledge rely very much on the recommendation of others, while those who have more knowledge are not overly dependent on the recommendation of others.

### B. Hypothesis Testing of the City of Bandung.

Based on the research hypothesis, the path analysis of the City of Bandung is described in Figure 2.

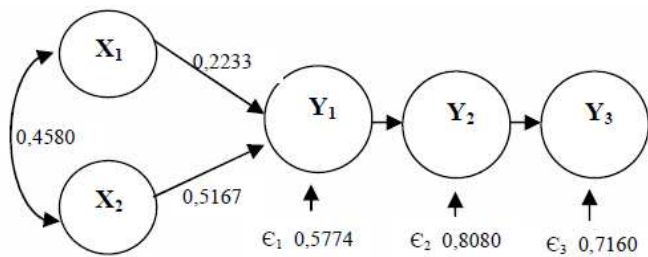


Fig 2 Path analysis of the city of Bandung

For the effect of External Factors on Perception ( $P_{y1x1}$ ) marked positive with a value of 0.2233, the effect of Internal Factors on Perception ( $P_{y1x2}$ ) is positive with a value of 0.5167. The presence of the effects of Perception on Consumer Attitude and Preference ( $P_{y2y1}$ ) is positive with a value of 0.8880 and the presence of the effects of Consumer Attitude and Preference on Consumer Behavior ( $P_{y3y2}$ ) is positive with a value of 0.7160. The effect of External and Internal Factors, Perception, Consumer Attitude and Preference on Consumer Behavior is simultaneously acceptable. Based on the significance testing of path analysis, the F count obtained is 35.487 while the F table is 3.09 [9]. The effect of external factors on perception ( $P_{y1x1}$ ) is 0.2233 with a  $t_{count}$  value of 2.5734.  $t_{count} >$  limit value of  $t_{critical} = 1.96$  [9]. The effect of internal factors on perception is 0.6057 with a  $t_{count}$  value of 5.9534. Because  $t_{count} >$  limit value of  $t_{critical} = 1.96$ , the dimension of the effect of External and Internal Factors on Perception has an R-square ( $R^2$ ) value of 0.4226. For the effect of Perception on Consumer Attitude and Preference, the  $t_{count}$  is 19.0191, because  $t_{count} >$  limit value of  $t_{critical} = 1.96$ . For the effect of Perception on Consumer Attitude and Preference, the R-square ( $R^2$ ) value is 0.7885. The effect of Perception on Consumer Attitude and Preference ( $P_{y2y1}$ ) is 0.5774 with a  $t_{count}$  value of 10.1014. Because  $t_{count} >$  limit value of  $t_{critical} = 1.96$ , the effect of Consumer Attitude and Preference on Consumer

Behavior ( $P_{y3y2}$ ) is 0.8080 with a  $t_{count}$  value of 19.0191. Because  $t_{count} >$  limit value of  $t_{critical} = 1.96$ , the effect of Consumer Attitude and Preference on Consumer Behavior ( $P_{y3y2}$ ) is 0.7160 with a  $t_{count}$  value of 10.1014. Because  $t_{count} >$  limit value of  $t_{critical} = 1.96$ , the effect of Consumer Attitude and Preference on Consumer Behavior is shown by an R-square ( $R^2$ ) value of 0.5127.

### C. Hypothesis Testing of the City of Cianjur.

Based on the research hypothesis, the path analysis of the City of Cianjur is described in Figure 3.

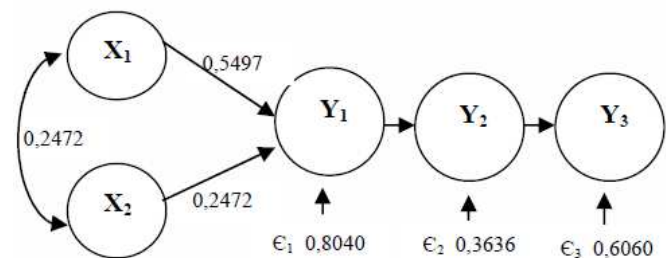


Fig 3 Path analysis of the city of Cianjur

For the effect of External Factors on Perception ( $P_{y1x1}$ ) marked positive with a value of 0.5497, the effect of Internal Factors on Perception ( $P_{y1x2}$ ) is positive with a value of 0.2472. The presence of the effects of Perception on Consumer Attitude and Preference ( $P_{y2y1}$ ) is positive with a value of 0.8040 and the presence of the effects of Consumer Attitude and Preference on Consumer Behavior ( $P_{y3y2}$ ) is positive with a value of 0.6060. The effect of External and Internal Factors, Perception, Consumer Attitude and Preference on Consumer Behavior is simultaneously acceptable. Based on the significance testing of path analysis, the F count obtained is 45.2017 while the F table is 3.09 [9]. The effect of External Factors on Perception ( $P_{y1x1}$ ) is 0.5497 with a  $t_{count}$  value of 6.7648. Because  $t_{count} >$  limit value of  $t_{critical} = 1.96$  [9], the effect of Internal Factors on Perception ( $P_{y1x2}$ ) is 0.2472 with a  $t_{count}$  value of 3.0424. Because  $t_{count} >$  limit value of  $t_{critical} = 1.96$ , the dimension of the effect of External and Internal Factors on Perception has an R-square ( $R^2$ ) value of 0.4824. The effect of Perception

on Consumer Attitude and Preference ( $P_{y2y1}$ ) is 0.8040 with a  $t_{count}$  value of 13.3167, because  $t_{count} >$  limit value of  $t_{critical} = 1.96$ . For the effect of Perception on Consumer Attitude and Preference, the R-square ( $R_2$ ) is 0.6464. The effect of Consumer Attitude and Preference on Consumer Behavior ( $P_{y3y2}$ ) is 0.6060 with a  $t_{count}$  value of 7.5030, because  $t_{count} >$  limit value of  $t_{critical} = 1.96$ . For the effect of Consumer Attitude and Preference on Consumer Behavior, the R-square ( $R_2$ ) is 0.3672.

#### IV. DISCUSSION

From several studies of external environmental factors and internal environmental factors that affect consumers of food products in the City of Bandung and the City of Cianjur with their perceptions, attitudes and preferences as well as their behavior in consuming food products typical of the two cities, it can be suggested that consumer external and internal environmental factors together have a positive effect on consumer perception of food products typical of Bandung and Cianjur. The effect of consumer external environmental factors is greater than consumer internal environmental factors on consumer perception. The more mature consumers are, both from the aspect of maturity of the way of thinking or educative factors obtained from their education and insight, the more developed is their perception on food products typical of Bandung and Cianjur [10,11]. In addition, backgrounds of life, such as deeply rooted consumer habits in consuming food products typical of Bandung and Cianjur, will generate a positive perception on food products typical of the two cities. Consumer internal environmental factors that have positive effects on consumer perception means that if consumer needs and wants (physiological and prestigious) related to feelings of consumers when they carry out transactions with the seller, consumer expectations will be high, so that their perception will be positive [12,13]. Consumer perception has a positive effect on their attitude and preference to consume food products typical of Bandung and Cianjur. This positive effect explains that the ability of consumers in evaluating a food product commodity typical of Bandung and Cianjur will give an effect on their attitude or decision making to choose food products typical of Bandung and Cianjur [13,14]. Consumer attitude and preference variables that have a positive effect on consumer behavior in consuming food products typical of Bandung and Cianjur means that better (positive) consumer attitude will determine their decision making in purchasing food products typical of Bandung and Cianjur, so that their behavior tends to consume food products typical of Bandung and Cianjur [14,15].

#### V. CONCLUSIONS

To maintain consumer loyalty so that they remain consuming food products typical of Bandung and Cianjur, there is the need for improvement on the quality of products, friendliness, ease, maintaining and keeping consumers in terms of the quality of foods typical of Bandung and Cianjur sold. Quality improvement is conducted particularly from the aspect of production, to be more innovative and to pay attention on the hygiene and safety of foods, concerning that

not all consumers have sufficient knowledge in terms of the quality, taste and safety of foods to be consumed. This will obviously generate disappointment, and possibilities are that the consumer will not purchase the food products anymore.

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