

THESIS

**ANALYSIS OF CONSUMER BEHAVIOUR ON PURCHASING
CURLY RED CHILI AT TRADITIONAL AND MODERN
MARKETS PALEMBANG CITY**
*(Cases Study : Cinde Market and Diamond Palembang Trade
Center)*



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2017**

SUMMARY

SOLEH IBRAHIM. Analysis of Consumer Behaviour on Purchasing Curly Red Chili at Traditional and Modern Markets Palembang City (Cases Study : Cinde Market and Palembang Trade Center). (Supervised by **SRIATI** and **INDRI JANUARTI**).

The Purpose of this research are to (1) Analyze the consumer characteristics of curly red chili at traditional and modern market Palembang City, (2) Compare the consumer decision making process at traditional and modern market Palembang City, (3) Analyze and compare consumer preferences on the curly red chili attributes at traditional and modern market Palembang City and (4) Analyze and compare consumer attitudes toward the curly red chili attributes at traditional and modern market Palembang City. This research using case study. This research was conducted in April 2017 until July 2017. Data processing method used Conjoint Analyze and Fishbein. The result from this research shows that curly red chili consumers majority in traditional market were people middle aged, last education senior high school, work as house wife and average family income were IDR 4,280,000. Consumers majority in modern market were people middle aged, last education bachelor, work as private employees/ state or regional owned enterprises and average family income were IDR 7,070,000. Generally consumers traditional and modern market through all stages of the decision making process. Traditional market consumers tend to like curly red chili with bright red color, hard texture, Medium circumference ($1,0 < 1,3$ cm) and long size ($>12-17$ cm) . Modern market consumers tend to like curly red chili with bright red color, Small circle ($<1,0$ cm) and long size ($>12-17$ cm). The overall consumer behaviour of curly chili has a neutral attitude toward traditional market attributes, this is because the respondents have not been satisfied with the facilities and market conditions. The overall consumer behaviour of curly chili has a Positive attitude toward modern market attributes. That mean, respondents have rated well (satisfied) with the market attribute.

Keyword: Consumer Behaviour, decision making process, consumer preferences, consumer attitudes toward

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Center)*

**This thesis was written to fulfill one of the requirements to accomplish a
Bachelor's Degree in Agriculture At The Faculty Of Agriculture, Sriwijaya
University**



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APPROVAL SHEET

ANALYSIS OF CONSUMER BEHAVIOUR ON PURCHASING CURLY RED CHILY AT TRADITIONAL AND MODERN MARKETS PALEMBANG CITY

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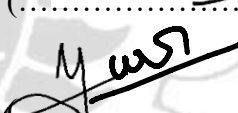
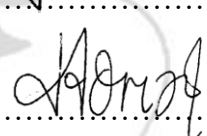
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The author realizes that in the preparation of this thesis there are various shortcomings, with humility the author hopes that colleagues from various parties can provide criticism and suggestions so that in the writing of further scientific papers can enter the stage of writing perfection.

Finally, hopefully the results of this research can be interpreted and bring benefits while increasing knowledge for readers in general and writers in particular, Amin.

Indralaya, August 2017

Soleh Ibrahim

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CHAPTER 1

INTRODUCTION

1.1. Background

Vegetables are one type of food that is important for maintaining a healthy body. Dark green vegetables are vegetables that are rich in carotene (provitamin A). The greener the color of the vegetable, the more carotenoids it will contain. The function of carotenoids in vegetables is to slow down the aging process, prevent the risk of cancer, reduce complications related to diabetes and improve lung function. In addition, in vegetables there are also vitamins that work as antioxidants. (Padmiari, 2010). One type of vegetable is chili.

Red chili production in 2012 reached 954 thousand tons and continued to increase to 1.09 million tons in 2015. Chili imports in 2015 amounted to 29.04 thousand tons while exports were only 2.63 thousand tons so that the supply in that year to 1.11 million tons (Ministry of Agriculture, 2016).

Table 1.1. Production and Use of Indonesian Chili in 2012-2015

No.	Description	2012	2013	2014	2015
A.	Supply of Chili (Tons)	976,927	1,034,384	1,100,573	1,113,980
1.	Production	954,360	1,012,879	1,074,602	1,087,573
	Planted Area (Ha)	126,289	130,316	135,171	126,340
	Harvested Area (Ha)	120,275	124,110	128,734	120,324
2.	Imports	24,422	23,194	27,228	29,036
3.	Exports	1,855	1,689	1,257	2,629
B.	Use of Chili (Tons)	840,692	815,777	857,737	921,836
1.	Direct Consumption	405,670	354,193	368,067	426,621
2.	Other uses				
	a. Seeds	3,789	3,909	4,055	3,790
	b. Horeka and Stall	273,275	290,032	307,706	311,420
	c. Industry	107,663	114,264	121,277	122,690
	d. Scattered	50,295	53,379	56,632	57,315

Source: Ministry of Agriculture, 2016

From Table 1.1, it can be seen that in 2012 the use of red chili for direct consumption reached 405.670 thousand tons. In 2015, direct consumption of red chili rose to 426.621 thousand tons. The use of large red chilies as seeds increased from 2012 to 2015 to 3,789 thousand tons. On average, 50% of the total use of chili is used for the food industry. In 2015 the use of chili for industry was 122,690 thousand tons. Food industries that use chili as raw materials are the sauce industry and the instant noodle industry. Meanwhile chili scattered in 2012 reached 50.295 thousand tons and increased to 57.315 thousand tons in 2015.

Chili is one of the vegetable commodities that are in great demand by the public because it is one of the ingredients that is often used as a spice in traditional Indonesian dishes. So it is not surprising that chili consumption in Indonesia is quite high. The total consumption of chili at the household level in Indonesia during 2002-2015 fluctuated but tended to increase by an average of 9.88%. Of the two types of chili consumed by households in Indonesia, red chili consumption is greater than cayenne chili. (Ministry of Agriculture, 2016). National consumption of Indonesian chili can be seen in Table 1.2.

Table 1.2. Consumption of Indonesian Chili in 2002 - 2015

Year	Red Chili	
	(Capita/year) (%)	(%)
2002	1.43	
2003	1.35	-5.47
2004	1.36	0.77
2005	1.56	14.94
2006	1.36	-11.67
2007	1.47	6.42
2008	1.55	5.32
2009	1.52	-1.68
2010	1.53	0.34
2011	1.50	-2.05
2012	1.65	10.45
2013	1.42	-13.88
2014	1.46	2.54
2015	2.96	102.68
Rata-rata	1,58	8.36

Source : Ministry of Agriculture, 2016

Consumption of red chilies in 2002 reached 1.43 kg/capita then experienced a significant increase to 2.96 kg/capita in 2015 or an average increase

of 8.36% per year. During the period 2002 – 2015, the largest consumption of red chili occurred in 2015 which reached 2.96 kg/capita, while the lowest consumption occurred in 2003 at only 1.36 kg/capita.

According to the Head of the South Sumatra Trade Office, the consumption level of chili in Palembang City is quite high, reaching 25 tons/day. This is because apart from being a food companion, chili is the main ingredient needed for making Pempek vinegar. The high level of consumption of chili causes chili to be the largest contributor to inflation in Palembang as much as 0.23% or the highest compared to other commodities. The price of red chili in Palembang rose with an increase of 31.45% in November 2016. More details can be seen in Table 1.3.

Table 1.3. Cinde Market Chili Prices

Week	IDR/ Kg		
	Oktober	November	Desember
1st week	28,000	72,500	74,000
2nd week	38,000	78,000	67,500
3rd week	49,000	80,000	55,000
4th week	47,000	80,000	53,500
Average	40,500	77,625	62,500

From Table 1.3 it can be seen that the average price of chili in the Cinde market in October was IDR 40,500/kg and increased to IDR 77,625/kg in November. Inflation is basically something that is quite large and sufficiently affects economic conditions in Indonesia. The increase in inflation has hampered economic growth in Indonesia. The inhibition of economic growth also results in a decrease in people's purchasing power and reduced sales turnover (Alvina, 2012).

Price is one of the important factors that influence consumer behavior. As already explained, the increase in chili prices resulted in a decrease in people's purchasing power. However, not all consumers use price as the main indicator in purchasing decisions. Some consumers prioritizing the quality of the attributes of a product, while others prioritize convenience at the place of purchase. Understanding of consumer preferences is very important in the context of

decision making so that producers and marketers can increase their sales turnover and consumers get the products and places of purchase according to their wishes. Therefore, researchers are interested in conducting research on consumer behavior in buying chili in traditional markets and modern markets in Palembang City.

1.2. Problem Statement

Traditional markets and modern markets have different characteristics such as in terms of comfort, service, price and cleanliness. Traditional markets are identical with market conditions that are less comfortable and less friendly, in contrast to modern markets which provide facilities such as a clean, comfortable place and the presence of air conditioning. One of the traditional and modern markets in Palembang City is the Cinde Market and the Diamond Palembang Trade Center.

Cinde Market is a traditional market that has been around since 1958, located in the center of the Bukit Kecil CBD (Central Business District) area with an area of about 6,000 m², an area that is difficult to find in central business areas anywhere in big cities. Diamond Palembang Trade Center is one of the modern markets in Palembang City. Almost 85% of vegetable and fruit products are local products. To date, there have been 10 local suppliers who have joined to market fruit and vegetables in the area. In addition to market conditions, consumers usually pay attention to the attributes that are the basis for buying chilies that are in accordance with their wishes and each consumer generally has its own characteristics in determining the chili to be purchased. Therefore, it is necessary to conduct research to determine consumer behavior in buying curly red chilies in traditional and modern markets.

Based on the formulation of the problem above, the problems discussed in this study are:

1. What are the characteristics of curly red chili consumers in traditional and modern markets in Palembang City?
2. How is the decision-making process for purchasing curly red chilies in traditional and modern markets in Palembang City?

3. What are consumer preferences for the attributes of curly red chilies in traditional markets and modern markets in Palembang City?
4. How are consumer attitudes towards market attributes in traditional markets and modern markets in Palembang City?

1.3. Research Objectives

Based on the formulation of the problem above, the objectives of this study are:

1. Knowing the consumer characteristics of curly red chili in traditional and modern markets in Palembang City.
2. Knowing the decision-making process of purchasing curly red chilies in traditional and modern markets in Palembang City.
3. Analyzing consumer preferences for the attributes of curly red chilies in traditional and modern markets in Palembang.
4. Analyzing consumer attitudes towards market attributes in traditional and modern markets in Palembang.

1.4. Research Use

The uses of this research are as follows:

1. Providing information about consumer characteristics and factors that influence consumer decision-making processes and knowing the ideal attributes desired by consumers so that they can be input for producers for the development of their vegetable products.
2. It is a valuable experience for the author in adding insight and knowledge in analyzing cases based on facts.
3. As a source of information for readers and other researchers who will conduct similar research.

CHAPTER 2

LITERATURE REVIEW

2.1. Literature Review

2.1.1. Chili

Chili (*Capsicum annum* L.) is a plant that belongs to the Solanaceae plant family. Chili contains a chemical compound called *capsaicin* (*8-methyl-N-vanillyl-6-nonenamide*). In addition, there are also various compounds similar to capsaicin, which are called *capsaicinoids*. While the chili is a buni fruit with a lanceolate shape, bright red, and spicy taste. The flesh of the fruit is in the form of pieces that are not watery. The seeds are numerous and are located in the fruit chamber (Setiadi, 2008).

According to Harpenas and Dermawan (2010) chili plants are divided into several groups and each group has various types, namely large red chilies, curly red chilies, cayenne chilis and paprika. This plant also has many branches and each branch will appear flowers which eventually develop into fruit. Therefore, red chili has a wide crown, so it must be given a stake as a buffer so that the plant life stands upright.

The classification of chili plants according to Wiryanta (2006) is as follows:

- Division : Spermatophyte
- Sub division : Angiosperms
- Class : Dicotyledoneae
- Subclass : Metachlamydeae
- Family : Solanaceae
- Species : *Capsicum annum* L.

2.1.1.1. Chili Plant Morphology

According to Harpenas and Dermawan (2010) Chili plants are divided into several groups and each group has various types, namely large red chilies, curly red chilies, cayenne chilis and paprika. The morphology of chili plants in general is as follows:

- a. Chili plant is a plant that is in the form of shrubs, stands upright and has a wide title. This plant also has many branches and each branch will appear flowers which eventually develop into fruit. Therefore, red chili has a wide crown, so it must be given a stake as a buffer so that the plant life stands upright.
- b. Chili stems grow upright, dark green and woody. At a certain height the stem will form branches like the letter "Y". The stem is cylindrical, small in diameter with a broad leaf crown and dense chilies.
- c. Chili leaves are oval in shape measuring 8-12 cm long, 3-5 cm wide and at the base of the leaf tip is tapered. The upper leaf surface is dark green, while the underside is light green. The length of the petiole ranges from 2-4 cm which is attached to the branching, while the leaf bones are pinnate.
- d. The roots of chili plants grow spread in the soil, especially the roots of branches and hair roots. The tips of the roots are only able to penetrate the soil to a depth of 25-30 cm. Therefore, loosening the soil must be done so that root development is perfect.
- e. Chili flowers are bisexual, because in one flower there are anthers and anthers. Chili flowers are composed of flower stalks ranging from 1-2 cm long, flower petals, flower crowns and genitals which include anthers and anthers. The flower crown is white and falls off when the fruit begins to form. The number of flower crowns varies between 5-6 petals. The pistil is greenish-yellow and the pistil is white, with a length of about 0.5 cm. While the anthers that have been cooked are blue to purple. The stalk is white with a length of 0.5 cm. Place the flowers are in a hanging position, measuring between 1-1.5 cm long, 0.5 cm wide and attractive flower colors.

- f. Chili fruit is mostly elongated, the length and width vary greatly, depending on the variety. Chili fruit usually appears from the branching or leaf axils with the fruit hanging position. The young chilies are green, gradually turning red when the fruit is old.

2.1.1.2. Chili Growing Conditions

Some of the conditions for growing red chili plants include climatic conditions, temperature and soil conditions, the descriptions of the three are as follows:

- a. Climatic Conditions

Chili plants can grow well in areas that have high to moderate air humidity. Air humidity is too low will reduce chili production. The average temperature is good for growth and development of chili between 18-30°C. Air temperature that is too low or too high will cause a decrease in chili production. Winds that blow hard enough will also damage chili plants, strong winds break twigs, abort flowers and fruit, and can even knock down plants. High evaporation can cause chili production to decrease. To reduce the evaporation factor, chili plants must be watered every two or three days (Ripangi, 2012).

- b. Air

Temperature Good air temperature for the growth and development of chili plants ranges from 21°C-28°C. The daily temperature is too hot, which is above 32°C, causing the pollen of chili plants to not function for fertilization. In addition, hot daily temperatures can cause flowers and fruit to burn. Soil temperature also affects the absorption of nutrients, especially N and P. If at the time of flowering the temperature drops below 15°C, then fertilization and seeding are disrupted. At this temperature, the micro elements that are important for fruit growth are difficult to be absorbed by the chili plants resulting in seedless fruit or parthenocarpy. Low air temperature causes many leaf disease fungi to attack chili plants, especially when accompanied by high humidity.

c. Soil

In general, chili likes loose soil and lots of nutrients. All types of soil in Indonesia are relatively suitable for growing chilies. The type of soil that is most suitable for cayenne chili plants is sandy loam or light soil that contains a lot of organic matter and contains lots of nutrients, solum soil is deep, loose, and not porous. The type of peat soil (soil derived from plant residues that have been, is being, or has not decayed), as well as swamp and tidal soils cannot be used as planting land because it has a very high degree of soil acidity (pH).

Soils are not suitable for plants because the elements of aluminum and iron increase while the elements of calcium, phosphate, and magnesium actually decrease. Under these circumstances, plants can be poisoned by aluminum and iron. In addition, in soils that have a degree of acidity that is too high (above 7.0) not all elements of the fertilizer can be absorbed by the roots. The degree of acidity (pH) of the soil that is suitable for cayenne chili plants is in accordance with plants in general (neutral pH) which is between 6.0-7.0, where the ideal pH is at 6.5 (Priyadi and Sukendro 2011).

2.1.1.3. Characteristics of Quality Chili

In principle, quality is very influential on the price and consumer acceptance of curly chili. In other words, the advantages of meeting quality standards are guaranteed high prices and better consumer acceptance. Physical qualities such as bright shiny color, without stains, length and size will certainly directly increase the level of consumer interest and acceptance of curly chili so that it can accelerate and increase the selling value of the product. Curly chili with that characteristic is called premium quality. In addition, long shelf life is also a characteristic of premium quality curly chilies. Long shelf life will be able to reduce the risk of loss from harvest to distribution to the consumer level. Quality chili must also be resistant when going through the post-harvest stage. However, the quality standard of chili keiting is basically the same as fresh red chili, which refers to the Indonesian National Standard (SNI) No. 01-4480-1998. (Maharijaya and gratitude, 2014).

A. Quality Standards According to Indonesian National Standards

Classification of big red chilies and curly red chilies according to SNI No. 01-4480-1998 are as follows:

1) Large red chili: at the base of the shoulder, the tip of the fruit is blunt or pointed, the skin of the fruit is thick, the taste is less spicy, the young fruit is green and when it is old it becomes red and the surface of the fruit is slippery. The diameter of the base of the fruit is approximately 1.7 cm, the length of the fruit is 9-14 cm.

2) Curly red chili: Sub-base of the fruit is not shoulder, the tip of the fruit is pointed, the skin is thin, the taste is spicy, the young fruit is light green to green and the surface of the fruit is wavy.

Table 2.1. Fresh Red Chili Quality Requirements

No.	Test Type	Unit	Requirements		
			Quality I	Quality II	Quality III
1	Color homogeneity	%	Red \geq (95)	Red \geq (95)	Red \geq (95)
2	Homogeneity	%	Homogen	Homogen	Homogen
3	Size homogeneity				
	a. Big red chili				
	- Fruit length	cm	12-14 cm	9-11 cm	< 9
	- Baseline	cm	1,5-1,7 cm	1,3<1,5 cm	< 1,3
	b. Curly Red Chili				
	- Fruit Length	cm	> 12 - 17	10 < 12	<10
	- Base Center Line	cm	>1,3-1,5	1,0 < 1,3	< 1,0
4	Impurity level	%	1	2	5
5	Damage level				
	a. big red chili	%	0	1	2
	b. curly red chili	%	0	1	2

Note: quality II 5% of the number of fruits or the length and diameter of the fruit may not meet the requirements of quality I, but still meet the requirements of quality II, quality III and the number of fruits or length and diameter may not meet the requirements of quality II, but meet the requirements of quality III. quality requirements according to quality standards for fresh and curly red chilies according to SNI No. 01-4480-1998 are as follows:

1. Have homogeneity of color

Color is the main physical quality that determines the price. Before making a decision to buy curly chili, consumers will observe the color. The bright red color will increase consumer interest in buying. In addition to the bright red color, homogeneity is also very important. Thus, color homogeneity is included in the quality requirements of fresh red chilies, including curly ones. Excellent quality curly chili is characterized by the presence of color uniformity up to above 95%.

2. Have homogeneity shape

Logically, consumers will also be more interested in products that have a homogeneity shape. Thus, homogeneity of shape is one of the prerequisites for the quality of curly chili. In the SNI quality document No. 01-4480-1998 required curly chili quality I to have homogeneity above 98%, while to meet quality standards II and III curly chilies required to have shape homogeneity of more than 96% and 95%, respectively.

4. Homogeneity of size

Prime quality standards are also characterized by the homogeneity of size. The homogeneity of this size includes the length of the fruit and the diameter of the base. The length of curly chili to be said to meet the prime standard (quality I) is more than 12 cm (12-17 cm) with a base line of 1.3-1.5 cm. Quality II is characterized by a fruit length of 10-12 cm and a base diameter of 1.0-1.3 cm; while the quality III is characterized by fruit length <10 cm and base diameter <1.0 cm.

5. Dirt level

When selling to consumers, premium quality curly chilies must be free from contamination by dirt or foreign objects. The level of impurities

that are required to be met in order to be called quality I (prime) is less than 1%. Meanwhile, for quality II and quality III, 2-5% of dirt or foreign matter can still be tolerated.

6. The level of damage and fruit rot

The level of damage and fruit rot greatly affect the quality of curly chili. In order to be called prime quality, the standard that must be achieved for quality I is the absence of damage and rot in the fruit (0%). If there is damage of 1-2% then it can still meet the quality criteria III. If the damage is more than 2%, it can be said that it is not of good quality because it does not reach the standard

B. Other Quality Standards

In addition to the standard based on SNI No. 01-4480-1998, there are also several other curly chili quality standards that should be met in order to be called curly chili which has premium quality and is well accepted by consumers. According to Maharijaya and gratitude (2014) the premium quality standards, including the cleanliness of the chili color (without any stains / stripes), long shelf life, and have a level of spiciness.

1. Cleanliness of color

Preferred chili color is a bright one without any stains / stripes. These stains are caused by various factors such as soil fertility, lack of nutrients to attack by plant-disturbing organisms. Premium quality curly chili, of course, is one that does not have stains or stripes on the surface of the chili skin.

2. Long Shelf Life

The standard of premium quality curly chili is also determined by its long shelf life. The desired shelf life is usually about 4-6 days. Long shelf life can maintain other physical qualities such as color and prevent damage to fruit rot.

3. Have a certain level of spiciness

The use of curly chilies is generally intended to provide a spicy taste by grinding or grinding. Thus, premium quality curly chilies must have a sufficient level of spiciness. Poor cultivation methods and the selection of inappropriate varieties can cause the curly chili flavor to not feel spicy.

Chilis are generally measured in terms of Scoville heat units (SHU). This method measures the number of times chili extract needs to be dissolved in a sugar water solution so that it no longer feels hot to consumers. The rate of addition of the solution is called the Scoville heat unit. If it is not spicy, then the SHU of the chili is 0. For curly chilies, it usually has a spiciness level of around 100,000-350,000 SHU.

2.1.2. Market

A market is a physical place where buyers and sellers gather to exchange goods and services (Kotler, 2009). At least the market has 3 functions, namely distribution function, price formation function and promotion function.

In distribution activities, the market functions to close the distance between consumers and producers in carrying out transactions. In the distribution function, the market plays a role in facilitating the distribution of goods and services from producers to consumers. The market functions as a shaper of market prices, namely price agreements between sellers and buyers. The market is the most appropriate means for promotional events. Promotion can be carried out by placing banners, distributing brochures, and distributing samples. As a place of physical exchange of goods and services. The market has experienced development and at this time the type of market has begun to develop. In addition to the traditional market there is also a modern market. The modern market is characterized by the emergence of supermarkets, minimarkets and hypermarkets.

2.1.2.1. Traditional market

A traditional market is an open place where buying and selling transactions occur with a bargaining process. In this traditional market, the visitor is not always a buyer because he can also be a seller. Traditional markets can be classified into 3 forms, namely special markets, periodic markets and daily markets. (Sadilah et al, 2011)

Traditional markets are markets built and managed by the Government, Regional Government, Private, State-Owned Enterprises and Regional-Owned Enterprises, including cooperation with the private sector in the form of shops,

kiosks, stalls and tents owned/managed by small, medium-sized traders, non-governmental organizations or cooperatives with small-scale businesses, small capital and with the process of buying and selling merchandise through bargaining (Presidential Regulation No. 112, 2007). Meanwhile, according to ministerial regulation No.20. In 2012 the characteristics of traditional markets are as follows:

1. Traditional markets are owned, built and/or managed by local governments.
2. Bargaining system between seller and buyer. This bargaining is one of the cultures formed in the market. This can establish closer social relations between traders and buyers.
3. Places of business are diverse and united in the same location. Even though all are in the same location, each seller's merchandise sells different items. In addition, there is also a grouping of merchandise according to the type of merchandise such as groups of traders of fish, vegetables, fruit, spices, and meat.
4. Most of the goods and services offered are made locally. Merchandise sold in this traditional market is the produce produced by the area. Although there are some merchandise that is taken from crops from other areas that are not far from the area, but it is not imported to the outside of the island or country.

2.1.2.2. Modern market

Modern market is a market where buyers and sellers do not make transactions directly. Buyers only see the price tag on a product package and their purchases are served independently by salespeople, for example supermarkets, minimarkets and hypermarkets. (Hutabarat, 2009)

Modern market is a market or shop with a self-service system, selling various types of goods in retail in the form of minimarkets, supermarkets, department stores, hypermarkets or wholesalers in the form of wholesalers. As for modern retail, where the location is regulated, minimarkets may be located on any road network system, including the environmental road network system in environmental service areas (housing) within the city/urban area. Based on the

floor area, minimarket stores have a floor area of < 400 m²(Presidential Decree No. 112 of 2007). The kinds of modern markets according to Fissamawati (2006) are as follows:

- a. Hypermarket, is a modern store that has an area of more than 5000m² per outlet with a wider variety of types of goods and brands. The concept offered by Hypermarkets is one stop shopping or a complete shopping center that provides a variety of daily household needs, starting from basic needs to clothing needs. Hypermarket ownership is a joint venture between local and foreign private companies.
- b. Supermarket, is a modern shop which has an area of 600-1000m². the main commodities sold are goods/food ingredients and kitchen utensils. The ownership model of Supermarkets is privately owned, both local and foreign.
- c. Department Store, is a modern store with a varied area, usually associated with retailing, sorting, consumer goods grouped by gender, age, or lifestyle, self service or sales service under one general management. The goods sold in the Department Store are generally clothing items.
- d. Minimarket, is a small supermarket, with an area of 100-300m² per outlet. Minimarkets implement a franchise system (franchising). The definition of franchising itself is a contractual agreement in which the parent company (franchisor) grants rights to a subsidiary company or individual (franchise) under special conditions.

2.1.3. Consumer behavior

Consumer behavior is the study of how individuals, groups and organizations select, purchase, use and use goods, services, ideas, or experiences to satisfy their needs and wants. Consumer buying behavior is influenced by cultural, social and personal factors. Cultural factors provide the most extensive influence in it (Kotler, 2009) while according to Schiffman and Kanuk (2008), consumer behavior describes the way individuals make decisions to utilize their available resources (time, money, effort) to buy related goods. with consumption.

2.1.3.1. Consumer Behavior Theory

There are several theories of consumer behavior that can be used to identify and understand and direct consumer behavior in carrying out activities (Hawkins and Mothersbaugh 2010), namely:

1. Microeconomic

Theory This microeconomic theory was developed by several experts including Adam Smith who developed a doctrine of economic growth based on the principle that humans in all their actions are driven by their own interests. Alfred Marshall then perfected the modern satisfaction theory. The theory states that every consumer will try to get maximum satisfaction and will continue his purchase of a product for a long period of time, if he has received satisfaction from the same product he has consumed.

2. Psychological Theory Psychological

theory is based on individual psychological factors which are always influenced by environmental forces. In principle, this theory is the application of theories in the psychological field that analyze consumer behavior.

3. Sociological Theory

This theory is also called social psychology, which focuses more on the relationships and influences between individuals that are associated with their behavior. So it prioritizes group behavior rather than individual behavior. A person's desires and behavior are shaped by the community group of which a person is a member. Sociological theory directs the analysis of behavior to group activities such as family, coworkers, sports associations and so on. The company can determine which of the social layers has the greatest influence on the demand for a product.

4. Anthropological Theory Anthropological

theory emphasizes the buying behavior of a group of people whose scope is very broad, such as culture, sub-culture, and social class. These factors play an important role in the formation of attitudes and are important clues about the values that will be embraced by a consumer.

2.1.3.2. Decision Making Process

Basic psychological processes play an important role in understanding how consumers actually make their buying decisions. The purchasing decision-making process that has been developed by marketing researchers consists of 5 stages (level model), namely: 1) Problem recognition, 2) Information search, 3) Alternative evaluation, 4) Purchase decision and 5) Post-purchase behavior.

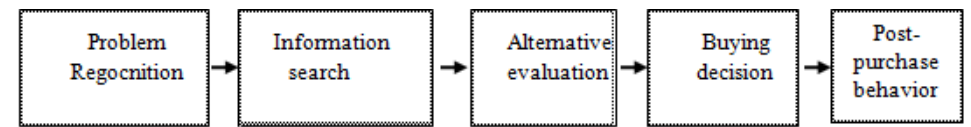


Figure 2.1. Purchasing Decision Process Level Model (source: Kotler, 2009)

1. Problem Recognition

Problem recognition is the first stage in the purchase decision process where the consumer recognizes a problem or need. Consumer realize a difference between the actual state and the desired state. These needs can be driven by stimuli from within the consumer or from outside (Maharani, 2014).

The buying process begins when the buyer becomes aware of a problem or need that is triggered by internal or external stimuli. With internal stimulation, one of a person's normal needs rises to a maximum level and becomes a drive or need that can arise as a result of external stimuli. A person may admire a friend's new cellphone or see an advertisement for a vacation to Bali that triggers thoughts about a possible purchase (Kotler, 2009).

Alternatively, knowing the existence of a problem can be a complex process and take a long time. A person who owns a vehicle (car) which at certain moments "breaks down" and whose paint has faded is no longer attractive, and his friends often express their wonder why he is still driving that old car, will feel that there is a problem. emerging. The individual concerned begins to realize that a motive is not perfectly fulfilled and that a need that arises requires satisfaction in a certain form (Sunyoto, 2014).

2. Information Search

Consumers have the urge to meet their needs so that consumers will seek information about products that can satisfy their needs. The search for information

that consumers do depends on how much information they need about the required product (Maharani, 2014).

3. Evaluation of Alternatives

Several concepts are used to understand the evaluation process. First, consumers try to satisfy a need. Second, consumers seek certain benefits from product solutions. Third, consumers see each product as a group of attributes with varying abilities to deliver the benefits necessary to satisfy these needs. Attributes of buyer interest vary according to the product needed, for example:

Tires : safety, tire tread life, ride quality, price

Clothing : comfort, quality, price, clothing style.

4. Purchase Decision

Purchase decision is the action of consumers to buy or not to the product. Therefore, consumer purchasing decision making is a process of selecting one of several alternative problem solving with real follow-up (Kotler, 2009).

A prospective buyer must make a buying decision. The decision may be in the form of not choosing one of the available alternatives. But in most cases, it is the problem that stimulates the person concerned to initiate the decision-making process. Unless the problem has disappeared, which can happen at any stage of the existing process, the person making the decision does not buy or has to start the process again or he is forced to live with the problem.

5. Consumer Behavior

The marketer's job does not end with the consumer's purchase. After purchase, consumers may experience conflict because they see features that are not what they want or hear pleasant things about other brands. If the consumer is satisfied, he may want to buy the product again. Satisfied customers also tend to say good things about the brand they bought to others. However, if the consumer feels disappointed, the consumer may return the product or look for another product. Therefore, marketers must observe post-purchase satisfaction, post-purchase actions and post-purchase product use.

2.1.4. Consumer Preferences

2.1.4.1. Understanding Consumer Preference

Consumer preferences can mean preferences, choices or something that consumers prefer. This preference is formed from consumer perceptions of the product (Munandar et al., 2012). Meanwhile, according to Kotler (2009) preference is defined as a person's choice of liking or disliking something product consumed. Preferences show consumer preferences from a wide selection of existing products.

According to Nicholson in Nurmala Sari (2007), the relationship between consumer preferences is assumed to have three basic properties, the three basic properties are:

1. Completeness

If are two conditions, then each person must always be able to specify whether:

A is preferred to B, B is preferred to A and A and B are equally preferred. On this basis, each person is assumed to never hesitate in making a choice, because they know which one is better and which one is worse, and thus can always make a choice between two alternatives.

2. Transitivity

If prefer A to C. Thus one cannot articulate conflicting preferences.

3. Continuity

If someone states that he prefers A over B, this means that all conditions under A are preferred over conditions under choice B. It is assumed that everyone's preferences follow the above basis, so that each person can always make or rank all situations and conditions ranging from the most liked to the least liked from the various goods/services available. A rational person will choose the item he likes the most. In other words, from a number of alternatives, people are more likely to choose something that can maximize their satisfaction.

2.1.4.2. Factors Affecting Consumer Preference

1. Attributes

Consumers are assumed to see the product as a set of attributes, because each consumer has a different perception of the attributes that are relevant to their respective interests. Attributes can be defined as characteristics that distinguish it from other brands or products or can also be factors that consumers consider in making decisions about purchasing a brand or product category, which are attached to products or product parts (Simamora, 2005). The attributes of a product show the uniqueness of the product and can also easily attract the attention of consumers. According to Simamora (2005) product attributes consist of three types, namely:

1. Characteristics or appearance (features). Characteristics can be in the form of size, basic materials, aesthetic characteristics, manufacturing processes, services or services, appearance, price, arrangement or trademark.
2. Benefits (benefits). Benefits can be in the form of usefulness, pleasure related to the five senses, non-material benefits such as time.
3. function (function). Function attributes are rarely used and are more often treated as traits and benefits.
4. A product is basically a collection of attributes. Product attributes can be a separate assessment for consumers of a product. Consumers have different tendencies in viewing attributes that are considered relevant as important, and will pay the greatest attention to attributes that provide the benefits they seek.

2. Interests

The level of importance of attributes varies according to the needs and desires of each, because consumers have different emphases in assessing the attributes that have the highest level of importance. Assessment of the product describes the consumer's attitude towards the product and at the same time can reflect the behavior in spending and consuming a product.

3. Confidence

Consumers will develop a number of beliefs about the location of the product on each attribute, which is commonly called brand image. Consumer preferences can be known by measuring the level of usefulness and the relative value of each attribute contained in a product.

4. Satisfaction

The level of consumer satisfaction will vary according to the different attributes displayed by a product. Consumer satisfaction depends on estimates of product performance in providing value relative to consumer expectations.

2.1.4.1. Consumer Preference Characteristics

a. Cultural Characteristics

Cultural characteristics are basically an understanding that implements an understanding of consumer preferences in making decisions in accordance with cultural characteristics that direct consumers to see the shape and model of the product purchased, according to the cultural characteristics of each consumer. Two things that have an appreciation assessment related to the characteristics of customer culture are as follows:

- The physical form of a product to be purchased will vary according to the cultural characteristics possessed by the customer in making his choice regarding a product.
- A model of a product that shows the artistic meaning of a product purchased by a customer, as part of an assessment that is influenced by its cultural characteristics.

b. Personal Characteristics

Personal characteristics are the ability and existence shown by each individual customer based on the characteristics they have. Personal characteristics that are very decisive in influencing customer behavior in making decisions are largely determined by the work they do and the lifestyle shown to state that the customer's personality is very objective in determining the buying

behavior of a product from customers. Explicitly explaining the individual personality that influences customer preferences is influenced by work and lifestyle.

c. Price Characteristics

Price characteristics play an important role in determining customer preferences for decision making towards a goal to be achieved. Indicators of price characteristics that affect the behavior of a customer in determining a decision are the level of income, type of business and savings owned by the customer. These three things that determine the most is the type of customer business.

d. Psychological Characteristics Psychological

characteristics are basically the internal conditions of individual customers who tend to provide encouragement or stimulation to the behavior shown in making decisions that are in accordance with the desired goals. According to Tunggal, states that the psychological characteristics of each individual customer have differences in influencing customer preferences.

2.1.5. Consumer Attitude

Consumers consist of all individuals and households who buy goods or services for personal use. Consumers themselves can be classified into different groups based on age, income, education, migration patterns and tastes. This grouping of consumers is very useful for marketers in planning marketing strategies (Kotler, 2009).

In marketing principles, attitude is an evaluation, feeling, and tendency of someone who consistently likes or dislikes an object or idea (Kotler, 2009). Attitudes put people in a frame of mind about liking or disliking something, moving toward or away from it. So creativity and self-expression are among the most important things in the world. Attitude is hard to change. A person's attitude forms a pattern, and changing it requires many difficult adjustments in other attitudes. So, the company should try to fit its product into a tangible attitude without changing it.

Attitude is a learned tendency to respond consistently to a given object, such as a brand. Attitudes depend on the value system of an individual that represents personal standards of good and bad, right and wrong, and so on, therefore attitudes tend to be more durable and complex than beliefs (Lamb, Hair, McDaniel, 2001).

"Attitude is a comprehensive evaluation of the concept carried out by a person. Evaluation is a response to influence at a relatively low level of intensity and movement. Evaluation can be created by affective and cognitive systems (Paul Peter and Olson, 1996).

Attitude (Attitude) of consumers is an important factor that will influence consumer decisions. The concept of attitude is closely related to the concept of belief (belief) and behavior (behavior). Consumer trust is consumer knowledge about an object, its attributes, and benefits (Mowen and Minor, 1998).

Consumer knowledge is closely related to the discussion of attitudes because consumer knowledge. Consumer trust or consumer knowledge concerns the belief that a product has attributes and various benefits from these attributes. Marketers must know the attributes that are known to consumers and the attributes that are used as product evaluations. This knowledge is useful in communicating the attributes of a product to consumers. Consumer confidence in a product, product attributes and benefits describe consumer perceptions, therefore trust in a product differs among consumers.

1. Attitude Has Objects

In the context of marketing, consumer attitudes must be related to objects, these objects can be related to various consumption and marketing concepts such as products, brands, advertisements, prices, packaging, usage, media and so on.

2. Consistency of Attitudes

Attitudes describe the feelings of a consumer and these feelings will be reflected by his behavior. That's why attitude has consistency with behavior. The behavior of a consumer is a picture of his attitude.

3. Positive, Negative and Neutral Attitudes

A person may like rendang food (positive attitude) or dislike alcohol (negative attitude) or even he does not have neutral attitudes). Attitudes that have

positive, negative and neutral dimensions are called the valance characteristics of the attitude.

4. Attitude Intensity A

consumer's attitude towards a brand will vary in levels, some really like it or even some who really like it or even some who really don't like it. When a consumer states the degree of liking for a product, he expresses the intensity of his attitude. The intensity of the attitude is referred to as the extremity of the attitude.

5. Attitude Resistance

Resistance is how much consumer attitudes can change. It is important for marketers to know consumer attitudes in order to implement the right marketing strategy. marketing Offensive can be applied to change the attitude of consumers who are very resistant to a product.

6. Persistence of Attitude

Persistence is an analysis of attitudes that illustrates that readiness will change with the passage of time. For example, if someone doesn't like Biskuat Bolu cake products (negative attitude), over time he or she may change their attitude towards Biskuat Bolu products.

7. Attitude Confidence

Confidence is the consumer's belief about the truth of his attitude. For example, consumer attitudes towards products that have been used for a long time will be higher than consumer attitudes towards new products that are still foreign.

8. Attitudes and Situations

A person's attitude towards an object often appears in the context of a situation. This means that the situation will affect consumer attitudes towards a product object. For example, someone doesn't like to eat biscuits during the day, but likes to eat biscuits in the morning.

The formation of attitudes requires an understanding of the learning process (more details can be read in the chapter on the consumer learning process), through classical conditioning, instrumental conditioning, cognitive learning theory and observational learning. Factors that influence the formation of attitudes include:

- a) Personal Experience

- b) Influence of Family And Friends
- c) Direct Marketing
- d) Mass Media
- e) Individual characteristics

Attitude change has the same essence as attitude formation. However, because there has been a previous attitude, the process of transitioning to a new attitude is better to use the term attitude change. The factors that influence attitude change are the same as the formation of attitudes. Consumer attitudes can change as a result of the producer's strategy to win the competitive market. Strategies to change consumer attitudes, among others by:

1. Changing the Relative Evaluation of Attributes, Among them By Offering Products with Different And Important Attributes.
2. Changing Brand Beliefs, One Way Is To Claim The Company's Brand Has Advantages.
3. Adding Attributes.
4. Changing the Overall Attitude, Among others, By Changing Directly on the Brand.
5. Changing beliefs about competing brands, i.e., manufacturers bring up comparative advertising of their products, by comparing them with competing products.

To change consumer attitudes towards products/services/brands, an attitude function approach can be used, including:

1. Utilitarian function.

Disclosing the benefits of the product or avoiding the risks of the product.

Example: an advertisement for an electricity-saving lamp product, which is more economical and lasts 6000 hours.

2. The function of defending the ego.

Protects a person from doubts that arise within himself or from factors that may be a threat to him.

Example: Sustalac milk: a solution to avoid the fear of old age

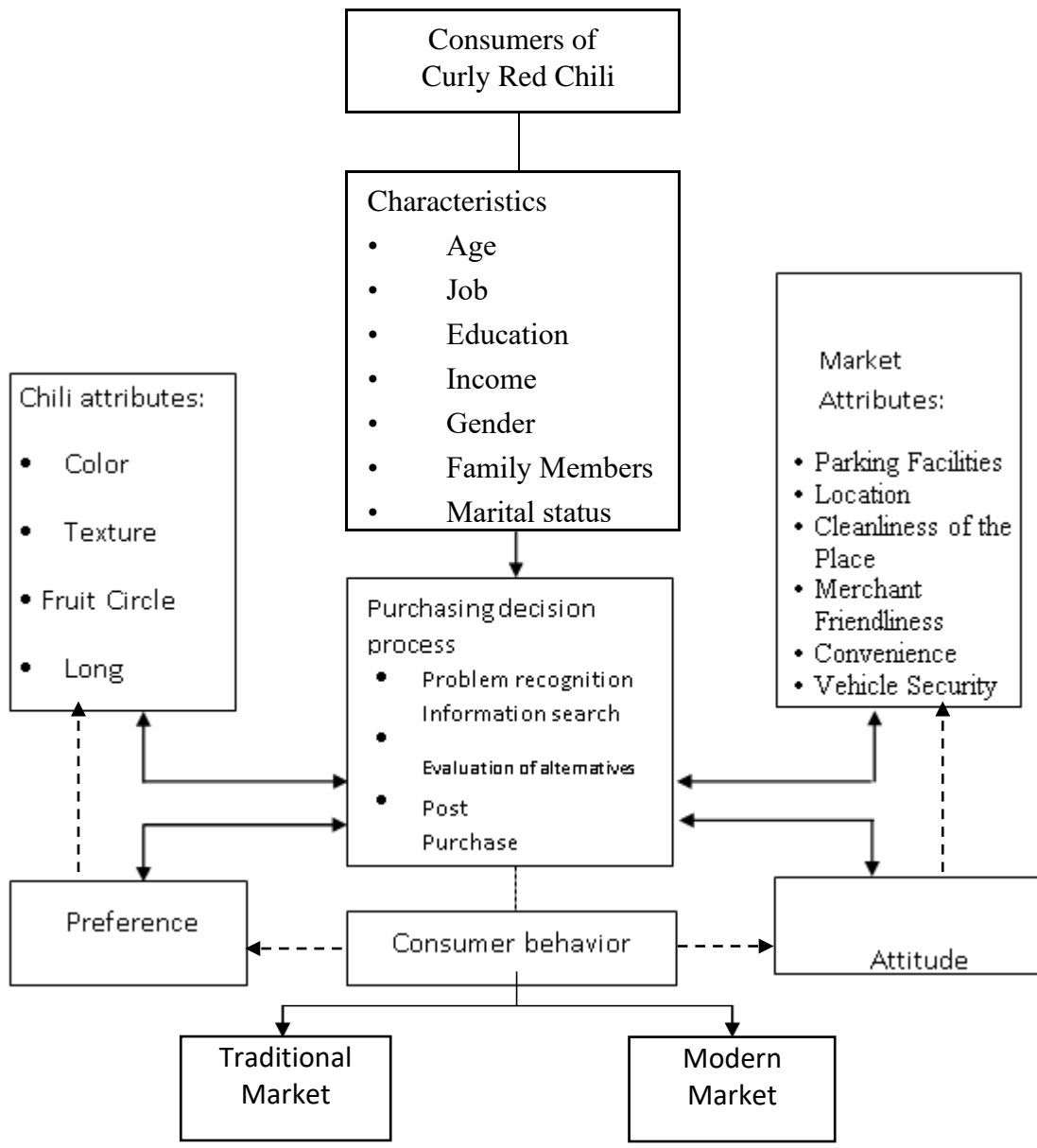
3. Value expression function.

Express the values, I live and social identity of a person. Describe the interests, hobbies, activities, opinions of a consumer.

4. Knowledge function.

Consumers are given additional knowledge to like the product.

2.2. Approach Model



Description:

———— = Have

↔ = Influence

- - - -> = Consist Of

————> = Determine

Figure 2.2. Approach Model

2.3. Hypothesis

According to Erwan Agus Purwanto and Dyah Ratih Sulistyastuti (2007), a hypothesis is a temporary statement or conjecture on a research problem whose truth is still weak (not necessarily true) so it must be tested empirically. In Mutia Intan Savitri Herista's research (2015) Consumers of citrus fruits in retail and traditional markets have carried out a purchasing decision process in which the purchasing decision process consists of five stages, namely the need detection stage, information search, alternative evaluation, purchase process, and post-purchase behavior. purchase.

In the journal Adi Yoga W. and Nurmalinda (2012) In general, vegetable respondents considered the skin color factor to be the most important factor in assessing or buying red chili and followed by chili type and spiciness, respectively. According to Agus Hamza Dano (2007), household behavior has a positive view of the two locations of purchase in supermarkets and traditional markets. Based on the previous studies that have been mentioned, the hypotheses to be proposed in this study are:

1. It is suspected that red chili purchasing decisions are made through the needs recognition stage, information search, alternative evaluation, purchase decision, and post-purchase evaluation.
2. It is suspected that skin color is the most important factor in assessing or buying red chili, followed by the type of chili and spiciness.
3. It is suspected that consumers have a positive attitude towards the attributes of the Cinde Market and Palembang Trade Center.

2.4. Operational Limits

1. Respondents in this study were households that were or have ever bought red chili.
2. Age is the age of the respondent who purchases red chili in traditional and modern markets (years).
3. Income is the respondent's family income per month (IDR).
4. Education is the last education level of the respondent who bought red chili (Year).

5. The number of family members is the nuclear family (children, father and mother) and other families living in the same place of residence (people).
6. The type of chili studied was curly red chili.
7. Traditional markets are markets whose implementation is traditional where buyers and sellers meet, price agreements occur and transactions occur after going through the price bargaining process.
8. The traditional market that is used as a sampling location is the Cinde Market.
9. The modern market is a market that is modern in nature where merchandise is traded at the right price so that there is no bargaining activity and with good service.
10. The modern market that is used as a sampling location is the Diamond Palembang Trade Center.
11. Recognition of needs is that consumers begin to know or realize that it is necessary to consume curly red chilies.
12. Information search is the stage where consumers begin to collect various information about curly red chilies.
13. Evaluation of alternatives is that consumers begin to see curly red chilies as a group of attributes needed to satisfy needs.
14. Purchase decisions are consumer actions to buy curly red chilies.
15. Post-purchase behavior is the experience gained after buying curly red chili.
16. The benefit of consuming (a source of vitamins) is that consumers know the benefits of consuming curly red chilies for health.
17. Complementing the menu is that consumers consume curly red chilies only when they need curly red chilies as one of the complementary dishes.
18. The family habit is that consumers consume curly red chili continuously whether they know or do not know the benefits of consuming it.

19. Depending on the situation, purchases are made by taking into account criteria, such as rising or falling prices, increasing or decreasing the amount of consumption.
20. Sudden purchases are made without any planning.
21. The number of respondents' purchases is the number of purchases of curly red chilies in one purchase.
22. The frequency of the respondent's purchase is the number of purchases made in one month.
23. Attributes are product elements that are considered important by customers and serve as the basis for decision making. The chili attributes studied were the price of chili, the type of chili, the color of the chili, the diameter of the chili, the length of the chili and the texture of the chili. The market attributes studied are parking facilities, location proximity, place cleanliness, merchant friendliness, vehicle comfort and safety.
24. Chili preference is the choice of consumers like or dislike the chili they consume.
25. Price is the selling value offered to consumers obtained through interviews with consumers, consisting of three types, namely the price of IDR. 25,000 – 40,000/Kg for a low price, IDR 41,000-55,000/Kg for a medium price and 56,000-75,000/Kg for a high price.
26. Chili color is the physical appearance of curly red chilies seen from the brightness of the color.
27. Texture is a measure of the hardness or softness of curly red chilies.
28. Consumers are all individuals and households who buy curly red chilies for personal consumption.
29. Parking facilities and infrastructure are facilities provided to market visitors in the form of parking spaces and parking employees which are measured based on consumer opinions.
30. Cleanliness of the place is the cleanliness of the market where consumers make purchases of chili which is measured based on consumer opinion.

31. Merchant friendliness is the treatment of sellers (mall employees) to consumers which is measured based on consumer opinions.
32. Convenience is the level of flexibility, security and comfort felt by consumers when buying curly red chilies which is measured based on consumer opinions.
33. Vehicle safety is the level of security of vehicles in the parking lot which is measured based on consumer opinion.
34. Attitudes are consumer responses to the Cinde Market and Diamond Palembang Trade Center.

CHAPTER 3

RESEARCH IMPLEMENTATION

3.1. Place and time

This research has been carried out in the city of Palembang, with the consideration that Palembang is one of the big cities where the community consumes a lot of curly red chilies and there are many traditional and modern markets. The research was conducted from April 2017 to June 2017 .

3.2. Research methods

The research method used in this research is the case study method. Case studies are one of the research methods in the social sciences. As a result, you will gain a deep understanding of why something happens and can form the basis for further research. Case studies can be used to generate and test hypotheses. This method is used to obtain an overview of consumer characteristics in buying curly red chilies in traditional and modern markets, decision-making processes, consumer preferences for curly red chili attributes and consumer attitudes towards market attributes.

3.3. Sampling Method

The sampling method used in this study is by chance (convenience sampling) which is often also referred to as the accidental sampling technique, because in this sampling technique the sample members are household consumers who are easily found or who are at the right time and place. The samples taken as respondents were households in the city of Palembang which were chosen purposively.

In this study, the population taken is large and the number is not known with certainty. According to Widiyanto (2008) in determining the sample if the population is large and the number is unknown, the formula is used:

$$N = \frac{Z^2}{4(Moe)^2}$$

Description:

N = Number of samples

Z = Normal distribution level

Moe = Margin of error, which is the maximum level of sampling error that can still be tolerated.

By using a margin of error of 10%, the number of samples obtained are:

$$N = \frac{1,96^2}{4(0,10)^2} = 96,04 \approx 100$$

So the sample size used in this study was 100 respondents. The sample will be divided into 50 respondents who were taken by cluster sampling from Cinde Market and Diamond Palembang Trade Center.

3.4. Data Collection Method

a. Types of Data

The data used in this study are primary data and secondary data. Primary data is data obtained directly from the object of research, including the characteristics of respondents and respondents' perceptions of research variables (product attributes and purchasing decisions). Secondary data in the form of data obtained from previous research, the Central Bureau of Statistics and data from traditional markets and modern markets that have to do with research.

b. Data Collection Methods

Data collection methods are divided into 3 types, namely questionnaires, interviews and observations. The explanation is as follows:

1. Questionnaire

A questionnaire is a list that contains questions that must be answered or done by the respondent or the parents/children who want to be investigated (Walgito, 2010). The measurement used in this study is the Likert scale. The Likert scale is used to measure attitudes, opinions, and perceptions a person or

group about a person's phenomenon (Sugiono, 2003). The variables to be measured are translated into variable indicators. Then the indicator is used as a starting point for compiling instrument items which can be in the form of questions. The answer from the Likert scale has a gradation from very positive to very negative which can be in the form of words as follows:

- SS = Strongly agree
- ST = Agree
- RG = Hesitate/neutral
- TS = Disagree
- STS = Strongly disagree

Research instrument using the Likert scale can be made in the form of a checklist or multiple choice.

2. Interview

Interview is a form of verbal communication, so a kind of conversation, which aims to obtain information. Interview is a more systematic research instrument. In the interview, the questions and answers given are done verbally.

3. Observation

Observation is a data collection technique that is carried out systematically and intentionally, which is carried out through observing and recording the symptoms being investigated. Understanding Observation in the Narrow Meaning is observing directly the symptoms you want to investigate.

3.5. Data Processing Method

3.5.1. Tabular - Descriptive Analysis

The first objective in this study will be answered using descriptive analysis in the form of characteristics and consumer decision-making processes. This analysis is an activity of collecting, processing and describing existing data as it should without making conclusions that apply to the public or generalizations (Sugiono, 2003). The data obtained for the characteristics will be tabulated into tabular form then will be analyzed including gender, age, marital status,

occupation, education and revenue while the decision-making process includes problem recognition, information seeking, evaluation of alternatives, the buying process and post-purchase behavior.

3.5.2. Conjoint Analysis

To answer the third objective regarding consumer preferences for red chili using conjoint analysis. Conjoint analysis is a multivariate technique that was developed specifically to find out how the development of consumer preferences for several kinds of goods such as products, services or ideas. This analysis is classified as an indirect method, conclusions are drawn based on the subject's response to changes in a number of attributes (Simamora, 2005). Conclusions are drawn based on the subject's response to changes in a number of attributes. Therefore, it is necessary to determine in advance what are the attributes of a product or brand. The steps in conducting the analysis are as follows.

1. Determining the attributes to be studied

Determining the attributes to be studied is done by asking directly the attributes that are of concern to consumers about the attributes they pay attention to when buying curly red chilies. In addition, it is compared with previous research and the ideal attributes under study are obtained.

Table. 3.1. Attributes and Levels of Curly Red Chilies

Attribute	Level	Sub-
Skin Color Chili	1	Bright red
	2	Dark red a bit dark
Fruit Texture	1	Fresh
	2	Sour/Soggy
Fruit Diameter	1	Small (< 1.0 cm)
	2	Medium (1.0-1.3 cm)
	3	Large (1.3-1.5 cm)
Fruit Length	1	Short (< 10 cm)
	2	Medium (10-12 cm)
	3	Length (12-17cm)
Price of Chili	1	25,000-40,000 IDR/Kg
	2	41,000-55,000 IDR/Kg
	3	56.000-75.000 IDR/Kg

2. Formation of stimuli

After knowing the desired attributes and sub-attributes, the next thing to do is to design a combination of attribute levels. To design a combination of attribute levels, there are two approaches that are often used, namely pairwise combination and a complete combination (full profile). In this study, researchers will use a complete combination. From the table above, it is known that the number of levels of each attribute is $2 \times 2 \times 3 \times 3 \times 3 = 108$ stimuli. With that many combinations, of course, it will be very difficult for consumers to evaluate. To overcome this problem, the design used is not a full factor design but fractional factorial design. With this design, a portion of the entire product combination is selected which actually influences the main effect. The interaction effect was not noticed. Such designs are known as orthogonal arrays.

The source of the orthogonal array that is considered reliable is the Addelman design. Based on the Addelman design, 18 stimuli were obtained. The design represents all the existing attribute level combinations so that the conclusions drawn can represent all the existing attribute level combinations so that the conclusions drawn can represent all combinations (Malhotra in Ramdhan, 2002).

Of the 18 combinations of attributes that have been generated, they are then poured into visual form or picture cards containing each level of attribute combination. The goal is to describe stimuli in the best possible way, especially for attributes that require sensory responses.

Table 3.2. Stimuli Card Design Drawing

Card ID	Skin Color	Fruit Texture Fruit	Diameter Fruit	Length	Chili Price	Score
1	Bright red	Fresh/ Hard	Small (<1.0 cm)	Short (<10cm)	IDR 41.000-55.000/Kg	1 2 3 4 5
2	Red Bright	Fresh Hard	Medium (1.0-1.3(cm)	Short (<10cm)	IDR 25.000-40.000/Kg	1 2 3 4 5
3	Bright red	Slightly	Wrinkly Medium (1.0-1.3 cm)	Medium (1.0-1.3 cm)	IDR 56.000-75.000/Kg	1 2 3 4 5
4	Red Old a Bit Dark	Fresh Hard	Large (1.3-1.5 cm)	Short (<10 cm)	IDR 25,000-40.000/Kg	1 2 3 4 5
5	Red bright	Slightly	Large (1.3-1.5 cm)	Medium (10-12 cm)	IDR 25.000-40.000/Kg	1 2 3 4 5
6	Red Slightly Dark	Dark Wrinkly	Medium (1.0-1.3 cm)	Length (cm)	IDR 41.000-55.000 /Kg	1 2 3 4 5
7	Bright red	Fresh/ Hard	Large (1.3-1.5 cm)	Medium (10-12 cm)	IDR 41.000-55.000/Kg	1 2 3 4 5
8	red Slightly dark	Dark Wrinkly	Small (<1.0 cm)	Short (<10 cm)	IDR 25.000-40.000/Kg	1 2 3 4 5
9	red Bright	Slightly Wrinkly	Small (<1.0 cm)	Medium (10-12 cm)	IDR 25,000-40,000/Kg	1 2 3 4 5
10	Red light	Fresh Hard	Small (<1.0 cm)	Long (12-17 cm)	IDR 41,000-55.000/Kg	1 2 3 4 5
11	red Bright	Slightly Wrinkly	Small (<1.0 cm)	Length (cm)	IDR 56.000-75.000/Kg	1 2 3 4 5
12	Red light	Fresh Hard	Medium (1.0-1.3 cm)	Long (12-17 cm)	IDR 25.000-40.000/Kg	1 2 3 4 5
13	red Bright	Slightly Wrinkly	Large (1.3-1.5 cm)	Length (12-17 cm)	IDR 25.000-40.000/Kg	1 2 3 4 5
14	Red light	Fresh Hard	Large (1.3-1.5 cm)	Length (12 -17 cm)	IDR 25,000-40.000/Kg	1 2 3 4 5
15	Red Bright	Fresh/ Hard	Medium (1.0-1.3 cm)	Short (< 10 cm)	IDR 56.000-75.000/Kg	1 2 3 4 5
16	Red bright	Slightly Wry	Small (< 1.0 cm)	Long (12-17 cm)	IDR 41.000-55.000/Kg	1 2 3 4 5
17	red Bright	Slightly Wrinkly	Large (1.3-1.5 cm)	Short (<10 cm)	IDR 41.000-55.000/Kg	1 2 3 4 5
18	Red old Slightly	Fresh Hard	Medium (1.0-1.3 cm)	Medium (10-12 cm)	IDR 41.000-55.000/Kg	1 2 3 4 5
19	red slightly dark	Fresh/ Hard	Large (1.3-1.5 cm)	Short (<10 cm)	IDR 56.000-75.000 /Kg	1 2 3 4 5
20	Bright Red	Fresh/ Firm	Small (<1.0 cm)	Medium (10-12 cm)	IDR 56.000-75.000/Kg	1 2 3 4 5
21	Red dark	Fresh/ Firm	Small (<1.0 cm)	Medium (10 -12 cm)	IDR 25.000-40.000/Kg	1 2 3 4 5
22	Red	Fresh	Large (1.3-1.5 cm)	Long (12-	IDR 56.000-	1 2 3 4 5

3. Determining the Type of Data Required

The next step is to determine the type of data required. To obtain data in the form of a matrix, the respondent will be asked to give a rating or value for each stimulus. Giving a rating to 18 stimuli by giving a value of 1 to 5 on each card, meaning that the most preferred stimuli will be given a value of 5 while the most disliked stimuli will be given a value of 1 (Sumargo and Wardoyo, 2008).

4. Choosing a Conjoint Analysis Procedure

The fourth stage is to perform a conjoint analysis procedure. In this design, the conjoint process is made in SPSS, so the design is done by making a syntax and using rating data. Then the results of this analysis were obtained to estimate the criteria for curly red chilies that the respondents wanted (A. Amelia et al, 2015).

5. The interpretation of the results of

Kuhfeld (2000) states that there are several provisions in interpreting the results as follows. First, the level that has a higher usability value is the preferred level. Second, the total value of each combination is equal to the sum of the utility values of each level. Third, the combination that has the highest total usability value is the combination that the respondent likes the most. Fourth, the attribute that has a greater difference in usability value between the highest and lowest usability values is the more important attribute.

6. Assessing the reliability and validity of the results

To test the accuracy of the results of the analysis, it is done by looking at the value of Kendall's between the results of the analysis and the actual opinion of the respondents (the scale is nominal and ordinal qualitative). The high correlation value reflects that the conjoint analysis can describe the true desires of the respondents.

7. Perform product simulation (choice simulator).

Based on the model and data depicted in the part-worth functions, researchers can develop simulations to describe a person's preference for one or several products (new or not yet). With the simulation technique, the

estimated market share of the new product can be estimated by analyzing one's preferences for the product to be developed (Gudono, 2014).

3.5.3. Fishbein Multiattribute Analysis

To answer the fourth objective regarding consumer preferences for market attributes in traditional and modern markets, fishbein multi-attribute analysis is used. According to Schiffman and Kanuk in Munandar (2012), the multi-attribute attitude model can be used to measure consumer attitudes towards a product or service or a specific brand. The multi-attribute attitude model can also be used to determine the relationship between product knowledge possessed by consumers and attitudes towards products regarding product characteristics or attributes (Engel et al., 1994).

The collected data will be processed using a Microsoft excel to the stage of calculating consumer behavior or behavioral goals. The components in the fishbein multi-attribute analysis are :

1. Component A_o or attitude
2. e_i component or evaluation
3. The b_i component or belief

In Fishbein's Multi-Attribute Analysis, attitudes or behavior can be measured with a positive value of 1 to positive 5 or a negative value of 2 to positive 2. However, basically there is no difference between the two values. The stages that will be used in the multi-attribute analysis of fishbein are:

$$A_b = \sum b_i e_i$$

Description:

A_o = Attitudes towards traditional markets (cinde) and modern markets (PTC).

B_i = Belief consumer's of objects.

E_i = Consumer evaluation of the attributes studied.

To interpret the results of the Fishbein Multiattribute Analysis calculation, the formula is used:

$$\text{Skala Interval} = (a - b) / m$$

Description:

- a = maximum possible value
- b = minimum possible value
- m = number of value categories

So the range for the level of evaluation (interest) level of confidence is:

$$\frac{5 - (1)}{5} = 0,8$$

The level of importance is obtained from the average results of the evaluation scale values consisting of very unimportant, unimportant, neutral, important and very important. from very bad, bad, neutral, good and very good. The evaluation value (ei) and the confidence value (bi) of respondents to market attributes are categorized in the interval scale range which can be seen in Table 3.3.

Table 3.3 Category of Evaluation Level and Trust

Value	Criteria Value	Value	Criteria
$1,00 \leq X \leq 1,80$	Very unimportant	$1,00 \leq X \leq 1,80$	Worst
$1,80 < X \leq 2,60$	Not important	$1,80 < X \leq 2,60$	Bad
$2,60 < X \leq 3,40$	Neutral	$2,60 < X \leq 3,40$	Neutral
$3,40 < X \leq 4,20$	Important	$3,40 < X \leq 4,20$	Good
$4,20 < X \leq 5,00$	Very important	$4,20 < X \leq 5,00$	Very Good

Consumer attitudes are classified into 5 categories of attitudes, namely very positive, positive, neutral, negative and very negative (Enggel *et al*, 1994). To interpret the results of the calculation of consumer attitudes, the following formula is used:

$$\frac{(NET \times NKT) - (NETR \times NKTR)}{m}$$

Description:

NET = Highest evaluation value

HKT = Highest confidence value

NETR = Lowest evaluation value

NKTR = Lowest confidence value

Then the magnitude of the range for the attitude category is:

$$\frac{(5 \times 5) - (1 \times 1)}{5} = 4,8$$

Meanwhile, to interpret the results of the calculation of the total attitude of consumers, the formula:

$$\frac{(NSTT \times JA) - (NSTTR \times JA)}{m}$$

Information :

NSTT = The highest total attitude value

NSTTR = The lowest total attitude value

JA = Number of attributes

So the range for the total attitude category is:

$$\frac{150 \times 6}{5} = 28,8$$

The attitude value and the total attitude value of consumers towards market attributes are categorized at interval scale range which can be seen in Table 3.4.

Table 3.4. Category Attitude Value and Total Attitude Value of Consumers Total

Attitude		Attitude	
Value	Criteria Value	Value	Criteria Value
1,00 X 5.80	Very negative	6.00 X 34.80	Very negative
5.80 < X 10.60	Negative	34.80 < X 63.60	Negative
10, 60 < X 15.40	Neutral	63.60 < X 92.40	Neutral
15.40 < X 20.20	Positive	92.40 < X 121.20	Positive
20.20 < X 25.00	Very positive	121 ,20 < X 150.00	Very positive

There are six attributes to be analyzed to assess market attributes in traditional markets and modern markets in Palembang. These attributes are parking facilities, proximity to location, cleanliness of the place, friendliness of traders, comfort and safety of vehicles.

CHAPTER 4

RESULTS AND DISCUSSION

4.1. General Condition of Research Area

4.1.1. Administrative Areas and Boundaries

Palembang City is one of the areas within the jurisdiction of South Sumatra Province. The area of Palembang City based on Government Regulation No.23 of 1988 is 400.61 km² or 40,061 hectares. Astronomically, Palembang is located between 2^{052'} to 3^{05'} south latitude and 104^{037'} to 104^{052'} east longitude. Based on this geographical position, Palembang City is bordered by three regencies in South Sumatra Province, namely as follows:

- (1) To the north it is bordered by Banyuasin Regency.
- (2) To the south, it is bordered by Ogan Ilir and Muara Enim Regencies.
- (3) In the east it is bordered by Banyuasin Regency.
- (4) In the west it is bordered by Banyuasin Regency.

In 2016 the city of Palembang consisted of 107 sub-districts. Divided into 926 CA and 4075 NA. The total area of Palembang City and its complete division of territory can be seen in Table 4.1.

Table 4.1. Area by District in Palembang City, 2016

No.	District	Number of Ward	Number of CA	Number of NA	Area (km ²)	Percentage (%)
1.	Iilir Barat II	7	51	208	6.22	1.55
2.	Gandus	5	38	174	68.78	17.17
3.	Seberang Ulu I	10	100	454	17.44	4.35
4.	Kertapati	6	51	263	42.56	10.62
5.	Seberang Ulu II	7	62	258	10.69	2.67
6.	Plaju	7	62	229	15.17	3.79
7.	Iilir Barat I	6	60	302	19.77	4.93
8.	Bukit Kecil	6	39	155	9.92	2.48
9.	Iilir Timur I	11	68	264	6.50	1.62
10.	Kemuning	6	52	201	9.00	2.25
11.	Iilir Timur II	12	89	372	25.58	6.39
12.	Kalidoni	5	41	237	27.92	6.97
13.	Sako	4	74	250	18.04	4.50
14.	Sematang Borang	4	24	107	36.98	9.23
15.	Sukarami	7	69	376	51.46	12.85
16.	Alang-Alang Lebar	4	49	225	34.58	8.63

Table 4.1 shows that the most sub-districts are Ilir Timur II sub-districts with 12 sub-districts followed by Ilir Timur 1 with 11 wards, while the fewest sub-districts are Kali Doni, Sako, Sematang Borang and Alang-Alang Lebar with 4 wards each. The most RW and RT are in Seberang Ulu Satu, while the least RW and RT are in Sematang Borang. The area with the largest area is Gandus reaching 68.78 km² while the area with the smallest area is Ilir Barat II with an area of only 6.22 km².

4.1.2. Population Status

The population of Palembang City is 1,783,732 people spread over 16 sub-districts, consisting of 903,089 men and 880,643 women. The largest percentage is in Seberang Ulu 1 with a total of 10.95% and the smallest percentage is in Sematang Borang with a total of 2.64%. The population of Palembang City by gender can be seen in Table 4.2.

Table. 4.2. Population of Palembang City by Gender, 2016

No.	District	Male (Soul)	Female (Soul)	Total (Soul)	Percentage (%)
1.	Ilir Barat II	37,099	36,085	73,184	4.10
2.	Seberang Ulu I	99,356	95,970	195,326	10.95
3.	Seberang Ulu II	54,454	107,414	52,960	6.02
4.	Ilir Barat I	77,374	76,410	153,784	8.62
5.	Ilir Timur I	38,360	39,365	77,725	4.36
6.	Ilir Timur II	95,145	93,162	188,307	10.56
7.	Sukarami	91,367	88,903	180,270	10.11
8.	Sako	55,370	54,043	109,413	6.13
9.	Kemuning	46,683	46,063	92,746	5.20
10.	Kalidoni	66,231	63,691	129,922	7.28
11.	Bukit Kecil	24,161	24,311	48,472	2.72
12.	Gandus	37,330	35,341	72,671	4.07
13.	Kertapati	51,351	48,666	100,017	5.61
14.	Plaju	50,463	49,121	99,584	5.58
15.	AAL	54,405	53,334	107,739	6.04
16.	Sematang Borang	23,940	23,218	47,158	2.64
Jumlah		903,089	880,643	1,783,732	100.00

Source: Palembang City Population and Civil Registration Office, 2017.

Table 4.2 shows that the largest population is in Seberang Ulu I with a total of 195,326 people consisting of 99,356 men and 95,970 women. Furthermore, in second place is Ilir Timur II with a total of 188,308 consisting of 95,145 men and 93,162 women. The least population is in Sematang Borang with a total of 47,158 people consisting of 23,940 males and 23,218 females.

The population of Palembang City consists of several religions, namely Islam, Christianity, Catholicism, Hinduism, Buddhism and Confucianism. The largest population is Islam with a percentage of 92, 92% while the least is Confucianism with a percentage of less than 1%. More details can be seen in Table 4.3.

Table 4.3. Population of Palembang City by Religion, 2016

No.	Religion	Number (Soul)	Percentage (%)
1.	Islam	1,657,365	92.92
2.	Christian	38,684	2.17
3.	Catholic	24,606	1.38
4.	Hindu	894	0.05
5.	Buddhist	62,114	3.48
6.	Confucian	29	0.00
Total		1,783,732	100,00

Source: Population and Civil Registration Office of Palembang City, 2017.

Table 4.3 shows that Islam is the most common religion in the city of Palembang with a total of 1,657,365 people, followed by Buddhism at the 2nd place with 62,114 people and Christianity at the 3rd place with 38,684 people. Catholicism is in 4th place with 24,606 people while Hinduism is 5th with 894 people and Confucianism is 6th with 29 people. The population of Palembang City is divided into 16 age groups ranging from 00-04 years to >75 years. The highest age group is the age group of 30-34 years with a percentage of 9.78% and the lowest group is the age group of 70-74 years with a percentage of 1.46%. The population of Palembang City by age group can be seen in Table 4.4.

Table 4.4. Palembang City Population by Age Group, 2016

No.	Age Group (Years)	Total (Soul)	Percentage (%)
1.	00 – 04	107,270	6.01
2.	05 – 09	156,865	8.79
3.	10 – 14	139,548	7.82
4.	15 – 19	130,668	7.33
5.	20 – 24	148,302	8.31
6.	25 – 29	162,972	9.14
7.	30 – 34	174,502	9.78
8.	35 – 39	160,060	8.97
9.	40 – 44	131,214	7.36
10.	45 – 49	115,763	6.49
11.	50 – 54	97,931	5.49
12.	55 – 59	85,998	4.82
13.	60 – 64	64,795	3.63
14.	65 – 69	41,557	2.33
15.	70 – 74	26,088	1.46
16.	> 75	40,199	2.25
Total		1,783,732	100.00

Source: Palembang City Population and Civil Registration Office, 2017.

Table 4.4 shows that the age group of the population of Palembang City is the largest age group of 30-34 years with a total of 174,502 people, followed by the age group of 25-29 years with a total of 162,972 people and the age group of 35-39 years with a total of 160,060 people. The lowest group is the age group of 70-74 years with a total of only 26,088 people.

The type of education for the population of Palembang is divided into 10 types. Starting from No / Not School up to Strata III. The highest percentage is graduating from SMA/SMK/Equivalent with a total of 29.38%. The population of Palembang City based on complete education can be seen in Table 4.5.

Table 4.5. Palembang City Population Based on Education, 2016.

No.	Level of Final Education	Total (Soul)	Percentage (%)
1.	No / Not Schooled	388,268	21.7
2.	Not Graduated from Elementary School/Equivalent	152,472	8.55
3.	Graduated from Elementary School/Equivalent	293,833	16.47
4.	Graduated from Junior High School/Equivalent	238,302	13,36
5.	Graduated from SMA/ SMK/ Equivalent	524,067	29,38
6.	Diploma I and II	11,806	0.66
7.	Diploma III/ Academy/Bachelor	42,774	2.40
8.	Strata I	121,564	6.82
9.	Strata II	10,064	0.52
10.	Strata III	582	0.03
Total		1,783,732	100,00

Table 4.5 shows that the highest education level of the population of Palembang City is SMA/SMK/Equivalent with a total of 524,067 people, followed by No/Not yet in School with a total of 388,268 people and Graduates of Elementary School/Equivalent with a total of 293,833 people. The lowest level of education is Strata III with 582 people, while for Strata I and II, respectively, there are 121,564 and 10,064 people.

The sampling area is divided into 2 research locations, namely Cinde Market as a traditional market and Diamond Palembang Trade Center (PTC) as a modern market. Cinde Market is the largest traditional market in the city of Palembang. After Pasar 16 Ilir burned down and was replaced with a building that until now does not function as a traditional market in the city center, then Pasar Cinde is the main traditional market in the center of Palembang City. Palembang Trade Center (PTC) was established in 2004 and is known as Palembang Trade Center. The mall building area is 55,000 m² and a parking area of 20,000 m² can accommodate +15,500 cars.

4.1.3. Cinde Market

Cinde Market is a traditional market located on Jalan Sudirman and is one of the oldest markets in Palembang City. As a traditional market, this one market has its own uniqueness. All kinds of goods are available. All kinds of goods are available in this place, from boat equipment to crackers, but now it is more dominated by selling agricultural tools and used goods, besides that there are also many basic necessities available in this market.

Cinde market was originally called the lingkis market where there used to be many traders from the lingkis, Jejawi, Oki areas who used to also live in that place. The planned population density in the area is very high (above 250 people/ha) with commercial activities centered on the Cinde market, and spread over the perimeter of the area facing Jalan Sudirman. The total area of the area is 93,246 m² with land ownership divided into two areas, namely government property rights, in the form of Cinde Market with an area of + 5000 m² and the rest is privately owned land (Syarlianti, 2016).

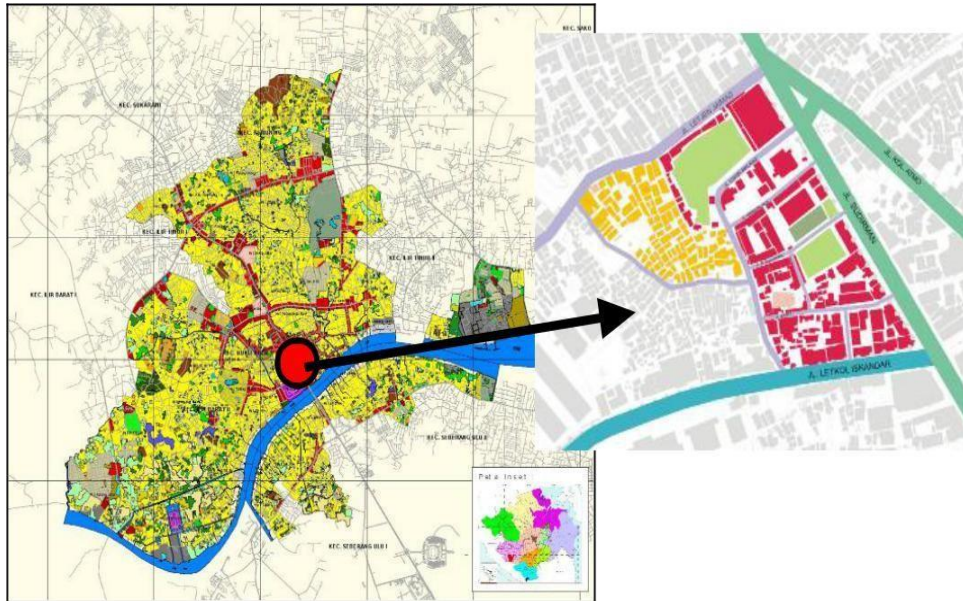


Figure 4.1. Location of Cinde Area in Palembang City Center
(Source: RTRWK Palembang, 2009)

Cinde market was originally called the lingkis market where there used to be many traders from the lingkis, Jejawi, Oki areas who used to also live in that place. During the war 5 days 5 nights 1947 this place was one of the battle points where some of the fighters from Kebon Duku took positions in this area.

Cinde Market was built in 1958, post-independence Indonesia. The architect of the Pasar Cinde building was Herman Thomas Karsten (1884–1945). The Pasar Cinde building was designed with the main structure using a mushroom construction (*paddestoel*). However, the market is identical with the history of the Palembang Darussalam sultanate because, in that place there is a tomb of the royal family, right behind the Cinde Market building. In this cemetery there is the tomb of the first sultan of the Palembang Darussalam Sultanate, namely Kemas Hindi with the title Prince Ratu Kemas Hindi Sri Susuhanan Abdurrahman Candiwalang Khalifatul Mukminin Sayidul Iman.

Cinde Market is the first market and one of the largest traditional markets in Palembang. Located in the center of the city, this market is a landmark and an important economic aspect for the community. Cinde market consists of a 2-storey building and stalls on the street around the main building. In the building on the first floor, daily necessities such as vegetables, fruits and vegetables,

spices, spices, fish, chicken, meat, coffee, and etc are sold. On the second floor, household items such as garden tools, farming equipment, vehicle parts, sewing tools, army clothes and convection are sold.

In the outer courtyard of the Cinde market, there are many stalls selling various Palembang specialties. In the 4 streets around the main building there are also stalls selling household appliances, bicycles, water pumps, auto parts, etc. Then recently, because of the popularity of agate, the Cinde market has also turned into the largest agate market in South Sumatra, next to the main market building.

4.1.4. Palembang Trade Center (PTC)

Palembang Trade Center or PTC is a shopping center and office area in the city of Palembang. PTC was built in 2004 which is located at Jalan R. Sukanto No.8 and is operated by PT. Pandawalima Halim Together. PTC Mall is one of the largest shopping centers equipped with various facilities and is located in a commercial area consisting of shop houses (shop houses), Lotte Mart hypermarket, and Novotel Palembang Hotel & Residence.

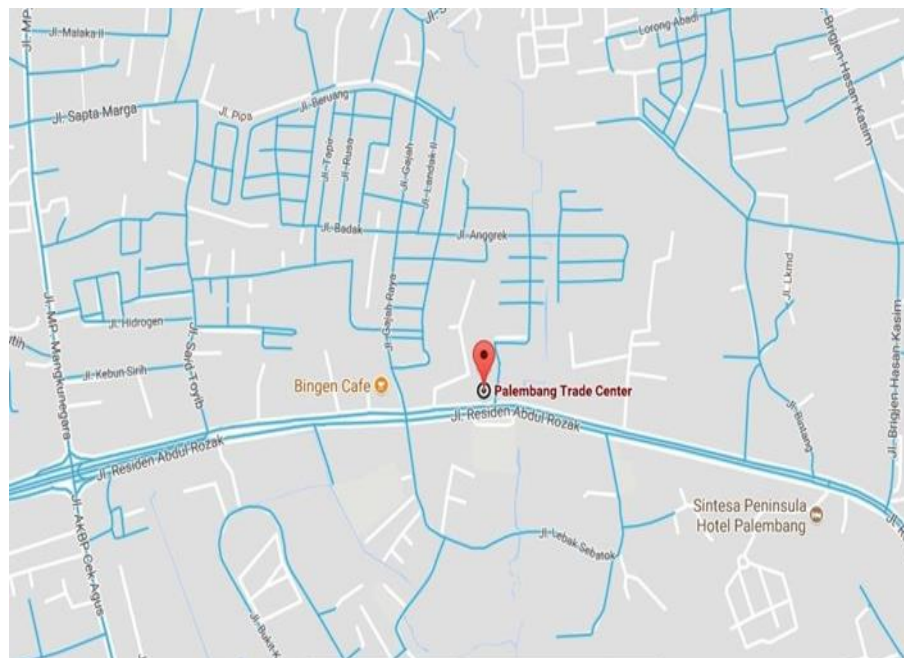


Figure 4.2. Location of Palembang Trade Center

Mall building area 55,000 m² and parking area 20,000 m² can accommodate +15,500 cars. The Atrium building is located on the Ground Floor of the PTC mall which has an area of + 300 M² and has an additional 19 exhibition center venues covering an area of + 2,300 M² which is divided into 8 exhibition venues on the Lower Ground and 11 exhibition venues on the Ground Floor. This Atrium and Exhibition is a place to offer various commodity exhibition products in the form of clothing, cellphone and electronic equipment, children's toys, automotive, jewelry and accessories, spring bed & furniture. This atrium and exhibition center is operated with an annual rental system to tenants (Event Organizer).

PTC Mall consists of four floors, namely Lower Ground Floor, Ground Floor, 1st Floor and 2nd Floor. On the Lower Ground floor consists of retail shop, beauty & health care, drug-store, restaurant & cafe and Diamond supermarket. Ground Floor consists of retail shop, gold & jewelry, cd & dvd shop, cellphone & electronics, children's toys and beauty salon. The 1st floor consists of a retail shop, beauty & health care, Electronic Solution, Diamond Department Store and a beauty salon. The 2nd floor consists of a food court center, Fun World Game Center, retail shop, Restaurant & Café, Kharisma Bookstore, Home Furniture and Diamond Department Store.

4.2. Characteristics of Respondents

Characteristics Consumers who buy curly red chili in the Traditional and Modern Market are divided by age, occupation, education, income, and number of family members. Consumers who were selected to become respondents in Traditional Markets were consumers who were willing to fill out questionnaires and had made purchases more than 5 times at Cinde Market and similarly for respondents to Modern Markets, the conditions were the same, consumers selected were those who were willing to fill out questionnaires and had made purchases of more than 5 times in Diamond PTC.

4.2.1. Characteristics of Respondents Based on Age

Respondents who were collected in this study amounted to 100 people. Respondents were divided into 2 groups, namely 50 market respondents. Traditional who are buying curly red chilies or have purchased curly red chilies more than 5 times at Cinde Market and 50 Modern Market respondents who are buying curly red chilies or have purchased curly red chilies more than 5 times at Diamond PTC.

Sumarwan (2004) explains that the distribution of consumers is grouped into 6 parts based on the age scale, namely advanced adolescents (<19 years), early adulthood (19-20 years), elderly adults (21-35 years), middle age (36-50 years), old (51 – 65 years) and elderly (> 66 years). The identity of the respondent according to age describes the level of experience and maturity of the respondent's mindset. Because the higher the age of the respondent, the higher the respondent's purchasing and consumption decisions (Pasaribu, 2015). Based on the age scale, the data obtained from the research results can be seen in Table 4.6 and the full details can be seen in attachments 3 and 4.

Table 4.6. Distribution of Respondents by Age

Age	Traditional		Modern	
	Total (Persons)	Percentage (%)	Total (Persons)	Percentage (%)
Adolescents (< 19 yrs)	0	0	0	0
Early adulthood (19 - 20 yrs)	0	0	0	0
Older adults (21 - 35 yrs)	25	50	25	50
Middle age (36 - 50 yrs)	20	40	16	32
Old (51 - 65 yrs)	5	10	9	18
Elderly (>66 years old)	0	0	0	0
Total	50	100	50	100
Average	37,3		38,4	

Table 4.6 shows that consumers of curly red chili in Traditional Markets are the elderly (21-35 years old) as many as 25 people or 50%, followed by the middle-aged group (36 -50 years) as many as 20 people or 40% and the elderly

group (51-65 years) as many as 5 people or 10%. Consumers of curly red chili in the Modern Market are the elderly people (21-35 years) as many as 25 people or 50%, followed by middle-aged people (36-50 years) as many as 16 people or 32% and the elderly as many as 9 people or 18%. Meanwhile, when viewed from the average age, respondents from Traditional and Modern market is dominated by middle-aged consumers, who are 37.3 years old and 38.4 years old, respectively.

Based on the information above, consumers of curly red chili in traditional markets and modern markets are dominated by consumers of the elderly group. This shows that consumers in this age group are more responsible for making purchases. The middle-aged group buys more curly red chilies in traditional markets, this is because at that age consumers are more considerate of price in making purchases. Older age groups buy more curly red chilies in the Modern Market, this is because at this age consumers are more considerate of convenience in making purchases.

4.2.2. Characteristics of Respondents Based on Occupation

The characteristics of respondents who bought curly red chilies based on the type of work were divided into 4 sections, namely, students, civil servants, housewives and entrepreneurs. The type of respondent's occupation will vary the level of income, because food consumption will be limited by income and food prices. The variety of jobs and income levels will be known how the consumption of curly red chili by respondents. Characteristics of respondents by type of work can be seen in Table 4.7 and more details can be seen in Appendix 3 and 4.

Table 4.7. Distribution of Respondents Based on Types of Work

Occupation	Traditional		Modern	
	Total (Person)	Percentage (%)	Total (Person)	Percentage (%)
Student	1	2	2	4
Civil Servant	5	10	3	6
Private Employee/ state or regional owned enterprises	21	42	26	52
IRT	23	46	19	38
Total	50	100	50	100

Table 4.7. The above shows that consumers of curly red chili in traditional markets are housewives as many as 23 people or 46%, followed by as many as 5 people or 10% and students as many as 1 person or 2%. Consumers of curly red chili in the Modern Market are entrepreneurs as many as 26 people or 52%, followed by housewives as many as 19 people or 38%, civil servants as many as 3 people or 6% and students as many as 2 people or 4%.

Based on the information above, consumers who work as private employees/ state or regional owned enterprises buy more curly red chilies in the Modern Market. Busy working hours result in consumers often not being able to take the time to buy curly red chilies at Traditional Markets except on weekends or holidays. Modern markets usually start in the afternoon until late at night so that they provide more time for private/ state or regional owned enterprises employees. Consumers who work as housewives prefer to buy curly red chilies in traditional markets because they are thought to have free time in the morning so they can make purchases at traditional markets.

4.2.3. Characteristics of Respondents Based on Education

Characteristics of respondents who buy curly red chili based on education are divided into 5 sections, namely, elementary, junior high, high school, diploma and bachelor's degree. Education level is one of the factors that influence feeding patterns, food consumption and nutritional status. Generally, a person's education affects his attitude and behavior on a daily basis. The characteristics of respondents based on education level can be seen in Table 4.8 and the full details can be seen in appendices 3 and 4.

Table 4.8. Distribution of Respondents Based on Education

Education	Traditional		Modern	
	Total (person)	Percentage (%)	Total (person)	Percentage (%)
SD/SMP	2	4	0	0
SMA	29	58	14	28
Diploma	5	10	8	16
Undergraduate	14	28	28	56
Total	50	100	50	100

Table 4.8 shows that red chili chili respondents in Traditional Markets were dominated by high school education as many as 29 people or 58%, followed by undergraduates as many as 14 people or 28%, diplomas as many as 5 people or 10% and elementary/junior high school as many as 2 people or 4%. Respondents of curly red chili in the Modern Market were dominated by 28 graduates or 56%, followed by 14 high school students or 28% and 8 diploma students or 16%.

Based on the information above, consumers with undergraduate education and diplomas buy more curly red chilies in the Modern Market. This is because, consumers with a bachelor's and diploma's final education are usually working consumers, so they have less time to make purchases. Busy working hours make consumers prefer modern markets that provide time until late at night. In addition, consumers with undergraduate and diploma levels of education are thought to pay more attention to the quality of the products they buy. Consumers with a high school education end up buying curly red chilies in traditional markets. This is because these consumers are usually consumers whose main job is as a housewife so they have time to make purchases at traditional markets.

4.2.4. Characteristics of Respondents Based on Income

The characteristics of respondents who bought curly red chilies based on income were divided into 4 parts, namely low income (< IDR 1,500,000), medium income (IDR 1,500,000 – 2,500,000), high income (IDR 2,600,000 – 3,500,000) and very high income (> 3,500,000). In this study, the income used is the total income of the family, namely the husband's income, the wife's income when working and the income of children living with the family. Characteristics of respondents based on household income can be seen in Table 4.9 and more can be seen in appendices 3 and 4.

Table 4.9. Distribution of Respondents Based on Income

Income Group	Traditional		Modern	
	Total (Persons)	Percentage (%)	Total (Person)	Percentage (%)
Low (< IDR 1,500,000)	1	2	0	0
Medium (IDR 1,500,000 - 2,500,000)	15	30	2	4
High (IDR 2,600,000 - 3,500,000)	19	38	5	10
Very high (>3,500,000)	15	30	43	86
Total	50	100	50	100
Average Income (IDR)	3,794,000		7,070,000	

Table 4.9 shows that the respondents of curly red chili in Traditional Markets are dominated by respondents with income of IDR 2,600,000 – 3,500,000 as many as 19 people or 38%, followed by income of IDR 1,500,000 – 2,500,000 and >IDR 3,500,000 as many as 15 people or 30% and income <IDR 1,500,000 as many as 1 person or 2%. Respondents with curly red chili in Modern Market were dominated by respondents with income > IDR 3,500,000 as many as 43 people or 86%, followed by income IDR 2,600,000 – 3,500,000 as many as 5 people or 10% and an income of IDR 1,500,000 – 2,500,000 as many as 2 people or 4%. The average income of Traditional Market respondents is IDR 3,794,000 while the average income of Modern Market respondents is IDR 7,070,000.

Based on the information above, consumers who buy curly red chilies in Traditional Markets are dominated by consumers with high incomes followed by consumers with medium and very high incomes, while consumers who buy curly red chilies in Modern Markets are dominated by consumers with very high incomes followed by consumers with high incomes. . This shows the level of income can affect the location of consumer purchases. This means that the higher the family income, the more opportunities to buy curly red chilies in the Modern Market.

Consumers with low incomes do not make purchases in the Modern Market because consumers with this income clearly pay attention to prices in making purchases. In addition to low income consumers, consumers with medium and high incomes also make purchases at traditional markets because price is the main consideration in making purchases. Consumers with very high incomes are

dominant purchases in Modern Markets because it is suspected that apart from considering price, these consumers also consider convenience in making purchases. In addition, consumers with high incomes also tend to have a trend in the Modern Market.

4.2.5. Characteristics of Respondents Based on Gender

The characteristics of respondents who bought curly red chilies based on gender were divided into 2 groups, namely, women and men. From the research, it is known that there are more female buyers than male with a total of 93 people. Characteristics of respondents by gender can be seen in Table 4.10 and more can be seen in attachments 3 and 4

Table. 4.10. Distribution of Respondents by Gender

Gender	Traditional		Modern	
	Total (Persons)	Percentage (%)	Total (Person)	Percentage (%)
Male	3	6	4	8
Female	47	94	46	92
Total	50	100	50	100

Source: Appendix 3 and 4

Table 4.10 shows that the respondents of red chili chilis in Traditional Markets are 47 women or 94% and 3 men or 6%. Respondents of curly red chili in Modern Market are 46 women or 92% and 4 men or 8%. This means that both traditional and modern market consumers are dominated by female consumers. Female consumers are usually housewives who act as decision makers to purchase family household needs. Apart from female consumers, there are several male consumers. Male consumers tend to make purchases in Modern Markets, this is presumably because male consumers prefer places that are practical in making purchases.

4.2.6. Characteristics of Respondents Based on Number of Family Members

The characteristics of respondents who bought curly red chili based on family members were divided into 4 groups, namely, 1-2 people, 3-4 people, 5-6 people and more than 7 people. A family consists of 2 or more people who are related through marriage and live in the same place of residence. Families are very important in studying consumer behavior. First, the family is the unit of use and purchase of many products. Second, the family is the main influence on the attitudes and behavior of individuals (Engel et al, 1994). The number of family members in this study are family members who live in the same house with consumers. Characteristics of respondents based on the number of family members can be seen in Table 4.11 and more details can be seen in appendices 3 and 4.

Table 4.11. Distribution of Respondents Based on Number of Family Member

Gender	Traditional		Modern	
	Total (Persons)	Percentage (%)	Total (Person)	Percentage (%)
1 person	1	2	1	2
2 people	5	10	6	12
3 people	7	14	6	12
4 people	19	38	15	30
5 people	12	24	19	38
6 people	5	10	1	2
7 people	1	2	2	4
Total	50	100	50	100
Average	4.1		4.12	

Based on table 4.11 shows the number of dominant family members in traditional market red chili consumers are 4 people with 19 respondents or 38% followed by 5 people as many as 12 respondents or 24%. The number of dominant family members in the modern market consumers of red chili chilis is 5 people with 19 respondents or 38% followed by 4 people as many as 15 people or 38%. As a product user unit, the number of family members will affect the amount of

curly red chili consumption. It means more the number of family members, it is suspected that the consumption of curly red chili will increase.

4.2.7. Characteristics of Respondents Based on Marital Status

Most of the respondents who bought curly red chili in the Traditional and Modern Market were dominated by married consumers with the percentages of 84% and 92%, respectively. The distribution of respondents based on marital status can be seen in Table 4.12 and more details can be seen in appendices 3 and 4.

Table 4.12. Distribution of Respondents Based on Marital Status

Status	Traditional		Modern	
	Total (Persons)	Percentage (%)	Total (Person)	Percentage (%)
Married	42	84	46	92
Single	8	16	4	8
Total	50	100	50	100

Based on table 4.12, it shows that married respondents are more dominant than unmarried respondents. This is because their food needs are more than unmarried respondents. It also shows that not all unmarried consumers do not make purchases because they prepare for their families.

4.3. Decision Making Process

The consumer's decision-making process in buying curly red chilies in Traditional and Modern Markets begins when consumers feel and recognize the need for these products. The decision-making process in buying curly red chili consists of 5 stages, namely 1) problem recognition, 2) information search, 3) alternative evaluation, 4) purchase decision and 5) post-purchase behavior.

4.3.1. Problem Introduction

Problem recognition is the first stage in the decision-making process to purchase curly red chilies where consumers recognize a problem or need. At this

stage the marketer must research the consumer to find out what kinds of needs or problems will arise, what raises them, and how, given these problems, consumers are motivated to choose the product.

As is known, a person's motivation to consume a product is certainly different. Some consumers consume a product because they know the benefits of the product such as for body health or to maintain eye health, some consumers only adjust to their appetite or desires at a certain time and some consumers consume because they really like the product. Different motivations in consuming a product can cause differences in consumer behavior. Consumer motivation in buying curly red chilies in Traditional and Modern Markets in Palembang City can be seen in Table 4.13 and more details can be seen in Appendix 5.

Table 4.13. Distribution of Respondents Based on Motivation in Consuming Curly Red Chili

Benefit	Traditional		Modern	
	Total (Persons)	Percentage (%)	Total (Person)	Percentage (%)
Sources of vitamins	7	14	9	18
Complementary menus	15	30	19	38
Family habits	28	56	22	44
Total	50	100	50	100

Table 4.13 shows that the main motivation of respondents to buy curly red chili in Traditional Markets and Modern Markets is due to family habits, respectively, as many as 28 people or 56% and 22 people or 44%. Another motivation for respondents to consume curly red chili is as a complement to the menu for 15 people or 30% and 19 people or 38%. Apart from family habits and complementary food menus, there are also respondents who are motivated to consume it as a source of vitamins.

Based on the explanation above, the main motivation of respondents in consuming curly red chili is due to family habits. This shows that the people of Palembang City generally like to eat spicy food, besides that chili is the main ingredient for making pempek vinegar which is a typical food of the city of

Palembang. Consumers who consume vitamins tend to be found in Modern Markets. Because usually consumers who make purchases in Modern Markets are consumers who have a fairly high level of knowledge about the benefits of what they consume. Consumers who consume because of family habits tend to be found in traditional markets because sometimes these consumers do not pay much attention to the benefits of what they consume. However, not all traditional market consumers think so, because in general chili is a staple food requirement for both traditional market consumers and modern market consumers.

Consumer needs for curly red chili have been known, so consumers will have a certain level in meeting their needs. The level of consumer interest in curly red chili is different. The level of consumer interest in consuming curly red chili in Traditional Markets and Modern Markets can be seen in Table 4.14 below and the full details can be seen in Appendix 5.

Table 4.14. Distribution Respondents Based on Level of Importance Curly Red Chilies

Level of Importance	Traditional		Modern	
	Total (Persons)	Percentage (%)	Total (Person)	Percentage (%)
Not Important	0	0	1	2
Not Very Important	1	2	4	8
Average	19	38	20	40
Important	7	14	1	2
Very Important	23	46	24	48
Total	50	100	50	100

Table 4.14 shows that traditional market respondents stated that consumption of curly red chili was very important as many as 23 people or 46%, followed by 19 people or 38%, 7 people or 14% important and not too important 1 person or 2%. Modern Market respondents stated that the consumption of curly red chili was very important as many as 24 people or 48%, normal 20 people or 40%, not too important 4 people or 8%, important as much as 1 person or 2% and not important as much as 1 person or 2% .

Consumers of curly red chilies in Traditional Markets and Modern Markets both state that consumption of curly red chilies is very important. This shows that in general curly red chili is a basic need in family consumption. Recognition of needs cannot be separated from subjects who buy curly red chilies either husband, wife or children (Andila, 2011). Decision makers in buying curly red chilies in the Traditional and Modern Markets can be seen in Table 4.15 and the full details can be seen in Appendix 5.

Table 4.15. Distribution of Respondents Based on Subjects Who Make Purchases Decision

Purchases Decision	Traditional		Modern	
	Total (Persons)	Percentage (%)	Total (Person)	Percentage (%)
Husband	4	8	0	0
Wife	36	72	45	90
Children	4	8	4	8
Others	6	12	1	2
Total	50	100	50	100

Table 4.15 shows that the subjects who bought curly red chilies at the Traditional Market were wives as many as 36 people or 72%, others as many as 6 people or 12%, husbands and children each as many as 4 people or 8%. Subjects who bought curly red chilies at the Modern Market were wives as many as 45 people or 90%, children as many as 4 people or 8%, and others as many as 1 person or 2%.

This means that the subject who purchases curly red chili in the Traditional and Modern Market is the dominant wife. The wife is a family member who usually manages the family's kitchen needs, so both traditional and modern market consumers are more dominant in their wives in making purchasing decisions. In addition to the wife, husband and children can also be the subject of making purchases. Husbands and children can be the subject of making purchases due to several reasons such as a sick wife, busy or other reasons. Other subjects in this study can be housemaids or relatives. Domestic helpers can be the subject of

making purchases, this can happen if the family is a family that has a solid activity. Siblings can be the subject of making purchases if the family lives separately from their parents.

4.3.1. Information Search

Information search is the second stage in the decision-making process to purchase curly red chili. Consumers who are already interested may be looking for more information. There are 2 types of information search, namely internal and external search. Internal search is a search for information obtained through sources of experience from consumers themselves in terms of handling, inspecting and using curly red chili products. However, the length of time from one purchase to the next results in the possibility of product changes in terms of price, similar substitute products and stores. Moreover, curly red chili is an agricultural product that can experience price changes in a short time. Therefore, in addition to searching for internal information, consumers also conduct external information searches by curly red chili consumers. Search for external information consists of 3 kinds, namely personal sources (family, friends, neighbors, acquaintances), television and public sources (internet). Search for information in buying curly red chilies can be seen in Table 4.16 and more details can be seen in Appendix 6.

Table 4.16. Distribution of Respondents Based on Sources of Information

Sources of Information	Traditional		Modern	
	Total (Persons)	Percentage (%)	Total (Person)	Percentage (%)
Personal	49	98	39	78
Internet	0	0	5	10
Television	1	2	6	12
Total	50	100	50	100

Table 4.16 shows that the sources of information for curly red chili in Traditional Markets came from personal sources as many as 49 people or 98% and television as many as 1 person or 2%. Sources of information on curly red chili in the Modern Market came from personal as many as 39 people or 78%,

followed by television as many as 6 people or 12% and internet as many as 5 people or 10%.

Consumers of Traditional and Modern Markets are dominant in searching for information personally because in seeking information on purchasing chilies, consumers do not do it specifically. Consumers usually only ask neighbors or family who have just made a purchase regarding information on curly red chilies in the market.

After knowing the sources of consumer information in buying curly red chilies, then consumers have certain information that they need most about certain products. Some consumers are looking for information on the price of a product, some consumers are looking for information related to the quality of a product or the latest info from a product such as the presence of harmful bacteria from the product being consumed or a scarcity of the product being consumed. Information obtained from various sources such as neighbors, family, internet or news on television. The distribution of respondents based on the most sought-after information before buying curly red chilies can be seen in Table 4.17 and more details can be seen in Appendix 6.

Table 4.17. Distribution of Respondents Based on the Most Wanted Information Sources

Most Influencing	Traditional		Modern	
	Total (Persons)	Percentage (%)	Total (Person)	Percentage (%)
Market	32	64	29	58
Quality of Chili	18	36	21	42
Total	50	100	50	100

Table 4.17 shows that the information that respondents are looking for the most before buying curly red chilies in the Traditional Market is the price of chili in the market as many as 32 people or 64% followed by the quality of chili as much as 18% while the most sought-after information by consumers before buying curly red chilies in the Modern Market is the price of chili in the modern

market. market as many as 29 people or 58%, followed by chili quality as many as 21 people or 42%.

Consumers looking for price information tend to be found in many traditional markets because usually traditional market consumers are very considerate of price in making purchases. Consumers who are looking for information on chili quality tend to be mostly found in Modern Markets because usually Modern Market consumers are consumers who pay special attention to the quality of the products to be consumed. However, in traditional markets there are still consumers who are looking for information related to product quality because usually the products available in traditional markets are very diverse with varying prices.

4.3.3. Alternative Evaluation

Alternatives evaluation is the third stage in the decision-making process to purchase curly red chili. At this stage, consumers evaluate the choice according to what is needed so that it can be seen why they choose the Traditional Market or Modern Market as a place to buy curly red chili. At this stage the consumer sets the criteria that volunteers with their desire to make a decision that is felt to be the most useful and solve the problem. These criteria are used as initial considerations for consumers in buying a product (Adilla, 2011). The distribution of consumers based on considerations for buying curly red chilies can be seen in Table 4.18 and more details can be seen in Appendix 7.

Table 4.18. Distribution of Respondents Based on Considerations in Buying

Consideration	Traditional		Modern	
	Total (Persons)	Percentage (%)	Total (Person)	Percentage (%)
Price	24	48	16	32
Freshness and quality	23	46	30	60
Place of residence	2	4	4	8
Discount	1	2	0	0
Total	50	100	50	100

Table 4.18 shows that respondents' consideration of buying curly red chilies in Traditional Markets is the price for 24 people or 48%, followed by freshness and quality as many as 23 people or 46%, housing for 2 people or 4% and discount for 1 person or 2%. The consideration of buying curly red chili respondents at Modern Market is the freshness and quality of 30 people or 60%, followed by the price of 16 people or 32% and the place of residence as many as 4 people or 8%.

Consumers who consider the price in buying chili are dominant in Traditional Markets, this is in accordance with the previous explanation that Traditional Market consumers are very considerate of price in making purchases. Consumers who consider freshness and quality are dominant in the Modern Market, this is also in accordance with the previous explanation that Modern Market consumers consider freshness and quality in making purchases. Consumers who consider the dominant place to live are in the Modern Market because it is suspected that these consumers do not have much time to make purchases. Consumers who consider discounts are only found in traditional markets because in general the purpose of consumers buying in traditional markets is to get a discount.

After knowing the attributes that are most considered by consumers in buying curly red chilies in Traditional and Modern Markets, consumers usually have an alternative place of purchase if circumstances or time do not allow consumers to buy at the Traditional and Modern Markets they usually visit. The distribution of consumers based on alternative places of purchase can be seen in Table 4.19 and the full details can be seen in Appendix 7.

Table 4.19. Distribution of Respondents Based on Alternative Places of Purchase

Alternative Places of Purchase	Traditional		Modern	
	Total (Persons)	Percentage (%)	Total (Person)	Percentage (%)
Mobile Vendor	9	18	14	28
Stall	24	48	23	46
Other Markets	17	34	13	26
Total	50	100	50	100

Table 4.19 shows the alternative purchases that are most often used by respondents for curly red chili in Traditional Markets are stalls as many as 24 people or 48%, followed by other markets as many as 17 people or 34% and traveling traders as many as 9 people or 18%. The alternative purchases that are most often used by respondents for curly red chili at Modern Market are stalls as many as 23 people or 46%, followed by mobile traders as many as 14 people or 28% and other markets as many as 13 people or 26%. Consumers of traditional markets and modern markets tend to choose stall as an alternative to buying because the distance from their homes to the stalls is usually close and can be visited whenever consumers have time.

Consumers who choose an alternative to buying street vendors are dominantly Modern Market consumers, this is because Modern Market consumers usually live in places where there are no stalls that provide vegetables and chilies, such as in residential areas. Consumers who choose an alternative to buying a dominant stall are traditional market consumers because usually there are stalls in their neighborhood that provide vegetables and chilies. Consumers who choose alternatives markets are dominantly traditional market consumers, this is presumably because these consumers have a lot of time to make purchases.

4.3.4. Buying Decision

The purchase decision is the fourth stage in the decision-making process to purchase curly red chili. Every consumer has a different decision in buying curly red chili. Usually the purchase decision is the purchase of curly red chili with the most preferred criteria by consumers. However, there are two factors that can arise between the intention to buy and the purchase decision that might change the intention. The first factor is the attitude of others. The second factor is the unexpected situation. Thus, the choice and intention to buy does not always result in an actual purchase. The decision to purchase curly red chili can be seen in Table 4.20 and the full details can be seen in Appendix 8.

Table 4.20. Distribution of Respondents Based on Purchase Decisions

Purchase Decisions	Traditional		Modern	
	Total (Persons)	Percentage (%)	Total (Person)	Percentage (%)
Planned	18	36	12	24
Depending on Situation	32	64	33	66
Sudden	0	0	5	10
Total	50	100	50	100

Table 4.20 shows that respondents' purchasing decisions for curly red chilies in Traditional Markets are planned as many as 18 people or 36% and depending on the situation as many as 32 people or 64%. Respondents purchasing decisions for curly red chilies at Modern Markets were planned as many as 12 people or 24%, depending on the situation as many as 66% and suddenly as many as 5 people or 10%. That is, consumer purchasing decisions of curly red chilies in Traditional and Modern Markets are more dominant depending on the situation.

Consumers who make planned purchases tend to be dominant in traditional markets because usually every time they go to the market, consumers have planned what needs to be purchased. Consumers who do sudden purchases are only available in the Modern Market because sometimes the price of chili in the Modern Market suddenly drops in price so that consumers who initially did not buy curly red chili suddenly make a purchase.

Consumers of curly red chili in the Traditional and Modern Market stated that the purchase decision was made depending on the situation because there were factors that influenced it, such as the availability of products as desired and prices deemed appropriate. consumers have the possibility to reduce the number of purchases or look elsewhere.

In purchasing decisions, consumers will decide the number of curly red chilies purchased. The number of curly red chilies purchased by consumers in one purchase varies according to their needs. The distribution of consumers based on the number of purchases of curly red chilies can be seen in Table 4.21 and more details can be seen in Appendix 8.

Table 4.21. Distribution of Respondents Based on Number of Purchases

Number of Purchases	Traditional		Modern	
	Total (Persons)	Percentage (%)	Total (Person)	Percentage (%)
1 - 2.5 ounces	24	48	21	42
2.5 - 5 ounces	22	44	24	48
5 - 10 ounces	4	8	5	10
Total	50	100	50	100

Table 4.21 shows that respondents' dominant purchases of curly red chilies in Traditional Markets are 1 - 2.5 ounces, while the number of respondents' dominant purchases in Modern Markets is 2.5 - 5 ounces. The number of respondents' purchases is the number of purchases made in one purchase. Chili is a type of vegetable that changes quickly in quality (decay) so that respondents cannot make purchases in large quantities and only adjust to their consumption needs.

Consumers with a purchase amount of 1 - 2.5 ounces are usually consumers who have quite a lot of purchasing frequency or the consumer has few family members, another cause is that consumers have a large number of the purchase of only 1 - 2.5 ounces can also be because the consumer's family does not really like spicy food. Consumers with a total purchase of 2.5 - 5 ounces and 5-10 ounces are usually consumers who have a small purchase frequency or these consumers have many family members. Besides that, the reason consumers make purchases in these quantities is because they like spicy food. After knowing the number of purchases of curly red chilies, respondents also have a purchase frequency. The frequency of purchase of each respondent varies depending on the needs and desires of each. The frequency of purchasing curly red chilies can be seen in Table 4.22 and more details can be seen in Appendix 8.

Table 4.22. Distribution of Respondents Based on the Frequency of Purchase

Frequency of Purchase	Traditional		Modern	
	Total (Persons)	Percentage (%)	Total (Person)	Percentage (%)
1 – 3 times	21	42	31	62
3 – 5 times	20	40	17	34
> 5 times	9	18	2	4
Total	50	100	50	100

Table 4.22 shows the frequency of purchasing curly red chilies in Traditional Markets is 1 to 3 times as many as 21 people or 42%, 3 to 5 times as many as 20 people or 40%, more than 5 times as many as 9 people or 18%. The frequency of purchasing curly red chilies at Modern Markets is 1 to 3 times as many as 31 people or 62%, 3 to 5 times as many as 17 people or 34%, more than 5 times as many as 2 people or 4%. Consumers buy curly red chilies together with other needs such as vegetables and fish. Consumers who buy curly red chilies more than 5 times are usually consumers who live close to the market. Consumers who make purchases 1 to 3 times are dominantly Modern Market consumers, this is presumably because Modern Market consumers do not have enough time to make purchases. Consumers who make purchases 3 to 5 times and more than 5 times dominant are traditional market consumers, this is presumably because traditional market consumers have enough time to make purchases.

4.3.5. Post Purchase Behavior

The task of the marketer does not end when the product has been purchased by the consumer. The process of fulfilling consumer needs must be able to provide satisfaction when they have consumed the product. The relationship between expectations and consumers with self-perceived performance of curly red chili purchased determines whether consumers are satisfied or not. If the product fails to meet expectations, the consumer will be disappointed. If expectations are met, consumers will be satisfied. If expectations are exceeded, consumers will be very satisfied. Post-purchase behavior of curly red chili

consumers in Traditional Markets and Modern Markets can be seen in Table 4.23 and the full details can be seen in Appendix 9.

Table 4.23. Distribution of Respondents Based on Level of Satisfaction Buying

Level of Satisfaction Buying	Traditional		Modern	
	Total (Persons)	Percentage (%)	Total (Person)	Percentage (%)
Very Dissatisfied	0	0	2	4
Dissatisfied	0	0	1	2
Quite Satisfied	13	26	11	22
Satisfied	23	46	30	60
Very Satisfied	14	28	6	12
Total	50	100	50	100

Table 4.23 shows the satisfaction level of respondents with curly red chili in Traditional Markets is 23 people or 46% satisfied, followed by very satisfied 14 people or 28%, quite satisfied as many as 13 people or 26%. The satisfaction level of respondents with curly red chili in the Modern Market was satisfied as many as 30 people or 60%, followed by quite satisfied as many as 11 people or 22%, very satisfied as many as 6 people or 12%, very dissatisfied as many as 2 people or 4% and dissatisfied 1 person or 2%.

This means that consumers of curly red chilies in the Traditional and Modern Market are both dominantly satisfied with the curly red chili they buy. The level of satisfaction can indicate whether consumers will repurchase or not. If viewed from the explanation above, both traditional market consumers and dominant modern market consumers have the opportunity to make repeat purchases.

In addition to the level of satisfaction, there are other factors that influence consumers to make repeat purchases such as price increases and the availability of products that suit consumer tastes. If there is an increase in prices, consumers may continue to buy, reduce purchases, look elsewhere or even not buy. The

distribution of respondents if there is an increase in curly red chilies can be seen in table 4.24 and more details can be seen in appendix 9.

Table 4.24. Distribution of Respondents Based on If There is an Increase

Price Increasing	Traditional		Modern	
	Total (Persons)	Percentage (%)	Total (Person)	Percentage (%)
Still buying	14	28	16	32
Not buying	4	8	1	2
Looking for another place	6	12	4	8
Reducing Purchase	26	52	29	58
Total	50	100	50	100

Table 4.24 shows that if there is an increase in prices, traditional market respondents choose to reduce purchases by 26 people or 52%, continue to buy as many as 14 people or 28%, look for other places as many as 6 people or 8% and not buy as many as 4 people or 8%. If there is an increase in prices, Modern Market respondents will choose to reduce purchases by 29 people or 58%, followed by still buying as many as 16 people or 32%, looking for other places as many as 4 people or 8% and not buying 1 person or 2%. It is known that the highest value is found in the option of reducing purchases.

This means that if there is an increase in the price of curly red chili, then the respondents of Traditional Markets and Modern Markets dominantly choose to reduce purchases and a small proportion of them say they do not buy. This shows that the price is quite influential on consumer purchasing decisions.

However, several respondents stated that they had no problem with rising prices because chili is a basic need that must be consumed. Consumers who choose to keep buying tend to be in the Modern Market, this is presumably because there is no other choice in purchasing curly red chilies in the Modern Market, while there is not much time to make a purchase. Consumers who choose not to buy tend to be found in traditional markets, this is presumably because price is a consideration that greatly influences traditional market consumers in

making purchases. Consumers who choose to look elsewhere tend to be found in traditional markets, this is presumably because there are many choices of traders who sell similar products in these markets. Consumers who choose to reduce purchases tend to be in the Modern Market, this is presumably because in the Modern Market there is only one place that provides chili products, while the available purchase time and price also affect their purchasing decisions. In addition, chili is a basic need that must be consumed so that consumers in Modern Markets tend to choose to reduce purchases.

In addition to price increases, another thing that can influence consumer decisions in buying curly red chili is the quality of chili that is not good or not in accordance with consumer tastes. The taste for curly red chili can influence purchasing decisions. The distribution of consumers based on if there is a decrease in quality or if there is a discrepancy in consumer tastes for chili can be seen in Table 4.25 and the full details can be seen in Appendix 9.

Table 4.25. Distribution of Respondents Based on If Chili Is Not According to Taste

Chili quality is lacking	Traditional		Modern	
	Total (Persons)	Percentage (%)	Total (Person)	Percentage (%)
Still buying	8	16	14	28
Not buying	10	20	13	26
Looking elsewhere	19	38	13	26
Reducing Purchase	13	26	10	20
Total	50	100	50	100

Table 4.25 shows that if the chili quality is not good or does not match the tastes of the Traditional Market respondents, 19 people or 38 people choose to look elsewhere. Modern Market respondents choose to keep buying 14 people or 28%, followed by looking elsewhere and not buying. each as many as 13 people or 26% and reduce purchases by 10 people or 20%.

That is, if the quality of chili is not good or not according to taste, traditional market consumers are more dominant to look elsewhere, the existence of different sellers causes consumers of curly red chili in traditional markets to have several choices in making purchases. while Modern Market consumers are more dominant to keep buying this because in Modern Markets there is usually only one place to buy chili, so if consumers want to find the type of chili that suits their taste, they have to buy outside the market. The results of the analysis show that consumers of curly red chili in traditional markets and modern markets carry out the stages of the decision-making process. A summary of the stages of the consumer decision-making process can be seen in Table 4.26.

Table 4.26. Consumer Decision Making Process

Stages	Traditional Market	Modern Market
Problem Introduction	The dominant consumer motivation in consuming curly red chili is because family and consumer habits state that it is very important to consume curly red chili. The subject who is responsible for making purchases is the wife whose main role is as a decision maker for the needs of the family kitchen.	The dominant consumer motivation in consuming curly red chili is because family and consumer habits state that it is very important to consume curly red chili. The subject who is responsible for making purchases is the wife whose main role is as a decision maker for the needs of the family kitchen.
Information Search	The dominant source of information obtained by consumers is through personal (self, family and	The dominant source of information obtained by consumers is through personal (self, family and

	neighbors) while the information most sought by consumers is price.	neighbors) while the information most sought by consumers is price.
Continue		
Alternative Evaluation.	The dominant consideration in buying consumers is because of the price and the main purchase alternative is the stall.	Dominant consideration of buying consumers is because of freshness and quality and alternative consumer purchases are stalls.
Purchasing Process	Dominant consumer purchasing decisions are dependent on the situation with the number of purchases of 1 - 2.5 ounces and the frequency of purchases 1 - 3 times.	Dominant consumer purchasing decisions are dependent on the situation with the number of purchases as much as 2.5 - 5 ounces and the frequency of purchases 1 - 3 times.
Post Purchase Behavior	The dominant level of consumer satisfaction is at the level of satisfaction. If there is an increase in prices, consumers choose to reduce purchases while if it is not according to taste, consumers choose to look elsewhere.	The dominant level of consumer satisfaction is at the level of satisfaction. If there is an increase in price, consumers choose to reduce purchases, while if it is not according to taste, consumers choose to keep buying.

Based on Table 4.26 shows that consumers have carried out all stages of the decision-making process starting from the introduction of needs, information seeking, evaluation of alternatives, the buying process and post-purchase behavior. It can be concluded that the first hypothesis in the study is that red chili purchasing decisions through the needs recognition stage, information search, alternative evaluation, purchase decisions, and post-purchase evaluation are acceptable.

4.4. Consumer Preference for Curly Red Chili

Understanding of consumer preferences is very important in the decision-making process for producers or marketers. Consumer preferences can be known by measuring the value of the usability level and the value of the relative importance of each attribute contained in a product. A product is basically a set of attributes. These attributes can be an assessment of the quality or quality that consumers want (Herista, 2015). In this research, there are 5 attributes that are used as assessment indicators, namely 1) color consisting of bright red and dark red, 2) Texture consisting of fresh/hard and slightly mushy, 3) fruit diameter (baseline) consisting of large, medium and small, 4) fruit length consisting of medium and short length, 5) the price consists of IDR 25,000-40,000/Kg, IDR 41,000-55,000/kg and IDR 56,000-75,000/Kg.

Consumer preferences of curly red chili were analyzed using conjoint analysis. Conjoint analysis is widely used in the quantification of consumer preferences for fruit and vegetables (Adiyoga and Nurmalinda, 2012). Data on consumer preferences for curly red chili in Traditional and Modern Markets were obtained through surveys and questionnaires at Cinde Market and Diamond Palembang Trade Center.

4.4.1. Relative Interest Level Analysis

Preference is a preference, choice or something that consumers prefer from a product. Understanding of consumer preferences is very important in the decision-making process for producers or marketers. Conjoint analysis is used to help get the combination or composition of attributes of curly red chili that is most

preferred by consumers. Conjoint analysis will give the value of the level of utility (utility) and the relative importance (relative importance) of an attribute compared to other attributes. The level of relative importance (relative importance) can be seen in the image below.

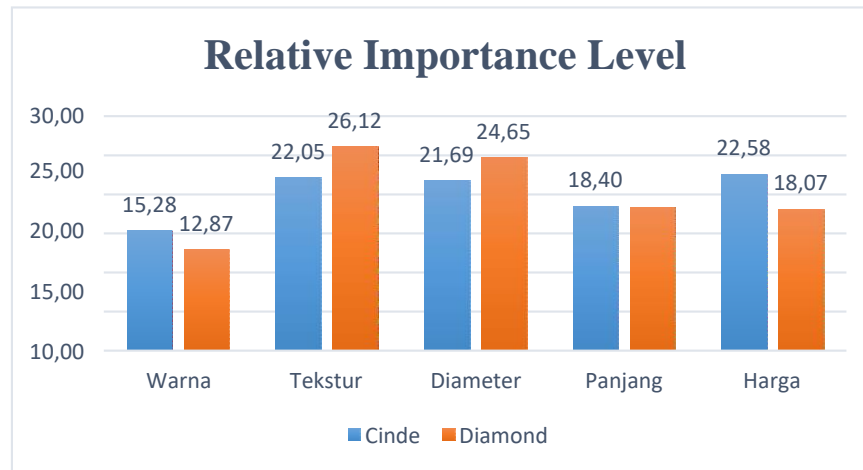


Figure 4.3. The Relative Importance of Curly Red Chili Attributes

Figure 4.3 shows in the Cinde Market the price attribute is the most important attribute with a relative importance value of 22.58%. The texture attribute is in second place with a relative importance value of 22.05%. The fruit diameter attribute is in third place with a relative importance value of 21.69%. The fruit length attribute is in fourth place with a relative importance value of 18.40% and the color attribute is in the last order with an importance value of 15.29.

At the Diamond Palembang Trade Center (PTC), the texture attribute is the most important attribute with a relative importance value of 26.19%. The fruit diameter attribute is in second place with a relative importance value of 24.65%. The fruit length attribute is in third place with a relative importance value of 18.30%. The price attribute is in fourth place with a relative importance value of 18.073% and the color attribute is in the last order with an importance value of 12.87%.

Based on the second hypothesis, it is suspected that skin color is the most important factor in assessing or buying red chili, followed by the type of chili and spiciness, which is not in accordance with the results of the study. This means that

the second hypothesis is rejected, a hypothesis that is not in accordance with the results of the study is suspected because the attributes used in the current study are different from the hypotheses used in previous studies.

4.4.2. Utility Value Processing

Utility value is a person's satisfaction in consuming goods and services. The higher the satisfaction, the higher the utility value of the item. The utility value is basically the difference between the average of a certain factor and its constant value. In interpreting the utility figures, it is necessary to pay attention to the preparation of scores made by the respondents. The utility value of each attribute of curly red chili according to Cinde Market respondents and Diamond PTC respondents can be seen in Table 4.27 and the full details can be seen in appendices 12 and 13.

Table 4.27. The utility value of each attribute of curly red chili

Attribute	Subattribute	Traditional	Modern
Color	Bright red	0.31	0.18
	dark red	-0.31	-0.18
Texture	Fresh /Hard	0.05	0.60
	A Bit Sour	-0.53	-0.60
Diameter	Big (>1.3-1.5cm)	-0.35	-0.37
	Medium(1.0-1.3cm)	0.22	0.13
	Small (<1.0cm)	0.13	0.24
Long	Length (>12-17cm)	0.14	0.15
	Medium (10-12cm)	0.03	0.00
	Short (<10cm)	-0.17	-0.15
Price	IDR 25,000-40,000/Kg	0.53	0.37
	IDR 41,000-55,000/Kg	0.04	0.02
	IDR 56,000-75,000/Kg	-0.57	-0.39
Constant		2.20	2.28

Based on Table 4.27, the estimation of the coefficient of the conjoint equation or the estimated utility of each sub-attribute of curly red chili in the Cinde Market, which is called the parth-worth aggregated are as follow:

$$\alpha_0 = 2.196. \alpha_{11} = 0.308. \alpha_{12} = -0.308. \alpha_{21} = 0.525. \alpha_{22} = -0.525. \alpha_{31} = -0.353. \\ \alpha_{32} = 0.223. \alpha_{33} = 0.130. \alpha_{41} = 0.143. \alpha_{42} = 0.027. \alpha_{43} = -0.170. \alpha_{51} = 0.530. \\ \alpha_{52} = 0.037. \alpha_{53} = -0.567.$$

From the coefficient estimates above, each utility estimate can be substituted into the basic conjoint equation as follows:

$$\mu(x) = 2.196 + 0.308X_{11} - 0.308X_{12} + 0.525X_{21} - 0.525X_{22} - 0.353X_{31} + 0.223X_{32} \\ + 0.130X_{33} + 0.143X_{41} + 0.027X_{42} - 0.170X_{43} + 0.530X_{51} + 0.037X_{52} - 0.567X_{53}.$$

If the value is negative, then the respondent does not like the product stimuli. Conversely, if the value is positive, then the respondent likes the stimuli. The most preferred combination of respondents in buying curly red chili at Pasar Cinde is curly red chili with a bright red color, fresh/hard fruit texture, medium fruit diameter (1.0 – 1.2 cm), long fruit size (> 14 cm). and the price is IDR 25,000-40,000/Kg. The combination that most respondents disliked in Cinde Market was curly red chili with a dark red color, slightly sour texture, large fruit diameter (>1.3 – 1.5 cm), short fruit size (<10 cm) and a price of IDR 56.000-75.000. /kg.

The estimation of the coefficient of the conjoint equation or the estimated utility of each sub-attribute of Diamond PTC curly red chili is as follows:

$$\alpha_0 = 2.278. \alpha_{11} = 0.183. \alpha_{12} = -0.183. \alpha_{21} = 0.603. \alpha_{22} = -0.603. \alpha_{31} = -0.370. \\ \alpha_{32} = 0.133. \alpha_{33} = 0.237. \alpha_{41} = 0.153. \alpha_{42} = 0.000. \alpha_{43} = -0.153. \alpha_{51} = 0.373. \\ \alpha_{52} = 0.020. \alpha_{53} = -0.393.$$

From the coefficient estimates above, each utility estimate can be substituted into the basic conjoint equation as follows:

$$\mu(x) = 2.278 + 0.183X_{11} - 0.183X_{12} + 0.603X_{21} - 0.603X_{22} - 0.370X_{31} + 0.133X_{32} + 0.237X_{33} + 0.153X_{41} + 0.000X_{42} - 0.153X_{43} + 0.373X_{51} + 0.020X_{52} - 0.393X_{53}.$$

The most preferred combination of respondents in buying curly red chili at Diamond PTC is curly red chili with a bright red color, fresh/hard fruit texture, small fruit diameter (< 10 cm), long fruit size (> 14 cm) and a price of IDR 25,000- 40,000/Kg. The combination that respondents disliked the most was curly red chili with a dark red color, slightly sour texture, large fruit diameter (>1.3 – 1.5), short fruit size (<10 cm) and a price of IDR 56,000 – 75,000/Kg. .

4.4.3. Interpretation of Results

4.4.3.1. Fruit Color Attribute

The color attribute is in fifth place with a relative importance value of 15.28% for Cinde Market and 12.87% for Diamond PTC. This means that the color attribute is not a too important consideration in buying chili. According to respondents, the most important attribute of color is uniformity, a good chili has a high level of uniformity (at least 95%). In addition, the color attribute usually indicates the level of freshness and maturity level of curly red chili. The utility value of curly red chili color according to respondents from Pasar Cinde and Diamond PTC can be seen in Figure 4.4.

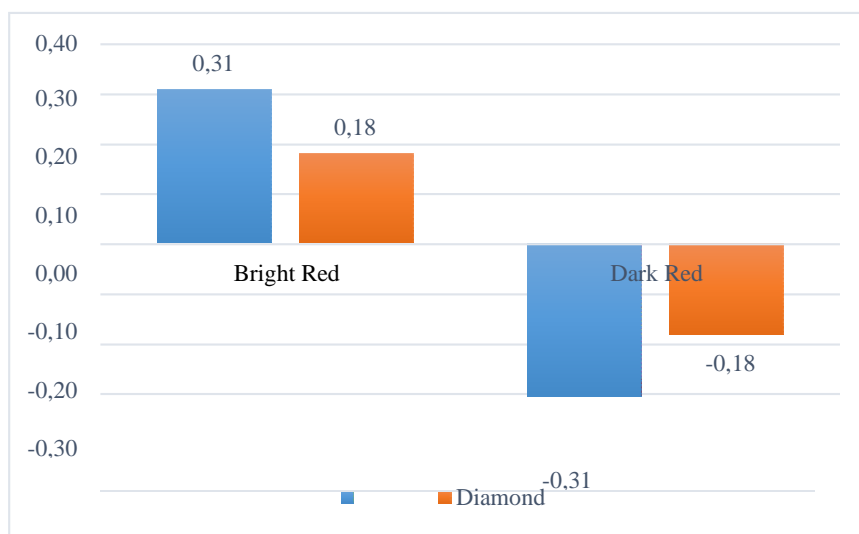


Figure 4.4. Chili Color Utility Value

Figure 4.4 in Cinde Market, curly red chili with bright red fruit color has a utility value of 0.31 while curly red chili with a slightly dark red color has a utility value of -0.31. In Diamond PTC, curly red chili with bright red fruit color has a utility value of 0.183 while curly red chili with a dark red color has a utility value of -0.183. This means that curly red chilies with a bright red color tend to be preferred compared to curly red chilies with a dark red color.

Respondents stated that curly red chili with a bright red color indicated the chili was perfectly ripe and could indicate that the chili was freshly harvested. Curly red chili with a dark dark red color indicates the chili was picked too quickly so that the level of maturity is less than perfect. In addition, respondents also stated that curly red chili with a dark red color can also indicate that the chili has been harvested for a long time so it is not too fresh.

4.4.3.2. Fruit Texture Attributes

Based on Figure 4.1, according to Cinde Market respondents, the texture attribute is in second place and the relative importance value is 22.05%. This shows that apart from prioritizing price as the most important attribute in buying curly red chilies, Cinde Market respondents also prioritize the quality of the chili they buy. According to respondents, Diamond PTC texture attribute is in the first place and has a relative importance value of 26.19%. This shows that quality is the biggest concern of respondents in buying curly red chilies. The utility value of the texture attribute of curly red chili according to respondents of the Cinde and Diamond PTC market can be seen in Figure 4.5.

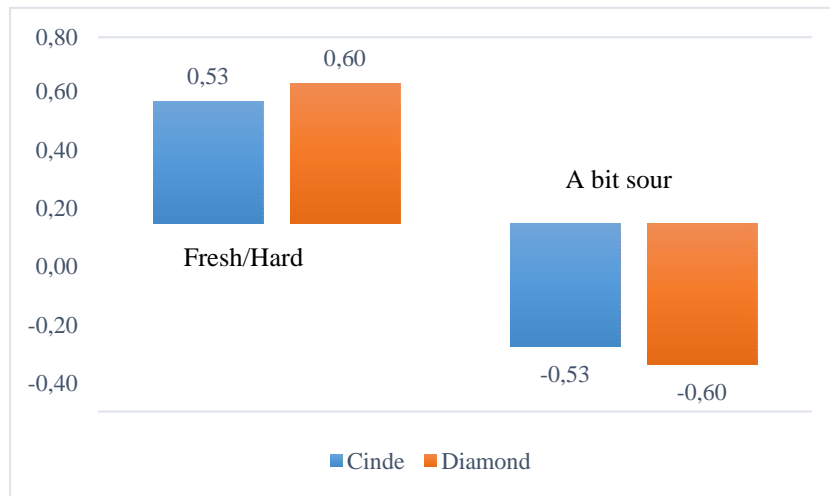


Figure 4.5. Texture Attribute Utility Value

Figure 4.5. In Cinde Market, fresh/hard texture has a utility value of 0.53 while a slightly sour texture has a utility value of -0.56. In Diamond PTC the fresh/hard texture has a utility value of 0.60 while the slightly sour texture has a utility value of -0.60. This means that respondents with curly red chili at Cinde Market and Diamond PTC tend to like chili with a fresh/hard texture, while a slightly sour texture tends to be disliked. A surface can be rough, smooth, hard or it can also be soft. Texture can be called a tactile value character that can be felt physically and can also be imaginary. that is, texture can indicate the quality of a product. According to respondents, chili with a hard texture indicates that the chili is a chili that has good quality and is a new chili, while chili that is slightly sour indicates that the chili has been stored for a long time and will soon be damaged (rotten).

4.4.3.3. Fruit Diameter Attribute

The diameter of the fruit (the center line of the fruit base) shows the consumer's appetite for curly red chili, besides showing taste, according to consumers by looking at the diameter of the fruit it can show the content of seeds and water contained in the fruit. Based on Figure 4.1, according to respondents from Cinde Market, the fruit diameter attribute is in third place with a relative

importance value of 21.70%, while according to Diamond PTC respondents, the fruit diameter attribute is in second place with a relative importance value of 24.66%. The utility value of the diameter of curly red chili according to respondents from the Cinde and Diamond PTC markets can be seen in Figure 4.6.

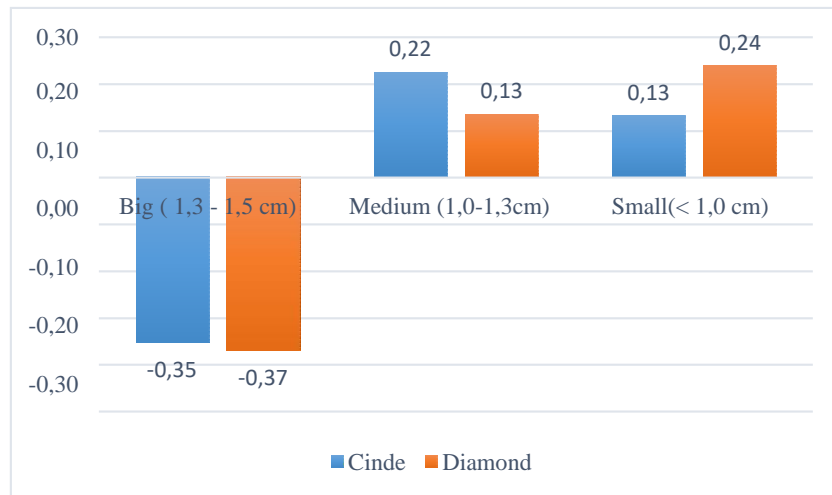


Figure 4.6. Fruit Diameter Attribute Utility Value

Figure 4.6 at Cinde Market, large diameter curly red chili (1.3-1.5 cm) has a utility value of -0.35 while chili with a medium diameter (1.0-1.3 cm) has a utility value of 0.22 and chili with a small diameter (< 1.0 cm) has a utility value of 0.13. In Diamond PTC, red curly chili with a large diameter (1.3-1.5 cm) has a utility value of -0.37 while chili with a medium diameter (1.0-1.3 cm) has a utility value of 0.13 and chili with a small diameter (< 1.0 cm) has a utility value of 0.24. This means that respondents from the Cinde and Diamond markets tend to dislike curly red chilies with a large diameter (1.3-1.5 cm).

Based on the opinion of respondents, the smaller the diameter (baseline) of the fruit, the more quality and spicy the chili will be. Chilies with small fruit diameters tend to have little water and can be stored for a long time. In addition, chilies with small fruit diameters have few seeds so they are easy to grind and tend to be more spicy. However, chilies with small fruit diameters are more expensive than chilies with medium and large diameters. Therefore, the respondents of Pasar Cinde prefer chili with medium fruit diameter because the price is not too expensive and the quality is quite good. Diamond respondents like

chili with a small diameter because quality and taste are more important considerations than price in making a purchase.

4.4.3.4. Fruit Length Attribute

Based on Table 4.1, according to Cinde Market respondents, the fruit length attribute is in fourth place with a relative importance value of 18.40%. According to Diamond PTC respondents, the fruit length attribute is in third place with a relative importance value of 18.30%. The utility value of fruit length according to respondents from Cinde Market and Diamond PTC can be seen in Figure 4.7.

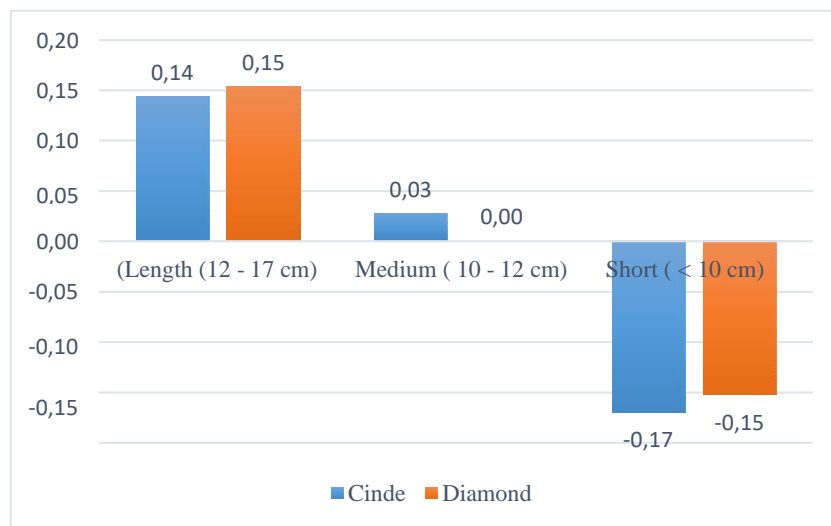


Figure 4.7. Fruit Length Attribute Utility Value

Figure 4.7 in Cinde Market, curly red chili with long fruit size (12 - 17 cm) has a utility value of 0.14 while curly red chili with medium fruit length (10 - 12) has a utility value of 0.03 and curly red chili with short size (< 10) has a utility value of - 0.17. At Diamond PTC, long curly red chilies (>14 cm) have a utility value of 0.15 while medium-sized curly red chilies (10-12 cm) have a utility value of 0.00 and short curly red chilies have utility value of – 0.15. This means that respondents of Cinde Market and Diamond PTC curly red chilies prefer chilies with long fruit sizes (12-17 cm).

The length of the fruit indicates the quality of curly red chili in terms of growth. The longer the chili, the better the quality of the chili. If the fruit length

attribute is combined with the fruit diameter attribute, Diamond PTC respondents like curly red chilies with long fruit sizes and small diameters, while Cinde Market respondents like curly red chilies with long fruit sizes and medium diameters. When viewed from the price, curly red chili with long fruit size and small diameter is more expensive than curly red chili with medium diameter long fruit. This is because chili with long fruit size and small diameter is considered better than chili with long fruit size and medium diameter.

4.4.3.5. Price Attribute

Based on Figure 4.1 according to Cinde Market respondents, the price attribute is the most important attribute taken into consideration by respondents in buying curly red chili with a relative importance value of 22.58%. This shows that price is the biggest concern for Cinde Market respondents in buying curly red chilies. According to Diamond PTC respondents, the price attribute is in fourth place with a relative importance value of 18.07%. The utility value of the curly red chili price attribute in the Cinde and Diamond PTC markets can be seen in Figure 4.8.

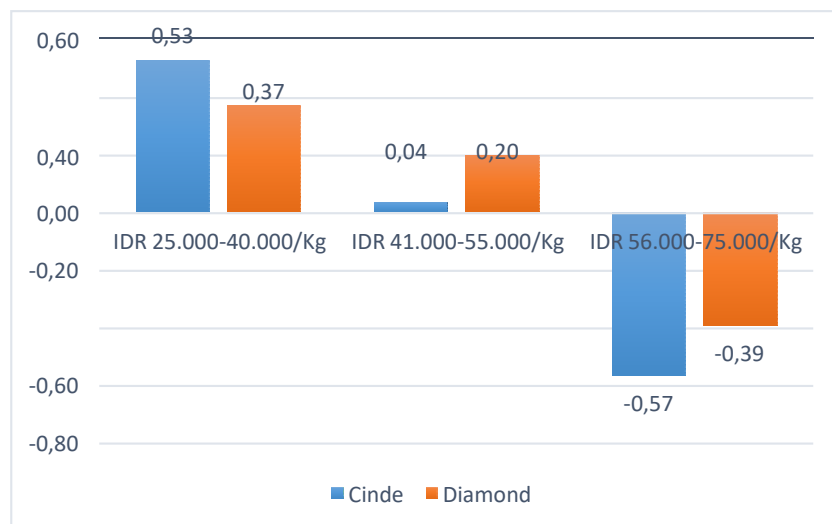


Figure 4.8. Price Attribute Utility Value

Figure 4.8 on the Cinde Market the price attribute is IDR 25,000 – 40,000/Kg has a utility value of 0.53 while the price of IDR 41,000 – 55,000/Kg

has a utility value of 0.37 and the price of IDR 56,000 – 75,000/Kg has a utility value of -0.58. At Diamond PTC the price is IDR 25,000 – 40,000/Kg has a utility value of 0.37, while the price of IDR 41,000 – 55,000/Kg has a utility value of 0.02 and the price of IDR 56,000 – 75,000/Kg has a utility value of -0.39. It means that respondents of Cinde Market and Diamond PTC curly red chilies prefer curly red chilies at low prices, while high prices tend to be disliked by respondents so that they have a negative utility value.

Price is often a determinant of consumers deciding whether to buy or not to buy a product. However, producers also cannot determine the lowest possible price because they have to take into account the profits for the seller. Therefore, it is necessary to determine the right price strategy so that it can bring benefits to the seller and can attract consumer sympathy. However, modern market respondents stated that price was not the main factor that influenced them in buying curly red chilies. If the quality and taste of the desired product is appropriate, then the price does not really affect the consumer's decision to buy.

4.4.4. Predictive Measurement and Significance Test

To test the validity of the conjoint analysis, the correlation between Pearson's R and Tau Kendal was performed. The basis for the significance test are:

H0 = There is no strong correlation between Observed Variable and Estimated Preferences

H1 = There is a strong correlation between Observed Variable and Estimated Preferences

If the significance number 0.05 then H0 is accepted. On the other hand, if the significance value is < 0.05 , then H0 is rejected. The significance test of Pearson's R and Tau Kendal can be seen in Table 4.28.

Table 4.28. Pearson's R and Tau Kendal Result Test

Test	Cinde		Diamond PTC	
	Value	Sig.	Value	Sig.
Pearson's R	0.99	0.00	0.99	0.00
Kendall's tau	0.94	0.00	0.94	0.00

Table 4.28 shows the respective values of Pearson's R and Tau Kendal. Cinde Markets are 0.99 and 0.92, each with a significant value of 0.00, far below 0.05. The respective values of Pearson's R and Tau Kendal 0.99 and 0.94 Diamond PTC have a significant value of 0.00 each, far below 0.05. This means that there is a match between the results of the conjoint analysis with the actual respondents' opinions.

4.4.5. Product Simulation (Choice Simulator)

One of the strengths of conjoint analysis is its benefits for conducting simulations. Managers and marketing experts must know the most likely products for Traditional Markets and Modern Markets. The results of the stimuli that have been carried out show that the products most favored by the respondents of Traditional Markets and Modern Markets are almost the same, only having a difference in the diameter of the fruit. Traditional Market respondents like chili with a medium diameter (1.0 – 1.2 cm) while Modern Market respondents like chili with a small diameter (< 1.0 cm). In fact, curly red chili medium diameter (1.0 – 1.2 cm) and small diameter (< 1.0 cm) may not have the same price. Therefore, it is necessary to do a product simulation that allows to get the most ideal product. Simulation of curly red chili products can be seen in Table 4.29 and more details can be seen in attachments 14 and 15.

Table 4.29. Simulation of Curly Red Chili Product

Simulation of Traditional Market Products			
No	Simulation	Value	Quantity
1	Bright red color + Hard texture + Medium diameter + Long size + Price IDR 25.000-40.000/Kg	0.308+0.525+0.223+0.143+0.530	1.72
2	Bright red color + Hard texture + Medium diameter + Long size + Price IDR 41.000-55.000/Kg	0.308+0.525+0.223+0.143+0.037	1.24
3	Bright red color + Hard texture + Diameter Medium + Long size + Price IDR 56.000-75.000/Kg	0.308+0.525+0.223+0.134-0.567	0.62
4	Bright red color + Hard texture +	0.308+0.525+0.130+0.143+0.530	1.64
Simulation of Modern Market Consumer Products			
No	Simulation	Value	Quantity
1	Bright red color + Hard texture + Medium diameter + Medium size + Price IDR 25.000-40.000/Kg	0.183+0.603+0.133+0.000+0.373	1.29
2	Colors bright red + Hard texture + Small diameter + Long size + Price IDR 25.000-40.000/Kg	0.183+0.603+0.237+0.153+0.373	1.55
3	Bright red color + Hard texture + Small diameter + Long size + Price IDR 41.000-55.000/Kg	0.183+0.603+0.237+0.153+0.020	1.02
4	Bright red color + Hard texture + Small diameter + Long size + Price IDR 56.000-75.000/Kg	0.183+0.603+0.237+0.153-0.393	0.78

Table 4.29. shows the most preferred products of Traditional Market respondents are bright red color, hard texture, medium diameter, long size, the price is IDR 25,000-40,000/Kg. The most preferred product of Modern Market respondents is a bright red color, hard texture, small diameter, long size, the price is IDR 25,000-40,000/Kg. This means that consumers of Traditional Markets and Modern Markets choose products with the lowest prices. But in reality, curly red

chili with a small diameter may not have the same price as curly red chili with a medium diameter. Chili with a small diameter is generally more expensive than curly red chili with a medium diameter.

Based on the relative importance value in Figure 4.1, the highest relative importance value of Traditional Market respondents is price (22.58%) followed by texture (22.05%), fruit diameter (21.69%) and fruit size (18.40%). This means that traditional market respondents prioritize price over quality and taste. So, the most ideal product for traditional market consumers still follows the existing simulation, namely curly red chili with a bright red color, hard texture, medium diameter, long size, the price is IDR 25,000-40,000/Kg. When compared with the conditions of chili in the Cinde Market, the characteristics of chili that consumers want have almost fulfilled the wishes of consumers, but at certain times the price of chili is not in accordance with the wishes of consumers.

Based on the relative importance value in Figure 4.1, the highest relative importance value of Modern Market respondents is texture (26.11%) followed by fruit diameter (24.65) and fruit size (18.30%) and price (18.07%). This means that Modern Market respondents prioritize quality and taste over price. So, the most ideal product for Modern Market consumers is curly red chili with a bright red color, hard texture, small diameter, long size, priced at IDR 41,000-55,000/Kg. When compared to the chili conditions in Diamond PTC, the chili characteristics provided have not met consumer desires. The diameter of the fruit and the length of the fruit have been in accordance with the wishes of the consumer, but often the chili is available in a sour state, while the texture is the most important concern of consumers in making a purchase.

4.5. Consumer Attitudes Towards Traditional and Modern Markets

The assessment of consumer attitudes and beliefs towards the attributes of Traditional and Modern Markets is measured by looking at the facilities and services owned by Cinde Market and Diamond Palembang Trade Center. The market attributes that are seen are parking facilities and infrastructure, location proximity, cleanliness of the place, friendliness of traders, vehicle comfort and safety.

4.5.1. Level of Interest in Market Attributes

The evaluation component shows the weight of the importance of an attribute in the eyes of consumers. From the results of Fishbein's multi-attribute analysis, the importance value (evaluation value) of the Cinde Market attribute is presented in Table 4.30 and the details can be seen in attachments 16 and 17.

Table 4.30. Evaluation Value and Category of Market Attribute Level of Interest

Attribute	Traditional		Modern	
	Evaluation (ei)	Category	Evaluation (ei)	Category
Parking facilities	4.04	Important	4.26	important
Location	3.92	Important	4.04	important
Place cleanliness	4.10	Important	4.34	Very important
Merchant friendliness	4.36	Very important	3.96	Important

Table 4.30 shows that Traditional Market respondents rated that there were 3 attributes that were considered very important to the market they chose as a place to buy curly red chilies, namely vehicle safety with a value of 4.8, comfort with a value of 4.36 and merchant friendliness with a value of 4.36. A high level of importance indicates that consumers really consider these attributes to make purchases in a market. Safe vehicles, comfortable markets and friendly traders make consumers want to make purchases in these markets.

The attributes of parking facilities, location and cleanliness of the place are considered important by respondents. According to consumers, good parking facilities can provide assurance that consumers can leave the vehicle safely while making a purchase and can easily find a suitable parking space. Location is a consideration for consumers because consumers also consider the distance from where they live to the market, besides that, the location of the market with smooth roads (no severe traffic jams) is a consideration for consumers to choose this market. Cleanliness of the place is also a consideration for consumers because a clean market will make consumers comfortable in making purchases.

Respondents assessed that there are 3 attributes of the Modern Market that are very important to the market they choose as a place to buy curly red chili, namely cleanliness of the place with a value of 4.34, comfort with a value of 4.4 and vehicle safety with a value of 4.48. A high level of importance indicates that consumers are very considerate of the attributes of the market. Consumers choose the modern market because they hope that the market is very safe in terms of vehicle safety and security in making purchases. Markets that are safe and not too crowded make consumers comfortable to make purchases.

The attributes of parking facilities, location and cleanliness of the place are considered important by respondents. Parking facilities are considered important by consumers because it makes it easier for consumers to leave their vehicles while making purchases, locations that are close and avoid traffic jams are considered by consumers to save time in making purchases, while cleanliness is a consideration for consumers because it is related to consumer convenience when making purchases.

4.5.2. Level of Trust in Market Attributes

The measurement of the level of consumer confidence in the performance of market attributes is calculated based on the results of respondents' assessments of whether or not the six attributes of the market are good or not. The results of the trust value of the traditional market attribute (Cinde) can be seen in Table 4.31 and more can be seen in attachments 16 and 17.

Table 4.31. Trust Value and Category Trust Level Attribute

Attribute	Traditional		Modern	
	Trust (bi)	Category	Trust (bi)	Category
Parking facilities	3.48	Good	3.92	Good
location	3.36	Neutral	3.72	Good
place cleanliness	3.32	Neutral	3.96	Good
merchant friendliness	3.64	Good	3.58	Good
Comfort	3.36	Neutral	4.02	Good
Vehicle safety	3.72	Good	4.08	Good

Table 4.31 shows that the highest level of trust of respondents to the Traditional Market (Cinde) is vehicle safety with a value of 3.72, followed by merchant friendliness with a value of 3.64 and parking facilities with a value of 3.48. Respondents are neutral about the location, cleanliness of the place and comfort in Pasa Cinde while the safety of vehicles, parking facilities and friendliness of traders is considered good. Respondents of Modern Market (Palembang Trade Center) rated the six Modern Markets as good with various bi values, starting from parking facilities with value 3.92, location with a value of 3.72, cleanliness of the place 3.96, friendliness of traders 3.58, comfort 4.02 and vehicle safety 4.08. Overall Modern market respondents assessed that the attributes of the Palembang Trade Center were good, starting from the parking facilities, location, cleanliness of the place, friendliness of traders (self-service employees), comfort and safety of vehicles.

4.5.1.3. Consumer Attitudes Towards Market Attributes

Attitudes in the concept of consumer behavior are what they think or believe, feel, and want to do in relation to marketing stimuli or the environment they face. Attitude is a response to stimuli that are obtained by consumers and then studied, their knowledge is traced so that it creates motivation to buy or consume a product which is then believed by consumers as something positive or negative for consumers. The results of the analysis of respondents' attitudes towards Traditional Markets (Cinde) and Modern Markets (Diamond PTC) can be seen in Table 4.32 and the full details can be seen in attachments 16 and 17.

Table 4.32. Respondents' Attitudes towards Attributes

Attribute	Traditional		Modern	
	Attitude (ei.bi)	Category	Attitude (ei.bi)	Category
Parking facilities	14.52	Neutral	16.74	Positive
location	13.80	Neutral	15.24	Neutral
cleanliness of the place	13.64	Neutral	17.34	Positive
merchant friendliness	16.04	Positive	14 .60	Neutral
Comfort	14.78	Neutral	17.80	Positive
Vehicle Safety	17.80	Positive	18.38	Positive
Average	90.58	Neutral	101.10	Positive

Table 4.32 shows that Traditional Market respondents are neutral towards the attributes of the Cinde Market, but there are two attributes that are considered positive, namely the friendliness of traders and vehicle safety. However, in general, respondents stated that they were neutral on all attributes. This means that respondents are not satisfied with the facilities and market conditions in the Traditional Market (Cinde). Modern Market respondents are neutral on the attributes of location and merchant friendliness, but the other four attributes are considered positive by Modern Market respondents. That is, in general, consumers expressed a positive attitude towards the attributes of the Palembang Trade Center. A positive attitude towards certain attributes of the Palembang Trade Center will enable consumers to make repeat purchases.

The Cinde Market parking facility received a neutral rating because the originally spacious parking area was reduced due to the start of market revitalization. Market visitors who most feel the lack of parking facilities are market visitors who use 4-wheeled vehicles. However, market visitors with 2-wheeled vehicles do not really feel the consequences of reduced parking facilities. Although parking facilities are considered reduced, visitors still state that it is not too difficult to find a location to park their vehicles. Positive attitude towards the Palembang Trade Center parking facilities because the parking area at PTC is

quite large when compared to some other Modern Markets. The multi-storey parking area provided for 4-wheeled vehicles makes it easier for visitors to find a place to park their vehicle, while for 2-wheeled vehicle parking, it is wide enough so that there is no difficulty in pressing the parking lot market, thereby interfering with access to the market. As a result of the construction of the Cinde Market, the Cinde Welan Street area will be closed. The Cinde Welan Street area will be used as a place for traders to relocate, due to the development. As a result of this road closure, motorists who passed from Jalan Letkol Iskandar and wanted to head to Jalan Jenderal Sudirman via Jalan Cinde Welan, were diverted via Jalan Raden Nangli. At Modern Market, location also got a neutral score because although there are not frequent traffic jams around the Palembang Trade Center location, the dominant consumers stated that the distance from their residence to the Palembang Trade Center was not too close. In addition, the location of the Palembang Trade Center is also not close to other modern markets, making it difficult for consumers to visit other modern markets.

Cleanliness received a neutral assessment because both market visitors and sellers stated that the market was a bit dirty, especially in the morning and only cleaned at noon when the market visitors were quiet. In addition, according to market visitors, the revitalization carried out is also the cause of the reduced cleanliness of the market. Unclean markets can result in reduced visitor comfort. At the Modern Market, the cleanliness of the place got a positive score because there were no complaints from Palembang Trade Center consumers, especially Diamond, about the cleanliness of the shopping place. Consumers choose Modern Market because one of the considerations is the cleanliness of the place. According to consumers, Palembang Trade Center has met the desired standards.

The friendliness of the traders received a good rating because the dominant respondents stated that they knew the traders. The existence of a good relationship between traders facilitates the bargaining process, so that consumers get a price that is quite according to their wishes. Habit of bargaining is a distinct plus for Traditional Markets, one of the reasons consumers choose Traditional Markets is because of the friendliness of the traders so that they can make offers and get products at low prices. In Modern Markets, merchant friendliness (mall

employees) gets a neutral value because in general there is not much interaction between mall employees and consumers. Although the respondent's level of trust in the hospitality attributes of mall employees is good, it is not enough to meet consumer desires so that it gets a neutral assessment.

Convenience received a neutral rating because the revitalization carried out made the Cinde market less clean and resulted in a narrowing of the market, the narrowing of the market caused the market to become crowded, especially on Sundays. This market narrowing has also resulted in reduced parking space so that sometimes visitors find it difficult to find a suitable parking space. In addition, respondents also stated that the lack of security at the time of purchase resulted in inconvenience. In the Modern Market, comfort gets a positive value because when making a purchase, the dominant consumer states that they feel comfortable with the condition of the Diamond Palembang Trade Center. Convenience will affect the length of time consumers make purchases. The more comfortable the consumer, the longer the consumer will make a purchase.

Vehicle safety was assessed well because although the vehicle security system at Pasar Cinde was only guarded by a few parking employees, respondents stated that they were confident enough to leave their vehicles for a long time. In addition, respondents stated that there had never been a vehicle loss due to parking employees guarding their vehicles. In the Modern Market, vehicle security gets a positive score because the parking security system applied is considered to have guaranteed security and according to consumers there has never been a theft at PTC parking locations. A safe vehicle can make visitors sure to leave the vehicle for a long time. This will certainly provide benefits for the mall because the parking fee system applied is an hourly fee system.

CHAPTER 5

CONCLUSIONS AND SUGGESTIONS

5.1. Conclusion

Based on the results of the research and analysis that has been done, the following conclusions can be drawn:

1. The dominant characteristics of respondents who buy curly red chilies at Traditional Markets are middle age, female, last education senior high school, household work and an average family income of IDR 4,280,000. The dominant characteristics of respondents who buy curly red chilies in the Modern Market are middle age group, female gender with a bachelor's degree, the type of work is private/state or regional owned enterprises employees and the average family income is IDR 7,070,000.
2. In the decision-making process, respondents in traditional and modern markets go through the stages of need recognition, information seeking, evaluation of alternatives, the buying process and post-purchase behavior.
3. The most preferred curly red chilies of Traditional Market respondents are curly red chilies with bright red color, fresh/hard fruit texture, medium fruit circumference (1.0 – 1.2 cm), long fruit size (> 14 cm) and a price of IDR 25,000 - 40,000/Kg. The most preferred curly red chilies by Modern Market respondents are curly red chilies with bright red color, fresh/hard fruit texture, small fruit circumference (< 10 cm), long fruit size (> 14 cm) and a price of IDR 41,000-55,000/Kg.
4. Consumer behavior of curly red chili as a whole has a neutral attitude towards the attributes of Traditional Markets, this is because respondents are not satisfied with the facilities and market conditions. Consumer behavior of curly red chili as a whole has a positive attitude towards the attributes of the Modern Market. That is, respondents have assessed well (feeling satisfied) with the attributes of the market.

5.2. Suggestions

From the results of research and analysis that have been carried out, some suggestions can be written as follows:

1. Sellers of curly red chili should further increase the supply of products that are in accordance with consumer preferences, namely curly red chilies with medium fruit circumference (baseline) and long size, fresh/hard texture and bright red color for Traditional Markets, while for Modern Markets, marketers should provide curly red chili with small fruit circumference (baseline) and long, fresh/hard fruit texture and bright red color.
2. In Traditional Markets, it is better to improve the quality of their market attributes (facilities) considering the attitude of respondents to be neutral on these attributes. This is because respondents stated it was important to the attributes of the market they visited. In Modern Markets, it is better to maintain the quality of their market attributes (facilities) because the attitude of the respondents is positive towards the existing attributes.
3. Further research that can be done in this study is to examine customer loyalty or unplanned purchases, adding ethnicity to the characteristics of respondents and adding taste attributes to consumer motivation.

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