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Analysis of Factors Influencing Consumer Purchase Decisions of Local Fruits at Kliwon Market and Bitingan Market, Kudus Regency

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Abstract: This study aims to analyze the factors influencing consumer purchasing decisions of local fruits at Kliwon Market and Bitingan Market in Kudus Regency. The factors examined include price, product quality, and location. The research employed a descriptive quantitative method using a survey approach. Primary data were collected through questionnaires distributed to 60 respondents selected using accidental sampling. Data analysis was conducted using validity and reliability tests, classical assumption tests, and multiple linear regression analysis, including t-test, F-test, and coefficient of determination (R^2). The results indicate that partially, product quality has a significant effect on consumer purchasing decisions, while price and location do not have a significant effect. However, simultaneously, price, product quality, and location significantly influence purchasing decisions. The coefficient of determination (R^2) value of 0.252 indicates that 25.2% of the variation in purchasing decisions can be explained by the variables of price, product quality, and location, while the remaining 74.8% is influenced by other factors outside the research model. These findings suggest that product quality is the most dominant factor influencing consumer decisions in purchasing local fruits in traditional markets in Kudus Regency.

Keywords: Purchasing decision, local fruits, price, product quality, location

1. Introduction

Local fruits are one of the horticultural commodities that play an important role in meeting community nutritional needs while supporting the sustainability of agribusiness at the regional level (Padulosi et al., 2016). Traditional markets such as Kliwon Market and Bitingan Market in Kudus Regency serve as the main distribution channels for local fruits produced by surrounding farmers. Consumers tend to choose traditional markets due to more affordable prices, a wide variety of products, and closer social relationships between sellers and buyers. Previous studies indicate that consumers show a strong preference for local fruits over imported fruits due to factors such as freshness, lower prices, and the perception that local fruits are safer because they do not undergo long storage processes (Lestari, 2022).

In addition to product-related factors, consumer behavior in purchasing fruits is influenced by internal processes such as information search, past experiences, and the evaluation of alternatives prior to purchase. The Consumer Decision-Making Process model explains that consumers go through several stages, including need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior. These stages were observed in studies on local fruit purchases in Bali, which showed that consumers conduct rational evaluations of freshness, quality, and price before deciding to buy certain fruits (Padmi et al., 2017). Therefore, understanding consumer decision-making patterns is essential to improve the effectiveness of marketing strategies for local fruit products.

Furthermore, social and cultural factors also influence consumer preferences for local fruits. For instance, an analysis of consumers in Surakarta City found that fruit quality, price, and accessibility significantly affect decisions to purchase fresh fruits, indicating that traditional markets remain a preferred choice among local consumers despite the availability of modern distribution alternatives (Marinda, 2021). Consumer behavior toward local foods, including local fruits, is influenced not only by price and quality but also by aspects of identity, culture, and socio-environmental

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motivations. For example, a study by Zhang et al., (2022) Impact of Consumer Global–Local Identity on Attitude Towards and Intention to Buy Local Foods, found that consumers with a strong local identity tend to have more positive attitudes and stronger intentions to purchase local foods compared to those with a global orientation. The study also revealed that during crisis situations (such as the COVID-19 pandemic), locavorism defined as preference and belief in local foods became increasingly prominent among consumers Zhang et al., (2022).

In addition, intrinsic motivations (such as health awareness and environmental responsibility) as well as extrinsic motivations (such as supporting the local economy and community solidarity) have been proven to be important drivers of local food consumption. This was highlighted in the study by Savelli & Gissi, (2025) Drivers of Local Food Consumption Among Young Consumers: Integrating Intrinsic and Extrinsic Motivations, which demonstrated that factors such as concern for food sustainability, knowledge of local foods, and social values significantly influence young consumers' willingness to purchase and consume local products.

These findings reinforce the argument that decisions to purchase local fruits are not solely based on functional aspects such as price and quality, but also on social aspects including community trust, family habits, and local identity, which shape consumer perceptions of local fruits. Therefore, studying consumer behavior in the two markets in Kudus Regency Kliwon Market and Bitingan Market is important to understand how product-related and social factors interact in influencing purchase decisions.

Considering the importance of these factors, research on consumer behavior in purchasing local fruits at Kliwon Market and Bitingan Market is crucial. These two markets have distinct consumer characteristics in terms of preferences, shopping patterns, and social environmental influences. By comparing both markets, this study aims to provide a comprehensive understanding of the dominant factors influencing local fruit purchase decisions and to serve as a reference for traders, market managers, and agribusiness stakeholders in formulating more effective and market-oriented marketing strategies.

1.1 Research Objective

This study aims to:

a. Analyze the influence of price, product quality, and location on consumers' purchasing decisions for local fruits
b. Examine the partial effect of each independent variable on purchasing decisions
c. Analyze the simultaneous effect of price, product quality, and location on purchasing decisions
d. Identify the most dominant factor influencing consumers' purchasing decisions in traditional markets.

1.2 Research Hypotheses

H1: Price has a significant effect on consumers' purchasing decisions for local fruits.
H2: Product quality has a significant effect on consumers' purchasing decisions for local fruits.
H3: Location has a significant effect on consumers' purchasing decisions for local fruits.
H4: Price, product quality, and location simultaneously have a significant effect on consumers' purchasing decisions for local fruits.

2. Literature Review

2.1 Consumer Behavior in Fruit Purchasing

Consumer behavior in purchasing local fruits is influenced by a combination of functional and psychological factors, including price, product quality, freshness, and perceptions of food safety. Consumers tend to prefer local fruits because they are perceived as fresher, healthier, and distributed through shorter supply chains compared to imported fruits. A study by Xue et al., (2022) found that perceived quality and local identity significantly influence consumers' attitudes and purchase intentions toward local food products. Consumers with a strong local identity demonstrate a higher likelihood of purchasing local foods, particularly during periods of uncertainty or crisis.

In addition to product-related factors, both intrinsic and extrinsic motivations play an important role in shaping consumers' decisions to purchase local fruits. Zhang et al., (2024), in their study published in the open-access journal Sustainability, reported that health awareness, environmental concern, and the desire to support the local economy significantly encourage local food consumption. Their findings indicate that consumers' purchasing decisions are not driven solely by price considerations, but also by social values and sustainability-oriented motivations.

2.2 Price and Price and Product Quality as Det

Product quality remain two of the most studied determinants in consumer buying behavior across industries. In fruit markets, price often shapes the affordability perception, while quality especially freshness directly influences consumer satisfaction and repeat purchases. A study at the Caringin Traditional Market in Bandung revealed

that both price and product quality significantly affected consumer purchase decisions for local fruits (Septiani, 2025). This aligns with general consumer behavior theory that quality perceptions and price evaluations jointly form the perceived value of a product, which ultimately influences purchase intentions.
Moreover, research on local food purchases including snacks and souvenirs demonstrated that price, product quality, and location jointly contribute to consumer decision outcomes, reinforcing the multidimensional nature of purchasing choices in traditional and local product contexts (Susanto et al., 2022).

2.3 Location and Distribution in Purchasing Decisions

Location and accessibility also play critical roles in influencing consumer behavior. Although some studies suggest that location may not always significantly affect purchasing decisions in certain contexts (e.g., price-sensitive markets), others highlight its importance in consumer convenience and market reach. Research in various traditional market environments indicates that consumers often prefer markets that are more accessible and closer to their residence or routine travel paths, as these conditions reduce shopping effort and increase perceived convenience (Wankar et al., 2023).

2.4 Consumer Decision-Making Process Models

Consumer decision-making theory broadly posits that purchasing decisions involve several psychological stages: need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior. This model has been applied in consumer studies across agricultural and food products to understand how internal cognitive processes interact with external product and market factors during purchase decisions (Januarti et al., 2021).

2.5 Implications for Local Markets

Taken together, the literature suggests that local fruit purchasing decisions are influenced by a combination of economic (price), product-related (quality and freshness), and access-related (location and availability) factors. These findings support the need for comprehensive analysis in traditional market settings such as Kliwon Market and Bitingan Market to identify which factors most significantly drive consumer choices in the context of local fruit consumption.

3. Methods

The research method employed in this study is descriptive quantitative with a survey approach, aiming to systematically explain consumer behavior based on questionnaire data collected from respondents at Kliwon Market and Bitingan Market. The descriptive quantitative method is appropriate for analyzing social phenomena such as consumer preferences, as it allows decision-making patterns to be objectively described through numerical tabulation and percentage analysis. This approach is consistent with international consumer behavior research on local food consumption conducted by Zhang et al., (2022) which combined questionnaires and descriptive analysis to map consumer attitudes toward local products.

Data collection was conducted using structured questionnaires with a Likert scale, direct interviews, and field observations. These techniques were chosen because they are effective in capturing consumer perceptions directly regarding factors such as price, quality, promotion, information sources, and availability. The use of Likert-scale instruments in consumer behavior research is also commonly applied in international studies, such as Drivers of Local Food Consumption by Savelli & Gissi, (2025), which employed similar instruments to assess consumer motivations toward local foods. This combination of methods enabled the researcher to obtain both in-depth and measurable insights into the determinants of local fruit purchasing decisions.

This study applied a quantitative survey method to obtain primary data from local fruit consumers in two traditional markets, namely Kliwon Market and Bitingan Market. The sampling technique used was accidental sampling, in which respondents were selected incidentally from consumers who were purchasing fruits during the survey period, as commonly applied in studies on local fruit consumption in traditional markets. According to Simbolon et al., (2018), the research instrument consisted of questionnaires containing closed-ended questions (multiple choice or Likert scale) and simple open-ended questions to capture consumer preferences related to price, quality, freshness, promotion, availability, and social factors.

According to Setiawan et al., (2019), multiple linear regression analysis is a statistical method used to examine the magnitude of the influence of two or more independent variables on a single dependent variable, particularly in studies of consumer behavior toward local and imported fruits. This method is applied to measure the extent to which factors such as fruit freshness, taste, price, fruit size, and income level influence consumers' purchasing decisions. The general form of the multiple linear regression equation is expressed as follows:

$$Y = a + b1X1 + b2X2 + b3X3 + b4X4 + b5X5$$

Where:

- Y = Consumer purchase decision
- a = Constant

- b_1, b_2, b_3, b_4, b_5 = Regression coefficients
- X_1 = Fruit freshness
- X_2 = Fruit taste
- X_3 = Fruit price
- X_4 = Fruit size
- X_5 = Consumer income level

This model is used to identify the direction, strength, and significance of the influence of each factor on purchasing decisions. Multiple regression analysis is highly relevant in consumer research because it provides a quantitative description of which factors are the most dominant and statistically significant in influencing purchase decisions.

3.1 Coefficient of Determination

The coefficient of determination (R^2) is a statistical measure in regression analysis that indicates the proportion of variation in the dependent variable (Y) that can be explained by the independent variables (X) in a model. The value of R^2 ranges from 0 to 1. A value closer to 1 indicates a stronger explanatory power of the model, whereas a value close to 0 suggests that the model explains only a small portion of the variation in Y (Faizal & Yahya, 2023). In simple linear regression, R^2 can also be interpreted as a measure of goodness of fit, which reflects how well the regression line represents the observed data. The coefficient of determination is calculated by comparing the unexplained variation (SSE) with the total variation of Y (SST).

3.2 The Formula for R^2 is expressed as follows:

$$R^2 = 1 - \frac{\Sigma\,(\mathrm{Yi} - \hat{\mathrm{Y}}\mathrm{i})^2}{\Sigma\,(\mathrm{Yi} - \bar{\mathrm{Y}})^2}$$

Where:
Yi = Actual value
$\hat{Y}i$ = Predicted value from regression
$\bar{Y}$ = Mean value of Y
$\Sigma\,(Yi - \hat{Y}i)^2$ = SSE (Sum of Squares Error)
$\Sigma\,(Yi - \bar{Y})^2$ = SST (Total Sum of Squares)

3.3 F-Test

The F-test is a statistical test used to examine the simultaneous (joint) effect of independent variables on the dependent variable in a regression model. The F-test compares the calculated F-value with the critical F-value or evaluates the significance level. If the p-value is less than 0.05 (*p-value < 0,05)*, all independent variables collectively have a significant effect on the dependent variable. This test is used to assess the overall suitability of the regression model (model fit).

3.3.1 Hypotheses:

H_0: $b_1 = b_2 = \ldots = b_n = 0$
(Simultaneously, all independent variables have no significant effect on the dependent variable)
H_a: $b_1 \neq b_2 \neq \ldots \neq b_n \neq 0$
(Simultaneously, at least one independent variable has a significant effect on the dependent variable)

3.3.2 Decision criteria:

1. F calculated > F table → Reject H_0 (the regression model is significant)
2. F calculated ≤ F table → Accept H_0 (the regression model is not significant)

3.3.4 Based on significance level:

- Sig < α → Reject H_0, accept H_a
- Sig > α → Accept H_0, reject H_a

3.4 T-Test

The t-test is a statistical test used to determine the partial effect or significance of each independent variable on the dependent variable in regression analysis. The t-test compares the calculated t-value with the critical t-value or evaluates the p-value to determine whether an individual independent variable significantly contributes to Y. If the p-value is less than 0.05 (p-value < 0,05), the variable is considered statistically significant.

3.4.1 Hypotheses:

H_0: $b_i = 0$ (the independent variable has no significant effect) H_a: $b_i \neq 0$ (the independent variable has a significant effect) Decision criteria:

- t calculated > t table → Reject H_0 (the variable is significant)
- t calculated ≤ t table → Accept H_0 (the variable is not significant)
- Sig < α → Reject H_0, accept H_a
- Sig > α → Accept H_0, reject H_a

Prior to regression testing, the data were examined using classical assumption tests, including normality, multicollinearity, heteroscedasticity, and autocorrelation tests, to ensure that the regression model met statistical requirements. Subsequently, hypothesis testing was conducted using the t-test to assess partial effects, the F-test to evaluate simultaneous effects, and the coefficient of determination (R^2) to measure the explanatory power of independent variables on variations in purchasing decisions.

4. Results and Discussion

4.1 Respondent Description

Based on the research data involving 60 respondents, the characteristics of the respondents indicate a diversity of socio-economic backgrounds. In terms of gender, the respondents were dominated by males, totaling 32 individuals or approximately 53.3%, while female respondents accounted for 28 individuals or about 46.7%. Regarding marital status, the majority of respondents were married, amounting to 56 individuals or approximately 93.3%, whereas only 4 respondents or about 6.7% were unmarried. This condition indicates that most respondents have family responsibilities, which may influence purchasing decisions through household needs and family economic considerations.

In terms of other socio-economic characteristics, respondents were predominantly within the productive age group of 30–55 years, who generally have relatively stable economic activities and purchasing power. Based on educational level, respondents with secondary education (senior high school/vocational school) dominated at 43.3%, followed by junior high school education at 25%, elementary education at 21.7%, and higher education (bachelor's degree) at 10%. From an income perspective, most respondents were in the ≤ 2 million rupiah income category (46.7%) and the 2–4 million rupiah category (43.3%), while only 10% of respondents earned between 4–6 million rupiah per month. This distribution indicates that the majority of respondents belong to the lower- to middle-income groups, making them relevant for analyzing consumer sensitivity to price, product quality, and location in purchasing decisions.

4.2 Validity Test

Based on the results of the analysis, all instruments for both independent variables (X) and the dependent variable (Y) showed Pearson correlation values above 0.70. This indicates that all questionnaire items have a high level of validity. In addition, the validity test results for variables X and Y showed significance values below 0.05, leading to the conclusion that the research instruments developed and tested on 60 respondents are valid.

4.3 Reability Test

The reliability test was conducted to determine the consistency level of the research instruments based on the respondent data used. According to the Case Processing Summary analysis, variable X1 showed a valid data rate of 100% from a total of 60 respondents, indicating that the number of respondents used was reliable. The reliability test results for variable X1 yielded a Cronbach's Alpha value of 0.622 with three questionnaire items. Furthermore, the reliability test for variable X2 produced a Cronbach's Alpha value of 0.686 from three items. For variable X3, the obtained Cronbach's Alpha value was 0.814 with three items. Meanwhile, the reliability test for variable Y showed a Cronbach's Alpha value of 0.703 with a total of three items. Thus, all research variables can be considered to have an adequate level of reliability.

4.4 Linearity Test

Based on the significance values obtained from the analysis, the Deviation from Linearity value was 0.435, which is greater than 0.05. Therefore, it can be concluded that there is a significant linear relationship between price, product quality, and location variables and purchasing decisions.

4.4.1 Classical Assumption Test: Normality

Table 1. Normality test results

		Unstandardized Residual
N		60
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.13984177
Most Extreme Differences	Absolute	.112
	Positive	.080

	Negative		-.112
Test Statistic			.112
Asymp. Sig. (2-tailed)[c]			.061
Monte Carlo Sig. (2-tailed)[d]	Sig.		.057
	99% Confidence Interval	Lower Bound	.051
		Upper Bound	.063

a. Test distribution is normal
b. Calculated from data
c. Lilliefors Significance Correction
d. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 334431365.

The normality test is one of the prerequisites in multiple regression analysis, which aims to determine whether the research data are normally distributed. Based on the analysis results presented in Table 1, the significance value of Sig. (2-tailed) is 0.061, which is greater than 0.05. Therefore, it can be concluded that the research data are normally distributed.

4.4.2 Multicollinearity Test

The multicollinearity test aims to determine whether there is a high correlation among independent variables in a research model.

Table 2. Multicollinearity test results

Collinearity Statistics	
Tolerance	**VIF**
.942	1.061
.737	1.358
.748	1.337

Based on the analysis results in the table above, all Variance Inflation Factor (VIF) values are below 10.00. Therefore, it can be concluded that the regression model does not exhibit multicollinearity problems.

4.4.3 Heteroscedasticity Test

The heteroscedasticity test is used to determine whether there are differences in residual variances across observations in a regression model.

Table 3. Heteroscedasticity test results

Model		Sig
1	(Constant)	.168
	X1	.204
	X2	.821
	X3	.183

The results of the heteroscedasticity test indicate that all significance (Sig.) values are greater than 0.05. Thus, it can be concluded that the data are free from heteroscedasticity problems.

4.4.4 Autocorrelation Test

According to Januarti et al. (2021) the autocorrelation test is used to identify whether there is a correlation between residual errors at time *t* and residual errors at the previous time period (*t–1*) in a linear regression model.

Table 4. Model summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.502[a]	.252	.197	1.16278	1.796

a. Predictors: (Constant), LAG_Y, X1, X2, X3
b. Dependent Variable: Y

Based on the autocorrelation test using the Durbin–Watson statistic, the DW value obtained is 1.796. Meanwhile, the upper bound (Du) value of 1.6889 and the lower bound (Dl) value of 1.4797 were obtained from the Durbin–Watson table at a 5% significance level. Since the condition Du < Dw < 4-Dl 1.6889 < 1.796 < 2.204. Since the condition Du < DW < 4 – Dl is satisfied (1.6889 < 1.796 < 2.204), it can be concluded that the research data are free from autocorrelation

problems.

4.4.5 Multiple Linear Regression Analysis

Multiple linear regression analysis is a method used to examine the influence between variables, expressed in the form of a regression equation. Prior to conducting multiple regression analysis, the data must satisfy classical assumption tests. Multiple linear regression analysis is conducted using two approaches: partial and simultaneous testing. The partial regression test results are presented below.

4.4.6 Partial Test (t-test)

The partial test (t-test) is used to assess the extent to which each independent variable individually influences the dependent variable.

Table 5. Partial test results (t-test)

Variable	t-value	t-table	Sig.	Description
Price (X1)	1.837	2.003	.072	No effect
Product Quality (X2)	-2.780	2.003	.007	Significant effect
Location (X3)	-.914	2.003	.365	No effect

a. Price Variable (X_1)

The price variable (X1) has a calculated t-value of 1.837, which is smaller than the t-table value of 2.003, with a significance value of 0.072 > 0.05. This indicates that the alternative hypothesis (Ha) is rejected and the null hypothesis (H0) is accepted. In other words, partially, the price variable does not have a significant positive effect on purchasing decisions (Y).

b. Product Quality Variable (X_2)

The product quality variable (X2) has a calculated t-value of –2.780, which is greater in absolute value than the t-table value of –2.003, with a significance value of 0.007 < 0.05. This means that Ha is accepted and H0 is rejected, indicating that product quality has a significant effect on purchasing decisions (Y).

c. Location Variable (X_3)

The location variable (X3) has a calculated t-value of –0.914, which is smaller than the t-table value of –2.003, with a significance value of 0.365 > 0.05. Thus, Ha is rejected and H0 is accepted, meaning that location does not have a significant effect on purchasing decisions (Y).

4.4.7 Simultaneous Test (F-test)

The simultaneous test (F-test) is used to assess whether independent variables jointly influence the dependent variable.

Table 6. Simultaneous test results (F-test)

Variable	F-value	F-table	Sig.	Description
X_1, X_2, X_3	4.558	2.77	0.003	Simultaned effect

Based on the F-test results, the calculated F-value of 4.558 is greater than the F-table value of 2.77, with a significance value of 0.003 < 0.05. Therefore, it can be concluded that price, product quality, and location simultaneously have a significant effect on purchasing decisions (Y).

4.4.8 Multiple Regression Equation

Table 7. Simultaneous multiple regression results

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	14.473	2.380		6.081	.000
	X1	.181	.098	.225	1.837	.072
	X2	-.300	.108	-.382	-2.780	.007
	X3	-.073	.080	-.130	-.914	.365

a. Dependent Variable: Y

Source: Processed primary data (2025)

The results of the analysis above explain the regression equation as well as the partial effects of each independent variable (X) on the dependent variable (Y). The regression equation obtained is as follows:

$$Y = 14.473 + 0.181X1 – 0.300X2 – 0,73\ X3$$

This indicates that among the factors influencing consumers' purchasing decisions for local products, the

price
variable has a positive coefficient, while product quality and location have negative coefficients.

4.4.9 Coefficient of Determination (R^2)
The coefficient of determination (R^2) is used to measure the percentage of variation in the dependent variable that can be explained by the independent variables in the model.

Table 8. Coefficient of determination results (R^2)

Model	R	R Square
1	.502[a]	0.252

The table shows an R value of 0.502, indicating a moderate correlation between the independent variables and the dependent variable. The R^2 value of 0.252 indicates that 25.2% of the variation in purchasing decisions can be explained by price, product quality, and location, while the remaining 74.8% is influenced by other variables outside the regression model.

5. Conclusion
Based on the results of the study and the data analysis conducted, it can be concluded that the variables of price, product quality, and location have both partial and simultaneous effects on consumers' purchasing decisions for local fruits at Kliwon Market and Bitingan Market, Kudus Regency. Partially, the price and location variables do not have a significant effect on the purchasing decisions of local fruits, while product quality has a significant effect on purchasing decisions. Simultaneously, price, product quality, and location have a significant effect on the purchasing decisions of local fruits at Kliwon Market and Bitingan Market, Kudus Regency. These findings indicate that product quality is the most dominant factor influencing consumer decisions, while price and location still play a role when considered together in the overall purchasing decision-making process.

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Conflict of Interest
The authors declare no conflicts of interest.

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