



Analysis of Consumer Attitude to Purchase Decisions of Fresh Vegetable Products in Modern Markets in Medan City

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ABSTRACT:

Vegetables are an important part of a healthy diet. Vegetables that are consumed in moderation can help protect the body from all diseases. During the pandemic, sales of vegetables increased 3 times from before, because during the pandemic, many consumers chose a healthy lifestyle by consuming fresh vegetables. Economically, traditional markets are able to fulfill the necessities of life and serve as a space for empowering the people's economy. However, currently the modern market does not only target the middle and upper market, but almost all segments are the target market. The higher the socio-economic status of the community, the higher the demand for quality needs and needs. For this purpose, it is important to conduct research on the Analysis of Consumer Attitudes on Purchase Decisions for Fresh Vegetable Products at the Modern Market in Medan City. In this study used the method Multiple linear regression analysis was used to determine the effect of age, income, education level, number of dependents on the decision to buy fresh vegetables in the modern market in Medan City. The decision to purchase fresh vegetables at the Medan City Modern Market (Smarco Supermarket, Brastagi Supermarket, Hypermart and Irian) is significantly influenced by the consumer's education level, while the consumer's age, consumer income and the number of consumer dependents have no positive effect. Factors of consumer education level, consumer age, consumer income and the number of consumer dependents have a positive effect.

Keywords: Vegetables, Modern Markets, Traditional Markets, Consumers

INTRODUCTION

Vegetables are an important part of a healthy diet. Vegetables that are consumed in moderation can help protect the body from all diseases. According to the National Development Planning Agency (Statistik, 2020). Given the importance of the benefits of vegetables for consumers, this commodity has great economic value for the agribusiness sector.

The increase in Indonesia's population has a consistent relationship with vegetable production in Medan City. According (Cao et al., 2021) to information was obtained that the level of production and frequency of consumption of vegetables in big cities has not decreased significantly. This is due to the relatively high purchasing power of people's consumption of vegetables. Thus it is clear that the quality and freshness of vegetables determines the price. The Central Bureau of Statistics (2021) (De & Singh, 2023), says the level of vegetable production in Medan City will always increase in each commodity from 2020 to 2021. This means that with an increased level of vegetable production, the level of vegetable consumption in Medan City is also relatively high.

During the pandemic, sales of vegetables increased 3 times from before, because during the pandemic, many consumers chose a healthy lifestyle by consuming fresh vegetables (De & Singh, 2023). The outbreak of the Covid-19 virus in early 2020 caused changes in people's behavior, such as in consuming vegetables. So that the outbreak caused people to be more concerned about health, besides that it also caused people to panic buy (Basilaia & Kvavadze, 2020).

The existence of modern markets also raises different perceptions from every level of society. There are groups of people who have a positive view of the existence of modern markets. For example, for middle and upper class people, the existence of modern markets is very beneficial because they can shop comfortably and freely in modern markets. However, it is not uncommon for people to have a negative view of their existence. They feel disadvantaged by the presence of modern markets in their surroundings.

Modern markets that offer relatively the same prices as traditional markets force traders in traditional markets to lower prices in order to compete with modern markets. The existence of modern markets is more sought after and visited by consumers because in terms of the marketing mix, namely product, price, place, promotion, they are superior to traditional markets (Constantinides, 2002).

The modern market strategy in maintaining and increasing the frequency of purchases both in terms of visitors and product quality, first in terms of products between traditional markets and modern markets the products offered can be said to be almost the same, but in modern markets, there are more product variations, neater product arrangements, and of course make it easier for consumers to find information and buy the goods they need (Kaganzi et al., 2009).

In terms of price, although the modern market is higher than the traditional market. Consumers often keep shopping at modern markets, because the prices offered by modern markets are sometimes relatively more attractive, there are often discount offers, and various

other attractive innovative offers that are very much different from traditional markets. Then in terms of location, modern markets really provide maximum conditions for consumers.

Places used by modern markets are often in strategic centers in people's lives. Shopping centers in modern markets are very well built, in clean condition and have very complete consumer support facilities for shopping, for example: Trolleys, Shopping Bags, Air Conditioners, Large Parking Areas, etc. Lastly is in terms of promotion. For promotion and marketing, modern markets are indeed superior in terms of technology and resources. Various types of strategies are carried out, be it through product catalogs, promos with prizes, discounts, attractive packages, friendly service and the facilities offered. Consumers are really taken and pampered with everything for the sake of convenience and satisfaction in shopping.

The reasons consumers determine where to shop are determined by different driving factors. The most important consideration factors will be used as a reference for consumers to choose a location whether to shop at traditional or modern markets by adjusting the conditions of resources and other internal and external environments. The main factors considered by consumers in determining shopping locations can be seen as shown in the figure below.

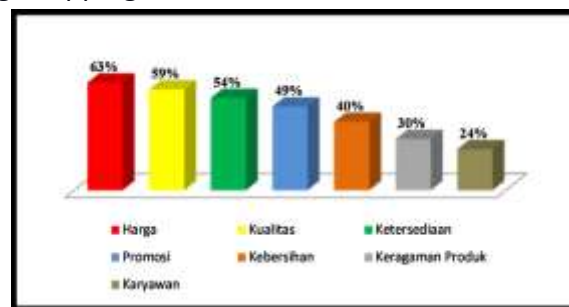


Figure 1. Factors Driving Consumers in Choosing Where to Shop

Source: AC. Nielsen, 2015

Business actors or traders should understand what factors are considered by consumers in shopping, especially the key factors that affect consumer satisfaction and the desire to shop again. Based on AC research data. (Lee et al., 2017) found that the product attribute that is most considered by consumers in Asia-Pacific when making a purchase is the price factor.⁵ The employee or servant factor has the lowest percentage considered by consumers in shopping, namely 24%.

Economically, traditional markets are able to fulfill the necessities of life and serve as a space for empowering the people's economy. However, currently the modern market does not only target the middle and upper market, but almost all segments are the target market. Better facilities and services are one of the factors considered by consumers in switching from traditional markets to modern markets. The reasons consumers are reluctant to shop at traditional markets can be seen in the table below.

Table 2
Reasons for Reluctant Consumers to Shop in Traditional Markets

Factor	Percentage (%)
It's hot	34
Dirty	32
Remote location	31
muddy	30
Smell	23
Many	22
Uncertain price	21
Has a small variety of products	14
Untidy product arrangement	14
Unhygienic product	14
Low security	12
Hard to find stalls	11

Source: World Bank, 2007

The inhibiting factor for consumers to shop at traditional markets is dominated by poor market management. The environmental conditions of hot, dirty, remote and muddy traditional markets are the main factors. Weaknesses of traditional markets in terms of the environment can be corrected by revitalization, such as in a hot environment, markets can be built with sufficient ventilation and roof buildings that tend to be higher will be able to reduce high air temperatures. Market cleanliness needs to be improved by providing sufficient trash cans and increasing awareness of traders to keep the stalls and their surroundings clean so as to provide convenience to consumers.

The higher the socio-economic status of the community, the higher the demand for quality needs and needs. Today's society increasingly wants food needs that are kept fresh and can ultimately satisfy their needs (Macdiarmid, 2014). Thus it is clear that the quality and freshness of vegetables determines the price, even though like other horticultural products, vegetables are very easily damaged and rot in a relatively short time so that their quality decreases and they cannot even be consumed at all. This means that the market must always be supplied with fresh vegetables every day (Trobe, 2001). For this purpose, it is important to conduct research on the Analysis of Consumer Attitudes on Purchase Decisions for Fresh Vegetable Products at the Modern Market in Medan City.

RESEARCH METHODS

Data analysis method

Multiple Linear Regression Analysis Model

Multiple linear regression analysis was used to determine the effect of age, income, education level, number of dependents on the decision to buy fresh vegetables in the modern market in Medan City. The multiple linear regression equation according to Priyanto (2018):

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + e$$

Is :

AND = Purchase Decision

a = Constant Value

b = Regression Coefficient Value

X₁ = Consumer Age Factor Variable

X₂ = Consumer Income Factor Variable

X₃ = Consumer Education Level Factor Variable

X₄ = Factor Variable Number of Consumer Dependents = Standard error

Coefficient of Determination (R²)

Determination analysis is used to determine the percentage contribution of the independent (independent) variables jointly to the dependent (dependent) variable (Amri & Ramdani, 2021). The coefficient of determination shows how much the percentage of variation in the independent variable used in the model is able to explain the variation in the dependent variable, Priyanto (2018).

The coefficient of determination, symbolized by r², is a quantity that measures the precision of the regression line. The maximum value of r² is 100% and the minimum is 0 (Ostertagová, 2012). If the (R²) obtained is close to 1 (one), it can be said that the stronger the model explains the relationship of the independent variable to the dependent variable.

Conversely, if (R²) is closer to 0 (zero), the weaker the influence of the independent variables on the dependent variable. The general model of the regression equation is as follows:

$$R^2 = r \times r$$

Is :

R² = Coefficient of determination

r = Correlation coefficient

Hypothesis testing

The t test is used to test whether the consumer's age (X1), income (X2), education level (X3), and the number of consumer dependents (X4) partially affect the dependent variable on consumer buying decisions (Y), Priyanto (2018). The significance of this effect can be estimated by comparing the calculated t value with the t table value.

If the t count > t table, the independent variables individually affect the independent variables, otherwise if the t count < t table, the independent variables individually do not affect the dependent variable.

Significant level 5% ($\alpha = 0.05$). Decision Criteria: t count > t table means H0 is rejected and H1 is accepted. T count < t table means H0 is accepted and H1 is rejected. The t test can also be seen at the significance level: If the significance level is <0.05, then H0 is rejected and H1 is accepted. If the significance level is > 0.05, then H0 is accepted and H1 is rejected.

The f test is used to test whether the independent variables age (X1) and income (X2) have a joint (simultaneous) effect on the dependent variable on the decision to purchase fresh vegetables (Y) (Supriadi et al., 2018) Decision-making criteria:

f count > f table: means that H0 is rejected, meaning that there is no influence on the consumer's age (X1), income (X2), education level (X3), and the number of dependents of the consumer (X4) simultaneously affecting the dependent variable on the decision to purchase fresh vegetables (Y).

If f count < f table: means that H1 is accepted, there is a significant influence on consumer age (X1), income (X2), education level (X3), and the number of consumer dependents (X4) partially influencing the dependent variable on the decision to buy fresh vegetables (Y).

If sig > α (0.05), then H0 is accepted, H1 is rejected. If sig < α (0.05), then H0 is rejected H1 is accepted.

Correlation test

According to (Guntoro et al., 2022) correlation is the relationship or closeness between variables, which consists of 1 independent (free) variable and 1 dependent (bound) variable and also knows the direction of the relationship. The guidelines for the meaning of correlation are as follows:

The Fishbein Attitude Model

Fishbein's attitude model is a well-known multi-attribute model. The attribute attitude model represents a valuable approach for examining the relationship between consumer knowledge of a product and attitudes toward the product in relation to product attributes or attributes.

Descriptive Analysis

Descriptive analysis is data analysis in the form of respondent's identity and purchasing decision making process. This analysis is grouped based on the same answer, then percentaged

based on the number of respondents. The largest percentage is the dominant factor of each variable studied. This analysis is an activity of collecting, processing, and then describing or describing the data that has been collected as it is without intending to make general conclusions or generalizations (Sugiyono, 2019).

RESULTS AND DISCUSSION

A. Factors Influencing Consumer Attitudes In Buying Fresh Vegetables At The Modern Market in Medan City

Multiple linear regression analysis method is used to test the first problem regarding the factors that influence consumer attitudes in buying fresh vegetables in the modern market in Medan.

A. Classical Assumption Test

Classical assumption testing includes multicollinearity test, autocorrelation test, and normality test.

a. Uji Multicollinearity

This test is basically used to test whether there is a linear relationship between the independent variables in the regression model. One of the detections of this test is the Tolerance Value and Variance Inflation Factor (VIF) approach. If the Tolerance Value > 0.10 and the Variance Inflation Factor (VIF) < 10 then the variable is said to be multicollinearity free

b. Autocorrelation Test

In the autocorrelation test results obtained a Durbin-Watson value of 1.620, with a total of 3 independent variables, then based on the Durbin-Watson table with a significance of 5 percent, the d_u value is 1.936 and the d_l value is 0.734. So it can be concluded that $d_l < d < d_u$, namely $0.734 < 1.620 < 1.936$, there is no autocorrelation.

c. Normality test

The results of the residual normality test of the linear regression model are the variables that influence consumer attitudes in buying fresh vegetables in the city of Medan. That Asymp.Sig value. (2-tailed) is 0.070. And above the significant value (0.05). In other words, the residual variable is normally distributed.

Based on the three classic assumption tests, it can be concluded that the regression model analyzes the influence of factors that influence consumer attitudes in buying fresh vegetables in the city of Medan is appropriate to use to make a decision.

B. Results of Multiple Linear Regression Analysis

Factors influencing consumer attitudes in buying fresh vegetables in the city of Medan. The results of the analysis of the influence of the factors that influence consumer attitudes in buying fresh vegetables in the city of Medan can be seen as follows.

Table 6
Results of Linear Regression Analysis Multiple Variables Affecting
Consumer Attitudes

	B	Std.Error	Beta	t	Say
(Constant)	.363	3.145		.115	.908
X1	.649	.476	.139	1.362	.177
X2	.236	.165	.169	1.426	.157
X3	1.997	.769	-.277	-2.596	.011
X4	.156	.235	.078	.666	.507

Source: Primary Data Processed, 2022

Based on the table above, the following equation is obtained:

$$Y = 0.363 + 0.649X_1 + 0.236X_2 + 1.997X_3 + 0.156X_4$$

Information :

AND = Purchase Decision

X1 = Consumer Age

X2 = Consumer Income

X3 = Consumer Education Level

X4 = Total Consumer Dependents

a. Suitability test

Table 7
R-Square Value and Statistical Test F

	Adjusted R	Std. Error of the	Durbin-	Say F
R Square	Square	Estimate	Watson	
.916	.877	1.032	1.620	0.000

Source: Primary Data Processed, 2022

Analysis of the coefficient of determination (R-Square)

From table 17, an R-Square (R²) value of 0.916 is obtained, meaning that the independent variables (factors that influence consumer attitudes in buying fresh vegetables in the city of

Medan are appropriate for making a decision.) The R-Square value (R^2) is able to explain the factors bound (Consumer Attitude) of 91.6% while another 8.4% is influenced by other factors not included in the model.

b. Simultaneously (F test)

From the table, a significant F value of 0.000 is obtained, which is smaller than the α of 0.05 (5%). Thus H_0 is rejected, H_1 is accepted. This shows that the independent factors simultaneously have a significant influence on the demand for fresh vegetables in the study area.

A. The Influence of Consumer Age on Purchase Decisions of Fresh Vegetables at the Modern Market in Medan City

The results of this study indicate that the age of the consumer has a coefficient value of 0.236. This value indicates that the probability of a consumer's decision to buy fresh vegetables will increase by 0.236 units for each increase in consumer income of Rp. 2360/month. From the table it is obtained that the significant t value of consumer age is 0.157 which is greater than the α of 0.05 (5%). Thus H_0 is accepted and H_1 is rejected, this shows that the influence of consumer age is not significant and has a positive effect.

There is no significant influence of age on consumer decisions in buying fresh vegetables in the modern market in Medan City, for the first reason, the respondents in this study, both young and old, are aware of meeting the nutritional needs of their families by consuming fresh vegetables. considering that vegetables are one of the foodstuffs that must be consumed by every age level to maintain healthy body functions. The second reason, evenly distributed in all age groups, consumers carry out planned purchasing activities.

B. The Influence of Consumer Income on Purchase Decisions of Fresh Vegetables in Medan City Modern Market

The results of this study indicate that consumer income has a coefficient value of 0.649. This value indicates that the probability of a consumer decision to buy fresh vegetables will increase by 0.649 units for each increase in consumer income for 1 year. From the table, it is obtained that the significant t value of consumer income is 0.177, which is greater than the α of 0.05 (5%).

Thus H_0 is accepted and H_1 is rejected, this shows that the influence of consumer income is not significant and has a positive effect. This is appropriate where all samples buy fresh vegetables at the Medan city modern market and the distribution is evenly distributed across all income groups.

C. The Influence of Consumer Education Level on Purchase Decisions of Fresh Vegetables at the Modern Market in Medan City

The results of this study indicate that the level of education of consumers obtained a coefficient value of 1.997. This value indicates that the probability of a consumer's decision to buy fresh vegetables will increase by 1.997 units for each increase in the level of consumer

education by 1 unit. From the table it is obtained that the significant t value of the consumer education level is 0.011, which is smaller than the α of 0.05 (5%). Thus H_0 is rejected and H_1 is accepted, this shows the effect of consumer education level is real and has a positive effect.

This is in accordance with the opinion of (Riyadi et al., 2015) in (Santoso et al., 2019) that the higher a person's education level, the easier it is for him to receive new information and innovations that can change his consumption pattern.

This is in accordance with the opinion of (Ridolla, 2021) which defines consumer motivation as a situation within a person's personality that encourages an individual's desire to carry out activities to achieve a goal. In addition, according to (Budhathoki et al., 2022), that the higher the consumer's knowledge about the benefits of a product and its nutritional content, the higher the consumer's influence to buy or consume the product. The product referred to in this case is fresh vegetables.

D. The Influence of Total Consumer Dependents on Purchase Decisions of Fresh Vegetables at the Modern Market in Medan City

The results of this study indicate that the number of consumer dependents obtained a coefficient value of 0.156. This value indicates that the probability of a consumer decision to buy fresh vegetables will increase by 0.649 units for each increase in the number of consumer dependents by 1 person. From the table obtained t significant value of the number of consumer dependents of 0.507 which is greater than the α of 0.05 (5%). Thus H_0 is accepted and H_1 is rejected, this shows the influence of the number of consumer dependents is not significant and has a positive effect.

There is no significant effect on the number of family dependents on consumers' decisions to buy organic vegetables, because in this study, both samples with a large number of family dependents and those with a small number of dependents generally buy vegetables (in meeting vegetable consumption for the family) with a small number of purchases. different.

E. The Process of Consumer Decision Making in Buying Fresh Vegetables Based on Fresh Vegetable Attributes and Market Attributes in Medan City Modern Market

The diverse characteristics and backgrounds of consumers will influence the decision making to buy a product. The consumer decision-making process in buying fresh vegetables at the Medan City Modern Market begins when consumers feel and recognize a need for these products. Awareness of the needs that must be met makes consumers look for products that can overcome the problems they feel. In detail, consumers who buy fresh vegetables at the Medan City Modern Market make purchasing decisions through several stages, namely the stages of identifying needs, seeking information, evaluating alternatives, and purchasing.

F. Consumer Attitudes In Buying Fresh Vegetables Based On Attributes Of Fresh Vegetables And Market Attributes In The Modern Market Of Medan City.

Consumer attitudes towards fresh vegetables and the Medan City Modern Market can be identified through the attributes attached to these objects. Consumers' assessment of the level

of importance and trust in the attributes of fresh vegetables and the market at Medan City Modern Market is measured using the Fishbein multi-attribute attitude model, where consumers as respondents provide an assessment of the existing attributes of the object which aims to find out the answer to the second problem, namely attitude consumers on the attributes of fresh vegetables and market attributes in Medan City Modern Market.

G. Analysis of consumer attitudes based on the attributes of fresh vegetables.

Based on the 1992 Indonesian National Standard (SNI), the attributes of fresh vegetables that are assessed by consumers are the price of vegetables, the freshness of vegetables, the brightness of vegetable color, the cleanliness of vegetables and the texture of vegetables. These attributes are applied to analyze the attitude of consumers of fresh vegetables at the Medan City Modern Market using the Fishbein multi-attribute attitude model. This assessment will obtain the value of consumer attitudes as a whole which describes the value of trust and evaluation or interest in the attributes of fresh vegetables.

H. Analysis of the level of consumer evaluation of the attributes of fresh vegetables

Evaluation analysis or the level of importance of fresh vegetable attributes is useful to determine the level of trend of the attributes of fresh vegetables that are considered the most important to the least important by consumers of fresh vegetables in Medan City Modern Market in making purchasing decisions.

The results of the evaluation analysis of the attributes of fresh vegetables can also be explained that all fresh vegetable attributes starting from the attributes of the price of vegetables, the freshness of vegetables, the brightness of the color of vegetables, the cleanliness of vegetables, and the texture of vegetables are considered important by consumers. This is shown from the evaluation analysis (ei) above the value of 0 (> 0) and there is no value below 0 (< 0) or which is considered important according to consumers of fresh vegetables in the Medan City Modern Market.

I. Analysis of the level of consumer confidence in the attributes of fresh vegetables

Analysis of the level of confidence in the attributes of fresh vegetables is useful for knowing the level of performance of the attributes of fresh vegetables that are considered the best to the least good by consumers of fresh vegetables in the Medan City Modern Market in making purchasing decisions.

Vegetable hygiene attribute is the best attribute of several other fresh vegetable attributes. This is indicated by the highest confidence value (bi), which is 1.16. The higher the value of bi means the better the level of trust. Attributes that were considered good by consumers apart from vegetable texture attributes sequentially were vegetable price (bi = 0.99), vegetable freshness (bi = 0.89), vegetable color brightness (bi = 0.83) and vegetable texture (bi = 0.52) as attributes that are trusted by consumers of fresh vegetables in the Medan City Modern Market.

The results of the trust analysis of the attributes of fresh vegetables show that all attributes starting from the price of vegetables, the freshness of vegetables, the brightness of vegetable color, the cleanliness of vegetables, and the texture of vegetables are considered good by consumers. This is shown from the analysis of confidence (bi) which is above the value of 0 (> 0) and there is no value below 0 (< 0) or which is considered good according to consumers of fresh vegetables at the Medan City Modern Market.

J. Fishbein Analysis of Fresh Vegetable Attributes

Assessment of consumer attitudes towards the level of importance and trustworthiness of the attributes of fresh vegetables at the Medan City Modern Market is measured using the Fishbein multi-attribute attitude model where consumers provide an assessment of the attributes of fresh vegetables with the aim of knowing consumer attitudes towards fresh vegetable attributes. The attributes of fresh vegetables that were assessed by consumers were the price of vegetables, the freshness of vegetables, the brightness of the color of vegetables, the cleanliness of vegetables, and the texture of vegetables.

Concern with the value of trust, it can be seen that the attribute of cleanliness of vegetables has the highest attitude value of 2.32, followed by the attribute of vegetable price with a value of 1.98, the attribute of freshness of vegetables with a value of 1.78, the attribute of the brightness of the color of vegetables with a value of 1.66 and the attribute vegetable texture with a value of 1.04.

The attitude of consumers towards the overall attributes of fresh vegetables at the Medan City Modern Market can be categorized as positive. This can be seen from the total consumer attitude value (Ao total) towards fresh vegetable attributes of 8.78 and is in the scale range 4.01 – 12.00. The positive attitude of consumers towards all the attributes of fresh vegetables at the Medan City Modern Market can be seen from the attributes found in fresh vegetables, namely vegetable cleanliness, vegetable price, vegetable freshness, vegetable color brightness and vegetable texture which received good ratings by fresh vegetable consumers.

The texture of fresh vegetables at the Medan City Modern Market is considered by consumers not to be a problem because it is supported by the good physical attributes of these vegetables. In addition, the segmentation of fresh vegetable consumers in Medan City Modern Market is dominated by the upper middle class where from the results of this study it appears that the majority of consumers in the market have undergraduate education (S1) and have a monthly income of over IDR 5 million. If the texture, cleanliness, brightness, and freshness of the vegetables are good, consumers at the Medan City Modern Market will still buy fresh vegetables.

K. Analysis of Consumer Attitudes Based on the Attributes of the Medan City Modern Market.

Analysis of consumer attitudes towards market attributes in Medan City Modern Market can be measured by looking at the facilities and services provided by the market. The attributes of Medan City Modern Market that can be assessed by consumers are the cleanliness of the place, parking facilities, the friendliness of the vendors, toilets (bathrooms), proximity to the location,

market layout (market layout) and the variety of products sold. These attributes are applied to analyze the attitude of consumers of fresh vegetables at the Medan City Modern Market using the Fishbein multi-attribute attitude model. This assessment will obtain the overall consumer attitude value which describes the value of trust and evaluation or interest in market attributes in the Medan City Modern Market.

L. Analysis of Consumer Evaluation Level of Medan City Modern Market Attributes

Evaluation analysis or the level of importance of market attributes is useful to determine the level of trend of the attributes of the Medan City Modern Market which are considered the most important to the least important by consumers of fresh vegetables in making purchasing decisions at that place.

The results of the evaluation analysis of the attributes of the Medan City Modern Market note that all the attributes of the Medan City Modern Market starting from the attributes of cleanliness of the place, parking facilities, merchant friendliness, toilets (bathrooms), location proximity, market layout (market layout) and the variety of products offered sold are considered important by consumers. This is shown from the evaluation analysis (ei) above the value of 0 (> 0) and there is no value below 0 (< 0) or which is considered important according to consumers of fresh vegetables in the Medan City Modern Market.

M. Analysis of Consumer Beliefs in the Attributes of Modern Markets in Medan City

Analysis of the level of trust in the attributes of the Medan City Modern Market is useful for knowing the level of performance of the attributes of the market that are considered the best to the least good by consumers of fresh vegetables in making purchasing decisions at that place.

The cleanliness attribute of the place is the best attribute of the Medan City Modern Market. This is indicated by the highest confidence value (bi), which is 1.30. The higher the value of bi means the better the level of trust. Consumers consider that Medan City Modern Market is a market that is believed to have very good cleanliness of the place so that it makes consumers interested in shopping.

The results of the analysis of trust from the attributes of the Medan City Modern Market, it is known that all attributes ranging from cleanliness of the place, parking facilities, merchant friendliness, toilets (bathrooms), location proximity, market layout (market layout) and the variety of products sold are considered good by consumer. This is shown from the analysis of confidence (bi) which is above the value of 0 (> 0) and there is no value below 0 (< 0) or which is considered good according to consumers of fresh vegetables at the Medan City Modern Market.

N. Fishbein Analysis of Medan City Modern Market Attributes

Assessment of consumer attitudes towards the level of importance and trust of market attributes in the Medan City Modern Market is measured using the Fishbein multi-attribute attitude model where consumers provide an assessment of the market attributes which aims to determine consumer attitudes towards the attributes of the Medan City Modern Market. The

market attributes What consumers value is the cleanliness of the place, parking facilities, the friendliness of the vendors, toilets (bathrooms), proximity to the location, market layout (market layout) and the variety of products sold.

The value of consumer attitudes towards the Medan City Modern Market attribute obtained from the multiplication of the importance value and the trust value, it can be seen that the cleanliness of the place has the highest value with an attitude value of 2.6 followed by the attribute of parking facilities with a value of 1.9, the attribute of the variety of products sold with value of 1.54, the attribute of merchant friendliness with a value of 1.3, the attribute of the toilet (bathroom) with a value of 1.14, the attribute of layout or market layout with a value of 1.03 and the attribute of proximity to the location with a value of 0.92.

Consumer attitudes towards all market attributes in Medan City Modern Market can be categorized as positive. This can be seen from the value of consumer attitudes in total (Ao total) towards market attributes of 10.42 and is in the scale range of 5.61 – 16.80. The positive attitude of consumers towards all market attributes in Medan City Modern Market can be seen from the attributes contained in the market, namely cleanliness of the place, parking facilities, merchant friendliness, toilets (bathrooms), location proximity, market layout (market layout) and the variety of products sold that received good ratings from consumers of fresh vegetables at the Medan City Modern Market.

The cleanliness of the place is an attribute that is the main assessor of consumers at the Medan City Modern Market because the cleanliness of the place to shop is related to the convenience of consumers while carrying out activities from selecting to buying fresh vegetables, so that consumers have a very positive attitude towards the Medan City Modern Market. In addition, the segmentation of fresh vegetable consumers in Medan City Modern Market is upper middle class where from the results of this study it can be seen that most consumers in this market have bachelor degrees (S1) education and have a monthly income of over IDR 5 million. If the cleanliness of the place, complete facilities and services at the Medan City Modern Market are complete, consumers who shop at the Medan City Modern Market will continue to buy even though some of the products offered have experienced price increases.

O. Decision Making uses a Five Stage Purchasing Process Model with a Descriptive Method Introduction to Needs

The consumer decision-making process in buying fresh vegetables at the Medan City Modern Market begins when consumers feel and recognize the need for fresh vegetable products. The need for fresh vegetables Once recognized, consumers of fresh vegetables will have a certain level of importance to fulfill their needs. The level of consumer interest in fresh vegetables is of course different. A number of consumers as many as 51 people (52.57%) consider that consuming vegetables is very important, as many as 44 people (45.36%) consider it important and as many as 2 people (2.06%) consider it not important. This is because consumers already know the benefits if you eat vegetables.

The recognition of needs is inseparable from the subject that suggests policies in buying fresh vegetables, whether husband, wife or children. The stage of need recognition can be started from detecting the motivation or reasons for consumers to buy fresh vegetables at the Medan City Modern Market. Everyone's motivation to consume a product is of course different.

The main motivation or reason for consumers to buy fresh vegetables at the Medan City Modern Market is to meet the nutritional and vitamin needs of the family/maintain health, namely 64 consumers (65.97%). Meanwhile, 24 consumers (24.74%) bought fresh vegetables for dietary reasons, as a complement to the family food menu, 8 consumers (8.24%) and 1 consumer (1.03%) looking for benefits for beauty.

The recognition of needs is inseparable from the subject that suggests policies in buying fresh vegetables, whether husband, wife or children.

Based on the decision to buy vegetables, the wife who is more dominant gives advice to buy fresh vegetables to meet the family's food needs. This can be seen from 64 consumers (65.97%). Meanwhile, as many as 14 consumers (14.43%) stated that it was the husband who suggested buying vegetables to meet the family's daily food needs, as many as 4 consumers (4.12%) stated that the child gave advice in purchasing suggestions and as many as 15 consumers (15.46%) answered another.

Based on who decides to buy fresh vegetables at the Medan City Modern Market, as many as 97 consumers (100%) state that it is the wife who decides or takes the initiative to buy fresh vegetables to meet the family's daily food needs.

The distribution of consumers who decide to buy vegetables at the Medan city modern market is dominated by wives as many as 60 consumers (61.85%), for husbands as many as 16 consumers (16.49%) and children as many as 5 consumers (5.15%) and as many as 16 consumers (16.49%) answered others.

Other products purchased apart from fresh vegetables in the Medan city modern market were dominated by fruits by 53 consumers (54.63%) followed by snacks by 18 consumers (18.55%),

clothes as many as 16 consumers (16.49%) and as many as 10 consumers (10.30%) answered others.

Information Search

The next stage is searching for information about the existence of fresh vegetables that consumers want to buy. Consumers can search for information in two ways, namely internal search (knowledge stored in memory) and external search (information from the environment).

Internal searches are usually carried out by consumers who have previously purchased fresh vegetables at the Medan City Modern Market, where consumers rely heavily on existing knowledge. The level of satisfaction with previous purchases will also determine the consumer's

reliance on internal search. For consumers who are buying fresh vegetables for the first time at the Medan City Modern Market, of course they do not have the information needed for decision making. The customer will naturally perform an external search. It is also possible for consumers who have an internal search to perform an external search. This is due to inadequate consumer knowledge for product categories characterized by long inter-purchase times (the length of time between one purchase and the next). During this gap, there may be significant product changes in terms of prices, similar substitute products, and stores.

At the information search stage in making purchasing decisions, consumers of fresh vegetables rely on information from external searches. There are three media as a source of information for consumers in buying fresh vegetables at the Medan City Modern Market.

The distribution of consumers based on sources of information on fresh vegetables in the modern market in Medan city is quite even for the three categories, namely for commercial information sources as many as 37 consumers (38.14%), personal information sources as many as 33 consumers (34.02%) and for public information sources as many as 27 consumers (27.83%).

Sources of information that most influenced consumers to buy fresh vegetables at the modern market in Medan City were commercial information sources with 39 consumers (40.20%) followed by personal information sources with 30 consumers (30.92%) and public information sources with 28 consumers (28.86%).

Alternative Evaluation

The alternative evaluation stages in this study are things that are considered by consumers in determining where to buy fresh vegetables. At this stage the consumer determines the criteria relevant to his desire to make a decision that he feels is most useful and solves his problem. These criteria are used as the initial consideration for consumers in buying fresh vegetables at the Medan City Modern Market.

As many as 33 consumers prioritized physical attributes (vegetables such as freshness, cleanliness, brightness, and texture of fresh vegetables) as the main consideration when buying fresh vegetables at the Medan City Market, followed by proximity to shopping locations, namely 27 consumers, for consumers who chose the factor prices were 23 consumers, availability of vegetables was 9 consumers, and consumers who chose a variety of vegetables were 5 consumers.

Purchase Decision

Purchasing action is the last stage in seeing consumer attitudes. At the alternative evaluation stage, the consumer compiles a list of choices followed by the possibility that the consumer forms an intention to buy the preferred product.

Consumers have different decisions in terms of how to decide to buy fresh vegetables at the Medan City Modern Market. The decision can be made in a planned way, suddenly or depending on the situation when buying.

Most of the consumers in Medan City Modern Market shop for fresh vegetables in a planned manner as many as 47 consumers (48.45%), for consumers who shop for vegetables depending on the situation as many as 41 consumers (42.26%) and for consumers who shop for vegetables suddenly as many as 9 consumers (9.27%).

Consumers also have different decisions in terms of how to decide to buy fresh vegetables at the Medan City Modern Market if something happens to the product, one of which is if there is a price increase. This decision can be made by continuing to buy, buying other types of vegetables or looking for a place other than the Medan City Modern Market.

When there is an increase in the price of vegetables, the dominant consumers will still buy as many as 41 consumers (42.26%), and for consumers who will buy elsewhere as many as 34 consumers (35.05%), consumers who buy other vegetables are cheaper as many as 21 consumers (21.64%) and consumers who did not buy only 1 consumer (1.03%).

Consumers also have different decisions in terms of how to decide to purchase fresh vegetables at the Medan City Modern Market if there is unavailability of the vegetables desired by consumers. This decision can be made by buying other types of vegetables, looking for another place or not buying vegetables.

When the vegetables that consumers want are not available in the modern market in Medan city, the majority of consumers will buy other types of fresh ayur, namely 63 consumers (64.94%), for consumers who will look elsewhere as many as 26 consumers (26.80%) and 8 consumers (8.24%) did not buy.

CONCLUSION

The decision to purchase fresh vegetables at the Medan City Modern Market (Smarco Supermarket, Brastagi Supermarket, Hypermart and Irian) is significantly influenced by the consumer's education level, while the consumer's age, consumer income and the number of consumer dependents have no positive effect. Factors of consumer education level, consumer age, consumer income and the number of consumer dependents have a positive effect.

Based on Fisbein's multi-attribute analysis of vegetable attributes and market attributes in Medan City Modern Market (Smarco Supermarket, Brastagi Supermarket, Hypermart and Irian), when buying vegetables consumers will look at the attributes of vegetable price, vegetable freshness, vegetable color brightness, vegetable cleanliness and vegetable texture. with a positive attitude category for all attributes. Meanwhile, based on the market attributes in Medan City Modern Market (Smarco Supermarket, Brastagi Supermarket, Hypermart and Irian), consumers see the cleanliness attribute of the place with a very positive attitude and the good attitude category for attributes of parking facilities, merchant friendliness, toilet (bathroom), proximity to location , lay out or market layout and the variety of products sold.

The decision-making process for purchasing fresh vegetables at the Medan City Modern

Market (Smarco Supermarket, Brastagi Supermarket, Hypermart and Irian) begins with the recognition stage regarding meeting the nutritional and vitamin needs of the family/maintaining health with a percentage of 65.97%, for consumers who suggest that it is dominated by the wife with a percentage of 65.97%, for the decision making to buy vegetables is dominated by the wife with a percentage of 61.85%, for other products purchased at the Medan city modern market besides fresh vegetables are fruits with a percentage of 54.63%. Furthermore, at the information search stage, the sources of information obtained by consumers are 34.02% personal, 38.14% commercial and 27.83% public, and what influences consumer decisions is dominated by commercial information with a percentage of 40.20%. Furthermore, in the alternative evaluation, 33 consumers chose the physical attributes of vegetables which mainly influenced the purchase of fresh vegetables, 27 chose shopping locations, 23 chose low prices, 9 chose the availability of vegetables and 5 chose the variety of vegetables. At the purchasing decision stage, 48.45% of consumers make planned decisions, 42.26% depending on the situation and 9.27% suddenly, if there is an increase in the price of fresh vegetables in the Medan city modern market, 42.26% of consumers decide to keep buying these vegetables. 35.05% will buy vegetables elsewhere, 21.64% will buy other vegetables which are cheaper and only 1.03% will not buy them, if the desired vegetables are not available then 64.94% of consumers will buy this type of vegetable fresh, 26.80% look elsewhere and 8.24% do not buy.

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