



THE DECISION MAKING FOR RICE CONSUMER PURCHASE THE DECISION-MAKING BY THE CUSTOMER IN PURCHASING OF RICE

Yuli Purbaningsih^{1*}, Helviani², Nursalam³, Hasbiadi⁴, Masitah⁵, A. Mardiana⁶

^{1,2,3,4,5,6}Universitas Sembilanbelas November Kolaka, Kolaka, Sulawesi Tenggara, Indonesia

Email: yulipurbaningsih.usnkolaka@gmail.com¹

Abstract

Especially for rice consumers, the demand for rice is based on a need, desire and ability. In addition to having a decision-making process for buying rice, introducing the need for information seeking, evaluating alternatives, purchasing process and post-purchase behavior. The aim of this study is to determine the post-purchase evaluation results of rice for the first purpose and second purpose to determine the purchasing decision-making process for rice consumers in Lamedai Village, Tanggetada District, Kolaka Regency. The data analysis method used is descriptive using the Engel Model or the EKB Model (Engel, Kollat, Blackwell). The results showed that consumers' rice purchasing decision process consists of five stages: need recognition, information seeking, evaluation of alternatives, purchasing decisions and post-purchase evaluation.

Keywords: Taking; Decisions; Purchases; Consumers; Rice

INTRODUCTION

Rice is a basic need for Indonesian people and is the main product produced by farmers in general. Rice plays an important role in the lives of most Indonesian people, especially the lower middle class. Rice economy is a strategic good and supports rapid economic growth in Indonesia. Rice has a strategic role in strengthening food security. Rice has interesting properties, namely: (1) 90% of rice production and consumption takes place in Asia; (2) unlike other food crop commodities such as wheat, corn and soybeans, which reach 20%, 15% and 30% of total production respectively, the world rice market is very low, ie only 4-5% of total production. producing; (3) the price of rice is very unstable compared to other products; (4) 80% of world rice trade is controlled by six countries: Thailand, United States of America, Vietnam, Pakistan, China and Myanmar; (5) oligopolistic market structure; (6) Indonesia has been a net importer since 1998; (7) In most countries in Asia, rice is often treated as a paid good and a political good. As the number of people consuming rice increases, so does the demand for rice.

The high consumption of rice in Indonesia is also due to the eating culture of Indonesians, who feel as if they have not eaten if they have not consumed rice, although their carbohydrate needs are met from other foods. Consumer needs will vary from one consumer to the next. The variation in rice needs is influenced by several factors, including income, consumer tastes, rice quality and rice prices. Similarly, it has been stated by Watik et al. (2020) that there are several factors that influence the decision-making process of purchasing a product, namely the price factor, the product factor itself, the location factor as

the determinant of the asset. product. The trends in consumers' purchasing decision making process in online markets, by Sakoikoi and Sony (2019) are several factors that affect their product purchase, one of them is product appearance (product packaging), product quality. , website quality, information content, variety and ease of operation.

Average population growth rate and rice consumption rate are still relatively high. Therefore, increasing rice production to meet food sufficiency is an important goal to be achieved by the government. Many policies have increased local rice productivity and production. Stability, in an effort to achieve price stability, a State One of the price policy tools implemented by the company is the basic price and maximum price policies, which are then adapted to the basic price concept and turn into the government's purchase price (HPP). The government continuously and periodically raises the HPP for grain to offset the rise in inflationary input prices. (Purbaningsih, et al., 2023)

Consumer behavior (consumer) is the main unit of consumption and demand in economic theory. Consumers can be grouped into final consumers and intermediate consumers. The final consumer is the consumer who acquires goods or services not for resale, but for use for the benefit of himself, his family and others. A broad distinction can be made between buyers of goods (industrial buyers/intermediate consumers) and buyers of goods for personal consumption (end consumers) such as raw materials, factory components and equipment used to manufacture other products. (As noted by Ekawati, et al., 20020, Ermelinda Bola, 2019; Ferawaty, et al. (2019), most rice consumers are mature women, married, and have few family members. are categorized as having a low job and income level, a simple lifestyle, and a dogmatic personality. All rice consumers perform all phases of the purchasing decision-making process i.e. problem recognition, information seeking, evaluation of alternatives, purchasing decisions and post-purchase behavior.

There is also no relationship between geographic and psychographic segmentation and purchasing decisions. While there is no relationship with purchasing decisions in terms of gender, age, marital status, occupation, number of family members in demographics, there is a positive relationship with purchasing decisions in terms of education level and family income. In behavioral segmentation, the benefits that consumers seek are not related to their purchasing decisions, whereas loyalty status shows a relationship with their purchasing decisions Keywords: Consumers; market segmentation; Rice.

The price for a commodity is the result of the interaction between supply (seller) and demand (buyer). The more products you want to buy, the higher the price, the more you want to sell, lower the price. Many factors can influence the behavior of supply and demand in the interaction of price formation. Food or agricultural commodity prices, however, are likely more affected by supply (supply shock) than by demand (demin shock). It is more effective because the demand side tends to be more stable than the trend following supply side (Jusar et al., 2017). Decision-making in the purchasing process is the result of

consumers' evaluation of rice characteristics in terms of price and rice quality. Various factors influencing decision making for consumers to have a tendency, habits, location, family/friends, obtaining health benefits, here habit factors, family/friends and health benefits are the most underlying factors of decision making for consumers buying rice (Dewi et al. Mardiyah, 2021).

There are several factors that affect decision making when purchasing rice, including social and psychological factors, cultural factors, personal factors. Lestari, et al (2022). All rice consumers perform all stages of purchasing decision making, which are the post-purchase behavioral stages as well as problem recognition, information seeking, evaluation of alternatives, and purchasing decisions, as stated by A Amrullah et al. (2021). While there is no relationship with purchasing decisions in terms of demographics, gender, age, marital status, occupation, number of people in the family, there is a positive relationship with purchasing decisions in terms of education level and family income. In behavioral segmentation, the benefits that consumers seek are not related to their purchasing decisions, while the loyalty status is related to their purchasing decisions. Watik et al. (2020) stated that the increase in the number of consumer purchases is affected by the increase in product quality.

The consumer decision-making process and the factors that influence it are likely to influence the consumer behavior that supports the company's offerings. Recommendations for marketers to be successful in the market Alina Stankevich (2017) for conducting marketing promotions to better understand consumer behavior and purchasing strategies. Today's consumers are too smart to buy their needs in various ways. But the way to do this before buying their needs is to identify various online sites and social media reviews about product performance and prices. In discovering this information, they can evaluate the real value and advantages of its price and product. In the online market, everyone can see various products and their reviews.

This will attract users to buy products online (Ramachandran and Rabiyyathul, 2020). Purchasing decisions stated by Mehra and Singh (2016) state that if a product that is not profitable for consumers is purchased, they will switch to another brand. The novelty of this research is to analyze and examine the purchasing decision-making process of rice consumers. Especially for rice consumers, the demand for rice is based on a need, desire and ability. In addition to having a decision-making process for buying rice, introducing the need for information seeking, evaluating alternatives, purchasing process and post-purchase behavior. Previous research has only been to learn from consumers who are prone to buying rice from a variety of factors, such as habits, location, family/friends, reaping health benefits, etc. The purpose of this research is to find out the process of making purchasing decisions for rice consumers in Lamedai Village, Tanggetada District, Kolaka Regency. and talent. In addition to having a decision-making process for buying rice, introducing the need for information seeking, evaluating alternatives, purchasing process and post-purchase behavior.

Decision-making

Decision making is one of the important aspects of our daily life. Every day, we are faced with various situations in which we have to choose between several available alternatives. From simple decisions such as choosing food at a restaurant to more complex decisions such as choosing a career or life partner, decision making is an inevitable part of our existence.

Decision making often involves careful thought and evaluation. We strive to obtain sufficient information, assess the risks and rewards and consider the consequences of any possible choices. However, in some situations, we may also face uncertainty and limited information which makes decision making more challenging.

Consumer Purchase

Decision making is one of the important aspects of our daily life. Every day, we are faced with various situations in which we have to choose between several available alternatives. From simple decisions such as choosing food at a restaurant to more complex decisions such as choosing a career or life partner, decision making is an inevitable part of our existence.

Decision making often involves careful thought and evaluation. We strive to obtain sufficient information, assess the risks and rewards and consider the consequences of any possible choices. However, in some situations, we may also face uncertainty and limited information which makes decision making more challenging.

METHOD

Based on the problems found in accordance with the actual conditions occurring in the field, Lamedai Village of Tanggetada District is one of the areas with a population density of 695.07 per km² with a total of 228 households. Most of the population works as rice farmers with a large consumption of rice. This is because rice is a primary need that must be met because if not met it will affect survival. The population of this study was all people consuming rice (rice consumers) in a total of 228 households in Lamedai Village, Tanggetada District, Kolaka Regency. Since the sample size of 10% was taken using the slovin formula, the number of samples in this study is 70 samples. The collection of research data was carried out in three ways: the observation method and the data collection method through direct observation of the object to be examined. The data analysis method used is based on research objectives, namely: analyzing the purchasing decision-making process of consumers when purchasing rice for the initial research purpose, descriptively analyzing using the Engel Model or EKB Model (Engel, Kollat, Blackwell), etc. get. (1994). Analysis of consumer decisions, there are five stages consumers go through; needs recognition, information seeking, evaluation of alternatives, purchasing decisions and post-

purchase evaluation. The second aim of the research is to reveal the post-purchase evaluations of rice consumers, to describe the current or ongoing problems, to describe what happened as it should have been at the time of the research.

RESULT AND DISCUSSION

Consumers will make a purchasing decision after evaluating several available alternatives. Purchasing decisions are the actions of the consumer about whether or not he wants to buy the product. Thus, making a consumer purchasing decision is the process of choosing one of several alternatives, after which the consumer can evaluate the options and then make a purchasing decision. Consumers, while making the purchasing decision process, make decisions about the place they buy, the reasons for choosing the place, their planning to buy, the parties that affect the purchasing decision, and the effects on the addressee.

The data shows that consumers' favorite place to buy rice is pickers, up to 58% of all respondents in this study. Also, 36% of respondents processed their own rice directly at the rice mill. There were several rice mills where the majority of residents were rice farmers, and that was why 0% of these residents did not buy rice from traditional markets. When choosing a place to buy rice in this study, 72% of respondents chose to buy from rice collectors because it was close to home. Also, 29% of respondents chose it because they process the rice directly themselves and they want more stock. As in the research conducted by Syahrir (2013), which stated as the reason for choosing the place where you will buy the product, the reason for choosing the place to buy the product in this study is that it is close to where you live. because it is close to where you live, because consumers prioritize the practicality of the products they buy so that they can come home immediately.

The findings in this study show that the decision to buy rice is also viewed from a planning perspective, with 72% of respondents purchasing planned rice because rice is a staple food consumed every day and it depends on the situation. If it is felt that the current rice stock is insufficient or will be depleted in one day, depending on the stock in the house, they will buy rice again that day. The above results are different from the results of the research conducted by Syahir (2013), which shows that consumers' purchasing process for a product is not based on the situation, but that the purchases made are planned or planned purchases. This happens when consumers are able to estimate or measure rice use based on their consumption level to predict when repurchases will be made. By the way, impulsive purchases are called impulse buying. Since the product consumed is family-level consumption, unplanned purchases in groups are much more complicated than individual purchases if purchased in bulk or with group considerations.

Based on the influential party to buy rice, 86% of respondents indicated that they were the most influential party when purchasing rice because self-buying thinking was stronger. Since the influential parties in purchasing decisions come from themselves, the influence of others is not very important. Also, up to 15% of respondents stated that family is the other influential person when purchasing rice. It is about the choice of the respondent about the form of influence of other parties or individuals in rice purchasing decisions. In addition, other parties have an influence on rice purchasing decisions, as much as 100% of the respondents who stated that other people do not have an influence on their rice purchasing decisions because they make the biggest decisions. The same thing happened in the research conducted by Syahrir (2013), which stated that there was no comment from other people or any influence from other people, which meant that the influence of other people was ignored by consumers and the effect exerted was not influenced by other people. be weak, because the effect that exists is or exists only as knowledge, and in the end, it is the respondents themselves who decide and decide to buy rice based on their own evaluation.

Post-purchase evaluation post-purchase evaluation is an evaluation process in which the consumer, after learning more and knowing more about the rice he buys, evaluates whether the product meets his expectations. In this case, consumer satisfaction and dissatisfaction occur. The consumer will be satisfied if the product meets their expectations and then they will buy again. Conversely, if the product does not meet their expectations, the consumer will feel dissatisfied. A simple assessment to see if consumers are satisfied with the rice they purchase can be seen from the length of time they have purchased the rice.

Research findings show that most or the majority of respondents, ie 36%, have consumed rice for more than 40 years, followed by 33% and 32%, respectively, between 30 and 35 years. In line with the results of the research presented by Syahrir (2012), as explained in the information search section, it has been revealed that the duration of consuming a product is closely related to how long the consumers have known and known the information about the product. Consumers, who have been familiar with the products for over 40 years and who have been in the process of consumption or purchase for more than 35 years, also indicate their level of satisfaction after purchasing rice when looking at the length of time consumers consume.

The level of consumer satisfaction after purchasing rice shows that 65% of respondents are satisfied with the rice they purchased and 29% say it is normal. The rate of those who expressed dissatisfaction increased up to 8%. The purchase was completed due to the high number of respondents who stated that they were satisfied after purchasing the rice because they said that the rice they bought was in accordance with what they expected in terms of both quality, especially color and quantity or quantity. While the respondents expressed their dissatisfaction because they thought that the rice they

purchased was not suitable for their wishes and expectations in terms of quality, especially rice color, they expressed their dissatisfaction.

The high number of respondents who stated that their satisfaction level was mediocre because they said that the rice they bought could not be said to be very good as expected and that the rice they bought was not bad according to their liking. evaluation. Similarly, in the study conducted by Syarir (2013), it was stated that a large number of participants stated that they were mediocre in terms of satisfaction levels, indicating that quality rice products sold to farmer-pickers were not of better quality than quality rice products. bad color. Feelings of being normal will influence consumer loyalty when making a purchase. It is this group of exhibitors who have the greatest opportunity to purchase products of various brands from time to time.

This is in line with Engel's (1994) statement that if consumers are satisfied, the beliefs and attitudes formed will have a positive effect on subsequent purchases. While satisfaction serves to strengthen buyer loyalty, dissatisfaction can cause consumers to complain about the products they buy. Consumers who are satisfied and dissatisfied with their rice purchases are also reflected in their behavior, which shows whether the consumers are consistent with where they buy rice. The research findings show that, consistent with consumers' behavior towards where they buy rice, 86% of the respondents indicated that they were consistent in purchasing rice from the same place.

The reason for this is that they always say that the place where they buy rice is because it is cheaper, they become regular customers and they always shop there. Another reason is that they think that the rice offered in that place meets the standards. set.consumers want. The rate of those who stated that they were undecided about buying rice from the same place increased up to 15%. This is because they think that the rice they sell has a wide variety of quality and prices, and they say that the rice they buy does not meet the standards they want. Consistency of consumers in purchasing rice from the same place will be affected if the seller who sells the rice or other consumers who buy it has influence, that is, if they inform that there are other places that offer to buy cheaper and cheaper rice. good quality.

The attitude that emerges when there is another place offering to buy rice, 43% of the respondents stated that they were consistent with where they would buy rice first but would consider buying from the place offered. Also, 35% of the respondents stated that they were not impressed, they were in the first place to buy rice. This is because they are regular customers and they always shop there, and also the rice offered at that location met the standards required by the consumers. Meanwhile, respondents who said they bought it in the first place but still bought it bought up to 28% because they said they would switch to rice if there was a place where they could buy better rice that met the standards they wanted. proposed location. If there is an increase in rice prices, the stability of consumers purchasing rice from the same place will also be affected. The attitude of consumers when there is an increase in the price of rice in the

first place shows that 85% of the participants stated that they would still buy rice if there was a price increase in the first place.

They understand the quality, not the price, and those who say they will move to another place buy rice in the first place despite the price increase of up to 15 percent. Participants who will continue to buy rice from the same place assume that, based on past events or experiences, that is, when there is an increase in the price of rice at the rice processing level, the rice sold will automatically experience a decrease. price increase. Rice price spikes usually occur during bad weather, i.e. rainy seasons, because rice stocks will decrease and the quality of rice produced will not be good. In other words, consumers will continue to buy from the same place. Respondents who switched to buying elsewhere thought they would seek and buy rice at more affordable prices, but quality issues would still be considered and not ignored. This is in line with statements by Prasetijo and Ihalauw (2005) regarding the socio-behavioral view of the consumer behavior approach, which states that a person's actions or emotions can be understood through knowledge of what is learned from their social environment. Consumers will learn from the purchase experience made. In Prasetijo and Ihalauw (2005), Lefton (1982) states that marketers try to see this learning process and look for effective clues to provide stimuli, information and experiences to consumers so that consumers learn about their products and then choose those products for purchase. used/consumed. This learning process will become an important factor that will generate attitudes and influence consumer decisions. The definition of consumer behavior is based on the results of the analysis of the decision-making process of consumers when purchasing rice using the Engel Model (Engel, et al. 1994). a summary can be seen in Table 1.

Table 1. Rice Purchase Decision Making Process

No	Rice Consumer Purchase	Decision Process
1	Introduction to Needs: - The benefits of rice - Reason for buying rice	- Living requirements - To be consumed
2	Information Search: - Resources - Long known rice	- Essence -> 40 years
3	Alternative Evaluation: - Preliminary assessment - Big expenses	- brass color - IDR 500,000
4	Purchase Decision: - Place of purchase - Reasons for choosing the venue	- Rice pickers - Close to House

No	Rice Consumer Purchase	Decision Process
5	<ul style="list-style-type: none"> - Purchase planning - Affected party - Ways of influence of others Post-Purchase Evaluation: <ul style="list-style-type: none"> - Long time to get rice - Satisfaction level - Point of purchase consistency - Attitudes towards other places of purchase - Attitude to price increases 	<ul style="list-style-type: none"> - planned - Essence - No influence from others -> 40 years <ul style="list-style-type: none"> - Pleased - Consistent - Considering a purchase - Continue to buy

The description of the consumer decision-making process when purchasing rice can be used as a reference for designing rice marketing strategies for rice sellers.

CONCLUSION

Consumers' rice purchasing decisions are based on needs, wants and abilities; this is for the process of making rice purchasing decisions through the need for information seeking, the evaluation of alternatives, the purchasing process and the introduction of post-purchase behaviors. This means that consumers' rice purchase decision-making process consists of five stages: needs identification, information seeking, alternative evaluation, purchase decision, and post-purchase evaluation in Lamedai Village, Kolaka Regency, Tanggetada District. In post-purchase evaluation, consumers may decide that if they are satisfied, they will continue to buy and consider purchasing by continuing to purchase.

Based on the research results and results, suggestions that can be made are that more research can be applied by analyzing and examining factors such as price level, location and product quality, which are the determinants of the consumer's purchasing decision-making process.

REFERENCES

- Adriankurniawati. A.M., Imam S., and M. Rondhi. 2017. Behavior of Hot Pepper Farmers to Price Risk in Jember Regency, Gumuskmas District. *Journal of Agricultural Social Economy (JSEP)* Volume 10 Issue 2.
- Amrullah A., Saadah, Ferawati1, A. A. Mandini, I. Abubakar, S. Y. C. Arfah and Sulaeman. 2021. Analysis of consumer decision-making process when purchasing rice Prociding GIB Conf. Series: *Around the World*. science 681 012109.
- Aristi Dewi Linda Aprilia. 2020. The Relationship Between High Netrium Food Consumption and Incidence of Hypertension in Farm Workers in the Jamber Regency Pantri Health Center Study Area. *Health Systems Research Bulletin* Volume 23 Issue 1.
- Ekawati, S. Widarti, Donna Y., Ellyta, and Rahmatullah S. 2020. Urban Consumer Perceptions of West Kalimantan Local Rice. *Annual Academic Seminar Proceedings on Economics and Development Studies* ISBN: 978-602-53460-5-7.

- Engel, J.F.R.D. Blackwell and PW Miniard. 1994. Consumer Behavior. Sixth Edition. Translation. Binarupa Script Publisher. Jakarta.
- Emelinda B. 2019. Risk Behavior of Organic Rice Producers in Semarang Regency, Susukan Region. *Journal of Agricultural Social Economy (SOCA)* Volume 13 Issue 2.
- Dewi R.C, Mardiyah H. 2021. Consumer Behavior in Organic Brown Rice Purchase Decisions. *Journal of AGRISCIENCE* Vol. Number 2 2.
- Ferawati, Saadah, A. Amrullah. 2019. Consumer Decision Making on Rice Purchases in Makassar City. *Journal of Agricultural Social Economy* Volume 15 Issue 1.
- Lestari R.A. D. Rahim and Andi A. 2022. Factors Affecting Consumer Behaviors Against Rice Purchase Decisions. *International Journal of Environment, Agriculture and Biotechnology* Volume 7, Issue 4.
- Maolana, Muhammed and Benny Rachman 2011. Government's HEPP Purchase Prices) Grain-Rice, "2010: Implications for Efficiency and Quality and Supply, Dolog. Research diary. *Agricultural Policy Analysis*. Volume 9 Issue 4.
- Mehra.P. and R. Singh. 2016. Consumer Preferences and Purchasing Decision Making for Micro-Packages An Empirical Study Volume 20 issue 3.
- Prasetijo, R and J. Ihalauw. 2005. Consumer Behavior. Publisher Ando Yogyakarta.
- Salad Ramachandran S. and S.R. to success. 2020. Consumers' Choice and Purchasing Preferences. *NOVYI MIR Research Journal* Volume 5, Issue 10.
- Purbaningsih, Y. ., Helviani, H., & Nursalam, N. (2023). Risk of rice agroindustry based on supply chain. *International journal of economy, education and entrepreneurship*, Volume 3, Issue 1
- Saputra A., Bustanul A., Eka K. 2017. Rice Prices, Government Purchasing Prices (HPP) and Causality Analysis of Inflation and Efficiency of HEPP Policies in Indonesia. *Journal of Agribusiness Sciences (JIJA)*, Volume 2 Issue 1.
- Sakoikoi J. and Sony H. P. 2019. Soca Online Vegetables, Predictors of Consumer Shopping Satisfaction (*Journal of Socioeconomic Agriculture*) Volume 13 Issue 2.
- Suryana. 2001. Entrepreneurship. Salemba Empat Publishers. Jakarta.
- Stankevich.A. 2017. Explaining Consumer Decision Making: A Critical Literature Review. *International Journal of Business Studies and Marketing*, Volume 2, issue 6.
- Syahir A. 2013. Analysis of Labeled Rice Consumer Preferences in Kendari City. Graduate Program Thesis. University of Hallueoleo. Kendari
- Wati.I.R., Bayu N. Hendrik J.N. 2020. Factors Associated with the Decision to Buy Coffee at Banaran 9 Jambu Gemawang. *Journal of Agricultural Social Economy (SOCA)* Volume 14 Issue 1.