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ANALYSIS OF BUSINESS COMPETITION ON THE SALES OF LAMONGAN SPECIAL FOOD (STUDY ON BORAN RICE TRADERS IN LAMONGAN)

Ahmad Yani Syaikhudin

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Keywords: Internal Factors, External Factors & Sales

Abstract

There are two factors that influence purchasing decisions. These factors include internal factors and external factors. Internal factors include perceptions, attitudes, lifestyle and personality, while external factors include culture, social, reference and family. Product factors, economic factors, psychological factors, and sociological factors that generally determine a person's behavior. A number of experts stated the magnitude of the influence of the above factors on consumer behavior, social class factors, family, style, life, personality, self-ability, perception, and learning, which are consumer attitudes in making purchases. To understand consumer behavior, business people will be able to understand what needs consumers want, which can then be used to follow up in making the right marketing decisions, or to find out whether or not there are new



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**ANALYSIS OF BUSINESS COMPETITION ON THE SALES OF LAMONGAN
SPECIAL FOOD (STUDY ON BORAN RICE TRADERS IN LAMONGAN)**

By

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Abstrak

There are two factors that influence purchasing decisions. These factors include internal factors and external factors. Internal factors include perceptions, attitudes, lifestyle and personality, while external factors include culture, social, reference and family. Product factors, economic factors, psychological factors, and sociological factors that generally determine a person's behavior. A number of experts stated the magnitude of the influence of the above factors on consumer behavior, social class factors, family, style, life, personality, self-ability, perception, and learning, which are consumer attitudes in making purchases. To understand consumer behavior, business people will be able to understand what needs consumers want, which can then be used to follow up in making the right marketing decisions, or to find out whether or not there are new opportunities that come from not being fulfilled a need. The need to understand consumer behavior is based on the factors that influence the consumer's decision-making process to buy a product. Meanwhile, consumer decisions are influenced by various factors, one of which is internal factors and external factors. Internal factors (X1) affect the purchase decision for boran rice in Lamongan. Then the purchase decision will increase further, this shows that hypothesis 1 is accepted. External factors (X2) affect the purchase decision for boran rice in Lamongan. Then the decision to buy boran rice will increase further, this shows that hypothesis 2 is accepted. It can be concluded that internal and external factors have an influence on purchasing decisions for boran rice, but internal factors have the most dominant influence on purchasing decisions for boran rice in Lamongan. This shows that hypothesis three is accepted.

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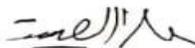
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- d. Kelengkapan unsur dan sistematika penulisan : *unsur format dan penulisan*
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Abstrak

There are two factors that influence purchasing decisions. These factors include internal factors and external factors. Internal factors include perceptions, attitudes, lifestyle and personality, while external factors include culture, social, reference and family. Product factors, economic factors, psychological factors, and sociological factors that generally determine a person's behavior. A number of experts stated the magnitude of the influence of the above factors on consumer behavior, social class factors, family, style, life, personality, self-ability, perception, and learning, which are consumer attitudes in making purchases. To understand consumer behavior, business people will be able to understand what needs consumers want, which can then be used to follow up in making the right marketing decisions, or to find out whether or not there are new opportunities that come from not being fulfilled a need. The need to understand consumer behavior is based on the factors that influence the consumer's decision-making process to buy a product. Meanwhile, consumer decisions are influenced by various factors, one of which is internal factors and external factors. Internal factors (X1) affect the purchase decision for boran rice in Lamongan. Then the purchase decision will increase further, this shows that hypothesis 1 is accepted. External factors (X2) affect the purchase decision for boran rice in Lamongan. Then the decision to buy boran rice will increase further, this shows that hypothesis 2 is accepted. It can be concluded that internal and external factors have an influence on purchasing decisions for boran rice, but internal factors have the most dominant influence on purchasing decisions for boran rice in Lamongan. This shows that hypothesis three is accepted.

Keywords: Internal Factors, External Factors, Sales

INTRODUCTION

Business competition in Indonesia is growing rapidly and sharply. Every company is required to continue to develop its business in facing this competition. Companies must have specific strategies in winning market competition. This makes the company carry out marketing activities. Many things can be done in understanding market conditions, one of which is by conducting market research, so that producers can fulfill the desires of their consumers. One of the industries that is currently developing is the food industry. Many producers offer various types of food. The types of food offered have their own uniqueness and

taste. The shape and uniqueness of the food offered is one of the attractions of these foods. One of the foods that can be an alternative choice for consumers is the typical Lamongan boran rice, which is very familiar food among the public.

According to Kotler (2011: 9) Marketing is a human activity that is directed to meet needs and desires through an exchange process. For this reason, the most basic concept in marketing is human needs, so that companies do not just sell goods but more than that, where companies must pay attention to consumers and their needs. Meanwhile, according to Swastha

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and Sukotjo (2012: 179) marketing is "the whole system of business activities aimed at planning, pricing, promoting, and distributing goods and services that can satisfy the needs of potential buyers".

There are two factors that influence purchasing decisions. These factors include internal factors and external factors. Internal factors include perceptions, attitudes, lifestyle and personality, while external factors include culture, social, reference and family. Product factors, economic factors, psychological factors, and sociological factors that generally determine a person's behavior. A number of experts stated the magnitude of the influence of the above factors on consumer behavior, social class factors, family, style, life, personality, self-ability, perception, and learning, which are consumer attitudes in making purchases. To understand consumer behavior, business people will be able to understand what needs consumers want, which can then be used to follow up in making the right marketing decisions, or to find out whether or not there are new opportunities that come from not being fulfilled a need. The need to understand consumer behavior is based on the factors that influence the consumer's decision-making process to buy a product. Meanwhile, consumer decisions are influenced by various factors, one of which is internal factors and external factors.

According to Kotler (2012: 89) in the decision-making process to purchase a product, consumers usually go through the following stages: need control, information retrieval, evaluation, alternatives, purchasing decisions and selling behavior. There is a thought that consumers are the target market for the product. If the product according to the consumer is able to meet the need, the consumer will buy the product and vice versa if the product is deemed unable to meet the need, the consumer will not buy it.

LITERATURE REVIEW

Definition of marketing

Marketing (marketing) is identifying and meeting human needs in a way that is profitable. According to Kotler (2008: 5) marketing is a social process where individuals and groups get what they need and want by creating, offering, and freely exchanging products and services of value with others.

According to Kotler (2000: 9) Marketing is a human activity that is directed to meet needs and wants through the exchange process. For this reason, the most basic concept in marketing is human needs, so that companies do not just sell goods but more than that, where companies must pay attention to consumers and their needs definitively.

Marketing concept

According to Swastha and Sukotjo (2002: 181) Marketing Concept is "a business philosophy which states that satisfying consumer needs is an economic and social condition for the company's survival. Based on the above understanding, it can be concluded that the marketing concept teaches marketing in a company to design relevant consumer wants and needs. Various marketing concepts include:

Production concept

It is a concept of how consumers will like products that are available everywhere and at low prices. This concept is production oriented by exerting every effort to achieve high product efficiency and wide distribution. Here the task of management is to produce as many goods as possible, because consumers are considered to receive widely available products with their purchasing power.

Product concept

The concept where consumers will like products that offer the best quality, performance and characteristics. The task of management here is to make quality products, because consumers are considered to like high-quality products in appearance with the best characteristics.

Sales concept

The concept is that consumers, left unchecked, the organization must undertake aggressive sales and promotion efforts. Endeavored so that consumers are interested in the products offered.

Marketing concept

This concept is carried out to achieve organizational goals consisting of determining the needs and desires of the target market and providing the expected satisfaction more effectively and efficiently than competitors.

Social marketing concept

Is a form of the task of an organization that determines the needs, desires and interests of the target market and provides the expected satisfaction in a more effective and efficient way than competitors while preserving or improving the welfare of consumers and society.

Global marketing concept

This concept is intended so that an executive manager seeks to understand all environmental factors that affect marketing through sound strategic management. The end goal is to try to fulfill the desires of all parties involved in the company.

Consumer behavior

According to Mangkunegara (2012: 3) defines consumer behavior as the actions of individuals who are directly involved in obtaining and using economic service goods, including the decision-making process that precedes and determines these actions.

According to Mangkunegara (2012: 3) consumer behavior can be defined as a decision-making process and physical individual activities involved in the process of evaluating, obtaining, using or being able to use goods and services.

Consumer behavior is the behavior shown by a consumer when deciding to buy a product and the factors that influence this decision making as well as post-purchase or consumption evaluation of the product purchased (Rifa'i 2011: 5). Consumer behavior

in making purchases is influenced by by cultural, social, personal, cultural and psychological factors.

From the definition above, it can be concluded that consumer behavior is an act as a decision making on the implementation of a purchase that involves an evaluation process in using products and services. Consumer Behavior is the behavior that consumers show in finding, exchanging, using, valuing, arranging goods or services that they think will satisfy their needs.

According to Mowen and Minor (2002: 18) consumer search behavior is a search process to obtain information about products that might eliminate the problem. "Consumer search behavior" refers to the actions that consumers take to identify and obtain information about how to solve problems.

Consumer behavior models

According to Mangkunegara (2012: 21), the consumer behavior model is a framework or something that represents what consumers believe in making buying decisions. Model of consumer behavior in making purchases is influenced by cultural, social, personal and psychological factors. The starting point for understanding consumer behavior is the stimulus model,

Descriptive, which is a function related to the deepening of the steps taken by consumers in deciding a research purchase.

Prediction, which is predicting the events of consumer activity in the future.

Explanatory, which is studying the causes of several purchasing activities.

Control, namely influencing and controlling consumer activities in the future.

Factors that influence consumer behavior Consumer behavior in making purchasing decisions is influenced by several factors, including:

Cultural factors

According to Kotler (2011: 178) cultural factors have a broad and deep influence on consumer behavior. Culture is the most basic

determinant of desire and behavior to obtain values, perceptions, preferences and behavior from other important institutions. Each culture consists of sub-cultures that show more specific identification and socialization for its members. When sub-cultures are basic and prosperous enough, companies will often devise careful marketing programs.

Social factors

According to Kotler (2011: 180) it is a relatively homogeneous and long-lasting group in a society, which is arranged in a hierarchical order, and members at each level have the same values, interests and behavior. It is a relatively homogeneous and permanent division of society that is arranged hierarchically and whose members share similar values, interests and behaviors. Apart from cultural factors, consumer behavior is influenced by social factors such as reference group, family, role and social status.

Personal factors

According to Kotler (2011: 188), a buyer's decision is also influenced by personality traits, including his age and life, occupation, economic conditions, lifestyle, personality and self-concept.

It is a psychological characteristic distinct from others that causes a relatively consistent and long-lasting response to the environment. These characteristics include age and stage in the life cycle, occupation, economic situation, personality and self-concept, as well as the value and lifestyle of a buyer.

Psychological factors

It is part of the influence of the environment in which he lives and lives in the present without neglecting the influence of the past or its anticipation for the future.

From the explanation above, it can be concluded that the 4 factors are very influential on consumer behavior, if one of these factors is not present in the consumer, it can affect consumer behavior in their daily life.

Internal factors

According to Rivai (2011: 65-72) defining internal factors are factors that exist within the individual (consumer) itself, including:

Perception

According to Perception, it can be defined as a process by which individuals choose, manage, and interpret stimulation into meanings and images. Or it can also be said that perception is how people perceive the environment around them. So perception is a process that individuals use to select, organize and interpret input to get a picture.

According to Ujang Sumarwan (2004: 129) it is a process of acceptance and stimulation (stimulus) in which humans realize and interpret in the internal and external environment so that these observations become active.

Attitude

As a mental and nervous status related to readiness to respond, which is organized through experience, and has a direct and / or dynamic influence on behavior.

Lifestyle

Lifestyle is a pattern of a person's life that is expressed in activities, interests, and opinions. Where a person's lifestyle describes the whole person who interacts with his environment.

Personality

These are two psychological ideas that have been used in studying consumer behavior as a whole that is organized from consumer action. Understanding personality will give us the consistency of key points or patterns depicted in product choices and other behaviors. So personality is a psychological characteristic that exists within humans that can determine and reflect how a person responds to the environment.

External factors

According to Rivai (2011: 49-56) defines external factors as factors that follow changes from the outside environment of consumers in

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 the form of culture, social class, references, and situations.

Culture

Culture is defined as a number of values, beliefs, and habits that are used to show direct consumer behavior of certain groups of people. Culture in the above definition shows a group of people who have certain characteristics that limit their actions. A culture can be observed from how the community speaks (language), the way it works, the rules, and the life style it believes in.

Social class

Social class is a general term used to indicate the levels of people in a society with other members of society. Social class is also their economic position in the market, apart from being based on income, social class can also be seen from the type of work the population has.

Reference

Reference can be interpreted as a number of people or groups that act as a comparison to individuals in any form of values, attitudes or determinants of behavior. This basic concept provides benefits to understanding the influence of people on attitudes, behavior and beliefs of individual consumption.

Family

The role of the family in influencing individuals in purchasing or consumption has begun to shift, not as one type of small group, but rather as a very important influence on consumer behavior, and at the same time as a reference group (with family members showing values, norms, and family standards in behavior.

Buying decision

According to Kotler (2008: 234) defines purchasing decisions as follows: The stage in the purchasing decision-making process where consumers actually buy. Decision making is an individual activity that is directly involved in obtaining and using the goods offered.

According to Kotler (2008; 228) in carrying out consumer purchases, five sub-

purchasing decisions can be made, among others; product selection decisions, brand selection decisions, purchase channel selection decisions, purchase timing decisions.

Purchasing decision structure

According to Kotler (2011: 208) states that in carrying out purchase intentions, consumers can determine five sub-purchasing decisions, which are as follows:

The brand decision is that the consumer must make a decision about which brand to buy.

The supplier's decision is that the consumer must make a decision on where a product will be purchased, in character A, shop B, or other figures.

The Quantity Decision is that the consumer can make a decision about how many products he will buy at a time.

Time decision is the consumer can make decisions about when he should make a purchase.

The purchase method decision is that the consumer must make a decision about the method or method of payment for the purchased product, whether in cash or by installments / credit.

The Relationship of Internal and External Factors with Purchasing Decisions. Consumers are every person using goods and or services available in society, whether for the benefit of themselves, their family, other people, or other living creatures and not for sale. If the purpose of purchasing the product is for resale, he is called a retailer or distributor. Producers who have political marketing principles should pay attention to all the rights of consumers.

Post purchase behavior

This is the last stage in the purchasing decision-making process, where consumers will take further action after buying based on the decision or the dissatisfaction they feel. In this case, consumers will feel disappointed if the benefits of the product are not in accordance with consumer expectations, but consumers will also feel disappointed that the product benefits are not in accordance with consumer

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expectations, but consumers will feel satisfied if the benefits of the product are in accordance with consumer expectations, and consumers will feel very satisfied. if the product benefits exceed what consumers expect. From here, a marketer must be able to monitor post-purchase consumer satisfaction, post-purchase actions, and usage to post-purchase development.

RESEARCH METHODS

In this study using explanatory research (explanatory research) according to Singarimbun (2006: 5). Explanatory research is to explain the causal relationship between variables through hypothesis testing. This study uses an explanatory research type because the researcher explains the causal relationship that occurs between variables.

In its implementation, explanatory researchers use survey research methods, where information is collected from respondents using a questionnaire. According to Singarimbun (2006: 3) survey research is research that takes a sample from one population and uses a questionnaire as the main data collection tool. This approach uses a quantitative approach is research which in the implementation process uses a strict research design in the form of numbers or with statistical formulas or other means of quantification to measure the research variables.

RESULTS AND DISCUSSION

The general purpose of this research is to answer existing problems and determine whether the proposed hypothesis is acceptable or not. Based on the results of data analysis using multiple linear regression. From the results of the validity test, it can be said that the questionnaire conducted or distributed by the researcher has completely valid results provided that the provisions have been determined. Then the regression equation is:

$$Y = 5.167 + 0.655X1 + 0.196X2$$

The value of a (constant) is 5,167, meaning that if (internal factors) X1 and X2

(external factors) are constant, the decision to buy boran rice is 5,167. The regression coefficient (b1) of internal factors is 65.5%, indicating that internal factors have an influence of 65.5% on the purchase decision of boran rice. This means that an increase in internal factors by 5% will lead to an increase in the decision to buy boran rice by 65.5% assuming the independent variable X1 is constant. The advice given to traders is to pay attention to the influence of internal factors on traders because internal factors have been proven to be able to increase consumers to purchase boran rice in Lamongan.

The regression coefficient i (b2) for external factors is 19.6%, indicating that internal factors have an influence of 19.6% on the purchase decision for boran rice. This means that external factors have an influence of 6% will cause an increase in the decision to buy boran rice by 19.6%, on the contrary, if a decrease of 6% will cause a decrease in the decision to buy boran rice with the assumption that the independent variable X2 is constant. The advice given to the company is to pay attention to the influence of external factors within the company, because external factors can increase consumer interest in purchasing rice boran in Lamongan.

From the calculation results of the classical assumption test which consists of normality test with a value of $0.794 > 0.05$, and the data is normal. The multicollinearity test with a tolerance of X1 and X2 was 0.959 with an FIV value of 1.042. Heteroscedactacity test showed irregular distribution and it was stated that there was no ketocedactacity.

From the results of the calculation of t count of 6,970 for variable X1 (internal factors), because $6,970 > 1,996$. then $t \text{ count} < t \text{ table}$, and the t value is 2.061 for the X2 variable (external factors), because $2.061 > 1.996$. then $t \text{ count} < t \text{ table}$. Then it can be stated that H_0 is rejected and H_a is accepted. This means that internal and external factors jointly affect the dependent variable.

From the results of the calculation of the F test and T test and the multiple linear regression analysis mentioned above, it can be concluded that the variables X1 (internal factors) and X2 (external factors) have an influence on purchasing decisions, but internal factors that are more dominant have an effect on variable Y (purchasing decisions).

The results of data processing using the help of the SPSS version 22.0 for Windows program, the determinant value of R 0.691 indicates that there is a strong influence or correlation between variable X1 (internal factors) and variable X2 (external factors) on bread purchasing decisions because the numbers are above 0.05. While R Squer 0.477 means that the ability of the independent variables to explain the dependent variable is 47.7%. While the remaining 52.3% is influenced by other variables, apart from internal factors and external factors.

CONCLUSIONS AND SUGGESTIONS

Conclusion

Based on the results of the above analysis regarding "The influence of internal and external factors on the decision to purchase boran rice in Lamongan" that has been done.

There are three hypotheses proposed in this study and the analysis model used in this study is multiple linear regression. From the results of data analysis, the following conclusions can be drawn: Internal factors (X1) have an effect on the decision to buy boran rice in Lamongan. Then the purchase decision will increase further, this shows that hypothesis 1 is accepted. External factors (X2) affect the purchase decision for boran rice in Lamongan. Then the decision to buy boran rice will increase further, this shows that hypothesis 2 is accepted.

It can be concluded that internal and external factors have an influence on purchasing decisions for boran rice, but internal factors have the most dominant influence on purchasing decisions for boran rice in

Lamongan. This shows that hypothesis three is accepted.

Suggestion

Strived for traders to pay more attention to their consumers in purchasing boran rice in internal factors, both in terms of the company itself (packaging, taste, quality, etc.).

Strived for traders to pay more attention to their consumers in purchasing rice boran in external factors, whether there is influence from outside or the surrounding community in general.

Traders should also be more careful in providing services to consumers because internal factors are more dominant in influencing the decision to buy boran rice in Lamongan.

For further research, it is advisable to add other independent variables to make improvements to this questionnaire, and to choose the right time when distributing the questionnaire. This is because most of the questionnaires in this study did not return because the potential respondents did not have enough time.

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