

Analysis of the Factors that Influence Purchasing Decision of *Bengkuang* in Padang

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Abstract

There is a low demand for *bengkuang* in Padang city. The purpose of this study was to determine the factors that influence purchasing decision of *bengkuang* in Padang City. The method used for this study was Principal Component method, using a questionnaire to collect data from 200 respondents selected by purposive sampling method which included in non-probability sampling in the consumer population of *bengkuang* in Padang City. Data of respondents were measured using Likert Scale that ranged from 1 (strongly disagree) to 5 (strongly agree). The results of the study were obtained in identifying the factors that influence purchasing decision of *bengkuang* in Padang City, involve 30 variables assumed to be related to consumer decision. The results of processing using factor analysis showed that of the 30 variables, 19 variables were obtained which could explain the relationship between variables and could be grouped into six factors, namely product and income level factor, psychological and personal factor, price factor, social and cultural factor, promotion factor, and distribution factor. Product and income level factor are the most dominant factor influence the purchasing decision of *bengkuang* in Padang City.

Keywords: distribution, price, income level, promotion, psychological and personal, social and cultural

Introduction

Indonesia is an agricultural country that produces a variety of superior agricultural products. One of the provinces in Indonesia that produces superior agricultural products in the form of *bengkuang* is West Sumatra. West Sumatra is located on the island of Sumatra with Padang as its capital. The amount of *bengkuang* production in Padang City that cause its to be known as *Bengkuang* City and be created as the mascot of Padang City.

Bengkuang is potential agricultural product in Padang City. It is because the soil and climate conditions are suitable for *bengkuang* plants. It was confirmed by Minister of Agricultural through a decision letter No. 275/Kpts/SR.120/M/2005 about the release of *bengkuang* varieties Padang City as a superior variety, the superiority are high productivity, early maturity, big bulbs, taste of mash tubers, crunchy tuber texture, tuber skin is easily removed from the meat, and able to adapt well in the lowlands. *Bengkuang* varieties in Padang City have an age ranging from flowering 57-59 planting days, with a harvesting age of 100-130 days after planting. *Bengkuang* cultivation areas in Padang City are Kuranji, Pauh, Koto Tengah and Nanggalo. Each region produces super *bengkuang* with the highest *bengkuang* production compared to other fruits in Padang City, can be seen in Table 1. Based on the data in Table 1 *bengkuang* harvest can still be improved considering that there are still many areas available and the application of technology in agricultural *bengkuang* in Padang City. Increasing the harvest of *bengkuang* can also be done by cultivating *bengkuang* as the main plant not just intercrops. This shows that *bengkuang* production can be increased by agricultural intensification both through the addition of *bengkuang* cultivation areas with better agricultural technology.

Efforts to increase the harvest of *bengkuang* must be balanced by increasing demand for *bengkuang*. This can be achieved if the processed *bengkuang* products are increasingly varied, so that consumers are not only individuals or families but also the business world that provides value added to superior agricultural products in Padang City.

Table 1 Extent of Harvest, Production and Harvest Results by Fruit Type

No.	Type	Harvest Area(Ha)	Production(Ton)	Estimated Results (Ton/Ha)
1	Papaya	0,13	13,60	104,62
2	Banana	1,19	95,80	80,50
3	<i>Bengkuang</i>	4,00	298,00	74,50
4	Avocado	1,62	11,90	7,35
5	Orange	0,43	1,80	4,19
6	Rambutan	2,00	4,90	2,45
7	Sawo	5,32	10,20	1,92

Source: Badan Pusat Statistik, 2014

But in reality, *bengkuang*-based processing businesses that provide value added and increase demand for *bengkuang* in Padang City are still minimal. In general, *bengkuang* consumers in Padang City are individuals and families who are end consumers. Judging from the sales side, many *bengkuang* traders are found on street Adi Sucipto, Raya Indarung, and every market in Padang City. *Bengkuang* traders sell *bengkuang* in a very simple place with only tables and umbrellas by the roadside. *Bengkuang* itself is not a product that is regularly purchased by consumers so that the demand will still be low. This can be seen from the average daily sales of traders in Padang City, which are presented in Table 2.

The phenomenon shows the low demand for *bengkuang* in Padang City. For this reason, the stages must be reviewed by consumers before making a purchase decision, there are 5 stages, namely (1) Identify problems/needs, (2) Information search, (3) Alternative evaluation, (4) Purchasing decision, and (5) Post-purchase behavior. These five stages are a good framework for evaluating the process of consumer purchasing decisions (Altekar dan Keskar, 2014).

The factors that influence the purchasing decision process are influenced by social factor, and individual psychological factor, and situational factor, values, performance, benefits, and marketing mix (Haghshenas et al., 2013). In addition, it can be stated that the price, opportunity, dissatisfaction and time factor have a high influence on the purchase decision, while the habit factor, display, sorting, and location of the seller show a moderate influence on the purchasing decision of vegetables in Yemen (Al-Gahaifi dan Svetlik, 2011). There are several factors that affect a person in purchasing or using a product, its among cultural, social, psychological, personal, product, price, promotion and distribution factors (Keller et al., 2009). All factors interact and influence consumers in make purchasing decision.

Based on the problems that have been explained, it is obtained an illustration of how important it is for businesses people to find out the factors that determinant consumers in purchasing food from tubers in Padang City. The formulation of the problem in this study is what factors influence the purchasing decision of *bengkuang* in Padang City. The purpose of this study is to determine the factors that influence purchasing decisions of *bengkuang* in Padang City.

Table 2 Daily Sales of *Bengkuang* Traders in Padang City

No.	Number of Hours of Daily Trading	Number of days trading within a week	Average Number of Sales Per Day (bundle)
1	12	7	40
2	10	7	40
3	13	7	30
4	24	7	35
5	18	7	30
6	18	7	50
7	10	7	60
8	18	7	60
9	11	7	10
10	12	7	50
11	10	7	20
12	10	7	35
13	15	7	35
14	14	7	40
15	12	7	15
16	13	7	30
17	24	7	50
18	20	7	30
19	12	7	50
20	24	7	30

Source: Badan Pusat Statistik, 2014

Methods

This type of research is descriptive research. Descriptive research is a type of research that aims to describe the nature of something that is taking place at the time of research and checking causes of a particular symptom (Sekaran, 2011). This research was conducted in Padang City. The population of this study is all consumers who purchase *bengkuang* in Padang City, where the amount is unknown. Sampling was done by purposive sampling method which included on non-probability sampling, with a 95% confidence level. The number of samples used in this study were as many as 200 respondents, namely consumers who made purchases of *bengkuang* in Padang City. Research variables consist of culture, social, personal, psychological, product, price, promotion, and distribution.

Research data was collected through questionnaires, documentation, and observations. To get good instruments, then tested the validity and reliability. A questionnaire is said to be valid if the question in the questionnaire is able to reveal something that will be measured by the questionnaire (Ghozali, 2009). The results of the validity test that has been carried out are from 55 measuring instrument items declared valid as many as 40 (forty) statement items (used or used), while those declared as invalid are 15 (fifteen) statement items (discarded). While reliability testing was conducted to find out whether the data of this research is reliable or not, in this study using the alpha formula. Reliability is an instrument that can be trusted enough to be used as a data collection tool because the instrument have been good (Arikunto, 2013). As for the results of testing the reliability of the instrument shows the value of cronbach alpha = 0.732 is greater than 0.60, then all data analyzed is reliable.

This study uses factor analysis method. Factor analysis is a technique to analyze the dependence of several variables simultaneously with the aim to simplify the form of the

relationship between several variables studied into a number of factors that are fewer than the variables studied (Suliyanto, 2008). The main use of factor analysis is to reduce data or in other words summarize a number of variables to be smaller in number. Reduction is done by looking at the interdependence of several variables that can be put together which are called factors, so that found variables or dominant factors for further analysis.

Results and Discussion

General Description of Respondents

Characteristics of respondents in this study were classified based on gender, age, education, and income. The description of the respondent's profile in this condition can be explained below.

Description of respondents based on gender

General description of the condition of respondents in terms of gender, it can be seen that the number of male respondents was 51.0% more than female respondents, amounting to 49.0%. This means that the majority of respondents in this study were men.

Description of respondents based on age

General description of the condition of the respondent in terms of age, it can be seen that the number of respondents aged < 30 years is 45.5% then respondents who are 30-40 years old are 29.0% and respondents > 40 years old are 25.5%. From these data it was concluded that the age of the majority of respondents was < 30 years.

Description of respondents based on education

General description of the condition of respondents in terms of education, it can be seen that the number of respondents who are education \leq SMA is 47.0% and the number of education respondents DIII is 9.5% then the number of respondents with S1 education is 38.0% while the number of respondents the S2 education background is 5.5%. This shows the majority of respondent level of education in this study is high school.

Description of respondents based on income

General description of the condition of the respondent in terms of income, it can be seen that respondents have different income backgrounds. In this study, respondents who earn income <1,000,000.00 is 3.50% and respondents who earn income 1,000,000.00 - 2,500,000.00 is 50.50% and respondents who earn income 2,500,000.00 - 5,000. 000.00 is 38.50% while respondents who earn income > 5,000,000.00 is 7.50%. From the data, it can be concluded that the majority income of the respondents is 1,000,000 - 2,500,000.00.

Description of Research Variables

Product and income level factor

Based on the results of the study obtained the average score of product and income level factor is 3.4258 so that the level of achievement of respondents answers is 68.5% with a good enough category. From these data it can be concluded that product and income level factor influence the purchasing decision of *bengkuang* in Padang City.

Psychological and personal factor

Based on the results of the study obtained the average score of psychological and personal factor is 3.9092 so that the level of achievement of respondents answers is 78.18% with a good enough category. With the average value, it can be seen that psychological and personal factor influence the purchasing decision of *bengkuang* in Padang City.

Price factor

Based on the results of the study obtained the average score of the price factor is 3.8875 so that the level of achievement of respondents answers is 77.75% with a good enough category. From these data we can conclude that the price factor influence the purchasing decision of *bengkuang* in Padang City.

Social and cultural factor

Based on the results of the study obtained the average score of social and cultural factor is 3.8625 so that the level of achievement of respondents answers is 77.25% with a good enough category. With these average values, it can be seen that social and cultural factor influence the purchasing decision of *bengkuang* in Padang City.

Promotion factor

Based on the results of the study obtained the average score of the promotion factor is 4.0075 so that the level of achievement of respondents answers is 80.15% with good categories. From these data we can conclude that the promotion factor influence the purchasing decision of *bengkuang* in Padang City.

Distribution factor

Based on the results of the study obtained the average score of the distribution factor is 3.9400 so that the level of achievement of respondents answers is 78.80% with a good enough category. With an average value, it can be seen that the distribution factor influence the purchasing decision of *bengkuang* in Padang City.

Factor Analysis Results

Data analysis was using factor analysis with SPSS version 21 software. This analysis was used to reveal the factors that influence the purchasing decision of *bengkuang* in Padang City. This analysis was carried out by analyzing respondents answers to the questionnaire that has been filled in by the respondent. Before proceeding with factor analysis, firstly the feasibility testing of the variables was done by testing the validity. In this study the results of the measurement of the validity value resulted in 18 valid indicators, and 1 invalid indicator. The results of the variable reliability testing showed the value of cronbach alpha = 0.846 greater than 0.60 then all the data analyzed was reliable. Thus, it can be concluded that the measurement results of these variables can be used for further analysis, namely factor analysis.

After the data obtained is sufficient to meet the requirements in factor analysis, then the variable will be analyzed further to find out the correlation between variables. The statistical tests used were Kaiser-Meyer Olkin (KMO) and Measure of Sampling Adequacy (MSA). From the SPSS version 21 output obtained KMO value of 0.796 (KMO value > 0.5) and the significance value of Bartlett's Test of Sphericity is 0.000 (significance value < 0.5) so that it can be concluded that the right factor analysis was used to simplify the collection of 19 variables. The MSA value for each variable was more than 0.5 so it can be concluded that the variables are sufficient to be analyzed further. The next step was to form factors to find the structure that underlies the relationship between the initial variables. The method used in factor formation was the principal component analysis method. The two main steps in factor formation are the determination of the number of factors and the rotation of the factors formed. As for the results of factor analysis, 19 indicators were simplified to 6 factors. Determining the number of factors is based on three criteria, namely eigenvalues (eigen values), and determination based on the total percentage variance value Determination of the number of factors based on eigenvalues above 1, with the following explanation:

- Factor 1 eigenvalues is 5,292 means that the value that represents the total variance explained by each factor is 5,292. Percent value of variance to factor 1 is 27,852, which means that this factor is able to explain the variable diversity by 27.852%.
- Factor 2 eigenvalues is 2.236 means that the value that represents the total variance explained by each factor is 2.236. Percent value of variance to factor 2 is 11.768, which means that this factor is able to explain the variable diversity by 11.768%.
- Factor 3 eigenvalues is 1,278 means that the value that represents the total variance explained by each factor is 1,278. Percent value of variance to factor 3 is 8,882, which means that this factor is able to explain the variable diversity by 8,882%.

- Factor 4 eigenvalues is 1.688 means that the value that represents the total variance explained by each factor is 1.688. Percent value of variance to factor 4 is 6.726, which means that this factor is able to explain the variable diversity by 6.726%.
- Factor 5 eigenvalues is 1.104 means that the value that represents the total variance explained by each factor is 1.104. Percent value of variance to factor 5 is 5.812, which means that this factor is able to explain the variable diversity by 5.812%.
- Factor 6 eigenvalues is 1.003 means that the value that represents the total variance explained by each factor is 1.003. Percent value of variance to factor 6 is 5.279, which means that this factor is able to explain the variable diversity by 5.279%.

Determination of the number of factors based on interpretation relating to the cumulative total variance of the sample. Extracting the initial variables into 6 factors has resulted in a cumulative total variance that is quite large, namely 66.319%, which means that from the 6 factors that have been formed can represent 19 variables of purchase decisions which explain approximately 66.319% of purchasing decisions. From the results of rotated component matrix, what needs to be considered is the high correlation value so that from 19 indicators to 6 factors, this can be shown in Table 3 below.

Table 3. Loading Value from Determining Factors

Factor Name	Indicator	Loading Value
Factor 1 Product and Income Level	Income level	0,688
	Needs	0,697
	Unique	0,508
	Attractive packaging	0,790
	Has many variations	0,801
	Advertising on mass media	0,754
Factor 2 Psychological and Personal	Family as a reference	0,694
	Creating self identity	0,533
	Age of respondent	0,730
	Want to get self satisfaction	0,624
	Product easily available	0,502
	Online sales	0,415
Factor 3 Price	Affordable prices	0,803
Factor 4 Social and Culture	Price and product suitability	0,755
	Liking regional food unique	0,785
Factor 5 Promotion	Coworkers as a reference	0,775
	Direct marketing	0,803
Factor 6 Distribution	Good producting image	0,540
	The store is easily accessible	0,867

Source: Primary data (processed)

Results Analysis

The Influence of Product and Income Level Factor on Purchasing Decision of *Bengkuang* in Padang City

Indicators included in product and income level factor are income level, needs, unique, attractive packaging, has many variations, and advertising on mass media. This factor is in the first place which influence the purchasing decision of *bengkuang* in Padang City. This can be seen from the percentage of the variance is 27.852% indicating that this product and income level factor can influence the purchasing decision of *bengkuang* in Padang City.

The indicators in this study have a range of loading factor from 0.508 to 0.801 which means that the correlation between indicators with product factor and income level ranges from 50.8% to 80.1%. The highest correlation in the indicator has many variations while the lowest correlation is on the unique indicator.

So it can be concluded that product factors and income levels influence the purchasing decision of *bengkuang* in Padang City, with the main indicator is to have many variations. This means that more varieties of *bengkuang* or processed products made from yam will increase consumer purchases. Product factors are a very dominant part of a product (Jayakusumah, 2011). A product needs to have a lot of variance in order to attract the attractiveness of consumers to buy the product. Having a lot of variance is part of the superiority of products offered to consumers. The existence of product excellence from a product can certainly influence consumer purchasing decisions. This is supported by Yasri (2015) product excellence has a significant influence on consumer purchases. This is also supported Haghshenas et al. (2013) which states that one of the factors that influence consumer purchasing decision is the product factor. This corresponds to Nugroho et al. (2013), the results of his research explain that partially the product factor has a positive effect on purchasing decision. This is also in accordance with the results of the study Onida et al. (2015) states that income level has an influence on purchasing decision.

The Influence of Psychological and Personal Factor on Purchasing Decision of *Bengkuang* in Padang City

Indicators that are included in psychological and personal factor are the family as a reference, creating self-identity, age of the respondent, want to get self-satisfaction, products easily available, and online sales. This factor is in the second place which influences the purchasing decision of *bengkuang* in Padang City. This can be seen from the percentage variance of 11.768% indicating that these psychological and personal factor can influence the purchasing decision of *bengkuang* in Padang City.

The indicators in this study have a range of loading factor from 0.415 to 0.730 which means that the correlation between indicators with psychological and personal factor ranges from 41.5% to 73.0%. The highest correlation is in the indicator of the age of the respondent while the lowest correlation is on the indicator of sales online.

So it can be concluded that psychological and personal factor influence the purchasing decision of *bengkuang* in Padang City, with the main indicator being the age of the respondent. Age of respondent influence purchasing decision in consuming a product. This is in accordance with the results of the study Al-Gahaifi dan Svetlik (2011) which shows that the respondent's age has a significant difference in the decision of consumers to buy vegetables in Yemen. Psychological and personal factor are an important part of the consumer purchasing process. By Jayakusumah (2011) the psychology of a consumer becomes their trigger in buying a product. Based on the results of the study Afandy (2014) the contribution of psychological variables to the purchasing decision is 0.561 or 56.1%. This shows psychological factors that have a positive and significant effect on purchasing decision. Besides that, psychological and personal factor also have a dominant role to consumer internal in the process of purchasing products. This is supported by the results of research

conducted Damanik (2007) is personal and psychological factors together influence the purchase decision by 34.7%.

The Influence of Price Factor on Purchasing Decision of *Bengkuang* in Padang City

The indicators included in the price factor are affordable prices, and price and product suitability. This factor is in the third place which influence the purchasing decision of *bengkuang* in Padang City. This can be seen from the percentage variation of 8.882% indicating that this price factor can influence the purchasing decision of *bengkuang* in Padang City.

The indicators in this study have a range of loading factor from 0.755 to 0.803 which means that the correlation between indicators with price factor ranges from 80.3% to 75.5%. The highest correlation is in the indicator of affordable prices while the lowest correlation is in the indicator of price and product suitability.

So it can be concluded that the price factor influences the purchasing decision of *bengkuang* in Padang City, with the main indicators being affordable prices. The price factor is the amount of money that consumers must pay to obtain the product. This means that the cheaper the price of *bengkuang* will have a positive effect on consumer purchases. In addition, the price and product suitability indicator also has a high loading value. This can be interpreted if the product quality is very good, the price is slightly more expensive to be accepted by consumers or if processed products made from *bengkuang* can be produced with good quality, the relatively more expensive price will be accepted by consumers. Price is the only element of the marketing mix that generates sales revenue because the other element is spending money (Tan, 2011).

From the results of the study Yasri (2015) it was found that the price is the smallest variable affecting the purchase of MSME products, where the total magnitude of the effect of price on purchases is 1.62% so that it can be interpreted that the price cannot be relied on by small entrepreneurs to increase consumer purchases. This is supported by Nugroho et al. (2013) explain that partially, however, the price variable does not significantly influence the decision to purchase formula milk. This is also supported by Aniati (2017) the price in this study has no effect on the decision of consumers to buy processed *bengkuang* food, this is probably because the processed *bengkuang* food is still new and little, even processed food products can only be found in certain places such as exhibitions, typical food stores in Padang. While those who produce are still small as in WH8 and Metty, so that consumers do not consider the price because they want to try this processed *bengkuang* food. This is not in accordance with the results of research conducted Tan (2011) explained that prices have a significant effect on consumer decision is 42.9%. This is supported by Gahaifi (2011) which identifies that the price factor shows a high influence on the consumer's decision when to buy vegetables in Yemen which is 91.79%.

The Influence of Social and Cultural Factor on Purchasing Decision of *Bengkuang* in Padang City

Indicators included in social and cultural factor are liking regional food unique, and coworkers as references. This factor is in the fourth place that influence the purchasing decision of *bengkuang* in Padang City. This can be seen from the percentage variation of 6.726% indicating that these social and cultural factor can influence the purchasing decision of *bengkuang* in Padang City.

The indicators in this study have a range of loading factors from 0.775 to 0.785 which means that the correlation between indicators with social and cultural factors ranges from 77.5% to 78.5%. The highest correlation is in the indicator of liking regional food unique while the lowest correlation is in the coworkers as references.

So it can be concluded that social and cultural factors influence the purchasing decisions of *bengkuang* in Padang City, with the main indicator is to liking regional food unique. Social

and cultural factor are very important factor in purchasing decision. In research Jayakusumah (2011) social factors have an influence on consumers to be able to buy a product, this can be seen from the description of the responses of respondents buying Sariwangi Tea. Nugroho et al. (2013) in the results of his research explained that cultural factors are the most dominant variables affecting the decision of purchasing formula milk, where cultural and social factors have a direct relationship with the purchase decision process, the contribution amounted to 83.5% of the decision to purchase formula milk.

The Influence of Promotion Factor on Purchasing Decision of *Bengkuang* in Padang City

The indicators included in the promotion factor are direct marketing, and a good product image. This factor is in the fifth place which influence the purchasing decision of *bengkuang* in Padang City. This can be seen from the percentage variance of 5.812% indicating that this promotion factor can influence the purchasing decision of *bengkuang* in Padang City.

The indicators in this study have a range of loading factor from 0.540 to 0.803 which means that the correlation between indicators with promotion factor ranges from 54.0% to 80.3%. The highest correlation is in the indicator of direct marketing while the lowest correlation is in the good product image indicator.

So it can be concluded that the promotion factor influences the purchasing decision of *bengkuang* in Padang City, with the main indicator being direct marketing. Promotion is an effort made by the producer or seller in introducing the product produced. Based on the results of the study Tan (2011) sales promotion has a significant effect on consumer decision to shop for 72.7%. This is supported by Aniaty (2017) the promotion factor influence the decision of consumers to buy processed *bengkuang* food. This is also supported by Yasri (2015) promotional factor have a strong influence compared to other variables in purchasing decision with a total influence of 10.86%, this explains that promotional excellence can encourage consumer purchases in the food production of West Sumatra's MSME. This is consistent with Santika dan Dewi (2016) promotional factors have the greatest contribution to consumers in choosing bakpia products rather than price, product, and distribution factors with t values greater than the other three factors. Promotions made by bakpia producers have an impact on consumers in making the decision to buy Bakpia increasingly large.

The Influence of Distribution Factor on Purchasing Decision of *Bengkuang* in Padang City

The indicators included in the distribution factor are easily accessible stores. This factor is in the sixth position which influence the purchasing decision of *bengkuang* in Padang. This can be seen from the percentage variation of 5.279% indicating that this distribution factor can influence the purchasing decision of *bengkuang* in Padang City.

So it can be concluded that the distribution factor influences the purchasing decision of *bengkuang* in Padang City, with the main indicator being the easily accessible store. This means that the shop or trade place must be easily accessed by consumers. The more easily accessible stores will increase consumer purchases. Distribution is a series of activities that facilitate the distribution of products or services from producers to consumers, so that products or services can be consumed by consumers. Based on Yasri (2015) the distribution advantage factor has the biggest influence compared to product, price, promotion and service variables, where the total effect of distribution factors on consumer purchases is 29.55% which consists of 19.18% direct influence and indirect influence 10.37%. This is consistent with the research conducted by Santika dan Dewi (2016) the distribution factor influence the decision to purchase bakpia in the City of Yogyakarta is 15.14%.

Conclusions

Based on the results of research on factor analysis in identifying factors that influence purchasing decisions of *bengkuang* in Padang City, can put forward important conclusions is

product and income level factor, psychological and personal, price, social and cultural, promotion, and distribution can influence the purchasing decision of *bengkuang* in Padang City. Product and income level is the most dominant factor because with the product and level income has the highest correlation to the purchase decision. There are three indicators in the product and level income factor that can be developed by the seller of *bengkuang* are attractive packaging, has a lot of variety and advertising on the mass media.

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