

FACTORS INFLUENCING VISITORS SHOPPING AT CIPULIR MARKET, SOUTH JAKARTA

Heny Ratnaningtyas*, **Rahmat Ingkadijaya**, **Fetty Asmanati**,
Ismeth Emier Osman, **Amrullah**

Institut Pariwisata Trisakti, Jakarta, Indonesia

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ABSTRACT

This research aims to determine the influence of product variations and prices on purchasing decisions at Cipulir Market. This type of research is quantitative descriptive with multiple regression analysis methods. The population of this research is all visitors who come to Cipulir Market. The research sample consisted of 100 respondents. Data were collected by distributing questionnaires with a Likert scale from 1 to 5. Sampling used accidental sampling. The partial research results show that product variations and prices significantly affect purchasing decisions at Cipulir Market. The variety of textiles and finished goods products significantly influences buying decisions at Cipulir Market because it reflects the diversity of consumer tastes and provides more comprehensive options for buyers to choose according to their preferences. Price significantly influences purchasing decisions at Cipulir Market because consumers generally access this market from lower to middle economic levels. Competitive and affordable prices are the main factors influencing purchasing decisions in this market. It is hoped that traders at Cipulir Market will be able to increase sales, strengthen the attractiveness of their stands, and build customer trust through strategies that understand customer needs.

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Corresponding Author

Heny Ratnaningtyas

Email: heny.ratnaningtyas@iptrisakti.ac.id

INTRODUCTION

The market is where buying and selling activities and the wheels of the economy turn. The primary purpose of market existence is to support and facilitate the community's economy (Malano, 2011). Cipulir Market, founded and managed by the Pasar Jaya Regional Company on the government's initiative, can be categorized as a traditional

market. In this market, business interactions are still carried out directly, with the typical characteristics of bargaining between sellers and buyers (Naquein & Asri, 2023).

Cipulir Market, located on Jalan Ciledug Raya, Cipulir, South Jakarta, has been operating since 1989. Like Tanah Abang Market, Cipulir Market is known as a wholesale centre for textile and apparel products, which is a destination for retail traders from various regions in the archipelago and Asia Southeast, even to India and Africa. Generally, traders come to make wholesale purchases to resell at retail. Cipulir Market is divided into two parts. Where on the left, for visitors from the direction of Kebayoran Lama, is Cipulir Inpres Market. This market is open after dawn, around 5.00 WIB, and closes by 15.00 WIB, with some shops outside possibly closing at 17.00 WIB. Even though most of the shops at Pasar Inpres sell goods in bulk or wholesale quantities, they still serve retail buyers.

Traditional clothing markets offer a shopping experience by providing a variety of textile and apparel items, not only creating visual attraction but also inviting visitors' interest in exploring the traditional market (Kumallasari et al., 2023). With various choices in conventional markets, including quality fabrics and stylish apparel, it has become an attractive shopping destination, promising an unforgettable shopping experience for every visitor (Ariesta et al., 2022).

Cipulir Market is famous as a textile and apparel market offering visitors various products. This market provides a variety of Muslim clothing, including clothes brackets and headscarves, and makes with varying designs according to the latest trends. In addition, Cipulir Market offers children's clothing with unique designs and bright colours, including everyday clothes, clothes for special occasions, and children's accessories. For those active in sports, this market may provide functional and fashionable sportswear for activities such as jogging, yoga, or fitness.

Cipulir Market also has a wide selection of fashion clothing for women and men, including tops, bottoms, jackets, and accessories. The latest designs and styles can attract visitors looking for clothes according to the latest fashions. Apart from clothing, Cipulir Market may offer a variety of household textiles, such as clothespins, tablecloths, curtains, and other fabric materials for home decoration. Fashion accessories, such as necklaces, bracelets, earrings, and bags, can also be found at Cipulir Market, adding to the choice to complete your appearance. This diversity of products creates attraction for visitors because they can find various options according to their individual needs and preferences.

Competitive and affordable prices in the traditional clothing market are the main attraction for visitors and positively increase their interest in shopping (Soeprajitno et al., 2018). The certainty of obtaining products at affordable prices is an essential factor that drives consumer motivation to shop at the market, creating a satisfying shopping experience and providing added value for loyal customers (Putra, 2023).

Product prices at Cipulir Market are well known for their significant economic advantages compared to other shopping centres. The existence of this market provides excellent benefits for visitors with limited budgets who want to buy souvenirs for their families back home. Amid tight financial conditions, shopping at Cipulir Inpres Market is not just an alternative but a wise step to ensure that every rupiah invested produces maximum value.

Cipadu Market offers a wide selection of products, opens up opportunities to bargain, creates a more personalized shopping experience, and satisfies visitors who want to give meaningful gifts without sacrificing financial stability. Therefore, Cipulir Inpres Market is a financially efficient place to shop and creates a shopping experience with more value in the context of culture and togetherness.

Research conducted by Putra (2023) and Safitri & Sufi (2023) shows that the diversity of clothing products in traditional markets creates many choices for consumers because each individual has different styles, colours, and design preferences. Consumers can find various products that suit their tastes and needs. (Putra, 2023) Fure's (2013) research shows consumers' diverse needs and preferences. With multiple products, the market can better accommodate the needs of consumers from various levels of society, including cultural tastes, ages, and lifestyles.

Research conducted by Putra (2023) and Anggreni et al. (2022) stated that the prices practised in traditional markets are considered very economical and affordable. These findings show that people still maintain their shopping habits in traditional markets, even though modern markets are nearby because they are unaffected by significant price fluctuations. Research conducted by (Putra, 2023) revealed that price significantly influences interest in buying clothes in traditional markets. In other words, clothing traders' high prices in traditional markets can influence increased buying interest.

Based on the description in the introduction above and the background of previous research, the researcher is interested in researching the factors that influence visitors who go shopping at Cipulir Market, South Jakarta, namely the clothing product variation variable and the price variable as the independent variable, then the related variable, namely the purchasing decision variable.

LITERATURE REVIEW

Product Variations

Product variety refers to the variations or differences between the products offered by a company; this variation can include various aspects such as features, color, size, model, and so on (Santos et al., 2020). The purpose of product variety is to provide choices to consumers so they can choose the product that best suits their preferences and needs (Wan et al., 2012). Product variety can be an effective marketing strategy because it increases product attractiveness and meets diverse consumer needs (Rane et al., 2023). Companies often create product variations to reach broader market segments and provide customers with a more personalized shopping experience (Wan et al., 2015). Product variations may include different color or design options, sizes, additional features, or unique versions for specific purposes, by providing various products, companies can increase sales opportunities and give customers more choices to choose products that suit their tastes and needs (Dwivedi et al., 2021).

Price

Price is the money or other value that must be paid or compensated to obtain a product or service, in business and marketing, price is an essential factor that plays a crucial role in consumer purchasing decisions and company marketing strategies (Faith & Edwin, 2014).

Factors that can influence the pricing of a product include production costs, market demand, competitor strategies, brand position, consumer value perceptions, and company goals. The pricing process involves carefully considering these factors to ensure that the price set reflects the product or service's value and meets the company's financial goals (Cakranegara et al., 2022).

Purchasing Decision

Purchasing decisions result from complex mental processes consumers carry out when buying a product or service, this process includes stages from recognizing a need or problem, searching for information, evaluating alternatives, purchasing decisions, and post-purchase evaluation (Iskamto, 2021). Consumers are influenced by various factors such as personal preferences, available information, previous experiences, and social and cultural factors, a company's marketing strategy can influence purchasing decisions, including price, promotion, and brand image ((Hanaysha, 2017). After making a purchase, consumers can feel satisfaction or dissatisfaction, which can affect their loyalty to the brand or product in the long term. Therefore, a deep understanding of the factors influencing purchasing decisions is critical to developing an effective marketing strategy (Harahap & Amanah, 2020).

RESEARCH METHODS

This research is an in-depth exploration of a quantitative descriptive nature by applying multiple regression analysis methods. This research was carried out in June-August 2023, with Pasar Cipulir, South Jakarta, as the primary context. The data collection method was carried out through the distribution of questionnaires using a Likert scale ranging from a score of 1 to 5, providing a nuanced dimension to the respondents' responses.

In carrying out this research, the researcher used the accidental sampling technique, which indicates that the researcher accidentally interacted directly with the respondent. The population that is the focus of the study is all visitors who crowd Cipulir Market, creating a study framework that includes various perspectives from various levels of society.

The number of samples in this study was 100 respondents, per the theoretical recommendations of (Sugiyono, 2017), which shows that the ideal number of respondents in quantitative research ranges from 30 to 500. This step is designed to ensure capable representation from a larger population. , allowing researchers to uncover findings with a significant level of confidence. Thus, this research contributes substantially to understanding the dynamics and behavioral patterns of visitors to Cipulir Market through a focused and careful quantitative descriptive approach.

RESULTS AND DISCUSSION

Result

Table 1. Respondent Character

| | Frequency | Percentage |
|----------------------------|------------------|-------------------|
| Gender | | |
| Male | 33 | 33% |
| Female | 67 | 67% |
| Age | | |
| 17 - 25 years | 18 | 18% |
| 26 – 35 years | 55 | 55% |
| > 35 years | 27 | 27% |
| Frequency of Visits | | |
| One time | 20 | 20% |
| 1 – 5 time | 37 | 37% |
| > 5 time | 43 | 43% |

Source: Processed data (2023)

Table 1 above shows that most people visiting Cipulir Market are women, reaching 67% of the total respondents. This can be explained by cultural and habitual factors, where Cipulir Market offers a variety of textile and apparel products that align with the preferences and needs of female consumers. These products include a variety of motifs, colours, and styles that better suit their tastes. Moreover, women often have the traditional role of managing household needs, including purchasing clothing for the family, making their dominant presence in this market natural.

Furthermore, if we look at age, the 26-35 year age group dominates Cipulir Market visitors with 55 people or 55%. This is related to social and professional activities, which are high in this age range, creating diverse needs in clothing for various occasions. Cipulir Market offers a variety of textile products at affordable prices, appealing to this age group who have varied fashion preferences but still pay attention to economic value in their purchases.

Based on the frequency of visits, respondents who came more than five times dominated visits to Cipulir Market with 43 people, or 43%. This can be explained by familiarity, previous satisfaction, and various products offered. Repeat visit habits can reflect customer satisfaction with products and services in that market. Apart from that, Cipulir Market's reputation as a place that provides a variety of textile and apparel goods may attract customers looking for a variety of unique and quality products to return. Therefore, the dominance of respondents who make repeat visits can be interpreted as the result of customer satisfaction and the diversity of product offerings at Cipulir Market.

Table 2. Validity Test

| Variable | Average Variance Extracted |
|---------------------|-----------------------------------|
| Product Variations | 0,727 |
| Price | 0,780 |
| Purchasing Decision | 0,801 |

Source: Processed data (2023)

According to Wijaya (2019), a variable is said to be valid if the variable has an average variance extract (AVE) value > 0.5. Table 2 shows that all variables in this study are valid because they have an AVE value of more than 0.5.

Table 3. Reliability Test

| Variable | Cronbach's Alpha | Composite Reliability |
|---------------------|------------------|-----------------------|
| Product Variations | 0,719 | 0,723 |
| Price | 0,775 | 0,736 |
| Purchasing Decision | 0,742 | 0,700 |

Source: Data processed with Smart PLS (2023)

According to Ghozali (2021), a variable is said to be reliable if the variable has a composite reliability > 0.70 and has a Cronbach's alpha value > 0.70. Table 3 shows that all variables are reliable because they have a composite reliability value and a Cronbach's alpha value > 0.70.

Table 4. R-Square

| Variable | R-Square |
|---------------------|----------|
| Purchasing Decision | 0,635 |

Source: Data processed with Smart PLS (2023)

The coefficient of determination assesses how much the independent variable influences the dependent variable (Sujarweni, 2020). From Table 4 it shows that the coefficient of determination found reached 0.635. This means that around 63.5% of purchasing decisions were influenced by product variety and price, while 36.5% of deaths were influenced by other factors not permitted in this study.

Table 5. Hypothesis Testing

| Variable | Original Sample (O) | Standard Deviation (STDEV) | t-Statistic (O/STDEV) | P Values | |
|-------------------|---------------------|----------------------------|-----------------------|----------|-------|
| Product Variation | Purchasing Decision | 0,666 | 0,103 | 6,466 | 0,000 |
| Prices | Purchasing Decision | 0,798 | 0,157 | 5,082 | 0,000 |

Sumber: Data diolah dengan Smart PLS (2023)

This hypothesis is tested at a significance level of 0.05; if the independent variable has p-values < 0.05, then the independent variable has a significant effect on the dependent variable, and if the independent variable has p-values > 0.05, then the variable freedom does not have a significant effect on the attachment variable (Willy & Jogiyanto, 2015). Table 5 above shows that all independent variables, namely product variation, and price, have a significant effect on the related variable, namely the purchasing decision variable because all independent variables have a p-value > 0.05.

Discussion

The Influence of Product Variations on Purchasing Decisions at Cipulir Market, South Jakarta

In this research, product variations or diversity of products and apparel significantly influence purchasing decisions at Cipulir Market, South Jakarta. This is because Cipulir Market attracts consumers with diverse preferences and styles. With a wide selection of products, consumers can find items that suit their tastes, allowing them to express their identity and style. Product variations also create competition between sellers, encouraging innovation and improving quality to attract consumer attention. With such a wide range of options, consumers can choose products that meet their functional and aesthetic needs, influencing their positive purchasing decisions at Cipulir Market.

Research conducted by Safitri & Sufi (2023) revealed that the diversity of clothing products in traditional markets not only creates many choices for consumers but also provides opportunities for individuals to express their personal preferences in terms of style, color, and design. With a diverse product offering, consumers are free to find clothing that reflects their identity and meets their specific tastes and functional needs. This diversity enhances the shopping experience and encourages inclusivity in the apparel industry, creating an environment that supports diverse individuals and lifestyles.

Research conducted by Harahap & Amanah (2013) shows consumers have diverse needs and preferences. This diversity creates challenges and opportunities for the market, where various products can increase the market's ability to accommodate the needs of consumers from various levels of society. By recognizing the diversity of cultural tastes, ages, and lifestyles, the market can become more responsive to the uniqueness of each individual. This creates business opportunities and reflects the spirit of inclusivity and respect for consumer diversity in the dynamics of the global economy.

The Influence of Price on Purchasing Decisions at Cipulir Market, South Jakarta

In this research, price significantly influences purchasing decisions at Cipulir Market, South Jakarta. This is because Cipulir Market is known as a trade centre with various economic levels. With consumers coming from various levels of society, price is an essential factor in purchasing decisions. This market offers a variety of products at a wide price range, allowing consumers to choose according to their budget and needs. The availability of diverse pricing options creates attraction and competitiveness among sellers, so consumers can compare and launch value products that best fit their budget. Therefore, the price of textile and clothing products plays a crucial role in shaping purchasing decisions at Cipulir Market, influencing product accessibility and consumer satisfaction from various market segments.

Research by Anggreni et al., (2022) shows that the prices prevailing in traditional markets are considered very economical and affordable by the community. This shows the community's determination to keep shopping at traditional markets, even with modern markets nearby. This research illustrates that being unaffected by significant price fluctuations is one of the essential factors that motivates people to continue choosing traditional markets as their shopping destination. Awareness of the economic value and stable purchasing power in traditional markets significantly contributes to the resilience and continuity of these markets in facing competition with modern markets.

Research conducted by Putra (2023) shows that price significantly influences consumers' buying interest in clothing in traditional markets. In this context, the prices offered by clothing traders in traditional markets could be one of the main drivers of increased buying interest. In other words, the more affordable and in line with consumers' perceived value, the more their interest in purchasing clothing products in traditional markets will increase. These findings reflect the importance of prudent pricing in supporting the appeal of traditional markets and highlighting the close link between economic factors and consumer preferences in shaping their purchasing decisions.

CONCLUSION

The variety of products at Cipulir Market, south Jakarta, influences consumer purchasing decisions by reflecting personal identity and style. Competition between sellers drives innovation, improves quality, and gives consumers freedom, potentially influencing purchasing decisions. Prices of textile and clothing products at Cipulir Market, south Jakarta, influence purchasing decisions and consumer satisfaction from various levels of society. Consumers can choose according to their budget, creating attraction and competitiveness among sellers.

As a trader at Cipulir market, it is hoped that we can increase sales by providing a choice of quality and up-to-date textile and clothing products and wisely adjusting prices with special offers or periodic discounts. Thus, an effective strategy can be carried out by understanding customer needs and maintaining a balance between product variety and price to increase the attractiveness of stands in the Cipulir market and build customer trust.

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