

ANALYSIS OF THE INFLUENCE OF PSYCHOGRAPHIC MARKET SEGMENTATION ON LOCAL RICE PURCHASE DECISIONS IN MODERN MARKET: A CASE STUDY OF CARREFOUR PENGAYOMAN MAKASSAR

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ABSTRACT: The background of this research aims to understand the impact of market segmentation strategies on consumer purchasing decisions for local rice, which is typically bought in traditional markets but is now examined in modern markets. Companies need to know where they should target their market segmentation. Consumers have different ideas and thought patterns, and to continue meeting their needs, psychographic segmentation is necessary. The variables studied are psychographic variables and their influence on local rice purchase decisions in modern markets. To determine the extent of the influence of demographic market segmentation variables on purchasing decisions, this study uses a sample of 50 respondents who are local rice consumers at Carrefour Pengayoman Makassar Modern Market. The sampling method used is purposive sampling. The analysis technique used in this research is descriptive testing. The results show that psychographic market segmentation affects the purchasing decisions of local rice in modern markets.

A. INTRODUCTION

Currently, the majority of the Indonesian population (over 90%) consumes rice as a staple food. Based on a study of rice consumption among Indonesians conducted by BPS (Central Statistics Agency) over the last three years, the figure obtained is 114 kg per capita per year or 312 grams per capita per day (Waspada, 2015). The annual basic need for rice increases in line with the growing population (Central Statistics Agency, 2018).

South Sulawesi is one of the largest rice producers in Indonesia. In 2018, rice production in South Sulawesi reached a total of 5.74 million tons. This abundant production is marketed in various places, including modern markets in Makassar city. This modern market-based sales approach aims to boost the economy of the South Sulawesi community.

Makassar city has now become a target for both local and foreign businesses to establish ventures. This development has led to changes in the lives of the community,

especially in large cities, including changes in shopping locations. One of the strategies that companies use to remain in an effective position is by implementing market segmentation.

The variety of rice products, including types (such as local rice), packaging, price, taste, and other factors, along with differences and influences of cultural environment, social class, purchasing power, motivation, and lifestyle, shape diverse consumer behaviors. There is a close relationship between consumer behavior and market segmentation. By understanding consumer behavior, market segmentation can be well-mapped. Purchasing decisions regarding products are influenced by consumer behavior, and therefore, it is important to consider these factors in sales.

The appeal of modern markets, in addition to factors such as convenience and shopping security, also lies in their ability to offer a variety of goods. Carrefour is a modern market concept that provides a higher standard of service. One of Carrefour's outlets in Makassar is Carrefour Pengayoman. Customers can meet all their daily needs at this location, including local rice products. Given the importance of market segmentation, the author is motivated to conduct research to understand the influence of market segmentation based on psychographic variables on local rice purchasing decisions.

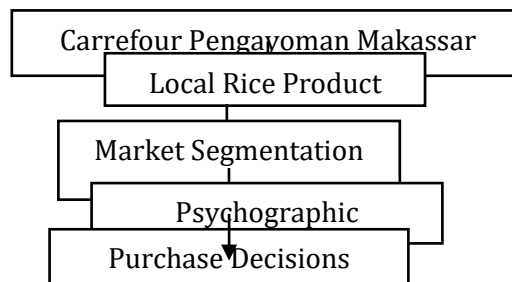
B. METHODS

This research was conducted at Carrefour Pengayoman Makassar. The location was chosen because it is a branch of the largest modern market in the city of Makassar. The research was carried out during April-May 2019. The population for this research consists of consumers who are purchasing local rice at Carrefour Pengayoman Modern Market. The sampling method used is Probability Sampling with purposive sampling, which means the researcher selects samples based on their relevance to the research purpose. The characteristics of the sample are based on consumers who are in the position of decision makers. In this research, the sample size is 50, in accordance with Roscoe's opinion in Sugiyono (2012), which states that if the research involves multivariate analysis (such as correlation or multiple regression), the minimum number of sample members should be 10 times the number of variables studied. This research uses 5 variables (4 independent variables and 1 dependent variable), so the sample size is $10 \times 5 = 50$ samples.

In an effort to obtain the data needed for this research, the researcher conducted primary data collection such as interviews (the question-and-answer process between the researcher and respondents) and observation, as well as secondary data in the form of data obtained from reports and information sourced from literature related to this research.

The measurement of variables is analyzed using an ordinal scale in the form of a Likert scale, which involves five categories of respondents ranging from "strongly agree" to "strongly disagree" (with values from 5 to 1) for each series of questions regarding the object of stimulus (Malhotra, 2009).

In Data Analysis techniques, the researcher uses descriptive analysis techniques. Sugiyono (2009) states that descriptive analysis is used to analyze the data that has been collected by describing or portraying the object under study through the sample or describing the object under study through the sample or population as it is, without performing analysis and making general conclusions. There are 3 elements presented in descriptive testing: (1) analysis of consumer characteristics, research on 4 market segmentation variables, and analysis that describes the responses from the questionnaires administered. Reliability testing is used to measure a questionnaire, which is an indicator of a variable or construct, and it is said to be reliable if the responses to the questions are consistent (Sunyoto, 2009). If Cronbach's Coefficient Alpha is greater than 0.6, then the responses from the respondents are considered reliable, and vice versa. Next, classical assumption tests are conducted, which include tests for multicollinearity, heteroscedasticity, autocorrelation, and linearity. Based on the above explanation, the framework of this research is as follows.



Picture 1. Conceptual Framework

C. RESULTS AND DISCUSSION

Respondent Characteristics :

From the 50 questionnaires distributed, the characteristics of respondents buying local rice at Carrefour Pengayoman Makassar were analyzed. These characteristics include gender, age, number of family members, occupation, income, and highest level of education. The results are as follows.

From the identification results that have been conducted, it shows that based on gender, there are 11 male respondents (28%), and 38 female respondents (78%). It can be concluded that the number of female respondents is greater than the number of male respondents. Women are potential consumers because their behavior is more consumptive compared to men (Sumarwan, 2011). Women are known to be more meticulous in their purchasing decisions, from choosing the type of product to the price of the product. Women are noted for their carefulness in purchasing products, in this case, rice for consumption.

Identification based on the age of respondents concludes that the most common age group among respondents at the time of the study is 21-30 years, with 18 respondents (36%), and the smallest number of respondents is those aged < 20 years, with 1 respondent (2%). The theory of knowledge, attitude, and behavior measurement according to Huclok (Wawan and Dewi, 2010) states that as a person ages, their level of maturity and strength in working and thinking increases.

Based on the identification of the number of family members, it can be concluded that the majority of respondents have more than 4 family members, with 25 respondents (50%). This is consistent with Tjiptoherijanto's (1992) opinion, which states that the number of family members in a household affects the amount of consumption that takes place.

The majority of respondents in the sample are Households (Ibu Rumah Tangga) with 11 respondents (22%), followed by self-employed individuals (wiraswasta) with 10 respondents (20%), and other job categories with 8 respondents (16%). Lastly, there are respondents working as civil servants (PNS), private employees, and students with 7 respondents (14%) each. Kotler and Armstrong (2008) explain that occupation is one of the factors influencing a person's buying behavior, thereby affecting their consumption patterns.

The results of the income identification reveal that the majority of respondents in the sample have an income greater than Rp. 3,500,000, with 28 respondents (56%). Following this, respondents with an income of less than Rp. 1,500,000 and those with an income between Rp. 2,500,000 – Rp. 3,500,000 each have 8 respondents (16%). Respondents with an income between Rp. 1,500,000 – Rp. 2,500,000 total 6 respondents (12%). A person's economic condition can influence their choice of products, particularly the rice they purchase. The level of income affects an individual's consumption behavior. Soekartawati (2008) explains that

income will influence the quantity of goods consumed.

The highest level of education for the majority of respondents in the sample is higher education (Diploma, Bachelor's degree, etc.), with 34 respondents (68%). This is followed by high school education (SLTA) with 14 respondents (28%), then primary school education (SD) with 2 respondents (4%). There were no respondents with education levels below primary school (SD) or junior high school (SLTP) at the research location. The tendency is that the higher the education level of a community, the better the quality of its human resources (Fitriani, 2015).

The data description to be presented includes the Mean (M) and Standard Deviation (SDi) values. Additionally, frequency distribution tables and histograms will be provided. To determine the tendency of respondents' evaluations towards research variables based on the classification into 3 rankings, as mentioned by Suharsimi Arikunto (2006: 263), the categories are: (1) Very Influential: Indicator items with scores equal to or greater than the mean score plus 1 standard deviation ($> M_i + 1 SD_i$), (2) Influential: Indicator items with scores between the mean score minus 1 standard deviation and the mean score plus 1 standard deviation (between $M_i - 1 SD_i$ and $M_i + 1 SD_i$), and (3) Not Influential: Indicator items with scores lower than the mean score minus 1 standard deviation ($< M_i - 1 SD_i$).

For the Psychographic variable, with 3 questions, the highest score is multiplied by 5 and the lowest score is multiplied by 1, so:

- Highest score: $3 \times 5 = 15$
- Lowest score: $3 \times 1 = 3$

Then the interval class is calculated as $((15-3)/3) = 4$, thus the criteria are determined as follows:

- Variables with a score of 3-7 are considered not influential
- Variables with a score of 7-11 are considered influential
- Variables with a score of 11-15 are considered very influential.

Tabel 1.
Result of Distribution of Psychographic variable items

No.	Items	Answer	Respondents	Presentase (%)	Means
1	Lifestyle	SD	0	0	3,48
		D	7	7	
		N	20	20	
		A	19	19	
		SA	4	4	
2	Personality	SD	1	2	3,40
		D	9	18	
		N	20	40	
		A	17	34	
		SA	3	6	
3	Social Class	SD	2	4	3,40
		D	5	10	
		N	19	38	
		A	20	40	
		SA	4	8	

It is concluded that overall, respondents agree with the Psychographic segmentation, which consists of Lifestyle, Personality, and Social Class. This is evident from the average mean value of 10.28 ($3.48 + 3.40 + 3.40$). Thus, it is stated that the psychographic variable has an influence on the decision to purchase local rice at the Modern Market (with a value of 7-11). The results of the frequency distribution ranking for the psychographic indicators show that

the first is Lifestyle, with a mean result of 3.48. This proves that purchasing decisions are influenced by consumers' lifestyles in this study, such as shopping locations (consumer shopping prestige), and demonstrates that local rice consumers surveyed have different lifestyles, personalities, and social classes. Consequently, Carrefour Pengayoman has been successful in attracting consumers based on their respective psychographics. This is consistent with Sofjan Assauri's (2004:155) statement that market segmentation is carried out by grouping consumers or buyers into market segments according to lifestyle and personality variables.

D. CONCLUSION AND SUGGESTIONS

Based on the data found in the field research and after processing it regarding the influence of market segmentation on the decision to purchase local rice at Carrefour Pengayoman Makassar, it can be concluded that psychographic market segmentation influences the decision to purchase local rice at the Modern Market.

Based on the research findings and conclusions drawn, several recommendations can be made as follows:

1. The company is expected to consistently maintain the psychographic market segmentation that has been proven to influence local rice purchasing decisions. This is to ensure that consumers continue to experience accurate and appropriate segmentation from the customer's perspective.
2. Local rice products should be cautious and continuously examine less effective segmentation, considering the intense competition from other products and the need for continuous innovation. Generally, the products should be well-recognized by the public.

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