

Analysis of the Decision-Making Process for the Purchase of Ornamental Fish at the Bogor Ornamental Fish Marketing Depot

ABSTRACT

Ornamental fish as a commodity of high economic value and has its own charm, makes consumers have a variety of goals and needs in purchasing ornamental fish. This study aims to analyze consumer characteristics and describe the consumer decision-making process at the Bogor Ornamental Fish Marketing Depot. The method used is survey method and sampling technique using accidental sampling. The data used are primary and secondary data with 75 respondents. The results showed that the characteristics of the respondents who visited the most were male, age ranged from 20-25 years, undergraduate education level, type of work as a private employee, and income level of Rp 1,000,000. The results of the analysis of the purchasing decision process show that most of the consumers' motivation in buying ornamental fish as decoration, the respondent's information search comes from friends and the surrounding environment. Evaluation of alternative respondents chose the reason for buying ornamental fish because the price of ornamental fish was affordable. Purchase decisions are made unplanned, while the frequency of visits by respondents is usually uncertain and the time of visit is at the end of the month. Post-purchase behavior, respondents feel that the Bogor Ornamental Fish Marketing Depot is a clean and comfortable place, respondents are also satisfied with buying ornamental fish and the prices offered are also affordable.

Keywords: Ornamental Fish, Consumer Behavior, Bogor Ornamental Fish Marketing Depot

1. INTRODUCTION

The fisheries sector plays a major role in producing the Indonesian economy. One of the superior commodities is the production of ornamental fish, where the production of ornamental fish is one that has good prospects as a foreign exchange earner [1]. Ornamental fish is one part of fishery commodities that have high economic value, with the biodiversity that is owned by Indonesia, both freshwater ornamental fish and marine ornamental fish. Ornamental fish have distinctive characteristics and special appeal to the beauty and uniqueness of

the different colors, shapes and patterns of each species [2]. At this time many people are starting to cultivate ornamental fish supported by advances in transportation and packaging, facilitating the marketing of ornamental fish to meet domestic demand as well as export commodities [3].

The West Java region, precisely in Bogor, is one of the centers for producing freshwater ornamental fish. This is indicated by the large number of ornamental fish production in Bogor. The emergence of opportunities to do business in the ornamental fish trade, because the availability of ornamental fish

as the main product is quite guaranteed for quality, quantity and continuity. With the availability of great potential, the marine and fisheries sector can become an odyssey to prosperity or a path for Indonesian people to prosperity [4]. Data records that in recent years the national ornamental fish production has continued to increase from 1.19 billion fish in 2017 to 1.22 billion fish in 2018 to grow to 1.28 billion fish with a value reaching 19.81 billion in 2019 [5].

A consumer is someone who uses marketed products and or services [6]. Consumers have a variety of goals in purchasing the ornamental fish they want. The needs and desires of consumers towards the purchase of ornamental fish vary greatly and can change due to the factors that influence consumers in making purchases [7]. Consumers who have a lot of knowledge and experience about products may not be motivated to seek information, because they are satisfied with their knowledge in making decisions [8]. Consumer behavior is how consumers will respond or respond when there is a change in the price of a demand for goods or services needed [9]. Consumer behavior will be directly involved in obtaining ornamental fish according to their needs and desires, including the decision-making process, preparation and determination of these activities. The buying decision process goes through five stages, namely the introduction of needs or problems, information search, evaluation of alternatives, purchase decisions, post-purchase behavior [10]. Recognition of needs begins when consumers face a problem or need, which is a situation where there is a difference between the desired state and the actual situation triggered by internal and external stimuli. After realizing a problem and need, information search begins when consumers realize that these needs can be met by buying a product. In the alternative evaluation process, consumers will compare various options that can solve the problems they are facing.

Purchase decisions are based on desires that are generated when consumers consciously choose one of the alternative actions available [11]. After the consumer makes a purchase decision, the consumer will make an assessment of the purchase such as post-purchase satisfaction.

The purpose of this study was to analyze the characteristics of ornamental fish consumers at the Bogor Ornamental Fish Marketing Depot and describe the consumer decision-making process in buying ornamental fish at the Bogor Ornamental Fish Marketing Depot.

2. METHODOLOGY

The research method used in this study is a survey method. This survey method collects data from a number of consumers at the Bogor City Ornamental Fish Marketing Depot using an interview measurement tool in the form of a questionnaire containing a list of questions to be asked to research respondents with the aim of obtaining as much data as possible, with the hope that the final data obtained can represent the entire population.

2.1 Types and Sources of Data

The types and sources of data used are primary data and secondary data. The primary data in this study were obtained directly in the field through direct interviews with respondents using a questionnaire. Questionnaire is a data collection technique that contains a series of written questions that will be given to respondents to be answered [12]. The survey period carried out in this study was 1 month from March 17, 2022 to April 17, 2022. Secondary data obtained from this study came from the library, the Internet, and other general information.

2.2 Sampling Technique

Sampling technique used in this study is the accidental sampling technique, which is a method of determining the sample by taking respondents who happen to exist or are available in a place according to the research context. The number of samples taken within one month. Sampling technique using accidental sampling does not have a definite number of samples. The number of samples is still based on determining the number of samples, namely the number of appropriate sample sizes in the study, which is between 30 to 500 [13]. The number of samples taken in this study were 75 respondents at the Bogor Ornamental Fish Marketing Depot. The criteria for the selected sample of respondents are consumers who have purchased ornamental fish and are willing to conduct interviews.

2.3 Data Analysis

This study uses data analysis methods in the form of descriptive statistical analysis, quantitative analysis and qualitative analysis. Descriptive statistical analysis and quantitative analysis are used to describe the general picture or consumer characteristics and consumer behavior at the Bogor Ornamental Fish Marketing Depot by using numbers to facilitate the process of analyzing the data that has been collected. Qualitative analysis was used in this study to determine the process of making purchasing decisions for ornamental fish consumers at the Bogor Ornamental Fish Marketing Depot. This analysis is generated from interviews and questionnaires which are tabulated in the data, then processed and analyzed according to the analytical method used so that the results can be known. Data obtained from quantitative analysis is presented in the form of tables, diagrams, or graphs and then analyzed descriptively.

3. RESULTS AND DISCUSSION

3.1 Characteristics of Respondents

Respondents at the Bogor Ornamental Fish Marketing Depot are generally male as many as 38 people or 51% while female respondents are 37 people or 49%. The number of male and female respondents who are almost balanced is due to the fact that currently those who have a hobby or tendency to maintain ornamental fish are almost balanced, where the main characteristic of ornamental fish products is that they have beauty and uniqueness so that they can be accepted by both men and women.

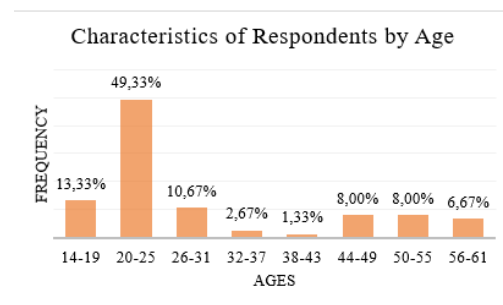


Figure 1. Characteristics of Respondents by Age

Respondents based on age were dominated between the ages of 20-25 years or 49,33% with a total of 37 people. This is because the 20–25-year age group is a productive age which makes ornamental fish an option to be used as pets for entertainment or decoration, especially in pandemic conditions like this many students and workers are doing online activities (online), so they have time spare time to buy and maintain ornamental fish. The buying process is influenced by the stages that a person goes through according to maturity. Productive age with a range of 18-45 years, is the age where humans are physically and biologically mature [14].

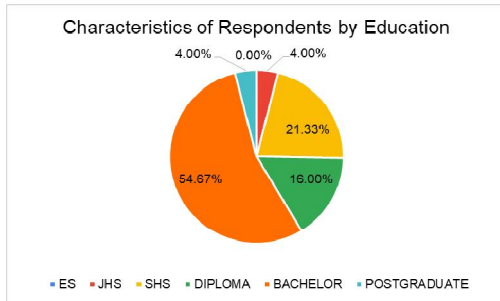


Figure 2. Characteristics of Respondents by Education

The education level of the respondents in this study showed that 54,67% were undergraduate with a total of 41 people. This shows that the level of education determines a person's acceptance of knowledge and information. According to this theory, the higher a person's education, the higher his knowledge [15].

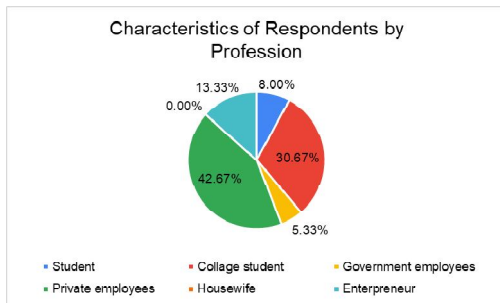


Figure 3. Characteristics of Respondents by Profession

Employment level of respondents in this study showed that 42,67% were undergraduate with a total of 32 people. This can be seen from the atmosphere of the Bogor Ornamental Fish Marketing Depot which is more crowded on weekends or holidays, because usually respondents with permanent jobs (private employees) have more income and free time on weekends or holidays. Consumers who have permanent jobs will certainly have a steady income as well, this shows the ability of consumers to support the distribution of ornamental fish hobbies [16].

Based on 75 respondents, the highest number of respondents is respondents

with income Rp 1,000,000/month as many as 24 people or 32%. This shows that the income level of the respondents is not high because the Bogor Ornamental Fish Marketing Depot provides fish of various types and prices ranging from low to high with products that can be reached by consumers from all groups. In addition, other respondents' incomes were Rp. 1,000,000 - Rp. 3,000,000 as many as 11 people or 14,67%, Rp. 3,000,000 - Rp. 5,000,000 as many as 20 people or by 26,67%, Rp. 5,000,000 - Rp. 7,000,000 and Rp 7,000,000 - Rp 9,000,000 respectively for 5 people with 6,67% and Rp 10,000,000 for 10 people or 13,33%. The level of income has a positive effect on people's buying interest [17].

3.2 Ornamental Fish Purchase Decision Process

Before making a decision to buy ornamental fish, consumers first go through the stages to get what they need. The decision is carried out in the form of the act of buying ornamental fish, through certain stages, namely the introduction of needs, information seeking, evaluation of alternatives, purchasing decisions and post-purchase behavior. [18].

3.2.1 Introduction of Need

The process of recognizing consumer needs can be identified by providing information about the motivations and benefits those consumers seek when visiting a point of sale [19]. At this stage consumers begin to realize the need for ornamental fish which makes them seek the benefits of these ornamental fish.

Table 1. Introduction of Need

No.	Introduction of Need	Amount (person)	Presentase (%)
1	Levels of Pleasure		

	Really like	18	24
	Like	54	72
	Do not like	3	4
	Total	75	100
2	Hobby Level		
	Hobby	16	21
	Ordinary	47	63
	Not a hobby	12	16
	Total	75	100
3	Buying Motivation		
	Entertainment	29	39
	Decoration	46	61
	Business	0	0
	Total	75	100
4	Buying Motivation for Business		
	Ornamental fish farming	0	0
	Resell ornamental fish	0	0
	Does not have an ornamental fish business	75	100
	Total	75	100
5	Alternative Options Other than Ornamental Fish		
	Mammals	40	53
	Poultry	28	37
	Predators	7	9

In the table as many as 72% or 54 people from all respondents (75 people) have a preference level for ornamental fish, namely likes. The level of preference of respondents proves that those who visit the Bogor Ornamental Fish Marketing Depot are respondents who like

ornamental fish. The level of consumer hobbies shows that the respondents stated that they are normal for ornamental fish as much as 63% or 47 people. This is because respondents feel they are not too fond of ornamental fish and only make ornamental fish into decorations that can add to the beauty of a room or make it just entertainment to relieve stress due to daily routines. The motivation of respondents in buying ornamental fish is for decoration as much as 61% or 46 people. This is because ornamental fish can function as decorations that add aesthetic value to a room, so respondents feel that an aquarium containing ornamental fish and other supporting ornaments can add to the aesthetic impression.

3.2.2 Information Seeking

At the stage of searching for consumer information will look for information about ornamental fish to be purchased that can be done with internal search and external search [20].

Table 2. Information Seeking

No.	Information Seeking	Amount (person)	Presentase (%)
1	Characteristics of Healthy & Good Ornamental Fish		
	High appetite	15	20
	Bright eyes and skin	54	72
	Body shape fat	6	8
	Total	75	100
2	Beauty of Ornamental Fish		
	Color	65	87
	Body shape	8	11
	Behavior	2	3
	Total	75	100
3	Source of Information on Ornamental Fish		
	Family	8	11
	Friends & surrounding environment	50	67
	Print/electronic media	17	23
	Total	75	100
4	Source of Information Bogor Marketing Depot		
	Family	8	11
	Friends & surrounding environment	51	68
	Print/electronic media	16	21
	Total	75	100

The majority of respondents who buy ornamental fish at the Bogor Ornamental Fish Marketing Depot choose ornamental fish that have bright eyes and skin as the characteristics of healthy and good

ornamental fish by 72% or 54 people. This is because in general the first thing that consumers see in ornamental fish is the physical beauty of the ornamental fish. Respondents who bought ornamental fish obtained sources of information about ornamental fish and the Bogor Ornamental Fish Marketing Depot through friends and the surrounding environment, respectively, as many as 67% or 50 people and as many as 68% or 51 people. This is because the information is more widely disseminated through person-to-person communication, and has more opportunities to provide more reliable information and if it is considered satisfactory, it will be recommended to friends and the surrounding environment.

3.2.3 Evaluation of Alternative

At this stage the consumer will evaluate the choice to match the expected benefits and narrow the choice to get the chosen alternative. Consumers will carry out an alternative evaluation stage of desired product, before making a purchase decision.

Table 3. Evaluation of Alternative

No.	Evaluation of Alternative	Amount (person)	Presentase (%)
1	The Type of Fish Often Purchased		
	Koi	27	36
	Cupang	31	41
	Other	17	23
	Total	75	100
2	Reasons for Deciding to Buy Ornamental Fish		
	Location and market conditions	21	28
	Affordable ornamental fish prices	30	40

	Good quality of ornamental fish	24	32
	Total	75	100
3	How to Deal with the Emptiness of Ornamental Fish		
	Buy another types of ornamental fish	33	44
	Buy other products	8	11
	Don't buy	34	45
	Total	75	100
4	Choice of Places Other than Bogor Marketing Depot		
	Online shop	17	23
	Big store	21	28
	Small store	37	49
	Total	75	100
5	With Whom to Buy Ornamental Fish		
	Alone	22	29
	Family	35	47
	Friends	18	24
	Total	75	100

The main reason for respondents to buy ornamental fish at the Bogor Ornamental Fish Marketing Depot is because the price of ornamental fish is affordable by 40% or 30 people. This is because the sellers at the Bogor Ornamental Fish Marketing Depot buy various types of ornamental fish directly from ornamental fish farmers or main producers, so the prices obtained are still affordable and can be purchased by all groups. The way to respond to the respondent if there is a vacancy for the desired ornamental fish product is to not buy the desired product, which is 45% or 34 people. This shows that the respondents are quite loyal to the product to be purchased. Several factors that

influence consumer loyalty are product quality and promotion [21].

3.2.4 Purchasing Decisions

Consumer purchasing decisions are an action selection from two or more alternative choices [22]. The purchasing decision-making process is strongly influenced by consumer behavior. The process is actually a problem-solving process in order to meet consumer wants or needs.

Table 4. Purchasing Decisions

No.	Purchasing Decisions	Amount (person)	Presentase (%)
1	Number of Ornamental Fish Purchased in One Transaction		
	1-5 fish	61	81
	6-10 fish	11	15
	> 10 fish	3	4
	Total	75	100
2	Frequency of Visits		
	Once a week	2	3
	Once a month	7	9
	Uncertain	66	88
	Total	75	100
3	Visiting Time		
	Beginning of the month	25	33
	Middle of the month	18	24
	End of the month	32	43
	Total	75	100
4	With Whom to Discuss to Decide to Buy Ornamental Fish		
	Friends	20	27

	Family	23	31
	Self-determining	32	43
	Total	75	100
5	Purchase Decision		
	Planned	31	41
	Unplanned	44	59
	Total	75	100

The number of fish that was bought the most by respondents was 1-5 fish as much as 81% or 61 people. With this number, respondents feel that it is sufficient to fulfill their desires, because most respondents buy ornamental fish to be used as decoration. The frequency of visits chosen by the respondents was erratic at 88% or 66 people. This is because many respondents who come to the Bogor Ornamental Fish Marketing Depot do not have a specific schedule in buying ornamental fish. The most preferred time to visit by respondents was the end of the month by 43% or 32 people. This is because many respondents get a monthly salary at the end of the month, so that at the end of the month the respondents have enough money to buy the ornamental fish they want. The respondent's decision to buy ornamental fish was done unplanned by 59% or 44 people. This is because the respondent did not have the initial intention to buy ornamental fish and this intention arose accidentally when crossing the Bogor Ornamental Fish Marketing Depot area.

3.2.5 Post-purchase Behavior

At this stage, consumers will evaluate the results obtained from purchases at the Bogor Ornamental Fish Marketing Depot whether they are in line with the desired expectations or not. Things related to post-purchase behavior in this study are about the level of consumer satisfaction with the purchase of ornamental fish at

the Bogor Ornamental Fish Marketing Depot and the intention to repurchase.

Table 5. Post-purchase Behavior

No.	Post-purchase Behavior	Amount (person)	Presentase (%)
1	Benefits You Look for Buying Ornamental Fish		
	Satisfy yourself	25	33
	Adding insight into maintenance	21	28
	Adding a collection of ornamental fish	29	39
	Total	75	100
2	The Cleanliness & Comfort Level of Bogor Marketing Depot		
	Very clean and very comfortable	14	19
	Clean and comfortable	60	80
	Not clean and uncomfortable	1	1
	Total	75	100
3	Places for Keeping Ornamental Fish		
	Ponds	19	25
	Aquarium	52	69
	Plastic	4	5
	Total	75	100
4	Level Satisfaction with Purchased Ornamental Fish Products		
	Very Satisfied	14	19
	Satisfied	59	79
	Dissatisfied	2	3
	Total	75	100
5	Prices of Ornamental Fish at Bogor Marketing Depot		

	Very affordable	12	16
	Affordable	61	81
	Not affordable	2	3
	Total	75	100
6	Visits & Buyback of Ornamental Fish at Bogor Marketing Depot		
	Yes	71	95
	No	4	5
	Total	75	100

The benefit of buying ornamental fish, which is the most chosen by respondents, is to increase the collection of ornamental fish by 39% or 29 people. This is because most respondents buy ornamental fish to be used as decoration, where respondents will buy back various types of ornamental fish to add to their collection and complete an aquarium that is a decoration in a room. Respondents were satisfied with the Bogor Ornamental Fish Marketing Depot by 79% or 59 people. This is because the ornamental fish purchased by respondents are in line with expectations when viewed in terms of quality, price, and service. The price of ornamental fish at the Bogor Ornamental Fish Marketing Depot is also affordable at 81% or 61 people. This is because the Bogor Ornamental Fish Marketing Depot is one of the largest ornamental fish sales centers in Bogor City which gets supplies of ornamental fish from ornamental fish farmers directly, so it has affordable prices and has a target market that includes all groups. Almost all respondents stated that they intend to visit and buy back ornamental fish at the Bogor Ornamental Fish Marketing Depot by 95% or 71 people. This shows that overall respondents are satisfied, because one of the characteristics of satisfied consumers will come back to the place.

4. CONCLUSION

The results of the study concluded that the characteristics of the respondents who visited the most were male respondents, the dominating age ranged from 20-25 years, the highest level of education was undergraduate, the type of work of the respondents was dominated by private employees, while the highest income level was a lot that is IDR 1,000,000.

The decision-making process for purchasing ornamental fish is carried out through several stages. The first is the need recognition process, the majority of respondents like buying ornamental fish and are also not too fond of or just ordinary about ornamental fish, while the motivation of respondents in buying ornamental fish is to be used as decoration. In searching for information, the majority of respondents obtain most of the information through friends and their surroundings. While in the evaluation of alternatives, respondents chose the reason for buying ornamental fish because the price of ornamental fish was affordable and respondents chose to go to the Bogor Ornamental Fish Marketing Depot accompanied by their family. Purchase decisions are generally made unplanned and the number of ornamental fish purchased ranges from 1-5, while the frequency of visits by respondents to the Bogor Ornamental Fish Marketing Depot is usually uncertain and the time of visit is at the end of the month. Then post-purchase behavior, the highest respondent chose the benefits sought was to add to the collection of ornamental fish, respondents felt the Bogor Ornamental Fish Marketing Depot was a clean and comfortable place, besides those respondents were also satisfied in buying ornamental fish and the prices offered were also affordable, respondents stated that they intend to visit and buy back to the Bogor Ornamental Fish Marketing Depot.

MANAGERIAL IMPLICATIONS

The results of the research are expected to provide benefits for all parties involved in research activities. First, it can add insight and knowledge about consumer behavior towards the purchase of ornamental fish at the Bogor Ornamental Fish Marketing Depot. Second, it can have a positive impact on the community and provide input in knowing what consumers want before running a business so that they get maximum profit. Third, provide an overview of the characteristics, buying behavior and level of consumer satisfaction in terms of making policies to develop businesses, retain customers and attract new consumers so that they can be input for business actors.

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