Factors Influencing Consumer Decisions in Purchase of Imported Rice in Dili – Timor Leste

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Abstract

This study aims to determine what factors and which are the most dominant factors considered by consumers in buying imported rice products in Dil. This study used quantitative descriptive analysis using the SPSS version 25 analysis tool. This study used 70 respondents as the research sample drawn using purposive sampling method. The research method applied in this research is based on factor analysis with data collection techniques used are interviews, documentation, and questionnaires. The results of this study indicate only 15 independent variables that can be analyzed. Of the 15 variables after the factor rotation process, there are four main components. The naming of the new factor is determined according to the variables that make up the factor. The marketing factor that has the highest eigenvalue is 4.932 and is able to explain the total variance of 32.829%. Reference factor with an eigenvalue of 1.891 with a variance proportion of 12.606%. Personal factor with an eigenvalue of 1.320 with a total variance of 8.800%. The excellence factor has an eigenvalue of 1.130 with a total variance of 7.532%. The implications for companies to always maintain the quality of their products.

Keywords: *Marketing Factors; Reference Factors; Personal Factors; Excellence Factors*

Introduction

Human needs are a state of some of the basic satisfactions that are felt or realized. The need becomes a drive when the need arises to a sufficient degree of intensity. Rice is one of the products offered to meet primary needs and consumer desires, in order to be able to meet the necessities of life.

Rice is the processed product of an agricultural product called paddy (Oryza sativa). Rice is a food commodity that is used as a staple food for Asian nations, especially Timor-Leste, Indonesia, Thailand, Malaysia, Vietnam, Japan and Myanmar. Rice seeds consist of two parts, namely the edible part (rice caryopsis) and the skin (hull or husk) (Ambarinanti, 2007).

Economically, Timor-Leste is a cheap import partner for Vietnam. Timor-Leste's economic growth since officially becoming sovereign in 2002 to 2006, grew slightly from $422.92 million to $440.02 million.

Timor-Leste's economic growth accelerated from 2007 to 2016, ranging from $ 531.26 million to $ 1.78 billion. World Bank records state that Timor Leste's economic growth grew rapidly in 2016 reaching 5 percent. However, it slowed in 2017 to 4 percent and is expected to reach 5 percent this year.

Timor-Leste is a country with many opportunities for investors, especially in rural areas where most of the Timorese people live in rural areas. Agribusiness has, in fact, been identified by the government of Timor-Leste as a top priority in the recently published development strategy plan. However, this can be a challenging work environment.

The Timor-Leste Chamber of Commerce and Industry, (CCITL: Camara Comercio Indutri Timor -Leste) is committed to assisting investors in overcoming some of these challenges and creating a conducive business environment for investors in the interests of the people of Timor-Leste. República Democrática de Timor-Leste``before independence was called Timor-Timur, is a small country to the north of Australia and is the eastern part of the island of Timor.

On 30 August 1999, in a referendum sponsored by the United Nations (UN), the majority of the people of East Timor voted for independence from Indonesia. After a transitional period organized by the United Nations (UN), East Timor was recognized internationally as a country and officially became independent from Indonesia on 20 May 2002. When it became a member of the United Nations (UN), the government decided to use the Portuguese language name is "Timor-Leste" as the official name in accordance with Artigo 13.º paragraph 1 which reads: ``O tétum e o português são as línguas oficiais da República Democrática de Timor-Leste`` Although already independent, Timor Leste is still very depending on the supply of goods from Indonesia, ranging from groceries to fuel oil (BBM), especially through the province of East Nusa Tenggara.

Apart from being very politically dependent on the former colonizer Portugal, Timor-Leste adopted the United States Dollar currency as currency which resulted in a much lower purchasing power of the people compared to when it was still part of Indonesia. Consumers get various experiences in buying products and what product brands they like.

Consumers will be sure of the information they receive and choose a particular brand to buy, this is related to the attitude that is developed. Consumer beliefs and choices (preferences) for a brand are a consumer attitude. In many ways, attitudes towards a particular brand often influence whether consumers will buy or not. A positive attitude towards a particular brand will enable consumers to make purchases of that brand, whereas a negative attitude will prevent consumers from making purchases.

Along with the development of the times and the progress of the times resulted in an increasingly tight level of competition between companies. Intense competition is not only carried out by domestic companies, but also added by the many foreign companies entering Timor-Leste. In an era of increasingly fierce competition, one way to increase a company's competitiveness is to present products that have high quality and are able to meet consumer desires, affordable prices, and attractive promotions.

Table 1.1, Data Needs for Lisun, Import and Export Rice, Year 2016-2019

No	month	2016		2017		2018		2019	
		Ton	%	Ton	%	Ton	%	Ton	%
1.	January	976.00	8.00 %	1,039.00	6.00%	1,188.00	8.50%	789.00	9.00%
2.	February	732.00	6.00%	1,385.00	8.00%	1677.00	12.00%	658.00	7.50%
3.	March	1,220.00	10.00%	1,472.00	8.50.00%	1,258.00	9.00%	614.00	7.00%
4.	April	1.037.00	8.50%	1732.00	10.00%	1,118.00	8.00%	570.00	6.50%
5.	May	1,464.00	12.00%	1,558.00	9.00%	839.00	6.00%	438.00	5.00%
6.	June	1098.00	9%	2,078.00	12.00%	1,398.00	10.00%	701.00	7.99%
7.	July	915.00	7.50%	1.212.00	7.00%	908.00	6.50%	526.00	6.00%
8.	August	854.00	7.00%	1299.00	7.00%	1,048.00	7.50%	877.00	10.00%
9.	September	793.00	6.50%	866.00	5.00%	978.00	7.00%	745.00	8.50%
10.	October	610.00	5.00%	1,126.00	6.50%	839.00	6.00%	1,008.00	11.50%
11.	November	671.00	5.50%	1,126.00	6.50%	908.00	6.50%	658.00	7.50%
12.	December	1830.00	15%	2,424.00	14.00%	1,817.00	13.00%	1,184.00	13.50%
Total		12,200,00	100.00%	17,317.00	100.00%	13,976.00	100.%	8,768.00	100.00%

Source: Lisun Import and Export, 2019

Based on Table 1.1, data on the need for rice in Dili in 2016-2019 has fluctuated and on average has increased by 9%. Where in February there was a decrease of 7.50%, and in March there was a decrease of 7%. However, in September there was an increase of 8.50% and the highest decrease occurred in November of 7.50%. Meanwhile, the highest increase in sales in October was 11.50%.

In facing competition, the Lisun Import and Export company applies the right marketing strategy, because there are so many companies engaged in selling rice. The current competitors for Lisun Import and Export companies in Dili are as follows.

Table 1.2, Competitor Data of Lisun Import and Export Companies

No	Product Name	Company Name
1	Folsom	Perissos Vitoria UniPessoal Lda.
2	Globus	Perissos Vitoria Unipessoal Lda.

Source: Lisun Import and Export, 2019

Based on Table 1.2, the current competitor for the Lisun Import and Export Company is one company that sells various types of rice products, namely globus rice and Folsom rice. *Furak liu* rice as a product of the Lisun Import and Export Company is a well-known rice sales product and has a fairly wide market share in Timor-Leste.

Furak liu rice (Delicious Rice) always prioritizes the best product quality for consumers. Until now, *furak liu* rice continues to bring rice that is coveted by consumers. *Furak liu* rice has always been committed to presenting comprehensive solutions that can make consumers love more than they ever expected. Even though globus rice is a competitor of the Lixun Import and Export company, *furak liu* rice, it is not an obstacle because Lixun import and export always promotes or advertises through the mass media and print media so that consumers are very interested in buying *furak liu* rice.

One of the symptoms that attracts the author's attention is that a lot of imported rice is sold in Dili, even though the price is cheap, but the quality of the rice is high, so it is a new choice in consumer consumption options in buying *furak liu* rice.

Based on the background of the problem, the authors are interested in analyzing the factors that influence consumer decisions in purchasing imported rice in Dili at the Lixun Import and Export company. The decision to buy *furak liu* rice in this study can be influenced by the marketing mix which consists of product quality, price, promotion and distribution. Therefore, the authors are interested in conducting research with the title: "Factors Influencing Consumer Decisions in Purchasing Imported Rice in Dili".

Formulation of the problem, departing from the background mentioned above, a question arises in the mind of the compiler which is the formulation of the problem in this study, as follows: 1) What factors influence consumer decisions in purchasing imported rice in Dili? 2) Which factor has the most dominant influence on consumer decisions in purchasing imported rice in Dili?

Literature Review

Marketing and Marketing Concept in an effort to maintain the viability of the company's business of goods and services, marketing is very important to be carried out by the company. Marketing (marketing) as a process by which companies create value for customers and build strong relationships with customers, with the aim of capturing value from customers in return (Kotler and Armstrong, 2012).

From the above understanding it can be explained that marketing is a process of value exchange transaction activities owned by each party, both companies and customers.

According to Assauri (2013), marketing management is the activity of analyzing, planning, coordinating and controlling all activities related to designing and launching products, communicating, promoting and distributing these products, setting prices and transacting them, with the aim of satisfying consumers and at the same time being able to achieve a long-term corporate organizational goals.

Meanwhile, according to the American Marketing Association states that marketing management is the planning, implementation, and control of operations.

Marketing is an organization's function in the process of creating and delivering value to customers and managing customer relationships in ways that benefit the organization and its stakeholders.

Total marketing includes the formulation of marketing objectives, marketing policies, marketing programs and marketing strategies aimed at creating exchanges that meet both individual and organizational goals.

Marketing management is a tool for analyzing, planning, implementing, and controlling programs designed to create, build and maintain profitable exchanges with the aim of achieving the company's main goal, namely making a profit (Kotler and Armstrong, 2012).

From the several definitions above, it can be further analyzed that marketing management is planning, organizing, implementing and controlling programs to achieve individual and organizational goals.

Marketing Mix; McCarthy has highlighted that the 4Ps namely product, price, promotion and place are the initial control elements available for forming a marketing plan.

1. Products

Products are all forms of business results offered to the market for use or consumption so that they can meet the needs and desires of the community.

2. Price

The price in question is the amount of money that must be paid by the user or client to get the product that you are offering or selling. In other words, someone will use the service or buy the product you offer, if the sacrifices incurred, namely money and time, are in accordance with the benefits they want to get from the product or service offered by the company.

3. Promotions

This marketing mix strategy focuses on business promotion issues, such as how to market products, what media to use, and so on. Promotion is a marketing strategy that has objectives, including:

1. Identify and attract new consumers.
2. Communicate the new product.
3. Increasing the number of consumers for products that are widely known.
4. Inform consumers about product quality improvement.
5. Invite consumers to come to the place where the product is sold.
6. Motivate consumers to choose or buy a product.

4. Place

This concept focuses on the place or location where your company stands. The more strategic the place of business, the greater the profit the company will get. With a strategic location, consumers or potential customers can more easily find and reach your business, so that sales transactions occur more easily

Consumer behavior the consumer is the central point of marketing attention. Studying what consumers want and need is very important because it will guide marketing to the right and efficient policies.

The definition of consumer behavior according to Kotler and Keller (2012) Consumer behavior is the study of how individuals, groups, and organizations, select, buy, use and dispose of goods, services, ideas, or experiences to meet their needs and wants.

Meanwhile, according to Schiffman and Kanuk (2013) consumer behavior (consumer behavior) can be defined as behavior in which consumers show in terms of searching (searching for), buying (purchasing), using (using), evaluating (evaluating), and disposing of products and services that expected to satisfy their needs (disposing of products and services that they will satisfy their needs).
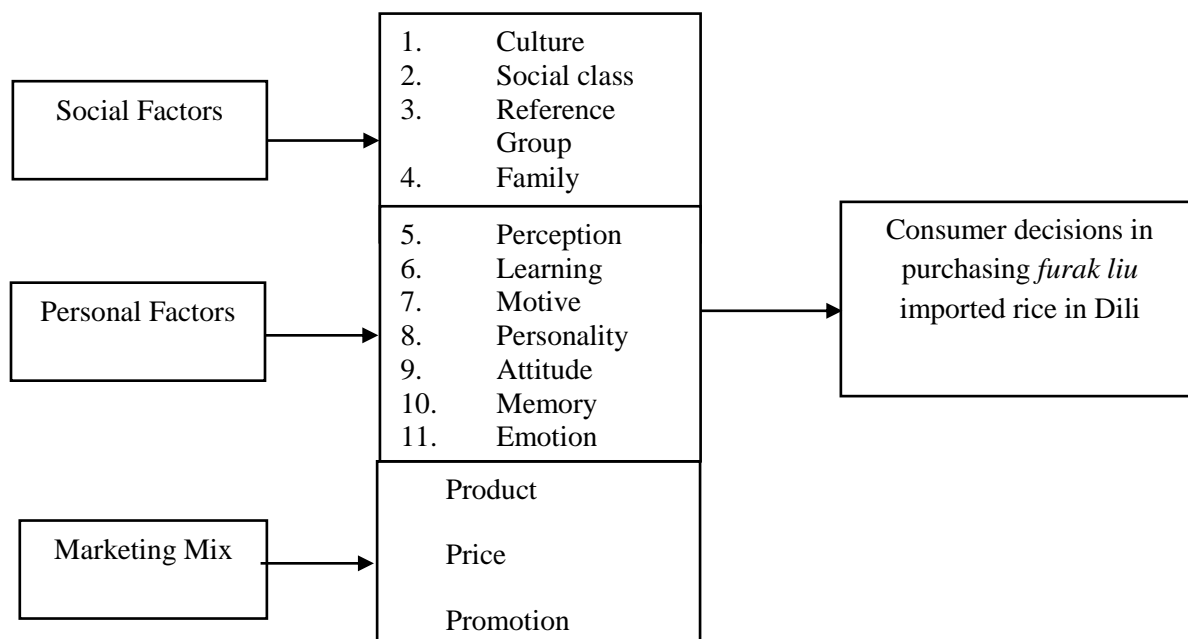
Buying decision with the company's understanding of consumer purchasing decisions, it can provide convenience for companies to plan marketing strategies to match what is expected by consumers. Consumer purchasing decisions are a process where consumers recognize the problem, seek information

about a particular product or brand and evaluate how well each of these alternatives can solve the problem, which then leads to a purchase decision (Tjiptono, 2015).

Meanwhile, according to Kotler and Armstrong (2012) "purchasing decisions are decisions from buyers about which brand to buy". From the two definitions above, it can be concluded that purchasing decisions are attitudes of consumers in purchasing a product, where consumers evaluate the product first before deciding to buy or not the product.

Furthermore, according to Schiffman and Kanuk (2008) decision making is the selection of two or more alternative choices. Purchasing decision is a process where consumers evaluate various alternative choices and choose one or more alternatives that are needed based on certain considerations in the purchase.

Conceptual Framework and Hypothesis

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┌──────────────────┐        ┌──────────────────────────┐
│                  │        │ 1.   Culture             │
│  Social Factors  │───────▶│ 2.   Social class        │
│                  │        │ 3.   Reference           │
└──────────────────┘        │      Group               │
                            │ 4.   Family              │
                            ├──────────────────────────┤      ┌──────────────────────────┐
                            │ 5.   Perception          │      │ Consumer decisions in      │
┌──────────────────┐        │ 6.   Learning            │─────▶│ purchasing furak liu       │
│                  │        │ 7.   Motive              │      │ imported rice in Dili      │
│ Personal Factors │───────▶│ 8.   Personality         │      └──────────────────────────┘
│                  │        │ 9.   Attitude            │
└──────────────────┘        │ 10.  Memory              │
                            │ 11.  Emotion             │
                            ├──────────────────────────┤
                            │    Product               │
┌──────────────────┐        │                          │
│  Marketing Mix   │───────▶│    Price                 │
│                  │        │                          │
└──────────────────┘        │    Promotion             │
                            └──────────────────────────┘
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Methodology

The research method used in this research is based on factor analysis with data collection techniques used are interviews, documentation, and questionnaires, sampling purposive sampling. The respondents used were foreign and domestic consumers who had purchased *furak liu* imported rice at Lisun Import and Export as many as 70 respondents. The data analysis technique used was descriptive analysis and factor analysis.

Results

Determination of Number of Factors After testing the feasibility of the variables, the next step is to determine the number of new factors that will be formed. In Ghozali (2014) to determine the number of factors formed can be based on an eigenvalue greater than 1, if a variable has an eigenvalue less than 1 then it will not be included in the model. The results of the analysis of determining the number of factors are presented in Table 5.6 below:

Table 5.6, Determination of Total Factors

Factor	Eigenvalue	Percentage of Variance (%)	Percentage of Comulative (%)
1	4,923	32,821	32,821
2	1,891	12,608	45,429
3	1,320	8,800	54,228
4	1,130	7,532	61,760

Based on Table 5.6, there are 4 factors that have an eigenvalue greater than 1. The first factor has an eigenvalue of 4,923 with a variance contribution of 32,821%. The second factor has an eigenvalue of 1,891 with a contribution variance of 12,608%. The third factor has an eigenvalue of 1,320 with a contribution variance of 8,800%. And the fourth factor has an eigenvalue of 1,130 with a variance contribution of 7,532%. The fourth factor explains 61.761% of the total variable variance of consumers who buy imported *furak liu* rice in Dili.

Table 5.8, Name of The New Factor

Factor Name	Variable Name	Loading Factor	Eigenvalue	% of Variance
Mix Marketing Factor	Promotion on TV and other media (X1)	0,726	4,923	32,821
	Always buy *furak liu* rice (X9)	0,687		
	The type of *furak liu* rice according to consumers (X11)	0,567		
	Promotion of interesting f*urak liu* rice (X14)	0,736		
	Furak liu rice product is easy to get (X15)	0,556		
Reference Factor	Recommendations from family (X4)	0,765	1,891	12,606
	Furak liu rice has become a customer (X7)	0.698		
	Long lasting *furak liu* rice (X12)	0.549		
	Prices according to product quality (X13)	0,732		
personal Factor	Quality and affordable price (X2)	0.670	1,320	8,800
	Buying *furak liu* rice has been passed down through generations (X3)	0.757		
	Already accustomed to consuming *furak liu* rice (X6)	0.574		
	Furak liu rice is better and has better quality (X8)	0,687		
Superiority Factor	Information Easy to get (X5)	0.824	1,130	7,532
	Always remember *furak liu* rice (X10)	0.728		

Marketing Mix Factors

This factor has the highest eigenvalue that is equal to 4.932 and is able to explain the total variance of 32.821%. Which consists of factors: Promotions on TV and other media (X1), always buy

Furak Liu rice (X9), types of *Furak Liu* rice according to consumers (X11), promotions for *Furak Liu* rice are attractive (X14) and *Furak Liu* rice products easy to get (X15).

The results of this study are in line with research conducted by Marwa, et al, 2014 which states that the marketing mix has an influence on individual life insurance purchasing decisions. And this research is confirmed by research conducted by Marlius, 2017 which states that the marketing mix has a significant influence on purchasing decisions at PT Intercom Mobilindo Padang.

Reference Factor

This factor has the highest eigenvalue that is equal to 1.891 and is able to explain the total variance of 12.606%. Which consists of factors: this is a recommendation from the family (X4). *Furak Liu* rice has become a customer (X7), *Furak Liu* rice is durable (X12) and prices according to product quality (X13).

This research is in line with the results of research conducted by Afwa, 2017 which stated that the overall reference factor of consumer behavior influences student behavior in choosing to go to school with an overall average of 4.7 at SMK Ibnu Taimyah Pekanbaru

Personal Factors

This factor has the highest eigenvalue of 1.320 and is able to explain the total variance of 8.800%. Which consists of factors: Quality and affordable prices (X2), buying *Furak Liu* rice has been passed down through generations (X3), are used to consuming *Furak Liu* rice (X6 and *Furak Liu* rice is better and of better quality (X8).

This research is in line with the results of research conducted by Soelama, 2019, which states that personal factors have a positive and significant effect on purchasing decisions.

Excellence Factor

This factor has the highest eigenvalue of 1.130 and is able to explain the total variance of 7.532%. Which consists of factors: Easy to get information (X5) and Always remember *Furak Liu* rice (X10). This research is in line with research conducted by Miha, et al, 2022 which states that to attract buying interest, the Andini Collection Store must pay attention to factors of excellence such as product innovation, product quality and facilities.

Dominant Factor

The most dominant factor considered by consumers in buying *Furak Liu* rice products in Dilli is the marketing factor. This factor has the highest eigenvalue that is equal to 4.932 and is able to explain the total variance of 32.821%. This factor consists of five variables including: Promotion on TV and other media (X1). Always buy *Furak Liu* rice (X9). The type of *Furak Liu* rice according to consumers (X11). Promotions for *Furak Liu* rice are attractive (X14) and *Furak Liu* rice products are easy to obtain (X15).

This factor is the reason people choose *Furak Liu* rice products in Dilli. So this dominant factor means that in order to face the existing competition, *furak liu* rice in Dili must pay attention to the factors that are considered by consumers who come to buy *furak liu* rice products in Dili so that it aims to be able to increase sales.

Conclusion

Based on the formulation of the problem, the results of the analysis and discussion described in the previous chapter, a conclusion can be drawn as follows:

1. Marketing Mix Factors
This factor has the highest eigenvalue that is equal to 4.932 and is able to explain the total variance of 32.821%. This factor consists of five variables including: Promotion on TV and other media (X1). Always buy *Furak Liu* rice (X9). The type of *Furak Liu* rice according to consumers (X11). Promotions for *Furak Liu* rice are attractive (X14) and *Furak Liu* rice products are easy to obtain (X15).

2. Reference Factor
This factor has the highest eigenvalue that is equal to 1.891 and is able to explain the total variance of 12.606%. This factor consists of five variables including: Recommendations from the family (X4). *Furak Liu* rice has become a customer (X7). Long-lasting *Furak Liu* rice (X12) and prices according to product quality (X13).
3. Personal Factors
This factor has the highest eigenvalue of 1.320 and is able to explain the total variance of 8.800%. This factor consists of five variables including: Quality and affordable prices (X2). Buying *Furak Liu* rice has been passed down through generations (X3). Already accustomed to consuming *Furak Liu* rice (X6). *Furak Liu* rice is better and of better quality (X8).

4. Excellence Factor
This factor has the highest eigenvalue of 1.130 and is able to explain the total variance of 7.532%. This factor consists of two variables including: Easy to obtain information (X5) and Always remember *Furak Liu* rice (X10).

5. Dominant Factors
The most dominant factor considered by consumers in buying *Furak Liu* rice is the Marketing Mix Factor. This factor has the highest eigenvalue that is equal to 4.932 and is able to explain the total variance of 32.821%.

Suggestion

Based on the results of the analysis and conclusions, suggestions that can be given to parties in need are as follows:

1. Continue to maintain product quality and adapt it to today's needs, which are all consumptive, both in making payments and easy to buy. In addition to knowing what people want and approaching them intensively to gather information about their needs.
2. The most dominant factor that is considered by consumers in buying rice products is the marketing factor, so that it must be maintained and if necessary increase the distribution of sales of *Furak Liu* rice.
3. The suppliers of *Furak Liu* rice must improve the quality of rice and the quality of distribution so that rice is always available in the community and the price is in accordance with the quality of *Furak Liu* rice itself.

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