

CHAPTER IV RESULTS AND DISCUSSION

A. Overview of Research Areas

1. The Geographical Location of the Research Area

This research was conducted in Kampung Jao, West Padang District, Padang City, West Sumatra 25227. It consists of several roads, namely Jl. M.Yamin, Jl. Sandang Pangan, Jl. Achter Benteng, and Jl. Pasar Raya I. The area is 30,199 m² (Data from the Pasar Raya Padang City Office, 2016). The location of the Traditional Market Pasar Raya is located very strategically in the middle of the center of Padang City. It is 1 km from the beach of Padang City so it is easy to reach both by private vehicle and public transportation.

Traditional Market Pasar Raya is the city center that oversees satellite markets or auxiliary markets in the Padang City area, such as Ulak Karang Market, Alai Market, Simpang Haru Market, Tanah Kongsu Market, Lubuk Buaya Market, and others. In this case, the provision of commodity goods, daily necessities, secondary goods and other needs that are traded. Traditional Market Pasar Raya have a more complete supply compared to other markets. This market area is located in a strategic location, namely in the middle of the city center surrounded by government centers, offices, city parks, supermarkets, and entertainment venues.

Traditional Market Pasar Raya are very crowded with consumers both in Padang City and from outside Padang City. Trading activities at Traditional Market Pasar Raya take place every day from 04.00 am to 18.00 pm. Trading activities are carried out in shops, stalls, and los. In addition to shops, kiosks, and shops, the government also provides places for street vendors (PKL) who rent out paying or tents or only rent places.

According to the head of the Trade Office, the Traditional Market Pasar Raya is open starting at 6 am, but before 6 am there are already many consumers

who come and traders who will open merchandise at the Traditional Market Pasar Raya, especially on holidays and ahead of certain moments such as the fasting month or welcoming the holidays are very crowded when compared to ordinary days.

The commercial areas available at Traditional Market Pasar Raya Padang City are:

a. Eastern Pasar Raya

The trading area starts from phase I to phase VII and Block I to IV.

b. Western Pasar Raya

The trading areas are Block A to Block E, Koppas Plaza, Duta Merlin, and the IPPI shopping complex.

In the provision of goods for sale, whether it is primary or secondary needs, the Pasar Raya Padang City area can be divided into two functions:

- a. The West Pasar Raya, which is located in the Modern Pasar Raya area (Sentral Pasar Raya), including the Duta Merlin area, Koppas Plaza, and Block A to Block E, is intended for traders who sell electronic goods, building materials, vehicle parts, and gold jewelry.
- b. The Eastern Pasar Raya, Phase I to Phase VII is dominated by traders who sell various secondary necessities such as apparel, textiles, accessories, shoes, and other household appliances. Meanwhile, the Inpres Market Block I to Block IV focuses more on food needs, such as rice, chili, tubers and various other staple foodstuffs.

2. Public Company (Perum) BULOG in Padang City

BULOG Public Company is a State-Owned Enterprise engaged in food logistics and has received assignments from the government in maintaining national food security, especially rice. BULOG is present in every region, including Padang City, with an important role in distributing the government's

rice reserves, stabilizing the price of staple foods, and ensuring the availability of affordable rice for the community.

BULOG Padang City functions as the implementer of the rice distribution of the Stabilization of Food Supply and Price (SFSP) program, and is tasked with maintaining rice stocks through warehouses spread across the West Sumatra region. In addition, BULOG Padang also plays a role in distributing government food assistance, conducting market operations, and partnering with traditional traders, modern stores, and distribution partners to expand public access to SFSP rice.

The existence of BULOG in Padang City is very strategic considering that Padang is an economic center as well as the area with the largest population in West Sumatra. With the relatively high UMR of Padang City compared to other regions and a lower poverty rate, BULOG is expected to be able to maintain the stability of staple food prices so that they remain affordable for vulnerable groups such as daily laborers, small traders, fishermen, and other informal workers.

Through an extensive distribution network and cooperation with various parties, BULOG Padang City seeks to maintain the availability and affordability of SFSP rice in order to support food security while preventing price fluctuations in the market.

The realization of the distribution of channeled SFSP rice in 2023 shows how this program is run by involving various distribution channels to achieve this goal. The following is a table of SFSP rice realization reports per channel in 2024:

Table 18. Realization of SFSP rice per channel in 2024

| No | Channels | Sumbar Regional Office (Per Tons) |
|----|--|--------------------------------------|
| 1 | Distributor | 1.295 |
| 2 | Cooperative/association | 42,8 |
| 3 | Government agencies/agencies/agencies | 8 |
| 4 | People's Market | 4 |
| 5 | Modern Retail | 41 |
| 6 | RPK | 3.829 |
| 7 | Task Force KPSH | 1,5 |
| 8 | Store/agent/retailer | 2.905 |

Source: BULOG Regional Office Sumbar, 2024

It can be seen from the table 18, based on the realization of the distribution, it can be concluded that the success of SFSP rice distribution in West Sumatra, especially Padang City, depends more on close access to the community through RPK and retailers. This has helped shape the image of SFSP rice in the eyes of consumers as a product that is easy to obtain, affordable, and widely available. With its availability at various distribution points, SFSP rice is increasingly known to the public not only as an alternative to cheap rice, but also as part of the government's efforts to maintain price stability and food security.

3. Rice Shop Business Profile That Sells SFSP Rice Products In Pasar Raya Padang City

The location of this study was determined based on information about the availability of SFSP rice products sold in several rice shops as listed in Appendix 2. From the entire identified store, only 8 shops were chosen as research samples because the shops specifically sell rice, while 2 other shops sell other staples other than rice so that they are not included as samples. The researcher then submitted a research permit to the 8 rice shops, namely Uncu Rice Shop, Rizal Rice Shop, Azkha Rice Shop, Ayyub HVL Rice Shop, Divo HVL Rice Shop, H.Nal Rice Shop, Yaser Rice Shop, and Rizkhi Rice Shop. Information related to

the Profile of the rice shop in the Pasar Raya Padang City Market can be seen in Table 18:

Table 19. Rice Shop Profile Information at Pasar Raya Padang City

| No | Name of Rice Shop | Number of Visits Per Week | Since When to Sell SFSP Rice | Stock Per Month of SFSP Rice | SFSP Rice Prices (per 5 Kg) | Number of Labour |
|----|-------------------|---------------------------|------------------------------|------------------------------|-----------------------------|------------------|
| 1 | Uncu Rice Shop | ± 40 | Mid 2022 | 700-1 ton | 62.500 | 10 |
| 2 | Rizal Rice Shop | ± 20 | 2023 | 300-500 kg | 62.500 | 3 |
| 3 | Azkha Rice Shop | ± 30 | 2022 | 800 kg -1 tons | 62.500 | 10 |
| 4 | Ayyub Hvl | ± 15 | 2023 | 400 kg | 62.500 | 2 |
| 5 | Divo Hvl | ± 15 | 2023 | 400 kg | 62.500 | 2 |
| 6 | H.Nal Rice Shop | ± 20 | End of 2022 | 800 ikg-1 tons | 62.500 | 8 |
| 7 | Yaser Rice Shop | ± 15 | 2023 | 500 kg | 62.500 | 5 |
| 8 | Rizkhi Rice Shop | ± 15 | 2023 | 500 kg | 62.500 | 5 |

Based on the information on table 19, it can be seen that there are 8 rice shops that are willing to conduct research to find consumers who buy and consume SFSP rice at the Pasar Raya Padang City. At the uncu rice shop, it can be seen that the seller has partnered with BULOG to supply SFSP rice since mid-2022 with a total stock of 700kg-1 ton in a month. The price of SFSP rice at the rice shop is sold based on the price set by BULOG, which is 62,500. The number of workers in this store is 10 people. Generally, the number of consumers who come every week to buy rice is ± 40 people.

At the Rizal rice shop, it can be seen that the seller has partnered with BULOG to supply SFSP rice since 2023 with a total stock of 300-500 kg in a month. The price of SFSP rice at the rice shop is sold based on the price set by BULOG, which is 62,500. The number of workers in this store is 3 people. Generally, the number of consumers who come every week to buy rice is ± 20 people. Meanwhile, at the Azkha rice shop, it can be known that the seller has partnered with BULOG to supply SFSP rice since 2022 with a total stock of 800 kg-1ton in a month. The price of SFSP rice at the rice shop is sold based on the price set by BULOG, which is 62,500. The number of workers in this store is 10 people. Generally, the number of consumers who come to this store every week to buy rice is ± 30 people.

At the Ayyub Hvl rice shop and Divo rice shop, it can be seen that the seller has partnered with BULOG to supply SFSP rice since 2023 with a total stock of 400 kg in a month. The price of SFSP rice at the rice shop is sold based on the price set by BULOG, which is 62,500. The number of workers in this store is 2 people. Generally, the number of consumers who come every week to these two stores to buy rice is ± 15 people each.

At the H. Nal rice shop, it can be seen that the seller has partnered with BULOG to supply SFSP rice since the end of 2022 with a stock of 800kg-1ton in a month. The price of SFSP rice at the rice shop is sold based on the price set by BULOG, which is 62,500. The number of workers in this store is 8 people. Generally, the number of consumers who come every week to buy rice is ± 20 people. Meanwhile, at Yaser Rice Shop and Rizkhi Rice Shop, it can be known that sellers have partnered with BULOG to supply SFSP rice since 2023 with a total stock of 500 kg in a month. The price of SFSP rice at the rice shop is sold based on the price set by BULOG, which is 62,500. The number of workers in this store is 5 people. Generally, the number of consumers who come every week to these two stores to buy rice is ± 15 people each.

B. Characteristics of SFSP Rice Consumers in Pasar Raya Padang City

In this study, the number of samples taken was 80 respondents. Namely consumers who meet the criteria, namely consumers aged 17 years and older and buy and consume SFSP rice 1 time from February to May 2025. After conducting a survey of 80 respondents in 8 rice shops that sell SFSP rice in the Traditional Market Pasar Raya Padang City, the following results were obtained:

1. Demographic Characteristics of SFSP Rice Consumer in Pasar Raya Padang City

Demographic characteristics include various aspects, such as age, gender, origin, last education, occupation, residence status, income, which affects preferences and purchasing decisions. The demographic characteristics of SFSP rice consumers can be seen in table 20:

Table 20. Demographic Characteristics of SFSP Rice Consumers in Pasar Raya Padang City

| No | Characteristics | Amount of Respondent (Person) | Percentage (%) |
|----|-----------------|----------------------------------|-------------------|
| 1. | Age (Years) | | |
| a. | 19-24 | 18 | 18% |
| b. | 25-35 | 16 | 16% |
| c. | 36-50 | 28 | 35% |
| d. | 51-65 | 15 | 19% |
| e. | >65 | 3 | 3% |
| 2. | Gender | | |
| a. | Male | 25 | 31% |
| b. | Female | 55 | 69% |
| 3. | Regional Origin | | |
| a. | Padang | 65 | 81% |
| b. | Pesisir Selatan | 2 | 3% |
| c. | Sijunjung | 1 | 1% |
| d. | Solok | 4 | 5% |
| e. | Bukittinggi | 4 | 5% |
| f. | Bekasi | 1 | 1% |
| g. | Mentawai | 2 | 3% |

| No | Characteristics | Amount of Respondent (Person) | Percentage (%) |
|----|-----------------------------------|----------------------------------|-------------------|
| 4. | Educational Background | | |
| a. | Not Graduated/No school | 0 | 0% |
| b. | Junior High School | 14 | 18% |
| c. | Senior High School | 31 | 39% |
| d. | College University | 35 | 44% |
| 5. | Main Occupations/Job | | |
| a. | Housewives | 23 | 29% |
| b. | Civil Cervants | 5 | 6% |
| c. | College Students | 12 | 15% |
| d. | Private Employee | 7 | 9% |
| e. | Day Laborers | 16 | 20% |
| f. | Self employed | 10 | 13% |
| g. | Teacher | 7 | 9% |
| 6. | Residence Status | | |
| a. | With Parents | 30 | 38% |
| b. | Rent a house/room | 10 | 13% |
| c. | Own House | 37 | 46% |
| d. | With Brother /Sister | 3 | 4% |
| 7. | Income | | |
| a. | <Rp. 1.500.000 | 15 | 19% |
| b. | ≤Rp. 1.500.000 s/d ≥Rp.2.500.000 | 19 | 24% |
| c. | >Rp. 2.500.000 s/d ≤Rp. 3.500.000 | 34 | 43% |
| d. | >Rp. 3.500.000 | 12 | 15% |

a. Age

According to Sumarwan (2011) the age of consumers is very important, consumers have age differences will result in differences in tastes and preferences. The age of the respondents in this study was divided into advanced adolescents, early adults, advanced adults, middle-aged, and elderly. Where in this study the most age was the middle age (36-50 years) as many as 28 people or 35% of respondents. This is different from the results of Tamara's (2024) research on Factors Influencing the Decision to Buy Telang Flower Drinks, the large age group is early adults (19-24 years) with a percentage of 55.71% and the second is advanced adults (25-35 years) with a percentage of 41.43%.

Meanwhile, the results of this study are in line with the research of Lestari et al (2025) on the Influence of Price, Product Quality, and Brand Image on the Decision to Purchase SFSP Rice at Traditional Market Pasar Raya Padang City, a

large age group of 41-50 years old which shows the middle age generation. Similar results were also found in Permatasari's (2017) research on Organic Brown Rice at the Organic Rice Milling RMU in Batang Anai Padang Pariaman District, the most common age group is middle-aged (36-50 years) with a percentage of 53.33%. This difference shows that the product being studied, SFSP in the city of Surabaya, and organic brown rice is more in demand among middle age age because it is more concerned with the content in a healthy product for health, while Telang flower drinks are more popular at the beginning of adults because the early adults tend to want to try new things or new products in drinking drinks.

b. Gender

Based on the results of research in the field, it shows that there are more female consumers than men. Female consumers as much as 69% and male consumers as much as 31%. The data can be seen that there is a significant difference in interest in SFSP rice between women and men. This is the same as the results of Lestari et al (2025) research on the Effect of Brand Cita Product Quality Prices on Rice Purchase Decisions of SFSP, female consumers are more at 82.2%, than men as much as 17.78% and the results of research by Febriamansyah, et al (2017) on Rice Consumer Behavior in Padang City, female respondents are more at 67%.

Meanwhile, Permatasari (2017) on Organic Brown Rice at the Organic Rice Milling RMU in Batang Anai Padang Pariaman District, male consumers are more numerous at 73.33% than female consumers at 26.67%. The results of Andika (2016) research on the Analysis of Factors that Affect Consumer Decisions in the Purchase of AINA F1 Corn in Koto Baru, male consumers are 60% more than female consumers, which is 40%. Thus, the results of this study confirm that the preferences of SFSP rice consumers are more influenced by household needs, so that women, especially housewives, are the most dominant consumer segment in purchasing decisions.

c. Regional Origin

In the table above, it can be seen that the origin of SFSP rice consumers is mostly from the field as many as 65 people or 81%. The second is from Solok and Bukittinggi as many as 4 people or 5% each. The results of this study are the same as Lestari et al (2025) research on the Effect of Brand Cita Product Quality Prices on the Purchase Decision of SIPH Rice, based on the origin of consumers' residences, the majority of consumers come from North Surabaya, which is 28.89%, the second is dominated by consumers from East Surabaya, which is 25.56%. The similarity of these results indicates that SFSP rice consumers tend to be concentrated in areas with easier distribution access and high product availability levels.

According to Kotler & Keller (2016), geographical factors such as residential location are one of the important variables in market segmentation, as they affect the ease of access to products and shape consumer preferences.

d. Educational Background

In the table above, it can be seen that the last educational background of SFSP rice consumers is mostly universities, 35 people or 44%. The results of this study are the same as Lestari et al (2025) on the Effect of Product Quality Prices on Rice Purchase Decisions SFSP, The last education was dominated by universities as much as 56% Meanwhile, the results of this study are different from the research Research by Azani (2018) Effect of Product Quality, Prices, Services, and Consumer Trust on Decisions on Purchasing BULOG Rice at Lampung City, The last education is dominated by high school by 62%. Meanwhile, in Permatasari's (2017) research on Organic Brown Rice at the Organic Rice Milling RMU in Batang Anai Padang Pariaman District, most of them were educated in high school as much as 46.67%. This comparison shows that more consumers of SFSP rice in Padang City and SFSP rice in the city of Surabaya come from groups with higher education levels than consumers of BULOG rice and organic brown

rice at RMU in Batang Anai District. This indicates that educational background can influence the purchase decision of a product.

e. Main Occupation

According to Sumarwan (2011), work can affect the income he receives. Such income will affect a person's decisions and consumption patterns. It can be seen in the table above that SFSP rice consumers are dominated by housewives as many as 23 people or 29%, the second from daily workers as many as 16 people or 20%, and the third from college students as many as 12 people or 15%. This is the same as the results of Lestari et al (2025) research on the Effect of Product Quality Prices on SFSP Rice Purchase Decisions in the City of Surabaya, where consumer work is also dominated by housewives by 53.33%. In the research of Febriamansyah, et al (2017) on Rice Consumer Behavior in Padang City, the majority of consumer work is housewives as much as 56%. A different thing was found in Permatasari's (2017) research on Organic Brown Rice at the Organic Rice Milling RMU in Batang Anai Padang Pariaman District, most of the consumer jobs, namely civil servants as much as 30%. The results of Andika (2016's) research on the Analysis of Factors that Affect Consumer Decisions in the Purchase of AINA F1 Corn in Koto Baru, the majority of consumer jobs are Private Employees as much as 26.66%.

This comparison shows that SFSP rice in Padang City, SFSP rice in Surabaya City and consumer behavior in purchasing rice tend to be more popular among housewives, as well as students, which is most likely influenced by economic factors and the strategic role of housewives in managing household finances and ensuring the availability of basic family needs. This is in accordance with the characteristics of the people of Padang City according to (Rahyuni, 2020) who have a rational nature in managing the household budget, this is reflected in their preference for SFSP rice. Housewives usually try to find rice products at affordable prices but still suitable for consumption, so SFSP rice is a suitable

choice. Meanwhile, students who generally have limited budgets also tend to choose rice products at affordable prices and are easy to get.

f. Residence Status

Based on Table 19 above, the characteristics of SFSP rice respondents based on residence status show that the majority of respondents live in their own homes, which is 46%. In addition, as many as 38% of respondents live with their parents, and the remaining 13% live in rented places. This data shows that most of the respondents have a stable residence status, i.e. their own home. According to Kotler & Keller (2016), housing stability can affect purchasing behavior because consumers with permanent living conditions tend to have more planned and consistent consumption patterns, including in choosing basic necessities such as rice. This is in line with the view of Schiffman & Kanuk (2010) that demographic factors, such as home ownership, influence purchasing decisions as they relate to the level of economic stability and household spending patterns.

The results of this study are in line with the opinion according to Andrianto (2016) that the poor are people or households who have an average per capita expenditure per month below the Poverty Line (PV) set by the Central Statistics Agency (CSA). One of the poverty lines includes non-food, namely housing. Based on Appendix 6, that CSA data on the poverty rate in Padang City, it is known that the percentage of poor people is only 4.17%, this figure is included in the low category compared to other regions. This condition shows that the purchasing power of the people of Padang City is relatively good, so that they have the ability to meet basic needs, including in accessing staple foods such as SFSP.

g. Income

Income is a very important material resource for a consumer because with income consumers can meet all their needs. From the results of the study, information was obtained that the most consumer income was in the high-income

group, namely Rp. 2,500,000 – Rp. 3,500,000 with a percentage of 43% who were housewives. Thus, this group has sufficient ability to buy basic necessities, including rice, taking into account price factors. SFSP rice is a relevant choice because it offers relatively affordable prices with adequate quality, so that it is in accordance with the household budget management strategy carried out by housewives to ensure the availability of family food.

This condition is also in line with data from the Central Statistics Agency (CSA) regarding the Regional Minimum Wage (RMW) of Padang City, which shows that the UMR in the last year reached IDR 2,994,193. This figure confirms that the middle-income group in Padang City is at an income level that is relatively able to meet basic needs, so that SFSP rice products sold at more affordable prices are a rational and strategic choice in maintaining household economic stability (Central Statistics Agency, 2025).

In addition, the similarity of the results of the study with the research of Permatasari (2017) and Lestari et al (2025) shows that consumers of SFSP, both in Padang and in Surabaya, have relatively modest purchasing power compared to consumers of ordinary BULOG rice or Aina F1 corn, which is dominated by low-income groups.

2. Characteristics based on aspects of SFSP rice consumers in Pasar Raya Padang City

The characteristics of consumer aspects describe consumer preferences and habits in consuming SFSP rice products. characteristics such as how many times you have consumed, how long you have consumed, the reason for purchase, the frequency of purchases in 1 month, and the nominal amount of money in one purchase. The characteristics of the consumer aspect of SFSP rice can be seen in table 21

Table 21. Characteristics based on aspects of consumer SFSP rice in Pasar Raya City of Padang

| No | Characteristics | Amount of Respondets (Person) | Percentage (%) |
|----|---|-------------------------------|----------------|
| 1. | How Many Times Has SFSP Rice Been Consumed | | |
| | 1 time | 1 | 1% |
| | 2 times | 5 | 6% |
| | 3 times | 4 | 5% |
| | >5 times | 70 | 88% |
| 2. | How Long to Consume SFSP Rice | | |
| | <3 months | 6 | 8% |
| | 3 to 6 months | 6 | 8% |
| | 6 months to 1 year | 28 | 35% |
| | > 1 year | 40 | 50% |
| 3. | Reasons for Consuming SFSP Rice | | |
| | Because the price is cheap | 63 | 79% |
| | Because the quality is good | 3 | 4% |
| | Because the brand is famous | 3 | 4% |
| | Influenced by Friends/Family | 11 | 14% |
| 4. | Frequency of Purchase of SFSP Rice in 1 Month | | |
| | 1 time | 7 | 9% |
| | 2 to 3 times | 66 | 83% |
| | 4 to 5 times | 7 | 9% |
| | >5 times | 0 | 0% |
| 5. | Nominal Money in 1 SFSP Rice Purchase | | |
| | <Rp. 100.000 | 37 | 46% |
| | Rp. 100.001 s/d Rp. 200.000 | 43 | 54% |
| | Rp. 200.001 s/d Rp. 300.000 | 0 | 0% |
| | > Rp. 300.001 | 0 | 0% |

a. How Many Times Has SFSP Rice Been Consumed

In table 20 above, it can be seen that consumers have consumed SFSP rice more than 5 times as many as 70 people or 88%, consumers with 3 consumption as many as 4 people or 5%, consumers with 2 consumption as many as 5 people or 6%, and consumers with consumption only 1 time as many as 1 person or 1%. It can be concluded that SFSP rice consumers have often consumed SFSP rice with consumption more than 5 times. According to Solomon (2018). When consumers repeatedly buy the same product without much reconsideration, it indicates that a

habit has been formed. In SFSP Rice products, the high frequency of consumption may reflect that consumers consider this product to be their standard choice for daily rice needs, due to ease of access, stable price), or consistent quality. This shows that SFSP rice has successfully integrated itself into the routine consumption patterns of most respondents.

b. How Long to Consume SFSP Rice

In table 20 above, it can be seen that consumers have consumed SFSP rice for more than 1 year as many as 40 people or 50%, consumers with a consumption period of 6 months to 1 year as many as 28 people or 35%, consumers with a consumption period of 3 to 6 months as many as 6 people or 8%, consumers with a consumption period of >1 month as many as 6 people or 8%. The length of time consuming a product affects loyalty to a product. Producers must be able to retain consumers who have been consuming products for a long time because they have the potential to bring in new consumers to buy products.

c. Reasons for Consuming SFSP Rice

It can be said that the price factor is the dominant consideration in the decision to purchase SFSP's rice. This is in line with the opinion of Kotler & Armstrong (2018) who stated that price is one of the elements of the marketing mix that most influences consumer behavior, especially in basic necessities. Consumers in the lower middle segment tend to be more sensitive to price and prioritize affordability over brand factors or product image.

d. Frequency of Purchase of SFSP Rice in 1 Month

In table 20 above, it can be seen that consumers who buy SFSP rice products in 1 month are 7 people or 9%, the second is 2 to 3 times, namely 66 people or 83%, and the last is 4 to 5 times as many as 7 people or 9%. It can be concluded that SFSP rice consumers often buy products 2 to 3 times in one month.

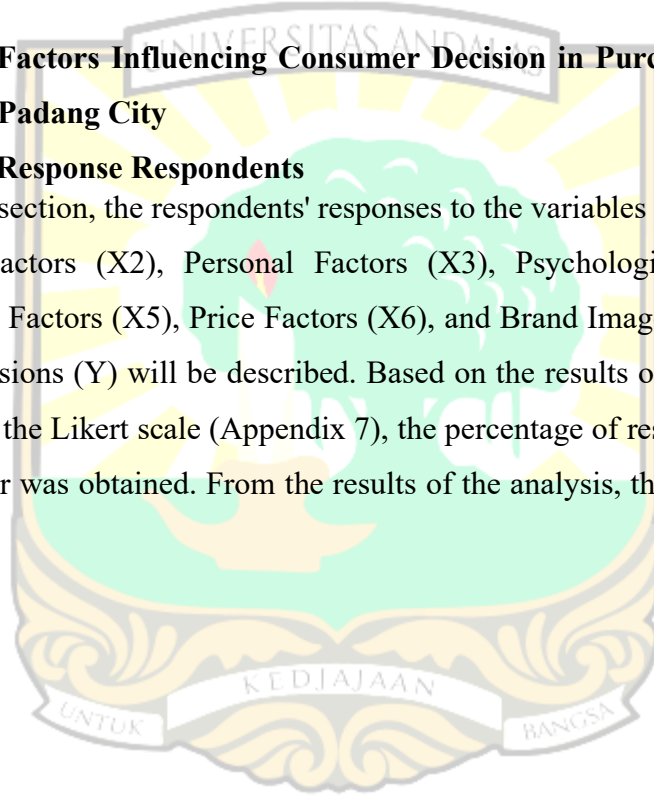
e. Nominal Money in 1 SFSP Rice Purchase

In table 20 above, it can be seen that consumers spend a nominal amount of money <Rp. 100,000 in one purchase of SFSP rice as many as 37 people or 46%, while the second consumer spends a nominal amount of Rp. 100,001 – Rp. 200,000 in one purchase of SFSP rice as many as 43 people or 54%. It can be concluded that the majority of consumers spend Rp.100.001 to Rp. 200.000 in one purchase of SFSP rice, this means that consumers buy 1 to 3 packs of SFSP rice in one purchase because the price of 1 pack of SFSP rice is Rp. 62.500.

C. Analysis of Factors Influencing Consumer Decision in Purcase SFSP Rice at Pasar Raya Padang City

1. Descriptive Response Respondents

In this section, the respondents' responses to the variables of Cultural Factors (X1), Social Factors (X2), Personal Factors (X3), Psychological Factors (X4), Product Quality Factors (X5), Price Factors (X6), and Brand Image Factors (X7) and purchasing decisions (Y) will be described. Based on the results of the questionnaire measured using the Likert scale (Appendix 7), the percentage of respondents' answers to each indicator was obtained. From the results of the analysis, the following results were obtained:



1. Cultural Factor

Table 22. Respondent's Response to Cultural Factor Variables

| No | Statement | Answer (%) | | | | | Total |
|----|---|------------|-------------|---------------|---------------|---------------|-------------|
| | | SD | D | N | A | SA | |
| 1 | I buy SFSP Rice at Traditional Market Pasar Raya Padang City because I am used to coming here | 0 (0) | 4 (5) | 15 (18,75) | 41 (51,25) | 20 (25) | 80 (100) |
| 2 | I buy SFSP Rice because I am influenced by the trend or popularity on social media and the community | 0 (0) | 5 (6,25) | 16 (20) | 42 (52,5) | 17 (21,25) | 80 (100) |
| 3 | I buy SFSP Rice at Traditional Market Pasar Raya Padang City because of the close proximity to where I live | 0 (0) | 3 (3,75) | 28 (35) | 36 (45) | 13 (16,25) | 80 (100) |
| 4 | I feel that the SFSP rice that I buy is equivalent to the consumption standards in my social environment | 0 (0) | 5 (6,25) | 24 (30) | 37 (46,25) | 14 (17,5) | 80 (100) |

Table Description

SD : Strongly Disagree
D : Disagree
N : Neutral
A : Agree
SA : Strongly Agree

Cultural factors consist of cultural indicators, trends, geographical area and social class of consumers. Based on respondents' responses to cultural factors, the most dominant indicators influencing respondents were culture and trends. This is marked by more respondents agreeing with the influence of culture and trends in buying SFSP.

Based on the table 22 For the cultural variable in the first statement item, it shows that the number of respondents who buy SFSP rice because of the assumption

that respondents buy SFSP rice because they are used to going to the Traditional Market Pasar Raya Padang City as many as 51.25% of respondents said they agree. So it can be said that most of the respondents or 51.25% of respondents bought SFSP rice because they had a positive assumption formed from the habit of shopping at the location. This habit is part of the respondents' consumption culture pattern, where attachment to places and shopping routines plays a role in shaping purchasing decisions for SFSP rice products.

Culture in the second statement item shows that the number of respondents who buy SFSP rice because they have been thinking that the product is popular or trending on social media and in the community as many as 52.5% of respondents said they agreed and 21.25% strongly agreed. Therefore, it can be said that all respondents buy SFSP rice because it is influenced by social perceptions and trends that are developing in society.

Based on table 22 for cultural variables in the third statement item, it shows that the number of respondents who buy SFSP rice because of the location of the purchase place is close to the respondent's residence as many as 45% of respondents said they agreed, 16.25% of respondents strongly agreed. It can be said that most of the respondents buy SFSP rice because of the location of the affordable purchase place.

Based on table 22 in the fourth statement item, it shows that the number of respondents who buy SFSP rice because it can reflect social class is 46.25% of respondents who agree with it, 17.5% of respondents strongly agree. Therefore, it can be said that most respondents consider that SFSP rice consumption has a symbolic dimension that reflects their identity or social position in society.

2. Social Factor

Social factors consist of indicators of reference groups, family, roles and status. Based on respondents' responses to social factors, the most dominant indicator

affecting respondents was the reference group. This is marked by more respondents agreeing with the influence of reference groups in buying SFSP rice.

Based on table 23 regarding the respondent's assessment of social factor variables in the first statement item, it shows that the number of respondents who bought SFSP rice at the invitation of friends/colleagues was 48.75% of respondents who agreed with it, 15% of respondents said they strongly agreed. So it can be said that most of the respondents buy SFSP rice because they are influenced by friends/colleagues. This is due to the advice and information provided by these people. The advice and information provided were based on their experience in consuming SFSP, so that respondents were encouraged to buy SFSP's rice.

Table 23. Respondent's Response to Social Factor Variables

| No | Statement | Answer (%) | | | | | Total |
|----|---|------------|-------------|---------------|---------------|--------------|-------------|
| | | SD | D | N | A | SA | |
| 1 | I buy SFSP Rice at the invitation of a friend/colleague | 0 (0) | 3 (3,75) | 26 (32,5) | 39 (48,75) | 12 (15) | 80 (100) |
| 2 | I buy SFSP rice because the majority of my co-workers buy SFSP rice | 0 (0) | 3 (3,75) | 29 (36,25) | 34 (42,5) | 14 (17,5) | 80 (100) |
| 3 | I buy SFSP rice because of the experience of a previous family member | 0 (0) | 4 (5) | 31 (43,75) | 35 (43,75) | 10 (12,5) | 80 (100) |
| 4 | My social status in the community also influenced my preferences in purchasing SFSP rice. | 0 (0) | 4 (5) | 38 (47,5) | 30 (37,5) | 8 (10) | 80 (100) |

Based on table 23 regarding the respondent's assessment of the social factor variable in the second statement item, it shows that the number of respondents who buy SFSP rice because the majority of colleagues buy SFSP rice as many as 42.5% of respondents said they agreed, 17.5% of respondents said they strongly agreed. Therefore, it can be said that most of the respondents consume SFSP rice because of

the experience of previous family members who recommend that respondents buy SFSP rice.

Based on table 23 regarding the respondents' assessment of the social factor variables in the third statement item, it shows that the number of respondents who buy SFSP rice due to the previous experience of family members is 43.75% of respondents who agree with it, 12.5% of respondents say they strongly agree. Therefore, it can be said that most of the respondents consume SFSP rice because of the experience of previous family members who recommend that respondents buy SFSP rice.

Based on Table 23 above regarding consumer assessment of social factor variables in the fourth statement item, it shows that respondents who buy SFSP rice because they are influenced by the role of the respondent in the community as many as 37.5% of respondents said they agreed, 10% of respondents said they strongly agreed. It can be said that most of the respondents stated that there was an influence of the social status of respondents in the community on the purchase of SFSP.

3. Personal Factor

Personal factors consist of indicators of age, occupation/income, lifestyle and personality. Based on respondents' responses to personal factor variables, the most dominant indicators affecting respondents were age and occupation. This is marked by more respondents agreeing with the influence of economic conditions, in this case income in buying SFSP rice.

Based on Table 24 regarding consumer assessment of personal factor variables in the first statement item, it shows that the number of respondents who buy SFSP rice because it is influenced by age is 43.75% of respondents who agree with it, 18.75% of respondents strongly agree, 5% say they disagree. So it can be said that most of the respondents stated that age affects the decision to purchase SFSP's rice.

Based on Table 24 regarding consumer assessment of personal factor variables in the second statement item, it shows that the number of respondents who buy SFSP rice because it is influenced by work is 52.5% of respondents who agree with it, 12.5% of respondents say they strongly agree, and 5% say they strongly disagree. This illustrates that most respondents stated that work influenced respondents in the purchase decision of SFSP.

Based on Table 24 regarding consumer assessment of personal factor variables in the third statement item, it shows that the number of respondents who buy SFSP rice because it is influenced by consumer lifestyle is 40%, respondents say they agree, 17.5%. So it can be said that most of the respondents stated that income affects the purchase of SFSP's rice. This is due to the affordable price of SFSP rice so that income affects respondents in buying SFSP rice.

Based on Table 24 regarding consumer assessment of personal factor variables in the fourth statement item, it shows that the number of respondents who buy SFSP rice because it is influenced by a lifestyle that suits the respondents as many as 56.25% of respondents said they agreed, 13.75% of respondents said they strongly agreed, and 40% of respondents expressed hesitation. Therefore, it can be said that most of the respondents stated that lifestyle influenced the respondents in the decision to purchase SFSP's rice.

Based on Table 24 regarding consumer assessment of personal factor variables in the fourth statement item, it shows that the number of respondents who buy SFSP rice because it can reflect a personality that likes simplicity as much as 28.75% of respondents agree, 18.75% of respondents said they strongly agreed, and 47.5% of respondents expressed doubt. Therefore, it can be said that most respondents agree that consuming SFSP brown rice reflects the personality of the respondents.

The results of consumer assessment processing of personal factor variables can be seen in the table 24:

Table 24. Respondent's Response to Personal Factor Variables

| No | Statement | Answer (%) | | | | | Total |
|----|---|------------|-------------|--------------|---------------|---------------|-------------|
| | | SD | D | N | A | SA | |
| 1 | I buy SFSP rice at the Traditional Market Pasar Raya Padang City because of the influence of age | 0 (0) | 4 (5) | 26 (32,5) | 35 (43,75) | 15 (18,75) | 80 (100) |
| 2 | My current job affects me in buying this SFSP rice | 0 (0) | 4 (5) | 20 (25) | 42 (52,5) | 14 (17,5) | 80 (100) |
| 3 | I buy SFSP Rice at the Traditional Market Pasar Raya Padang City because it suits my healthy lifestyle | 0 (0) | 5 (6,25) | 30 (37,5) | 32 (40) | 13 (16,25) | 80 (100) |
| 4 | I buy SFSP Rice at Traditional Market Pasar Raya Padang City because it can reflect a personality that likes simplicity and affordable quality. | 0 (0) | 4 (5) | 38 (47,5) | 23 (28,75) | 15 (18,75) | 80 (100) |

4. Psychology Factor

Psychological factors consist of indicators of motivation, perception, learning or knowledge, as well as beliefs and attitudes. Based on the respondents' responses to the variables of psychological factors, the most dominant indicators affecting respondents were motivation and perception. This is marked by more respondents agreeing with the influence of perception as well as beliefs and attitudes in buying SFSP.

Based on Table 25 regarding consumer assessment of the psychological variable in the first statement item, it shows that the number of respondents who buy SFSP rice because it is influenced by motivation as many as 48.75% of respondents said they agree. It can be said that 48.75% of respondents are motivated to buy SFSP rice because of the need to obtain adequate products and affordable prices by consuming SFSP rice.

Based on Table 25 regarding consumer assessment of psychological variable factors in the second statement item, it shows that the number of respondents who buy SFSP rice because they are influenced by the view/perception that SFSP rice is good for health as many as 46.25% of respondents said they agreed and 12.5% of respondents said they strongly agreed. It can be said that all respondents buy SFSP rice because they have the same view/perception that the content of SFSP rice is good for health.

Based on Table 25 regarding consumer assessment of the psychological factor variables in the fourth statement item, it shows that the number of respondents who buy SFSP rice because it is influenced by belief in the good quality of SFSP rice, as many as 47.5% of respondents stated that they did not agree and 25% of respondents expressed doubt. This illustrates that the majority of respondents are not fully confident in the quality of SFSP rice. Thus, it can be concluded that consumer perception of the quality of SFSP rice is still relatively low, so the factor of confidence in quality has not been the main driver in purchasing decisions.

Based on Table 25 regarding consumer assessment of the psychological factor variable in the fifth statement item, it shows that the number of respondents who buy SFSP rice because it is influenced by convenience when buying SFSP rice at the Padang City Supermarket is 13.75% of respondents who strongly agree and 52.5% of respondents say they agree. This illustrates that comfort when making a purchase affects all respondents in buying SFSP rice.

Table 25. Respondent's Response to Psychology Factor Variables

| No | Statement | Answer (%) | | | | | Total |
|----|---|------------|--------------|---------------|---------------|---------------|-------------|
| | | SD | D | N | A | SA | |
| 1 | Encouragement and need influenced me in buying SFSP Rice at Traditional Market Pasar Raya Padang City | 0 (0) | 5 (6,25) | 24 (30) | 39 (48,75) | 12 (15) | 80 (100) |
| 2 | I buy SFSP rice at the Traditional Market Pasar Raya Padang City because the content of SFSP rice is good for health | 0 (0) | 3 (3,75) | 27 (33,75) | 37 (46,25) | 13 (16,25) | 80 (100) |
| 3 | I buy SFSP rice at the Traditional Market Pasar Raya Padang City because I received a good impression from the information I got. | 0 (0) | 5 (6,25) | 31 (38,75) | 35 (43,75) | 9 (11,25) | 80 (100) |
| 4 | I buy SFSP rice at the Traditional Market Pasar Raya Padang City because of my belief in the quality of SFSP rice offered | 0 (0) | 38 (47,5) | 20 (25) | 13 (16,25) | 9 (11,25) | 80 (100) |
| 5 | The convenience when making purchases influenced me in buying SFSP rice at the Traditional Market Pasar Raya Padang City | 0 (0) | 2 (2,5) | 25 (31,25) | 42 (52,5) | 11 (13,75) | 80 (100) |

5. Quality Product Factor

Table 26. Respondent Response to Product Quality Factor Variables

| No | Statement | Answer (%) | | | | | Total |
|----|--|------------|---------------|---------------|---------------|---------------|-------------|
| | | SD | D | N | A | SA | |
| 1 | I buy SFSP rice because it meets my expectations. | 0 (0) | 45 (56,25) | 24 (30) | 9 (11,25) | 2 (2,5) | 80 (100) |
| 2 | I buy SFSP rice because the quality reliably produces fluffy and delicious rice consistently | 0 (0) | 33 (41,25) | 30 (37,5) | 10 (12,5) | 7 (8,25) | 80 (100) |
| 3 | I buy SFSP Rice because the durability of rice can last a long time after cooking | 0 (0) | 32 (40) | 25 (31,25) | 12 (15) | 11 (13,75) | 80 (100) |
| 4 | I buy SFSP Rice because of the attractive design of SFSP Rice packaging | 0 (0) | 2 (2,5) | 20 (25) | 47 (58,75) | 11 (13,75) | 80 (100) |
| 5 | I buy SFSP Rice because it tastes better compared to other brands of rice | 0 (0) | 25 (31,25) | 32 (40) | 11 (13,75) | 12 (15) | 80 (100) |

Product quality factors consist of indicators of product performance, reability, aesthetics, durability and perceived quality. Based on respondents' responses to product quality factor variables, the most dominant indicator affecting respondents was aesthetics. This is marked by more respondents agreeing with the influence of aesthetics in buying SFSP.

Based on Table 26 regarding consumer assessment of the variable product quality factor in the first statement item, it shows that the number of respondents who buy SFSP rice because they feel that the product is in accordance with their expectations as many as 56.25% of respondents stated that they disagree. It can be said that 56.25% of respondents feel that SFSP rice has not been able to meet consumer expectations. This indicates that there is still a gap between consumer perception of the ideal quality of rice and the actual quality offered by SFSP rice. So it can be interpreted that consumers consider product performance not to be a determinant in buying SFSP.

Based on Table 26 regarding consumer assessment of the variable product quality factor in the second statement item, it shows that the number of respondents who buy SFSP rice because of its reliable quality in producing fluffy and delicious rice consistently as many as 31.25% of respondents stated that they did not agree and 37.5% of respondents expressed doubt. It can be said that most respondents do not fully believe that SFSP rice is able to provide consistent quality in terms of the taste and texture of the rice after cooking. This illustrates that the reability of SFSP rice products is not a determinant in buying SFSP rice.

Based on Table 26 regarding consumer assessment of the variable product quality factor in the third statement item, it shows that the number of respondents who buy SFSP rice because it is influenced by the durability of SFSP rice which can last a long time after cooking as many as 40% of respondents said they disagreed, 31.25% of respondents expressed hesitation, 15% of respondents said they agreed, and 13.75% of respondents said they strongly agreed. This illustrates that the durability of SFSP rice after cooking has not fully met consumer expectations, as more than half of the respondents do not agree with the longevity of rice produced after cooking from SFSP rice. So it can be interpreted that consumers consider the durability of the product to be not a determinant in buying SFSP rice.

Based on Table 26 regarding consumer assessment of the variable product quality factor in the fourth statement item, it shows that the number of respondents who buy SFSP rice because it is influenced by the attractive design of SFSP rice packaging is 13.75% of respondents who strongly agree and 58.75% of respondents say they agree. This illustrates that the attractive design of SFSP rice packaging affects all respondents in purchasing SFSP rice.

Based on Table 26 regarding consumer assessment of the variable product quality factor in the fifth statement item, it shows that the number of respondents who buy SFSP rice because it is influenced by the taste of SFSP rice which is better than other brands of rice as many as 31.25% of respondents stated that they did not agree and 40% of respondents expressed hesitation. This illustrates that the taste of

SFSP rice has not been fully considered superior by most consumers compared to other rice brands. So it can be interpreted that consumers consider the perceived quality of the product not to be a determinant in buying SFSP rice.

6. Price Factor

Table 27. Respondent Response to Price Factor Variables

| No | Statement | Answer (%) | | | | | Total |
|----|--|------------|-------------|---------------|--------------|--------------|-------------|
| | | SD | D | N | A | SA | |
| 1 | I buy SFSP Rice because it is cheap/affordable | 0 (0) | 5 (6,25) | 23 (28,75) | 36 (45) | 16 (20) | 80 (100) |
| 2 | I buy SFSP Rice because the price of SFSP rice is more economical compared to other rice | 0 (0) | 3 (3,75) | 30 (37,5) | 34 (42,5) | 13 (15) | 80 (100) |
| 3 | The price of SFSP rice is in accordance with the benefits I feel | 0 (0) | 3 (3,75) | 33 (41,25) | 34 (42,5) | 10 (12,5) | 80 (100) |

The price factor consists of indicators of price affordability, price competitiveness, and price suitability with benefits. Based on respondents' responses to price factor variables, the most dominant indicator affecting respondents was price affordability. This is marked by more respondents agreeing with the effect of price affordability in buying PHP's rice.

Based on Table 27 regarding consumer assessment of the price factor variable in the first statement item, it shows that the number of respondents who buy SFSP rice because the price is affordable is 45% of respondents said they agreed, 20% of respondents strongly agreed, 6.25% said they disagreed. So it can be said that most of the respondents stated that affordable prices affect the decision to purchase SFSP's rice.

Based on Table 27 regarding consumer assessment of the price factor variable in the second statement item, it shows that the number of respondents who

buy SFSP rice because the price of SFSP rice is more economical compared to other rice brands as many as 42.5% of respondents said they agreed, 15% of respondents said they strongly agreed, and 3.75% said they strongly disagreed. This illustrates that most respondents stated that the price of rice is more economical than other rice brands influencing respondents in purchasing SFSP's rice decisions.

Based on Table 27 regarding consumer assessment of price factor variables in the third statement item, it shows that the number of respondents who buy SFSP rice because the price of SFSP rice is in accordance with the benefits felt by consumers as many as 42.5% of respondents agree, 12.5% of respondents strongly agree, and 41.25% express hesitation. Therefore, it can be said that most of the respondents consider that the price of SFSP rice has been proportional to the benefits they obtain, both in terms of quality, availability, and product packaging.

7. Brand Image Factor

Table 28. Respondent Response to Brand Image Variables

| No | Statement | Answer (%) | | | | | Total |
|----|--|------------|--------------|---------------|---------------|--------------|-------------|
| | | SD | D | N | A | SA | |
| 1 | The SFSP Rice products I buy are made by a reputable company | 0 (0) | 30 (37,5) | 20 (25) | 20 (25) | 10 (12,5) | 80 (100) |
| 2 | I buy SFSP Rice because SFSP Rice products are more chosen by housewives | 0 (0) | 3 (3,75) | 18 (22,5) | 45 (56,25) | 14 (17,5) | 80 (100) |
| 3 | I bought SFSP Rice because the SFSP brand is easy to remember | 0 (0) | 3 (3,75) | 45 (56,25) | 23 (28,75) | 9 (11,25) | 80 (100) |

The brand image factor consists of the manufacturer's image indicator, the user's image, and the product image. Based on the respondents' responses to the brand image factor variable, the most dominant indicator affecting respondents was the user's image. This is marked by more respondents agreeing with the influence of user image in buying SFSP rice.

Based on Table 28, consumers' assessment of the brand image factor in the first statement item indicates that perceptions of the reputation of companies producing SFSP rice are quite diverse. As many as 37.5% of respondents stated that they did not agree that they bought SFSP rice because it was made by a company with a good reputation, while 20% of respondents stated that they were hesitant. On the other hand, 23.75% of respondents said they agreed and 12.5% of respondents strongly agreed that the company's reputation was a driving factor for purchases. So it can be concluded that most respondents are not completely convinced or even reject the notion that the company's good reputation is the main reason they buy SFSP rice.

Based on Table 28 regarding consumer assessment of the brand image variable in the second statement item, it shows that the number of respondents who buy SFSP rice because SFSP rice products are widely chosen by housewives as many as 56.25% of respondents said they agreed, 17.5% of respondents said they strongly agreed, and 3.75% said they strongly disagreed. This illustrates that most respondents stated that SFSP rice has a positive image among consumers, especially in the household segment. The selection of rice by housewives is considered a reliable reference, because they are generally more selective in determining the family's food needs. Thus, public perception of the popularity of SFSP rice among housewives strengthens the trust and influence of brand image in the purchase decision-making process.

Based on Table 28 regarding consumer assessment of the brand image variable in the third statement item, it shows that the number of respondents who buy SFSP rice because the SFSP rice brand is easy to remember as many as 56.25% of respondents said they agreed, 11.25% of respondents said they strongly agreed, and 56.25% expressed doubt. So it can be said that most respondents consider that the well-known SFSP rice brand influences consumers' purchasing decisions on SFSP rice.

8. Purchasing Decision Factors

Table 29. Respondent Response to the Purchase Decision Factor Variable

| No | Statement | Answer (%) | | | | | Total |
|----|---|------------|-------------|---------------|---------------|---------------|-------------|
| | | SD | D | N | A | SA | |
| 1 | I buy SFSP rice because it suits my wishes because of the price and quality of the equivalent | 0 (0) | 3 (3,75) | 44 (55) | 17 (21,25) | 16 (20) | 80 (100) |
| 2 | I get information about SFSP rice from friends, family, or relatives | 0 (0) | 4 (5) | 15 (18,75) | 50 (62,5) | 11 (13,75) | 80 (100) |
| 3 | I decided to buy SFSP rice after comparing it with other brands of rice products | 0 (0) | 5 (6,25) | 30 (37,5) | 36 (45) | 9 (11,25) | 80 (100) |
| 4 | I am confident in my decision to buy SFSP rice | 0 (0) | 5 (6,25) | 26 (32,5) | 39 (48,75) | 10 (12,5) | 80 (100) |
| 5 | I will buy SFSP rice products continuously and repeatedly | 0 (0) | 4 (5) | 26 (32,5) | 38 (47,5) | 12 (15) | 80 (100) |

Purchasing decisions are a part of consumer behavior that is the study related to how a person can choose to buy, use and how goods, services, or experiences to satisfy one's needs and desires. The purchase decision process consists of five stages, namely identification of needs, information search, evaluation of alternatives, decision to choose between options, and post-purchase.

Based on Table 29 regarding consumer assessment of variable factors The purchase decision in the first statement item shows that the number of respondents who buy SFSP rice because it is in accordance with consumer desires for SFSP rice as many as 21.25% of respondents said they agreed, 20% of respondents said they strongly agreed, 55% of respondents expressed hesitation, and 3.75% of respondents stated that they disagreed. It can be said that respondents make SFSP rice the main choice in meeting their family's daily rice consumption

Based on Table 29 regarding consumer assessment of variable factors The purchase decision in the second statement item shows that the number of respondents who buy SFSP rice due to information from the surrounding environment as many as 62.5% of respondents said they agreed and 13.75% of respondents said they strongly agreed. It can be said that all respondents buy SFSP rice because of the influence of information provided from family, friends, or relatives.

Based on Table 29 regarding consumer assessment of variable factors The purchase decision in the third statement item shows that the number of respondents who buy SFSP rice because it is influenced by the value provided by SFSP rice is better than other rice brands as many as 45% of respondents said they agreed, 11.25% of respondents said they strongly agreed, 37.5% of respondents expressed hesitation, and 6.25% of respondents said they disagreed. This shows that the comparison between better SFSP rice products is decisive in the decision to purchase SFSP rice.

Based on Table 29 regarding consumer assessment of variable factors The purchase decision in the fourth statement item shows that the number of respondents who buy SFSP rice because it is influenced by confidence in the good quality of SFSP rice is 12.5% of respondents who strongly agree and 48.75% of respondents say they agree. This indicates that most consumers This illustrates consumer confidence in SFSP rice products to determine the process of product purchase decisions.

Based on Table 29 regarding consumer assessment of variable factors The purchase decision in the fifth statement item shows that the number of respondents who will buy SFSP rice continuously and repeatedly is 15% of respondents who strongly agree and 47.5% of respondents say they agree. This indicates that most consumers have loyalty to SFSP rice products. Intention to make a repeat purchase is a strong indicator of consumer satisfaction and trust in the product.

2. Results of Confirmatory Factor Analysis (CFA)

The results of the data analysis of confirmatory factors (CFA) were used to test a concept built using several measurable indicators. In this study, The First Order Confirmatory Factor was used because the first latent variable explains the second latent variable. This analysis uses a PLS tool, namely Smart PLS 3.0. The following is a Figure 5 of the First Order Confirmatory Factor (CFA) research model before it is modified:

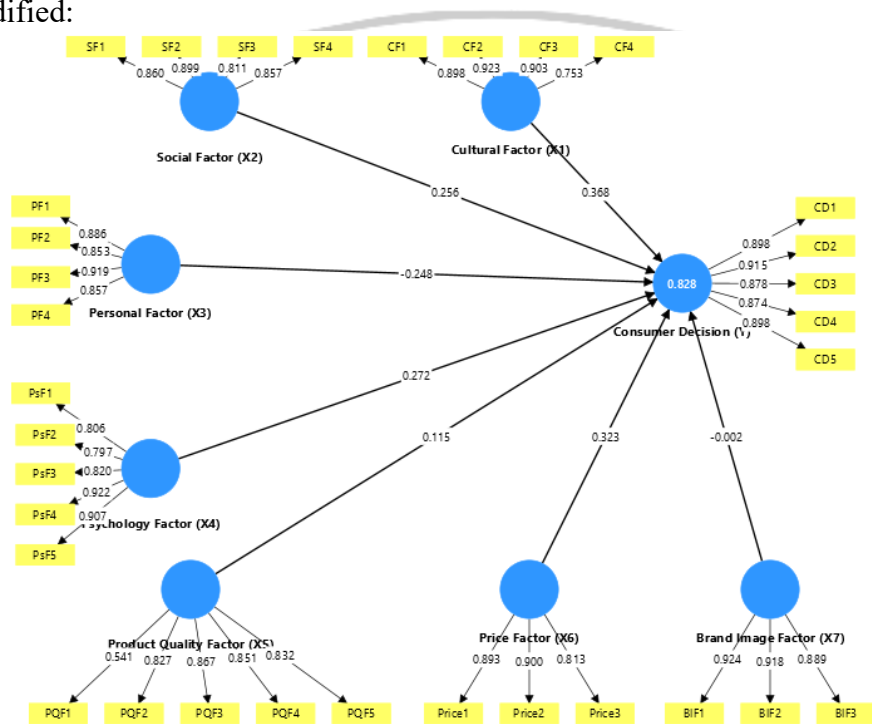


Figure 5. Original Model of Factors Influencing Purchasing Decisions

a. Outer Model

This external test of the model is used to show the results of the validity test and reliability test. There are three stages of testing this model, namely the convergent validity test, the discriminant validity test and the reliability test. In the validity and reliability test itself, it is carried out to find out whether each indicator meets the research requirements or not.

i. Convergent Validity

This convergent validity test is used to determine the correlation between the construct variable and its indicator. This correlation can be found by looking at the resulting loading factor. An indicator in a variable can be said to be valid if the load factor value is 0.6 and > 0.7 is considered sufficient. Here are the results of the loading factor calculation:

Table 30. Loading Value of Original Factors

| Variabel | Indicator | Loading Factor | Information |
|------------------------------|-----------|----------------|-------------|
| Cultural Factor (X1) | CF1 | 0.898 | Valid |
| | CF2 | 0.923 | Valid |
| | CF3 | 0.903 | Valid |
| | CF4 | 0.753 | Valid |
| Social Factor (X2) | SF1 | 0.860 | Valid |
| | SF2 | 0.899 | Valid |
| | SF3 | 0.811 | Valid |
| | SF4 | 0.857 | Valid |
| Personal Factor (X3) | PF1 | 0.886 | Valid |
| | PF2 | 0.853 | Valid |
| | PF3 | 0.919 | Valid |
| | PF4 | 0.857 | Valid |
| Psychology Factor (X4) | PsF1 | 0.806 | Valid |
| | PsF2 | 0.797 | Valid |
| | PsF3 | 0.820 | Valid |
| | PsF4 | 0.922 | Valid |
| | PsF5 | 0.907 | Valid |
| Product Quality Factor (X5) | PQF1 | 0.541 | Invalid |
| | PQF2 | 0.827 | Valid |
| | PQF3 | 0.867 | Valid |
| | PQF4 | 0.851 | Valid |
| | PQF5 | 0.832 | Valid |
| Price Factor (X6) | Price1 | 0.893 | Valid |
| | Price2 | 0.900 | Valid |
| | Price3 | 0.813 | Valid |
| Brand Image Factor (X7) | BIF1 | 0.924 | Valid |
| | BIF2 | 0.918 | Valid |
| | BIF3 | 0.889 | Valid |
| Purchase Decision Factor (Y) | CD1 | 0.898 | Valid |
| | CD2 | 0.915 | Valid |
| | CD3 | 0.878 | Valid |
| | CD4 | 0.874 | Valid |
| | CD5 | 0.898 | Valid |

Based on the results of the loading factor above on the table 30, we can see that the output of the above value has mostly met the requirements of the loading factor > 0.6 , but there is one indicator that has a value below > 0.6 , namely the PQF1 indicator which has a value of less than 0.6 or does not meet the loading factor criteria, so it must be eliminated from the model by eliminating the invalid statement item. After the invalid indicator is eliminated, the results in figure 6 are obtained below:

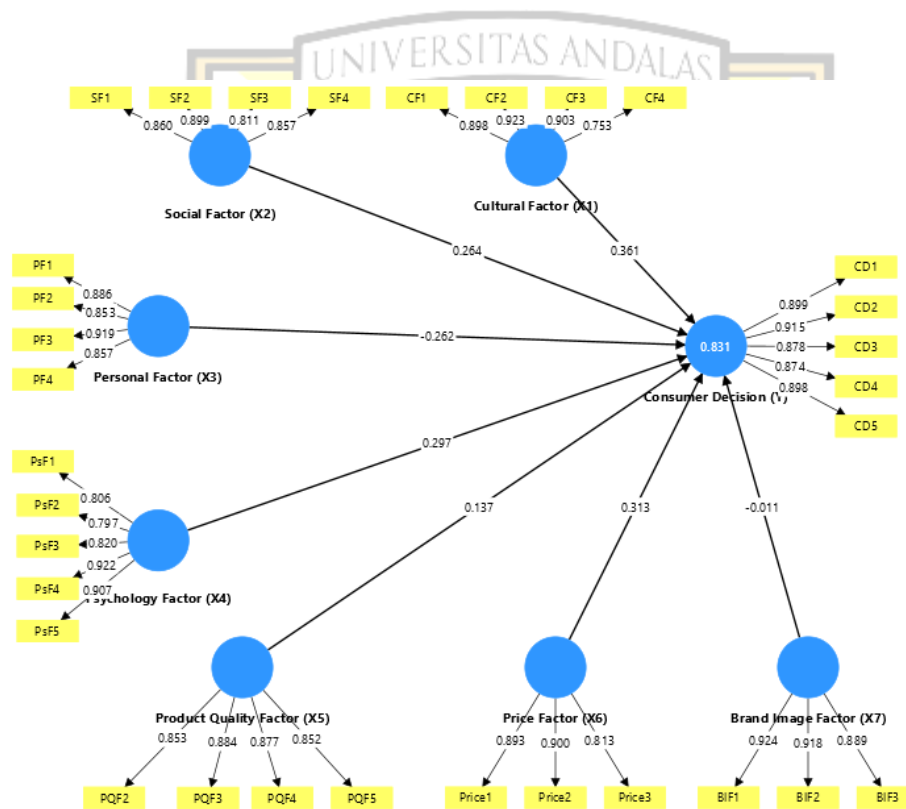


Figure 6. Remodelling Models Factors Influencing Purchasing Decisions

Table 31. Factor Value Loading (Remodeling)

| Variabel | Indicator | Loading Faktor | Information |
|------------------------------|-----------|----------------|-------------|
| Cultural Factor (X1) | CF1 | 0.898 | Valid |
| | CF2 | 0.923 | Valid |
| | CF3 | 0.903 | Valid |
| | CF4 | 0.753 | Valid |
| Social Factor (X2) | SF1 | 0.860 | Valid |
| | SF2 | 0.899 | Valid |
| | SF3 | 0.811 | Valid |
| | SF4 | 0.857 | Valid |
| Personal Factor (X3) | PF1 | 0.886 | Valid |
| | PF2 | 0.853 | Valid |
| | PF3 | 0.919 | Valid |
| | PF4 | 0.857 | Valid |
| Psychology Factor (X4) | PsF1 | 0.806 | Valid |
| | PsF2 | 0.797 | Valid |
| | PsF3 | 0.820 | Valid |
| | PsF4 | 0.922 | Valid |
| | PsF5 | 0.907 | Valid |
| Product Quality Factor (X5) | PQF2 | 0.853 | Valid |
| | PQF3 | 0.884 | Valid |
| | PQF4 | 0.877 | Valid |
| | PQF5 | 0.852 | Valid |
| Price Factor (X6) | Price1 | 0.893 | Valid |
| | Price2 | 0.900 | Valid |
| | Price3 | 0.813 | Valid |
| Brand Image Factor (X7) | BIF1 | 0.924 | Valid |
| | BIF2 | 0.918 | Valid |
| | BIF3 | 0.889 | Valid |
| Purchase Decision Factor (Y) | CD1 | 0.899 | Valid |
| | CD2 | 0.915 | Valid |
| | CD3 | 0.878 | Valid |
| | CD4 | 0.874 | Valid |
| | CD5 | 0.898 | Valid |

After optimizing the model that does not have an ideal value of > 0.6 , it can be concluded that all indicators have met the criteria for convergent validity and can carry out the next stage. When assessing convergent validity, it is also done by looking at the value of the square root of average variance extracted (AVE), a good convergent validity value is > 0.5 . Assessment of convergent validity can be done by

comparing the values between constructs and other constructs in the model. Here are the results of the square root of average variance extracted (AVE) test:

Table 32. AVE Value

| Variabel | <i>Average Variance Extracted (AVE)</i> |
|------------------------------|--|
| Cultural Factor (X1) | 0.829 |
| Social Factor (X2) | 0.797 |
| Personal Factor (X3) | 0.760 |
| Psychology Factor (X4) | 0.773 |
| Product Quality Factor (X5) | 0.756 |
| Price Factor (X6) | 0.751 |
| Brand Image Factor (X7) | 0.726 |
| Purchase Decision Factor (Y) | 0.735 |

Based on the table 32, it can be seen that the AVE value is greater than 0.5. This shows that the AVE test can be said to be good and acceptable. With the fulfillment of the AVE value > 0.5 , the convergent validity test is said to be good and feasible to continue in the next test.

ii. Discriminat Validity

After the convergent validity test was carried out, it was followed by the discriminant validity test. Discriminant validity is carried out to ensure that each indicator of each latent variable is different from the others. This test is carried out to measure how accurately a measuring instrument performs measurements (Ghozali, 2016). The way to test the validity of this discriminant is to look at the Cross Loading and Fornell-Larker Criterion test values.

The cross loading test is a test of the outer loading value in which a construct variable must have a higher value for the variable itself compared to the value with other variables. The correlation value can be seen from the diagonal and vertical directions of each variable column. Here are the results of the Cross Loading test:

Table 33. Cross Loading Result

| | BIF | CD | CF | PF | Price F | PQF | PsF | SF |
|--------|-------|-------|-------|-------|------------|-------|-------|-------|
| BIF1 | 0.924 | 0.437 | 0.281 | 0.140 | 0.578 | 0.436 | 0.270 | 0.175 |
| BIF2 | 0.918 | 0.394 | 0.304 | 0.230 | 0.588 | 0.496 | 0.243 | 0.189 |
| BIF3 | 0.889 | 0.483 | 0.342 | 0.303 | 0.635 | 0.588 | 0.293 | 0.303 |
| CD1 | 0.440 | 0.899 | 0.732 | 0.518 | 0.701 | 0.646 | 0.580 | 0.618 |
| CD2 | 0.454 | 0.915 | 0.755 | 0.558 | 0.683 | 0.662 | 0.587 | 0.639 |
| CD3 | 0.425 | 0.878 | 0.622 | 0.394 | 0.677 | 0.575 | 0.606 | 0.474 |
| CD4 | 0.401 | 0.874 | 0.741 | 0.569 | 0.571 | 0.468 | 0.613 | 0.670 |
| CD5 | 0.443 | 0.898 | 0.685 | 0.545 | 0.648 | 0.496 | 0.589 | 0.743 |
| CF1 | 0.309 | 0.717 | 0.898 | 0.658 | 0.457 | 0.554 | 0.556 | 0.680 |
| CF2 | 0.321 | 0.675 | 0.923 | 0.639 | 0.467 | 0.483 | 0.492 | 0.707 |
| CF3 | 0.292 | 0.738 | 0.903 | 0.577 | 0.474 | 0.475 | 0.570 | 0.660 |
| CF4 | 0.266 | 0.626 | 0.753 | 0.613 | 0.375 | 0.310 | 0.509 | 0.712 |
| PF1 | 0.170 | 0.429 | 0.583 | 0.886 | 0.284 | 0.351 | 0.533 | 0.670 |
| PF2 | 0.244 | 0.424 | 0.576 | 0.853 | 0.253 | 0.408 | 0.621 | 0.588 |
| PF3 | 0.250 | 0.548 | 0.634 | 0.919 | 0.368 | 0.427 | 0.651 | 0.665 |
| PF4 | 0.209 | 0.595 | 0.687 | 0.857 | 0.349 | 0.492 | 0.708 | 0.632 |
| PQF2 | 0.495 | 0.550 | 0.455 | 0.487 | 0.479 | 0.853 | 0.401 | 0.402 |
| PQF3 | 0.484 | 0.556 | 0.514 | 0.458 | 0.551 | 0.884 | 0.415 | 0.370 |
| PQF4 | 0.448 | 0.569 | 0.423 | 0.335 | 0.624 | 0.877 | 0.367 | 0.333 |
| PQF5 | 0.518 | 0.542 | 0.437 | 0.400 | 0.593 | 0.852 | 0.422 | 0.269 |
| Price1 | 0.466 | 0.604 | 0.440 | 0.299 | 0.893 | 0.622 | 0.368 | 0.370 |
| Price2 | 0.490 | 0.631 | 0.382 | 0.268 | 0.900 | 0.590 | 0.338 | 0.390 |
| Price3 | 0.750 | 0.675 | 0.501 | 0.374 | 0.813 | 0.484 | 0.456 | 0.407 |
| PsF1 | 0.227 | 0.550 | 0.563 | 0.637 | 0.350 | 0.384 | 0.806 | 0.447 |
| PsF2 | 0.259 | 0.608 | 0.611 | 0.684 | 0.378 | 0.378 | 0.797 | 0.450 |
| PsF3 | 0.299 | 0.516 | 0.470 | 0.570 | 0.433 | 0.365 | 0.820 | 0.445 |
| PsF4 | 0.221 | 0.611 | 0.512 | 0.612 | 0.368 | 0.436 | 0.922 | 0.464 |
| PsF5 | 0.264 | 0.536 | 0.432 | 0.563 | 0.383 | 0.400 | 0.907 | 0.402 |
| SF1 | 0.153 | 0.668 | 0.692 | 0.771 | 0.373 | 0.329 | 0.541 | 0.860 |
| SF2 | 0.252 | 0.613 | 0.676 | 0.570 | 0.450 | 0.351 | 0.386 | 0.899 |
| SF3 | 0.160 | 0.552 | 0.645 | 0.573 | 0.326 | 0.301 | 0.452 | 0.811 |
| SF4 | 0.293 | 0.574 | 0.693 | 0.560 | 0.388 | 0.379 | 0.392 | 0.857 |

Based on the table 33, it can be seen that each indicator in each variable in this study has the largest cross loading value in each variable it measures compared to the cross loading value in the other variables. It can be concluded that the indicators

used in this study have good discriminant validity in compiling their respective variables.

The next step is to look at the results of the Fornell-Larker Criterion test, which is a test by comparing the square value of AVE with other latent variables. The square value of AVE is said to be good is when the correlation value of one square of AVE with its own variable construct is greater than that of other variable constructs.

Table 34. The results of the Fornell-Larker Criterion test

| | BIF | CD | CF | PF | Price F | PQF | PsF | SF |
|---------|--------------|--------------|--------------|--------------|----------------|--------------|--------------|--------------|
| BIF | 0.911 | | | | | | | |
| CD | 0.485 | 0.893 | | | | | | |
| CF | 0.341 | 0.793 | 0.872 | | | | | |
| PF | 0.249 | 0.580 | 0.713 | 0.879 | | | | |
| Price F | 0.662 | 0.736 | 0.510 | 0.364 | 0.870 | | | |
| PQF | 0.560 | 0.640 | 0.528 | 0.484 | 0.649 | 0.867 | | |
| PsF | 0.297 | 0.666 | 0.612 | 0.723 | 0.449 | 0.463 | 0.852 | |
| SF | 0.249 | 0.705 | 0.789 | 0.727 | 0.449 | 0.397 | 0.520 | 0.857 |

Based on the table 34, it shows that the values of all variables already have a higher square value of AVE compared to the correlation value of other variables. It can be concluded that all variables already have good discriminant validity. Therefore, based on the results of the Cross Loading Test and the Fornell-Larker Criterion test, it can be concluded that the data used has shown its validity and is eligible for discriminant validity.

i. Reability Test

In the results of the previous research, the results obtained through the convergent validity test and the discriminant validity test have shown their validity. Next, a reliability test is carried out by looking at the values of the Composite Reliability and Cronbach's Alpha tests where the condition for a study to be said to be reliable is if the value is above 0.7. Here are the results of Composite Reliability:

Table 35. Composite Reliability Result

| | Cronbach's Alpha | Composite Reliability |
|------------------------|-------------------------|------------------------------|
| Brand Image Factor | 0.897 | 0.936 |
| Consumer Decision | 0.936 | 0.952 |
| Cultural Factor | 0.892 | 0.926 |
| Personal Factor | 0.903 | 0.932 |
| Price Factor | 0.838 | 0.903 |
| Product Quality Factor | 0.889 | 0.923 |
| Psychology Factor | 0.904 | 0.930 |
| Social Factor | 0.879 | 0.917 |

Based on the results of the table 35, it shows that the values of Composite Reliability and Cronbach's Alpha have met the reliability requirements with values above 0.7. This shows that the reliability of the research is acceptable. Not only that, based on the results of the above test, it can be seen that the composite reliability value is higher than Cronbach's alpha value, which indicates that all research variables have met the requirements regarding the appropriate reliability criteria as the basis for SEM research that can be analyzed using SmartPLS.

b. Inner Model

i. R-Square

The classification of R-square value criteria is 0.67 (strong), 0.33 (medium), and 0.19 (weak) (Ghozali & Latan, 2015).

Table 36. R-Square Value

| | R Square | R Square Adjusted |
|-------------------|-----------------|--------------------------|
| Consumer Decision | 0.83 | 0.815 |

The table 36 shows that the R-Square value is 0.831. This means that purchasing decisions are explained together by Brand Image Factor, Cultural Factor, Personal Factor, Price Factor, Product Quality Factor, Psychology Factor, and Social Factor by 83.1% and the remaining 16.9% are influenced by other factors not explained in this study. Based on the criteria, the R-Square value is included in the strong model because the value is above 0.815.

ii. F-Square

The *Effect Size* (F) criteria used according to (Ghozali, 2015) are ≥ 0.02 indicates a weak model, ≥ 0.15 indicates an intermediate model, and ≥ 0.35 indicates a strong model. The following table shows the results of the F-Square test:

Table 37. F-Square Test Value

| Variabel | <i>F-Square</i> |
|-----------------------------|------------------------|
| Cultural Factor (X1) | 0.224 |
| Social Factor (X2) | 0.121 |
| Personal Factor (X3) | 0.112 |
| Psychology Factor (X4) | 0.219 |
| Product Quality Factor (X5) | 0.051 |
| Price Factor (X6) | 0.222 |
| Brand Image Factor (X7) | 0.000 |

Based on the table 37, the brand image factor variable is classified as a weak model and other variables are classified as an intermediate model, so it can be interpreted that the relative impact of all exogenous variables affecting endogenous variables can be said to be weak.

Based on the results of the above research, all values in each variable are classified as weak models, so it can be interpreted that the relative impact of all exogenous variables (X) affects endogenous variables (Y) can be said to be weak. This can happen because SFSP Rice products are products with the latest innovations and are still not widely known. In line with the opinion of Kotler and Armstrong (2001) regarding the product lifecycle/PLC (product lifecycle) is the sales and profit journey of a product during its lifetime, covering five stages, namely, product development, introduction, growth, maturity, and decline. This telang flower drink product is in the product introduction stage, where this product has just been launched to the market, with product sales still low.

iii. Q-Square

If the value of Q-square is > 0 , it shows that the model used is good or relevant and if the value of Q-square is < 0 , it shows that the model is not good or less relevant (Ghozali and Latan, 2015).

Table 38. Q-Square Test Value

| | SSO | SSE | Q ² (=1-SSE/SSO) |
|------------------------|---------|---------|-----------------------------|
| Brand Image Factor | 240.000 | 240.000 | |
| Consumer Decision | 400.000 | 148.841 | 0.628 |
| Cultural Factor | 320.000 | 320.000 | |
| Personal Factor | 320.000 | 320.000 | |
| Price Factor | 240.000 | 240.000 | |
| Product Quality Factor | 320.000 | 320.000 | |
| Psychology Factor | 400.000 | 400.000 | |
| Social Factor | 320.000 | 320.000 | |

From the table 38, it was found that the model has predictive relevance because the value of $Q^2 > 0$ is 0.334 by looking at this value, it can be concluded that this study has a good observation value. This proves that the Brand Image Factor, Cultural Factor, Personal Factor, Price Factor, Product Quality Factor, Psychology Factor, and Social Factor used to predict purchase decisions are correct.

ii. Bootstrapping

The assessment of the significance of the prediction model in the testing of the structural model, can be seen from the P-value, if the P-value is less than 0.05 or 5%, it means that the relationship has a significant influence and if the P-value is greater than 0.05 or 5%, it means that it is insignificant. Original Sample (O) shows that if the original value of the sample is positive, then the direction of influence is positive and if the value of the Original Sample (O) is negative, then

the direction of influence is negative. The test value of this research hypothesis can be shown in the following table 39:

Table 39. Bootstrapping Result

| | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T Statistics (O/STDEV) | P Values |
|---------------------------|------------------------|-----------------------|----------------------------------|-----------------------------|--------------|
| Cultural Factor→CD | 0.361 | 0.355 | 0.098 | 3.688 | 0.000 |
| Social Factor→CD | 0.264 | 0.263 | 0.113 | 2.343 | 0.019 |
| Personal Factor→CD | 0.262 | -0.268 | 0.095 | 2.757 | 0.006 |
| Psychology Factor→CD | 0.297 | 0.314 | 0.110 | 2.691 | 0.007 |
| Product Quality Factor→CD | 0.137 | 0.148 | 0.089 | 1.533 | 0.126 |
| Price Factor→CD | 0.313 | 0.292 | 0.095 | 3.283 | 0.001 |
| Brand Image Factor→CD | -0.011 | 0.001 | 0.075 | 0.146 | 0.884 |

Based on the table 39, it is known that there are several variables that affect consumer decisions, namely cultural factors, personal factors, price factors, psychology factors and social factors, showing a positive direction and significantly affecting purchase decisions with a P-value of < 0.05 .

- 1) The influence of cultural factors on the decision to purchase SFSP rice at Pasar Raya Padang City

The Cultural factor (X1) has a coefficient value of 0.361 and is also significant with a statistical T value of 3.688 (> 1.96) with a p value of 0.000 (< 0.05), H1 is accepted. This means that cultural factors have a positive and significant relationship to the purchase decision of SFSP Rice at the Pasar Raya Padang City.

The results of the study showed that cultural factors had a positive and significant effect on the purchase of SFSP rice. This finding can be caused by the habits of the majority of consumers who tend to buy rice in the same place repeatedly, thus forming a consistent consumption pattern. In addition, purchasing behavior is also influenced by the trend or tendency of the majority of consumers in the surrounding environment who consume the same product, thus encouraging

individuals to follow these choices in order to adjust to the norms or habits that apply in society.

Of all these indicators, the valid variables are consumer habits, current trends, geographical conditions, and the social class of consumers. The influence of consumer habits who are used to buying SFSP rice at Pasar Raya Padang City, this means that the majority of consumers have an embedded behavior pattern to shop at the same location regularly. This habit is formed due to the factors of convenience, stock availability, stable prices, and trust in the quality of products sold at the location. In addition, the existence of the Pasar Raya Padang City as a strategic and easily accessible trade center makes this place the main choice for consumers in meeting their rice needs. This is in line with consumer characteristics that the majority of consumers consume SFSP rice more than 5 times. These findings show that consumers in Padang City tend to buy SFSP rice repeatedly. This reflects the influence of habits on where consumers shop.

The influence of the trend or popularity of SFSP rice on social media or the community environment, this is due to the majority of consumers buying SFSP rice because of direct information from social media or news and recommendations from consumers who have tried this product, so that consumers are encouraged to follow the majority or feel part of the group that chooses this SFSP product.

The influence of the geographical location of SFSP rice in the Pasar Raya Padang City which is close to the consumer's residence, this is due to the majority of consumers having a relatively close distance making consumers have time efficiency in obtaining products. This is in line with consumer characteristics based on the frequency of purchasing SFSP rice in 1 month, the majority of consumers buy SFSP rice 2 to 3 times a month, this means that the proximity of the location of SFSP rice products to the consumer's residence makes consumers make repeated purchases of the product.

The influence of the social class of consumers who feel that this product is in accordance with their social environment, this is due to the perception that SFSP rice has an affordable price with adequate quality, so that it matches the consumption standards in the social group where they belong. According to Kotler (2005), social class is a relatively homogeneous and permanent division of society, which is arranged hierarchically and whose members adhere to similar values, interests, and behaviors. The majority of consumers in this study decided to buy SFSP rice because they have similarities in purchasing power and personalities who like simplicity in choosing products.

This research is in accordance with Andika's (2018) research regarding Factors Influencing Consumer Decisions in Purchasing AINA F1 Corn. In the study, the researchers concluded that cultural factors have a significant effect on purchasing decisions because the majority of consumers buy AINA F1 corn because consumers are used to buying products and locations of AINA F1 corn sales that are close to consumers' residences make it easy for consumers to buy products repeatedly. However, the results of this study are not in accordance with Permatasari Research (2017) regarding the Analysis of Factors Influencing Consumer Decisions in Purchasing Organic Brown Rice, the results of the study show that cultural factors do not have a significant effect on the purchase decision because there is no cultural influence that consumers follow in this study such as the habit of eating brown rice and also there is no influence of social class in this study because the majority of consumers buy brown rice because of awareness to maintain health not because of social class.

2) The Influence of Social Factors on SFSP Rice Purchasing Decisions in Pasar Raya Padang City

In the Social factor (X2) has a coefficient value of -0.262 and is also significant with a statistical T value of 2.343 (>1.96) with a p value of 0.019 (<0.05), then H1 is accepted. This means that social factors have a positive and

significant relationship to the decision to purchase SFSP rice at the Pasar Raya Padang City.

The results of the study show that social factors have a positive and significant influence on the purchase of SFSP rice, this can be caused by the influence of reference groups, meaning that consumers are easily influenced by other people's recommendations and choose rice products based on the needs and tastes of other people's preferences.

Social factors in Kotler (2019) are formal and informal interactions in a permanent relative society whose members adhere to similar interests and behaviors in an effort to achieve common goals. This social factor variable is formed by several indicators, namely the recommendation of friends/colleagues, which are influenced by the majority of friends/colleagues buying products, experiences from family/friends, and the social position of consumers. The influence of recommendations from friends/colleagues means that consumers feel more confident in the information submitted by people who are considered to have experience or knowledge related to SFSP rice products. This belief encourages consumers to try and ultimately choose the product as a basic need. Likewise, the influence of the majority of friends/colleagues who buy products, this forms the perception that SFSP rice is a common choice and suitable for consumption, so that consumers are encouraged to follow the trends in their environment.

The influence of previous family/friends' experiences means that consumers tend to consider testimonials or real experiences that have been experienced by those closest to them in using SFSP rice. Positive experiences, such as quality rice, affordable prices, and perceived health benefits, can be a strong driving factor for consumers to make a purchase. Meanwhile, the indicators of consumer social status are influenced by the position or role of individuals in the social structure of society which can affect their preferences and purchasing behavior. Consumers with higher social standing generally consider aspects of product quality, image, and reputation before making a purchase. However, in the

context of SFSP's rice, although affordable prices are one of the main attractions, the image of the product being supported by the government, having quality standards, and safe to consume makes it acceptable to all levels of society regardless of social status. This is in line with the opinion of Schiffman and Kanuk (2010) who explain that social status influences product choices, because consumers tend to buy goods that match their self-image and social environmental expectations

The results of the influence of social variables in this study are directly proportional to Putri (2022) regarding Factors Influencing Consumer Decisions At Hai Coffee Coffeshop in Padang Panjang City, the researcher stated that social factors have a significant effect on the purchase decision of Hai Coffee products because the majority of respondents who consume Hai Coffee products are influenced by invitations/recommendations from friends to consume Hai Coffee products at CoffeShop Kota Padang Panjang. However, the results of this study are not in accordance with Permatasari (2017) regarding the Analysis of Factors Influencing Consumer Decisions in Purchasing Organic Brown Rice, the results of the study show that social factors do not have a significant influence on purchasing decisions because there is no influence of reference groups, families and the role and status of consumers in purchasing organic brown rice, this is because the family, Friends/colleagues, or the environment around consumers do not consume many organic brown rice.

3) The Influence of Personal Factors on SFSP Rice Purchasing Decisions in Pasar Raya Padang City

In the personal factor (X3) has a coefficient value of 0.098 with a statistical T of 2.757 (>1.96) with a p value (<0.05) of 0.006, H1 is accepted. This means that personal factors have a positive and significant relationship to the purchase decision of SFSP rice. This result can be caused because the majority of consumers have personalities who generally want to try rice products that are safe for health at affordable prices.

This result is supported by the opinion of Sumarwan (2011), namely that differences in consumer personality will affect their behavior in choosing or buying products because consumers will buy goods that suit their personality. In addition, a person's job affects the income received, and this income will affect the ability of consumers to meet basic needs, including rice. In this study, the majority of SFSP rice respondents have jobs as housewives with middle-to-upper incomes, so they have a greater chance of buying rice that is considered safe and has a reasonable price according to their personal preferences.

Of all these indicators, the valid variables are age, work, frugal lifestyle, and personality that likes simplicity. This happens because age differences can affect a person's consumption patterns. Regarding the characteristics of the respondents, most of the respondents in the study who bought SFSP rice were middle-aged, so it can be said that respondents in the middle-aged group will tend to consume healthy food that is good for health. SFSP rice is one of the rice products that is safe for health because the low glycemic index in this product makes this product safe for consumption by all age groups.

Likewise with the influence of work, the higher a person's income, the higher his expenses for living needs. Regarding the characteristics of the respondents, most of the respondents in this study who buy SFSP rice are included in the high-income group, namely Rp. 2,500,000-3,500,000, so that in these conditions even though the income obtained by the respondents is low-middle income, so that respondents tend to look for staple food products that have affordable prices. This makes SFSP rice an option, because it is able to meet nutritional needs and food safety at a relatively lower price than some other commercial rice brands, so it is in line with the simple personality of most respondents.

The results of the influence of personal variables in this study are directly proportional to Permatasari (2017) regarding the Analysis of Factors Influencing Consumer Decisions in Purchasing Organic Brown Rice, the researcher stated that

personal factors have a significant effect on the decision to purchase organic rice because the majority of respondents who consume organic rice believe that organic rice is a healthy food and suitable for all ages. The majority of respondents buy rice because they want to choose a better rice product to consume.

4) The Influence of Psychological Factors on SFSP Rice Purchasing Decisions in Pasar Raya Padang City

In the psychological factor (X4) has a coefficient value of 0.297 with a statistical t-value of 2.691 with a p value of 0.007, H1 is accepted. This means that psychological factors have a positive and significant relationship to the decision to purchase SFSP rice at the Pasar Raya Padang City. The results of the study show that psychological factors have a positive and significant effect on the purchase of SFSP rice, this is due to the influence and encouragement of their own means that consumer awareness of SFSP rice products that provide affordable prices and good and safe content for health, Currently, people are increasingly concerned about healthy consumption patterns, including choosing rice with safe and healthy content so that it can be consumed by all Age groups. In addition, the relatively affordable price encourages consumers to be more confident and consistent in choosing SFSP rice compared to other local rice, especially in the midst of economic conditions that make consumers more selective in spending.

This psychological variable factor is formed by several indicators, namely the high motivation and need for SFSP rice products, perception of the content of products that are good for health, previous consumer experience, trust in quality, and comfort when buying products at Pasar Raya Padang City. Of all these indicators, the valid variables are the encouragement of one's own needs and desires for the product, perception of the product content, and comfort when shopping. The influence of self-motivation or motivation to obtain a product, this arises because of the need felt by consumers. In the current conditions, people are

increasingly aware of choosing relatively cheap rice products in the midst of economic conditions that make consumers more selective to choose basic necessities such as rice to consume every day in order to minimize expenses. This result is supported by the opinion of Sumarwan (2011) who states that motivation arises because of the need and motivation that arises from a consumer will affect the decision process of consumers in buying and using goods.

As for the perception indicator regarding product content, this is related to consumers who are increasingly concerned about healthy consumption patterns, including choosing rice with content that is safe for consumption by all ages because of the low glycemic index content to reduce the risk of diseases such as diabetes so that this product can be trusted to have healthy content. This is in line with the opinion of Ildrakasih (2012) that the more consumers understand the benefits of a product, the more interested and encouraged consumers are to buy and consume the product.

The influence of knowledge indicators about SFSP rice after getting information from consumers who have consumed appears because the majority of consumers get recommendations from relatives, neighbors, or friends who have tried the product. Information from trusted sources gives confidence that this product is safe, useful, and suitable for consumption, thus strengthening their intention to buy SFSP.

Meanwhile, the influence of confidence indicators on the quality of SFSP rice shows that the majority of respondents disagree. This is due to the direct experience of consumers who feel that the quality of SFSP rice, especially in terms of taste, texture, and durability after cooking, does not fully meet their expectations. Some consumers consider the quality to be below premium local rice, so the level of confidence in product quality is low.

The influence of convenience indicators when shopping arises because most consumers feel that buying SFSP rice at Pasar Raya Padang City is easy to

reach, both in terms of location and product availability. Adequate market facilities, friendly sellers, and a fast and convenient transaction process provide a positive experience for consumers. This convenience plays an important role in strengthening purchasing decisions, because according to Kotler and Keller (2016), convenience in the purchase process can increase satisfaction and encourage consumers to make a repeat purchase.

The results of the influence of psychological variables in this study are directly proportional to Tamara's (2024) on Factors Influencing the Purchase Decision of Telang Flower Drinks in Padang City, where the researcher stated the same thing, namely psychological factors have a positive and significant influence on purchase decisions. The researcher said that this is due to the influence of consumers' self-motivation to buy products because of the awareness of good benefits because of the content of products that are very beneficial for health in addition, the convenience factor when making purchase transactions is the main thing and is considered important for consumers.

5) The Influence of Product Quality Factors on SFSP Rice Purchasing Decisions in Pasar Raya Padang City

In the product quality variable (X5), it is known that it has a sample coefficient value of 0.137, with a T-statistical value of < 1.96 of 1.533 and a P-value of > 0.05 which is 0.126, then, H_0 is accepted. This means that the product factor has a positive relationship to the purchase decision, and the product factor does not have a significant influence on the purchase decision of SFSP Rice at the Pasar Raya Padang City. According to Kotler and Armstrong (2001) a product is something that can be offered to the market to get attention, bought and used and can satisfy a desire or need. Generally, consumers always demand that the products they receive will be of good quality. This means that the physical suitability of the product received with the image on the packaging is also able to influence consumers in purchasing SFSP Rice. With the quality of the product received in good condition, consumers are satisfied with the product and even

allow consumers to make a repeat purchase. The variable factor of product quality is formed by several indicators, namely product quality, product durability, product reliability, aesthetics, and perceived quality. Based on all valid indicators, product durability, product reliability, aesthetics, and perceived quality. The results of the influence of product factors on purchase decisions in this study show that product factors do not have a significant effect on the purchase of SFSP rice at Pasar Raya Padang City. This can happen because of the influence of product performance, the majority of respondents consider this product not in accordance with their expectations, this happens because based on survey information that BULOG states that the quality of SFSP rice products is equivalent to other local rice products, but the majority of consumers who have consumed this rice state that this rice is not the same quality as local rice.

On the influence of the reliability of products that have a fluffy texture and consistent taste, the majority of respondents disagree, this is because the majority of respondents feel that the texture and taste of SFSP rice is not according to their desires. The majority of respondents prefer rice with a sweet texture and taste like other local rice products. This result is supported by the opinion of Wibowo (2023) the people of West Sumatra like the texture of nasi pera because it is suitable when combined with the culture of Padang cuisine with soup or curry and coconut milk.

Regarding the effect of the durability of SFSP rice products after cooking, the majority of consumers do not agree with this because the majority of consumers who have consumed SFSP rice feel that SFSP rice has low durability compared to other local rice. In a survey conducted by researchers, consumers stated that this rice can only be consumed for one day, the next day this rice will change in terms of taste, smell, and texture

The influence of SFSP rice packaging which is considered attractive and of high quality, this is due to the majority of consumers who consider the appearance of the packaging as one of the factors supporting purchase decisions.

Neat, clean, and informative packaging gives a positive impression on product quality, thus encouraging consumers to choose SFSP rice over other brands.

On the influence of SFSP rice which is tastier than other rice, the majority of consumers disagree, this is because most consumers consider the taste of SFSP rice to be relatively ordinary, some even feel that the taste quality is still below several types of local rice circulating in the market. This shows that the taste factor is not the main advantage of SFSP rice in influencing purchase decisions.

The results of the influence of product quality variables in this study are directly proportional to Putri et al (2022) The effect of prices, product quality, and brand image on purchasing decisions on Anak Daro's Rice in the traditional market of Bekonang Sukoharjo, where the researcher stated the same thing, namely that product quality factors do not have a positive influence on purchase decisions and do not have a significant effect on purchase decisions. The researcher said that this is because the majority of consumers do not like anak daro rice because its texture has pera rice while consumers prefer rice with a fluffy texture like other local rice in Bekonang Sukoharjo.

6) The Influence of Price Factors on SFSP Rice Purchasing Decisions in Pasar Raya Padang City

The price factor (X6) has a coefficient value of 0.313 with a statistical t-value of 3.283 with a p value of 0.001, H1 is accepted. This means that the price factor has a positive and significant relationship to the purchase decision of SFSP. This result can be caused because the majority of consumers buy SFSP rice because of its low price, this is in line with the characteristics of respondents that most of the reasons respondents buy SFSP rice are because of its low price.

This price variable factor is formed by several indicators, of all these indicators that form valid variables, namely price affordability, price competitiveness, and price match with benefits. The influence of low prices to obtain products, especially rice as a basic need consumed every day, makes

consumers tend to choose SFSP rice because it is able to reduce household spending in the midst of bad economic conditions.

The influence of the price competitiveness indicator, namely the price of SFSP rice is relatively lower than other local rice with a quality that is not much different. This means that consumers see SFSP rice as a more economically profitable option because it is able to get quality that is close to local rice at a lower price. This condition creates a perception of value for money, where consumers feel that they get equal benefits or even greater than the costs incurred. This competitive price advantage also increases the attractiveness of SFSP rice in the midst of market competition, especially for price-sensitive consumers. According to Tjiptono (2019), competitive prices can be an effective strategy to attract and retain customers, especially in the market for basic necessities with high demand elasticity such as rice.

The influence of the price match with benefits indicator arises from the perception of consumers that the benefits obtained—both in terms of quality and food safety, are proportional to the price paid. This finding is in line with the opinion of Kotler & Keller (2016) who stated that price is one of the main determining factors in purchasing decisions, where consumers will consider the suitability between the price and the value obtained before deciding to buy a product.

The results of the influence of price variables in this study are directly proportional to Lestari et al (2025) related to the Influence of Price, Product Quality, and Brand Image on the Purchase Decision of SFSP Rice, where the researcher stated that the same thing, namely the price factor has a positive and significant influence on the purchase decision. The researcher said that this is due to the price of products that are affordable, stable, and supported by the government in price control. This factor creates consumer confidence and attraction to buy SFSP rice.

7) The Influence of Brand Image Factors on SFSP Rice Purchasing Decisions in Pasar Raya Padang City

In the brand image variable (X7) has a coefficient value of -0.011, with a T-statistical value of > 1.96 of 0.146 and a P-value of < 0.05 which is 0.884, then, H_0 is accepted. This means that the brand image factor has a negative relationship to the purchase decision, and the brand image factor does not have a significant influence on the purchase decision of SFSP's rice, This condition is caused by the absence of a positive influence of the product maker's image on the purchase decision. The quality of rice distributed by BULOG, which in consumer perception is considered as an STHP rice producer, is considered not to be fully in accordance with their expectations, thus having an impact on the reputation of BULOG itself. In addition, the low level of consumer familiarity with the SFSP brand makes these products less memorable and does not have strong brand appeal in the market.

Variable factors of this brand image are formed by several indicators, of all of these indicators that form valid variables, namely producer images, user image, and market image. The influence of BULOG as a distributor of rice to consumers makes most consumers think that SFSP rice is a product produced directly by BULOG. The majority of respondents disagreed that SFSP rice was made by companies with a good image, this is because the image of SFSP rice products is poor and less liked by consumers affect the image or reputation of BULOG. Because the majority of consumers think that BULOG produces this SFSP rice product so that the poor quality in SFSP rice has a bad impact on the BULOG image.

The influence of user image indicators arises because the majority of SFSP products are used by housewives. This finding is in line with the characteristics of respondents that most of the respondents buy SFSP rice working as housewives, This means that SFSP rice is identical as a product chosen by the household consumer segment to meet the basic needs of the daily family, thus

forming the perception that SFSP is a suitable rice for these groups both in terms of price and availability in the market and influences other people to buy SFSP rice products

The influence of market image indicators where consumers buy SFSP rice because the brand is easy to remember, this means that SFSP has a fairly good brand memory among consumers even though the image is still attached to BULOG. The ease of remembering this brand name makes it easier for consumers to identify and differentiate it from other rice brands on the market, thus increasing the chances of repeat purchases and brand loyalty in the future.

The influence of market image indicators where consumers buy SFSP rice because the brand is easy to remember, the majority of consumers disagree. This is because SFSP rice products do not use a good marketing strategy to promote the product to the community so that the SFSP rice brand is not very familiar to the wider community. Consumers are more familiar with other commercial rice that has strong branding, while SFSP rice is only perceived as a subsidized product without a prominent brand identity.

The results of the influence of brand image variables in this study are directly proportional to Lestari et al (2025) related to the Influence of Price, Product Quality, and Brand Image on Purchase Decisions of SFSP Rice, where the researcher stated that the same thing, namely the brand image factor does not have a significant influence on purchase decisions. Researchers say that this is because the majority of consumers tend to buy these products because of their price and availability, not because of brand loyalty, lack of characteristics and effective marketing strategies that make this brand less powerful than other brands.