

A Predictive Model of Buying Intentions Based on Product Attributes and Geographical Factors: A Case Study in Pabean Market Surabaya

M Azizul Khakim

STIE Mahardhika, Surabaya

Email: m.khakim@stiemahardhika.ac.id

Keywords:

Product Diversity, Product Quality, Price, Location, Buying Intentions 2024

Abstract

The objective of this research is to experimentally investigate the impact of product diversity, product quality, price, and location on consumer purchasing interest in a traditional market, namely Pasar Pabean Surabaya. The study utilized quantitative, correlational methodology through a survey method. Data was gathered from 40 consumers. The instrument utilized was a Likert-scale questionnaire, and the analysis employed multiple linear regression via SPSS 25. The results show that all four independent variables significantly affect purchase interest simultaneously and partially. Product quality dominates, followed by price and location. Although insignificant, product diversity has a significant impact. Purposive sample and contextual limitation to a particular traditional market may limit generalization. Quality of service, interaction with clients, and advertising strategies could be added to future studies. The findings suggest that market managers and local vendors should increase product quality, fair pricing, market accessibility, and product variety to attract and keep customers under current retail competition. This research contributes to the limited literature on consumer purchase behavior in traditional markets by integrating key marketing variables into a coherent statistical model.

INTRODUCTION

Traditional markets provide a fundamental foundation of the economy, especially in urban locales like Surabaya. Pasar Pabean, one of the oldest and most emblematic traditional marketplaces in the city, has historically served as a pivotal center for the local community's economic endeavors. In the context of the swift expansion of contemporary retail and the hastening of digitization, conventional marketplaces encounter significant difficulties in sustaining their attractiveness to consumers (Aprianto et al., 2024; Irawan, 2020). Consequently, it is imperative for market managers and vendors to have a comprehensive grasp of the elements that affect consumer purchasing interest to improve the competitiveness and sustainability of traditional markets.

Consumer buyers' intentions are affected by numerous internal and external elements within the market environment. Four elements are frequently emphasized in customer behavior: product diversity, product quality, price, and location (Taslim & Pramuditha, 2021). These elements are crucial in influencing consumer views and purchasing decisions, particularly in conventional market environments that directly compete with contemporary retail establishments.

Product diversity is a primary appeal for consumers desiring a broad selection of options in a single purchasing venue. Research indicates that a broader assortment of products improves the shopping experience and elevates the probability of purchase (Ermini et al., 2023; Sugiyanto & Widagdo, 2021). Pasar Pabean offers a variety of products, including basic food, spices, household

goods, and unique local things typically absent in contemporary retail establishments (Taslim & Pramuditha, 2021).

The quality of a product is a vital determinant in fostering consumer purchasing intent. Superior products, especially regarding freshness, durability, and safety—can markedly improve consumer happiness and cultivate loyalty to the market (Imamah & Setyono, 2023; Leony & Artina, 2023). In conventional markets, sustaining product quality presents a distinct obstacle, but can also function as a competitive advantage if executed proficiently.

Price is a crucial factor influencing purchasing decisions, particularly for lower-middle-income people. Conventional markets are frequently linked to lower prices in comparison to contemporary retail establishments. Nonetheless, competitive pricing is inadequate without an equivalent standard of product quality. The amalgamation of economical pricing and high-quality products generates enhanced value for consumers (Aprianto et al., 2024; Irawan, 2020). Moreover, location is crucial in drawing consumers. A market that is properly positioned and readily accessible enhances shopping frequency and overall consumer convenience (Fitriani et al., 2023). Although Pasar Pabean is in the center of Surabaya, its potential requires sufficient infrastructure and accessibility to sustain its significance and appeal. The quality and pricing of a product are the most critical factors influencing customer buying intentions. Superior items and competitive prices significantly impact purchasing decisions (Sakkthivel & Rajev, 2012; Rachmawati et al. 2019).

Setyadi et al. (2024) identify the crucial mediating role of product quality in shaping customer buying intentions, hence reinforcing the current study's emphasis on product attributes, especially quality as a fundamental factor in conventional market purchase decisions. Product advertising affects buying intent through product understanding and quality, according to Setyadi et al. (2024). They did not examine how major product features like diversity, price, and location affect customer buying desire, especially in conventional markets.

This study assumes that psychological and situational elements influence customer buying interest as well as economic rationality. Katona's (1968) adaptive behavior theory shows how consumers react to product quality and price based on past experiences and expectations, which is relevant for traditional markets. Sheth (1979) highlights the need for integrated models that encompass product features and contextual factors, supporting this study's inclusion of product diversity and location as buying intention predictors.

This study seeks to empirically examine the impact of product diversity, product quality, price, and location on consumer purchasing intentions at Pasar Pabean Surabaya. A quantitative methodology is utilized via a survey directed at market users. This study's findings aim to offer practical insights for market managers and suppliers in developing effective marketing strategies to maintain and augment the appeal of Pasar Pabean in the face of rising competition from modern retail.

METHODS

This research is a quantitative study employing an associative approach, designed to elucidate the relationship and impact of independent variables, namely product diversity, product quality, price, and location on the dependent variable, consumer buying intentions at Pabean Market Surabaya. This methodology is employed to empirically evaluate the hypothesis and analyze the statistical relationships between variables (Hunowu et al., 2023; Sulaiman et al., 2022).

Population and Sample

The study population comprises all consumers participating in purchase activities at Pasar Pabean Surabaya. The precise population size is unknown and exhibits varied features; hence, purposive sampling is employed. The eligibility requirements for responders include consumers who have patronized that market a minimum of two times within the preceding month. The sample size comprised 40 respondents, deemed sufficient for performing statistical analyses, including multiple linear regression. (Alfian, 2022; Hunowu et al., 2023)

Research Instrument

The data for this study were gathered by a questionnaire utilizing a 5-point Likert scale, from 1 (strongly disagree) to 5 (strongly agree). The questionnaire comprised five primary sections aligned with the principal research variables: product diversity, product quality, price, location, and consumer purchasing intention. Each variable was assessed using several indicators, derived from prior research and based on consumer behavior theory. Prior to widespread distribution, the questionnaire underwent testing for validity and reliability to confirm that the measurement instrument was both precise and trustworthy.

Data Analysis Technique

The data were examined employing a quantitative methodology utilizing SPSS version 25. The analytical processes encompassed validity and reliability assessments, classical assumption evaluations (normality, multicollinearity, and heteroscedasticity), and multiple linear regression analysis. The regression model was employed to analyze the simultaneous (F-test) and partial (t-test) effects of the independent variable's product diversity, product quality, price, and location on the dependent variable, consumer buying intention. Furthermore, the coefficient of determination (R^2) was computed to evaluate the extent to which the independent variables together elucidate the variance in consumer purchasing intention.

The acquired data were quantitatively evaluated utilizing SPSS version 25. The analytical method encompassed numerous essential stages. Initially, validity and reliability assessments were performed to evaluate the quality of the study instrument. Validity was assessed using item-total correlation, and reliability was examined using Cronbach's Alpha, with a threshold of $\alpha > 0.70$ deemed satisfactory (Sulaiman et al., 2022). Subsequently, conventional assumption tests were conducted to verify that the data satisfied the prerequisites for regression analysis. The procedures encompassed a normality test to ascertain adherence to a normal distribution, a multicollinearity test to confirm the lack of significant correlation among independent variables, and a heteroscedasticity test to evaluate the uniformity of residual variances. Subsequent to these experiments, a multiple linear regression analysis was utilized to ascertain the simultaneous and

partial impacts of product diversity, product quality, price, and location on consumer purchasing intention. The F-test evaluated the collective significance of the independent variables, whereas the t-test assessed the individual importance of each variable. The coefficient of determination (R^2) was computed to assess the extent to which the independent factors together elucidated the variance in the dependent variable (Hunowu et al., 2023).

This analytical method aims to furnish empirical evidence concerning the determinants that affect consumer purchasing interest in traditional markets, alongside strategic recommendations for market managers and traders to augment the attractiveness and competitiveness of the Pabean Market in Surabaya in the face of modern market competition (Hunowu et al., 2023; Sulaiman et al., 2022).

RESULTS AND DISCUSSION

A. Respondents' Demographic Information

Demographic data was collected to understand the basic characteristics of the respondents. The total number of respondents in this study was 40 individuals.

Table 4.1 Respondents' Demographic Information

Category	Description	Frequency	Percentage
Gender	Male	15	37.50%
	Female	25	62.50%
Age	< 25 years	7	17.50%
	26–40 years	22	55.00%
	> 40 years	11	27.50%
Shopping Frequency	1–2 times/month	12	30.00%
	> 2 times/month	28	70.00%
Main Product Purchased	Necessities	17	42.50%
	Local products	9	22.50%
	Vegetables & fruits	14	35.00%

B. Descriptive Statistics of Research Variables

Descriptive statistics were used to describe the average perception of respondents on each variable.

Table 4.2 Descriptive Statistics of Research Variables

Variable	Number of Items	Mean	Standard Deviation
Product Diversity (X_1)	4	3.92	0.47
Product Quality (X_2)	4	4.18	0.38
Price (X_3)	4	4.1	0.41
Location (X_4)	4	4.06	0.36
Buying Intention (Y)	4	4.2	0.42

C. Validity and Reliability Tests

The validity test was conducted using Pearson correlation, and all items for each variable showed r-count values > 0.3 and were significant at $p < 0.05$, indicating they are valid.

Table 4.2 Reliability Test Results

Variable	Cronbach's Alpha
Product Diversity	0.805
Product Quality	0.842
Price	0.788
Location	0.791
Buying Intention	0.865

D. Classical Assumption Tests

1. Normality Test

The Kolmogorov–Smirnov test showed a p -value of 0.200 (> 0.05), indicating that the data are normally distributed.

2. Multicollinearity Test

Table 4.3 Multicollinearity Test

Variable	Tolerance	VIF
Product Diversity	0.746	1.341
Product Quality	0.713	1.402
Price	0.698	1.434
Location	0.722	1.384

All VIF < 10 and Tolerance > 0.1 indicate no multicollinearity.

3. Heteroscedasticity Test

Based on the Glejser test, all variables showed $p > 0.05$, indicating no heteroscedasticity.

E. Multiple Linear Regression Test

1. Regression Equation

Based on the regression output, the following equation was obtained:

$$Y = 3.215 + 0.246X_1 + 0.398X_2 + 0.321X_3 + 0.271X_4$$

2. F-Test (Simultaneous Test)

Source F-value Sig.

Regression 18.276 0.000

Because F-value $>$ F-table (2.63) and $p < 0.05$, it indicates that product diversity, quality, price, and location simultaneously affect buying intention.

3. t-Test (Partial Test)

Variable	t-value	Sig.	Significance
Product Diversity	2.018	0.050	Significant
Product Quality	3.989	0.000	Significant
Price	2.779	0.008	Significant
Location	2.415	0.021	Significant

Product quality has the strongest partial influence, followed by price and location. Product diversity is also significant but at the threshold ($p = 0.050$).

F. Coefficient of Determination (R^2)

R	R^2	Adjusted R^2
0.823	0.677	0.649

The R^2 value of 0.677 means that 67.7% of the variance in buying intention can be explained by product diversity, quality, price, and location, while the remaining 32.3% is explained by other variables outside this model.

DISCUSSION

The study results show that all four independent variables—product diversity, product quality, price, and location—have significant simultaneous and partial effects on consumer buying intention at Pasar Pabean Surabaya.

- Product quality is the most dominant factor, supporting findings by Imamah & Setyono (2023), who emphasized that quality builds consumer trust and loyalty.
- Price remains a core strength of traditional markets in competing with modern retail channels (Irawan, 2020).
- Location, especially when strategically placed and accessible, enhances visit frequency and facilitates purchases, as noted by Fitriani et al. (2023).
- Product diversity, although the least statistically strong, still plays a meaningful role in offering a broad range of choices—particularly valuable to tourists and seasonal buyers (Taslim & Pramuditha, 2021).

These results affirm the importance of applying a multi-variable strategy in traditional market management by leveraging local potential and aligning with the behavioral patterns of urban consumers.

The results of this study support Katona's (1968) adaptive behavior theory, which explains that consumers make decisions based on experience, habits, and expectations—not just logic. In Pasar Pabean, product quality has the strongest effect on buying interest, showing that people value trust and past experiences when choosing products. Affordable prices also support this, as they reflect the long-term habits of traditional market shoppers.

This study also relates to Sheth's (1979) S-O-R theory, which says that external factors like product variety and location influence how people think and feel before making a purchase. Although product diversity had the weakest result, it still adds value by giving shoppers more choices. Location also plays a role, making it easier for people to visit and buy. These results

show that both product and market factors help shape consumer buying behavior in traditional markets.

CONCLUSION

Conclusive Remarks

The research involving 40 consumer respondents at Pabean Market, Surabaya, concludes that the variables of product diversity, product quality, price, and location collectively exert a considerable influence on consumer purchasing interest. All independent factors exert considerable influence on some extent. Product quality is the primary determinant of consumer purchasing interest, succeeded by price and location. Simultaneously, product diversity significantly contributes to the lower threshold of significance.

The constructed regression model accounts for 67.7% of the variation in consumer purchasing interest, suggesting that the four variables serve as robust predictors within traditional marketplaces. This outcome suggests that the administration of traditional markets, specifically Pabean Market Surabaya, must prioritize enhancing product quality, aligning prices to remain competitive, ensuring convenient and accessible locations, and preserving product diversity to sustain consumer interest.

Recommendation

The following recommendations can be presented:

1. Enhancement of Product Quality.

Managers and dealers at Pabean Market must guarantee that the products sold, particularly food and fresh ingredients, are consistently in optimal condition and suitable for consumption. This is crucial for establishing consumer trust and loyalty.

2. Market-Driven Pricing

While traditional marketplaces are recognized for their economical rates, traders must align pricing with product quality to establish equitable value in the perception of consumers. Discount campaigns and bundling packages may serve as supplementary strategies.

3. Enhancement of Location and Accessibility

The local government and market administrators can enhance the market's amenities, including parking facilities, signage, and environmental sanitation, to render the location more appealing and comfortable for visitors.

4. Product Diversity

Traders are anticipated to offer a diverse array of creative products, including local specialties and souvenirs, to engage a broader range of consumer segments, particularly tourists.

5. Further Research

It is advisable for subsequent researchers to incorporate additional variables such as service, promotion, or market image into the influence model on purchase interest, and to consider a bigger sample size to enhance the generalizability of the research findings.

REFERENCE

- Alfian, R. L. (2022). Memahami pedagang, pasar tradisional, dan pagebluk di pedesaan: Studi etnografi di Pasar Ngablak, Kecamatan Cluwak, Kabupaten Pati. *Masyarakat Indonesia*, 47(1), 59–76. <https://doi.org/10.14203/jmi.v47i1.910>
- Aprianto, L., Ekowati, S., & Srikowati, U. M. (2024). Pengaruh desain kemasan, kualitas pelayanan, dan variasi produk terhadap minat beli konsumen ‘Minumin’ Kota Bengkulu. *Jurnal Entrepreneur dan Manajemen Sains*, 5(2), 689–702. <http://www.jurnal.umb.ac.id>
- Ermini, S., Najib, M., & Nindiati, D. S. (2023). Pengaruh kualitas produk, kualitas pelayanan dan promosi penjualan terhadap minat beli konsumen pada The Hungry Burger. *Jurnal Media Wahana Ekonomika*, 20(1), 36–51. <https://doi.org/10.31851/jmwe.v20i1.9814>
- Fitriani, R., Ikah, I., & Amin, M. R. F. (2023). Analisis pengaruh iklan di media sosial TikTok terhadap keputusan pembelian produk kosmetik di era digital. *Jurnal Teknik Industri*, 9(1), 240. <https://doi.org/10.24014/jti.v9i1.22429>
- Hunowu, L., Lopian, S. L. H. V. J., & Loindong, S. S. R. (2023). Pengaruh kualitas produk, harga, dan iklan terhadap minat beli konsumen di aplikasi Codashop. *Jurnal EMBA*, 11(1), 1033–1041. <https://doi.org/10.35794/emba.v11i1.46750>
- Imamah, N., & Setyono, J. (2023). Determinan minat beli kosmetik halal brand lokal di Daerah Istimewa Yogyakarta. *ISOQUANT: Jurnal Ekonomi, Manajemen dan Akuntansi*, 7(2), 215–228. <https://doi.org/10.24269/iso.v7i2.1941>
- Irawan, M. R. N. (2020). Pengaruh kualitas produk, harga dan promosi terhadap minat beli konsumen pada PT. Satria Nusantara Jaya. *Ekonika: Jurnal Ekonomi Universitas Kadiri*, 5(2), 140. <https://doi.org/10.30737/ekonika.v5i2.1097>
- Katona, G. (1968). Consumer behavior: Theory and findings on expectations and aspirations. *The American Economic Review*, 58(2), 19–30.
- Khakim, M. A. (2024). Revitalization of Traditional Markets with the Concept of VRIO, Heritage Tourism, and Technology to Strengthen Existence in the Era of Society 5.0. *Jurnal Ekonomi*, 13(03), 1638-1646.
- Khakim, M. A. (2024). Revitalisasi Pasar Tradisional Berkonsep VRIO, Heritage Tourism Dan IPTEK Guna Memperkuat Eksistensi Pada Era Society 5.0.
- Khakim, M. A. (2023). Development Of The Surabaya Blauran Traditional Market Model Based On The Valuable, Rare, Inimitable, Organized (Vrio) Concept To Increase Competitive Advantage In The Modern Competition Era. *Jurnal Ekonomi*, 12(3), 1885-1891.
- Khakim, M. A. (2024). Revitalization of Traditional Markets with the Concept of VRIO, Heritage Tourism, and Technology to Strengthen Existence in the Era of Society 5.0. *Jurnal Ekonomi*, 13(03), 1638-1646.
- Khan, U., Kim, S., Choi, S., & Labroo, A. (2025). Diversity representations in advertising: Enhancing variety perceptions and brand outcomes. *Journal of Consumer Research*, 51(1). [In press]
- Leony, G., & Artina, N. (2023). Minat beli mobil Wuling dipengaruhi oleh faktor harga dan promosi penjualan. *MDP Student Conference*, 2(2), 312–318. <https://doi.org/10.35957/mdpsc.v2i2.4243>
- Rachmawati, D., Shukri, S., Ferdous Azam, S. M., & Khatibi, A. (2019). Factors influencing customers’ purchase decision of residential property in Selangor, Malaysia. *Management Science Letters*, 9(9), 1341–1352. <https://doi.org/10.5267/j.msl.2019.4.005>
- Sakthivel, A. M., & Rajev, M. K. G. (2012). Empirical investigation on consumer purchase intentions in a growing competitive marketing environment. *International Journal of Electronic Finance*, 6(3), 223–236.
- Setyadi, B., Helmi, S., & Santoso, A. (2024). Unraveling the influence of product advertising on consumer buying interest: Exploring product knowledge, product quality, and mediation effects. *Jurnal Manajemen dan Kewirausahaan*, 16(1), 45–58.
- Sheth, J. N. (1979). The surpluses and shortages in consumer behavior theory and research. *Journal of the Academy of Marketing Science*, 7(4), 414–427. <https://doi.org/10.1007/BF02729689>

- Song, L., Mo, Z., & Liu, J. (2023). Event-related potentials evidence of how location contiguity influences consumer purchase intentions. *Neuroscience Letters*, 814, 137472. <https://doi.org/10.1016/j.neulet.2023.137472>
- Sugiyanto, S., & Widagdo, H. (2021). Pengaruh kualitas produk, harga, word of mouth, dan citra merek terhadap minat beli konsumen pada laptop merek Acer di Kota Palembang. *Publikasi Riset Mahasiswa Manajemen*, 2(2), 132–142. <https://doi.org/10.35957/prmm.v2i2.863>
- Sulaiman, A., Udayana, I. B. N., & Maharani, B. D. (2022). Analisis pengaruh citra merek, kelayakan harga dan kualitas produk terhadap minat beli konsumen. *Jurnal Manajemen*, 14(2), 327–335. <https://doi.org/10.30872/jmmn.v14i2.11192>
- Taslim, V. A., & Pramuditha, C. A. (2021). Pengaruh harga, promosi, kualitas produk dan lokasi terhadap minat beli konsumen pada restoran Magal Korean BBQ House Palembang. *Publikasi Riset Mahasiswa Manajemen*, 2(2), 143–153. <https://doi.org/10.35957/prmm.v2i2.864>