

Factors influencing buying decisions on fruit and vegetables through E-commerce in Indonesia

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ABSTRACT

This study aims to analyze the factors that influence purchasing decisions in e-commerce, namely price, distribution, product and promotion. The object of research is KitaBeli e-commerce users in Malang City with a sample of 189 people with a purposive sampling technique aged 18-35 years. The data analysis technique used multiple linear regression with classical assumptions and partial and simultaneous tests using the E-Views 9 application. The results showed that price, distribution, product and price had a partial and simultaneous significant effect on buying decisions.

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Introduction

Technology is developing rapidly and continues to change from year to year. Therefore, the latest digital marketing trends will continue to emerge, adapted to the conditions and situations of that year. The growth of the e-commerce market in Indonesia continues to increase every year, especially in the past two years due to the pandemic. Many consumers who have never shopped online before now have to rely on digital shopping platforms to meet their needs. This growth is also inseparable from the development of infrastructure and digital penetration in Indonesia. E-commerce has also become an alternative for many Indonesian people to find and buy products. This year, almost all internet users in Indonesia, to be exact, 88% have purchased online products. The digital economy in Indonesia itself is mainly driven by those born over 1990 who actively adapt digital technology and spend more time on the internet (Sirclo, 2020).

According to the Marshal (2020) the growth of e-commerce in Indonesia has increased sharply, 91%. Meanwhile, internet user penetration also jumped 73.7% (Soemartono, 2021). Internet users in Indonesia have so far reached 82 million people, and with this achievement Indonesia is ranked 8th in the world. Of these internet users, 80% of them are teenagers aged 15-19 years (Septiana, 2019). This condition indicates that the e-commerce business, especially in the agricultural sector, has good economic value, so it must be utilized by business actors. Business actors must make good use of this, because electronics is a type of creative business that can boost the Indonesian economy.

In addition, payments with electronic money systems are also related to transactions on e-commerce platforms and there are also many benefits offered to e-commerce users, including the benefits for organizations in expanding national and global markets, reducing costs, reducing time and increasing productivity. Not only for organizations, the benefits of e-commerce are also felt by consumers, namely consumers can access every day with 24 hours, more product choices, much cheaper prices, comparisons of

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products and services are faster, consumers are facilitated to consider product purchases through reviews and provide place if consumers want to auction products virtually. Then the benefits of e-commerce are felt by the wider community, namely enabling more people to work at home. Coupled with the presence of Financial Technology (Fintech) which supports and makes it easy for consumers to make transactions. Supply and demand can meet in e-commerce applications, without the need for producers and consumers to meet directly or face to face.

Based on statistical data, East Java Province is a province where business activity from e-commerce is still high with a percentage of 19.82 percent of the number of businesses by province on the island of Java in 2020. With this data it can be seen that e-commerce activities on the island of Java continue to grow along with the increasing number of internet users. So that there is an opportunity to develop a business in the form of e-commerce. E-commerce is also currently developing a lot and is in demand by business actors engaged in the agricultural sector.

Along with the rapid growth of food needs, the development of information technology, according to Pratama in Silvia (2018), e-commerce provides many benefits including centralized data, time efficiency, ease of accessing information, facilitating business and work processes, storing more data in a small space, a cheap, efficient and reliable communication solution. Of the benefits that e-commerce provides

major influence for the progress of various fields, one of which is agribusiness. In the business world, the role of reliable e-commerce is no longer in doubt in supporting the ability of business units to win business competition. The use of e-commerce is expected to accelerate business turnover and increase efficiency and work effectiveness of each division. From the benefits of integrated e-commerce to serve customer needs, customer transaction processes can be carried out anywhere and anytime, from this process a facility emerges by utilizing an online sales information system.

However, according to Central Bureau of Statistics Indonesia (2021) there are still obstacles experienced by e-commerce businesses in carrying out their business activities as shown in Figure 1.3. The lack of demand for goods and services is the main obstacle for business actors in running their business, reaching 48.74%. The next obstacle is that business actors in e-commerce lack capital. The percentage reached 37.51%. Then, as much as 5.79% experienced problems with a lack of skilled labor and 3.18% limited delivery services. Then even though internet access is increasing, there are still 2.87% who experience internet access problems. Finally, as much as 1.91% of business actors in e-commerce experience problems due to fraud in the buying and selling process.

In addition to the obstacles experienced by business actors, the constraints have also decreased so that currently many people prefer to shop offline. According to Lalwani in Muna (2019) the advantage of offline purchasing itself is that the first five senses can influence purchases. Second, it can trigger memories. Third, there are product samples. Fourth, get to know new stuff. Fifth, there are no electronics limitations. Sixth, there is social interaction due to face-to-face contact between buyers and sellers.

The problem is that the number of e-commerce businesses is not comparable to the habits of the people who tend to shop offline and the constraints for business actors in carrying out e-commerce business activities are still high. According to Noni (2018) in the current era of globalization shopping online is a way of shopping through electronic communication devices or social networks used in buying and selling transactions, where buyers don't have to bother coming to the store to see and buy what they are looking for, all you have to do is look at the desired item via the internet, then order the item according to your choice, then transfer the money, and the online store will send the item to your home. According to Harahap (2018) shopping online has several advantages that users can experience. First, the buyer does not need to leave the house or go to the shopping area, all that is needed is to order the item and then the item will be delivered to the house. Second, shoppers can save time and fuel because they don't have to go around and around looking for places to shop. Third, can control or compare prices from several online purchase places. Fourth, online purchases are always open 24 hours, this is what benefits us in determining the time when we will carry out transaction activities online. But besides the advantages that we feel according to Simamora & Fatira (2018), there are also some inconveniences that we feel from shopping online. First, there is a time lag between payment and product delivery. Second, we can't try the items we ordered before buying them. Third, we cannot check the items we ordered before, whether there is damage or not. Fourth, there is distrust of e-commerce. Fifth, there is a comparison of e-commerce brand image. With the problems above, especially in the agricultural sector, the authors are interested in conducting research on the analysis of factors that influence consumer decisions to purchase fruits and vegetables through E-Commerce.

Literature Review

Theoretical and Conceptual Background

Buying Decision

According to Kotler (2002) suggests that decision making is a process of problem solving approach which consists of identifying problems, seeking information, evaluating alternatives, making buying decisions and post-purchase behavior by consumers. The definition of buying decisions according to Helga Drumond (2003) is identifying all possible options for solving the problem and assessing the choices systematically and objectively and the goals that determine the advantages and disadvantages of each. According to Kotler and Armstrong (2008), consumer purchasing decisions are buying the most preferred brand from the various alternatives available, but two factors can exist between purchase intention and purchase decision. The first factor is the attitude of

other people and the second factor is the situational factor. Therefore, preferences and purchase intentions do not always result in actual purchases. From the opinion above it can be concluded that to make a decision people will go through a certain process, as well as in the case of a decision to choose a product or brand they will carry out the process first maybe because they don't want to take the risk when buying the product, so they will be full of considerations.

The decision-making process is a behavior that must be carried out to be able to achieve the goal, and thus be able to solve the problem, in other words the process of solving a problem that is directed as follows: to the target. The specific purchase decision process according to Kotler and Armstrong (2008) consists of the following sequence of events: recognition of the problem of needs, information search, alternative evaluation, purchase decision and post-purchase behavior.

Consumer Behavior

Understanding consumer behavior in the target market is an important task for marketers. Consumers consist of various groups differing according to age, income, level of education and tastes. They are also influenced by various factors. Through a clear definition of consumer behavior will make it easier for marketers to understand consumers. According to Setiadi (2005), consumer behavior is a dynamic interaction between affection and cognition, behavior and the environment where humans carry out exchange activities in their lives (American Marketing Association). From the description above, it is known that first the consumer's decision to consume a product/service is one part of a purchasing decision process. Second, that the consumer purchasing decision process is influenced by various factors such as marketing influences, as well as the characteristics of consumers.

Through analysis and in-depth study of the characteristics and factors that influence consumer buying behavior, marketers will be able to develop products and services that can be adapted to the characteristics and factors that influence consumer decisions. The more advanced the economy and technology, the more developed the strategy that must be implemented by the company, especially in the field of marketing. For this reason, companies need to understand or study consumer behavior in relation to purchases made by these consumers. In determining the type of product or service, consumers always consider what product or service is needed, this is known as consumer behavior. According to Mowen and Minor (2002) "Consumer behavior as a study of purchasing units (buying units) and exchange processes that involve the acquisition, consumption and disposal of goods, services, experiences, and ideas". According to Philip Kotler and Gary Armstrong (2008) consumer buying behavior refers to the buying behavior of individual and household final consumers who buy goods and services for personal consumption. The company's success in marketing needs to be supported by a good understanding of consumer behavior, because by understanding consumer behavior companies can design whatever consumers want. Buying behavior is very different from one individual to another on a product. Buying behavior is different for a product such as toothpaste, tennis rackets, expensive cameras, new cars and other types of products. The more complex a decision will usually involve the more parties involved and the more considerations.

Price

According to Kotler and Armstrong (2012) in a narrow sense, price is the amount billed for a product or service, more broadly, price is the sum of all the values provided by customers to benefit from having or using a product or service. According to Andi (2015) Price is the main factor that can influence a buyer's choice, price plays quite a role in determining consumer purchases, for this reason, before setting a price, the company should look at several price references for a product that is considered quite high in sales.

According to Kotler and Armstrong (2012) price is closely related to purchasing decisions, namely prices influence consumer decisions in making purchases, the higher the price, the lower the purchasing decision, conversely, if the price is low, the purchasing decision changes higher. So entrepreneurs are required to be observant in setting the price of their products to the market so that these products are successful in the market. A price of goods or services that has been set by the company will have an impact on the economy on a micro basis for consumers and companies as well as on the macro for the economy in general.

H₁ = Prices have a positive and significant effect on consumer decisions in purchasing fruits and vegetables through e-commerce.

Distribution

Product delivery activities are one of the important factors to consider in carrying out business activities. This activity can work well if there is coordination between the supplier and the customer. That way a good relationship will be established between consumers and suppliers and business activities can run smoothly. The way to be able to run a business well is to have a planned strategy. One of these strategies is regarding product delivery to consumers, or better known as product distribution. Distribution is an activity or process of conveying products from the hands of producers to consumers. As stated by Kotler (2008) the notion of distribution is an activity related to efforts to distribute goods or services from the hands of producers to consumers. Consumers play an important role in distribution activities because they are the main goal in business.

Another thing revealed by Tjiptono (2008) is that distribution is a marketing activity that seeks to expedite and facilitate the delivery of goods and services from producers to consumers, so that their use is in accordance with what is needed (type, quantity, price, place, and when needed). Distribution activities can make business activities smoother and easier to run. With a well-planned and well-executed distribution, the relationship between producers and consumers can be well established. From the two definitions above, it is revealed that distribution activities are activities that involve consumers and producers. It can also be seen that distribution activities are activities to distribute or help move products from producers to consumers.

Kotler (2008) reveals that delivery is related to interdependent marketing channels or distribution channels that help make products or services available for use or consumption by consumers. Therefore, this marketing channel also needs to be improved so that purchasing decisions are increased (after increasing priority to product and price). This shows that this research is in accordance with the theory put forward by Bloom and Boone (2006) which states that the key to successful distribution is making the product available at the right time and place so that the product becomes easier for consumers to obtain and buy.

H₂ = Delivery has a positive and significant effect on consumer decisions in purchasing fruit and vegetables through e-commerce.

Product

According to Tjiptono (2016), Products are everything that consumers receive in the exchange process with producers, in the form of basic benefits; physical product and its packaging; as well as additional elements that go with it. According to Kotler and Armstrong (2017: 244), Products are anything that can be offered to a market for attention, acquisition, use, or consumption that can satisfy a want or need.

Products fall into 2 types, based on the type of consumers who use them (consumer products and industrial products), according to Kotler and Armstrong (2017), consumer products are products that are purchased by end consumers and used for personal use. Marketers usually differentiate products based on how consumers buy the product.

Products are not suitable according to Kotler (2008) related to products in consumer behavior models. Kotler explains that discrepancy-reducing buying behavior occurs when consumers are highly involved with expensive, infrequent, and risky purchases, but see little difference between existing brands. After the purchase, the consumer may experience post-purchase dissonance (feeling uncomfortable after purchase) when the consumer discovers certain weaknesses about the brand purchased or hears good things about other brands not purchased. Buying behavior that reduces dissonance can be explained that consumer buying behavior in situations characterized by high consumer involvement but little perceived difference between existing brands.

H₃ = Unsuitable products have a positive and significant effect on consumer decisions in purchasing fruit and vegetables through e-commerce.

Promotion

In the consumer behavior model, Kotler (2008) reveals that promotion is an important part of stimulating marketing. Discrepancy-reducing buying behavior occurs when consumers are highly involved in expensive, infrequent, and risky purchases, but perceive little difference between brands. After the purchase, the consumer may experience post-purchase dissonance (feeling uncomfortable after purchase) when the consumer discovers certain weaknesses about the brand purchased or hears good things about other brands not purchased. Buying behavior that reduces dissonance can be explained that consumer buying behavior in situations characterized by high consumer involvement but little perceived difference between existing brands.

H₄: Promotion has a positive and significant effect on consumer decisions in purchasing fruit and vegetables through e-commerce.

Research and Methodology

This study uses a type of quantitative research with a descriptive approach. This study used a sample of active users of Kitabeli e-commerce aged 18 to 35 years who live in Malang City amount of population is 2000 person with a purposive sampling technique. The data collection technique in this study used a questionnaire by giving a series of written statements to the respondents to be answered. This data collection method is used to obtain data from the existing variables. In this study, a sample of 189 respondents was obtained which was analyzed using multiple linear regression analysis which included validity and reliability tests and classic assumption test in the form of normality test, multicollinearity test, heteroscedasticity test and autocorrelation test using E-Views 9 software.

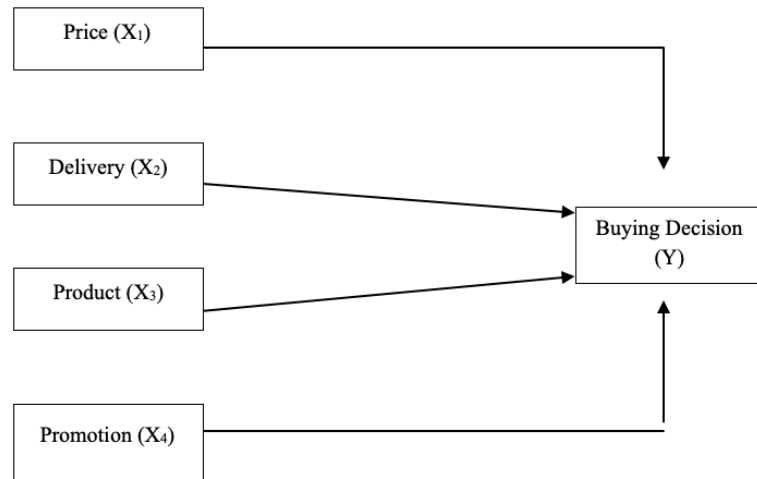


Figure 1: Conceptual Model of The Study; *Source:* Authors

Findings and Discussions

Findings

Classic assumption test

Normality Test

Based on the results of the Jarque-Bera normality test (JB) in Table 1, it can be seen that the Jarque-Bera value is 0.696279 with a p-value of 0.706000 where > 0.05 . This means that H_1 is rejected while H_0 is accepted or which means that the data in this study are normally distributed.

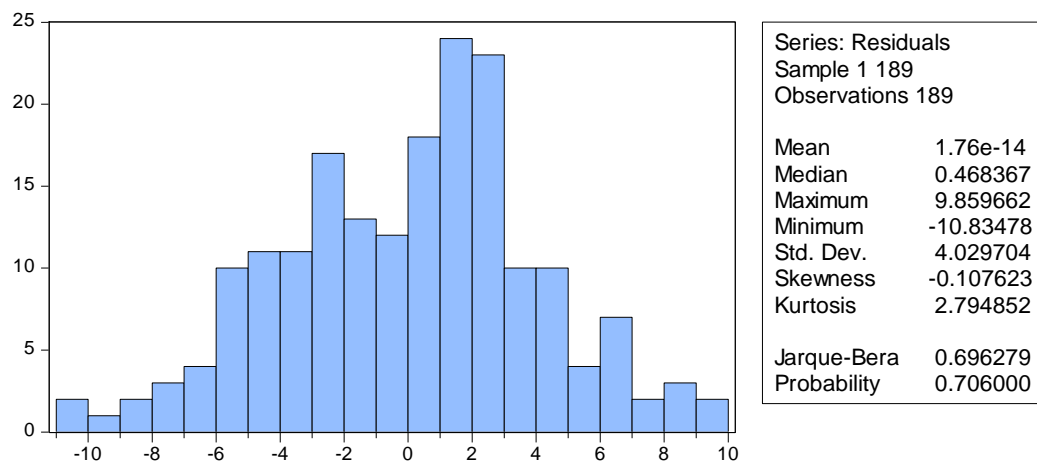


Figure 1: Normality Test Result Jarque-Bera

Multicollinearity Test

Table 1: Multicollinearity Test

Variable	Coefficient Variance	Uncentered VIF	Centered VIF
C	121.7440	1386.830	NA
Price (X1)	0.010672	96.77941	1.003463
Delivery (X2)	0.032319	82.42438	1.043489
Product (X3)	0.025706	1130.929	1.068185
Promotion (X4)	0.013193	134.5139	1.020761

Source: Data Processed, 2023

Based on the results of the multicollinearity test in Table 1, it shows that the Centered VIF value for both the Price variable (X1) 1.003463, Shipping (X2) 1.043489, Product Not Conforming (X3) 1.068185, Promotion (X4) 1.020761 where the value is less than 10, it can be stated that there is no multicollinearity problem in the prediction model.

Heteroscedasticity Test

Table 2: Heteroscedasticity Test

Heteroskedasticity Test: Breusch-Pagan-Godfrey			
F-statistic	1.673376	Prob. F(4,184)	0.1580
Obs*R-squared	6.634060	Prob. Chi-Square(4)	0.1565
Scaled explained SS	5.642739	Prob. Chi-Square(4)	0.2275

Source: Data Processed, 2023

Based on testing the results of the heteroscedasticity test in Table 2 where the p-value is indicated by the Prob value. chi square (4) on Obs*R-Squared is 0.1565. Because the p-value is $0.1565 > 0.05$, H_0 is accepted or which means that the regression model is homoscedasticity or in other words there is no problem or does not contain heteroscedasticity.

Autocorrelation Test

Table 3: Autocorrelation Test

Breusch-Godfrey Serial Correlation LM Test:			
F-statistic	2.689483	Prob. F(2,182)	0.0706
Obs*R-squared	5.425500	Prob. Chi-Square(2)	0.0664

Source: Data Processed, 2023

Based on the LM test shown in Table 3 above, it gives some that the Prob Chi Square (2) value is the p-value of the Breusch-Godfrey Serial Correlation LM test, which is equal to 0.0664 where <0.05 so H_0 is rejected or which means there is autocorrelation.

Partial Regression Test (t test)

To determine the effect of each independent variable on the dependent variable in this study, a test was carried out on the regression coefficient, namely the t test. Based on the results of calculations using the Eviews 9 program, a summary of the calculation of the regression analysis of the influence of the variables Price (X1), Delivery (X2), Products (X3), Promotion (X4) on Consumer Decisions (Y) can be obtained which can be seen in Table 4.

Table 4: Regression Analysis Results

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	87.18573	11.03377	7.901720	0.0000
Price (X1)	1.287616	0.103304	12.46434	0.0000
Deliveri (X2)	1.582069	0.179775	8.800278	0.0000
Product (X3)	1.838602	0.160331	11.46752	0.0000
Promotion (X4)	1.305040	0.114859	11.36214	0.0000
R-squared	0.741822	Mean dependent var		299.9524
Adjusted R-squared	0.736210	S.D. dependent var		7.930741
S.E. of regression	4.073269	Akaike info criterion		5.672868
Sum squared resid	3052.840	Schwarz criterion		5.758628
Log likelihood	-531.0860	Hannan-Quinn criter.		5.707611
F-statistic	132.1719	Durbin-Watson stat		1.831603
Prob(F-statistic)	0.000000			

Source: Data Processed, 2023

In Hypothesis 1, it is suspected that prices influence consumer decisions in buying fruit and vegetables through e-commerce. Referring to the regression results of the Price variable (X1) that the significance value is 0.000, this means that H_0 is rejected and H_1 is accepted because the significance value is smaller than the significance level of 0.05 or at α 5% with a positive relationship direction of 1.287616. In this case the price affects the consumer's decision to buy a fruit and vegetable product. The higher the price, the lower the consumer's decision to shop for fruit and vegetables, conversely, if the price of fruit and vegetables is low, the consumer's decision to shop for fruit and vegetables at Kitabeli e-commerce is higher. Referring to the results of the questionnaire, the average Kitabeli consumer is very satisfied with the prices of fruits and vegetables offered on Kitabeli e-commerce.

In hypothesis 2, it is suspected that delivery affects consumer decisions in buying fruit and vegetables through e-commerce. Referring to the regression results of the Delivery variable (X2), the significance value is 0.000, this means that H_0 is rejected and H_1 is accepted because the significance value is smaller than the 0 significance level. 05 or at α 5% with a positive relationship direction of 1.582069. From the statistical results, Kitabeli e-commerce consumers when shopping for fruits and vegetables are very concerned

about the timeliness of delivery. Timely delivery of fruit and vegetable products is important because this affects the quality of fruit and vegetables that consumers have ordered.

The third hypothesis states that the product is not suitable (X3) which has a significant effect on the consumer decision variable. Regression results were obtained from the Incompatible Product variable (X3) that a significance value of 0.000, this means that H0 is rejected and H1 is accepted because the significance value is smaller than the significance level of 0.05 or at α 5% with a positive relationship direction of 1.838602. From the results of research observations, the quality of vegetable and fruit products is very well maintained, as can be seen from the neat packaging using styrofoam so that the products are more hygienic and clean and also in the product storage system with good treatment in the warehouse which makes fruit and vegetable products of higher quality, but only Of course, there are often delays in the distribution of fruit and vegetable products, so fruit and vegetable products often do not reach Kitabeli consumers, so Kitabeli provides a solution to refund funds from consumers.

The fourth hypothesis states that the Promotion variable (X4) has a significant effect on the Consumer Decision variable. The regression results obtained from the Promotion variable (X4) show that a significance value of 0.000 means that H0 is rejected and H1 is accepted because the significance value is smaller than the significance level of 0.05 or at α 5% with a positive relationship direction of 1.305040. Based on the results of the research above, there is a significant influence between promotions on purchasing decisions for fruit or vegetables in the application because Kitabeli offers shopping vouchers to consumers who are loyal to shop. According to Hidayat (2020), promotion has a significant effect on purchasing decisions because it advertises its products through both online and offline media.

Simultaneous Regression Testing (Test F)

The F test is used to determine whether there is an influence of the independent variables simultaneously or jointly on the dependent variable which is shown in Table 5 below:

Table 5: Simultaneous Regression Coefficient Test Results (Test F)

F-statistic	132.1719	Durbin-Watson stat	1.831603
Prob(F-statistic)	0.000000		

Source: Data processed, 2023

Table 5 above shows that the probability value is $0.00000 < 0.05$, so it can be concluded that the variables Price (X1), Delivery (X2), Product Not Appropriate (X3), Promotion (X4) simultaneously affect the Consumer Decision variable (Y).

The Coefficient of Determination (R^2)

From Table 6 the results of the regression test obtained the value of the coefficient of determination (R^2) which can be seen in the Adjusted R-squared value of 0.725830. This result means that there is a contribution of 74.18% from the variable Price (X1), Delivery (X2), Product Quality (X3), Promotion (X4) to Consumer Decisions (Y). While the remaining 25.82% is explained by others who were not examined in this study.

Table 6: The Coefficient of Determination (R^2)

R-squared	0.741822	Mean dependent var	299.9524
Adjusted R-squared	0.736210	S.D. dependent var	7.930741
S.E. of regression	4.073269	Akaike info criterion	5.672868
Sum squared resid.	3052.840	Schwarz criterion	5.758628

Source: Data processed, 2023

Discussion

Prices especially for fruit and vegetable products play a major role in determining the choice of buyers, because consumers will decide whether the price of a fruit and vegetable is appropriate or not. Pricing decisions, must be oriented to the buyer. When consumers buy fruit and vegetable products, consumers exchange one value (price) to obtain another value (benefits from owning or using the product). If the customer thinks that the price is higher than the value of the product, he will not buy the product. If consumers perceive the price to be below the value of the product, they will buy it. Price is one of the most sensitive non-product variable elements for consumers because it has an important role in the eyes of consumers as a consideration in purchasing decisions for a product. This is in line with the results of the research by Mutmainah (2015) which proves that price partially has a positive and significant influence on purchasing decisions. The price factor is also considered important and becomes a consideration for consumers before deciding to purchase fruit and vegetables at Kitabeli e-commerce in Malang City. The price attribute in this research is product price and discount. This is in line with Widodo's research (2010) on different products where price is a variable that greatly influences product purchasing decisions. The price offered by a product is very important because consumers will always compare the price offered with the quality of the product itself (Marniaty, 2006). Consumers evaluate prices by adjusting the quantity of packaged fruit and vegetables to determine the amount to be purchased. Consumer preferences indicate that the quantity of fruit and vegetables in heavier packages at relatively cheap prices is the choice in making purchasing decisions. Prices are also in line with

economic conditions so that consumers' interest in shopping for fruit and vegetables through e-commerce is higher. Consumers who have developed economies prefer to shop in modern markets or by using e-commerce platforms so that consumers feel comfortable compared to traditional markets.

This is in line with this research where the delivery of fruit and vegetable products influences consumer purchasing decisions because this also affects the level of freshness of these fruits and vegetables until they reach consumers. Especially during the current pandemic, orders for agricultural products, especially agricultural products, namely fruits and vegetables through the application exceeded Kitabeli's ability to receive orders and distribute them to customers so that this problem reduces customer disappointment so that Kitabeli offers refunds for transactions that have been carried out by customers if there is a delay in the delivery of fruit and vegetable products.

Delivery accuracy is when the order is sent completely and precisely on the date agreed between the store and the customer, or before the agreed date (Arini, 2018). Timely delivery is important considering the timely delivery of fruit and vegetable products that have been purchased will be several important factors in increasing consumer purchasing decisions. Delivery is the estimated time period from when the customer orders the product until the product ordered arrives and is received. In this case, the accuracy of delivery is a matter of urgency for implementing e-commerce businesses. In which all fruit and vegetable products that enter must be sent according to the schedule. This of course will be related to consumer purchasing decisions which will have a good/bad impact on the existence of the company itself. According to Sakti & Mahfudz (2018), an indicator of timely delivery, namely fulfilling promises, in this case fruits and vegetables are delivered on time according to consumer orders.

Distribution of fruit and vegetable products is closely related to distribution channels. The fruit and vegetable distribution channel is the channel used by Kitabeli e-commerce to distribute fruit and vegetable products from producers to consumers or industrial users (Swastha, 2017). Broadly speaking, distribution can be interpreted as a marketing activity that seeks to expedite and facilitate the delivery of products from producers to consumers, so that their use is as needed (Tjiptono, 2018). Sunyoto (2012) states that distribution channels are intermediaries, buyers and sellers through whom the movement of goods, both physical and ownership, starts from producers to consumers. With a good distribution channel, it will influence consumers to make purchasing decisions on a product. This research is in line with previous research conducted by Sendouw and Djurwati (2018) showing that distribution channels have a positive and significant effect on purchasing decisions. According to Swastha (2017), the distribution channel for an item is the channel used by the producer to distribute the product from the producer to the consumer. Meanwhile, Daryanto (2011) defines distribution channels as channels used by producers to distribute the goods they produce to consumers, both the transfer of ownership rights to the transfer of ownership rights.

Promotion of agricultural products, especially fruit and vegetables, is a form of marketing communication, what is meant by marketing communication is marketing activities that seek to disseminate information, influence or persuade, and or increase the target market for companies and their products so that they are willing to accept, buy and be loyal to the products offered. the company concerned. Promotion is a form of activity that accompanies sales operations to increase the possibility of a sale. By doing promotions, the demand will be driven even greater. In interviewing consumers in the field, consumers are of the opinion that Kitabeli e-commerce has carried out various kinds of promotional activities with vouchers giving programs using certain referral codes. This effort is able to produce results as evidenced by the influence on purchasing decisions. Remembering that promotions will make Kitabeli e-commerce better known and increase consumer purchasing decisions. In selling fruit and vegetables on Kitabeli e-commerce promotions as one way to get buyers. In essence, promotion of fruit and vegetable products is a form of marketing communication that aims to provide information, attract attention and then influence increased sales (Alma, 2013). Kitabeli must promote their products to notify them that there are new products and promotions that need to be emphasized are promotions that are persuasive. Promotions that are reminiscent in nature are carried out primarily to maintain the product's brand image in the hearts of consumers. Philip Kotler (2009) also explains that promotional activities are marketing efforts that provide various short-term intensive efforts to encourage the desire to try or buy a product or service. All promotional activities aim to influence buying behavior, but the main promotional objective is to inform, persuade and remind consumers of a product or service. Meanwhile, according to Wijaya's research (2017) that the promotion of fruit and vegetable products has a significant effect on purchasing decisions.

Conclusions

The results of the study show that price has a positive and significant effect on consumer purchasing decisions. With competitive prices and good promo program offers for fruit and vegetable products, it will influence consumers to reorder on Kitabeli e-commerce, especially fruit and vegetable products. The delivery variable has a positive effect on consumer decisions in buying fruit and vegetable products. At present there are still customer complaints about shipping problems at Kitabeli e-commerce, this is due to the unpreparedness of the distribution channel at Kitabeli e-commerce which is caused by overloaded orders due to the large number of shipments of goods that are not balanced with operational capacity. Incompatible products have a positive and significant effect on consumer purchasing decisions. With good packaging, making products more hygienic makes consumers loyal to shop at Kitabeli e-commerce. This is supported by a product storage system that is in accordance with procedures so that no products that are not suitable reach the hands of consumers. Given this, it will influence consumers to make purchasing decisions on a product, especially fruit and vegetable products in Kitabeli e-commerce. Promotion of fruit and vegetable products has a positive and significant effect on consumer purchasing decisions in Kitabeli e-commerce.

Based on the research that has been done, of course there are some suggestions given, First, it is suggested that Kitabeli e-commerce continues to strive to maintain and improve its consumers' purchasing decisions by accelerating and simplifying the buying process. Kitabeli should also strive to continue to maintain and improve its consumer purchasing decisions such as providing gifts or discounts for customers or customers who already have a purchase level above a certain range. Second, In terms of customer service, it is advisable to provide fast service, understand consumer needs well, improve the ability to deliver products in a timely manner to consumers. Third, In an effort to improve product distribution channels to customers, a clear and accurate distribution pattern is needed in the product chain, especially agricultural products from producers to final consumers, easily accessible locations, easy contact with companies, guarantees of product freshness in the distribution process to the hands consumer. Fifth, for further research it is expected to be able to use mediating variables and use structural equation modeling data analysis so that research results can be more complex.

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