



STRATEGY TO INCREASE THE COMPETITIVENESS OF LOCAL VEGETABLES AGAINST IMPORTED VEGETABLES IN PEKANBARU CITY, RIAU: A REVIEW OF CONSUMER LOYALTY

Mery Berlian

Postgraduate at Brawijaya University, Indonesia

Department of Agribusiness, Faculty of Science and Technology, Indonesian Open University

<https://orcid.org/0000-0003-1736-2684>

Abdul Wahib Muhaimin

Agricultural Socioeconomics, Faculty of Agriculture, Brawijaya University, Indonesia

<https://orcid.org/0000-0003-2214-4040>

Nuhfil Hanani

Agricultural Socioeconomics, Faculty of Agriculture, Brawijaya University, Indonesia

<https://orcid.org/0000-0002-8520-6854>

Silvana Maulidah

Agricultural Socioeconomics, Faculty of Agriculture, Brawijaya University, Indonesia

<https://orcid.org/0009-0006-3944-4284>

Abstract

One nutritional element that is crucial for good health is vegetables. The body needs a variety of nutrients, including vitamins, minerals, and fiber, which are found in vegetables. Local and imported veggies are the two categories of vegetables that are often consumed in Indonesia. Finding out what factors affect consumers' loyalty to imported and local veggies is the aim of this study. This study employs a comparative methodology and quantitative research techniques. In this study, questionnaires, observations, and literature reviews were used as data gathering methods. The SPSS software is then used to examine the data that has been gathered. The findings demonstrated that the elements most influencing consumer loyalty to local and

Keywords: *Consumer: Competitiveness, Local Vegetables, Imported Vegetables*

INTRODUCTION

In Indonesia, there are two main categories of vegetables that are commonly consumed, namely local vegetables and imported vegetables. Local vegetables are types of vegetables that are



All the articles published by Chelonian Conservation and Biology are licensed under a [Creative Commons Attribution-NonCommercial 4.0 International License](https://creativecommons.org/licenses/by-nc/4.0/) Based on a work at <https://www.acgpublishing.com/>

usually grown and produced domestically, according to the climate, seasons and soil in Indonesia. Types of local vegetables vary depending on the production area and are usually easier to find in local markets. Meanwhile, imported vegetables are types of vegetables obtained from other countries and imported into Indonesia for consumption. According to data from the Central Statistics Agency (BPS), throughout 2022, Indonesia will import around 1 million tons of vegetables. This number has increased by around 3.3% compared to 2021 (year-on-year/yoy). This increase also marks the highest number of vegetable imports in the last five years, based on a report from the Central Statistics Agency (BPS).

In 2022, the majority of Indonesia's vegetable imports will come from China, reaching around 62% of total national imports. There are also large amounts of vegetable imports from countries such as India, Myanmar, Netherlands, New Zealand, Australia, Germany, Ethiopia, Canada and the United States, as seen in the graph. According to a statement by the General Chair of the Indonesian Market Traders Association (Ikappi) Abdullah Mansuri, the types of vegetables most often imported by Indonesia are garlic, onions, carrots, broccoli and peppers.

Although customers have a wide range of options when it comes to purchasing veggies, there are still a number of factors that influence their likelihood of making recurring or devoted purchases. Customer loyalty is the attachment or allegiance that consumers have to a company, retailer, or supplier of products or services as a result of a very favorable assessment during subsequent transactions. This idea highlights that brand loyalty results from a harmonious combination of consumers' satisfaction levels and their handling of any complaints that may emerge (Yunaida, 2017).

According to similar study (Tuhumury & Pareram 2019), customer satisfaction with the features of these two items is in the pleased group, with imported veggies scoring better than local vegetables, at 79.82% and 77.48%, respectively. Other research by Hidayati and Syamsun (2015) shows that the quality of organic vegetable products directly has a positive and significant effect on customer satisfaction, customer satisfaction directly has a positive and significant effect on customer loyalty, and the quality of organic vegetable products indirectly has a positive and significant effect on customer loyalty. Product quality has a direct beneficial influence on consumer loyalty, although it is not statistically significant.

The research object, a comparative study of customer loyalty models for local and imported vegetables in Pekanbaru City, Riau Province, is innovative. The study's findings can assist local and imported vegetable dealers or producers in Pekanbaru City better understand the aspects that impact consumer loyalty. With this information, businesses may create more successful marketing tactics to retain and improve consumer trust, contentment, and loyalty to veggies. The goal of this study is to uncover characteristics that impact customer loyalty to local and imported veggies.

RESEARCH METHODS

This research uses quantitative research methods with a comparative approach. Quantitative research is a research approach based on the philosophy of positivism. This approach is considered a scientific or scientific method because it adheres to scientific standards that are

concrete and empirical, objective, measurable, rational, and regularly organized (Sugiyono, 2019). The data collection technique in this research is literature study, observation and questionnaires. The population of this research is the people of Pekanbaru City, Riau Province. The sampling technique in this research was purposive sampling technique. Purposive sampling technique is a sampling method in research where researchers deliberately select participants or sample units that meet certain criteria that are relevant to the research topic being studied. This approach is not random and is based on the specific objectives of the research as well as certain characteristics of the population to be sampled. This technique is used to select samples that are considered most relevant, have appropriate knowledge, or can provide in-depth insights related to the research problem being studied (Campbell et al., 2020). The inclusion criteria for this research were people who had shopped for vegetables at least 3 times in 1 month, either local or imported vegetables. Based on the criteria set, the researchers obtained 100 respondents. The data that has been collected is then analyzed using the SPSS program. Based on this description, the following hypothesis is obtained:

H1: Product quality has a significant effect on consumer loyalty to local vegetables

H2: Product quality has a significant effect on consumer loyalty of imported vegetables

H3: Price has a significant effect on consumer loyalty to local vegetables

H4: Price has a significant effect on consumer loyalty of imported vegetables

H5: Ease of Accessibility has a significant effect on Consumer Loyalty of Local Vegetables

H6: Ease of Accessibility has a significant effect on Consumer Loyalty of Imported Vegetables

RESULTS AND DISCUSSION

Product quality has a significant effect on consumer loyalty to local vegetables

According to the research findings, product quality has a major impact on local consumer loyalty. These findings are backed by Indrawati's (2018) research, which found that product quality has a large and favorable direct impact on consumer loyalty. This suggests that improving product quality will boost consumer loyalty. As competition develops, every trader must understand the aspects that impact customer happiness in order to make adjustments, develop the business, and innovate, all of which are anticipated to promote customer satisfaction. Quality assurance is a major focus in the industry.

(Yuniarti, 2020). Including product quality. Considering that the products used in this research are local and imported vegetables which are marketed in Pekanbaru City, the main thing to pay attention to when buying vegetables is the quality of the product.(Maulidah & Muhaimin, 2021).

Several variables impact consumer loyalty, including pricing, habits, and product quality (Simatauw et al, 2017). Product quality refers to a product's condition, qualities, and capacity to perform its purpose in fulfilling and pleasing consumers, including appearance, durability, and benefits (Utami & Saputra, 2017). Thus, it can be argued that product quality has a substantial impact on local vegetable customer loyalty. Consumer attachment to local veggies increases as their quality improves.

Product quality has a huge impact on customer loyalty to imported veggies.

The research results showed that product quality had a significant effect on consumer loyalty of imported vegetables. These results are also supported by research conducted by Palilati et al (2022) which states that product quality has a positive and significant effect on consumer loyalty. The meaning of the positive coefficient shows that product quality has a good impact on increasing consumer loyalty for various products being marketed.

The factors that influence consumer loyalty according to Mahanani & Kudratul Alam, (2022) is 1). Value (price and quality), use of a product/service for a long time will lead to loyalty; 2). A good image from the personality and reputation of the brand. The image of a company begins with awareness and market share; 3). Convenience and ease of obtaining products/services. In a situation full of pressure and market demand that demands convenience; 4). Satisfaction felt by consumers. Consumers who are satisfied with a product or brand they consume will have the desire to repurchase that product or brand; 5). Service, with good service quality offered by a company can influence consumer loyalty; 6). Guarantees and guarantees provided by the company.

Based on the factors that influence consumer loyalty, the main one is value, including price and quality. The following are the benefits of good product quality according to Sangadji and Sopiah in Andreas, (2016) including: (1) Greater customer loyalty (2) Larger market share (3) Higher share prices (4) Higher selling prices (5) Higher productivity. So it can be concluded that the higher the quality of the product being marketed, the more benefits it will provide, as is the case with imported vegetables. The higher the quality of the product, the higher the loyalty of imported vegetable consumers.

Price has a significant effect on consumer loyalty for local vegetables

The research results showed that price had a significant effect on local vegetable consumer loyalty. Research backed Arianto & Febrian, (2022) which states that price has a positive and significant effect on loyalty. Products that have the same quality but set relatively cheap prices will provide higher value to customers (Triannah et al, 2017). So the price will affect the loyalty of local vegetable consumers.

Loyalty is part of consumer behavior. Loyalty shows a commitment not to change when using a product. Loyalty is formed because the desires or expectations that consumers have before using a product or service can be fulfilled (Prinoya & Idris, 2015). By creating value for

consumers, it will build consumer loyalty and retain it. This value includes the price offered (Widayatma & Lestari, 2018).

Thus, the research results can be concluded that the most important thing in maintaining consumer loyalty is price. Apart from high product quality, consumers will also choose products with more affordable prices.

Price has a significant effect on consumer loyalty of imported vegetables

The research results show that price has a significant effect on consumer loyalty of imported vegetables. Supported by research by Farisi & Siregar (2020) which states that price influences consumer loyalty.

In creating customer loyalty, companies are required to be able to provide quality service and good prices (Saputri, 2019). Price is a very important variable for customers because it will be the basis for consumers to be able to measure the suitability between the benefits of the product received and the sacrifices that have been given in the form of money or certain sacrifices (Gultom, 2020). According to Tjiptono in Pramesti & Chasanah (2021) price has two main roles in the decision-making process of buyers, namely the role of allocation and the role of information. The role of allocation is the function of price in helping buyers to decide how to obtain the highest expected benefit or utility based on their purchasing power. Meanwhile, the role of information is the function of price in educating consumers about product factors, such as quality. This is useful in situations where buyers have difficulty objectively assessing product factors or benefits.

Thus, it can be concluded from this research that price has an influence on customer loyalty where price is used as a factor for decision making. So the more affordable it is, the higher consumer loyalty will be in purchasing imported vegetables.

Ease of Accessibility has a significant effect on Consumer Loyalty of Local Vegetables

Based on the research results, it was found that ease of accessibility has a significant effect on local consumer loyalty. These results are supported by research by Juansyah et al (2022) which states that there is a significant influence between accessibility and loyalty.

Accessibility is the ease of reaching or going to and while at the place of purchase of a product because of the availability of interconnected money facilities and infrastructure, both physical and non-physical (Hermanto et al, 2022). Placing the correct layout of shop/outlet locations in the market, the presence of signboards that function to make it easier for consumers to find the goods they want to buy in the shop, thereby creating many conveniences that can be enjoyed by consumers, which is also a factor in increasing consumer loyalty.(Sholawan, 2019).

It can be concluded that accessibility influences consumer loyalty. The more strategic the local vegetable sales location, the higher the loyalty of local vegetable consumers.

Ease of Accessibility has a significant effect on Consumer Loyalty of Imported Vegetables

Based on the research results, it was found that ease of accessibility has a significant effect on consumer loyalty for imported vegetables. Supported by research conducted by Triandika (2021) that ease of access influences consumer loyalty.

Ease of access is very important, because in the era of globalization everything is sophisticated so it can make it easier to access anything, especially consumers who are anti-complicated and prefer what is easy because the easier it is, the more time efficient and affordable it is. If consumers feel that all transactions and other matters are facilitated, consumers will be happier making the company their choice (Munfaqiroh et al, 2022).

So it is concluded that the research results show that there is an influence of ease of accessibility on the loyalty of imported vegetable consumers. The easier the accessibility, the higher the consumer loyalty.

CONCLUSION

The research findings show that product quality, affordability, and convenience of availability are the most important elements in building customer loyalty to local and imported veggies. These data show that enhancing product quality, competitive pricing modifications, and the convenience of acquiring veggies all have a significant beneficial influence on consumer loyalty. As a result, attempts to promote customer loyalty to these two types of vegetables must focus on these factors. Adopting measures that result in enhanced product quality, more competitive pricing changes, and increased vegetable accessibility or distribution can all help to strengthen customer loyalty to both local and imported veggies in Pekanbaru City, Riau Province.

REFERENCE

- Andreas, C. (2016). The Influence of Product Quality on Customer Loyalty with Satisfaction as an Intervening Variable (Study at Bu Rusli Sidoarjo Restaurant). Stiesia Surabaya.
- Arianto, N., & Febrian, F. (2022). The Influence of Price and Product Quality on Customer Loyalty at Pt Gv. *Journal of Effective Economics*, 4(3), 457–464.
- Mahanani, E., & Kudratul Alam, I. (2022). The Influence of Product Quality, Service Quality and Price on Customer Loyalty of D'besto, Darmaga Caringin Branch, Bogor, West Java. *The Influence of Product Quality, Service Quality and Price on Customer Loyalty of D'besto, Darmaga Caringin Branch, Bogor, West Java*, 19(01), 11–22.
- Maulidah, S., & Muhaimin, AW (2021). Sustainable Business Models: Challenges On Potato Agro-Industry Smes. *Iop Conference Series: Earth And Environmental Science*, 709(1), 12082.
- Sholawan, ABI (2019). The Influence of Customer Intimacy and Accessibility on Consumer

Loyalty at Pro You Stores. Fiai Uii.

- Ahdiat, Adi. (2023). Indonesia will import 1 million tons of vegetables in 2022, the majority from China. <https://databoks.katadata.co.id/datapublish/2023/05/12/indonesia-impor-sayuran-1-juta-ton-pada-2022-majoritas-dari-tiongkok>. Accessed December 8, 2023.
- Campbell, S., Greenwood, M., Prior, S., Shearer, T., Walkem, K., Young, S., ... & Walker, K. (2020). Purposive sampling: complex or simple? Research case examples. *Journal of research in Nursing*, 25(8), 652-661.
- Darma, B. (2021). *Research Statistics Using SPSS (Validity Test, Reliability Test, Simple Linear Regression, Multiple Linear Regression, t Test, F Test, R2)*. Guepedia.
- Farisi, S., & Siregar, Q. (2020). The Influence of Prices and Promotions on Customer Loyalty of Online Transportation Service Users in Medan City. *Maneggio: Master of Management Scientific Journal*. 3(1), 148-159.
- Gultom, M. (2020). The Influence of Product Quality and Price on Customer Loyalty Through Samsung Smartphone Consumer Satisfaction in Semarang. *Journal of Business Administration*. 9(1), 1-10.
- Hermanto, A., Moelyati, T., & Fitantina. (2022). The Influence of Service Quality, Tariffs and Accessibility on Satisfaction and Its Impact on Tourist Loyalty at the Bedegung Muara Enim Curup Calm Waterfall Tourist Attraction. *Motivation: Journal of Management and Business*. 7, 1-7.
- Hidayati, N., & Syamsun, M. (2014). The Effect of Organic Vegetable Product Quality on Consumer Satisfaction in Creating Customer Loyalty. *Journal of Applied Science: Information Vehicles and Agricultural Technology Transfer*, 4(2), 68-83.
- Indrawati, F. (2018). The Influence of Product Quality on Customer Loyalty with Customer Satisfaction as an Intervening Variable at Cincau Station Surabaya. *Agora*. 6(2),
- Juansyah, Rahayu, S., & Tobari. (2022). The Influence of Service Quality, Price and Accessibility on Loyalty Through Tourist Satisfaction as an Intervening Variable at Water Tourism Objects in Penukal Abab Lematang Ilir Regency (Pali). *Journal of Business, Management and Economics*. 3(4), 196-207.
- Maharani, Dian. (2014). Are Local Vegetables and Fruit Healthier than Imported Products? <https://health.kompas.com/read/2014/09/26/180500923/Sayuran.dan.Buah.Lokal.Very.Healthy.from.Imported.Products>. Accessed December 8, 2023.
- Munfaqiroh, S., & Dea, D. (2022). The Influence of Service Quality and Convenience on Loyalty with Customer Satisfaction as an Intervening Variable. *Journal of Aerospace Management*. 15(1), 122-132.

- Nurhalimah, S. (2022). Consumer Loyalty to Organic Vegetables at CV. Kurnia Kitri Ayu Farm Malang during the Covid-19 Pandemic (Case Study at CV. Kurnia Kitri Ayu Farm, Sukun, East Java).
- Palilatim A., Umar, Z., Niode, I. (2022). The Influence of Product Quality on Consumer Loyalty with the Consumer Satisfaction Variable as an Intervening Variable. *Scientific Journal of Management and Business*. 5(2), 534-542.
- Pramesti, M., & Chasanah, U. (2021). The Influence of Product Quality and Price on Customer Loyalty with Customer Satisfaction as a Mediating Variable. *Journal of National Development Economics*. 14(2), 281-287.
- Prinoya, R., & Idris. (2015). The Influence of Product Quality, Promotion, and Service Quality on Paparabun Perfume Customer Loyalty. *Journal of Business and Public Management Research*. 3(2), 1-13.
- Salim, MA (2021). Cultivating Microgreens-small vegetables rich in nutrients and healthy.
- Saputri, R. (2019). The Influence of Service Quality and Price on Grab Semarang Customer Loyalty. *Journal of Strategic Communication*.10(1), 46-53.
- Simatauw, D., Parera, W., Tuhumury, M. (2017). The Influence of Quality and Price of Processed Sago Products on Consumer Loyalty: Case Study at the "G" and "P10" Souvenir Centers in Ambon City. *AGRILAN: Islands Agribusiness Journal*. 5(3), 292-306.
- Sugiyono. (2019). *Quantitative, Qualitative, and R&D Research Methods*. Bandung: Alfabeta.
- Trianah, L., Pranitasari, D., & Marichs, S. (2017). The Influence of Product Quality and Service Quality on Customer Satisfaction and Customer Loyalty (Case Study of D'besto Mangun Jaya 2 Tambun Selatan Customers). *STIE Journal of Economics*. 26(1), 105-122.
- Triandika, D. (2021). The Influence of Digital Marketing and Ease of Access to the Joox Music Streaming Application on Consumer Satisfaction and Loyalty. *STIE Jakarta*.
- Tuhumury, MT, & Parera, WB (2019). Level of Consumer Satisfaction with the Attributes of Local and Imported Fresh Vegetable Products in the Modern Market of Ambon City. *Agrikan: Islands Agribusiness Journal*, 7(3), 278-297.
- Utami, R., & Saputra, H. (2017). The Influence of Price and Product Quality on Interest in Buying Organic Vegetables at the Sambas Market in Medan. *Business Journal*. 6(2), 44-53.
- Wirakusumah, ES (2006). *Fruit & vegetable juice: 148 juice recipes to maintain your health and fitness*. Self-Help Commerce.

- Wahyuningsih, N., Martaningsih, ST, & Supriyanto, A. (2021). *Healthy and Nutritious Food for the Body*. K-Media Publishers.
- Widayatma, C., & Lestari, S. (2018). The Influence of Product Quality on Consumer Loyalty with Consumer Satisfaction as an Intervening Variable (Case Study at Rifa Kulinier Kendal). *Acitya Fiber – Scientific Journal UNTAG Semarang*. 7(3), 25-38.
- Yuliara, IM (2016). *Multiple linear regression*. Denpasar: Udayana University.
- Yunaida, E. (2017). The Influence of Brand Image on Consumer Loyalty for Evaluating Lubricating Oil Products in Langsa City. *Journal of Management and Finance*, 6(2), 798-807.
- Yuniarti, D. (2020). The Influence of Product Quality and Service Quality on Customer Loyalty Through Customer Satisfaction at the Kembang Traditional Market in Surabaya. *STIE Mahardika Repository*.
- Yusup, F. (2018). Test the validity and reliability of quantitative research instruments. *Tarbiyah: Educational Scientific Journal*, 7(1).