Abstract—The Consumer decision to make a purchase in a shopping place influenced by many factors. Surabaya has a place to shop various fish processed products called Sentra Ikan Bulak (SIB) is interesting to inquire how the behavior of consumers. This study aims to analyze consumer behavior of Sentra Ikan Bulak. This study uses qualitative research methods with data used are primary data, primary data with interviews of 19 informants. The result of the research shows factors influencing consumers shopping to Sentra Ikan Bulak shows 6 factors consist of: Location, Facilities, Product Diversity, Price, Parking and Seller's Choice. The Result of Consumer Behavior Analysis from Consumer Habit category of shopping to Bulak Fish Center is mostly declared uncertain, and for the day of visiting most of the visiting on Sunday and Saturday.

Keywords—consumer behavior; shopping center; fish

I. INTRODUCTION

Making consumers interested in coming to a shopping place and then making a transaction is not an easy thing, considering that consumers come to shopping centers have a different purpose than just looking around, or specifically to shop for their needs. Consumer decisions to make purchases or shop in shopping places influenced by many factors. According to Raharjani factors that influence consumer spending consist; Location, facilities, completeness of products and services [1]. The consumer's decision to decide to shop at a shopping place is not limited to these 4 factors, the researcher believes that there are many other factors that need to be examined further.

Surabaya has a special shopping center that sell variety of marine processed products, located on Jl. Bulak Cumpat No. 1, named Sentra Ikan Bulak (SIB). SIB was inaugurated by the Mayor of Surabaya Tri Rismaharini on Thursday 27 December 2012. Head of the Surabaya Agriculture Office, Samsul Arifin, said that SIB is a processing and marketing center for fishery products. The main goal is to provide a place of business for SMEs in the field of fisheries and maritime that is feasible to be healthy and modern. In addition, it is also to promote and introduce various fishery products to be increasingly attractive to the public [2].

The importance of knowing the factors that make people shop at this particular shopping place and so far no one has studied the behaviour of the consumers shopping at the Sentra Ikan Bulak, so researchers are interested in examining SIB Consumer Behaviour, to find out and analyse the factors that influence consumers shopping at SIB. The general objective of this research is to analyse consumer behaviour in Sentra Ikan Bulak.

II. THEORETICAL FRAMEWORK

Consumer behaviour is an important thing to learn so that marketers can understand consumer desires so that we can try to meet what is desired by the target market that has been determined. Leon et al. state that the study of consumer behaviour is a study of how an individual makes the decision to allocate available resources (time, money, effort, and energy) [3].

Consumer behaviour according to Kotler and Keller the study of how individuals, groups and organizations choose, buy, use and place goods, services, ideas or experiences to satisfy their wants and needs [4]. While Leon et al. stated that consumer behaviour describes the way individuals make decisions to utilize their available resources (time, money, effort) to buy goods related to consumption [3].

Understanding of consumer behaviour is not an easy thing to do, because there are many factors that influence and interact with one another, so that the marketing approach undertaken by a company must be truly designed as well as possible by paying attention to these factors. In addition, marketers must be able to understand consumers, and try to learn how they behave, act and think. Although consumers have various kinds of differences, they also have many similarities.

Marketers must understand the diversity and similarity of consumer behaviour so that they are able to market their products well. Marketers must understand why and how consumers make consumption decisions, so that marketers can design marketing strategies better. Marketers who understand consumer behaviour will be able to estimate how consumers tend to react to the information they receive, so that marketers can develop appropriate marketing strategies. So that marketers who can understand consumers will have better competitive ability.

Consumer behaviour is strongly influenced by the situations of the society, which they are born and developed. This means that consumers who come from various levels of society or the environment will have different judgments,
needs, opinions, attitudes, and tastes, so decision making in the purchasing phase will be influenced by several factors. The factors influence consumer behaviour according to Kotler and Keller consist of [4]:

- Cultural, cultural factors have a broad and profound influence on consumer behaviour. Cultural factors consist of: culture, subculture and social class.
- Social, in addition to cultural factors, consumer behaviour is influenced by social factors such as reference groups, family and social status.
- Personal, personal factors that contribute to behaviour. Consumers consist of: age and life cycle stages, work and economic environment, lifestyle, personality and self-concept.
- Psychological, a person's purchase choice is influenced by four main psychological factors, namely motivation, perception, learning, and beliefs.

The study was conducted Raharjani, about the analysis of factors that influence the decision to choose supermarkets as a place to shop. The results obtained are that Location, Facilities, Services, and Diversity of goods, these four variables influence the decision to choose supermarkets as a place to shop [1].

Another study was conducted by Oktaviastuti, about analysing consumer behaviour in buying catfish in the traditional market of Boyolali Regency. There are 4 factors that are taken into account by consumers in buying catfish in traditional markets, based on priority order, consisting of [5]: 1. place, 2. product, 3. price, and 4. promotion.

III. DATA AND METHODOLOGY

Types of research is qualitative research, because the data collected is qualitative data, related to the opinions of the informants. The approach in this study is a qualitative approach. the qualitative approach in this study is to explore consumer habits and consumer perceptions of factors that influence shopping decisions at Sentra Ikan Bulak.

In this study data collection methods were used by conducting interviews. Researchers collect data on shopping behaviour and factors that make consumers shop at the processing and marketing center of fishery products Sentra Ikan Bulak. Qualitative data analysis was carried out from the beginning of the study until the study ended. The data obtained is classified by category. The data is grouped into tables, then triangulation is done by comparing data based on the same topic or category. So that would be gained confidence in the consistency and validity of data.

IV. RESULT AND DISCUSSION

The results of the research analysis with the consumer factor shopping category can be seen from the results of the interview recapitulation which shows that there are 6 factors of consumers visiting and shopping at Sentra Ikan Bulak, which consists of; because of the location, facilities, product diversity, price, parking and seller's choice. The results of the analysis found several factors that encourage consumers to shop, data can be seen in the table 1.

<table>
<thead>
<tr>
<th>No</th>
<th>Habit</th>
<th>Description</th>
<th>Amount informant</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>How many times in a month shop / visit in SIB</td>
<td>Twice</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td></td>
<td>One time</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Uncertain</td>
<td>6</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td>12</td>
</tr>
</tbody>
</table>

Table 2 shows that there are 2 informants who stated twice in a month, and 4 informants stated once a month, and the remaining 6 people stated that they were uncertain. From the results of in-depth interviews of 6 people who stated that they

<table>
<thead>
<tr>
<th>No</th>
<th>Habit</th>
<th>Description</th>
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<tbody>
<tr>
<td>2</td>
<td>Days usually shop / visit in SIB</td>
<td>Saturday</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Sunday</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Uncertain</td>
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<tr>
<td>Total</td>
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were uncertain, they visited SIB not every month, but only when they wanted to visit the surrounding park, then stopped shopping at SIB.

V. CONCLUSIONS AND RECOMMENDATIONS

From the results of the analysis and discussion, it can be concluded that the Consumer Behaviour of the Center of Bulak Fish center of Fish processing is as follows:

- Results of Consumer Behaviour Analysis of the categories of factors that influence consumers shopping at the Bulak Fish Center shows that there are 6 factors consisting of: Location, Facilities, Product Diversity, Price, Parking and Seller Choices.

- Results of Consumer Behaviour Analysis from the Consumer Habit category, consumers shop to Bulak Fish Centres vary there are 2 informants who stated twice in one month, and 4 informants stated once a month, and the remaining 6 people stated that they were uncertain. For the day of visiting, most of them visit on Sundays and Saturdays.

From the results of the conclusions can be suggested Consumer behaviour of Fish Center Bulak Fish processing center there are 6 factors consisting of: Location, Facilities, Product Diversity, Price, Parking and Seller Choices. So that the SIB Management should consider these factors to develop marketing strategy. In addition to other findings that need to be improved to increase the number of visitors on weekdays other than Sunday and Saturday.

For the next research, it is suggested to conduct a research with a Quantitative Confirmatory Factor Analysis approach, so that it can be a comparison and complement the results of this study.

REFERENCES


