

## ANALYSIS OF CONSUMER BEHAVIOR IN MAKING DECISIONS TO PURCHASE FRESH FISH AND PROCESSED FISH PRODUCTS IN GARUT REGENCY

### Analisis Perilaku Konsumen dalam Pengambilan Keputusan Pembelian Ikan Segar Dan Produk Olahan Ikan di Kabupaten Garut

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#### ABSTRACT

This research aims to analyze consumer behavior in making decisions to purchase fresh fish and processed fish products at the Garut Fish Culinary Center. Data collection and processing was carried out in January – June 2024 at Tarogong Kaler District, Garut Regency. The research method used is the case study method and the sampling technique is accidental sampling. Data analysis uses Spearman Rank and descriptive marketing mix. In this research, the variables that influence consumers' decision to purchase fresh fish are found, namely product and service motivation, and income motivation for processed fish products. The results of the marketing mix research (7P) are 1) Fresh fish product mix in the form of carp, tilapia, gourami, nilam and catfish, while processed fish products include fried fish and grilled fish. 2) Price mix for fresh fish, carp and tilapia ranging from IDR 35,000-IDR 38,000/kg, gourami IDR 60,000/kg, nilam fish and catfish IDR 25,000/kg and processed fish products starting from IDR 25,000/portion, 3 ) Place mix in the form of first floor for fresh fish commodities and second floor for processed fish product commodities, 4) Promotion mix in the form of word of mouth and business cards, 5) People mix in the form of sellers and buyers, 6) Process mix, including buying and selling flow to payment methods, and 7) Physical evidence mix in the form of banners and menu cards.

Key words: Marketing Mix Test, Purchase Motivation, Word of Mouth (WOM) and Spearman Rank Correlation

#### ABSTRAK

Penelitian ini bertujuan untuk menganalisis perilaku konsumen dalam pengambilan keputusan pembelian ikan segar dan produk olahan ikan di Sentra Kuliner Ikan Garut. Pengambilan dan pengolahan data dilakukan pada bulan Januari – Juni 2024 yang bertempat di Kecamatan Tarogong Kaler, Kabupaten Garut. Metode penelitian yang digunakan yaitu metode studi kasus dan teknik pengambilan sampelnya *accidental sampling*. Analisis data menggunakan *Rank Spearman* dan bauran pemasaran secara deskriptif. Pada penelitian ini didapatkan variabel-variabel yang mempengaruhi konsumen melakukan keputusan pembelian ikan segar yaitu

motivasi produk dan pelayanan serta pada produk olahan ikan adalah motivasi pendapatan. Hasil penelitian bauran pemasaran (7P) yaitu 1) Bauran Produk (*product*) ikan segar berupa ikan mas, nila, gurame, nilem dan lele, sedangkan produk olahan ikan berupa ikan goreng dan ikan bakar. 2) Bauran harga (*price*) ikan segar yaitu ikan mas dan nila berikisar Rp 35.000-Rp 38.000/kg, ikan gurame Rp 60.000/kg, ikan nilem dan lele Rp 25.000/kg serta produk olahan ikan mulai dari Rp 25.000/porsi, 3) Bauran tempat (*place*) berupa lantai satu untuk komoditas ikan segar dan lantai dua untuk komoditas produk olahan ikan, 4) Bauran promosi (*promotion*) berupa *word of mouth* (mulut ke mulut) dan kartu nama, 5) Bauran orang-orang (*people*) berupa penjual dan pembeli, 6) Bauran proses (*process*) mencakup alur jual beli hingga cara pembayaran, dan 7) Bauran sarana fisik (*physical evidence*) berupa spanduk dan kartu menu.

Kata Kunci: Uji Bauran Pemasaran, Motivasi Pembelian, Mulut ke Mulut (WOM) dan Korelasi Rank Spearman

## INTRODUCTION

Garut Regency is not only famous for its tourism potential but also has potential in the fisheries sector, one of which is fresh fish commodities in aquaculture. Aquaculture production in Garut Regency for the last three years since 2020 was 64,177.28 tons, in 2021 it was 64,325.4 tons, and in 2022 it was 60,631.46 tons so that the average was 63,044.71 tons. Consecutively, in 2020 Karangpawitan District was the highest producer of aquaculture with its commodities in the form of carp from minapadi media, then in 2021 Bayongbong District was the highest producer of aquaculture with its commodities in the form of tilapia from still water pond media as well as carp and tilapia from minapadi media (Diskanak Garut, 2023).

The high potential of aquaculture is not balanced with the fish consumption rate in Garut Regency. The fish consumption rate in Garut Regency for the last five years in a row, namely in 2018 it was 21.6 kg/capita; in 2019 it was 23.86 kg/capita; in 2020 it was 27.67 kg/capita; in 2021 it was 28.86 kg/capita; in 2022 it was 30.77 kg/capita so that the average was 26.55 kg/capita. Meanwhile, the fish consumption rate (AKI) on a West Java Province scale for the last five years in a row, namely in 2018 it was 29.22 kg/capita; in 2019 it was 35.81 kg/capita; in 2020 it was 36.41 kg/capita; in 2021 it was 38.78 kg/capita; in 2022 amounted to 40.76 kg/capita so that the average was 36.2 kg/capita (Diskanak Garut, 2023). There is a difference of 9.65 kg/capita between the average MMR of West Java Province and the MMR of Garut Regency over the past five years. This shows that the MMR of Garut Regency is still below the MMR of West Java Province.

The high and low rates of fish consumption are influenced by consumer behavior, which includes consumer preferences, purchasing power, and consumer decisions to buy (Robert and Daniel, 2014 in Pangestu, 2017). According to Djunaidah (2017), the factors that cause low fish consumption rates are differences in fish consumption patterns in certain tribes or ethnicities, lack of public knowledge about nutrition and the benefits of fish for health and intelligence, low availability of fish due to ineffective and inefficient distribution, lack of processing or preservation technology to produce diversified products that suit the tastes of all consumers, and lack of marketing that only relies on traditional markets as a place to market.

In order to increase the fish consumption rate (AKI) in Garut Regency, the Ministry of Maritime Affairs and Fisheries (KKP) together with the Regent of Garut, Rudy Gunawan, inaugurated the Garut Fish Culinary Center as a form of revitalization of the Tarogong Fish Market (Antaranews, 2022; Antaranews, 2023). The center, which was inaugurated on June 27, 2023, is a two-story building, namely the first floor as a freshwater fish market equipped with 28 ponds and the second floor as a place to sell various processed fish products. The location of the center is very strategic because it is passed by tourist routes to Garut City and its surroundings so that tourists can stop by to enjoy various processed fish products such as

grilled fish, fried fish, and fish soup whose raw materials are obtained directly from local farmers. In line with the research conducted by Anggraini (2019), in order to support the sustainability of the culinary tourism area, special attention is needed to aspects of the marketing mix such as the products offered, the prices given, the location of the place of sale, promotional practices to attract consumer interest in buying, the people involved, the processes that occur every day, and the physical facilities available. In addition, factors that influence consumer behavior in making decisions to purchase fresh fish and processed fish products at the Garut Fish Culinary Center also need to be identified so that the service and sellers can formulate the right strategy for business continuity. Therefore, researchers are interested in analyzing consumer behavior in making decisions to purchase fresh fish and processed fish products in Garut Regency (Garut Fish Culinary Center).

## RESEARCH METHODS

### Time and Location of Research

This research was conducted at the Garut Fish Culinary Center from January 2024 to June 2024 which is located at Jl. Otista No. 40, Pananjung Village, Tarogong Kaler District, Garut Regency, West Java 44151.

### Research Methods and Sampling

This study uses a case study method with Sentra Kuliner Ikan Garut as a case unit and quantitative research as a research model. The sampling method used is nonprobability sampling with the technique applied is accidental sampling.

### Data Types and Sources

The types of data used are primary data and secondary data. Primary data comes from sellers of fresh fish and processed fish products at the Garut Fish Culinary Center and consumers who buy fresh fish and/or processed fish products at the Garut Fish Culinary Center. Secondary data comes from reports on aquaculture and capture fisheries production from the Garut Regency Fisheries and Livestock Service, reports on fish consumption patterns from the Garut Regency Food Security Service, the Faculty of Fisheries and Marine Science Padjajaran University library (thesis) and journals and other literature.

### Data analysis

#### 1. Mix Test Marketing

The marketing mix consisting of product, price, place, promotion, people, process, and physical evidence is tested descriptively to obtain an overview of fresh fish and processed fish products, prices of fresh fish and processed fish, conditions of the place of sale, promotional practices, human resources involved, the process of packaging fresh fish and presentation to support the results of consumer behavior that influences consumers in making purchasing decisions at the Garut Fish Culinary Center.

#### 2. Spearman's Rank Test

The Spearman Rank correlation test aims to test the relationship between two variables that do not show a functional relationship (a relationship occurs, but not because it is caused) by not distinguishing between independent and dependent variables so that the closeness of the relationship is expressed in the form of a coefficient (Nugroho 2010).

The following are the steps for the Spearman rank test:

##### a) Determination hypothesis in the form of

- Ho: no there is connection between Y ( motivation decision purchase ) and X ( income , price , quality , service) sales , and family )
- H1: there is connection between Y ( motivation decision purchase ) and X ( income , price , quality , service) sales , and family )

b) Correlation *Spearman Rank* counted as following :

$$r_s = 1 - \frac{6 \sum_i d_i^2}{n^3 - n}$$

Information :

$r_s$  = coefficient Spearman Rank Correlation

$d_i^2$  = score between two variables

$n$  = number of data pair

c) Hypothesis tested with formula following :

$$t = r_s \sqrt{\frac{n-2}{1-r_s^2}}$$

Information :

$t$  =  $t_{\text{count}}$

$r_s$  = Spearman's Rank coefficient

$n$  = number sample

Basis of taking decision done based on hypothesis testing that is :

- $H_0$  accepted If  $t_{\text{count}} < t_{\text{table}}$ , on the interval 95% confidence
- $H_1$  accepted If  $t_{\text{count}} > t_{\text{table}}$ , on the interval 95% confidence

## RESULTS

### Mixture Marketing

#### Product

The products available at the Garut Fish Culinary Center are fresh freshwater fish and processed fish products. The fresh freshwater fish available are carp, tilapia, catfish, gourami and nilem. Carp and tilapia products (Figure 1) sold at the Garut Fish Culinary Center generally have a size of 20-25 cm with a weight of 250 grams/tail because the fish are categorized as one kilo containing 4 fish. In nilem fish, the size reaches 19-21 cm with a weight of 200 grams/tail because the fish are categorized as one kilo containing 5 fish. This tends to be different from gourami fish which tend to have a larger size, which can reach 32-38 cm with a weight of approximately 500 grams. In catfish, the weight of the fish sold is around 100-125 grams/tail.



Figure 1 Tilapia Fishing



Figure 2. Nilem Fish with Sambal Cobek Menu

One of the processed fish products available at the Garut Fish Culinary Center is the nilem fish with cobek chili sauce menu (Figure 2). The nilem fish is obtained from freshwater fish sellers on the 1st floor and then fried and combined with vegetables, rice, tofu, tempeh, and cobek chili sauce to add a delicious taste for consumers. In addition to nilem fish, there are other fresh fish such as carp, tilapia and gourami which are processed into grilled fish.



## Price

The prices offered for fresh tilapia and carp fish range from IDR 35,000-IDR 38,000/kg, while the price of gourami is IDR 60,000/kg and the price of nilem fish and catfish is IDR 25,000/kg. The price will be different if consumers buy in large quantities. The price of tilapia and carp for purchases of more than 5 kg is IDR 30,000-IDR 32,000/kg, while the price of gourami becomes IDR 55,000/kg for purchases of more than 5 kg. Generally, sellers give a discount of IDR 2,000-IDR 5,000/kg depending on the amount of purchase. In fact, one consumer, as a fish pindang business actor, who has become a regular at the Garut Fish Culinary Center only paid IDR 25,000/kg for carp or nilem fish commodities because he bought approximately 50 kg. Meanwhile, the price of processed fish products in the form of fried fish or grilled fish starts from IDR 25,000/portion.

## Place

Figure 3 shows a place to sell fresh fish equipped with a cement pool and a waiting room for both sellers and buyers. Each seller gets a pool of  $\pm 6$ -8 pools containing various types of freshwater fish. In addition, there is a drainage system in the pool to control the water discharge so that water does not flood the surrounding area when it rains and prevent fish death due to drastic changes in temperature. While waiting for the fish to be cleaned and packaged, buyers can wait in the waiting room.



Figure 3 Place Selling Fresh Fish



Figure 4. Place Selling Product Fish Processing

In Figure 4, the place for selling processed fish products is designed like a food court that is often found in modern shopping centers, namely separated between the place for sellers and buyers. There are 7-8 rooms for sellers of processed fish products. Each room has space to put glass display cases, shelves for storing spices and cutlery, a stove or grill and a sink. In the place for buyers, there are 30 tables, each table has 4 chairs. Both places are designed as comfortable as possible so that buyers (consumers) get a memorable experience when buying fresh fish or processed fish products.

## Promotion

Promotional practices carried out at the Garut Fish Culinary Center are still simple, namely limited to using restaurant business cards (Figure 5) which include contactable contact numbers and the social media used, banners on billboards on the side of the road (Figure 6) and word of mouth (WOM) carried out by consumers to their families or colleagues through the experiences they feel when buying fresh fish or consuming processed fish products.



Figure 5. "RM Raja Ikan"  
Business Card



Figure 6. Banner Billboards in January 2024 ( left ) and  
September 2023 ( right )

## Human Resources

The people referred to in this mix are the parties involved in the Garut Fish Culinary Center on a daily basis. Those involved are sellers and buyers. The people involved in Figure 7 are sellers and buyers of fresh fish, while in Figure 8 are sellers and buyers of processed fish products.



Figure 7. Interaction between buyer with  
fresh fish seller



Figure 8. Interaction between buyer with  
seller product fish dishes

Based on the results of the interviews conducted, the number of people visiting the Garut Fish Culinary Center was never recorded by either the seller or the local manager. The researcher tried to record the average number of people visiting the Garut Fish Culinary Center in January 2024 for the first floor around 30-35 people per day and for the second floor it was very uncertain, most people came on weekends.

## Process

The buying and selling process that occurs begins with the seller offering his product to prospective buyers who come while greeting them in a friendly manner. Furthermore, prospective buyers will be shown the desired product along with information about quality and price. If the prospective buyer is suitable, the buying and selling transaction occurs. Sometimes prospective consumers will switch to other sellers if there is no match with one seller. In the service process, the seller will present and package as well as possible before handing it all over to the buyer. After being handed over, the transaction process (payment) occurs. The transactions that occur are generally still simple, namely cash transactions, although there are some sellers who provide transactions via interbank transfers.

## Physical Facilities

The focus of physical facilities at the Garut Fish Culinary Center is divided into two, namely fresh fish sellers and processed fish product sellers. At fresh fish sellers on the first floor, the physical facilities used are in the form of banners containing information about the types of fish sold, prices and contact numbers that can be contacted. At processed fish product sellers, in addition to physical facilities in the form of banners that include information about

pictures of processed fish products and prices, there are also menu cards that will be distributed to consumers to make it easier to determine which processed products to buy.

### Correlation in Fresh Fish Purchasing Decisions

The table below is the result of Spearman rank correlation testing on the variables that influence consumers to make purchasing decisions with the motivation of purchasing fresh fish at the Garut Fish Culinary Center.

Table 1 Spearman Rank Correlation on Fresh Fish Purchasing Decisions

Fresh Fish Purchase Decision Variables	Overall Purchase Motivation			
	Rho Spearman		Interpretation	Information
Coefficient	Signification (2-tailed)			
Recognition of Needs	0.019	0.885	Positive relationship, very weak and not significant	The variables of quality, price, service, income and family do not have a significant influence.
Information Search	0.306	0.017	Positive, weak and significant relationship	Only quality variables have a significant effect
Alternative Evaluation and Selection	0.194	0.138	Positive relationship, very weak and not significant	Only service variables have a significant effect
Venue Selection and Purchase	0.026	0.844	Positive, weak and insignificant relationship	The variables of quality, price, service, income and family do not have a significant influence.
Post-Purchase Evaluation	-0.038	0.774	Negative relationship, very weak and not significant	The variables of quality, price, service, income and family do not have a significant influence.

Based on the test results above, it was found that only the information search variable had an effect on the decision to purchase fresh fish. The following is a tabulation of the results of the Spearman rank correlation test on the information search variable with purchase motivation and the alternative evaluation and selection variables with purchase motivation.

Table 2 Spearman Rank Correlation of Motivation with Search Fresh Fish Information

Spearman's rho	Quality	Price	Service	Income	Family
Coefficient	0.385	0.214	0.147	0.238	0.114
Sig. (2-tailed)	0.002	0.101	0.263	0.067	0.386
N	60	60	60	60	60

Table 3 Spearman Rank Correlation of Motivation with Evaluation Fresh Fish Alternatives & Selection

Spearman's rho	Quality	Price	Service	Income	Family
Coefficient	0.152	0.105	0.981	0.111	0.309
Sig. (2-tailed)	0.248	0.425	0.003	0.400	0.016
N	60	60	60	60	60

### Correlation in Purchasing Decisions Product Fish Processing

The table below is the result of Spearman rank correlation testing on variables that influence consumers to make purchasing decisions with the motivation of purchasing processed fish products at the Garut Fish Culinary Center.

Table 4Spearman Rank Correlation on Purchasing Decisions Product Fish Processing

Purchase Decision Variables for Processed Fish Products	Overall Purchase Motivation			
	Rho Spearman		Interpretation	Information
Coefficient	Signification (2-tailed)			
Recognition of Needs	0.114	0.548	Positive relationship, very weak and not significant	Only the Income variable has a significant effect
Information Search	-0.021	0.914	Negative relationship, very weak and not significant	The variables of quality, price, service, income and family do not have a significant influence.
Alternative Evaluation and Selection Venue	-0.096	0.613	Negative relationship, very weak and not significant	The variables of quality, price, service, income and family do not have a significant influence.
Selection and Purchase	-0.218	0.247	Negative, weak and insignificant relationship	The variables of quality, price, service, income and family do not have a significant influence.
Post-Purchase Evaluation	-0.103	0.586	Negative relationship, very weak and not significant	The variables of quality, price, service, income and family do not have a significant influence.

Based on the test results above, no significant variables were found in the decision to purchase processed fish products. However, when an in-depth test was conducted between each purchasing decision variable and each purchasing motivation, namely the recognition of needs with purchasing motivation, a significant variable was obtained, namely the income variable. The following is a table of the results of the test.

Table 5Spearman Rank Correlation of Motivation with Introduction Need Product Fish Processing

Spearman's rho	Quality	Price	Service	Income	Family
Coefficient	-0.232	0.114	0.006	0.455	0.222
Sig. (2-tailed)	0.217	0.550	0.975	0.012	0.239
N	30	30	30	30	30



## DISCUSSION

### Mixture Marketing

Following This mix test results marketing in a way descriptive :

1. Mixture Product ( *Product Mix* )

Product is anything that can be offered and then purchased and consumed or used to fulfill consumer desires (Wardani and Manalu, 2021). Products have qualities that function to provide durability, quality and accuracy (Hanifah and Amron, 2023). Fresh fish and processed fish products offered at the Garut Fish Culinary Center are quite good, this can be seen from the enthusiasm of consumers who shop.

2. Price *Mix*

Price is the exchange rate of a product (goods or services) for a certain amount of money to meet needs and obtain the desired benefits (Firman, 2022). The price of fresh fish between sellers at the Garut Fish Culinary Center tends to be the same, but consumers will benefit if they buy in large quantities, namely more than 5 kg because they get a discount of IDR 2,000-IDR 5,000/kg. Based on research by Husain *et al.* (2022), the discount variable has a positive influence on consumer purchasing interest. In processed fish products, the price given must be in line with the product offered based on consumer needs and interests.

3. Mixture Place (Place *Mix*)

Place as part of a marketing channel requires the right policy so that consumers can more easily get the products offered by the seller (Aswati, 2022). The Garut Fish Culinary Center as a place to sell fresh fish and processed fish products is located on the side of the main road of Bandung-Garut. This shows that the place is in a strategic location. In addition, this center is also equipped with various adequate facilities. According to Hilmi and Karsudjon (2019), the place variable has a significant effect on purchasing decisions.

4. Mixture Promotion ( *Promotion Mix* )

In the promotional mix, the media used are business cards, banners on billboards and word of mouth (WOM). The Instagram social media account listed on the business card was not found, although there is still a Whatsapp number as a contact that can be contacted. Likewise, the banner on the billboard as an information board has been removed and is no longer installed. This will make it difficult for consumers to share information or experiences, especially since this distribution affects the exposure of fresh fish and processed fish products at the Garut Fish Culinary Center through word of mouth (WOM). According to Kurnianto (2020), promotion through Instagram can increase sales and consumer loyalty, add new customers, meet sales target achievements, build good relationships with consumers, product image is better known to many people, grow collaboration through resellers and rapid online purchases. In addition, banners on billboards as an effective and creative promotional advertising media aim to convey sales messages to the general public as a marketing process for a product, both goods and services carried out by business actors (Rahman *et al.*, 2018).

5. People *Mix*

According to Zulfa and Tuwis (2022), people have an important involvement in providing services to customers in order to meet customer satisfaction. The services provided have five dimensions, namely tangibles (physical evidence), reliability, responsiveness, assurance and empathy. The Garut Fish Culinary Center provides physical evidence in the form of fresh fish and processed fish products, reliability in the form of how sellers provide quality fresh fish and present processed fish products to consumers, responsiveness in the form of services provided, guarantees in the form

of replacement if damaged products are obtained and empathy during the buying and selling process. However, recording the number of consumers who come each day needs to be followed up to get an idea of certain times that are crowded with visitors.

6. Process Mix

The process is useful for delivering services through procedures and the meaning of an actual flow of activities (Maimunah and Suji'ah, 2023). The buying and selling process that occurs at the Garut Fish Culinary Center runs as it should. Meanwhile, the payment process still uses cash, although some sellers provide payment options via interbank transfer. Based on research, the ease of the payment process (transactions) has a significant positive impact on purchasing decisions (Lestari and Dwijayanti, 2022).

7. Physical Evidence Mix

Physical facilities are things provided by service providers and are intended for consumers so that they become added value for consumers such as brochures, business cards and equipment (Prakasa *et al.*, 2023). One of the physical facilities available at the Garut Fish Culinary Center is a banner containing information about contact numbers and pictures of fish or menus. This needs to be supplemented with the nutritional content of the fish to convince consumers in the purchasing decision process.

### **Fresh Fish Purchasing Decisions**

Based on the calculation in Table 1, only the information search variable is significant as a determinant of consumer decisions to buy fresh fish at the Garut Fish Culinary Center because it has a coefficient value of 0.306 (positive and weak relationship) and a significance value of 0.017 (significance value  $<0.05$  means significant). In addition, in testing the information search variable with purchase motivation through the Spearman rank correlation, the product variable has a significant effect (Table 2) which is worth 0.002 ( $<0.05$ ). This shows that consumers who buy fresh fish at the Garut Fish Culinary Center are influenced by the information they get either through their own searches or other people's experiences, especially regarding the quality of fresh fish sold. This information search validates the word of mouth (WOM) practice in the marketing mix (promotion segment) which is tested descriptively, namely when prospective consumers are looking for information and get information in the form of experiences from previous consumers, it further strengthens the decision to buy fresh fish at the Garut Fish Culinary Center. Table 3 shows that the service provided has a significant effect on purchasing decisions. This phenomenon is different from Putri's (2021) research conducted at the Sabilulungan Modern Fish Market, which states that all purchasing motivation variables (quality, price, income, service and family) have a significant effect on the variables of fresh fish purchasing decisions.

### **Buying decision Product Fish Processing**

Based on the calculations in Table 4, there are no variables that significantly influence consumers to make purchasing decisions for processed fish products at the Garut Fish Culinary Center. However, the researcher tried to test further through the Spearman rank correlation test between purchasing decision variables and purchasing motivation. The results showed that the income variable had a significant effect through the Spearman rank correlation test between need recognition and purchasing motivation (Table 5) with a significance value of 0.012 ( $<0.05$  means significant). This indicates that consumers who buy processed fish products at the Garut Fish Culinary Center when they recognize their needs, in the sense of needing food to fill lunch or dinner while traveling or touring to Garut, are motivated by the amount of income they have to buy processed fish products at the Garut Fish Culinary Center.

## CONCLUSION

Based on results research, the following This Conclusions obtained:

1. Based on the results of the descriptive marketing mix test consisting of products, prices, places, promotions, people, processes and physical facilities, more attention is needed on promotional practices, namely training in the use of social media properly for sellers so that consumers can easily share their social media accounts when searching for them, creating a social media account for the Garut Fish Culinary Center officially from the Garut Regency Fisheries and Animal Husbandry Service to increase the exposure of the center through activities carried out and improving the banners on billboards considering that the Garut Fish Culinary Center is located on the main road of Bandung-Garut so that it can attach a brand image to tourists passing by.
2. Based on the Spearman rank correlation test, more attention is needed on other consumer behavior factors, namely need recognition, alternative evaluation, place selection and purchase, and post-purchase evaluation so that fresh fish consumers do not only rely on information search factors. This more attention can be in the form of improving services because service motivation has been shown to have a significant effect on the Spearman rank correlation test of motivation with alternative evaluation and selection. In processed fish products, a fundamental review of need recognition is needed, especially for these products.

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