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Analysis Of Factors Affecting The Demand For Salted Fish On The Malabero Coast Of Bengkulu City

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Abstract. This research is motivated by the increasing demand for salted fish in Bengkulu City, to find out the factors that affect the demand for salted fish, this research was conducted. One of the areas famous for salted fish is the coastal area of Malabero Beach, Bengkulu City. The objectives in this study include (1) To determine the level of demand for salted fish on the coast of Malabero Beach, Bengkulu City. (2) To analyze what factors affect the demand for salted fish on the coast of Malabero Beach, Bengkulu City. This research was conducted at the stalls of salted fish sellers within the scope of Malabero Village. With a sample of 96 people who are salted fish consumers. Factors that are thought to affect salted fish demand consist of salted fish prices, chicken egg prices, number of family members, total family income, and consumer tastes. The data analysis used is with a Likert scale, and multiple linear analysis. The conclusions of this study are (1) the level of demand for salted fish on average 280.2 which is included in the moderate category. (2) factors that have a real effect on the demand for salted fish are family income, and consumer tastes.

Keywords: *Beach, Demand, Malabero, Salted Fish.*

INTRODUCTION

Protein in fish content is composed of essential amino acids that are needed by the body as a source of energy, helping the growth and maintenance of the body, strengthening the immune system, and facilitating physiological processes in the body. Besides having many advantages, fish also has several disadvantages. Fish is one of the food ingredients that easily rot, if it is not immediately given the right treatment and handling after being caught, its quality will quickly decline (Asri, 2018). These problems can then be overcome by post-catch processing and fish preservation so that fishery products can last longer as food.

One of the processed fish products that are widely consumed by the people of Indonesia is salted fish. Bengkulu City, then this area mostly has a coastal environment. Abundant marine products make many fishermen do post-catch processing and preservation, One of the salted fish producing areas in Bengkulu City is on Malabero Beach which is famous for its Bengkulu salted fish souvenir center. The selection of this location was carried out deliberately with the consideration that the area is one of the areas famous for its salted fish sales.

Bengkulu City is one of the coastal areas directly facing the Indian Ocean, making Bengkulu a producer of marine fish both in fresh and processed fish. Geographically, Bengkulu City is located between 300°45' - 300°59' South latitude and 102°14' - 102°22' East longitude with an area of 539.3 km². It consists of a land area of 151.7 km² and a sea area of 387.6 km². If you look at the location of Bengkulu City, then this area mostly has a coastal environment. The abundant marine products make many fishermen do post-capture fish processing and preservation, with the development level of processed fish production as follows.

Tabel 1 Data Base

| No | Jenis Olahan | 2016 | 2017 | 2018 | 2019 |
|--------|---------------------|--------|----------|----------|-----------|
| 1 | Ikan kering/Asin | 9.160 | 9.100 | 9.213,72 | 9.084 |
| 2 | Ikan Asap | 287 | 350 | 340 | 85,2 |
| 3 | Surimi | 134 | 152 | 170 | 803,4 |
| 4 | Kerupuk Ikan | - | 245 | 35 | 21,6 |
| 5 | Abon Ikan | - | 2 | 8 | 9,7 |
| 6 | Ikan Olahan Lainnya | 241,7 | 215 | 219,05 | 151,224 |
| Jumlah | | 9822,7 | 9.844,65 | 9.985,77 | 10.155,12 |

Source: Bengkulu City Marine and Fisheries Service.

Salted fish was chosen as a research topic because it wants to know what causes the high production and demand for salted fish compared to other types of processed fish. So the focus of this research aims to find out what factors affect the demand for salted fish on the coast of Malabero Beach, Bengkulu City, and determine the level of demand for salted fish on the coast of Malabero Beach, Bengkulu City.

LITERATURE REVIEW

Demand

Demand for goods and services can be defined as the amount of goods or services desired by consumers in the market at a certain level and price (Hanafi, 2014). According to Ningrum (2018), demand is a sense of wanting to buy goods or services at a price level during a period of time.

The law of demand according to Rasul (2013) states: "If prices fall, the amount of goods demanded tends to increase, on the other hand, if prices rise, the amount of goods demanded tends to decrease," he said, assuming other factors are constant". The law of demand is negative if other factors that affect the price of a good other than the price of the good itself are not present the price of the goods themselves do not come into play (Masyhuri, 2018). Demand describes the overall state of the relationship between price and quantity demanded, while the quantity of goods demanded is defined as the amount of demand at a certain price level.

In analyzing demand, it is necessary to distinguish between the terms demand and quantity demanded. Economists say "demand" when they mean the whole of the relationship between the price of goods and the demand for these goods. While the amount of goods demanded is intended as the amount of demand at a certain price level (Sukirno, 2016). Demand is the amount of goods demanded at various price levels in certain periods and certain markets. Demand can also be interpreted as the amount of goods and services requested or needed. Goods in the market have a value or price.

Thus the demand for an item is supported by the purchasing power of the person requesting the item or also called the consumer. Demand based on purchasing power is called effective demand, while demand based on needs, without the support of purchasing power, is called potential demand or absolute demand (Astuti, 2021).

Consumer purchasing power depends on the amount of income that is ready to be spent and the desired price level. Changes in income and prices cause changes in the amount of goods demanded. This can be analyzed with a graphical approach and a mathematical approach. Alfred uses the assumption that “everything else” other than the price of the observed good is constant (unchanged).

Factors Affecting Demand

The demand for a good is determined by many factors, including the price of the good itself, the price of other goods that can substitute or replace it.

Price of the good itself, the price of other goods that can be a substitute or a substitute for the good. Complementary goods, people’s income, the number of members of the community (Mintargo, 2019)

1. The price of the good Itself

The law of demand explains the nature of the relationship between the demand for a good and its price level. The law of demand states that the lower the price of goods, the more demand there will be for them. Conversely, the higher the price of an item, the less demand for the item (Mejaya, 2014).

2. Price of other goods

The price of other goods that can replace the function of a product will greatly affect the level of demand for that product. An increase in the price of a product causes buyers to look for other goods to meet their needs. Can be divided into three groups, namely: substitute goods (substitution), complementary goods (complementary), and goods that have no connection at all (neutral goods).

3. Income

A buyer’s income is a very important factor in the demand for various goods. The increase in income always leads to an increase in demand for various types of goods (Sulkirno, 2016). The increase in income will increase the demand for goods.

4. Income Distributions

The distribution of income can affect the pattern of demand for different types of goods. If the government raises tax revenue to increase the income of low-paid workers, the pattern of demand for various goods will change.

5. Public Taste

The influence of public taste on the desire to buy an item is quite large. Residents of eastern Indonesia tend to choose non-rice staple foods. This is in contrast to residents on the island of Java who do not prefer rice staples. Thus, people’s tastes will determine the choice of goods to be purchased.

6. Total Population

Population does not directly affect the demand for a good. The increase in population does not in itself cause an increase in demand. But usually population growth is followed by developments in employment opportunities. Thus more people receive income and this adds to the beli power in society. This increase in disposable income will increase demand.

7. Future Expectations

Future forecasts or projections can affect demand. Consumer expectations that prices will increase in the future will encourage them to buy more now. According to Masyhuri (2016), there are nine factors that affect the demand for an item including the price of the item itself, income, prices of other goods, tastes, number of consumers, advertising, income distribution, consumer estimates or expectations and product availability.

Purchase Decision

The purchasing decision process is not just based on various factors that will influence the buyer, but is based on the role in purchasing and the decision to buy. According to Simamora (2013) that in buying decisions there are five roles, namely:

1. Initiator, The initiator is the person who first suggests buying a particular product or service.
2. Influence buyer, Influence buyers are people whose views / advice give weight in making the final decision.
3. Decision maker, Decision makers are people who really determine part or all of the purchasing decisions, whether to buy, what to buy, when to buy, how to buy, and where to buy.
4. Buyer, Buyers are people who make real purchases.
5. User, Users are people who consume or use products or services.

There are five stages that consumers go through in the buying process, namely identification of needs, information search, evaluation of alternatives, purchase decisions and post-purchase evaluation (Tjiptono 2018).

1. Identification of Needs

The buying process begins when someone gets a stimulus (thought, action or motivation) that encourages him to consider purchasing certain goods or services. Stimuli can be in the form of the following things:

- a. Commercial cues, namely events or motivations that provide a stimulus for consumers to make purchases, as a result of the company's promotional efforts.
- b. Social cues, which are stimuli obtained from reference groups that are used as role models or references by a person.
- c. Physical cues, which are stimuli caused by thirst, hunger, fatigue, and other biological cues. For example, someone who is hungry considers stopping at one of the nearest fast food restaurants.

Stimulus affects a person's need for a particular product or service. A consumer will feel the need to buy a product or service in a shortage situation (needs that arise because consumers do not have certain products or services) or unfulfilled desire (needs that arise due to customer dissatisfaction with current products or services).

2. Information Search

The identification of a problem or need requires a solution which is usually a purchase or service. Before deciding on the type of product, their specifics, and the supplier to choose, consumers usually gather a variety of information about existing alternatives. Information search can be done passively or proactively. In internal (passive) search, consumers access and rely on their memory regarding relevant information about the product or service they are considering buying. Meanwhile, in an external search (proactive), consumers collect new information through sources other than their own experience, for example asking friends, reading newspapers or magazines. Peter and Donely (2018) classify information sources for customers into 5 (five) categories, namely:

- a. Internal sources, in the form of previous experience in handling similar needs.
- b. Group sources, namely other relevant parties (such as friends, family, neighbors, and coworkers who consumers believe have special expertise in related purchasing decisions.
- c. Marketing sources, in the form of advertisements, salespeople, dealers, packaging, and displays.

- d. Public sources, including publicity (such as newspaper articles about the product) and independent ratings of the product (for example, product research reports and consumer newsletters).
- e. Experiential sources, i.e. about, assessing, and possibly trying the product or service while in the store.

3. Evaluation of Alternatives

After collecting various alternative solutions, then evaluate and finalize them to determine the final choice. The evaluation process can be systematic (using a series of formal steps), or non-systematic (choosing randomly or relying solely on intuition). How does the evaluation process occur within the consumer to arrive at a buying decision? It's actually difficult to know because most consumers don't go through a single process.

4. Purchase Decision

In line with the evaluation of a number of alternatives, consumers can decide whether a product or service will be purchased or decided not to be purchased. If consumers decide to make a purchase, the next step is to evaluate the product or service after purchase.

5. After-Purchase Evaluation

After the choice is made and the product or service is purchased and consumed, post-purchase evaluation will take place. At this stage, consumers may experience cognitive dissonance (doubts regarding the accuracy of the purchase decision). Marketers usually try to minimize customer cognitive dissonance by using Various strategies, including making after-sales contact with their customers, providing relassuring letters on product packaging, providing warranties and guarantees, and Guarantees, and reinforcing customer decisions through company advertising.

Salted Fish

The commodity of salted fish according to Faridha (2021) is a product that is familiar to the people of Indonesia, because it is cheap and easy to make. The main ingredient in making salted fish is salt while what can be made salted fish is almost all types of fish, including squid, shrimp, clam meat, sea cucumbers and so on.

METHODS

This research was conducted in Malabero village, Teluk Segara sub-district, Bengkulu City. Precisely on the coast of Malabero on salted fish sellers within the scope of Malabero Village. This location was chosen purposively because it is one of the areas famous for selling salted fish. This research was conducted from October to December 2023. The research variables consisted of five independent variables (salted fish price, chicken egg price, number of family members, family income, and consumer tastes) and one dependent variable (salted fish demand).

Sampling with the *Lemeshow* formula is used to calculate the sample of the total population that is not known with certainty in quantitative research. With a sample size of 96 people. Medote sampling in this study is using the Purposive Sampling method, which is a sample collection technique with certain considerations (Sugiyono, 2016). Sampling based on consideration of the characteristics of respondents who are buyers or consumers who have bought salted fish products on Malabero Beach, Bengkulu City. The research was conducted by filling out questionnaires and interviews to respondents. Data analysis used is with a Likert scale and multiple linear analysis with the help of the SPSS IBM Statistic 24 program.

RESULTS

To analyze the level of demand for salted fish in this study can be known using the Likert scale analysis method, the Likert scale formula is used as follows :

$$\text{Interval} = \frac{\text{Highest value} - \text{lowest value}}{\text{Number of categories}}$$

$$\text{Interval} = \frac{500 - 150}{3} = 116$$

Tabel 2 Result

| No | Kategori | Skor | Jumlah Konsumen | Presentase (%) |
|-------------------|----------|---------|-----------------|----------------|
| 1 | Rendah | 150-266 | 11 | 11% |
| 2 | Sedang | 267-433 | 69 | 72% |
| 3 | Tinggi | 434-500 | 16 | 17% |
| Rata-rata = 280,2 | | | 96 | 100% |

Source: Primary Data (2024)

From the table it can be seen that the level of demand for salted fish on Malabero Beach, Bengkulu City is on average 280.2 which is included in the moderate category (267-433) with a percentage of 72%.

Test t (Partial Regression Test)

Testing using the t test aims to determine whether there is a real influence of the independent variable on the demand for salted fish as the dependent variable. Hypothesis testing (conjecture) using the t test is done by comparing t count with t table (Algifari, 2013). With the testing rules if t count < t table, then H0 is accepted, and if t count > t table, then H0 is rejected.

Tabel 3 Test t (Partial Regression Test)

| | | Coefficients ^a | | | | |
|-------|------------|-----------------------------|------------|---------------------------|--------|------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | -477.771 | 312.180 | | -1.530 | .129 |
| | X1 | .000 | .001 | -.044 | -.536 | .593 |
| | X2 | -.007 | .005 | -.114 | -1.392 | .167 |
| | X3 | 1.071 | 8.572 | .011 | .125 | .901 |
| | X4 | 1.598E-5 | .000 | .244 | 2.863 | .005 |
| | X5 | 23.672 | 3.241 | .605 | 7.303 | .000 |

a. Dependent Variable: Y

Source: Primary Data (2024)

Effect Of Salted Fish Price (X1) On Demand For Salted Fish

In the coefficient table, the sig. value of 0.593 is obtained compared to the significance level ($\alpha = 5\%$) 0.05, then $0.593 > 0.05$. The t table value of 1.98552 is obtained by finding the df value = $n - 2 = 96 - 2 = 94$, provided that the value of $\alpha = 5\%$ or 0.05. From this value it can be seen that t count = $-0.536 < 1.98552$ it can be seen that t count is smaller than t table, so the hypothesis is not tested or H_0 is accepted. So the price of salted fish does not significantly affect the demand for salted fish.

Effect Of Chicken Egg Price (X2) On Demand For Salted Fish

In the coefficients table, the sig. value of 0.167 is obtained compared to the significance level ($\alpha = 5\%$) 0.05, then $0.167 > 0.05$, the obtained t table value of 1.98552 is obtained by finding the df value = $n - 2 = 96 - 2 = 94$, provided that the value of $\alpha = 5\%$ or 0.05. From this value, it can be seen that t count = $-1.392 < 1.98552$, it can be seen that t count is smaller than t table, so the hypothesis is not tested or H_0 is accepted. So the price of chicken eggs has no significant effect on the demand for salted fish.

Effect Of Number Of Family Members (X3) On Demand For Salted Fish

In the coefficient table, the sig value is obtained. 0.901 compared to the significance level ($\alpha = 5\%$) 0.05, then $0.901 > 0.05$, obtained a t table value of 1.98552 obtained by finding the value of df = $n - 2 = 96 - 2 = 94$, provided that the value of $\alpha = 5\%$ or 0.05. From this value, it can be seen that t count = $0.125 < 1.98552$, it can be seen that t count is smaller than t table, so the hypothesis is not tested or H_0 is accepted. So the number of family members has no significant effect on the demand for salted fish.

Effect Of Family Income (X4) On Demand For Salted Fish

In the coefficient table, the sig value is obtained. 0.005 compared to the significance level ($\alpha = 5\%$) of 0.05, then $0.005 < 0.05$, obtained a t table value of 1.98552 obtained by finding the df value = $n - 2 = 96 - 2 = 94$, provided that the value of $\alpha = 5\%$ or 0.05. From this value, it can be seen that t count = $2.863 > 1.98552$, it can be seen that t count is greater than t table, so the hypothesis is tested or H_1 is accepted. So that family income has a significant effect on the demand for salted fish.

The Effect Of Consumer Taste (X5) On Demand For Salted Fish

In the coefficient table, the sig value is obtained. 0.000 compared to the significance level ($\alpha = 5\%$) of 0.05, then $0.000 < 0.05$, obtained a t table value of 1.98552 obtained by finding the df value = $n - 2 = 96 - 2 = 94$, provided that the value of $\alpha = 5\%$ or 0.05. From this value, it can be seen that t count = $7.303 > 1.98552$, it can be seen that t count is greater than t table, so the hypothesis is tested or H_0 is rejected. So that consumer tastes have a significant effect on the demand for salted fish.

Test f (Simultaneously)

Testing using the f test aims to determine whether or not there is an influence between the independent variables on the demand for salted fish as the dependent variable together. Hypothesis testing (conjecture) using this f test by comparing f table with f count (Algifari, 2013). With the testing rules if f count \leq f table, then H_0 is accepted, and if f count $>$ f table, then H_0 is rejected.

Tabel 4 Test f (Simultaneously)

| | | ANOVA ^a | | | | |
|-------|------------|--------------------|----|-------------|--------|-------------------|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 408310.968 | 5 | 81662.194 | 11.968 | .000 ^b |
| | Residual | 614084.866 | 90 | 6823.165 | | |
| | Total | 1022395.833 | 95 | | | |

a. Dependent Variable: Y

b. Predictors: (Constant), X5, X3, X2, X1, X4

Source: Primary Data (2024)

Obtained a result of f count of 11.968 with a significance (pvalue) of 0.000, because the results of $f_{count} > f_{table}$ ($11.968 > 2.47$) and significance (pvalue) $0.000 < 0.05$, then H_0 is rejected and H_1 is accepted, so it can be stated that simultaneously there is an effect of salted fish prices, chicken egg prices, number of family members, family income, and consumer tastes on the demand for salted fish. Which means that there is a significant influence together between the independent variable and the dependent variable.

R2 Test (Coefficient of Determination)

According to Algifari (2013), the coefficient of determination is a number that states or is used to determine the contribution or contribution given by one or more X (independent) variables to variable Y (bound).

| Model Summary | | | | |
|---------------|-------------------|----------|-------------------|----------------------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .632 ^a | .399 | .366 | 82.60245 |

a. Predictors: (Constant), X5, X3, X2, X1, X4

b. Dependent Variable: Y

Source: Primary Data (2024)

In the table above the R Square number or the coefficient of determination is 0.399. The greater the value of R^2 the better the regression line formed. The adjusted r square number is 0.366 meaning that 36.6% of the dependent variable of salted fish demand is explained by the independent variables consisting of salted fish prices, chicken egg prices, number of family members, family income, consumer tastes and the rest is explained by other variables outside the variables used. So most of the dependent variables are explained by the independent variables used in other models.

DISCUSSION

Malabero is one of 13 urban villages in Teluk Segara Sub-district, Bengkulu City. It is located in the city center and is a Fishing village. Malabero Village is geographically located along the coastal area. Beach area, Malabero beach has been known as the center of the fishermen's village. Souvenirs of Bengkulu salted fish because along the coast there are several residents who sell salted fish. Selling salted fish, salted fish traders scattered in Malabero Village Amounted to 9 traders, with 7-25 years of trading experience. In addition, the area In addition, this area is indeed one of the main posts for Bengkulu fishermen who anchor their small motorboats.

The high demand for salted fish in Bengkulu City causes high competition between existing salted fish producers, this requires the producers of salted fish. Competition between

existing salted fish producers, this requires producers to know what factors affect consumer demand. To know what factors affect consumer demand In buying salted fish. One of the salted fish producing areas in Bengkulu City Namely on Malabero Beach which is famous for the center of Bengkulu salted fish souvenirs. The selection of this location is done on purpose, seeing its strategic location and the lack of research in the area. Not much research has been done in the area. So it is expected that from The results of this study the authors can find out whether the affected variables. Does affect the level of consumer demand for salted fish or Not, and can also find out the level of demand for salted fish on Malabero Beach, Bengkulu City.

CONCLUSION

Based on the results of the analysis that has been done, it can be concluded that the level of demand for salted fish on Malabero Beach, Bengkulu City is on average 280.2 which is included in the moderate category. Then the factors that have a significant / real effect on the demand for salted fish on Malabero Beach, Bengkulu City are family income and consumer tastes, while other factors such as salted fish prices, chicken egg prices, and family income, have no significant / real effect on the demand for salted fish on Malabero Beach, Bengkulu City. Obtained a coefficient of determination of 36.6% which means there is still a possibility of influence from other independent variables. Therefore for further research it is expected to add independent variables that have not been included in this study, and research can be done that covers a wider area so that the research results obtained can be more diverse.

LIMITATION

It is for sure that your research will have some limitations and it is normal. However, it is critically important for you to be striving to minimize the range of scope of limitations throughout the research process. Also, you need to provide the acknowledgement of your research limitations in conclusions chapter honestly. It is always better to identify and acknowledge shortcomings of your work, rather than to leave them pointed out to your by your dissertation assessor. While discussing your research limitations, don't just provide the list and description of shortcomings of your work. It is also important for you to explain how these limitations have impacted your research findings. Your research may have multiple limitations, but you need to discuss only those limitations that directly relate to your research problems. For example, if conducting a meta-analysis of the secondary data has not been stated as your research objective, no need to mention it as your research limitation.

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