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### WHAT IS THE REASON FOR CONSUMER BUYING AT INDONESIA SMEs MARKET ?

*Dedy Ansari Harahap<sup>1</sup>, Saskia<sup>2</sup>, Aidil Putra<sup>3</sup>, T. Teviana<sup>4</sup>, Dita Amanah<sup>5</sup>*

<sup>1</sup>Faculty of Economics and Bussiness at Universitas Islam Bandung, Indonesia

<sup>2</sup>Faculty of Economics and Bussiness at Universitas Harapan Medan, Indonesia

<sup>3</sup>STIE Professional Management College Indonesia, Medan, Indonesia

<sup>4,5</sup>Faculty of Economics at Universitas Negeri Medan, Indonesia,

<sup>1</sup>[dedyansarihrp@gmail.com](mailto:dedyansarihrp@gmail.com). <sup>2</sup>[saskiayusuf@gmail.com](mailto:saskiayusuf@gmail.com). <sup>3</sup>[aidilputra828@gmail.com](mailto:aidilputra828@gmail.com).

<sup>4</sup>[tteviana@unimed.ac.id](mailto:tteviana@unimed.ac.id). <sup>5</sup>[ditamnh@yahoo.com](mailto:ditamnh@yahoo.com)

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#### ABSTRACT

The purpose of this study is to examine the consumer purchasing decisions of the SME market in Indonesia. Traditional markets and SMEs are widely spread in Indonesia, providing many products that provide many alternatives for consumers to shop to meet their needs. This research method compares the results of research and journals that examine consumer purchasing decisions in the SMEs or traditional markets in Indonesia. The results of previous studies and journals are reviewed and reviewed with existing purchasing decision theories so that it can be concluded what consumers consider in buying products in the SMEs or traditional markets. Findings from previous studies indicate that the factors that influence consumer purchasing decisions in the Indonesian SME market differ from each other, each variable influences differently such as location, price, product completeness, service quality, product quality. This can be seen from the influence of each variable (location, price, product completeness, service quality, product quality) on consumer purchasing decisions in the Indonesian SMEs market. The results of this study can be a reference and consideration for managers and traders of the SMEs market in Indonesia so that consumers are interested and repeat shopping at the SMEs market.

#### INTRODUCTION

Many factors influence consumer purchasing decisions on the SMEs market. Every consumer has a choice and consideration in buying a product in the market. The SMEs markets in Indonesia have certain characteristics that