

The Role of Price, Location, and Satisfaction in Making Bird Purchase Decisions at the Jatinegara Bird Market in East Jakarta

Harries Madiistriyatmo

Mitra Bangsa University, Indonesia

Email: harries.madi@gmail.com

Article Info	ABSTRACT
Keywords: Price, Location, Satisfaction, Purchase Decision, Jatinegara Bird Market.	This study aims to analyze the role of price, location, and satisfaction in bird purchase decision making at Jatinegara Bird Market, East Jakarta. This study uses a qualitative approach with a descriptive method. Data was obtained through in-depth interviews with buyers, traders, and market managers, as well as direct observation in the field. The results of the study show that price is the main factor that influences the purchase decision, especially for buyers who have a limited budget. The strategic and easily accessible location of the market also plays an important role in attracting buyers, especially from the area around Jakarta. In addition, buyer satisfaction with the quality of the birds, merchant service, and market atmosphere has a significant impact on consumer loyalty and the decision to make a repeat purchase. This study concludes that price, location, and satisfaction interact with each other in shaping the decision to buy birds at the Jatinegara Bird Market. The recommendations of this study include competitive price management, improvement of market facilities, and optimization of merchant services to increase consumer satisfaction.
This is an open access article under the CC BY license	Corresponding Author: Harries Madiistriyatmo E-mail: harries.madi@gmail.com



INTRODUCTION

The Jatinegara Bird Market in East Jakarta is one of the bird trading centers that has been operating for decades. The market is a major destination for bird lovers, collectors, and traders from different regions. Based on data from the *Jakarta Food Security, Marine Affairs and Agriculture Agency (2023)*, the bird trade sector in Jakarta accounts for around 12% of the total ornamental animal trade activity, with Pasar Jatinegara as one of the main contributors. This shows that the bird market not only has economic value, but also becomes part of the culture of the community.

However, the competition in this market is getting tougher with the emergence of online platforms that offer direct bird purchases from other farmers or traders. According to a *Statista report (2023)*, 45% of consumers in Indonesia now prefer to shop through online platforms, including for pet

purchases. With these changing consumer patterns, traders in traditional markets face the challenge of staying relevant and attracting customers.

Previous research has shown that price, location, and consumer satisfaction factors have a significant influence on purchase decisions. According to research from Susanti and Wijaya (2021), competitive prices are one of the main factors in attracting consumers in the traditional market. Easily accessible strategic locations also play an important role in influencing the frequency of consumer visits (Pratama & Dewi, 2020). In addition, the level of consumer satisfaction with the quality of products and merchant services is the key in building customer loyalty, as stated by Rahmat et al. (2022).

Considering the importance of these factors, this study aims to analyze the role of price, location, and satisfaction in making bird purchase decisions at the Jatinegara Bird Market. This research is expected to provide relevant insights for traders and market managers in increasing competitiveness and consumer satisfaction

METHOD

This study uses a qualitative-descriptive approach to analyze the role of price, location, and satisfaction in making decisions to buy birds at the Jatinegara Bird Market. This approach aims to explore a deep understanding of consumer perceptions and experiences. The study population includes all bird buyers at the Jatinegara Bird Market, bird traders, and market managers. The purposive sampling technique was applied to select respondents who had information relevant to this study. The sample consisted of 20 bird buyers representing various backgrounds, 10 bird traders in the market, and 2 market managers who understood market dynamics and management.

Data collection techniques include in-depth interviews to explore buyers, traders, and managers' perceptions regarding price, location, and satisfaction. Participatory observation is also carried out through direct observation in the market to see transaction dynamics, visiting patterns, and interactions between consumers and traders. In addition, documentation in the form of reports, official documents, or publications relevant to the research is collected as secondary data.

In data analysis, triangulation of sources and methods is used to ensure the validity of the data. The results of interviews and observations were analyzed using a thematic approach to identify patterns and main themes related to price, location, and satisfaction factors. The coding technique is done manually as well as with the help of NVivo software to ensure the accuracy of the analysis. Qualitative validity and reliability tests are carried out through credibility, transferability, dependability, and confirmability test techniques so that the research results can be accounted for and trusted.

RESULTS AND DISCUSSION

This study confirms that price plays a crucial role in the decision to buy birds at the Jatinegara Bird Market. As a market that is famous for bird trading, Jatinegara offers much more competitive prices than conventional pet stores or online platforms. Consumers who are looking for birds for hobbies or collections tend to choose this market because of the variety of prices that suit various levels of quality and type of birds. The price of birds that vary based on size, breed, and quality allows consumers to adjust their purchases to the available budget. Consumers who are on a budget can still find birds at suitable prices, while those looking for exclusive birds have plenty of options. This flexibility is the main factor that strengthens the competitiveness of the Jatinegara Bird Market in the midst of modern market competition.

One of the factors that makes this market unique is the bargaining culture. Merchants often provide discounts or open up space for price negotiations, creating a more personalized and interactive shopping experience. This not only benefits consumers in terms of price, but also builds a relationship between buyers and merchants, creating long-term loyalty. The location of the Jatinegara Bird Market, which is located in the center of the city and is easily accessible by various modes of transportation, is one of the main reasons why consumers choose to shop there. Its location close to public transportation lines such as trains, buses, and main roads makes it easy for visitors from various areas of Greater Jakarta to access this market.

Proximity to residence or ease of reaching market locations contributes to consumer decisions. Consumers prefer to visit markets that they can reach quickly, especially in their daily lives. The strategic location also reduces transportation costs, thereby increasing market attractiveness as the main destination for bird purchases. Another factor that helps increase the attractiveness of the location of the Jatinegara Bird Market is the existence of supporting facilities such as parking areas, restaurants, and proximity to shopping centers. Consumers feel more comfortable visiting this market because they can access various facilities in one area, making the shopping experience more practical and efficient.

The bustling and dynamic market atmosphere creates an attractive shopping experience for consumers. Many visitors feel that the crowd of the market gives an authentic impression and adds to the excitement of choosing birds. Interaction with merchants and fellow visitors also enriches their shopping experience. The quality of the birds sold at the Jatinegara Bird Market is the main determinant of consumer satisfaction. Respondents to the study stated that the birds for sale, especially ornamental birds and songbirds, had good physical condition and melodious voices. This attracts bird hobbyists to continue to visit and buy birds from this market.

Jatinegara Bird Market offers a variety of birds, ranging from local birds to imported birds. This diversity allows consumers to find birds with certain characteristics that suit their preferences. The

variety of bird species also attracts bird collectors from various circles. Consumer satisfaction is not only influenced by the quality of the birds, but also by the service provided by traders. The traders at the Jatinegara Bird Market are known to be friendly, informative, and knowledgeable about the birds they sell. Consumers feel more comfortable and confident when buying birds because traders provide detailed information regarding the care and health of birds.

In addition to selling, many traders in this market offer consulting and education services on how to take care of birds. Beginner consumers who are just starting this hobby feel very helped by the presence of traders who are willing to share tips and tricks for bird care. Despite the many positive aspects, some consumers complained about the cleanliness of the market. The poorly maintained market area in terms of sanitation slightly reduces their shopping experience. This is one of the important notes for market managers to improve overall consumer satisfaction.

New consumers who are visiting for the first time may feel uncomfortable with the cleanliness of the market. Therefore, efforts to improve sanitation and public facilities are a strategic step to attract more visitors, especially those who prioritize convenience in shopping. Research shows that price, location, and satisfaction are interrelated in influencing purchase decisions. Competitive prices and strategic locations attract consumers for the first time, while satisfaction determines whether they will return to shop in this market.

Consumer satisfaction has the biggest impact on loyalty. Consumers who are satisfied with the quality of the bird and the service are more likely to return to this market to make their next purchase. This loyalty is an important asset in maintaining market continuity in the midst of increasingly fierce competition. Market managers have an important role in maintaining consumer satisfaction. By improving cleanliness, providing adequate facilities, and maintaining order in the market, managers can create a comfortable environment for visitors and traders.

In addition to internal factors, promotion and marketing are also important strategies in attracting new consumers. Managers and traders can leverage social media and digital platforms to promote the market and the birds for sale. Satisfied consumer testimonials can be used as an effective promotional tool. Positive experiences shared through online or word-of-mouth contribute to attracting new visitors.

This market not only serves as a place to buy and sell, but also as a center for a community of bird lovers. Many visitors come to exchange experiences and knowledge, creating a strong social bond among bird hobbyists. By paying attention to price, location, and consumer satisfaction factors, the Jatinegara Bird Market has a great opportunity to continue to grow. Focusing on improving facilities and services can strengthen its position as a prime destination in the bird trade in Indonesia.

CONCLUSION

This study concludes that the decision to buy birds at the Jatinegara Bird Market is greatly influenced by three main factors, namely price, location, and consumer satisfaction. Competitive prices are the main attraction for consumers, where traders are able to offer prices that match the purchasing power of buyers. Flexibility in price negotiation is also one of the advantages of this market, creating a more interactive and satisfying shopping experience. Consumers have the freedom to choose birds at varying prices according to the type, size, and quality of the desired birds, so that this market is able to reach various segments of society, from beginner hobbyists to experienced bird collectors.

The strategic location of the Jatinegara Bird Market, which is in the center of economic activity and easily accessible, is another important factor. The ease of access from various regions in Greater Jakarta, both using private vehicles and public transportation, makes this market a prime destination for consumers who want to buy birds. The proximity to the crowd center and public facilities such as parking areas, restaurants, and shopping centers adds to the convenience of visitors in shopping. For many consumers, this strategic location not only saves travel time but also reduces transportation costs, which ultimately increases the market's appeal compared to other pet stores or bird markets.

Consumer satisfaction is the third factor that plays an important role in encouraging buyer loyalty. Consumers are satisfied with the quality of the birds sold, especially ornamental birds and songbirds which are known to have melodious voices and good physical condition. In addition, the friendliness and expertise of traders in providing information about the birds sold also increases consumer confidence. The shopping experience that involves direct communication with merchants provides a different feel that is not found in online platforms. However, there are several complaints from consumers related to cleanliness and limited facilities in the market. This problem is a concern that needs to be followed up immediately so as not to reduce the comfort of visitors in the future.

As a form of follow-up, this study provides some suggestions to market managers and traders. Market managers are advised to improve public facilities, especially in terms of cleanliness and parking areas. Facilities such as clean toilets, comfortable rest areas, and better arrangement of parking areas can increase visitor comfort. In addition, managers can also conduct training for traders, not only in terms of customer service but also in increasing their knowledge about the different types of birds sold. Thus, traders can provide more professional and informative services to consumers.

Traders also have an important role in increasing the attractiveness of the market. By providing a wider variety of prices, merchants can reach a wide range of buyers. Maintaining the quality of the birds sold and providing clear information about bird care is also a step that can increase consumer satisfaction. In addition, friendly service and openness in price negotiations will create a

good relationship between traders and consumers, which has the potential to encourage buyer loyalty in the long run.

The study also suggests that further studies should expand the focus on other variables, such as promotion, consumer confidence, and the influence of social media on purchase decisions. In this digital era, online platforms have an increasingly large role in determining people's consumption patterns. Therefore, in-depth research on how traditional bird markets can compete or collaborate with online platforms will provide valuable insights.

A quantitative approach in advanced research is also suggested to more accurately measure the influence of each variable on consumer purchase decisions. In-depth statistical analysis can provide a more measurable picture of how much price, location, and satisfaction factors contribute to purchasing decisions. In addition, a comparative study between the Jatinegara Bird Market and other bird markets in Jakarta will provide broader insights into the factors that influence consumer behavior in various markets.

Digitalization and changes in consumer behavior are also relevant issues to be studied further. With the growing e-commerce platforms and social media, consumers have wider access to buy birds online. Research that focuses on how these platforms influence purchasing decisions in traditional markets will help understand the challenges and opportunities faced by traders at the Jatinegara Bird Market.

The Jatinegara Bird Market has great potential to continue to grow as the main bird trading center in Indonesia. By paying attention to price, location, and consumer satisfaction factors, as well as making various improvements and innovations, this market can maintain its competitiveness and continue to be the top choice for bird lovers in the future. Consumer loyalty driven by a positive shopping experience will be a valuable asset in maintaining market sustainability amid increasingly fierce competition.

REFERENCE

- Anderson, E. W., & Mittal, V. (2000). "Strengthening the Satisfaction-Profit Chain." *Journal of Service Research*, 3(2), 107–120.
- Assael, H. (1998). *Consumer Behavior and Marketing Action* (6th Edition). Cincinnati, OH: South-Western College Publishing.
- Engel, J. F., Blackwell, R. D., & Miniard, P. W. (1995). *Consumer Behavior*. Fort Worth: Dryden Press.
- Gummesson, E. (2002). *Total Relationship Marketing*. Oxford: Butterworth-Heinemann.
- Kotler, P., & Armstrong, G. (2018). *Principles of Marketing* (17th Edition). Upper Saddle River, NJ:

- Pearson Education.
- Kotler, P., & Keller, K. L. (2012). *Marketing Management* (14th Edition). Upper Saddle River, NJ: Pearson Education.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th Edition). Upper Saddle River, NJ: Pearson Education.
- Monroe, K. B. (1990). *Pricing: Making Profitable Decisions*. New York: McGraw-Hill.
- Oliver, R. L. (1980). "A Cognitive Model of the Antecedents and Consequences of Satisfaction Decisions." *Journal of Marketing Research*, 17(4), 460–469.
- Oliver, R. L. (1997). *Satisfaction: A Behavioral Perspective on the Consumer*. New York: McGraw-Hill.
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). "SERVQUAL: A Multiple-Item Scale for Measuring Consumer Perceptions of Service Quality." *Journal of Retailing*, 64(1), 12–40.
- Pratama, R., & Dewi, N. (2020). "The Influence of Strategic Location on Purchase Decisions in Traditional Markets." *Journal of Marketing Management*, 12(3), 45–58.
- Rahmat, A., Widodo, S., & Lestari, T. (2022). "The Effect of Customer Satisfaction on Loyalty in Traditional Markets." *Journal of Business and Management*, 18(1), 75–84.
- Reichheld, F. F. (1996). *The Loyalty Effect: The Hidden Force Behind Growth, Profits, and Lasting Value*. Boston: Harvard Business School Press.
- Reilly, W. J. (1931). *The Law of Retail Gravitation*. New York: Knickerbocker Press.
- Schiffman, L. G., & Wisenblit, J. (2015). *Consumer Behavior* (11th Edition). Upper Saddle River, NJ: Pearson Education.
- Solomon, M. R. (2017). *Consumer Behavior: Buying, Having, and Being* (12th Edition). Boston: Cengage Learning.
- Susanti, D., & Wijaya, R. (2021). "The Role of Competitive Prices in Increasing the Competitiveness of Traditional Markets." *Journal of Traditional Economics and Business*, 14(2), 102–112.
- Yulianti, S., & Fadilah, M. (2021). "Factors Influencing Consumer Decisions in Traditional Markets." *Journal of Economics and Consumer Behavior*, 9(4), 231–245.
- Zeithaml, V. A. (1988). "Consumer Perceptions of Price, Quality, and Value: A Means-End Model and Synthesis of Evidence." *Journal of Marketing*, 52(3), 2–22
- Zeithaml, V. A., & Bitner, M. J. (2013). *Services Marketing: Integrating Customer Focus Across the Firm* (7th Edition). New York: McGraw-Hill.