Determinan of visitors consumption on sunday morning (sunmor) gor satria purwokerto

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A R T I C L E I N F O	**ABSTRACT**
	SUNMOR GOR Satria is a traditional market that only operates on Sundays, located in front of GOR Satria Purwokerto. Its strategic location and main road (Car Free Day) makes GOR busier than usual. This results in an increase in visitor consumption expenditure at Sunmor because the large number of goods traded can provide several choices for visitors to shop according to their wishes and needs. This research aims to analyze the influence of income, education level, age, travel distance and gender on visitor consumption expenditure. This research uses primary data totaling 100 respondents with a purposive sampling technique. The data analysis technique used is Multiple Linear Regression Analysis. The research results show that income, age and travel distance have a significant influence on visitor consumption expenditure at Sunmor GOR Satria Purwokerto. Meanwhile, education level and gender do not have a significant effect on consumption expenditure at Sunmor GOR Satria Purwokert*o*. *This is an open access article under the CC BY-NC license.*

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INTRODUCTION

The need for public access is important in improving community welfare. One form of public access provided by the regional government of Banyumas Regency, Central Java, is the existence of Sunmor at Gor Satria Purwokerto. One wet market located in East Purwokerto namely Sunmor Market. This market only operates day Sunday from 06.00 am -11.00 am to be exact, at GOR Satria Purwokerto. On Sunday, the area in front of GOR Satria Purwokerto was designated as a Car Free Day area, which street vendors used to establish the Sunmor market. This market is caused by the location, which is considered strategic because it is close to educational centers, hotels, residential areas, or other community activity centers. In addition, traders consider the location an open area easily accessible by residents. Various facilities are available, such as easy parking access, guaranteed security, open to the public so that GOR Satria Purwokerto becomes a comfortable place to exercise on weekends.

In Sunmor, there are various kinds of merchandise ranging from food, drinks, clothing, accessories, and other necessities. Visitors to the market consist of various groups, such as students, children, and adults, who take the time to do activities on weekends. Besides bringing

benefits for traders to become alternative visitors to meet some of their needs, this market starts with food and non-food (Amru & Sihaloho, 2020; Islami, 2016; Tambunan, 2020). Visitors as consumers will spend some money to consume certain goods and services that will provide optimal satisfaction according to needs (Putri et al., 2022; Salgado-Barandela et al., 2018; Wibowo & Istiqomah, 2018). Sunmor GOR Satria provides a choice of goods prices that are varied and affordable for the public which makes shopping easier.

Consumption expenditure can be affected by the level of income. The connection between income and consumption in Keynesian theory shows that if income goes up, then expenditure consumption increases by a small amount, and vice versa income is down, expenditure consumption also falls (Mulyasari et al., 2020). High or low expenditure depends on the ability individual to manage reception or his income. This is in line with research (Ariani, 2014; Masykur et al., 2015; Putri et al., 2022), income a household receives influences the amount of household expenditure. In addition, other factors influence public consumption, including cultural, social, and environmental factors (Cantillo et al., 2021; Hidayati, 2019; Mayasari et al., 2018). Social and cultural factors, among others, are reflected in their education level. A person's mindset and decisions are strongly influenced by their knowledge. With a high education level, a person can make the best decisions to get maximum satisfaction. This is in line with research conducted by Seongseop (2011), Yudha et al. (2023), and Terano (2015) which revealed that the education level has a positive effect on consumer preferences for shopping in wet markets and modern markets in Malaysia.

The age factor also influences the size of spending on shopping. Food and non-food needs for adults will certainly differ from those of small children. This is in line with research conducted by Allam et al. (2019) dan Kostakis (2014), who states that age positively influences expenditure house ladder for food. Other factors influencing the expenditure's size are gender and distance to the shopping location. Based on research conducted by Yuliani and Rahmatiah (2020), it is stated that gender has a negative effect on consumption levels. The male gender has a higher spending level than the female gender. Apart from that, the location is close and far shopping costs also affect expenses. So it is getting closer to the place shopping allows the intensity of consumers in shopping to be high.

With a wide selection of goods traded at Sunmor, both included in food and non-food items, and this is important in influencing visitor spending (Allam et al., 2019). Based on the background and supported by previous research, it is necessary to identify what factors influence the visitor's decision to carry out consumption activities (Mayasari et al., 2018). Therefore, this research needs to be conducted to find out more about the influence of income factors, education level, age, travel distance, and gender on consumers decisions to shop at Sunmor GOR Satria Purwokerto.

The per capita expenditure of community in Banyumas Regency is the highest compared to other districts in Ex Banyumas Residency, both for food and non-food. The number of shopping places, such as modern and wet markets, influences this. Sunmor is one of the wet markets operating only in days Sundays. The location is in front of GOR Satria Purwokerto. With existence, Sunmor can invite many visitors to attend from various backgrounds for support or to watch the activity. Besides, it is also available at the GOR facility, becoming a sport target part visitors for activity sports. Strategic places make GOR more congested from day usually. Even until the road main used as a location for trade later together with exists Car Free Day. With this, resulting from expenditure consumption, visitors at Sunmor increased because many traded goods for food or non-food can give some choices for visitors to shop on their wants and needs. Visitors who shop consist of various ages, groups, genders, and professions.

Shopping activities for visitor consumption are influenced by several variables, among other factors, income, education level, age, travel distance, and gender. Because of that necessity, a

study to know more factors only influences the expenditure consumption of visitors at Sunmor GOR Satria Purwokerto.

Based on the problem, the research questions can be formulated as follows: (a) How does the variables of income, education level, age, travel distance, and gender affect the consumption expenditure of visitors at Sunmor GOR Satria Purwokerto?; and (b) Which variable has the most influence on visitors consumption expenditure at Sunmor GOR Satria Purwokerto?

RESEARCH METHOD

The method used in the study is quantitative descriptive. According to Sugiyono (2014), descriptive research is a type of method used to know and explains the value of the independent variable. While the quantitative method used in this research is in the form of numbers, numeric in explaining phenomenon certain. The data used includes consumption, income, education level, age, distance and gender. The data sample used was 100 people who visited SUNMOR Gor Satria, Purwokerto. Purposive sampling was used in this research. Where according to Sugiyono (2014), a non-probability sampling technique is a sampling technique that does not provide equal opportunities for members of the population to be used as samples. Purposive sampling is a sampling technique based on certain considerations. In this research, respondents were based on those who have independent income or those who have pocket money and have visited at least once and spent it at Sunmor GOR Satria Purwokerto.

The data collection technique is through questionnaire interviews which include data on consumption, income, education level, age, distance and gender. After the data is obtained, in order to find out the determinant of consumption at SUNMOR, a regression test is carried out as follows

$$Con_i = \beta_0 + \beta_1 Inc_i + \beta_2 Edu_i + \beta_3 Age_i + \beta_4 Tra_i + \beta_5 Gend_i + \varepsilon_i$$

While:

Con	: Visitor Expenditure (IDR)
$\beta_1, \beta_2, \beta_3, \beta_4, \beta_5$	: Regression Coefficient
Inc	: Income (IDR/Month)
Edu	: Education Level (Year)
Age	: Age (Years)
Tra	: Travel Distance (Kilometer)
$Gend$	: Gender (1 = Male ; 0 = Female)
ε	: Residual (Error Term)

Based on statistical tests including Coefficient determination, f statistical test and t test (Sugiyono, 2014). The coefficient determination shows the ability of the independent variable to explain the dependent variable. R square has a value of 0-1, where if the r square value is close to 1 it means that the ability of the independent variable to explain the dependent variable is getting greater. The f test shows how the ability of the independent variables together influences the dependent variable. If the f statistic value > f table or the significance value is less than alpha (0.05) then the independent variables together have an effect on the dependent variable. Through the t test, it shows how individual independent variables influence the dependent variable. The criteria are if the probability value (P-Value) < alpha value (0.05) then it shows that the independent variable individually has an influence on the dependent variable.

In order to get the best model, before carrying out the regression test, the classical assumption test is carried out first, which includes the Normality Test, Multicollinearity Test, and Heteroscedasticity Test (Gujarati, 2013).

RESULTS AND DISCUSSIONS

Overview of Respondent
Respondent Data Based on Gender

The gender of respondents who are shopping at Sunmor GOR Satria Purwokerto which is a biological difference is entered into a dummy variable. Table 4.1 shows respondent data based on gender:

Table 1 Respondent Data Based on Gender at Sunmor GOR Satria Purwokerto

Gender	Frequency (People)	Percentage (%)
Male	45	45
Female	55	55
Total	100	100

Source: Primary data processed (2023)

Table 1 shows the comparison of buyers with female gender more than male buyers at Sunmor GOR Satria Purwokerto. This condition can be caused because female respondents are synonymous with shopping and their shopping intensity is higher than men. This is evidenced by the number of male respondents as many as 45 (45%) respondents and 55 (55%) female respondents.

Respondent Data Based on Age

Age in this study is the length of time lived since the birth of a respondent measured in years. Table 2 shows the age of respondents at Sunmor GOR Satria Purwokerto:

Table 2 Respondent Data Based on Age at Sunmor GOR Satria Purwokerto

Age	Frequency	Percentage (%)
17 – 23	30	30
24 – 30	16	16
31 – 37	11	11
38 – 44	16	16
45 – 51	9	9
52 – 58	13	13
59 – 65	5	5
Total	100	100

Source: Primary data processed (2023)

Table 2 shows that the age of respondents at Sunmor GOR Satria Purwokerto is dominated by 17-23 years, namely 30 (30%) respondents. This is possible because at that age a person tends to prioritise wants rather than needs for the future so they will be more wasteful and difficult to save. While the age from 24-30 years is 16 (16%) respondents, the age range from 31-37 years is 11 (11%) respondents, the age range from 38-44 years is 16 (16%) respondents. Then the age range from 45-51 years is 9 (9%) respondents, the age range from 52-58 years is 13 (13%) respondents, and the age range from 59-65 years is 5 (5%) respondents. From the table it is known that the youngest age shopping at Sunmor GOR Satria Purwokerto is 17 years old, and the oldest is 65 years old.

Variable Overview
Consumption Expenditure

Expenditure in this study is the expenditure of respondents in shopping for food and non-food consumption at Sunmor GOR Satria Purwokerto which is presented in rupiah per month.

Spending on consumption according to respondents varies based on their abilities and needs. The following is the visitor consumption expenditure spent by respondents to shop at Sunmor.

Table 3 Respondent Data Based on Visitor Consumption Expenditure at Sunmor GOR Satria Purwokerto

Consumption Expenditure (IDR)	Frequency (People)	Percentage (%)
15,000 – 28,125	35	35
28,126 – 41,251	22	22
41,252 – 54,377	11	11
54,378 – 67,503	9	9
67,504 – 80,629	5	5
80,630 – 93,755	6	6
93,756 – 106,881	7	7
106,882 – 120,007	5	5
Total	100	100

Source: Primary data processed (2023)

Based on Table 3, the consumption expenditure spent by most respondents at Sunnmor GOR Satria Purwokerto ranged from IDR15,000 - IDR28,125, namely 35 (35%) respondents. This expenditure is the largest number of respondents because it is possible that respondents only buy enough needs. Respondents with consumption expenditure of around IDR28,126 - IDR41,251 were 22 (22%), respondents with consumption expenditure of around IDR41,252 - IDR54,377 were 11 (11%) respondents, respondents with consumption expenditure of around IDR54,378 - IDR67,503 were 9 (9%) respondents. Respondents who had consumption expenditure of around IDR67,504 - IDR80,629 were 5 (5%) respondents, consumption expenditure of around IDR80,630 - IDR93,755 there were 6 (6%) respondents, consumption expenditure of IDR93,756 - IDR106,881 were 7 (7%) respondents, and consumption expenditure of around IDR106,882 - IDR120,007 were 5 (5%) respondents. So that the lowest consumption expenditure per month made by respondents at Sunnmor GOR Satria Purwokerto is IDR15,000 and the highest expenditure is IDR120,000.

Income

Income in this study is the amount of individual income or pocket money received by respondents in a certain period. The income of each respondent is different. Table 4 shows the monthly income earned by respondents at Sunmor GOR Satria Purwokerto:

Table 4 Respondent Data Based on Income at Sunmor GOR Satria Purwokerto

Income (IDR/Month)	Frequency (People)	Percentage (%)
800,000 – 1,325.000	21	21
1,326,000 – 1,851,000	17	17
1,852,000 – 2,377,000	22	22
2,378,000 – 2,903,000	12	12
2,904,000 – 3,429,000	11	11
3,430,000 – 3,955,000	3	3
3,956,000 – 4,481,000	5	5
4,482,000 – 5,007,000	9	9
Total	100	100

Source: Primary data processed (2023)

Table 4 shows that the monthly income earned by respondents at Sunmor GOR Satria Purwokerto is around IDR800,000 - IDR1,325,000, 21 (21%) respondents. Then there are 17 (17%) respondents earning around IDR1,325,000 - IDR1,851,000, as much as 22 (22%) respondents with income around IDR1,852,000 - IDR2,377,000, as much as 12 (12%) respondents earning around IDR2,378,000 – IDR2,903,000, as much as 11 (11%) respondents with income around IDR2,904,000 -

IDR3,429,000, as much as 3 (3%) respondents earning around IDR3,430,000 - IDR3,955,000, and respondents with an income of around IDR3,956,000 - IDR4,481,000 were 5 (5%) respondents, while 9 (9%) respondents with an income of around IDR4,482,000 – IDR5,007,000. The lowest monthly income/pocket money earned by respondents at Sunmor GOR Satria Purwokerto was IDR800,000 and the highest income was IDR5,000,000.

Education level
        The education level in this study is the length of time the respondent has completed his education. This can be seen from how long the respondent has taken his education which is measured in units of time (Years). The education level of each respondent is different. Table 5 shows the education level of respondents at Sunmor GOR Satria Purwokerto:

Table 5 Respondent Data Based on Education Level at Sunmor GOR Satria Purwokerto

Education Level	Frequency (People)	Percentage (%)
Elementary School	7	7
Junior High School	13	13
Senior High School	55	55
Higher Education	25	25
Total	100	100

Source: Primary data processed (2023)

        Table 5 shows that the education level of respondents at Sunmor GOR Satria Purwokerto is dominated by senior high school with 55 (55%) respondents. Then respondents who did elementary school education level was 7 (7%) respondents, junior high school was 13 (13%) respondents, and higher education was 25 (25%) respondents.

Travel distance
        Travel distance in this study is how far the respondent's residence is with the shopping location, namely Sunmor GOR Satria Purwokerto, which is measured in units of distance (Kilometers). The distance between the respondent's residence and Sunmor is different. Table 6 shows the travel distance the respondents from their place of residence to Sunmor GOR Satria Purwokerto.

Table 6 Respondent Data Based on Travel Distance at Sunmor GOR Satria Purwokerto

Travel Distance (Km)	Frequency (People)	Percentage (%)
1 – 2.4	33	33
2.5 – 3.9	24	24
4 – 5.4	7	7
5.5 – 6.9	14	14
7 – 8.4	8	8
8.5 – 9.9	5	5
10 – 11.4	4	4
11.5 – 12.9	5	5
Total	100	100

Source: Primary data processed (2023)

        Table 6 shows that the travel distance from the respondent's residential location to Sunmor GOR Satria Purwokerto is dominated by 1 - 2.4 km and is evidenced by 33 (33%) respondents. Then the number of respondents who had a distance of 2.5 - 3.9 km was 24 (24%), respondents with a distance of 4 - 5.4 km were 7 (7%), and the distance of 5.5 - 6.9 km was 14 (14%). While the distance with 7 - 8.4 km amounted to 8 (8%) respondents, the distance 8.5 - 9.9 km amounted to 5 (5%) respondents, the distance 10 - 11.4 km amounted to 4 (4%) respondents, and the distance 11.5

- 12.9 km amounted to 5 (5%) respondents. So that the closest distance from the respondent's residence to Sunmor GOR Satria Purwokerto is 1 km, and the furthest is 12 km.

Data Analysis
Classical Assumtions Test
After going through a series of classical assumption tests which include the Normality Test, Heteroscedasticity Test, and Multicollinearity Test, it can be stated that statistically, the data used in this research is normally distributed data (Value of KS > 0.05), free from symptoms of heteroscedasticity (Sig of Glejser test > 0.05), and free from multicollinearity symptoms (VIF value < 10).

Multiple Linear Regressions Analysis
The results of the panel data regression equation that will be used to determine how far the variables of Income, Education, age, travel distance, and gender affect consumption of visitor in GOR re as follows:

$$\widehat{Con}_i = -15342.702 + 0.017Inc_i + 311.390Edu_i + 259.050Age_i + 2009.551Tra_i - 2376.055Gend_i$$

P Value	0.000	0.515	0.003	0.020	0.314
Adjusted R Square	0,870				
Sig F Test	0.000				

Based on the research results, it can provide information that: (a) The constant value is -15342.702, meaning that if income (Inc), education level (Edu), age (Age), travel distance (Tra), and gender (Gend), together do not change or equal to zero, then the amount of consumption expenditure of community visitors at GOR Satria Purwokerto is -15342.702. (b) The coefficient value of Income is 0.017, meaning that income (Inc) has a positive effect on visitor consumption expenditure (Con). If income increases by IDR1, then visitor consumption expenditure will also increase by IDR0.017 assuming other variables remain constant. (c) The coefficient value of Education is 311.390, meaning that the education level (Edu) has a negative effect on visitor consumption expenditure (Inc). If the education level increases by 1 year, then visitor consumption expenditure will also increase by IDR311,390, assuming other variables remain constant. (d) The coefficient value of Age is 259.050, meaning that age (Age) has a positive effect on visitor consumption expenditure (Inc). If age increases by 1 year, then visitor consumption expenditure will decrease by IDR259,050, assuming other variables remain constant. (e) The coefficient value of Travel is 2009.551, meaning that the travel distance (Tra) has a positive effect on visitor consumption expenditure (Con). If travel distance increases by 1 Kilometers, then visitor consumption expenditure will also increase by IDR2009,551, assuming other variables remain constant. And (f) The coefficient value of Gender is -2376.055, meaning that the gender (Gend) has a negative effect on visitor consumption expenditure (Inc). If the gender increases by 1 percent, then visitor consumption expenditure will also decrease by IDR2376,055, assuming other variables remain.

Determinat Coefficient (R²)
Based on the research results, the Adjsuted R Square value at Sunmor GOR Satria Purwokerto is 0.870, which means that the influence of the independent variables on the dependent variable is 87%, while the remaining 13% can be explained by variables outside the study that affect visitor consumption expenditure.

Goodness of Fit

Based on the calculation of the regression model, the Sig value of 0.000 <0.05 means that the variables of income, education level, age, travel distance, and gender simultaneously or together have a significant influence on the consumption expenditure of visitors at Sunmor GOR Satria Purwokerto. So all of independent variable have a joint effect on the dependent variable.

Partial Test

Based on the research results, the significance value of Income (0.000), Age (0.003), Travel (0.020) is > value of alpha (0.05). So these results show that the income, age and travel variables individually influence visitor consumption at SUNMOR GOR Satria Purwokerto. Meanwhile, the variables Education (0.515) and Gender (0.314) are more than the alpha value so it can be concluded that these variables have no effect on visitor consumption at SUNMOR GOR Satria Purwokerto.

Discussion
Effect of Income on Visitor Consumption Expenditure

Based on the results of Multiple Linear Regression, this explains that the income has a positive and significant effect on visitor consumption expenditure at Sunmor GOR Satria Purwokerto. So, the hypothesis which states that income has a positive and significant effect on visitor consumption expenditure is acceptable. This is in accordance with research conducted by Halim and Arsyad (2021) and Iskandar (2017), which states that income has a positive and significant effect on consumer spending.

Income is one of the important factors in increasing consumer spending. Income is used to finance daily needs, but income is not the only factor that can increase consumer spending. Income in this study is the income of individual visitors to Sunmor GOR Satria Purwokerto received within a certain period of time, in (IDR/Month). High and low income will affect a person in buying goods and services. So that the greater the amount of income, the greater the consumer spending.

Effect of Education Level on Visitor Consumption Expenditure

From the regression results using the SPSS programme, this explains that the education level has no significant effect on visitor consumption expenditure at Sunmor GOR Satria Purwokerto. So, the hypothesis which states that the education level has a positive and significant effect on visitor consumption expenditure cannot be accepted. This is in accordance with research conducted by Maulidah and Sejoto (2017), which identified that the level of education has no significant effect on consumer spending.

The education level in this study is the length of time visitors to Sunmor GOR Satria Purwokerto take a education level. From the results of research at Sunmor GOR Satria Purwokerto that the education level has no effect on individual consumption expenditure because Sunmor is not just for people with education. So, when someone has a high education level, it does not necessarily mean that the need for consumption is also high, because needs are not only for eating and drinking, but other needs such as information, association in society and the need for recognition of others of their existence.

Effect of Age on Visitor Consumption Expenditure

From the regression results, this explains that age has a positive and significant effect on visitor consumption expenditure at Sunmor GOR Satria Purwokerto. So, the hypothesis which states that age has a positive and significant effect on visitor spending can be accepted. This is in accordance with research conducted by Kostakis (2014) and Elasri-Ejjaberi et al (2020), which states that age has a positive effect on consumer spending.

Age in this study is the length of time lived since the birth of a consumer who is visiting Sunmor GOR Satria Purwokerto which is measured in units of years. Needs. The results of research at Sunmor GOR Satria Purwokerto say that age has an effect on individual consumption expenditure. This is possible because a person's needs at each age will be different. However, young people tend to prioritise wants rather than needs for the future so they will be more wasteful and difficult to save.

Effect of Travel Distance on Visitor Consumption Expenditure
The regression results show this explains that travel distance has a positive and significant effect on visitor consumption expenditure at Sunmor GOR Satria Purwokerto. So, the hypothesis which states that location has a positive and significant effect on consumer spending at Sunmor GOR Satria Purwokerto can be accepted.

Travel distance in research is how far the travel distance travelled by consumers from their place of origin/residence to the shopping location, namely Sunmor GOR Satria Purwokerto. The results of research at Sunmor GOR Satria Purwokerto say that travel distance affects individual consumption expenditure. This is because the further the distance between consumers and the distance of the shopping location, the greater the costs incurred. So that with a long travel distance, a person tends to return to the shopping place less and they will choose to buy more groceries to reduce transportation costs (Nurpita et al., 2023; Saodah & Malia, 2017). In addition, the closer to the shopping location allows the intensity of consumers to come to the shopping location to increase. This is possible because the distance is closer and they will shop with small amounts because they can return to the shopping place with high intensity.

Gender on Visitor Consumption Expenditure
Based on the results of the regression test, this explains that gender has no significant effect on visitor consumption expenditure at Sunmor GOR Satria Purwokerto. This means that the gender of men and women on consumption expenditure has no significant effect. This shows that basically the gender of men and women consists of a variety of individuals who use their income differently based on their needs and desires. So that different genders do not always have a different influence on the level of consumption expenditure on each individual, but the level of visitor consumption expenditure can be caused by other factors. This is in accordance with research conducted by Marianti and Prayitno (2020), which states that gender has no significant effect on consumption expenditure. So, the hypothesis stating that gender has a positive and significant effect on visitor consumption expenditure cannot be accepted.

Gender in the study is a variable of the male category and the female category of visitors who are shopping at Sunmor GOR Satria Purwokerto. Based on research that has been done, it states that men have a higher consumption level than women. This shows that men who may rarely shop actually spend more money than women because it is possible that men prioritise quality, while women will consider price in every purchase of goods or services.

CONCLUSION
Based on the regression results and discussion of the influence of income, Education level, age, travel distance, and gender, it can be concluded that simultaneously, the variables of influence of income, Education level, age, travel distance, and gender have a significant effect on visitor Consumption expenditure at Sunmor GOR Satria Purwokerto. Variable income, age, and travel distance have a significant effect on the consumption expenditure of visitors at Sunmor GOR Satria Purwokerto. While the variables of education level and gender have no significant effect on the consumption expenditure of visitors at Sunmor GOR Satria Purwokerto. Sunmor visitors are not tied to the education of their visitors because Sunmor can be reached by all levels of education and is a public facility organized by the government. Likewise for the gender variable, it turns out that

male visitors shop more than women, where they sometimes buy fewer items but at higher prices. Therefore, to maintain the existence of Sunmor GOR Satria Purwokerto, it is necessary. The need for a better management system at Sunmor GOR Satria Purwokerto by the government to maintain the existence of the market so as not to lose competition with the many modern markets that have sprung up so that Sunmor can continue to develop for the better in the future.

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