

PURCHASE DECISION OF KOI FISH ASSESSED FROM PARENT QUALITY, HEALTH AND SOCIAL MEDIA

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Abstract: *The purpose of this study was to analyze the simultaneous and partial effect of broodstock quality, fish health and social media on purchasing decisions for koi fish at Merapi Koi Farm, Magelang Regency. This type of research is descriptive quantitative. The population is all consumers who purchase koi fish at Merapi Koi Farm, Magelang district with an unknown amount. The sampel is 100 customers. Who buys ornamental koi fish at Merapi Koi Farm. Data obtained from a questionnaire with a sampling technique purposive sampling. The data analysis technique used is multiple linear regression analysis. The results of the F test prove that the quality of broodstock, fish health and social media simultaneously affect the purchasing decision for ornamental koi fish at Merapi Koi Farm, Magelang Regency, where the value Fhitung is 49,713 > Ftable which is as big 2,70 with significance 0,000 which means <0,05. Test resultst shows that brood stock quality, fish health and social media have a positive and significant effect on purchasing decisions for ornamental koi fish at Merapi Koi Farm, Magelang Regency.*

Keywords: *Broodstock quality, Fish Health, Social Media and Purchasing Decisions.*

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1. Introduction

The Covid-19 pandemic that is currently happening is an event that is sweeping the entire world. In order to prevent more widespread transmission, activities that have the potential to bring many people together at the same time are now limited. Activities that are restricted include going to school, working in offices or factories, watching theaters and attending music concerts.

Therefore, many people feel bored because they cannot do activities outside the home as usual, so most people are currently looking for activities to cover up their boredom by caring for ornamental plants which can be done indoors and keeping pets including ornamental fish including Koi fish.

Koi Fish (*Cyprinus carpio*) is one type of fresh water ornamental fish that has high economic value, because this type of fish is very popular with its physical beauty and behavior by the community so that the selling price in the market is relatively stable. Koi as an ornamental fish for ponds has been practiced by the Japanese for centuries. Koi has been

widely cultivated and developed in the country so that the names of koi types use Japanese names. Koi is known by Japanese people, especially in the Nigata area around 160 years ago. Koi itself in Japanese means gold fish or carp. Koi is still the same type as goldfish (*Cyprinus carpio*). The difference between the two lies in the shape, color patterns and their use.

Meanwhile in Indonesia, Koi is a favorite ornamental fish and much favored by the wider community. Koi fish is still a fairly good trading commodity in the field of fisheries. Koi have very diverse color patterns, each koi color pattern is very different. The various colors of the koi fish attract many people. Koi have a fairly large body size and vary in color. In the population, the koi shows a peaceful life, not wild, easy to coexist with other species when in one place. Due to their easy adaptability to their environment, these fish can be kept in almost all corners of the region. From there, opportunities were obtained, it was easy for Koi fish to adapt and be maintained, many people began to learn how to breed Koi fish.

Based on research conducted at Merapi Koi Farm, there are two groups of consumers, namely consumers who buy for resale or so-called (ornamental fish traders), and consumers who buy ornamental koi fish with the intention of keeping themselves or commonly called (hobbyists). The percentage of ornamental fish traders who buy at Merapi Koi Farm is 92% large enough because the average ornamental fish traders do not really prioritize quality but the most important thing is the health of the fish and the number of variations or types, so that the average ornamental fish traders have become subscribers at Merapi Koi Farm. while the percentage of buyers who intend to maintain themselves (hobbyists) is 45% quite a bit, because hobbyists or consumers who buy and intend to be cared for themselves are more careful with several supporting aspects such as the quality of the broodstock, the health of the fish, the pattern, the color and the body of the fish itself.

Judging from the percentages above, it can be concluded that the problem at Merapi Koi Farm is how to increase the buying interest (hobbyist) of consumers who buy Koi fish with the intention of maintaining it themselves, namely by improving several supporting aspects.

The aspect of parent quality is how in the future Merapi Koi Farm will regenerate existing parents, regeneration itself is replacing standard quality parents with better or better quality with the intention of obtaining good offspring in terms of pattern, color and body according to the parent. The pattern and color of a good male parent will produce similar offspring, while that of a female parent will produce off spring with a similar body. So both male and female parents have their respective roles in relation to their offspring or offspring. By increasing this there is a possibility to increase consumer buying interest.

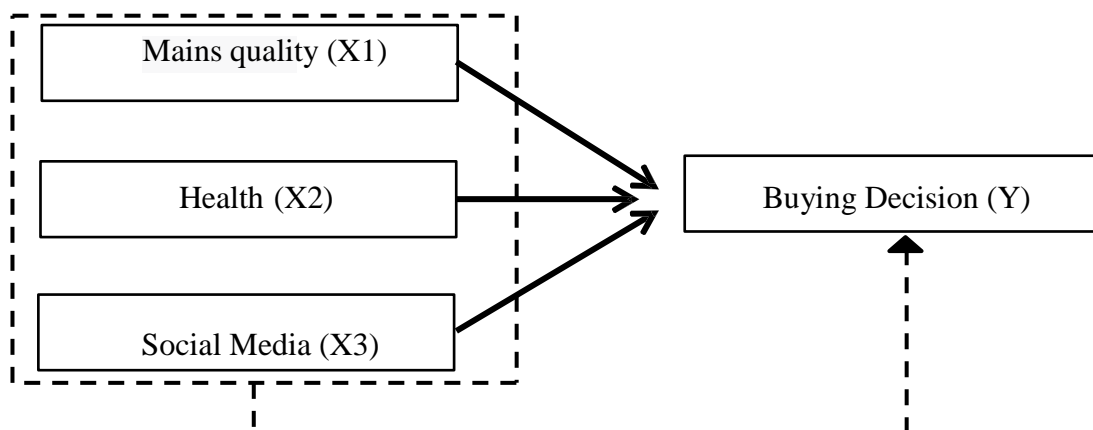
Improving the health aspect, namely at Merapi Koi Farm, now you have to start focusing on water quality and fish care starting from the care of the broodstock, the care of eggs, as well as the care of the fry when they are stocked in the enlargement pond. Because water quality and good and good care will have a lot of influence on the health of the fish itself, so that consumers who intend to raise their own buying interest will increase. No less important, namely improving in terms of promotion, in the current digital era to carry out promotions is very practical and efficient because there are already many platforms that are profitable for all related parties (Cultivators, enlargement farmers, traders and “hobbyists” consumers) Social Media is one a suitable place to do online promotions because it is easy

to apply and many people will also find it easy to find the product you are looking for so that consumer buying interest is likely to increase if you promote through social media appropriately.

2. Research Method

This type of research is a quantitative descriptive study. This study aims to determine the effect simultaneously or partially between the dependent variable and the independent variable. With a population of consumers who buy koi fish at Merapi koi farm. The number of samples is 70 consumers taken from the data in the farm using purposive sampling technique.

Primary data collection using a questionnaire with 15 questions from 3 variables, namely the quality of the parent(x1), health(x2) and social media(x3) with the following frame of mind:



This data analysis technique uses the classical assumption test and multiple linear regression with (test F, test T, determination R^2).

3. Result And Discussion

1. Classic assumption test and multiple linear regression, with the F test and T test.

The classical assumption test shows that the data is normal, with a value of $0,832 > 0,05$. The heteroscedasticity test is significant with a value of $0,564$ and $0,880 > 0,05$. Meanwhile, the multicollinearity test shows that the tolerance value is $> 0,10$ and the VIF value is < 10 . It can be concluded that there is no multicollinearity in this study.

2. Multiple Linear Regression Analysis

Following are the results of multiple linear regression, f test and t test :

Based on the table above shows the value f_{hitung} amounting to $49,713 > f_{tabel}$ which is as big $2,70$ with significance $0,000$ which means $< 0,05$. From this value, it can be concluded that the variables main quality, X_2 and X_3 , namely the quality of the parent, health and social media simultaneously have a significant effect on variable Y, namely purchasing decisions on koi fish consumers at Merapi Koi Farm Magelang.

Discussion

So for broodstock quality variables, fish health variables and social media variables in this study all have a significant effect, as evidenced by the results of the F test as follows. The results of the F test are the F-count value of $49.713 > F$ table which is 2.70 with a significance of 0.000 which means < 0.05 . From this value, it can be concluded that the variables X_1 , X_2 and X_3 , namely the quality of the parent, health and social media simultaneously have a significant effect on variable Y, namely purchasing decisions on koi fish consumers at Merapi Koi Farm Magelang.

The quality of the parent is used by consumers as the basis for a comparison of a decision to buy Koi ornamental fish. The results of this study are in accordance with the research framework that the quality of the broodstock affects the purchasing decision of koi ornamental fish. The research theory can be confirmed and in line with experiments in the field, and the research hypothesis has been verified that there is an effect of broodstock quality on purchasing decisions for koi ornamental fish at Merapi Koi Farm. In accordance with (Andriani yuli, et al., 2019) which states that improving the quality of koi fish affects consumer buying decisions or interests.

Fish Health Affects the Decision to Purchase Koi Ornamental Fish at Merapi Koi Farm. Based on the regression coefficient X_2 , it shows that fish health has a positive effect on purchasing decisions for koi ornamental fish. So every increase in fish health will increase the purchasing decision and vice versa if the health of the fish has decreased, the purchasing decision will decrease. Hypothesis testing X_2 on the t test shows that the independent

variable fish health has a positive and significant effect on purchasing decisions for koi ornamental fish.

Social Media Affects the Purchase Decision of Koi Ornamental Fish at Merapi Koi Farm. Based on the regression coefficient X3, it shows that social media has a positive influence on purchasing decisions for koi ornamental fish. So any increase in promotion on social media will increase purchasing decisions and vice versa if promotion through social media has decreased, purchasing decisions will decrease. Hypothesis testing X3 on the t test shows that the independent variable social media has a positive and significant effect on purchasing decisions for ornamental koi fish at Merapi koi farm Magelang.

4. Conclusion

1. Based on the results of research and discussion, the following conclusions can be drawn: Parent Quality, Fish Health and Social Media simultaneously have a significant effect on purchasing decisions for ornamental koi fish at Merapi Koi Farm Magelang.
2. Parent quality partially has a positive and significant effect on purchasing decisions for ornamental fish at Merapi Koi Farm Magelang.
3. Fish health partially has a positive and significant effect on purchasing decisions for ornamental fish at Merapi Koi Farm Magelang.
4. Social Media partially has a positive and significant effect on purchasing decisions for ornamental fish at Merapi Koi Farm Magelang.

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