

ANALYSIS OF CONSUMER BEHAVIOR OF FOREIGN MARKET BUSINESS FOR COMMODITY OF CASHEWS at PT GDK JAWABARAT

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Abstract. *The purpose of this research is to examine 1. What factors attract foreign buyers to import cashew nuts from Indonesia?.2. What are the obstacles faced by foreign buyers in the process of importing cashew nuts from Indonesia?.3. What are the stages of the process carried out by buyers to import cashews from Indonesia?.4. What is the solution to these obstacles? This research was made using a qualitative descriptive analysis type of research regarding the marketing process of the cashew nut export sales business. (2) Currency differences. (3) Obstacles in the Form of Regulations. (4) International trade barriers are seen from economic institutions, namely: The influence of economic organizations, Anti-dumping regulations that increase import duty rates, Embargoes related to the prohibition of trade between countries. What is the solution to these obstacles? (1). Solution for difficult payments, by L/C. (2) The solution when the currency, using the USA currency or by agreement, is exchanged to the value of the destination country. (3) The solution to obstacles in the form of regulation, is to instinctively follow market trends. (4) Solutions to barriers to economic institutions, exporters take advantage of facilities from countries that are members of economic organizations, export at competitive prices, and resolve trade embargo issues between countries.*

Keywords: *consumer behavior (1), initial export (2), B2B (3)*

INTRODUCTION

According to (Priansa, 2017) said that: Marketing (marketing) comes from the word market (market). In simple terms, the market can be understood as a place where a group of sellers and buyers meet to carry out transactions for exchanging goods. Markets are places where consumers with their needs and wants are available and able to engage in

exchanges to satisfy those needs and wants. According to Kotler and Armstrong in (Science, 2018) "marketing as a process by which companies create value for customers and build strong customer relationships to capture value from consumers in return.

Factors Affecting Consumer Behavior

According to Kotler, in (Nana Triapnita N et al, 2020) it is explained that consumer behavior in the Digital Age is influenced by (1) product works (products), (2) price (price), (3) promotion (promotion), and (4) place (place) which is a marketing stimulus (marketing stimuli). While other stimuli (other stimuli) are events that have significant power in influencing the consumer adaptation environment, namely: (1) cultural (culture), (2) political (politics), (3) technological (technology), and (4) economic. (economy). The combination of marketing and other stimuli enters the consumer's black box, which allows them to accept the stimulus as a whole. After receiving the stimulus in the black box, the consumer then responds in the form of (1) product choice (product selection), (2) brand choice (brand choice), (3) dealer choice (dealer selection), (4) purchase timing (determination of time of purchase), and (5) purchase amount (amount). This is in line with the explanation of the benefits of studying consumer behavior according to Kotler in the Tourism Business Strategy (Astri Rumondang et al., 2021) a marketer must know what stimuli are able to influence consumers in choosing and making purchasing decisions. So that later consumers can follow up on the existing stimulus response and decide on a purchase. The purchase by consumers is influenced by four important characteristics or factors, namely: (1) Culture which includes social class, culture, and subculture. (2) The family which consists of a reference or reference group, family, and roles and status is called social. (3) Personal which includes age, occupation, economic circumstances, lifestyle, personality, self-concept, and life cycle. (4) Psychology which consists of motivation, learning process, perception, belief, and attitude. These four factors give rise to different perspectives in understanding how the consumer's black box works. Although there are many factors that marketers cannot influence, these four factors are very useful in identifying intentional buyers, so that marketers can serve them better. Thus, it can be concluded that the model of consumer behavior according to Kotler emphasizes that marketing and other stimuli that are included in the buyer's black box greatly affect consumers before finally deciding to buy.

The international market is a meeting activity between sellers and buyers from various countries around the world. The goods traded in the market are in the form of a commodity that is of interest to international consumers. Examples are the rubber market in New York, the tobacco market in Bremen, the diamond market in Amsterdam, the petroleum market in the United Arab Emirates, and the coffee market in Sao Paulo.

As explained earlier, consumer behavior is important to understand, because there are several benefits to understanding consumer behavior. Such as: (1). Selling Goods on Target, (2). Know What Strategy Will Be Done, (3). Knowing Market Trends, (4). Outperform Competitors, (5). Efficient

RESEARCH METHODS

This research was made using qualitative descriptive analysis research regarding the marketing process of the cashew nut export sales business

Descriptive qualitative research, descriptive is a problem formulation that guides research to explore or photograph social situations that will be studied thoroughly, broadly and deeply. Qualitative: qualitative research is in the form of descriptive or describes the phenomenon or research fact as it is.

Steps of Qualitative Descriptive Research Data Analysis Techniques

1. Formulate the Problem.
2. Selecting Data.
3. Selecting Data Collection Techniques.
4. Research Conclusions.
5. Know the Basics of Data Analysis Techniques

According to (Sugiyono, 2016) qualitative descriptive method is a research method based on the philosophy of postpositivism used to examine the condition of natural objects (as opposed to experiments) where the researcher is the key instrument of data collection techniques carried out by triangulation.

Some summaries of the differences between Quantitative and Qualitative Research are as follows:

No	Quantitative Research	Qualitative Research
1	Measuring objective facts	Constructing social reality and cultural meaning
2	Focus on variables	Focus on processes and events
3	Reliability is key	Authenticity is key
4	Free of value	Not free of value
5	Does not depend on context	Depends on situation or context
6	Consists of many cases or subjects	Consists of several cases or subjects
7	Using statistical	analysis Analytical nature
8	Researchers are not taking sides	Researchers are taking sides

Fundamental Differences The most basic difference between quantitative and qualitative research is the flow of theory and data, (1). Quantitative research starts with theory as evidenced by field data, (2). In qualitative research, starting from field data and using existing theories as support, then the results will bring up theories from the data.

The reason the researcher chose the qualitative descriptive research design was because the researcher wanted to describe the situation that would be observed in the field more specifically, transparently, and in depth. Because this research is as follows:

- Analytical descriptive, it can be seen from the way in which data is collected and recapitulated which is not recorded in the form of numbers but the explanation is as clear and in-depth as possible.
- Inductive in nature, ie research starts from data or phenomena in the field which then gives rise to theories.

- Using the existing theory as a guide and support, because even though it departs from the data, the theory is still used as the limiting focus of the object of research.
- Focusing on the meaning contained in a phenomenon under study, which can be extracted from the perception of the object of research.
- Prioritizing the importance of the ongoing research process, not merely referring to the results to be achieved.

First, it will explain the stages of marketing innovation and then discuss the consumer behavior of the international market business.

RESULTS AND DISCUSSION

Discussion of Factors:

1. What factors attract foreign buyers to import cashew nuts from Indonesia?
2. What are the obstacles faced by foreign buyers in the process of importing cashew nuts from Indonesia?
3. What are the solutions to these obstacles?
4. What are the stages of the process carried out by buyers to import cashews from Indonesia?

What factors attract foreign buyers to import cashews from Indonesia?

1. The first phenomenon based on information from buyer informants is because Indonesia is a country that produces various agricultural commodities, one of which is the cashew nut sector.
2. The second phenomenon is the increasing consumption of cashew nuts globally, according to the information obtained that this Indian buyer has traveled on business to other cashew producing countries other than Indonesia, where their needs are not being met.
3. Buyer informants said that the harvesting of cashew nuts in Indonesia is at the right time, namely when other producing countries such as India, Vietnam, Brazil and East Africa, have passed the harvest period, which is the harvest period in Indonesia

which lasts for 4 months, namely in the month of November to February of the following year.

4. The next phenomenon, the buyer informant said that the quality of Indonesian cashew nut commodities cannot be underestimated in the eyes of the world export market.

What are the obstacles faced by foreign buyers in the process of importing cashews from Indonesia?

Barriers to international trade are something to watch out for. Especially for world players because it has a significant impact. Meanwhile, international trade has become something that has emerged as a result of the era of globalization, both in the economic and technological fields. Globalization is the driving force behind free trade. Every country must understand about these trade barriers. The author managed to summarize from the results of interviews and other literature sources, that these obstacles include, as follows:

1. The payment system is the main obstacle to trade between countries.
2. Currency differences cause international trade barriers
3. Regulation as a barrier to international trade
4. Barriers to international trade seen from economic institutions. Barriers to international trade are seen from economic institutions as follows:
 - The influence of economic organization
 - Anti-dumping regulations that increase import duty rates
 - Embargo related to the prohibition of trade between countries

What is the solution to these obstacles?

1. Solutions for Difficult Payments Cause International Trade Barriers

The solution to this obstacle was suggested by respondents by making payments not made in cash or COD. Because if it is in cash, it will carry a greater risk, especially with a value that is not small. This is in line with the experience of respondents as exporters for the last 5 years.

The payment process becomes an obstacle to international trade and can affect the fulfillment of a country's needs. To avoid these obstacles, a solution has now been found. L/C is used to prevent and reduce various risk factors during the operational payment process. International clearing can be used to make payments.

2. Solutions When Currencies Cause International Trade Barriers

In accordance with the experience of existing respondents, transactions are valued in US\$ currency or by agreement, the exchange rate is converted to Rupiah value. The value of money in each country has differences from one to another. This is one of the causes of delays in the process of buying and selling products. The value of each country's currency is also determined according to international standards. Export and import activities help businesses and businesses grow. There is a contribution to the progress of the country, especially in the use of monetary value. Commercial actors certainly need broad cooperation so that the business they manage can develop.

3. Solutions for barriers to international trade in the form of regulations

Here again, it takes the instinct of traders who are aware of market trends, meaning that an umbrella is needed before it rains to deal with it. This means that the respondents are still transacting buying and selling while not violating this regulation, which is also carried out by respondents, with a good relationship with the buyer, so that solutions can be obtained. It's not easy, but this is the only solution to overcome regulations, respondents who originally started the cashew business turned to the business of supporting pandemic handling in the destination country. The following is the information compiled by the author based on interviews with seller/company owner informants regarding the regulation of Export Requirements documents, including: (a). Commercial Entity, (b). Expenditure recommendation from the Ministry of Agriculture, (c). Phytosanitary Certificate

4. Solutions to international trade barriers as seen from economic institutions

- a. The influence of economic organization, from the various literatures presented, as well as the experiences of respondents who were presented to the author, it was stated that in the world of international trade we refer to the term economic

organization whose purpose is to protect the interests of its member countries. In this section, the buyer informant conveys that he gains benefits from Indonesia's participation as a seller's country, so that it can be concluded that for transactions, it is necessary to study what regulations and what may and may not be in the seller's country.

- b. Anti-dumping regulations that increase import duty rates, anti-dumping policies have been known as barriers to international trade, which commercial actors must know before entering the international market. From the various literatures presented, as well as the experiences of respondents who were presented to the author, it was stated that the purpose of this policy was actually to protect local products from imported goods which were sold at much cheaper prices.
- c. Embargo related to the prohibition of trade between countries, problems like this can even occur at any time due to conflicts between two or more countries, such as the conflict between Indonesia and Iran. There are several Indonesian commodities that are exported to Iran with very large sales, such as biscuits, soap, coffee, paper, palm oil, and air freshener. Last December, the Indonesian government attempted to resolve trade issues with Iran. Understanding the barriers in the world of international markets is very important for entrepreneurs, that in the future we can find and anticipate the factors that hinder international trade in order to minimize the level of losses that will result in the risk of bankruptcy.

What are the stages of the process carried out by the buyer to import cashew nuts from Indonesia?

The government is aggressively encouraging economic actors to export their commercial products abroad. In addition to further improving regulations and services, the government also expresses its appreciation to entrepreneurs who have exported, for example the Primaniyarta Award, the Indonesian government's highest award for outstanding exporters. This is expected to be an example for other exporters to improve their export performance.

Informant sources said that for those who want to plan to export products but do not know the procedure, this 4-step export procedure can be a reference. By knowing the basics before making a decision, for example contacting a business agent directly. The four steps of the export procedure are as follows:

- Prepare a sales contract or sales contract process
- Issuance of a payment guarantee letter from the importer to the exporter or the process of opening a letter of credit (L/C)
- Issuance of Shipping/Delivery Documents or Goods Delivery Process
- Bill of lading payment/goods claim paid by importer or bill of lading negotiation process

Prepare a sales contract or sales contract process

The informant conveyed the need to make contract documents in the first step because before the four steps were implemented, there was already an ongoing process.

The process is as follows:

1. Promotion:
2. Consultation,
3. Offer Sheet,
4. Order Form,
5. Sales contract,
6. Confirmation of Sales, do the following steps:
 - The process of opening a letter of credit
 - Goods delivery process
 - Shipping Document Negotiation Process

CONCLUSION

In the business market, companies buy goods and services for the production of goods and services. In terms of total value, the business market is larger than the consumer market. There are many characteristics that distinguish the business market from the consumer market. The commercial buyer base is smaller than the consumer market. In the business market, the consumer-supplier relationship is much stronger because there are fewer players in the field. Customers and suppliers are highly dependent on each other for survival. Business buying behavior is influenced by economic, business, individual and interpersonal factors. Economic factors such as regulatory changes, technological changes, competition, fiscal policy and monetary policy influence buying behavior. The author also concludes from the analysis that the actual buying process can be understood from a product perspective. If the product has lower value and cost than commercial buyers, asking for the lowest price and offering bulk orders becomes very important. The author also concludes that the buying process consists of the following steps: purchase requirements, description of requirements, product specifications, floating/hanging purchase intentions, supplier selection; timely confirmation of the delivery module and purchase assessment. And it should be underlined that government and institutional purchases are different from industrial purchases.

The suggestions that the author underlines from the results of interviews with 5 sources, 1 company owner and 4 foreign importers, it is concluded that:

1. Preparing ourselves and our products is the most important thing.
2. Pay attention to the suitability of the product market.
3. Add narration to make the product interesting.
4. Understand payment methods,
5. The 5th point that the author can conclude from the suggestions analyzed is that you must set a minimum deposit, not cash on delivery/COD.

Another thing, if doing export business, seller/exporter and buyer/importer must agree to pay documents in T.T Bank or T.T and request deposit in advance.

6. The author copies the informant's language, time is value of money, don't delay the order deadline until tomorrow, catch up today, if there is an order now, it will be executed immediately. Because of the time difference with other countries and also almost all importers from any country always calculate the time in seconds not days.

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