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ANALYSIS OF LOCAL ORANGES COMPETITIVENESS AGAINST IMPORTED ORANGES: COMMUNITY PERCEPTIONS IN DKI JAKARTA

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Abstract

This study aims to analyze the competitiveness of local oranges fruits and imported oranges fruits: community perceptions in DKI Jakarta using the LISREL 8.80 and SPSS 25 processing tools, followed by a SWOT analysis. The variable used is a latent variable, namely the Competitiveness of Local Oranges against Imported oranges, Community Social Status, Quality of Oranges, and Price of Oranges. The data comes from surveys through questionnaires that are distributed to people in DKI Jakarta who consume local orange fruits and imported oranges fruits. The results of the study showed that the social status of respondents occupied in determining local orange fruit was 3.98% greater, compared to buying imported oranges was as much as 3.90%. , While buying imported oranges is 3.92. From the many opinions of respondents, the price of oranges in traditional markets is cheaper. Respondents choose local oranges at 3.94, compared to imported oranges are 3.79. Then the SWOT is its strength, namely that many people buy local oranges with recommendations from family, friends, and other people, and many people like the local oranges because the prices are very affordable, the weakness is that many of them still choose their imported oranges to buy. like, and also because the skin of the fruit is very beautiful and the sweetest. The opportunity is that local orange fruit traders have the opportunity to market their local oranges fruit as usual because many people want it, and the disadvantage is that some people still look at their orange peel because they think that when they see a good orange peel it means that the oranges are very sweet and fresh to consume, which is shown in imported oranges fruits.

Keywords: **Competitiveness; Community Social Status; Orange Quality; Price of Oranges**; **SEM; SWOT Analysis. Jelly Classification: D01; D11; F02.**

1. INTRODUCTION

Currently, competitiveness is a competition between local fruits and imported fruits, including oranges fruits, where oranges fruits are the most popular fruit in various countries, including Indonesia. In the Indonesian market, there is a lot of demand from overseas to order different local citrus fruits such as Pontianak oranges from the Sambas district, where oranges from Sambas are considered very tasty and quite cheap. Meanwhile, imported citrus fruits such

as Sunkist oranges originating from Australia are less desirable and the price is very expensive. With the quality of the local oranges, they are in great demand and of course even though the oranges have black skin and green skin, the taste is very sweet. Maybe it's just due to maintenance problems and The quality that is still not enough, Meanwhile, imported citrus fruits are rarely in demand by people in DKI Jakarta because the price is quite expensive.

For most Indonesian people. Business actors in the agricultural sector, especially small and medium enterprises, have demonstrated their ability to survive amidst a crisis whose impact is still being felt today. It can be seen that Indonesia is an agricultural country where most of the people's livelihoods are farmers. This is supported by a very favorable geographical location besides being supported by the climate. These favorable environmental conditions allow Indonesia to have fertile soil. These fields provide food for most of the population, one of which is citrus fruit farmers. Oranges fruit is one of the most popular fruits among Indonesian people because citrus fruit contains various kinds of vitamins. In addition, oranges fruit is also a fruit that is available throughout the year, because oranges fruit does not have a certain flowering season. In addition, oranges and fruit trees can grow anywhere, both in the lowlands and in the highlands.

Efforts to meet the needs and tastes of fruit consumers are reflected in the increasing entry of imported fruit, both in variety and volume. (Sumarwan, 1999), argued that the wave of imported fruit before the currency crisis had cornered domestic fruit. Competition from outside and unfavorable government policies had caused many farmers to experience a decline. However, the currency crisis made imported fruit more expensive and less available on the market. On the other hand, at the same time, local fruits are increasingly available in the market at competitive prices, resulting in a crisis.

2. LITERATURE REVIEW

a. Consumer Behavior Theory

One model of consumer behavior theory put forward by (Engel, Blackwell, and Miniard) and (Sumarwan, 2011), suggests that consumer behavior is an act of obtaining, consuming, and spending on products and services. Several factors influence consumers in their decision-making process in buying or choosing. The factors are:

1. Individual differences, namely describing the characteristics that arise in consumers that influence consumer decision-making.
2. Consumer environmental factors, Describe the environmental conditions consumers are in such as culture, family, environment, and consumer situations, as well as technology.

b. Competitiveness Theory

According to (Lestari, Sri Puji, and Muchayatin, 2017), a commodity has competitiveness if the quality and selling price are competitive. As stated by Simatupang (Lestari, Sri Puji, and Muchayatin, 2017), competitiveness is the ability of

producers to produce quality commodities at low costs, so that at prices that occur in international markets producers can produce and market them by obtaining higher profits. Adequate and able to maintain the continuity of its production costs. According to Porter, national competitiveness is a contribution of a country's ability to achieve or maintain an advantageous position compared to [1]other countries in a number of its key sectors.

A commodity can have comparative and competitive advantages at the same time, which means that the commodity is profitable to produce or cultivate and can compete in the international market. If commodities produced in a country only have comparative advantages but do not have competitive advantages, then in that country it can be assumed that there are market distortions or there are obstacles that disrupt production activities to the detriment of producers, such as administrative procedures, taxation, and others.

c. Product Attribute

Product attributes are elements something products which seen as important by consumers and become the base purchase decision-making (Arianty et al. 2016). Attitude in determining the choice of product following attribute product is often called *Model Attitude Multiattribute*. As stated by (Arianty et al. 2016) that attributing a product is important in buying a product because it gives a description which clear about something product.

d. Price Theory.

According to Kotler and Armstrong, (2016), price is the amount of money charged for a product or service. More broadly, price is the sum of all the values that customers provide for benefits. However, according to Kotler and Keller, (2016), price is an element of the marketing mix that generates income. Then according to Tjiptono, (2019), price is a direct tool or vehicle for making comparisons between competing products or brands.

e. Marketing Theory.

Marketing is a social and managerial process by which individuals or groups obtain what they need and want through creating and exchanging products and value. Marketing is all human activity carried out about markets, which means working with markets to realize potential exchanges to satisfy human needs and wants (Kotler, 1992).

f. Consumer Attitude Theory.

Consumer attitude is an important factor that will influence consumer decisions. Mowen and Minor (2002), argued that attitude is closely related to the concept of belief and behavior (behavior). The term the formation of consumer attitudes (consumer attitude formation) often describes the relationship between beliefs, attitudes, and behavior. Beliefs, attitudes, and behavior are also related to the concept of product attributes. Product attributes are the characteristics of a product, consumers usually have

confidence in product attributes. So the attitude towards product attributes describes consumer behavior towards the product.

In determining the choice of products, consumer selection criteria are influenced by the attributes attached to the product, this model is often referred to as the Multi-Attribute Attitude Model. This model was initiated by the opinion (Lancaster, 1966) in Colman and (Young, 1992), that attribute analysis can be used to determine consumer behavior, which states that consumers derive their utility not from the product consumed but from the characteristics or attributes that exist in the product.

g. Demand Theory.

Demand (demand) for goods is defined as a schedule showing the number of goods to be purchased at a price level in certain conditions and periods (Halcrow, 1992:155), whereas (Downey and Erickson, 1992:131) state that demand (demand) in terminology Economics is the amount that consumers want and can buy from the market at various price levels. The total quantity of a commodity that all households would like to buy is called the quantity demanded of that commodity. Three important things to note in this concept. First; the quantity demanded is the quantity desired. Second; what is wanted is not wishful thinking but effective demand, meaning the amount people are willing to buy at the price they have to pay for the commodity. Third; the quantity demanded is a [2]the continuous flow of purchases (Lipsey, 1997:61).

h. Competitive Advantage.

According to Porter in Lestari, Sri Puji, and Muchayatin (2017), see the competitive advantage of a commodity is a differentiation strategy, namely the company or the marketer uses a different attribute from his opponent, so it is said successful if the product attributes of a company are more than the attributes of its rivals that consumers consider important. Competitive advantage develops from the value that a company is capable of creating for its customers more than the company's costs in creating it.

i. Research Dimensions and Indicators

Table 1 below shows the "Research Dimensions and Indicators", where there are 3 dimensions (social status, quality of oranges, and price of oranges), which are reflected by 13 sub-dimensions and 34 indicators.

Table 1

Research Dimensions and Indicators

Dimensions	Sub-dimensions	Indicator	Code
1. Social Status	1. Social reference for consuming local oranges.	- Family is the most important reference in consuming local fruit.	SL1
		- There are other prospective buyers who suggest buying local oranges.	SL2
	2. Social reference	- Family is the most important reference	SM3

Dimensions	Sub-dimensions	Indicator	Code
	for consuming imported oranges.	in consuming imported fruit.	
		- There are other prospective buyers who suggest buying imported oranges.	SM4
	3. Income.	- My income is very influential in buying local Oranges.	sl5
		- My income is very influential in buying imported oranges.	SM6
	4. Psychological.	- I feel confident in myself in deciding to buy local citrus fruits.	SL7
		- I feel confident in myself in deciding to buy imported citrus fruits.	SM8
		- There is a prospective buyer/ someone who suggested me to choose local oranges.	SL9
		- There is a prospective buyer/ someone who suggested me to choose imported oranges.	SM10
	5. Private.	- I personally am very confident in myself in deciding to buy local oranges that I like.	SL11
		- I personally am very confident in myself in deciding to buy imported oranges that I like.	SM12
2. Orange Quality	1. Skin.	- I really like Bright orange peel because it's proven to be sweet.	K1
		- I really like the orange peel which is Dull Dull in color because it is proven to have a sweet taste.	K2
		- I really like green orange peel because it's proven to be sweet.	K3
	2. Size.	- When I buy oranges, I prefer the same size oranges, because they look very nice and attractive.	K4
		- When I buy oranges, I don't care about the size of oranges, whether they are small, medium, or large.	K5
	3. Taste.	- I'm sure buying local oranges tastes sweet, so I prefer to buy local oranges.	KL6
		- I prefer to buy imported oranges because I believe they are sweet.	KM7

Dimensions	Sub-dimensions	Indicator	Code
	4. Aroma.	- I bought local oranges because I prefer their scent.	CL8
		- The fragrance of different imported oranges makes me prefer to buy imported oranges.	KM9
3. The Price of Oranges	1. Vendor Location.	- I feel very comfortable when I buy local citrus fruits at traditional markets, because they are cheaper.	HL1
		- I prefer to buy imported oranges at traditional markets compared to modern markets, because they are cheaper.	HM2
	2. Types of Oranges.	- When I want to buy local oranges, my choice of local oranges is Medan oranges.	HL3
		- When I want to buy local oranges, my choice of local oranges is Pontianak oranges.	HL4
		- When I want to buy local oranges, my choice of oranges is Grapefruit.	HL5
		- When I bought imported oranges, my choice of oranges was Sunkist oranges.	HM6
		- When I bought imported oranges, my choice of oranges was Mandarin Oranges.	HM7
		- When I bought imported oranges, my choice of oranges was Santang Madu oranges.	HM8
	3. Packaging.	- When I buy local oranges fruits, the packaging is not a problem for me.	HL9
		- When I buy local oranges fruits, the packaging (plastic, basket, cardboard and wood) is very important for the safety of the fruit.	HL10
		- Imported fruit packaging (plastic, basket, cardboard, and wood) is very important for the safety of the fruit.	HM11
	4. Seller Service.	- I prefer to buy local oranges using a delivery service because I am sure of the quality of the oranges being sold.	HL12
		- I feel I prefer the delivery service for imported oranges because I am very sure that the oranges sold are of a very	HM13

Dimensions	Sub-dimensions	Indicator	Code
		good standard.	

3. RESEARCH METHODOLOGY

The type of research used is field research. Field research is research conducted in the field or research location, a place chosen as a location to investigate objective phenomena that occur at that location, which is also carried out to compile scientific reports. The data from this field research is the required data based on information obtained from buyers and traders of local and imported oranges in Jabodetabek. The information needed relates to the influence of consumer behavior on the decision to buy local oranges compared to imported oranges in Jakarta.

The research used by researchers is quantitative and descriptive in nature. Descriptive research is a type of research that seeks to describe a symptom, event, or incident that is happening now. Based on the description above, the researcher collected data using existing facts from buyers and traders of local oranges and imported oranges in Jakarta, and in this study also used the "Second order confirmatory factor analysis" indicator in which the indicator explained where one latent factor has several indicators, these indicators can be directly measured. Then also in this study using the Interpretation of the "Construct Validity Test" or (Construct Validity) which in this test is a suitability test between the items in the questionnaire with the underlying theory (used to define) the concept or construct being measured[3].

The data analysis method in this study uses the Structural Equation Model (SEM) method. The software used for structural analysis is LISREL 8.80. To test the proposed hypothesis, the data obtained is then processed according to the needs of the analysis. The data is processed and presented based on the principles of descriptive statistics which will be used for discussion purposes. Meanwhile, for the purposes of analysis and hypothesis testing, an inferential statistical approach is used. SEM analysis uses a statistical program namely LISREL 8.80. Data collection methods, there are various ways, however, the researcher will only use the data collection method by distributing questionnaires on the results of opinions from the community in DKI Jakarta. Questionnaires are a technique of collecting data from several people or respondents through a set of questions to be answered. The implementation can be done via online by providing a link to a respondent's question form, but it can also be done offline, such as by providing a list of question form sheets to answer to other people. Questionnaires will be conducted by asking questions to Consumers/Prospective Buyers who are interested in Local Oranges and Imported Oranges.

Random sampling used by researchers is Random Sampling. Random Sampling is a sampling procedure that selects samples from people or people we don't know. For example, there is someone who distributes questionnaires on paper by distributing them to everyone who is passing by to provide feedback on the results or regarding the product by providing respondents' responses.

4. DATA ANALYSIS TECHNIQUES.

The data analysis technique is the process of systematically searching for and compiling data obtained from the results of the questionnaires/respondents of the DKI Jakarta community, by organizing the data into categories, describing them in units, synthesizing them in patterns, choosing what is important and what will be studied, and draw conclusions so that they are easily understood by themselves and others.

The analytical method used by researchers is the quantitative method. The quantitative analysis method is research that involves theory, design, hypotheses, and determination of subjects supported by data collection and data analysis before drawing conclusions (By Fai, Muhammadiyah University of North Sumatra, November 8, 2022). Another definition also states that quantitative research is the study of scientific thoughts and the research process using *a logical hypothetical*.

So quantitative research has an important purpose in making measurements which is the center of measurement. This is because the results of measurements can help in seeing the fundamental relationship between empirical observations and the results of data taken quantitatively. Another goal is to assist in determining the relationship between variables in a population.

Calculation formula on the results of the Questionnaire

- **Construct Reliability**

$$Construct\ Reliability = \frac{(\sum Std.Loading)^2}{(\sum Std.Loading)^2 + \sum \varepsilon_j}$$ [4]

- **Variance Extracted**

$$Variance\ Extracted = \frac{\sum Std.Loading^2}{\sum Std.Loading^2 + \sum \varepsilon_j}$$

Research Instruments.

Validity is a measure that shows the level of validity and or validity of an instrument. A valid or valid instrument has high validity . In this study, the validity used is internal validity, namely the validity achieved when there is a match between the parts of the instrument as a whole. (Arikunto, 2004). Validity testing in this study was carried out by comparing the r-table with r - count. If r -table > r -count, then the question item is declared invalid, and vice versa, if r -table < r -count, then the question items are declared valid. (Arikunto, 2004: 146).

In this study, researchers conducted two kinds of validity and reliability tests of research instruments. Testing the validity and reliability of the first stage was carried out using SPSS software version 25 as an initial step to find out and determine which indicators could be

included for the second stage of testing with LISREL 8.80 software. The results of testing the validity of the question items on the questionnaire for each variable with a Corrected Item Total Correlation value or a value of r > 0.3 (Sugiyono, 2006) or r > 0.2 (Nisfiannoor, 2013). If the value of r > 0.3, this means that the statement item/indicator is valid.
A reliability test is a tool that gives results that remain the same. The reliability test is used to determine the consistency of the questionnaire instrument as a measuring tool so that the results of the measurements can be trusted. The reliability test value of r-count will then be compared with the r-table with a significance level of 5%, if r-count > r-table, then the item instrument is declared reliable and can be used as a data collection tool for this calculation (Arikunto, 2004). ….., For the reliability test using Cronbach's alpha, then if each variable (latent) obtains a Cronbach's alpha value > 0.6 it means that the instrument can be said to be reliable.

Confirmatory Factor Analysis and Second Order Confirmatory Factor Analysis.

The first step that can be done in this approach is to specify a *hybrid model as a SOCFA (Second Order Confirmatory Factor Analysis)* model. The CFA and SOCFA models are measurement models that model the relationship between latent variables and *observed/measured variables*. This relationship is reflective, where the observed variables are a reflection of the related variables.

The final results of CFA and SOCFA were obtained by testing the fit of the entire model and analyzing the validity and reliability of the model. One way that can be done is by trimming the model, in which the validity analysis of the measurement model is carried out by examining (a) whether the t-value of the Standardized Loading Factor (λ) of the observed variables in the model is < 1.96. Furthermore (b) Standardized Loading Factor (λ) of the observed variables in the model ≥ 0.70 or if we choose the suggestion of Igbaria et al (1997) in Wijanto, 2008 ≥ 0.50. If there are variables that do not fulfill these two conditions, they will be removed from the model.

Model Analysis and Data Analysis Techniques.

The data analysis method in this study uses the *Structural Equation Model* (SEM) method. The software used for structural analysis is LISREL 8.80. To test the proposed hypothesis, the data obtained is then processed according to the needs [5]of the analysis. The data is processed and presented based on the principles of descriptive statistics which will be [6]used for discussion purposes. Meanwhile, for the purposes of analysis and hypothesis testing, an inferential statistical approach is used. SEM analysis uses a statistical program namely LISREL 8.80.

5. RESEARCH RESULTS AND DISCUSSION

Based on the results of data collection through distributing questionnaires to the people in DKI Jakarta who were used as respondents, it can be known the characteristics of each respondent with the hope that this information can be used as input for local citrus fruit farmers in Indonesia to maximize the cultivation of these local oranges fruits. The characteristics of the respondents who have been determined consist of six characteristics, namely (1) Gender, (2) Age, (3) Last Education, (4) Occupation, and (5) Place of residence.

Description of People's Perceptions of DKI Jakarta.

In this study, the responses or respondents to the research variables were through descriptive analysis of each indicator. The variables in this study consist of social status, the quality of oranges, and the price of oranges.

Descriptive analysis is used to determine the characteristics of the respondent's responses to the variables used in the study. The statistical measures used in the descriptive statistical analysis of this study are the mean and SD. The value categories for the research variables are shown in Table 4.6 below.

Table 4.6
Value Range and Category

Value score	Responses/Decisions of Respondents
1	Strongly Disagree
2	Don't agree
3	Neutral
4	Agree
5	Strongly agree

A. Social status

The latent variable Social Status consists of 5 latent dimensions, namely: Local, Import, Income, Psychology, and Personal. overall the latent variable Social Status consists of 12 observable indicators, as shown in the figure below:

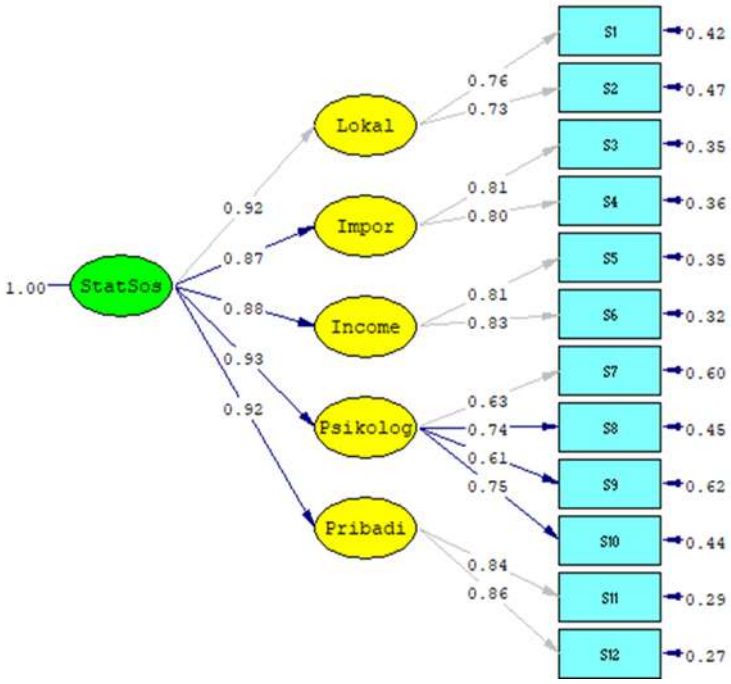

Figure 4.1.4.1
Social status
Source: Results of Processing with LISREL 8.8

Standardizes Loading Factor value, all indicators have a value above 0.70 or 0.50. This shows that all observed indicators S1 – S9 can be included in the model. Next will be seen the reliability of the measurement model through the calculation of *Construct Reliability* (CR) and *Variance Extracted* (VE). CR and VE calculation results can be seen in the following table:

Table 4.1.4.2.1
Social Status Reality Test

Construct	Indicator	Std Loading	Error	Std Loading [2]	CR	VE
Local	S1	0.76	0.42	0.57	0.71	0.55
	S2	0.73	0.47	0.53		
Import	S3	0.81	0.35	0.65		
	S4	0.80	0.36	028	0.78	0.56
Income	S5	0.81	0.35	0.65		
	S6	0.83	0.32	0.68	0.80	0.67
	S7	0.63	0.60	0.39		
psychologist	S8	0.74	0.45	0.54	0.78	0.47
	S9	0.61	0.62	0.37		
	S10	0.75	0.44	0.56		
Personal	S11	0.84	0.29	0.70	0.84	0.48
	S12	0.86	0.27	0.73		

Source: Results of Processing with LISREL 8.8

The innovation latent variable is greater than 0.70 or 0.50 and the resulting VE value is greater than 0.50. This illustrates that the four latent dimensions of the Innovation variable have met the reliability requirements.

B. Oranges Fruit Quality

The latent variable of Orange Quality consists of 5 dimensions, namely Skin, Size, Taste, and Aroma. and 9 indicators were observed, as shown in the image below:

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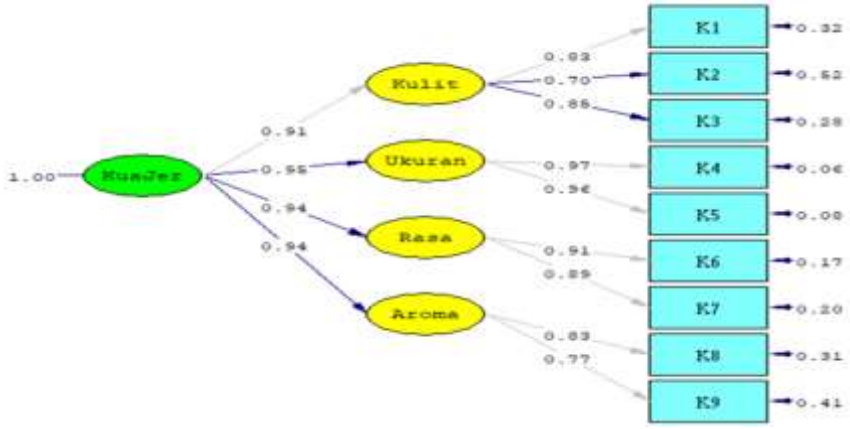

Figure 4.1.4.2
Citrus Fruit Quality
Source: Results of Processing with LISREL 8.8

Standardizes Loading Factor value, all indicators have a value above 0.70 or 0.50. This shows that all observed indicators K1 – K9 can be included in the model. Next, we will look at the reliability of the measurement model through the calculation of *Construct Reliability* (CR) and *Variance Extracted* (VE). CR and VE calculation results can be seen in the following table:

Table 4.1.4.2. 1
Citrus Fruit Quality Reliability Test

Construct	Indicator	Std Loading	Error	Std Loading ^{2}	CR	VE
	K1	0.83	0.32	0.68		
Skin	K2	0.70	0.52	0.49	0.85	0.67
	K3	0.85	0.28	0.72		
Size	K4	0.97	0.06	0.94	0.97	0.93
	K5	0.96	0.08	0.92		
Flavor	K6	0.91	0.17	0.82	0.90	0.62
	K7	0.89	0.20	0.79		
Aroma	K8	0.83	0.31	0.68	0.80	0.55
	K9	0.77	0.41	0.59		

Source: Results of Processing with LISREL 8.8

The CR value of all indicators of the latent variable Quality of Oranges is greater than 0.70 or 0.50 and the resulting VE value is greater than 0.50. This illustrates that all indicators of the Performance Feedback variable have met the reliability requirements.

A. Prices of Oranges

Organizational Learning's latent variable consists of 3 latent dimensions, namely: *Slack, Number,* and *Duration*. Overall Organizational Learning latent variables consist of 10 observable indicators, as shown in the figure below:

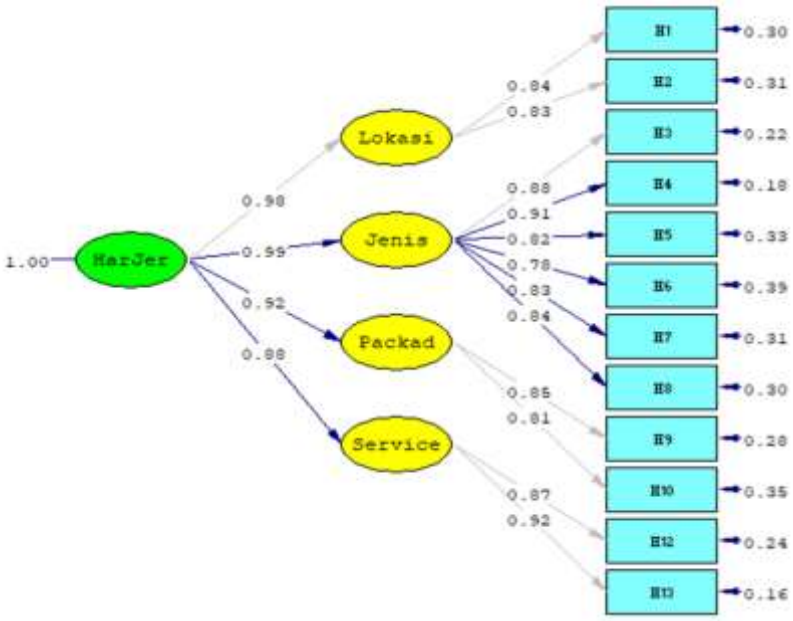

Figure 4.1.4.3
Prices of Oranges
Source: Results of Processing with LISREL 8.8

Standardizes Loading Factor value, all indicators have a value above 0.70 or 0.50. This shows that all observed indicators H1 – H13 can be included in the model. Next, we will look at the reliability of the measurement model through the calculation of *Construct Reliability* (CR) and *Variance Extracted* (VE). CR and VE calculation results can be seen in the following table:

Table 4.1.4.3. 1
Citrus Fruit Price Reality Test

Construct	Indicator	Std Loading	Error	Std Loading [2]	CR	VE
Location	H1	0.84	0.30	0.70	0.83	0.67
	H2	0.83	0.31	0.68		
	H3	0.88	0.22	0.48		
	H4	0.91	0.18	0.32		
Types	H5	0.82	0.33	0.10	0.97	0.75
	H6	0.78	0.39	0.15		
	H7	0.83	0.31	0.96		
	H8	0.84	0.30	0.09		
Packaging	H9	0.85	0.28	0.78	0.81	0.94
	H10	0.81	0.35	0.12		
Service	H12	0.87	0.24	0.57	0.88	0.75
	H13	0.92	0.16	0.25		

Source: Results of Processing with LISREL 8.8

CR values of all latent dimensions of the latent variable Price of Oranges Fruits greater than 0.70 or 0.50 and the resulting VE value greater than 0.50. This illustrates that all the latent dimensions of the price, and quality of oranges have met the reliability requirements.

6. CONCLUSION

1 . Judging from the sub-dimensional "Competitiveness of Local Oranges and Imported Oranges: Perception of People in DKI Jakarta", namely At (social status) there are "Social references to consuming local oranges, Social references to consuming imported oranges, Income, Psychological, and Personal". In (Quality of oranges) there is “Rest, Size, Taste and Aroma”. At (Price of oranges) there is "Seller location, type of oranges, packaging, and seller's service".

2 . In the SWOT analysis, on the "strength" of social status, quality of oranges, and price of oranges, that is, many people choose local oranges with their families, other people, and personally, and many people buy local oranges with a sweet taste and many people like Medan oranges, then [7]many people choose where to buy local oranges at traditional markets because the price is cheaper, and the packaging is where many people choose local oranges using plastic, baskets, cardboard, and wood, In terms of "weaknesses", that

is, many people like bright orange oranges, where the bright oranges show on imported oranges. -People like honey coconut oranges, and in the sales service, many people disagree with local oranges using delivery services because they are worried about the quality of the fruit being sold. And on "Opportunities", namely traders who can still continue to market their local citrus fruits regardless of their quality, and "Disadvantages" namely many people who still choose imported oranges fruits of course by looking at the skin and the type they like best.

Research Limitations

In this study, the limitations of the research are only using Buyer's Social Status, the Quality of Oranges, and the Prices of Oranges. Which is all I know and then where it comes from and which country, I did not include it in this study, because it is too broad in its place of origin.

Implications

Based on the results of the research that has been done, it is suggested to the government:

1. The government should care and pay more attention to the Indonesian people regarding the need to support the export of local oranges fruits, as well as the cultivation and care of local oranges fruits, so that in the future local Oranges fruits can be accepted in other countries, as well as the need for rejuvenation in the care of local oranges fruits. with even more sophisticated machines, of course, the importance of cooperation with outsiders who have full experience in caring for oranges fruits.
2. And the most important thing is to encourage Indonesian people to always consume and buy local oranges fruits so that local oranges fruits in Indonesia can earn more in the market.

Suggestion

1. This research is still very limited by only using 1 city in Indonesia. For future researchers, it is hoped to add some from other provinces.
2. This research is still limited because it only takes three dimensions, namely: Social Status, Quality of Citrus Fruit, and Price of Citrus Fruit. It is hoped that future researchers can expand on other dimensions.

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