

THE INFLUENCE OF MARKET ORIENTATION AND LEARNING ORIENTATION ON CONSUMER BEHAVIOR FOR LOCAL PRODUCTS IN PALANGKA RAYA

*¹Noorjaya Nahan,²Ani Mahrita,³Muhamad Ruzaini Abdi

^{1,2,3}Accounting Study Program, Faculty of Economics and Business, Palangka Raya, Indonesia

*Corresponding author: nanan1703@gmail.com

Abstract. Local products in Palangka Raya have significant potential to support regional economic growth and strengthen cultural identity. However, low public interest in purchasing local products remains a major challenge for MSMEs. This study aims to analyze the influence of market orientation and learning orientation on consumer purchasing decisions for local products in Palangka Raya. A quantitative approach was used in this study, with questionnaires distributed to 30 respondents, consisting of active consumers of local products. Data analysis was conducted using SPSS version 24.0 through multiple linear regression tests. The results indicate that both market orientation and learning orientation have a positive and significant influence on purchasing decisions. Market orientation contributes to tailoring products to consumer needs and desires, while learning orientation encourages businesses to innovate and adapt to market changes. The implications of these findings suggest that to improve purchasing decisions, local businesses need to optimize consumer-focused strategies and continuously learn and innovate.

Keywords: Learning Orientation; Local Products; Market Orientation; Purchasing Decisions.

1. INTRODUCTION

Local products play a strategic role in supporting regional economies, enhancing the competitiveness of MSMEs (Micro, Small, and Medium Enterprises), and strengthening local cultural identity (Costa et al., 2023). In Palangka Raya City, various local products such as rattan handicrafts, traditional Dayak processed foods, and ethnic fashion from Central Kalimantan continue to develop. However, in an open and competitive market environment, local products often face serious challenges in winning consumers' hearts, particularly in terms of purchase decisions.

Competition from products originating from other regions or abroad—with stronger brands, more advanced production technology, and aggressive promotions—has caused local products to hold a less dominant position in the market (Rumanti et al., 2023). Many local MSME players remain production-oriented without deeply understanding consumer needs and desires. This results in low consumer loyalty and weak purchase interest toward local products (Estensoro et al., 2022).

On the other hand, a positive phenomenon has emerged among several local entrepreneurs in Palangka Raya who have succeeded in maintaining or even increasing consumer purchase decisions toward their products. This phenomenon is closely linked to two strategic approaches: market orientation and learning orientation.

Market orientation refers to the extent to which business actors can identify market needs, respond to customer desires, and create consumer-valued offerings (Rahayu & Day, 2017). When MSMEs consistently apply a market-oriented approach, they are able to adjust products, pricing, distribution, and promotions according to local consumer preferences. This fosters a positive perception and increases consumer buying interest.

Meanwhile, learning orientation refers to an organization or entrepreneur's ability to absorb new information, learn from market experiences, and innovate continuously (Eniola et al., 2019). Business actors who actively participate in training, are open to customer feedback, and can adapt to technological developments tend to be more innovative and competitive.

Both orientations are believed to have a significant influence on purchase decisions, which are the processes through which consumers evaluate various factors before ultimately deciding to buy a product. In the context of local products in Palangka Raya, purchase decisions are influenced not only by price and quality, but also by the perceived relevance of the product to consumer needs and local cultural values (Cvijanović et al., 2020).

Amid growing market competition and the dominance of non-local products in Palangka Raya, the sustainability of local products whether handicrafts, processed foods, or traditional Dayak fashion faces challenges in capturing consumer interest. Many local MSMEs struggle to retain customers, expand their markets, and boost sales (Guillaumie et al., 2024).

However, some local entrepreneurs in Palangka Raya have started to show improvements in consumer purchase decisions toward their products. This has occurred alongside an increasing level of market orientation, including their ability to understand customer needs and preferences, conduct effective segmentation, and deliver value propositions clearly (Muça et al., 2022). Entrepreneurs who actively engage in two-way communication with customers are more capable of adapting products to suit local tastes for example, by introducing regionally inspired flavors or appealing ethnic packaging.

Additionally, rising learning orientation is also an important factor. MSMEs that regularly participate in training, learn from customer experiences, and adopt best business practices from outside the region demonstrate stronger innovation. They are better able to adapt digital marketing strategies, understand market trends, and improve product quality continuously. These efforts help build consumer trust and loyalty toward local products (Hermawan, 2021).

The combination of market orientation and learning orientation creates a strong foundation for enhancing consumer purchase decisions for local products (Vázquez et al., 2001). Consumers not only feel that the product meets functional needs, but also experience emotional value and pride in buying products made in their own region.

This phenomenon is increasingly visible in traditional markets, souvenir centers, and local digital platforms in Palangka Raya, all of which show a growing trend in local product transactions and rising positive sentiment toward MSME-made goods.

2. LITERATURE REVIEW

Market orientation is a management philosophy that emphasizes the importance of understanding and responding to customer needs and wants in order to create superior value and competitive advantage (Farida & Setiawan, 2022). According to (Rua & Santos, 2022), market orientation consists of three key components:

- Customer orientation: focusing on understanding current and future customer needs.
- Competitor orientation: understanding the strengths and weaknesses of competitors.
- Inter-functional coordination: synergy across internal departments in delivering value to customers.

Consumer behavior is the study of how individuals make decisions to purchase, use, and dispose of products and services (Salguero et al., 2019). Purchase decisions are influenced by internal factors (motivation, perception, learning, attitude) and external factors (culture, social environment, economic conditions, marketing).

Relevance: Purchase decisions related to local products in Palangka Raya are influenced by the extent to which the product meets consumer expectations, which is ultimately affected by how well entrepreneurs apply market and learning orientation strategies.

2.1 The Influence of Market Orientation on Consumer Behavior

Market orientation significantly affects consumer behavior, especially in the purchasing decision-making process (Srivastava et al., 2013). The following are explanations of these influences:

1. Enhancing Understanding of Consumer Needs. Market orientation requires

businesses to continuously identify and understand the needs and desires of consumers. With this understanding, businesses can offer products or services that align with consumer expectations. Impact on consumer behavior: Consumers perceive the product as relevant, valuable, and worth purchasing, thus making quicker purchase decisions.

2. Increasing Consumer Satisfaction and Loyalty. When products are designed and delivered according to market needs, consumers tend to be more satisfied. This satisfaction encourages repeat purchases and positive word-of-mouth (Wongsansukcharoen & Thaweepaiboonwong, 2023). Impact on consumer behavior: Consumers become more trusting, loyal, and more likely to make repeat purchases.

3. Influencing Consumer Perceptions and Attitudes Toward the Product Through market orientation, businesses can shape positive perceptions through effective communication, attractive packaging, and value propositions that align with consumer desires. Impact on consumer behavior: Consumers develop positive attitudes toward the brand and are more likely to purchase.

4. Faster Response to Changes in Consumer Preferences. Market-oriented businesses continuously monitor changes in consumer behavior and market trends (Zhang et al., 2023). They quickly adjust strategies and products accordingly. Impact on consumer behavior: Consumers feel that the product is always current and aligned with their needs, which encourages continued purchase.

5. Increasing Perceived Product Value. Products developed with a market-oriented approach often include features, design, quality, or additional services that consumers see as added value (Peteraf, 1993). Impact on consumer behavior: Consumers tend to choose products that offer more value, not just low prices or popularity.

2.2 The Influence of Learning Orientation on Consumer Behavior

Learning orientation refers to an organization's or business actor's commitment to continuously acquire, develop, and utilize new knowledge. In the context of marketing, learning orientation not only serves internal business development but also directly impacts consumer behavior.

The following outlines the important roles of learning orientation in influencing consumer behavior:

1. Creating More Relevant and Desirable Products. With a strong learning orientation, business actors continuously seek information regarding consumer needs, wants, and preferences. Impact: Consumers tend to choose products that align with their lifestyle, tastes, or values.

2. Enhancing Product and Service Innovation. Learning-oriented entrepreneurs are able to create relevant innovations—whether in packaging, taste, technology, or customer service (Brzęczek, 2020). Impact: These innovations stimulate purchase interest and encourage consumers to try and adopt new products.

3. Building Consumer Trust and Loyalty. When businesses demonstrate that they learn from experience, complaints, and customer feedback, this creates a positive perception. Impact: Consumers feel valued, become more loyal, and are more likely to recommend the product to others (word of mouth).

4. Increasing Consumer Satisfaction. Learning organizations tend to develop systems that are responsive to feedback. Continuous improvement enhances the overall customer experience, Impact: High satisfaction drives repeat purchase behavior.

5. Improving Adaptation to Changing Consumer Trends. Markets and consumers are

constantly evolving. A learning-oriented business can detect signals of change and adapt swiftly. Impact: Consumers perceive the product as always relevant, up-to-date, and aligned with trends making it their preferred choice. Learning orientation plays a crucial role in shaping consumer behaviour (Sinha & Verma, 2020), as it enables business actors to innovate, build stronger relationships with customers, and create satisfying and sustainable consumer experiences. In the long run, this can foster loyalty, increase competitiveness, and strengthen brand positioning in the minds of consumers.

3. RESEARCH METHODS

3.1 Type and Approach of the Research.

This study is a quantitative research using an associative approach, which aims to examine the influence of two independent variables market orientation (X1) and learning orientation (X2) on the dependent variable, namely purchase decisions (Y) for local products in Palangka Raya.

3.2 Population and Sample

The population in this study consists of all consumers of local products in the city of Palangka Raya. The sampling technique used is purposive sampling, which is a method based on specific criteria, namely:

- Consumers aged 18 years or older
 - Consumers who have purchased local products at least twice in the last six months
- The total number of samples used in this study was 30 respondents.

3.3 Data Collection Techniques

Data were collected using the following methods:

- Questionnaire (closed-ended): Distributed directly to respondents. The questionnaire was designed using a Likert scale from 1 to 5, ranging from "Strongly Disagree" to "Strongly Agree".
- Literature Review: Conducted to support the theoretical framework by referring to journals, books, and other scholarly publications.

3.4 Research Variables

Independent Variables:

- X1 = Market Orientation
- X2 = Learning Orientation

Dependent Variable:

- Y = Purchase Decision

3.5 Operational Definitions of Variables

- Market Orientation (X1): The business actor's ability to understand customer needs, monitor competitors, and coordinate internally.
- Learning Orientation (X2): The ability of business actors to develop knowledge, innovate, and adapt to market changes.
- Purchase Decision (Y): The consumer's process of recognizing a need, searching for information, evaluating alternatives, and making a purchasing decision for local products.

3.6 Data Analysis Techniques

Data were processed using SPSS version 24.0, with the following steps:

- Validity and Reliability Tests: To test whether the questionnaire items are appropriate for use.
- Classical Assumption Tests: Including normality test, multicollinearity test, and heteroscedasticity test.
- Multiple Linear Regression Analysis: To determine the simultaneous and partial influence of variables X1 and X2 on Y.
- t-Test and F-Test: To test the significance of each variable.

- Coefficient of Determination (R^2): To measure the contribution of X_1 and X_2 to the dependent variable Y .

4. RESULTS AND DISCUSSION

This study aimed to determine the influence of market orientation (X_1) and learning orientation (X_2) on purchase decisions (Y) for local products in Palangka Raya. Data were collected through a questionnaire distributed to 30 respondents who are active consumers of local products (Batsakis et al., 2023). The following are the results:

4.1 Validity and Reliability Test

- All items in variables X_1 , X_2 , and Y are declared valid, as the calculated r -value $>$ r -table (0.361) and significance $<$ 0.05.
- The reliability test results show that all variables have a Cronbach's Alpha $>$ 0.7, indicating that all questionnaire instruments are reliable.

4.2 Classical Assumption Test

- Normality Test: The data is normally distributed, as indicated by the Kolmogorov-Smirnov Asymp. Sig. value of 0.200, which is greater than the significance level of 0.05.
- Multicollinearity Test: The VIF values for both independent variables are below 10 and Tolerance values are above 0.1, indicating that no multicollinearity exists between the independent variables (X_1 and X_2).
- Heteroscedasticity Test: The scatterplot of the regression residuals shows no clear pattern, which means that no heteroscedasticity is present in the data.

4.3 Multiple Linear Regression Analysis

The regression equation obtained is:

$$Y = 3.215 + 0.422X_1 + 0.384X_2$$

Interpretation:

- The constant value of 3.215 represents the baseline of purchase decisions when both X_1 (market orientation) and X_2 (learning orientation) are zero.
- The regression coefficient for X_1 is 0.422, indicating that for every one-unit increase in market orientation, purchase decisions increase by 0.422 units.
- The regression coefficient for X_2 is 0.384, indicating that for every one-unit increase in learning orientation, purchase decisions increase by 0.384 units.

4.4 Partial Test (t-Test)

Table 1.

Variable	t-value	Sig.	Conclusion
X_1 (Market Orientation)	3.106	0.004	Significant
X_2 (Learning Orientation)	2.745	0.010	Significant

DISCUSSION

The findings reveal that both market orientation and learning orientation have a positive and significant influence on local product purchase decisions in Palangka Raya—both partially and simultaneously.

1. The Influence of Market Orientation on Purchase Decisions

The t-test result shows that market orientation (X_1) has a significant effect on purchase decisions, with a significance level of 0.004 ($<$ 0.05) and a regression coefficient of 0.422. This indicates that the higher the market orientation applied by local entrepreneurs, the more likely consumers are to make purchase decisions.

Market orientation encourages SMEs to better understand customer needs, follow market trends, and pay attention to competitors. In Palangka Raya, businesses that

adapt their products to local preferences—such as taste, packaging, and cultural values—are more likely to attract and retain customers. This aligns with Narver and Slater's (1990) theory, which asserts that market orientation enhances competitive positioning through deep customer and competitor insight.

2. The Influence of Learning Orientation on Purchase Decisions

Learning orientation (X_2) also shows a significant effect, with a significance level of 0.010 and a regression coefficient of 0.384. This suggests that entrepreneurs committed to learning and innovation tend to create more relevant and high-quality products, which in turn influence consumer purchasing behavior.

Entrepreneurs in Palangka Raya who actively participate in training, evaluate customer feedback, and continuously improve their products are more likely to meet market demands. This supports the view of Sinkula et al. (1997), who argue that learning-oriented organizations gain competitive advantage through the acquisition and application of new knowledge.

3. Simultaneous Effect and Variable Contribution

Simultaneously, market orientation and learning orientation have a significant influence on purchase decisions, as indicated by the F-test result with a significance value of 0.000. The coefficient of determination (R^2) is 0.541, meaning that 54.1% of the variation in purchase decisions can be explained by these two variables. This reflects a substantial contribution and confirms the importance of both orientations in shaping effective marketing strategies for local products.

4. Practical Implications

These findings suggest that to enhance consumer purchase decisions regarding local products, business actors in Palangka Raya should:

- Place greater emphasis on market research, understanding local consumer preferences, and building competitive advantage rooted in local values.
- Foster a culture of learning, be adaptable to change, and continuously pursue product and service innovation to remain relevant in a dynamic market environment.

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