THE INFLUENCE OF CULTURAL, SOCIAL, PERSONAL, AND PSYCHOLOGICAL ON CONSUMER PURCHASE DECISION-STUDY ON TONASA CEMENT PRODUCT IN MANADO CITY

DAMPAK DARI BUDAYA, SOSIAL, PRIBADI, DAN PSIKOLOGIS TERHADAP KEPUTUSAN DAYA BELI PELANGGAN –
STUDI PRODUK SEMEN TONASA DI KOTA MANADO

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ABSTRACT

There are some factors on the cultural, social, personal and psychological to customer purchase decision. This research is design to analyze the influence of cultural, social, personal, and psychological to customer purchase decision for Tonasa cement products in Manado city. Use the multiple regression analysis method, so the researcher can analyze the influence of the independent variable to dependent variable, which is employee performance. The independent variable in this research is cultural, social, personal, and psychological. Based on the result on the analysis of data using multiple linear regression analysis techniques, the t test, obtained results which indicate that the influence of cultural, social, personal, and psychological to customer purchase decision for Tonasa cement products in Manado city. This result is there is no significant difference for cultural, social, personal, psychological to costumers purchase decision for Tonasa cement product in Manado city.

Keywords: Cultural, Social, Personal, Psychological, Customer Purchase Decision

ABSTRAK

Ada beberapa faktor terhadap budaya, sosial, pribadi, dan psikologis untuk keputusan daya beli pelanggan. Riset ini didisain untuk meneliti pengaruh budaya, sosial, pribadi, dan psikologis terhadap keputusan daya beli pelanggan untuk produk semen tonasa di kota Manado. Menggunakan metode analisa multiple regresi, sehingga peneliti dapat meneliti pengaruh variabel yang ada. Variabel yang ada di dalam riset ini adalah daya beli pelanggan. Hasil analisa data yang menggunakan berbagai teknik analisa regresi linier,dan t test. Hasil yang diperoleh menunjukkan bahwa pengaruh budaya, social, pribadi, dan psikologis untuk keputusan daya beli pelanggan untuk produk semen tonasa di kota Manado. Hasil yang didapat ternyata tidak ada perbedaan penting untuk social, budaya, pribadi, dan psikologis terhadap keputusan daya beli pelanggan untuk produk semen tonasa di kota manado.

Kata kunci: Budaya, Sosial, Personil, Psikologi, Keputusan Pembelian Konsumen

1. INTRODUCTION

This research was conducted in Manado because as the capital city of North Sulawesi Province which has a wide range of community, and in Manado also a buffer warehouse with a most consumption of cement in North Sulawesi, especially for the malls construction. This research also choose cement Tonasa as a product because, cement Tonasa is sought after in Manado city. Based on shortly described above, the study title is "Influence Factor Analysis of Cultural, Social, Personal and Psychological on Consumer Purchase Decision of Tonasa Cement in Manado".

Research Objectives

1. To reveal the influence of cultural factor on the consumers purchase decisions of Tonasa cement, partially.
2. To reveal the influence of social factor on the consumers purchase decisions of Tonasa cement, partially.
3. To reveal the influence of personal factors on the consumers purchase decisions of Tonasa cement, partially.
4. To reveal the influence of psychological factors on the consumers purchase decisions of Tonasa cement, partially.
5. To reveal the influences of cultural, social, personal and psychological simultaneously on the consumers purchase decisions of Tonasa cement.

Theoretical Framework

Cultural

Culture is the most basic determinants of desire and behavior. If other creatures act on instinct, then human behavior generally studied. A growing child gets a set value perceptions, preferences and behavior through a socialization process that involves family and social institutions other important (Kotler and Keller, 2009). Every culture is composed of sub-sub - culture smaller provide identification and dissemination of more specific for their members. Sub-culture can be divided into four types, namely nationalism groups, religious groups, racial groups, geographic areas.

Social

Social factors such as the reference tool, the family and the role and social status (Kotler and Keller, 2009). One's reference group consists of all the groups that have a direct or indirect influence on the attitudes or behavior of the person. Groups that have a direct influence on a person called membership group. Some membership groups are the primary groups, such as family, friends, neighbors, co-workers, which interacts with a person continuously and informal. People also become members of the secondary group such as religious groups, professional and trade associations, which tend to be more formal and require less routine interactions (Bearden and Etzel, 1982).

Personal

Purchase decisions are also influenced by personal characteristics. These characteristics include age and stage in the life cycle, occupation, economic circumstances, lifestyle and personality and self-concept buyer (Sarker *et al*, 2013). The idea is that the brand also has a personality, and that consumers may choose a brand that has a personality that matches her personality. Age, stage of family life, and lifestyle positive influence on purchase decisions (Sarker *et al*, 2013).

Psychological

Psychological factors are the means used to identify their feelings, collect and analyze information, formulate ideas and opinions and take action (Cohen and Chakrava, 1990). Psychological factors consist of motivation, perception, learning and beliefs and attitudes (Loken *et al*, 2008).
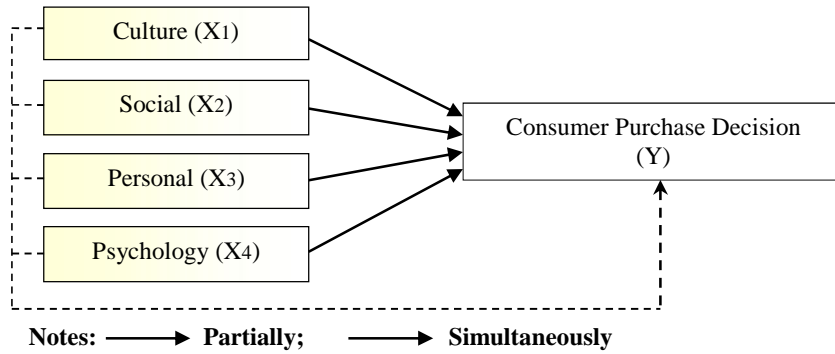
Conceptual Framework

Notes: ——→ **Partially;**   ——→ **Simultaneously**

Figure 1. The Conceptual Framework
Source: Literature Reviews, 2015

2. RESEARCH METHOD

Type of Research

This research is causal type of research. This type of research also determines if one variablecauses another variable to occur or change. In this research is to investigate the influence effect of Consumer Behavior on Consumer Purchase Decision of Cement Tonasa in Manado.

Place and Time of Research

This research is conducted in Manado city during November 2014 to January 2015.

Population and Sample

Population is the generalization region consisting of objects or subjects that have certain qualities and characteristics defined by the researchers to learn and then drawn conclusions (Sekaran, 2005). The population in this study is the consumers in Manado city who make a purchase of cement products. The sample is part of the number and characteristics possessed by this population. The sample consists of a number of selected members of the population. The samples in this study are the consumers in the Manado city who make purchases of Tonasa cement products.

Data Collection Method

Data collection method used was a questionnaire or questionnaire. Questionnaire or questionnaire is a way of collecting data to provide written questions to be answered by the respondent, so that researchers obtain field data / empirical research to solve problems and to test the hypothesis that has been established (Sekaran, 2005). Method of data collection is done by the procedure: 1)

respondents were given a questionnaire, 2) while filling in the questionnaire, awaited and given an explanation if it is not yet clear to what is read, 3) after the respondent fills then the answer tabulated, processed, analyzed and summarized.

Operational Definition and Measurement of Research Variables

Cultural Factors

This variable, which is the Cultural, can be the way of life that developed and shared by a group of people and passed down from generation to generation. Culture is the desire and a behavioral determinant of a person's most basic. In other words is the most important factor in the decision-making behavior and buying behavior.

Social Factors

This variable, which is the Social, can be the reference tool, the family and the role and social status.

Personal Factors

This variable is the personal characteristics. These characteristics include age and stage in the life cycle, occupation, economic circumstances, lifestyle and personality and self-concept buyer.

Psychological Factors

This variable, which identify their feelings, collect and analyze information, formulate ideas and opinions and take action. By using the Likert Scale, respondents will not have problems in understanding and filling out the questionnaire, and it is easy for the researcher to measure, interpreting and analyze the data. In this kind of scale, variables will be measured on five points of scale (1, 2, 3, 4, and 5) as shown:

Table 1. Grading Point of Decision Making

Statement	Score
Strongly agree	5
Agree	4
Netral	3
Disagree	2
Strongly disagree	1

Source: Literature Reviews, 2015

Data Analysis Method

Validity Test and Reliability Test

The reliability of a measure is established by testing for both consistency and stability. Consistency indicates how well the items measuring a concept hang together as a set, Cronbach's alpha is a reliability coefficient that indicates how well the items in a set are positively correlated to one another (Sekaran and Bougie, 2009). Since reliable scales are not necessarily valid, researchers also need to be concerned about validity. It assesses whether a scale measures what is supposed to be measured.

Independent Samples T-test

A t-test is any statistical hypothesis test in which the test statistic follows a Student's t distribution, if the null hypothesis is supported. It is most commonly applied when the test statistic would follow a normal distribution if the value of a scaling term in the test statistic were known. When the scaling term is unknown and is replaced by an estimate based on the data, the test statistic (under certain conditions) follows a Student's t distribution.

3. RESULT AND DISCUSSION

Result
Validity Test

Table 2. Validity Test

Indicator	Pearson Correlation
$X_{1.1}$	$.762^{**}$
$X_{1.2}$	$.836^{**}$
$X_{1.3}$	$.630^{**}$
$X_{2.1}$	$.598^{**}$
$X_{2.2}$	$.594^{**}$
$X_{2.3}$	$.689^{**}$
$X_{3.1}$	$.755^{**}$
$X_{3.2}$	$.893^{**}$
$X_{3.3}$	$.645^{**}$
$X_{4.1}$	$.754^{**}$
$X_{4.2}$	$.811^{**}$
$X_{4.3}$	$.859^{**}$
$Y_{.1}$	$.677^{**}$
$Y_{.2}$	$.886^{**}$
$Y_{.3}$	$.801^{**}$

Source: SPSS Data Analysis, 2015

From the table above shows the validity test of variable X_1 – Y and dependent variable are bigger than r value. The table shows the total number for X_1 - Y are above 0.3, means that all the indicators are valid.
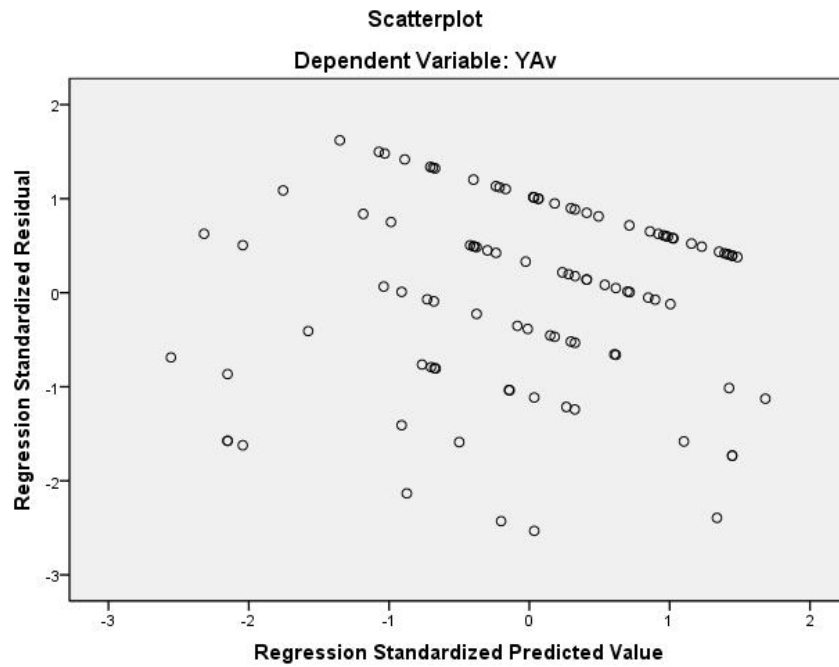
Test Reliability

Table 3. Reliability Test

Variable	Cronbach's Alpha
X_1	.601
X_2	.602
X_3	.647
X_4	.734
Y	.702

Source: SPSS Data Analysis, 2015

From the table above shows the Cronbach's Alpha > 0.6, indicated that all research instrument indicator of variable are reliable.

Classic Assumption

Graph 1. Classic Assumption
Source: SPSS Data Analysis, 2015

Coefficient Regression

Table 4. Unstandardized Coefficient Beta

Variable	B
(Constant)	2.018
X_1	.228
X_2	.276
X_3	.249
X_4	.295

Source: SPSS Data Analysis, 2015

Coefficient Correlation and Determination

Table 5. Coefficient Correlation (R) and (R^2)

R	R Square
.841[a]	.707

Source: SPSS Data Analysis, 2015

Hypothesis Test

Table 6. Simultaneously Test (F – test)

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4.200	4	1.050	4.751	.002[a]
	Residual	20.994	95	.221		
	Total	25.194	99			

a. Predictors: (Constant), X4Av, X2Av, X1Av, X3Av

b. Dependent Variable: YAv

Source: SPSS Data Analysis, 2015

Table 7. Partial Test Analysis (t-test)

Model	t	Sig.
X_1	2.165	.009
X_2	2.778	.006
X_3	2.433	.004
X_4	2.931	.000

Source: SPSS Data Analysis, 2015

Discussion

Based on the data analysis above shows there are significances influences partially and simultaneously of Cultural Factor, Social, Personal and Psychological on Consumer Purchase Decision of Tonasa Cement in Manado. The data also show the determination of independent variables with a big percentage shows by the R and R^2, means that the independent variables has strong correlation and determination on Consumer Purchase Decision of Tonasa Cement in Manado. This result also supported by another research conducted by Leila Haghshenas, Afshin Abedi, Esmail Ghorbani, Abbas Kamali, Mohammadnaser Harooni about Review Consumer Behavior and Factors Affecting on Purchasing Decisions. They argue about the factor influencing on Consumer Purchase Decision, and they found that Consumer Purchase Decision not only influence by Consumer Behavior but also Personal, Social, Cultural and Psychological have play important roles on Consumer Purchase Decision.

Cultural factors have a significant influence eon Consumer Purchase Decision of Tonasa Cement in Manado. This because that the Cultural are influence consumer buying behavior and consumer behavior influence on Consumer Purchase Decision of Tonasa Cement in Manado.
Partially Social has significant influence on Consumer Purchase Decision of Tonasa Cement in Manado. This influence cause by the role and status of a person's position in a group in which he participated during his life.

Personal has significant influence on Consumer Purchase Decision of Tonasa Cement in Manado. Personal characteristics include age and stage in the life cycle, occupation, economic circumstances, personality and self-concept, and the values and lifestyle of the buyer. Because many of these characteristics have a very direct impact on consumer behavior, it is important for marketers to follow them closely.

Psychological has significant influence on Consumer Purchase Decision of Tonasa Cement in Manado. Psychological factors are the means used to identify their feelings, collect and analyze information, formulate ideas and opinions in taking action.

4. CONCLUSION AND RECOMMENDATION

Conclusion

1. Cultural factor has significant influence on consumer purchase decisions of Tonasa cement, partially.
2. Social factor has significant influence on consumer purchase decisions of Tonasa cement, partially.
3. Personal factor has significant influence on consumer purchase decisions of Tonasa cement, partially.
4. Psychological factor has significant influence on consumer purchase decisions of Tonasa cement, partially.
5. Cultural, social, personal and psychological simultaneously have significant influence on consumer purchase decisions of Tonasa cement.

Recommendation

The company of Tonasa cement should pay attention on cultural, social, personal and psychological since this several factors are the key of consumers purchase decisions of Tonasa cement.

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