

## THE INFLUENCE OF PSYCHOLOGICAL FACTORS TOWARDS BUYING INTENTIONS OF MACBOOK IN MANADO

by:

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### ABSTRACT

Computer becomes a part in human life. Computers serve as a source of entertainment in addition to its role as resource and productivity tool. Apple is the big company that offer computer product called Macbook. This research is conduct in Manado, North Sulawesi. The objectives of this research are to analyze influence of psychological factors towards buying intentions of Macbook simultaneously and partially. This research is the causal type of research where it will investigate the influence of factors towards buying intention of Macbook. Use multiple regression models to answer the research problem. The population in this study is a consumers of Macbook, whereas samples taken by each respondent 100 respondents. The hypothesis testing, this research conduct a conclusion of there is a significant influence of Motivational, Perception, Learning, Belief and Attitudes simultaneously and there is a significant influence of Motivational and Beliefs and Attitudes partially on buying intentions of Macbook. This study reveals that price sensitivity is a mental decision that made by the consumer has a strong influence factors in order to buy a Macbook, when consumer go for buying, they prefer to buy a product based on the Beliefs and Attitudes.

**Keywords:** *buying intention, beliefs, attitudes.*

### INTRODUCTION

#### Research Background

Introduction of computer technology to the consumer market brought with it an evolution of change within the household that is comparable to the likes of radios and televisions in the 20th century. It served as a catalyst in jumpstarting not only how consumers obtain information but also the rapidity, quality and density with which they retrieve it. Changing from computer to laptop today, has become saturated with well-known brands, each offering nearly indistinguishable products to a population of consumers that are now more educated, have easier access to more information to compare and contrast competitive products and ultimately make a much more fact-based, informed decision. While consumers enjoy the benefit of being more educated with public access to free information regarding laptops, manufacturers continue to conduct studies on consumer behaviors behind closed doors.

People consumption's pattern is not only to satisfy basic physiological needs but also to create a "self" and define one's role in society. Consumption has become a means of self-realization and identification. In past, consumer in Indonesia only seek goods or services they needs and not put much intention to the brand, but now they also seek for a brand especially middle-upper economy class consumer. It also occurs to consumers in Indonesia especially in Manado.

Modernization and globalization take effect in changing behavior patterns of consumers in Manado. In addition to a stable economic growth and rising per capita household income, to the influence of cultural values and lifestyles, many factors affect the buying intentions and behavior of people. Apple Inc as a pioneer company in the field of software and hardware technology comes with a superior product, the Macbook. It provides broad application to facilitate consumer in work and entertainment and very popular in many big cities in Indonesia, as well as in Manado. It fits the needs of the market in Manado, simple but elegant, innovative and multifunctional.

### **Research Objectives**

The objectives of this research are to analyze the influence of:

1. Motivation, perception, learning, and beliefs and attitudes towards buying intentions on macbook in Manado.
2. Motivation towards buying intention on macbook in Manado.
3. Perception towards buying intention on macbook in Manado.
4. Learning towards buying intention on macbook in Manado.
5. Beliefs and attitudes towards buying intention on macbook in Manado.

## **THEORETICAL FRAMEWORK**

### **Theories**

#### **Marketing**

Marketing is the strategies in business, through the exchange product that companies create, in order to get profit from their customer. Kotler, et al (2005:5) define marketing as a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging value with other. In a narrower business context, marketing involves building profitable, value-laden exchange relationship with customers. Marketing as the process by which companies create value for customers and building strong relationship in order to capture value from customers in return.

#### **Consumer Behavior**

Consumer behavior is the study of what, how, and why people are buying (Peter and Olson, 2005:14). Consumer behavior includes a series of mental and physical processes that continues through before and after buying.

#### **Physiological Factors**

Kotler and Keller (2009:166), state that consumer behavior is the study of what, how, why people are buying there are 4 social factors that influence the consumer behavior, such as:

##### **1. Motivation**

People are motivated to achieve certain needs. When one need is fulfilled a person seeks to fulfill the next one, and so on. Accordingly, motives can be defined as relatively enduring, strong, and persistent internal stimuli that arouse and direct behavior toward certain goals. Kotler (2003:196), there are five different levels in Maslow's hierarchy of needs:

###### **a. Physiological Needs:**

These include the most basic needs that are vital to survival, such as the need for water, air, food and sleep. Maslow believed that these needs are the most basic and instinctive needs in the hierarchy because all needs become secondary until these physiological needs are met.

###### **b. Security Needs:**

These include needs for safety and security. Security needs are important for survival, but they are not as demanding as the physiological needs. Examples of security needs include a desire for steady employment, health insurance, safe neighborhoods and shelter from the environment.

- c. **Social Needs:**  
These include needs for belonging, love and affection. Maslow considered these needs to be less basic than physiological and security needs. Relationships such as friendships, romantic attachments and families help fulfill this need for companionship and acceptance, involvement in social, community or religious groups.
- d. **Esteem Needs:**  
After the first three needs have been satisfied, esteem needs becomes increasingly important. These include the need for things that reflect on self-esteem, personal worth, social recognition and accomplishment.
- e. **Self-actualizing Needs:**  
This is the highest level of Maslow's hierarchy of needs. Self-actualizing people are self-aware, concerned with personal growth, less concerned with the opinions of others and interested fulfilling their potential.

## 2. Perception

Perception is called as the energy which makes us aware of the world around us and attaches a meaning to it after a sensing process. Each human being in the world sees his/her surroundings differently. Several people have the same ideas about a specific event. No one can see or feel the 100% of all things. Ever wonder why people buy certain products? It is all about perception. Saks and Johns (2011), there are three components to perception:

- a. **The Perceiver**, the person who becomes aware about something and comes to a final understanding. There are 3 factors that can influence his or her perceptions: experience, motivational state and finally emotional state. In different motivational or emotional states, the perceiver will react to or perceive something in different ways.
- b. **The Target**, this is the person who is being perceived or judged. Ambiguity or lack of information about a target leads to a greater need for interpretation and addition.
- c. **The Situation** also greatly influences perceptions because different situations may call for additional information about the target.

## 3. Learning

Learning is a change in a person's thought processes caused by prior experience. Consumer learning may result from things that marketers do, or it may result from stimuli that have nothing to do with marketing. Either way, almost all consumer behavior is learned. Bandura (1997:30) most human behavior is learned observationally through modeling: from observing others, one forms an idea of how new behaviors are performed, and on later occasions this coded information serves as a guide for action.

## 4. Beliefs and Attitudes

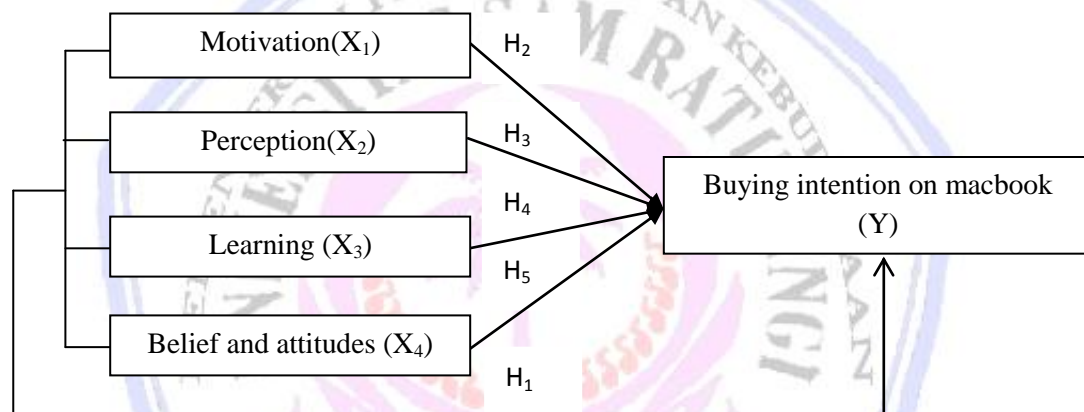
Belief as descriptive thought that a person holds about something and attitude as a person's enduring favorable or unfavorable cognitive evaluations, emotional feelings, and action tendencies toward some object or idea. Individuals can have specific beliefs and attitudes about specific products and services. Marketers are interested in the beliefs that people formulate about specific products and services because these beliefs make up product and brand images that affect buying behavior. If some of the beliefs are wrong and prevent buying, the marketer has to launch a campaign to correct them. A consumer may believe that Sony's Cyber-shot camera takes the best HD video, is easiest to use, and is the most reasonably priced. These beliefs may be based on knowledge, faith or hearsay. Consumers tend to develop a set of belief about a product's attributes and then, through these beliefs, form a brand image-a set of beliefs about a particular brand. People have attitudes regarding religion, politics, clothes, music, food, etc. Attitude of consumer also influences the consumer behavior. If consumer's attitude towards a product is favorable, then it will have positive effect on consumer behavior. The marketers discover prevailing attitude towards their product and try to make it positive, and if it is already positive, then try to maintain it.

## Buying Intention

Sandhusen and Richard (2000:219), once the alternatives have been evaluated, the consumer is ready to make a buying decision. Sometimes buying intention does not result in an actual buying. The marketing organization must facilitate the consumer to act on their buying intention. The organization can use variety of techniques to achieve this. The provision of credit or payment terms may encourage buying, or a sales promotion such as the opportunity to receive a premium or enter a competition may provide an incentive to buy now. The relevant internal psychological process that is associated with buying decision is integration. Once the integration is achieved, the organization can influence the buying decisions much more easily.

## Previous Researchers

Chang (2005) Factors Influencing Changsa Teenager's Buying Intention Toward Celebrity-Endorsed Apparels. Jaafar et al,(2009), Consumers' Perceptions, Attitudes and Buying Intention towards Private Label Food Products in Malaysia. Idris et al, (2009), Personal and Psychological Factors-Does it Impact the Choice of Advertising Medium? Ahmad and Juhdin (2003), Consumer's Perception and Buying Intentions Toward Organic Food Products: Exploring The Attitude Among Malaysian Consumers.



**Figure 1 Conceptual Framework**

*Source: Processed data 2014*

## Hypothesis

The hypotheses of this research are:

- H<sub>1</sub>: Motivation, perception, learning, and beliefs and attitudes have significant influence on buying intentions of macbook in Manado simultaneously.
- H<sub>2</sub>: Motivation influences buying intention on macbook in Manado partially.
- H<sub>3</sub>: Perception influences buying intention on macbook in Manado partially.
- H<sub>4</sub>: Learning influences buying intention on macbook in Manado partially.
- H<sub>5</sub>: Beliefs and attitudes influence buying intention on macbook in Manado partially.

## RESEARCH METHOD

### Type of Research

This research is causal type of research where it will analysis influence of psychological factors on consumer behavior towards buying intention.

### **Place and Time of Research**

This study was conducted in Manado City. The questionnaire was distributed directly at some places where respondents from regions in Manado being at, such as campus, hangout sites, and restaurants. The research was conducted on June to July 2014.

### **Population and Sample**

Population is the entire group or people, events, or things that the researcher desires to investigate Sekaran and Bougie (2010:443). The populations in this research are the consumers who buy Macbook in Manado. The samples of this research are the consumers who buy Macbook as much as 100 respondents. The sampling design is sample random sampling that is considered as the best way of getting some basic information quickly and efficient. Sample random sampling is using every element in the population has a known and equal chance of being selected as a subject. This sampling design has the least bias and offers the most generalizability (Sekaran and Bougie, 2010:270).

### **Data Collection Method**

They are two types of data: (1) Primary Data use questionnaires were distributed to consumer who buy macbook, respectively 100 sheets. While calculating weight rating customer questionnaires using Likert scale. Likert scale was associated with a statement about one's attitude towards something. And (2) secondary data is method of data collection by studying the relevant literature in order to obtain a theoretical overview from books, journals, and relevant literature from library and internet of the concept of psychological factor towards consumer who buy macbook.

### **Operational Definitions and Measurement of Research Variable.**

Operational definitions of research variables are:

1. Motivation ( $X_1$ ) People are motivated to achieve certain needs. When one need is fulfilled a person seeks to fulfill the next one, and so on.
2. Perception ( $X_2$ ) is how consumers understand the world around them based on information received through their senses. In response to stimuli, consumers subconsciously evaluate their needs, values and expectations, and then they use that evaluation to select, organize and interpret the stimuli. (Saks and Johns, 2011).
3. Learning ( $X_3$ ) Most human behavior is learned observationally through modeling: from observing others, one forms an idea of how new behaviors are performed, and on later occasions this coded information serves as a guide for action. (Bandura, 1997)
4. Belief and attitudes ( $X_4$ ) Belief is a descriptive thought that a person holds about something and attitude is a person's enduring favorable or unfavorable cognitive evaluations, emotional feelings, and action tendencies toward some object or idea.

### **Data Analysis Method**

#### **Validity and Reliability Test**

The reliability of a measure is established by testing for both consistency and stability. Consistency indicate how well the items measuring a concept hang together as a set, Gronbach's alpha is a reliability coefficient that indicates how well the items in a set are positively correlated to one another (Sekaran and Bougie, 2010:162). Since reliable scale are not necessarily valid researchers also need to be concerned about validity. It assesses whether scale measure what is supposed to be measured. Thus validity is a measure of accuracy in measurement (Hair et al, 2010:120).

### Multiple Regressions on Analysis Method

Linear regression is used to model the value of a dependent scale variable based on its linear relationship to one or more predictors. The method of analysis used in this study is multiple regression models approach the return. Cooper and Schindler (2001:767) stated that multiple regression analysis is techniques to observed value more than one X to estimate or predict corresponding Y value. The formula of multiple linear regressions is as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + e$$

Where:

Y = Consumer perception

X<sub>1</sub> = Motivation

X<sub>2</sub> = Perception

X<sub>3</sub> = Learning

X<sub>4</sub> = Belief and attitudes

α = Constant

b<sub>1</sub>, b<sub>2</sub>, b<sub>3</sub>, b<sub>4</sub> = the regression coefficient of each variable

e = error

## RESULTS AND DISCUSSION

### Result

#### Validity and Reliability Test

The validity test of Motivation (X<sub>1</sub>) 0.525, Perception (X<sub>2</sub>) 0.371, Learning (X<sub>3</sub>) 0.331, Belief and Attitudes (X<sub>4</sub>) 0.750 also Buying Intention (Y) 1 are above 0.3 which mean that all indicator are valid. The reliability test using Alpha Cronbach. The Cronbach's Alpha parameter, with ideal score more than 0.6. The variables are reliable because the value of Cronbach's Alpha is 0.797.

#### Test of Classical Assumption

#### Multicollinearity

**Table 1. Collinearity Statistics**

Model	Collinearity Statistics	
	Tolerance	VIF
X <sub>1</sub> .	.593	1.687
X <sub>2</sub> .	.705	1.419
X <sub>3</sub> .	.220	8.195
X <sub>4</sub> .	.657	4.523

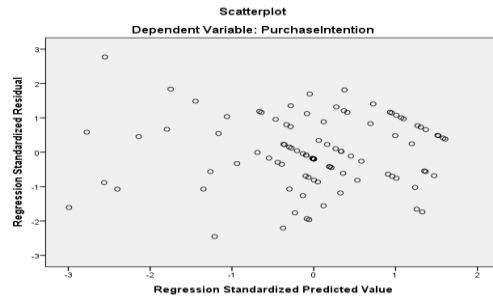
a Dependent Variable: Y (Buying Intention)

Source: Processed Data, 2014

The calculation multicollinearity through VIF and tolerance. VIF value of Motivation (X<sub>1</sub>) 0.593, Perception (X<sub>2</sub>) 0.705, Learning (X<sub>3</sub>) 0.220, and Belief and Attitudes (X<sub>4</sub>) 0.657 are <10, this means that there is no connection between the independent variables.

#### Heteroscedasticity

Heteroscedasticity occurs if there are dots which form a certain pattern regularly as waves. Homoscedasticity occurs if there are no certain patterns which are clear, and the dots spread above and below the 0 the Y-axis.



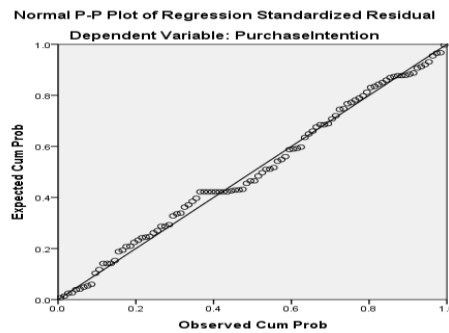
**Figure 2. Heteroscedasticity Result**

Source : Processed data 2014

Figure 2 shows that the patterns of the dots are spreading and the dots are spreading above and below the zero point of Y-axis. So, there is no heteroscedasticity in this regression.

**Normality**

Normality test can be identifying by using graph of P-P Plot. The data will distribute normally if the value of P-P Plot is near diagonal line of the graph.



**Figure 3. Normality Results**

Source: Processed data 2014

Figure 3 shows the dots spread near the diagonal line and follow the direction of the diagonal line. Therefore, the data is distributed normally.

**Multiple Regression Analysis**

**Table 2. Multiple Regression Result**

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.027	.314		3.275	.001
	X <sub>1</sub>	.114	.077	.128	6.489	.000
	X <sub>2</sub>	.016	.072	.018	6.226	.002
	X <sub>3</sub>	.064	.062	.076	4.039	.038
	X <sub>4</sub>	.569	.072	.648	7.941	.000

Source: Processed Data, 2014

From the analysis, obtained by linear regression equation as follows:

$$Y = 1.027 + 0.114 X_1 - 0.016 X_2 + 0.064 X_3 + 0.569 X_4$$

From the multiple linear regression equation above, it can inform the interpretation as follows:

1. Constant 1.027 shows the influence of Motivation ( $X_1$ ) 0.114, Perception ( $X_2$ ) 0.016, Learning ( $X_3$ ) 0.064, and Belief and Attitudes ( $X_4$ ) 0.569 and Buying Intention (Y). It means that, in a condition where all independent variables are constant (zero), Buying Intention (Y) as dependent variable is predicted to be 1.027.
2.  $X_1$  (Motivation) has an effect to Y (Buying Intention) as many as 0.114. In condition where other variables are constant, if there is one unit increasing in  $X_1$  (Motivation), Y (Buying Intention) is predicted to be increased by 0.114.
3.  $X_2$  (Perception) has an effect to Y (Buying Intention) as many as 0.016. In condition where other variables are constant, if there is one unit increasing in  $X_2$  (Perception), Y (Buying Intention) is predicted to be increased by 0.016.
4.  $X_3$  (Learning) has an effect to Y (Buying Intention) as many as 0.064. In condition where other variables are constant, if there is one unit increasing in  $X_3$  (Learning), Y (Buying Intention) is predicted to be increased by 0.064.
5.  $X_4$  (Belief and Attitudes) has an effect to Y (Buying Intention) as many as 0.569. In condition where other variables are constant, if there is one unit increasing in  $X_4$  (Belief and Attitudes), Y (Buying Intention) is predicted to be increased by 0.569.

### Coefficient Determination ( $r^2$ )

**Table 3. Table R and  $R^2$**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.765(a)	.585	.567	.409

a Predictors: (Constant),  $X_1$ ,  $X_2$ ,  $X_3$ ,  $X_4$

b Dependent Variable: Y

Source: Processed Data, 2014

To determine the contribution The Influence of Motivation ( $X_1$ ), Perception ( $X_2$ ), Learning ( $X_3$ ), and Belief and Attitudes ( $X_4$ ) and Buying Intention (Y) towards consumers who buy Macbookin Manado can be seen that the determinant of the coefficient ( $R^2$ ) in the table above.  $R^2$  value of 0.585 in this study may imply that the contribution of The Influence of Motivation ( $X_1$ ), Perception ( $X_2$ ), Learning ( $X_3$ ), and Belief and Attitudes ( $X_4$ ) and Buying Intention (Y) on Macbook in Manado of 58.5% while the remaining 41.5% is affected by other variables not examined in this study.

### Hypothesis Testing

**Table 2 F-Test**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	22.363	4	5.591	33.462	.000(b)
	Residual	15.872	95	.167		
	Total	38.235	99			

a Predictors: (Constant),  $X_1$ ,  $X_2$ ,  $X_3$ ,  $X_4$

b Dependent Variable: Y

Source: Processed Data, 2014

Value of 33.462 of  $F_{Count}$  significant 0.000. Because the sig < 0.05 means the confidence of this prediction is above 95% and the probability of this prediction error is below 5% which is 0.000. Therefore  $H_0$  is rejected and accepting  $H_a$ . Thus, the formulation of the hypothesis that Motivation ( $X_1$ ), Perception ( $X_2$ ), Learning ( $X_3$ ), and Belief and Attitudes ( $X_4$ ) and Buying Intention (Y) on Macbook in Manado Simultaneously, accepted.



**Table 3. t-Test**

Model	T	Sig.
Motivation	6.489	.000
Perception	6.226	.002
Learning	4.039	.038
Belief and Attitudes	7.941	.000

a Dependent Variable: Y

Source: Processed Data, 2014

The calculations in the table above, the interpretation as follows:

1.  $T_{count}$  for Motivation ( $X_1$ ) 6.489 more than the value of 1.660  $t_{table}$  means Motivation ( $X_1$ ) in partial does influence on Buying Intention (Y) towards consumers who buy Macbook in Manado. The sig. value at 0.000 means that prediction of Motivation ( $X_1$ ) influence on Buying Intention (Y) on Macbook in Manado doing errors is 0.0%, thus the confidence of this prediction is above 95%. Therefore,  $H_a$  received.
2.  $T_{count}$  for Perception ( $X_2$ ) 6.2269 more than the value of 1.660  $t_{table}$  means Perception ( $X_2$ ) in partial does influence on Buying Intention (Y) towards consumers who buy Macbook in Manado. The sig. value at 0.002 means that prediction of Perception ( $X_2$ ) does not influence on Buying Intention (Y) on Macbook in Manado doing errors is 0.2%, thus the confidence of this prediction is below 95%. Therefore,  $H_0$  received.
3.  $T_{count}$  for Learning ( $X_3$ ) 4.039 more than the value of 1.660  $t_{table}$  means Learning ( $X_3$ ) in partial does influence Buying Intention (Y) towards consumers who buy Macbook in Manado. The sig. value at 0.038 means that prediction of Learning ( $X_3$ ) influence on Buying Intention (Y) on Macbook in Manado doing errors is 3.8%, thus the confidence of this prediction is below 95%. Therefore,  $H_0$  received.
4.  $T_{count}$  for Belief and Attitudes ( $X_4$ ) 7.941 greater than the value of 1.660  $t_{table}$  means Belief and Attitudes ( $X_4$ ) in partial influence Buying Intention (Y) towards consumers who buy Macbook in Manado. The sig. value at 0.000 means that prediction of belief and Attitudes ( $X_4$ ) influence on Buying Intention (Y) on Macbook in Manado doing errors is 0.0%, thus the confidence of this prediction is above 95%. Therefore,  $H_a$  receive

## Discussion

Motivation, Perception, Learning, and Belief and Attitudes influence Buying Intention towards consumers who buy Macbook in Manado simultaneously and significantly. It shows that the Buying intention on Macbook in Manado is influenced by Motivation, Perception, Learning, and Belief and Attitudes simultaneously and significantly. Motivation has significant influence on Buying Intention on Macbook in Manado, this result happen because, some of respondents are interested to buy macbook with their perception that they will get a attention from society, self-esteem and get the individual of high level value.

Perception factor does have significant influence on buying intention towards macbook. This may happens because some of the respondents still get the important information's when buyingd macbook and they claimed that macbook has same quality with other products. And also does not have additional accessories. Learning does has significant influence on buying intention towards macbook, some of the respondents does agree that they got information from advertisements and ever use macbook before, also from respondents family or relation have use macbook before.

Beliefs and attitudes have significant influence on buying intention towards macbook. Most of the respondents' belief that if they use macbook they will rising their standard, also supported by the indicator about the appearance or model of macbook and they feel satisfied with the durability of macbook. This study supports the previous research Chang (2005), that stated it makes the consumer form beliefs and attitudes about the product. Affective refers to the emotions or feelings of consumers. These various emotional states may enhance positive experiences for the costumer. Beliefs and attitudes are concerned with the probability that an individual will do a specific action or behave in a particular way with regard to the object.

This research study proves that the most important variable that influenced buying intention towards macbook is belief and attitude. Other two independent variables (perception and learning) do not have significant influence on consumer buying intention towards macbook. It becomes an important attention for marketers in order to raising the number of buying by concerning the result of this study.

## CONCLUSIONS AND RECOMMENDATIONS

### Conclusions

There are three constructive findings that can be concluded from the overall result in this research, which are listed as follow:

1. Motivation, Perception, Learning, and Belief and Attitudes influence Buying Intention on Macbook in Manado simultaneously and significantly.
2. Motivation influence Buying intention on Macbook partially and significantly.
3. Learning influence Buying Intention on Macbook partially and significantly.
4. Product Type influence Buying Intention on Macbook partially and significantly.
5. Belief and Attitudes influence Buying Intention on Macbook partially and significantly.

### Recommendations

The results of the analysis explain two of the independent variables which are motivation and belief and attitudes have a significant effect to the Buying Intention on Macbook in Manado. From all the variables, belief and attitudes is the strongest effect of consumer buying intention who buys Macbook in Manado. The marketing division from Macbook in Manado city need to be more focus on perception, and learning variables to get more intention of consumers while buying. Beside of it, Apple company also need to evaluate the most influential factor through Customer intention, for ensuring the product will be always buyingd by people in Manado.

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