

ANALYZING THE INFLUENCE AMONG CULTURAL FACTOR, SOCIAL AND PSYCHOLOGICAL WITH THE CUSTOMER BUYING DECISION OF ORIFLAME PRODUCT IN MANADO

PENGARUH FAKTOR BUDAYA, SOSIAL DAN PSIKOLOGI TERHADAP KEPUTUSAN PEMBELIAN KONSUMEN PADA PRODUK ORIFLAME DI MANADO

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Abstract: *Consumer decision in buying products is an important activity in which where all revenues are coming from. The higher degress of product variety is also an influential aspect in consumer decision for purchasing. The objective of this research is to find out the influence of Cultural, Social and Psychological factors toward consumer decision making for Oriflame product in Manado. This research used the Multiple Regression Method. The findings showed that the three factors are simultaneously influence toward consumer decision for Oriflame product. Only Social factor has an influence, partially, toward consumer decision, while the Cultural and Psychological needs to increase the quality of cultural and psychological factor, so as to improve the marketing approval to increase the Service Quality for consumer and future sales.*

Keywords: *cultural factor, social factor, psychological factor, customer buying decision*

Abstrak: Keputusan pembelian konsumen penting bagi suatu perusahaan, sebagai salah satu tujuan untuk memperoleh keuntungan bagi perusahaan. Banyaknya keragaman produk dan layanan yang ditawarkan dapat mempengaruhi salah satu aspek penting dari masyarakat yaitu keputusan pembelian. Tujuan penelitian ini untuk mengetahui pengaruh faktor budaya, sosial dan psikologis terhadap keputusan pembelian konsumen pada produk Oriflame di Manado. Penelitian menggunakan metode analisis Regresi Berganda. Hasil penelitian menunjukkan faktor budaya, social dan psikologis berpengaruh secara simultan pada keputusan pembelian konsumen pada produk Oriflame di Manado. Faktor social berpengaruh secara parsial terhadap keputusan pembelian konsumen, budaya dan psikologis tidak berpengaruh secara parsial terhadap keputusan pembelian konsumen pada produk Oriflame di Manado. Management dari Oriflame perlu meningkatkan kualitas budaya dan psikologis terhadap keputusan pembelian konsumen pada produk Oriflame, hal ini dapat dilakukan dengan cara melakukan perbaikan pendekatan pemasaran dibidang budaya dan psikologis untuk meningkatkan kualitas layanan bagi para konsumen dan meningkatkan penjualan di masa depan.

Kata kunci: *faktor budaya, factor sosial, factor psikologis, keputusan pembelian konsumen*

INTRODUCTION

Research Backgrounds

The more diversity in offered products and services can influence one important aspect from common people in the marketplace, which is the Customer Buying Decision. Its application can be influenced by Cultural factor, Social and Psychological Factors. Normally, people just use all products or services in the society, when there is no other alternative for satisfying their needs and wants. But, this ideal condition cannot be actually applied in any environment in this world, because of the existence of many companies those compete in all business fields. Customers can choose the appropriated good or service from all existing items. This trend is important to be considered by management officers of every company for obtaining more benefits in the market, related with their decision for purchasing products or using services.

Moderately, the importance of the Customer Buying Decision has become essential for one business model, which is beauty and health care business. Any marketer that is focused in this business type has concentrated in preparing and serving any possible product or service that can fulfill two basic feeling of any human being in the world, which are the healthy and the beauty feeling. Both feelings are common for all people, since the early development of this world; and definitely make this business becomes one famous industrial model in all countries sin this world, until now.

Indonesia is one country in the world with multicultural people that make their preference for purchasing any sold product or using any provided service can be varied. This condition is also faced by management officers from beauty and health care companies in this country. Because of the pluralism of its people, it can be ensured that any people in Indonesia will directly utilize available products or services in the marketplace. Even though many varieties of cosmetic and beauty care products are offered in its marketplace, many people in Indonesia have different perception about appropriated products those can fulfill their feeling about beautifulness and body healthiness. So, their thought about ideal products for beauty and health care becomes one indication for the customer buying decision for any products or services in this business field, especially available items from Oriflame.

North Sulawesi Province is one industrialized province in Indonesia with many social and economic developments. Those improvements can be directly observed in its Capital City, which is Manado City. In this city, it is already common to see physical infrastructures and human resources developments. Because of this defined condition, the concept of beauty and health care business and its implementation become more innovation than before. Right now many companies those are focused in this business type are considered about the established idea for utilizing any product or service that is based on beauty and health care concept, especially from Oriflame. Furthermore, it will definitely effect the common buying decision from its people for offered products or services to experience beautifulness and body healthiness, personally or together with other friends and influenced by the understanding of Culture, Social and Psychological Factors. Therefore, regarding with the overall description in the previous paragraphs, this research will be titled *Analyzing the Influence among Cultural, Social and Psychological Factors with the Customer Buying Decision of Oriflame product in Manado*.

Research Objective

The objectives of this research are to analyze :

1. The cultural, social, and psychological factor influence the customer buying decision of Oriflame product in Manado City.
2. The cultural factor influence the customer buying decision of Oriflame product in Manado City.
3. The social factor influence the customer buying decision of Oriflame product in Manado City.
4. The psychological factor influence the customer buying decision of Oriflame product in Manado City.

THEORETICAL REVIEW

Theories

Consumer Buying Behavior

It is found about the importance in order to deal with the marketing environment and make purchasing decisions, all consumers, regardless of age, gender, nationality or religion, engage in a decision-making process Li, Yuejin (2004). Howard (1994:1), it can be argued that Consumer behavior describes how consumers differentiate among products or services, why they buy and consumer products and the way they think and perform when purchasing and consuming. From the stated above, it can be explained that Consumer behavior is a study of the decision-making process in relation to the environmental factors and their effect on the purchasing decision.

Culture

Rice (1997:70) concluded that Culture is defined as the integrated pattern of human behavior that includes thought, speech, action, artifacts and man's capacity for learning and transmitting knowledge to succeeding generations. Arnould et al (2002: 147) a general value dimension of considerable interest to marketers involves individualism versus collectivism. So, it can be note that, because the implementation of decision-making process is influence by cultural background, it is important that marketers understand the decision-making process for customer in different countries and cultural background within the same country.

Social Factor

Kotler (2007:161) noted that a social class is a group of people who are considered to have similar status or relatively homogeneous characteristics in a particular society. Park & Lessig (1977:10), A reference group is defined as an actual or imaginary individual or group conceived of having significant influence upon an individual's evaluations, aspirations or behavior. These explained the understanding of social class concept for common people in any observed environment.

Psychological Factor

An individual's purchasing decisions are further influenced by psychological factors such as perception, motivation, learning, beliefs and attitudes (Lamb et al .2004:163). Li, Yuejin (2004) noted that Attitude is defined as a consumer's overall, enduring evaluation of a concept or object, such as a person, a brand, a service. Based on the idea from these authors, it can be argued about the definition of attitude and its significant role for observing consumers thought and final purchasing decision for offered products or services.

Previous Research

This section is will explain all the important aspects that can be derived from all that used several papers from various journals which is tight relation with the current research as well as which providing the grand concept between the previous and this research. The result of previous research are:

1. Consumer Decision-making Styles: A Comparative Study among Motswana, Chinese and South African Students. Li, Yuejin (2004) : this article related with its discussed theory, which is the social factor influenced consumer decision making.
2. Factor that Affect Students Decision Making on Buying Computers: Online or in Retail Shops. Li, Peng (2010) : this result those have described about the significant for purchasing for the product.
3. The female Fashion Consumer Behavior-From the Perspective of the Shop Fever in Gothenburg. Holmberg and Ohnfeldt (2010) :this article concluded that marketing and consumer behavior is important for peoples when deciding to purchase product in marketplace.

Research Hypothesis

The Research Hypothesis are:

- H₁: There is a significant influence of the cultural, social and psychological factor on the customer buying decision of the Oriflame product in Manado city.
- H₂: There is a significant influence of the culture on the customer buying decision of the Oriflame product in Manado City partially.
- H₃: There is a significant influence of the social factor on the customer buying decision of the Oriflame product in Manado City partially.
- H₄: There is a significant influence of the psychological factor on the customer buying decision of the Oriflame product in Manado City partially.

Conceptual Framework

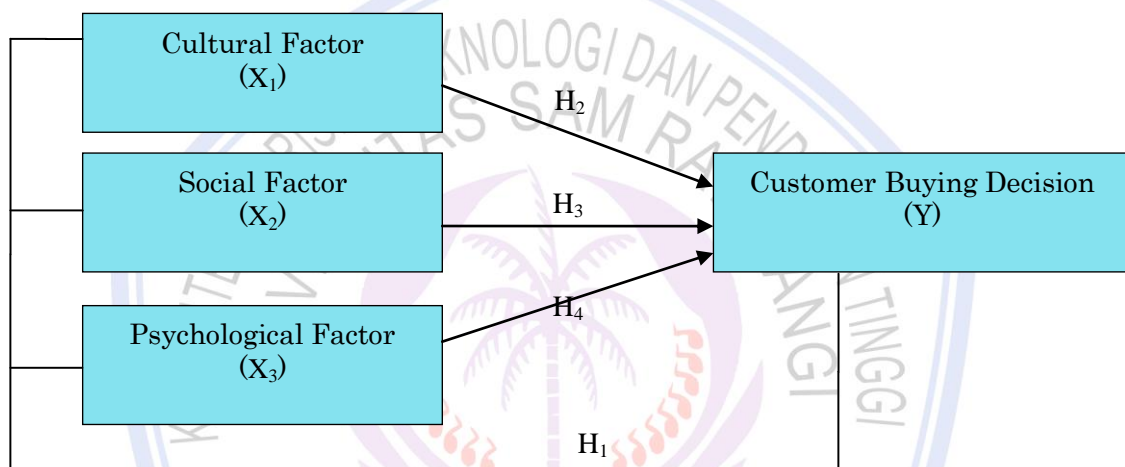


Figure1. Conceptual Framework

Source: Data Process 2015

RESEARCH METHOD

Type of Research

The purpose of this research is to analyze of the culture, social factor and psychological factor that influence customer buying decision of Oriflame customers in Manado. This research is causal type, causal since the purpose is to determine if one or more variables cause another variable to occur or change. This research is a quantitative method since using questionnaire as a tool to gather data and analysis. Sugiyono (2009:11) states associative research is a research that aims to understand the relationship between two or more variables.

Place and Time of Research

The study was conducted in Manado City, North Sulawesi in order to the reveal the influence of the customer buying decision on the Oriflame customer. The data of this study will be collecting from consumers (respondents) who have experience of shopping activities in Manado city, on November to December 2014.

Population and Sample

Population is generalized to the object/subject which has a certain quantity and characteristic that is required by researcher to studying and to gain conclusion (Sugiyono, 2009:55). The population in this research is all Customers who have shopping experiences in Orilame product in Manado. The sample is part of a number of characteristics possessed by the population (Sugiyono, 2009:91). As part of the population, the sample gives a true picture of the population. The sample in this study was taken from the customer was many as 100 respondents.

Data Collection Method

There are two types of data that are used to make an appropriate result, which is primary and secondary data. Primary data is data originated by the researcher specifically to address the researcher problem. Questionnaires are distributed to respondents who have shopping experiences in Orilame and they are able to respond directly on the questionnaires. The secondary data is taken from the books, journals, and relevant literature from library and internet. These secondary data were used in the background, literature review, research method, and discussion.

Operational Definitions and Measurement of Research Variables

1. Cultural Factor (X_1): Culture can be explained as any shared custom or insight that are perceived by the majority of people and can influence established idea from them, especially for the idea for purchasing any product or use any service in the society.
2. Social Factor (X_2): Social Factors can be explained as all collective appreciation those can be experienced by many people in the society from products or services utilization
3. Psychological Factor (X_3): Psychological Factors can be explained as all psychological appreciation those can be experienced by many people in the society from products or services utilization.
4. Customer Buying Decision (Y): Customer Buying Decision can be explained as the concluding choice that can be made by people in the society for purchasing any offered product, to fulfill all needs and wants.

Random distribution of questionnaires to the consumer, where all variables in this study were measured with a Likert scale models. This scale are used to measure attitudes, opinions and perceptions of a person or a group of social phenomenon. With the Likert scale, the measured variables can be translated into an indicator variable. Then the indicators used in the form of a statement or question. For the purposes of quantitative analysis, the answer can be filled scores as strongly agree 5point, agree 4point, hesitation 3point, disagree 2 point and strongly disagree 1 point.

Data Analysis Method

The method of analysis used in this study is multiple linear regression, including multiple correlation coefficient, coefficient of multiple determination and the test and F-test as associated with these conditions, the data obtained will be processed using the software SPSS (Statistical Package for Social Science).

Multiple Linear Regression Analysis

Multiple linear regression analysis is a method that is used to describe the relationship of a dependent variable with two or more than two independent variables. The method used in this study is a multiple linear regression, namely:

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

Y : Customer Buying Decision X_1 : Cultural factor X_2 : Social factor X_3 : Psychological factor

a: The Regression Constant β : Coefficient regression e: Error(Residual)

RESULT AND DISCUSSION

Result

Validity Test

The whole item of questions for the variable is valid because it is above the critical value $r_{table} = 0,195$ (from table *Rho Spearman*, $df_{(n-2)}$) than the items of the instrument could be used to measure the research variables. In this analysis, if the item is Valid definitely reliable. To determine the level of validity focus on the numbers on Corrected Item-Total Correlation is the correlation between this cores of items with a total score of items (value of r_{count}) comparing with the value of r_{table} . If the value of r_{count} bigger than the value of r_{table} or $r_{count} > r_{table}$ so that item is Valid.

Reliability Test

The result of the Reliability Statistics the reliability test of Culture factor (X_1) the value Coefficient of Cronbach's Alpha = 0,850 ; Social factor (X_2) the value Coefficient of Cronbach's Alpha = 0,796 ; Psychological factor (X_3) the value Coefficient of Cronbach's Alpha = 0,887 and the Customer buying decision (Y) the value Coefficient of Cronbach's Alpha = 0,751. The Coefficient value of those four variable is $> 0,700$ that is the correlation on the strongest category. If compare with r_{table} (0,195), r_{count} more bigger than r_{table} ; finally, we can conclude that over all the questionnaire is reliable, it means that the variable X_1 , X_2 , X_3 and Y are reliable. Then, the data analysis can be continued to predict to the relationship between variables in accordance with the proposed hypothesis.

Classical Assumption Test Result

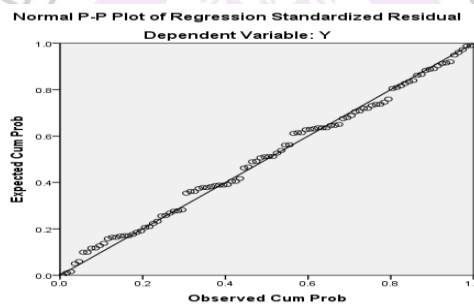


Figure 2. Normality

Source : SPSS data process 2015

Show that the graph of *Normal P-P of Regression Standardized Residual* described the spreading of data closed to diagonal line and its spread follow the diagonal line of the graph. On the other word, all the points around the line and at the Scater Plot, It's a normal distribution model.

Multicollinearity Test**Table 1. The Result of Multicollinearity Test**

| Model | Collinearity Statistics | |
|----------------|-------------------------|-------|
| | Tolerance | VIF |
| (Constant) | | |
| X ₁ | 0.977 | 1.023 |
| X ₂ | 0.956 | 1.047 |
| X ₃ | 0.977 | 1.023 |

a. Dependent Variable: Y

Source : SPSS data process 2015

Data shows that output value at *coefficients model* are not occurred of the Multicolinerity because all the value VIF < 10.

Heteroscedasticity Test**Table 2. The Result of Heteroscedasticity Test**

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|----------------|-----------------------------|------------|---------------------------|--------|-------|
| | B | Std. Error | Beta | | |
| (Constant) | 17.21 | 9.188 | | 1.873 | 0.064 |
| X ₁ | -0.162 | 2.061 | -0.008 | -0.079 | 0.938 |
| X ₂ | -5.358 | 1.992 | -0.269 | -2.69 | 0.081 |
| X ₃ | -0.191 | 1.612 | -0.012 | -0.118 | 0.906 |

If the probability > α value (0,05), sure the model have not the element of Heteroscedastisity. If probability < 0,05 (5%), means the regression formula have Heteroscedastisity and the opposite means Non Heteroscedastisity or Homoscedastisity. The results of Heteroscedastisity shows the culture factor (X₁), social factor (X₂), psychological factor (X₃) the model hasn't indication of Heteroscedastisity because of the probability value > α (0,05), has good to use as a estimation model.

Autocorrelation Test**Table 3. The Result of Autocorrelation Test**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|-------|-------------------|----------|-------------------|----------------------------|---------------|
| | .648 ^a | 0.42 | 0.402 | 1.57343 | 2.155 |

a. Predictors: (Constant), X₃, X₁, X₂

b. Dependent Variable: Y

Source : SPSS data process 2015

Shows the Durbin-Watson value 2,155. Decision on this assumption requires two auxiliary values obtained from the table Durbin-Watson, the value of d Land dU, with K=number of independent variables and n=sample size. If the Durbin-Watson value is in between the value dU up (4-dU) means assuming no auto correlation met.

In conclusion, if table Durbin-Watson with $n=100$, $K=4$, it will obtain the value of $dL=1.592$ and $dU=1.756$, so the value of $4-dU$ of 4 to $1.756=2.244$ while the value of $4-dL$ for 4 to $1.592=2.408$. Because the Durbin-Watson value (2,155) is located between the $4-dU$ dU , it can be concluded that the regression model did not contain the problem of auto correlation.

Coefficient Correlation and Determinant

Table 4. The Result of Analysis Correlation

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| | .648 ^a | 0.42 | 0.402 | 1.57343 |

Source: SPSS data process 2015

The results of Coefficient Determination, or R square (r^2) is 0.420 which shows that 42.0% Customer Buying Decision influenced by Culture (X_1), Social factor (X_2), Psychological factor (X_3), while the balance of 58% is affected by other causes are not examined in this study.

Simultaneously (F-test)

Table 5. The Result of Simultaneously (F-test)

| Model | Sum of Squares | Df | Mean Square | F | Sig. |
|------------|----------------|----|-------------|--------|-------------------|
| Regression | 172.094 | 3 | 57.365 | 23.171 | .000 ^b |
| Residual | 237.666 | 96 | 2.476 | | |
| Total | 409.76 | 99 | | | |

a. Dependent Variable: Y

b. Predictors: (Constant), X_3 , X_1 , X_2

Source: SPSS data process 2015.

The calculation shows that the value of F count is 23, 171 by the significant level is $0,000 < 0,05$, H_0 was rejected and H_a accepted. It means the variables of Culture (X_1), Social factor (X_2) and Psychological factor (X_3), simultaneously influence to Customer buying decision of Oriflame product in Manado City, then by the assumption of hypothesis stated that Culture (X_1), Social factor (X_2) and Psychological factor (X_3), simultaneously influenced to the Customer buying decision of Oriflame product in Manado City will be accept.

Test Partially (T-test)

Table 6. The Result of Multiple Regression Analysis and Hypothesis Test

| Model | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. |
|------------|-----------------------------|------------|---------------------------|--------|-------|
| | B | Std. Error | Beta | | |
| (Constant) | 12.176 | 2.301 | | 5.291 | 0 |
| X_1 | -0.106 | 0.072 | -0.116 | -1.474 | 0.144 |
| X_2 | 0.588 | 0.071 | 0.657 | 8.262 | 0.000 |
| X_3 | -0.009 | 0.058 | -0.012 | -0.15 | 0.881 |

Source : SPSS data process 2015

1. The value of t_{count} for the variabel of Culture is -1,474 smaller than the value of t_{table} is 1,984 with the significant level $0,144 > 0,05$, then H_0 was accepted, it means the Culture is not significant influence to the Customer buying decision of Oriflame product in Manado City, definitely, H_0 was accepted.

2. The value of t_{count} for the variabel of Social factor is 8,262 bigger than the value of t_{table} is 1,984 with the significant level $0,000 < 0,05$ than H_0 was rejected, it means Social factor is significant influence to the Customer buying decision of Oriflame product in Manado City, definitely, alternative hypothesis is accepted.
3. The value of t_{count} to the variabel of Psychological factor is -0,150 smaller than the value of t_{table} is 1,984 with the significant level $0,881 > 0,05$, than H_0 accepted, it means the Psychological factor has not influenced significantly to the the customer buying decision of Oriflame product in Manado City, definitely, H_0 was accepted.

Multiple Linear Regression

Form of the regression equation can be written as follows:

$$Y = 12,176 - 0,106X_1 + 0,588 X_2 - 0,009X_3 + e$$

The results of the multiple regression equation above gives the sense that:

1. Constant value is 12.176. It means if independent variables which consist of Cultural factor (X_1), Social factor (X_2), and Psychological factor (X_3), considered to be non-existent or not implemented, the Customer buying decision oriflamme product in Manado city are 12.176 units.
2. The coefficient of Culture regression is -0.106 means that, if Culture increased by 1 scale, it will reduce Customer buying decision of Oriflame product, amounted to 0,106 units, assuming other factors are considered fixed/ceteris paribus, but this culture variable cannot used in the model because not significant.
3. Social factor regression coefficient is 0.588, means that if the Social factor increased by 1 scale will increase the Customer buying decision of Oriflame product in the in Manado City are 0.588 units assuming other variables held constant/ceteris paribus, this variable can be used in a model.
4. Psychological factor regression coefficient is -0.009, it means Psychological factor increased by 1 scale will reduce Customer buying decision of Oriflame product in Manado City is 0.009 units assuming other variables held constant/ceteris paribus, but this culture variable cannot used in the model because not significant.

Discussion

Retail Business Oriflame in Manado City, is a type of franchise industry that requires quality products and quality services that can be provided to its customers. Besides that there are factors that affect cultural factors, social factors, Psychological Factors which jointly influence consumer purchasing decisions on products Oriflame in Manado so that it will affect the company's turnover. To achieve a large market share, due to intense competition in the Oriflame products in Manado. Cultural Factors, Social and Psychological is a strategy that can be used, but it must also be followed by a good quality of work provided by the company to the agent so this will push up labor productivity seller agent to serve customers and ultimately consumers without a doubt making purchasing decisions that will impact consumers will purchase more products and turnover of the company's revenue will increase. In the decision-making is necessary to be seen purchasing decisions of consumers which influenced by cultural, social, personal, and psychology of the consumers. Most of these factors are controlled by marketers, but it should really be calculated. Oriflame one of a companies that selling beauty and health care product in the marketplace. As the growth and development of a technology that was followed by an increase in the need for a complete product to achieve and maintain market, these companies need a good quality product and good strategies.

In addition, the purchase decision is influenced by psychological factors that consumers' perception of overall quality or services with respect to the expected consumer intent. Psychological factors reflect the customer feeling about a brand. Customer perception will involve an important reason for customers because each customer or consumer has the different interests of a product or service.

Kotler and Keller, (2007: 213) the objective of marketing is to fulfill and to satisfy the needs and wants of the target customers, better than competitors. Results of this study showed that of the three variables: Cultural Factors, Social and Psychological, only the social factors that have a significant influence on Consumer Purchase Decision in Oriflame products in Manado. The result in this study are consistent with the research Holmberg and Ohnfeldt (2010) that consumer behavior is important for people when deciding to purchase product in marketplace. For this, the management of Oriflame must pay attention to social factors in the city of Manado, so sales can be increased at a later date. Apart from that, there is need for improvement of the marketing approach to cultural factors and psychological factors in the city of Manado, in order to improve the quality and increase sales turnover in the future.

CONCLUSION AND RECOMMENDATION

Conclusion

There are four constructive findings in this research, which are listed as follow:

1. Cultural, Social and Psychological factor simultaneously significant influence to the customer buying decision of Oriflame product in Manado City.
2. Cultural factor has no partially significant influence to the customer buying decision of Oriflame product in Manado City.
3. Social factor has partially significant influence to customer buying decision of Oriflame product in Manado City.
4. Psychological factor has no partially significant influence to the customer buying decision of Oriflame product in Manado City.

Recommendation

Therefore, the several recommendations given are:

1. For the Oriflame management in the Manado city, need improves the Cultural Factors and Psychological Factors on Consumer Purchase Decision on Oriflame products in Manado, given the above regression confidence. This can be done by doing repairs marketing approach in the field of cultural and psychological to improved quality of service for consumers.
2. For further research, the assessment should be done in a way to deepen or develop research variables, so as to obtain other findings for the development of science.

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