

## **INFLUENCE ANALYSIS OF PSYCHOGRAPHIC FACTORS ON CONSUMER PURCHASING DECISION IN MCDONALD'S MANADO**

*ANALISA PENGARUH FAKTOR-FAKTOR KARAKTERISTIK PEMBELI DALAM  
KEPUTUSAN MEMBELI PELANGGAN DI MCDONALD'S MANADO*

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### **ABSTRACT**

*The research aims to examine and analyze the influence of psychographic factors on consumer purchasing decision in McDonald's Manado. Data is collected through distribution of questionnaires and implemented to 70 respondent in McDonald's Manado. The data analysis in this research is using SPSS version 22. The sampling technique uses a nonprobability sampling method and the data testing technique is used within the research includes validity test by factor analysis, reliability test with cronbach. Classical assumption test and multiple linear regression analysis had used to verify and to prove the research hypothesis. The Analysis result demonstrates that lifestyle, personality, and demographic have positive influence on purchasing decision to consumer in McDonald's Manado*

*Keywords: Purchase Decision, lifestyle, Personality, and Demographic.*

### **ABSTRAK**

Penelitian ini bertujuan untuk menguji dan menganalisa pengaruh factor-faktor karakteristik pembeli dalam keputusan membeli pelanggan di McDonald's Manado. Data dikumpulkan melalui penyebaran kuesioner dan di implementasikan untuk 70 pelanggan di McDonald's Manado. Analisis data dalam penelitian ini menggunakan SPSS versi 22. Teknik pengambilan sampel menggunakan metode non probability sampling dan teknik pengujian data yang digunakan dalam penelitian ini meliputi uji validitas dengan analisis faktor, uji reliabilitas dengan cronbach. Uji asumsi klasik dan analisa regresi berganda digunakan untuk membuktikan kebenaran hipotesis penelitian. Hasil Analisis menunjukkan bahwa gaya hidup, kepribadian, dan demografis memiliki pengaruh positif terhadap keputusan membeli dari pembeli di McDonald's Manado.

Kata kunci: Keputusan membeli, Gaya hidup, Kepribadian, dan Demografi.

# 1. INTRODUCTION

## Research Background

Recently there are a lot of fast food restaurants that have sprung up. There are some famous restaurant names like McDonald’s, Kentucky Fried Chicken, Texas Chicken, A & W and Wendy’s. All fast food restaurants are never empty to be visited by customer who likes fast food. From kids, teenagers to parents often visit and make purchase at fast food restaurant. Not only the food can influences customer, but also the strategic place that make it easier for customers to visit and make purchases in the restaurants. After making purchases, customers who eat at fast food restaurants would be considered to have social value and prestige.

Fast food restaurants are also not only used as a dining area but can also be used as a birthday celebration for children, and a place to celebrate some event. Fast food restaurants also provide playground for children so that these children do not get bored. Fast food restaurant also has delivery service so customers that busy and do not have time to buy fast food can be helped with the delivery service. Customers simply call the restaurant that provides delivery services and the food ordered will be delivered.

**Table 1. Most favorite fast food restaurant in the World, Indonesia and Manado city**

No.	Restaurant		
	World	Indonesian	Manado
1.	McDonald’s	KFC	KFC
2.	Subway	McDonald’s	McDonald’s
3.	Starbucks	Wendy’s	Pizza Hut
4.	Wendy’s	Burger King	A & W
5.	Burger King	Dominos	Texas Chicken

Source: <https://evitaadelinee14.wordpress.com/10-popular-fast-foodrestaurant-in-the-world/>;  
<https://acara event. Com / 10 - restaurant- fast-food-favorit/>;  
<https://id-id.facebook.com/pages/McDonald-Kawasan-Mega-Mas Manado/ 513906512034 051>

According to the table above, most favorite fast food in the world is McDonald’s, but in Indonesia especially in Manado, McDonald’s is not number one most favorite fast food by consumers, that’s why one of the main ideas why researcher choose McDonald’s to do the research is to identify which factors that influence the purchase decision in McDonald’s Manado.

The increase in fast food consumers is correlated with changes in consumption patterns and attitudes surrounding population in terms of the way or their eating habits. This fact becomes interesting to study empirically, especially with regard to several variables or factors that cause why consumers are interested and decided to eat at fast food restaurants (fast food). Reality on the ground shows that the tendency of the concentration of fast food restaurant locations, thus with McDonald's in Manado only have one location in this city.

## **Research Problem**

Based on the description of the background of the problems, the principal issues in this study are:

1. Is there any influence of lifestyle, personality, and demographic simultaneously on consumer purchasing decision in McDonald's Manado?
2. Is there any influence of lifestyle partially on consumer purchasing decision in McDonald's Manado?
3. Is there any influence of psychographic partially on consumer purchasing decision in McDonald's Manado?
4. Is there any influence of demographic partially on consumer purchasing decision in McDonald's Manado?

## **Research Objective**

5. To know the influence of lifestyle, personality, and demographic simultaneously on consumer purchasing decision in McDonald's Manado.
6. To know the influence of influence of lifestyle partially on consumer purchasing decision in McDonald's Manado.
7. To know the influence of psychographic partially on consumer purchasing decision in McDonald's Manado.
8. To know the influence of demographic partially on consumer purchasing decision in McDonald's Manado.

## **Theoretical Framework**

### **Consumer Behavior**

The understanding of consumer behavior in the purchase is one of the important tasks of marketing manager. This is due to the known behavior of consumers in the market, then the company can determine the needs and desires of the market and can give satisfaction more effectively and efficiently (Kotler, 1994).

### **Consumer Purchase Decision**

Harsh Verma (2012) said that every business exists to satisfy needs and wants of the target customer. In today's tough competitive environment, it becomes imperative to satisfy customer better than the rivals in the field. Therefore, knowing customer is a must. Good companies on this account are in advantageous position because knowledge about customer behavior with regard to goods is highly developed and accessible. The service were following the industrial wave. A lot of comprehensive models and texts have been written on the theme of goods-buying behavior of customer.

### **Purchase decision-making processes**

According to more recent studies, the consumer purchase decision-making process can be explained by an information processing approach. Consumers find the information, evaluate it and make a choice. Various models have been developed in order to describe this behavior. The purchase decision-making process is constructive and is shaped by the consumer and the context of decision making (Bettman, Luce and Payne, 1998).

### **Psychographic**

Psychographic is the science of using psychology and demographics to better understand customer. In psychographic segmentation, buyers are divided into different group on the basis of psychological/ personality, lifestyle or value. People within the same demographic group can exhibit very different psychographic profile.

### **Lifestyle**

Lifestyle is a common word to explain complicated consumer behaviors. Lifestyle is a way to segment people into groups based on three things: opinions, attitudes and activities. Lifestyle means the ways groups of consumers spend time and money. Marketers exploit this desire to move into a better lifestyle by showcasing people who are better off than the intended target market in their ads.

### **Personality**

Personality is the set of traits and specific characteristics of each individual. It is the product of the interaction of psychological and physiological characteristics of the individual and results in constant behaviors. Personality can be a useful variable in analyzing consumer brand choices.

### **Demographic**

Demographics are the statistical characteristics of human populations, such as age and income, which are used by businesses to identify markets for their goods and services. Demographics are used to identify who your customers are (now and in the future), where they live, and how likely they are to purchase the product you are selling.

### **Hypothesis**

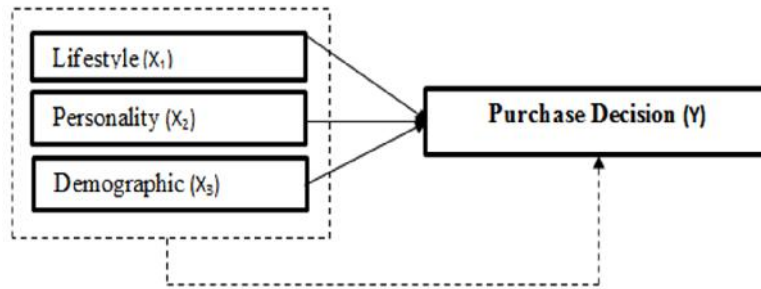
- H<sub>1</sub> : Lifestyle, Personality and Demographic has influence on consumer purchase decision, simultaneously.
- H<sub>2</sub> : Lifestyle has influence on consumer purchase decision, partially.
- H<sub>3</sub> : Personality has influence on consumer purchase decision, partially.
- H<sub>4</sub> : Demographic has influence on consumer purchase decision, partially.

## **2. RESEARCH METHOD**

### **Type of Research**

This research uses Causal type of research where it will investigate The Effect of Psychographic Factors on Purchase Decision of McD in Manado.

### Conceptual Framework



**Figure 1. Conceptual Framework**  
 Source : Data Processed, 2015

### Population and Sample

This study evaluated the purchasing decisions of consumers who shop at McDonald's in Manado. The research population is the customer of McDonald in Manado city, while the samples of this study are the customer who has willing to support the survey to provide valid data.

### Sampling Method

The sampling technique used in this study is a non-probability sampling technique, which every element in the population do not have an equal chance to be selected as a sample, even the probability of a particular population to elect members of a previously unknown. Determination of the number of samples in this study refers to the nature of the population.

During the 14 days observation time in McDonald's Manado, most people visiting McDonald's on weekend, that's why researcher choose the day in obtaining the data on weekend during 2 weeks. And during the observation time, the data obtained through questionnaire totaling 70 samples.

### Data Collection Method

For this current research, the author is using primary data to make an appropriate result, which is:

1. Primary Data. Primary data is data originated by the researcher specifically to address the research problem. This research will use several methods to collect data, namely:
2. Questionnaire. Questionnaires were distributed to Consumer in McDonald Manado in Mega Mas shopping area. While calculating weight rating customer questionnaires using Likert scale. Likert scale was associated with a statement about one's attitude towards something.

### Operational Definition and Measurement of Research Variables

Dependent Variable, Purchase Decision (Y):

Consumer Purchase Decision is an action taken by consumers to buy a product. Each manufacturer must be running a variety of strategies that consumers decide to purchase the products. In this study, Purchasing Decisions taken is how often consumers spend more than Rp 20,000 per transaction.

Independent Variable:

1. Lifestyle target market is the external manifestation of personality characteristics of the consumer or how someone's life (X<sub>1</sub>).
2. Personality characteristics of consumers that personality traits that reflect the characteristics of the consumer internal McDonald's (X<sub>2</sub>).
3. Demographic factors (X<sub>3</sub>)

**Multiple Regression Analysis**

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

Where: Y= Purchase Decision  
 X<sub>1</sub>= Personality a= Constants  
 X<sub>2</sub>= Lifestyle b<sub>1,2,3</sub>= Slope  
 X<sub>3</sub>= Demographic e= error

**3. RESULT AND DISCUSSION**

**Validity Test**

**Table 2. Result of validity test**

No	Variable Indicator	r count	r table	Note
<b>Purchase Decision</b>				
1	1	0,717	0.2353	Valid
2	2	0.842	0.2353	Valid
3	3	0.829	0.2353	Valid
4	4	0.646	0.2353	Valid
5	5	0.693	0.2353	Valid
<b>Lifestyle</b>				
1	1	0.802	0.2353	Valid
2	2	0.766	0.2353	Valid
3	3	0.650	0.2353	Valid
4	4	0.702	0.2353	Valid
5	5	0.577	0.2353	Valid
<b>Personality</b>				
1	1	0.771	0.2353	Valid
2	2	0.666	0.2353	Valid
3	3	0.642	0.2353	Valid
4	4	0.657	0.2353	Valid
5	5	0.705	0.2353	Valid
<b>Demographic</b>				
1	1	0.857	0.2353	Valid
2	2	0.739	0.2353	Valid
3	3	0.916	0.2353	Valid

Source: Data processed, 2015.

Based on the Table 2 above the correlation between each indicators to total construct score in each variables shows significant result and shows that r count > r table, which interpret that the data result for all variables are valid.

**Reliability Test**

**Table 3. Result of reliability test  
Reliability Statistics**

Cronbach's Alpha	N of Items
.896	18

Source: Data processed, 2015.

Table 3 shows that the Cronbach's Alpha is 0.896 which means that the data resulted is considered reliable, because the result is more than 0.6.

**Classical Assumption Test**

**Multicollinearity Test**

Multicollinearity testing aims to find the perfect relationship between independent variables in the regression model.

**Table 4. Collinearity statistics**

Model		Collinearity Statistics	
		Tolerance	VIF
1	Lifestyle	.554	1.805
	Personality	.680	1.471
	Demographic	.734	1.362

a. Dependent Variable: Purchase Decision

Source: Data processed, 2015.

Table 4. shows that the value of VIF all independent variables in this research is less than 10 and the value of tolerance is more than 0.10, which means that there is no multicollinearity.

**Testing the Goodness Fit: Coefficient of Multiple Regression (R) and Coefficient Determination (R<sup>2</sup>)**

R and R<sup>2</sup> are used to see the relationship between independent and dependent variables.

**Table 5. R and R<sup>2</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.709 <sup>a</sup>	.502	.480	.35972

a. Predictors: (Constant), Demographic, Personality, Lifestyle

b. Dependent Variable: Purchase Decision

Source: Data processed, 2015.

The result on R with the result of 0.709 indicates that there is a strong relationship among all of the variables with Purchase Decision with 50% influenced from the whole variables while the rest 50% is influenced by other variables that are not included into this research.

**F-Test**

F-test is used to test the simultaneous influence of independent variables (X<sub>1</sub>,X<sub>2</sub>,X<sub>3</sub>) towards (Y) as dependent variable.

**Table 6. F-test result**

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	8.619	3	2.873	22.202	.000 <sup>b</sup>
Residual	8.540	66	.129		
Total	17.159	69			

a. Dependent Variable: Purchase Decision  
 b. Predictors: (Constant), Demographic, Personality, Lifestyle

Source: Data processed, 2015.

Table 6 shows the value of F count 22.202 with 0.00 significant. To find out the value of F table, the calculation is actualized as follows:

$$\begin{aligned}
 F \text{ table} &= \text{FINV} (0.05, k-1, n-k) \\
 &= \text{FINV} (0.05, 3-1, 70-3) \\
 &= 3.133762
 \end{aligned}$$

In this research F count > F table (F count is larger than F table), then the regression model of F-test can be defined 22.202 > 3.113 which means Ho is rejected and H<sub>1</sub> is accepted. The regression model can be used to explain that independent variables such as X<sub>1</sub> (Lifestyle), X<sub>2</sub> (Personality), and X<sub>3</sub> (Demographic) simultaneously influence the dependent variable which is Y (Purchase Decision).

**T-Test**

T-test is a test which is used to determine the significant impact of the independent variables X<sub>1</sub> (Lifestyle), X<sub>2</sub> (Personality), and X<sub>3</sub> (Demographic) partially towards Y (Purchase Decision) as the dependent variable.

**Table 7 T-test result**

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	.356	.371		.959	.341
Lifestyle	.342	.110	.363	3.109	.003
Personality	.214	.101	.222	2.107	.039
Demographic	.246	.087	.288	2.841	.006

a. Dependent Variable: Purchase Decision

Source: Data processed, 2015.



## Discussion

Based on the analysis using application SPSS 22 and from the analysis that has been conducted by using the multiple linear regression analysis it found that three Independent variables which are Lifestyle, Personality, and Demographic have influence or effect Purchasing Decision.

The result is:

$$Y = 0.356 + (0.342) X_1 + (0.214) X_2 + (0.246) X_3$$

## 4. CONCLUSION AND RECOMMENDATION

### Conclusion

1. Lifestyle, personality, and demographic have significant influence simultaneously on consumer purchasing decision in McDonald's Manado.
2. Lifestyle has significant influence partially on consumer purchasing decision in McDonald's Manado.
3. Personality has significant influence partially on consumer purchasing decision in McDonald's Manado.
4. Demographic has significant influence partially on consumer purchasing decision in McDonald's Manado.

### Recommendation

Based on the conclusions above, the recommendation that can be given in this research are :

1. In order to increase the purchase decision, McDonald Manado should take more focused in increasing the company personality. Because based on the data questionnaire obtained, most respondent purchased the McDonald product because the taste is good, hygiene, reachable price, and varied menu.
2. For further research, the result of  $R^2$  is 50% which means that there are other variables that have to be considered in this research. Further research should add other variables that can influence the purchase decision, because the better the purchase decision, the better the company profit will be.

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