ANALYSIS OF THE INFLUENCE OF CONSUMER BEHAVIOR ON THE DECISION OF PURCHASE OF HALAL FOOD IN PIZZA HUT RINGROAD

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Abstract: *This study aims to determine whether there is a direct influence of cultural factors partially on the decision to purchase halal food at Pizza Hut Ringroad fast food restaurant. Is there a direct influence of social factors partially on the decision to purchase halal food at Pizza Hut Ringroad. Is there a direct influence of psychological factors partially on the decision to purchase halal food at Pizza Hut Ringroad. Is there a direct influence of cultural factors, social factors, psychological factors simultaneously on the decision to purchase halal food at Pizza Hut Ringroad. The data analysis technique used is the quantitative method with the help of SPSS version 16.0. This research uses Multiple Linear Regression Analysis. The sample in this study were 94 respondents. Retrieval of primary data using a questionnaire. The results showed that there was a direct positive and significant influence of cultural factors partially on the decision to purchase halal food at Pizza Hut Ringroad. There is no positive and significant direct effect of social factors partially on the decision to purchase halal food at Pizza Hut Ringroad. There is a direct negative and significant psychological effect partially on halal food purchasing decisions at Pizza Hut Ringroad. There is a positive and significant direct influence of cultural factors, social factors, and psychological factors simultaneously on the decision to purchase halal food at Pizza Hut Ringroad t. Adjusted R Square value of 0.831 which can be called the coefficient of determination in this case means 83.1% where the purchase decision can be obtained and explained by cultural factors, social factors and psychological factors. While the remaining 100% - 83.1% = 16.9% is explained by other factors or variables outside the model, such as personal factors and others.*

Key Words: *Cultural Factors, Social Factors, Psychological Factors and Purchasing Decisions.*

1. INTRODUCTION:

The large population growth in Indonesia with a relatively high per capita growth is a huge potential for the food industry, including fast food. One of the problems faced by society today is the number of fast-food products or fast food in fast-food restaurants, but their halalness is still doubtful. The development of the trend of halal food products in restaurants that provide fast food, and coupled with Indonesia's predominantly Muslim population, Muslims want the products to be consumed to be guaranteed their halalness and sanctity. According to Islamic teachings, consuming what is halal, holy, and good is a religious command and the law is mandatory (Ministry of Religion, 2003).

Producers that have included the label "halal" on their food or beverage products must be responsible for the halalness of their products, especially to Muslims. In Indonesia, there is an institution that is specifically tasked with supervising the products consumed by Muslims. This institution is the Institute for the Supervision and Distribution of Drugs and Food under the auspices of the Majelis Ulama Indonesia (LPPOM-MUI). This institution supervises products circulating in the market by providing halal certificates to producers after testing. MUI is the highest halal certification authority and halal guideline regulator in Indonesia and is the only body in Indonesia authorized to legalize the use of the Halal logo on certified products.

The increasing number of fast-food restaurants developed through the franchise system has spurred increasingly fierce competition conditions. This competition makes marketers have to be able to understand consumer behavior in making purchasing decisions for these foods. Consumer purchasing decisions can be defined as a specific purchase process consisting of the following sequence of events: problem recognition, information search, alternative evaluation, purchase decisions, and post-purchase behavior (Kotler and Keller, 2009). It can be stated that consumer behavior is closely related to the action of making purchasing decisions by individuals, groups, or organizations, especially for the purchase of fast food. The diversity of consumers in buying a product is influenced by various factors both from the consumer and outside the consumer. Several factors that can influence purchasing decisions include cultural, social, personal, and psychological factors (Kotler and Keller, 2009).

One of the well-known fast-food companies in Medan City is the Pizza Hut Restaurant which is located on Jalan Gagak Hitam Ringroad. Recently it has used the halal label to increase the purchasing power of its consumers. Ironically, some time ago, in 2016, there were issues regarding ingredients containing pork in mayonnaise and the use of expired ingredients. This of course affects the decision of consumers in Medan to shop at Pizza Hut. Even though all Pizza Hut products are made with MUI halal guidelines. This is a form of Pizza Hut's commitment to consumers in ensuring the halalness of each product served and also the raw materials used.

However, this is still not strong enough to convince consumers in Medan to feel comfortable and calm in consuming Pizza Hut, where the people of Medan, who are predominantly Muslim, still adhere to Islamic cultures. Cultural factors are also what make people today accustomed to fast food, but there is still doubt about the halalness of this fast food. Apart from that, social factors can also see how consumer behavior in purchasing halal food at Pizza Hut restaurants. Social factors themselves also have a significant role in influencing purchasing decisions because they are directly related to the social environment that affects consumers. A consumer's purchasing choice is also influenced by four main psychological factors, namely motivation, perception, knowledge (learning), and beliefs and attitudes. The job of a Pizza Hut marketer is to understand these four main psychological factors.

2. THEORICAL BASIS:

2.1 Purchase Decisions
Consumer purchasing decisions can be interpreted as a specific purchasing process consisting of the following sequence of events: problem recognition, information search, alternative evaluation, purchase decisions, and post-purchase behavior (Kotler and Keller, 2009). Indicators: 1. Consistency in product; 2. Habits in buying products; 3. Providing recommendations to others; 4. Making repeat purchases (Kotler and Keller, 2009).

2.2 Cultural Factors
Cultural factors are the basic values, perceptions, desires, and behaviors that a person learns through family and other important institutions (Kotler and Amstrong, 2006). The indicators are: 1. Culture; 2. Sub-culture; 3. Social Class (Kotler and Keller, 2009).

2.3. Social Factors
Social factors are the behavior of a consumer that is influenced by social factors such as the behavior of the reference group (reference group), family, and the role and social status of the consumer (Kotler and Keller, 2009). The indicators are 1. Reference group; 2. Family; 3. Roles and social status (Kotler and Keller, 2009).

2.4. Psychological Factors
Psychological factors are marketing and environmental stimuli entering consumer awareness and a group of psychological processes combined with consumer characteristics produces final consumer decision-making and decision-making process (Kotler and Keller, 2009). The indicators are 1. Motivation; 2. Perception; 3. Learning; 4. Beliefs and Attitudes (Kotler and Keller, 2009).

2.4 Conceptual Framework
Every human being in his daily life always socializes or relates to other people. Either directly or indirectly. Interactions that occur continuously can affect buying behavior. And the social factor of family relationships is also a supporting factor for a person in determining his purchase decision for a product. Culture, sub-culture, and social class are very important for purchasing behavior. Culture is the most basic determinant of a person's desires and behavior. In other words, cultural factors are the most important factors in decision-making behavior and purchasing behavior. Psychological factors are the means used to identify their feelings, collect and analyze information, formulate thoughts and opinions, and take action. Psychological factors are marketing and environmental stimuli entering consumer awareness and a group of psychological processes combined with consumer characteristics produces final consumer decision-making and decision-making process (Kotler and Keller, 2009). Therefore, the conceptual framework can be described as follows:
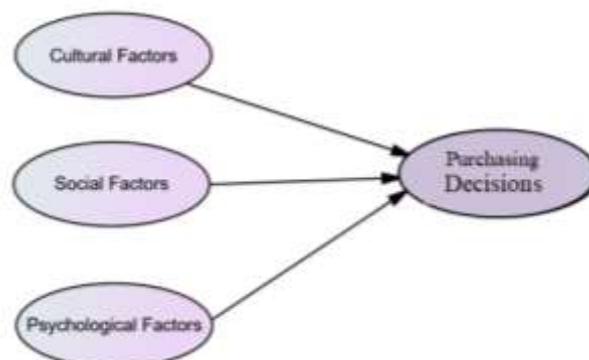

Figure 1. Conceptual framework

Based on the conceptual outline image above, the hypothesis in this study can be outlined as follows:

H1 : Cultural factors have a positive and significant effect on purchasing decisions for halal food at the Hut Ringroad.

H2 : Social factors have a positive and significant effect on the decision to purchase halal food at the Pizza Hut Ringroad.

H3 : Psychological factors have a positive and significant effect on the decision to purchase halal food at the Pizza Hut Ringroad.

H4 : Cultural factors, social factors, and psychological factors have a positive and significant effect on the decision to buy halal food at the Pizza Hut Ringroad.

3. RESEARCH METHODOLOGY:

The type of research used is quantitative with an associative approach. This research was carried out at the fast-food restaurant Pizza Hut Ringroad Medan, located at Jl. Ringroad, Kec. Medan Sunggal, Medan City. The population in the study amounted to 1800 consumers at the Pizza Hut Ringroad fast food restaurant in the last 3 (three) months. Sampling in this study using accidental sampling, namely by looking for the object under study. Objects that happen to meet at the time of data collection and are suitable for research are used as samples, namely consumers who come and consume Pizza Hut on the Ringroad. The sample size was determined using the Slovin formula, in order to obtain a total sample size of 94 people.

Data collection techniques using a questionnaire with a Likert scale of 5-1. Measurement of research instruments using SPSS version 24.0 software through validity and reliability tests tested on all respondents on people who have the same characteristics or are close to the object of research. Before testing the hypothesis, it is necessary to evaluate the possibility of violating classical assumptions, namely: normality, heteroscedasticity, and multicollinearity. The classical assumption test is only done to explain the first model.

The model used in this research is the multiple linear regression analysis models. The equation for multiple linear regression analysis is as follows:

$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$ …………. 1)

Dimana:

Y   = Purchasing Decision

X_1 = Cultural Factors

X_2 = Social Factors

X_3 = Psychological Factors

a   = Konstanta

b   = Koefisien Regresi

e   = Error

Hypothesis testing using t-test (partial testing) and F test (simultaneous testing).

5. RESEARCH RESULTS AND DISCUSSION:

5.1. Research Result

Pizza Hut was founded in Indonesia for the first time in 1984, namely; Pizza Hut Djakarta Theater. In 1997, Pizza Hut obtained a halal certificate from LPPOM MUI after going through rigorous testing and took a long time. Until now, the halal certificate has been maintained by being committed to always producing halal products in order to provide comfort, safety, and consumer satisfaction, especially for Muslim consumers. Pizza Hut is a restaurant that serves dine-in, takeaway, and delivery service. Pizza Hut is currently expanding its wings by having a restaurant with a new concept of delivery service that is different from the previous delivery service. The new concept is PHD by Pizza Hut. Until now, PHD restaurants continue to grow in the Jakarta, Bandung, Bekasi, and Tangerang areas. Currently, the Pizza Hut restaurant has reached more than 180 outlets with more than 9,000 employees, including a support center. Now Pizza Hut has more than 200 restaurants spread across 22 provinces in Indonesia, from Aceh to Abepura.

a) Respondent Characteristics

Based on the results of the analysis, it was found that the majority of Pizza Hut Ringroad restaurant consumers, who became respondents aged 21-30 years, were as many as 44 people or 46.8% of the total respondents, the reason was that those aged 21-30 years 64 were the younger generation or who are now known. with the millennial generation, namely the generation who prefers fast food, such as Pizza Hut, and the generation who are more concerned with their hobbies.

Furthermore, the majority of consumers of the Pizza Hut Ringroad restaurant are female, as many as 53 people or 56.4% of the total respondents, the reason is that women are people who like interesting things, and women tend to have more prestige for their social status in the general public and Pizza Hut. is a restaurant that is quite famous among people with high social status.

Then the majority of Pizza Hut Ringroad restaurant consumers are unmarried, namely as many as 51 people or 54.3% of the total respondents. This is because unmarried people tend to have the freedom in themselves to try various things, they tend not to want complicated things so they prefer to try fast food like at Pizza Hut Restaurant.

The majority of consumers of the Pizza Hut Ringroad restaurant, who became respondents were employees, as many as 44 people or 46.8%. The reason is that respondents who work as employees tend to have a steady income and can buy food products from Pizza Hut.

In addition, the majority of consumers of the Pizza Hut Ringroad restaurant, who became respondents, were incomes of Rp. 4,100,000 and above, namely as many as 32 people or 34%. The reason is that people who have high incomes usually have prestige and high social class so that they are able to make ends meet, and are able to buy food at Pizza Hut restaurants which tend to be expensive..

The majority of consumers of the Pizza Hut Ringroad restaurant, who became respondents were driving a car, as many as 40 people or 42.6%. The reason is that people who have cars usually like things that are expensive and to meet social class, and they like restaurants that suit their high social class.

b) Validity and Reliability Test

Based on the results of data analysis with n = 94, the calculated r-value is greater than 0.300. Thus it can be concluded that all items in the research variable are valid. Then the results of the SPSS output show that the value of Cronbach's Alpha variable is cultural factors = 0.791, social factors = 0.703, psychological factors = 0.777 and purchasing decisions = 0.814. Whereof all the variables Cronbach's Alpha value is greater> 0.60 so it can be concluded that the statement that has been presented to the respondent is reliable or said to be reliable.

c) Classic assumption test

It can be seen that based on the results of data processing, the significance value of Kolmogorov Smirnov is 0.669, it can be concluded that the data is not normally distributed, where the significance value is greater than 0.05 (p = 0.669 <0.05).

Tabel 2. Kolmogorov-Smirnov Test Result

		Unstandardized Residual
N		94
Normal Parameters[a]	Mean	.0000000
	Std. Deviation	1.83908060
Most Extreme Differences	Absolute	.069
	Positive	.069
	Negative	-.048
Kolmogorov-Smirnov Z		.669
Asymp. Sig. (2-tailed)		.762

Furthermore, based on the results of data processing using SPSS 24, the Variance Inflation Factor (VIF) number is smaller than 10, including cultural factors 6,543 <10, social factors 4,652 <10, and psychological factors 7,088 <10. And the Tolerance value is greater than 0.10. others are cultural factors 0.153> 0.10, social factors 0.215> 0.10, and psychological factors 0.141> 0.10 so that the data can be said to have been free from multicollinearity (between independent variables has no correlation).

In this study, the method used to detect heteroscedasticity symptoms by looking at the plot graph between the predictive value of the dependent variable (ZPRED) and its residual (SRESID).
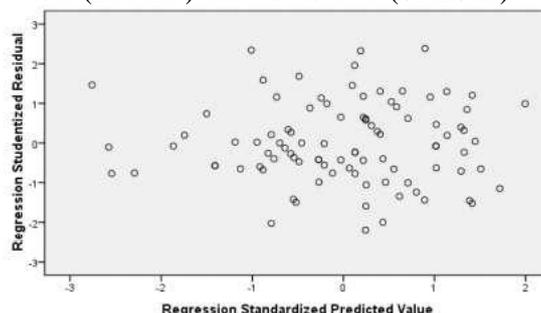

Fig 2. Scatterplot Heteroskedastisitas Test

Based on Figure 2 above, the scatterplot image shows that the resulting dots spread out randomly and do not form a particular pattern or trend line. The image above also shows that the data distribution is around zero points. The results of this test indicate that the regression model is free from heteroscedasticity problems, in other words: the variables to be tested in this study are homoscedasticity.

d) Multiple Linear Regression Test

Multiple linear regression aims to calculate the influence of two or more independent variables on one dependent variable and predict the dependent variable by using two or more independent variables. The multiple regression analysis formulae are as follows:

$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$ …………. 2)

Table 3. Multiple Linier Regresion

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	1.837	1.428		1.286	.202		
Faktor Budaya	1.657	.150	1.202	11.033	.000	.153	6.543
Faktor Sosial	-.122	.134	-.083	-.907	.367	.215	4.652
Faktor Psikologis	-.258	.118	-.247	-2.175	.032	.141	7.088

a. Dependent Variable: Purchasing Decision

Based on table 3 above, the unstandardized beta value for cultural factors is 1.657. The unstandardized beta value for social factors is -0.122 and the unstandardized beta value for psychological factors is -0.258. So that the equation can be as follows:

$Y = 1,837 + 1.657 X1 + (-0,122) X2 + (-0,258) X3$

5.2. Discussion

a) t Test

Based on Table 3 above, the results of the hypothesis in this study can be explained:
 1) The influence of cultural factors on purchasing decisions.
   t count is 11,033 while t table is 1,661 and significant is 0,000, so t count is 11,033> t table is 1,661 and significant is 0,000 <0.05, then Ha (H1) is accepted and H0 is rejected, which states that cultural factors partially influence positively and significant to consumer decisions.
   Cultural factors are the collection of basic values, perceptions, desires, and behaviors that are learned by a member of society from family and other important institutions. Culture is a basic determinant of one's desires and behavior (Kotler and Keller, 2010). Cultural factors include culture, sub-culture, social class. When growing up in a society, a person will learn the basic values, desires, and behaviors of the family and other important institutions. Every group or society has a culture, and culture will influence the consumer buying decision process. The culture in each country is different, the stronger the national culture that is held by a person, the more difficult it is to change it, or the less cultural influence on consumers, the greater the product purchase decision process. For example, culture in Indonesia in terms of sub-culture is the majority of Muslims, Of course, the Indonesian people want the food they consume, which is clean and halal. And today's culture is a modern culture where currently fast food is very developed which reveals the halal status of products sold at fast-food restaurants such as Pizza Hut Restaurant which has a halal status of MUI.
 2) The influence of social factors on purchasing decisions.
   t count is -0.907 while the t table is 1.661 and significant is 0.367 so that t count is -0.907 <t table 1.661 and significant 0.367> 0.05, then Ha (H2) is rejected and H0 is accepted, which states that social factors are partially not significantly influence purchasing decisions.
   Social factors are the behavior of a consumer that is influenced by social factors such as the behavior of the reference group (reference group), family, and the role and social status of consumers (Kotler and Keller, 2010). In social factors, reference groups, family, social roles, and status influence buying behavior. Reference groups are all groups that have direct (face-to-face) or indirect influence on the person's attitude or behavior. Family plays an important role in influencing the process of purchasing decision-making processes, habits carried out within a family will be carried into daily activities. For example, if a family usually eats out of the house, it will form consumptive individuals, this is also influenced by the reference group, the role and status they have collectively

influence the decision process to purchase a product for consumption. The greater the influence of family and reference groups on individuals, the higher the product purchase decision process and vice versa. However, in this study social factors do not affect purchasing decisions at the Pizza Hut Ringroad Restaurant, it may be because consumers rarely get influence by their surroundings about the halal status on the menu of Pizza Hut Restaurant, and maybe for Pizza Hut consumers, price is too expensive and does not match their income. or consumer social class. Another reason may be that consumers prefer fast food at other restaurants, and don't know much about Pizza Hut..

3) The influence of psichologis factors on purchasing decisions.

t count is -2.175 while t table is 1.661 and significant is 0.032, so t count is -2.175> t table 1.661 and significant 0.032 <0.05, then Ha (H3) is rejected and H0 is accepted, which states that psychological factors partially influence negative and significant to the purchase decision.

Psychological factors are marketing and environmental stimuli entering consumer awareness and a group of psychological processes combined with consumer characteristics produces final consumer decision-making and decision-making process (Kotler and Keller, 2010). Psychological factors include motivation, perception, knowledge, beliefs, and attitudes. For example, a consumer is given knowledge and motivation about Pizza Hut food, but this consumer is not motivated at all to buy Pizza Hut. This consumer may not have the perception or knowledge of what raw materials are used to make Pizza. Even though Pizza Hut has the MUI halal label, consumers are not sure about its halalness, it makes consumers hesitate to buy even though they are already motivated.

b) F Test

Simultaneous testing is carried out to determine the brand image, promotion, and facilities together on buying interest. The following shows the simultaneous test results as follows:

Table 4. F Test

ANOVA[b]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1611.592	3	537.197	153.706	.000[a]
	Residual	314.546	90	3.495		
	Total	1926.138	93			

a. Dependent Variable: Purchasing Decision.
b. Predictors: (Constant), Cultural Factor, Social Factor, Psychological Factor.

It can be seen from the simultaneous test results in the table above that it can be seen that the F count is 153,706 while the F table is 2.70 which can be seen at α = 0.05 (can be seen in the attachment table F). The significant probability is much smaller than 0.05, namely 0.000 <0.05, the regression model can be said that in this study, cultural factors, social factors, and psychological factors together have a positive and significant effect on purchasing decisions, so the hypothesis is Ha (H4) is accepted and H0 is rejected.

The purchase decision process is part of consumer behavior. Where at this stage of the consumer purchasing decision process forms a preference for brands in a collection of choices. Consumers may also form the intention to buy the product they most like. Therefore, the purchasing decision process is influenced by two factors which include other people's attitudes and situation factors. The attitudes of others indicate the extent to which other people reduce one's preferred alternatives. Meanwhile, situation factors can influence the purchasing decision process if consumers do not have inspiration.

c) Coefficient of Determination

The determination test is carried out to determine the ability of the independent variable (to explain the dependent variable. The following are the results of the determination test:

Table 5. Coefficient of Determination Test Result

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.915[a]	.837	.831	1.869

a. Predictors: (Constant), Psychological factors, social factors, cultural factors

b. Dependent Variable: Purchasing Decision

Based on Table 5 above, it can be seen that the Adjusted R Square figure is 0.831 which can be called the coefficient of determination, in this case, it means 83.1% where purchasing decisions can be obtained and explained by cultural factors, social factors, and psychological factors. While the remaining 100% - 83.1% = 16.9% is explained by other factors or variables outside the model, such as personal factors and others.

6. CONCLUTION:

The conclusions obtained from the results of the study: 1) There are a positive direct effect and partially significant cultural factors on purchasing decisions for halal food at the Pizza Hut Ringroad; 2) There is no positive and significant direct influence of social factors partially on the decision to purchase halal food at the Pizza Hut Ringroad; 3) There is a direct negative and significant psychological factor partially on the decision to purchase halal food at the Pizza Hut Ringroad; and 4) There is a positive and significant direct influence of cultural factors, social factors, and psychological factors simultaneously on the decision to purchase halal food at the Pizza Hut Ringroad.

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