

Factors Affecting Purchase Decisions at Koetaradja Coffee Binjai

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Abstract : *The research analysis aims to determine whether psychological, situational and social factors partially and simultaneously have a positive and significant effect on purchasing decisions at Koetaradja Coffee Binjai. The data analysis technique used is the associative method with the help of the SPSS version 16.0 program. This study uses multiple linear regression analysis. The sample in this study were 92 respondents. Primary data collection using a questionnaire. The results showed that psychological factors partially positive and significant effect on purchasing decisions at Koetaradja Coffee Binjai. Situational factors partially have a positive and significant effect on purchasing decisions at Koetaradja Coffee Binjai. Social factors partially have a positive and significant effect on purchasing decisions at Koetaradja Coffee Binjai. Psychological, situational and social factors simultaneously have a positive and significant effect on purchasing decisions at Koetaradja Coffee Binjai. Adjusted R Square 0.710 or determination 71% the remaining 29% are other factors outside the model.*

Keywords: *Psychological Factors, Situational Factors, Social Factors, and Purchase Decisions.*

1. INTRODUCTION:

Currently, competition in the business world, especially in the culinary field, is increasingly mushrooming, one of which is the Coffee Shop. To deal with competitors, it is necessary to have market management and management that is able to face competitors. One of the goals of marketing activities is to influence consumers to be willing to buy products offered by a company. Therefore, before carrying out marketing activities, a marketing manager should first study the various factors that influence consumer behavior when buying a product. In order for the products offered by the company to be accepted by consumers, a marketing manager must have sensitivity about various strategies that can be applied by the company.

Many Coffee Shops compete to create products that are able to meet the needs and desires of consumers in order to remain competitive in the increasingly fierce business competition arena. There are various factors that influence the reason why someone buys a certain product to meet their needs and desires. However, it should be noted that there is a difference between needs and wants. Needs are instinctive. While the desire is a desire that arises within oneself and is influenced by the environment, such as the family environment, place of work, social groups, neighbors and so on. According to Sangadji (2013: 24), there are three main factors that influence consumers to make decisions, namely psychological factors, situational factors and social factors.

Koetaradja Coffee is one of the most favorite coffee shops in Binjai City which has to compete with other coffee shops or other competitors who both want high levels of sales. However, with the increasing number of competition between Coffee Shops in the city of Binjai, Koetaradja Coffee has gradually experienced a decrease in business profitability, which is indicated by a decrease in the number of visitors because many make purchases at other similar coffee shops..

Based on a pre-survey conducted by researchers on 30 customers, there are problems with Koetaradja Coffee Binjai, namely the problem of psychological factors where consumer perceptions of the product have not been in a positive direction because consumers have not had a good experience from Koetaradja Coffee Binjai. There were also other problems related to situational factors, namely Koetaradja Coffee Binjai which did not have a large parking area. In addition, the problem of social factors also found by researchers is that consumers have not been able to provide good references to their family and friends towards Koetaradja Coffee Binjai. From some of these problems, many consumers eventually switch to making purchases to other similar places after consumers make various considerations in making purchases.

2. LITERATURE REVIEW:

According to Suryani (2015), consumer behavior is a study that examines how individuals make decisions to spend available and owned resources (time, money and effort) to obtain goods or services that will later be consumed. This study also examines what they buy, why they buy, where they buy, and how (how often they buy) and how they often use it. Therefore, a good manager will certainly be comprehensive in understanding consumer behavior in determining purchasing decisions.

According to Laksana (2014) decision is the selection of an action from two or more alternative choices. A consumer who wants to choose must have an alternative choice. Consumer decision making is an integration process that combines knowledge to evaluate two or more alternative behaviors, and choose one of them.

On the other hand, according to Indrawati et al. (2017), psychology is a factor in consumers that will influence these consumers in determining the choice of products, services, or brands of a product to be consumed and used. Psychological factors greatly influence consumer purchasing decisions because these factors come from within the consumer. Psychology is an individual's attitudes, feelings, perceptions, and behaviors that are obtained from a person's subjective experience (Bahari and Ashoer, 2018). According to Sangadji (2013:24), the right indicators to measure the psychological factors of a consumer include: perception, motivation, learning, attitude, and personality.

According to Sangadji (2013:25), situational factors are the state of shopping facilities and infrastructure, such as parking lots, buildings, and store interior exteriors, air conditioning, lighting, and places of worship. Shopping time is like morning, afternoon, afternoon, or evening. The use of the product is healthy, sad, happy, disappointed and hurt. Conditions at the time of purchase will affect consumer decision making. Still according to Sangadji (2013:25), there are 2 indicators used to measure situational factors, namely: physical environment and time.

Furthermore, according to Kotler (2011:187) social factors are the behavior of buyers of social factors such as small groups, families and the role and social status of consumers Social factors are a group of people who both consider closely similarities in status or community rewards who continuously socialize among themselves both formally and informally (Lam, 2012). Where according to Sangadji (2013:25) the indicators used to measure consumer social factors include: laws/regulations, family, reference groups, social class and culture.

3. RESEARCH METHODOLOGY:

This study uses a quantitative research approach with multiple linear regression analysis techniques. Koetaradja Coffee is located at Trans Sumatra Street, number 270, Binjai. The total population is 1,200 customers, then by using the Slovin formula, the number of samples obtained is 92 people with a sampling technique, namely probability sampling with accidental sampling. Collecting data using a questionnaire with a Likert scale of 5-1. The data suitability test was carried out by using the t test, f test and determination test.

4. RESEARCH RESULTS AND DISCUSSION:

a. Characteristics of Respondents

Researchers distinguish respondents by criteria; gender, age, latest education, occupation, income, type of vehicle used, origin of initial information on visiting Koetaradja Coffee Binjai, number of times visited in 1 month, purpose of visiting, type of coffee often ordered, and other cafes visited besides Koetaradja Coffee Binjai.

The majority of customers are men with a total of 57 people. Male customers with the age level of 21-30 years are the most with a total of 29 people. This is due to the fact that male customers aged 21-30 years prefer to buy coffee at the Cafe. Based on the results of the analysis it was also found that the majority of customers have jobs as entrepreneurs, high school education, with the aim of coming to the cafe to relax. This is because male customers often spend their free time relaxing at Koetaradja Coffee Binjai. The type of coffee that is mostly chosen by customers is espresso. If they don't hang out at Koetaradja Coffee Binjai, customers prefer Army Coffee to relax compared to other cafes in Binjai City. Customers at Koetaradja Coffee Binjai found out about this cafe on the recommendation of a friend, not from social media or from family. The frequency of visiting Koetaradja Coffee Binjai is mostly 2-3 times a month. The level of customer income is in the range of 5 million to 10 million per month.

b. Data Quality Test

The results of the analysis showed that the number of research samples with $n = 92$, obtained a calculated r value greater than 0.30. Therefore, all of the research indicators are declared valid and can be used to measure the variables in this study. The results of the SPSS output are known to have Cronbach's Alpha values for all variables in this study, namely: psychological factors (X1) 0.855, Situational Factors (X2) 0.637, Social Factors (X3) 0.816 and

Purchase Decisions (Y) 0.843, where the overall value of Cronbach's Alpha variables is greater > 0.60 so it can be concluded that the questions presented to the respondents are reliable or reliable.

c. Classic assumption test

1) Normality test

The results of the data normality test using the PP Plot image show that the data points are spread around the diagonal line so that the data is normally distributed. Here's a graphic image:

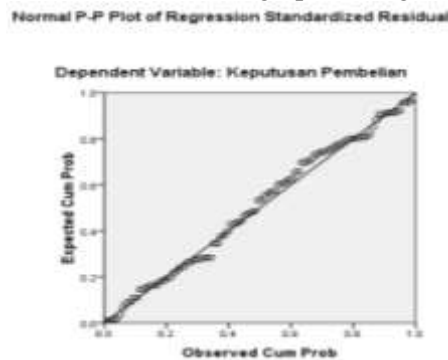


Fig 1. PP-Plot Grafik

2) Heteroscedasticity Test

In this study the method used to detect symptoms of heteroscedasticity by looking at the scatterplot graph between the predicted value of the dependent variable (ZPRED) and the residual (SRESID). Here's the picture:

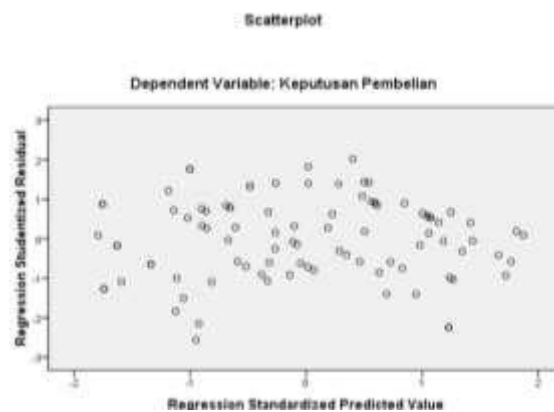


Fig 2. Scatterplot Grafik

The scatterplot image shows that the resulting points spread randomly and do not form a certain pattern or trend line. From the results of this test, it shows that this regression model is free from heteroscedasticity problems.

3) Multicollinearity Test

Variance Inflation Factor (VIF) numbers less than 10 include psychological factors 2,244 < 10, situational factors 2,498 < 10 and social factors 2,145 < 10, and psychological factors Tolerance value 0.446 > 0.10, situational factors 0.400 > 0.10 and social factors 0.466 > 0.10 so that they are free from multicollinearity.

d. Goodness of Fit Test

1) Multiple Linear Regression Test

Multiple linear regression aims to calculate the magnitude of the effect of two or more independent variables on one dependent variable and predict the dependent variable using two or more independent variables. Based on this analysis, the following multiple linear regression equation was obtained:

$$Y = 3,946 + 0,201 X_1 + 0,731 X_2 + 0,170 X_3$$

The interpretation of the multiple linear regression equation is:

- a) If everything in the independent variables is considered zero, then the value of the purchase decision (Y) is 3.946.
- b) If there is an increase in psychological factor 1, then the purchase decision (Y) will increase by 0.201.
- c) If there is an increase in situational factor 1, then the purchase decision (Y) will increase by 0.731.
- d) If there is an increase in social factor 1, the purchase decision (Y) will increase by 0.170.

2) Hypothesis testing

a. Partial Test (Uji t)

Partial test (t) shows how far the independent variables individually explain the variation. This test is carried out using a significance level of 5%.

Table 1. Uji t

Model	Coefficients ^a				Collinearity Statistics	
	Unstandardized Coefficients		t	Sig.	Tolerance	VIF
	B	Std. Error				
1 (Constant)	3.946	1.516	2.602	.011		
Faktor Psikologis	.201	.060	3.347	.001	.446	2.244
Faktor Situasional	.731	.154	4.755	.000	.400	2.498
Faktor Sosial	.170	.051	3.306	.001	.466	2.145

a. Dependent Variable: Keputusan Pembelian

Based on Table 1 above, the results of this study can be explained, namely:

- 1) The results show that tcount 3.347 > ttable 1.662 and significant 0.001 < 0.05, then Ha is accepted and H0 is rejected, which states that psychological factors partially have a significant effect on purchasing decisions.
- 2) The results show that tcount 4.755 > ttable 1.662 and significant 0.000 < 0.05, then Ha is accepted and H0 is rejected, which states that situational factors partially have a significant effect on purchasing decisions.
- 3) The results show that tcount 3.306 > ttable 1.662 and significant 0.001 < 0.05, then Ha is accepted and H0 is rejected, which states that social factors partially have a significant effect on purchasing decisions.

b. Simultaneous Test (Uji F)

The effect of the independent variable on the dependent variable was tested with a 95% confidence interval or at = 5% or 0.05.

Table 2. F Test

Uji Simultan

ANOVA^b

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	1325.759	3	441.920	75.162	.000 ^a
Residual	517.404	88	5.880		
Total	1843.163	91			

a. Predictors: (Constant), Faktor Sosial, Faktor Psikologis, Faktor Situasional

b. Dependent Variable: Keputusan Pembelian

Based on Table 2 above, it can be seen that Fcount is 75.162 while Ftable is 2.71 which can be seen at = 0.05 (see attachment table F). Significant probability is much smaller than 0.05, namely 0.000 < 0.05, so the regression model can be said that in this study psychological, situational and social factors simultaneously have a significant effect on purchasing decisions. Then the previous hypothesis is Accept Ha or the hypothesis is accepted.

c. Coefficient of Determination

The analysis of the coefficient of determination is used to determine the percentage of the variation in the influence of the independent variable on the dependent variable.

Table 3. Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.848 ^a	.719	.710	2.425

a. Predictors: (Constant), Faktor Sosial, Faktor Psikologis, Faktor Situasional

b. Dependent Variable: Keputusan Pembelian

It can be seen that the adjusted R Square is 0.710 which can be called the coefficient of determination which in this case means that 71% of purchasing decisions can be obtained and explained by psychological, situational and social factors. While the remaining 100% - 71% = 29% is explained by other factors or variables outside the model, such as price, location, service quality and others.

5. KESIMPULAN:

Based on the results of research and analysis that has been carried out, several conclusions can be obtained that can answer the formulation of the problem in this study, namely:

- Psychological factors partially have a positive and significant effect on purchasing decisions at Koetaradja Coffee Binjai. With a tcount value of 3.347 > ttable 1.662 and a significant probability of 0.001 much smaller than 0.05, namely 0.001 < 0.05
- Situational factors partially have a positive and significant effect on purchasing decisions at Koetaradja Coffee Binjai. With a tcount of 4.755 > ttable of 1.662 and a significant probability of 0.000, it is much smaller than 0.05, namely 0.000 < 0.05,
- Social factors partially have a positive and significant effect on purchasing decisions at Koetaradja Coffee Binjai. With a tcount value of 3.306 > ttable 1.662 and a significant probability of 0.000, it is much smaller than 0.05, namely 0.000 < 0.05,
- Psychological, situational and social factors simultaneously have a positive and significant effect on purchasing decisions at Koetaradja Coffee Binjai. With an Fcount of 75.162 while Ftable of 2.71. And a significance probability of 0.000 is much smaller than 0.005, namely 0.000 < 0.05.

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