

FACTORS AFFECTING PRODUCT PURCHASE DECISIONS AT GRIYA DIEN

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Abstract-This research examines and analyzes the factors affecting product purchase decisions at Griya Dien. The variables of this study consist of the dependent variable, namely purchasing decisions, and the independent variables, namely personal factors, psychological factors, cultural factors, and social factors. The sampling method used in this study is non-probability sampling with a total of 70 consumers of Griya Dien respondents. All hypotheses of this study were tested using multiple linear regression using SPSS 27. The results of this study indicate that personal factors have a positive and significant influence on purchasing decisions, psychological factors do not have a significant influence on purchasing decisions, cultural factors have a positive and significant influence on purchasing decisions, and social factors have a positive and significant influence on purchasing decisions

Keywords: Personal Factors, Psychological Factors, Cultural Factors, Social Factors, Purchase Decisions

1. Introduction

The development of understanding of the teachings of Islam adopted by its followers makes Muslim clothing continue to be accepted by a wide audience gradually. Due to globalization, Muslim fashion has also experienced developments in the form of diverse fashion styles, including in Indonesia. Griya Dien is one of the Muslim fashion stores located in West Surabaya. In addition to Griya Dien, several competitors in West Surabaya also run businesses in the same field. The existence of similar competitors makes business competition high. As a result, Griya Dien experienced fluctuating sales growth. In 2022, sales growth experienced a significant decline even though sales increased from the previous year. Intense competition requires companies to understand consumer behavior to be able to meet consumer wants and needs so that their products are always an option to buy to survive and compete with their competitors. Purchasing decisions are an important aspect of consumer behavior, and businesses should understand the decision-making process and the factors that shape consumer decisions in making purchases. In response to this exposure, research was conducted on Factors Influencing Product Purchase Decisions at Griya Dien.

2. Literature Review

2.1 Previous Research

Research by Pratama and Saino (2021) shows that two factors are formed that influence purchasing decisions, namely product factors and cultural factors. According to research by Basith and Fadhilah (2018) ten factors can influence consumer purchasing decisions, namely environmental influence factors, individual habits, product promotion mix, activities, time, product attractiveness, personal assumptions, product uniqueness,

knowledge, and physical condition. Research by Fatimah & Hidayati (2022) shows a positive and significant influence both simultaneously and partially from cultural factors, social factors, personal factors, and psychological factors on consumer purchasing decisions.

2.2 Theoretical Review

2.2.1 Theory of Planned Behavior

In the Theory of Reasoned Action, Ajzen (1980) suggests that an individual can do or not perform a behavior with the influence of two basic determinants related to attitude (attitude towards behavior) and social influence (subjective norm). This theory not only focuses on the rationality of human behavior but also on the belief that behavior depends not only on one's intentions but also on other factors beyond the control of the individual, such as the existence of sources and moments to display the behavior.

2.2.2 Factors Shaping Purchasing Decisions

In purchasing decisions, four main factors influence decision-making, namely personal, cultural, social, and psychological factors (Kotler & Armstrong, 2018; Suharno & Sutarso 2014).

2.2.3 Consumer Behavior and Interests

Griffin (in Sangaji and Sopiah, 2014) suggests that consumer behavior is all activities that encourage actions before buying when buying, using, and spending products or services after evaluating activities. According to Kotler and Keller (2016), consumer behavior is the study of how individuals and groups choose, buy, and use products or services to satisfy their wants and needs.

2.2.4 Purchasing Decision Making Process

According to Kotler and Keller (2016), purchasing decisions constitute the entire experience of learning, selecting, using, and even getting rid of products.

3. Research Framework

3.1 Conceptual Framework

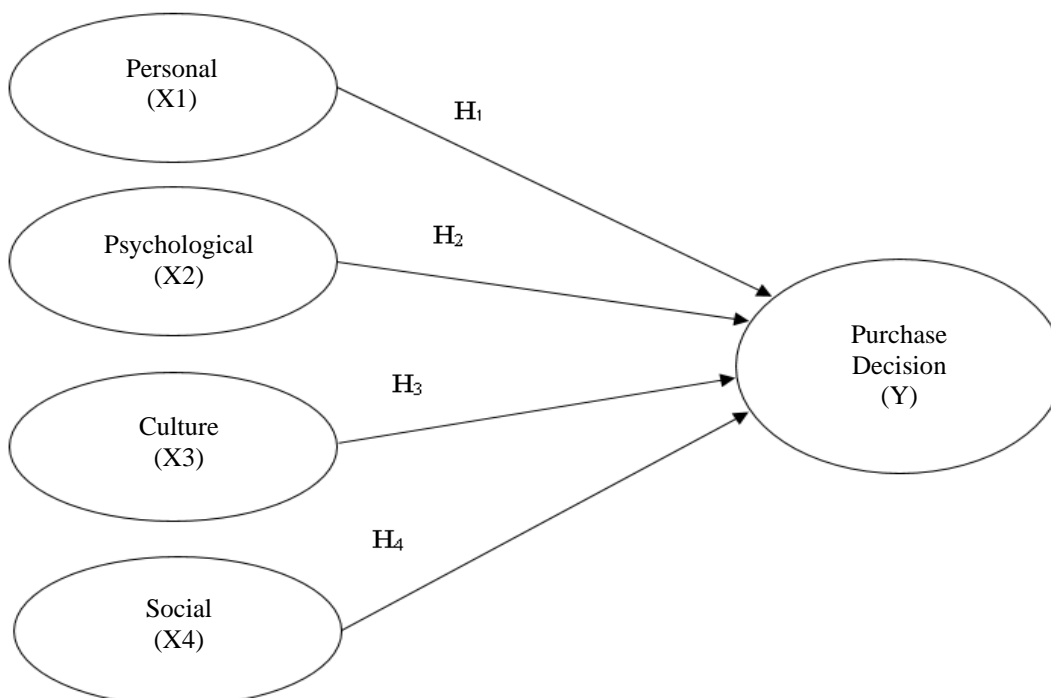


Figure 3.1 Conceptual frameworks

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3.2 Hypothesis Formulation

H1: Personal factors have a significant influence on product purchase decisions at Griya Dien

H2: Psychological factors have a significant influence on product purchase decisions at Griya Dien

H3: Cultural factors have a significant influence on product purchasing decisions at Griya Dien

H4: Social factors significantly affect product purchasing decisions at Griya Dien

4. Research Methods

4.1 Research Design

This study used quantitative methods. The determined population is consumers who have purchased Griya Dien products at least once from November 2022 to March 2023. The number of research samples was 70 respondents. Primary data was obtained by distributing questionnaires through Google form measured using a Likert scale of 1-5.

4.2 Variable Operational Definition

Table 4. 1 Operational Definition of Variables

Factor	Operational Definition	Indicators	Source
Personal	A situation where individuals have the nature to be able to make decisions according to their wishes without any coercion from other parties. (Hudani, 2020)	<ul style="list-style-type: none"> • Age • Purchasing power • Work • Lifestyle • Personality 	(Kotler 2016; Suharno & Sutarso, 2014)
Psychological	It is the impulse of an individual that influences the selection of something. (Irwan, 2019)	<ul style="list-style-type: none"> • Motivation • Perception • Learning • Beliefs and Attitudes 	(Kotler 2016; Suharno & Sutarso, 2014)
Culture	It is the entirety of beliefs, values and habits learned by a particular group of people that influence the direction of consumer behavior. (Hudani, 2020)	<ul style="list-style-type: none"> • Culture (Islamic values) • Sub culture (Islamic environment) • Social class (middle to upper) 	(Kotler 2016; Suharno & Sutarso, 2014)
Social	A group of individuals who together consider closely equality in community status or appreciation formally or informally. (Lamb et al., 2001)	<ul style="list-style-type: none"> • Group (friends) • Family • Status (position in employment) 	(Kotler 2016; Suharno & Sutarso, 2014)
Purchase Decision	Purchasing decisions constitute the entire experience of learning, selecting, using, and even getting rid of products. (Kotler & Keller, 2016)	<ul style="list-style-type: none"> • Belief in a product • Desired product suitability • Give recommendations to others • Make a repurchase 	(Assauri, 2015; Kotler, 2004)

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4.3 Analysis Techniques

The analysis method used in this study is multiple linear regression using SPSS 27 software to test existing hypotheses. According to Ghazali (2018), multiple linear regression analysis is a study of the dependence of a dependent variable with one or more independent variables, which aims to predict the population average or the average of the dependent variable based on the value of the independent variable.

5. Result and Discussion

5.1 Descriptive Characteristics of Respondents

Respondents aged 23 years have the highest number of 21 respondents or 30% of the total respondents.

5.2 Descriptive Research Variables

Based on respondents' answers, an average Personal Factor of 4.32 was obtained. Psychological Factor of 4.57. Cultural Factor of 4.39. Social Factors amounted to 4.36. Purchase Decision of 4.34.

5.3 Hypothesis Testing

Table 5.1 Coefficient of Determination

Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.695	0.483	0.451	1.00968

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The coefficient of determination (R²) is 0.483. That is, purchasing decision variables can be explained by personal factors, psychological factors, cultural factors, and social factors 48.3%, while the remaining 51.7% is contributed by other variables not involved in this study.

Table 5.2 Test F

Type	Sum of Squares	Df	Mean Square	F	Sig.	
1	Regression	61.807	4	15.452	15.157	0.000
	Residuals	66.265	65	1.019		
	Total	128.071	69			
a. Dependent Variable: Y						
b. Predictors: (Constant), X4, X1, X3, X2						

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The F result is calculated at 15.157 with a p-value of 0.000. The test results meet the criteria of p-value level of significance \leq ($\alpha = 5\%$) so that it can be concluded that the research model has met the Goodness of Fit requirements. Because it is proven that there are significant results and the model as a whole can be said to be feasible.

Table 5.3 Regression Model Estimation

Type	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3.808	2.796		1.362	0.178
Personal (X1)	0.196	0.064	0.276	3.058	0.003
Psychological (X2)	-0.125	0.088	-0.132	-1.429	0.158
Culture (X3)	0.609	0.108	0.522	5.651	0.000
Social (X4)	0.274	0.099	0.250	2.778	0.007

a. Dependent Variable: Purchase Decision (Y)

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The regression equation from the estimation results of multiple linear regression analysis is:

$$Y = 3.808 + 0.196 X1 - 0.125 X2 + 0.609 X3 + 0.274 X4$$

1. Testing the hypothesis of the influence of personal factors (x1) yields a calculated t-value of 3.058 with a p-value of 0.003. The test results show p-value (0.003) < level of significance (a = 0.05) so that there is a significant influence of personal factors (x1) on purchasing decisions (y).
2. Testing the hypothesis of the influence of psychological factors (x2) resulted in a calculated t-value of -1.429 with a p-value of 0.158. The test results show that p-value (0.158) > level of significance (a = 0.05) so that there is no significant influence of psychological factors (x2) on purchasing decisions (y).
3. Testing the hypothesis of the influence of cultural factors (x3) resulted in a calculated t-value of 5.651 with a p-value of 0.000. The test results show p-value (0.000) > level of significance (a = 0.05) so that there is a significant influence of cultural factors (x3) on purchasing decisions (y).
4. Testing the hypothesis of the influence of social factors (x4) resulted in a calculated t-value of 2.778 with a p-value of 0.007. The test results show p-value (0.007) < level of significance (a = 0.05) so that there is a significant influence of social factors (x4) on purchasing decisions (y).

5.4 Discussion

5.4.1 The Influence of Personal Factors on Purchasing Decisions

The results of the analysis showed a positive and significant relationship between personal factors and purchasing decisions. This means that the better the personal factor, the more it can improve the purchase decision of Griya Dien products, and vice versa. The results obtained also show that the values that exist in personal factors get very good responses and have an impact on product purchase decisions at Griya Dien. Personal factors measured by indicators of age, economic circumstances, occupation, lifestyle, and personality are proven to be able to influence the purchase decision of Griya Dien products. So, it can be interpreted that if Griya Dien customers feel a match in terms of age, economic circumstances, work, lifestyle, and personality, then these things will affect their purchase decisions significantly.

5.4.2 The influence of psychological factors on purchasing decisions

The results of the analysis showed that psychological factors did not have a significant influence on product purchase decisions at Griya Dien. Psychological factors are consumer behavior that is influenced by the drive of the individual in choosing something. Based on the results obtained from respondents' answers, purchasing decisions made by Griya Dien consumers were not influenced by several indicators used in this study, namely motivation, perception, learning, and beliefs and attitudes. Several rational reasons for possible outcomes explain

why psychological variables did not influence purchasing decisions in this study. First, psychological factors are usually relevant to products or services that provide non-rational elements, such as the concept of identity, hobbies, atmosphere, memories, and so on. Differentiating between these shows that psychological concepts are not always relevant in every situation, and vice versa.

5.4.3 The influence of cultural factors on purchasing decisions

The results of the analysis showed a positive and significant relationship between cultural factors and purchasing decisions. This means that the better the cultural factor, the more it can improve the purchase decision of Griya Dien products, and vice versa. The results obtained also show that the values that exist in cultural factors get very good responses and have an impact on product purchase decisions at Griya Dien. Cultural factors measured by indicators of Islamic values, Islamic environment, and social class have proven to be able to influence the purchase decision of Griya Dien products.

5.4.4 The Influence of Social Factors on Purchasing Decisions

The results of the analysis showed a positive and significant relationship between social factor variables and purchasing decisions. This means that the better the social factor, the more it can improve the purchase decision of Griya Dien products, and vice versa. The results obtained also show that the values that exist in social factors get very good responses and have an impact on product purchase decisions at Griya Dien. Social factors measured by group, family, and status indicators are proven to be able to influence purchasing decisions for Griya Dien products. So, it can be interpreted that if Griya Dien customers feel a match in terms of group, family, and status, then these things will affect their purchase decisions significantly.

6. Conclusion and Suggestion

6.1 Conclusion

1. Personal variables positively and significantly influence purchasing decisions. This can be interpreted that the higher the personal factor, the decision to purchase products at Griya Dien will also increase.
2. Psychological variables do not have a significant effect on product purchase decisions at Griya Dien.
3. Cultural variables positively and significantly influence purchasing decisions. This can be interpreted that the higher the cultural factor, the decision to purchase products at Griya Dien will also increase.
4. Social variables positively and significantly influence purchasing decisions. This can be interpreted that the higher the social factor, the decision to purchase products at Griya Dien will also increase.
5. Personal, psychological, cultural, and social variables simultaneously significantly influence purchasing decisions.

6.2 Suggestion

1. Griya Dien management is expected to be able to better understand consumer behavior and pay more attention to the factors that influence product purchase decisions to then be adjusted to the product or marketing strategy to achieve competitive advantage.
2. Along with the development of trends in Fashion Especially Muslim fashion, in the future it is necessary to conduct further research on other factors that influence product purchase decisions on a brand.

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