

Determination of Social, Cultural, Personal, and Psychological Factors on Purchasing Decisions of SMEs Culiner Products

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Abstract. The development of the culinary business is growing rapidly, marked by the emergence of more and more varied food vendors. Many SMEs in the culinary business take advantage of practicality in consuming food and drinks. This study aims to determine consumer perceptions and the influence of cultural, social, personal, and psychological factors on purchasing decisions on SMEs products simultaneously or partially. The population and sample are 100 consumers taken by nonprobability sampling technique. The analytical method used in this research is descriptive and verification. The instrument test was carried out with validity and reliability. Research data analysis includes multiple linear regression analysis, multiple correlation analysis, and hypothesis testing. The test results show that cultural, social, personal, and psychological factors simultaneously and partially have a positive and significant effect on purchasing decisions on SMEs culinary products.

Keywords. cultural, social, personal, psychological factors, and purchasing decisions

Introduction

Currently developing in society is a phenomenon that indicates the development of the culinary business of Small, and Medium Enterprises (SMEs), this is marked by the emergence of many fast food restaurants in Indonesia. The development of this culinary business is inseparable from the shift in society's culture, where people's habits currently decide on practicality and become a solution for certain groups of people as the main choice in consuming food and drinks. This purchase decision is part of consumer behavior about how an individual, group, or organization selects, buys, or uses a product to meet needs and desires, and is influenced by consumer behavior factors such as cultural, social, personal, and psychological factors (Agustiningsih et al., 2017; Konuk, 2018; Hope & Trust, 2020; Ekasari & Jaya, 2021).

Preliminary surveys that have been conducted on culinary SMEs show that there are fluctuations in income so actual sales often do not reach the target. This is strongly suspected because of the tendency to change purchasing decisions, which is predicted to be caused by cultural, social, personal, and psychological factors. For this reason, a study is needed to determine the influence of consumer behavior factors such as cultural, social, personal, and psychological factors on purchasing decisions.

In simple terms, consumer behavior can be perceived based on two main perspectives, namely human thoughts and actions, as well as fields of study or accumulated body of

knowledge. Changes in consumer behavior reflect the dynamics of interaction between influence and awareness, behavior, and the environment where humans exchange aspects of life (Agustiningsih et al., 2017; Chakraborty, 2019, Elghannam et al., 2018). Consumer behavior is a dynamic process that includes the behavior of individual consumers, groups, and members of society which are continuously changing. Further Salehzadeh & Pool (2017); Siswati & Pudjowati (2023) expressed the opinion that consumer behavior can be studied as a scientific discipline concerning the behavior of individuals, and groups.

Cultural factors are often the determinants that underlie a person's desire and behavior to buy company products, which are adjusted to sub-culture and social class (Karedza et al., 2017; Elghannam et al., 2018; Jamali & Khan, 2018). In addition, there are also social factors that describe a group of people who have a direct influence on consumer attitudes and behavior such as reference groups, family, roles, and status (Konuk, 2018); Rusfian & Alessandro, 2021; Wursan et al., 2021). Personal factors are also considered to be one of the determinants of consumer behavior because the characteristics possessed by each individual in the form of age, life cycle stage, occupation, economic situation, personality, and self-concept directly impact consumer behavior (Shahid et al., 2017; Salehzadeh & Pool, 2017; Peña-García et al., 2020; Pauluzzo, 2021; Rusfian & Alessandro, 2021). This also shapes the psychological condition of consumers, because it is reflected in actions that are fundamentally based on motivation, perception, learning, and memory (Dilip et al., 2021; Majeed et al. 2021).

Purchasing decisions are inseparable from the nature of a consumer, so each has different habits in making purchases, so it is necessary to study how individuals, groups, and organizations choose, buy, use and how goods, services, ideas, or experiences to satisfy needs. and their desires (Salehzadeh & Pool, 2017; Shahid et al. 2017; Peña-García et al., 2020; Siswati & Pudjowati, 2023).

Methods

This study was designed using qualitative and quantitative methods, with descriptive and verification approaches. In this study, it was determined that consumers who bought culinary products with certain brands were the population, and the sample in this study used a probability sampling technique with a purposive sampling procedure. The sample size was determined as many as 100 for subjective reasons based on the theory which states that a decent sample size of between 30 and 500 is sufficient for most studies (Roscoe in Echdar, 2017). Questionnaires on the results of validity and reliability tests were used to obtain primary data, which were then analyzed using multiple linear regression analysis, multiple correlation, determination, and hypothesis testing.

Results and discussion

The characteristics of consumers for MSME culinary products are mostly female, aged 17-25 years, have high school education or equivalent, are students and university students, with an income level of less than IDR 3,000,000 per month. The majority of consumers have purchased the product three times.

Consumer Perceptions of Cultural Factors

Consumer perceptions of cultural factor as a whole regarding the assessment of cultural, sub-cultural, and social class indicators can be seen in the table.

Table 1. Consumer Perceptions of Cultural Factors Indicators

No.	Indicator	Score	Interpretation
1	Culture	4.34	Purchasing SMEs culinary products is very much a consumer culture, this is evidenced by the habits of consumers buying SMEs culinary products
2	Sub-culture	4.17	Consumers buying SMEs culinary products adjust to the environment where they live
3	Social class	4.28	Consumers purchasing SMEs culinary products always adjust to their social class level
Average		4.26	Consumers purchasing SMEs culinary products adjust to their habits, living environment, and social class

Based on consumer perceptions of cultural factors, the instrument with the highest score is a cultural indicator which is equal to 4.30 in the very high category, so it can be stated that cultural factors are mostly influenced by consumer culture in buying products.

Consumer Perceptions of Social Factors

Consumer perceptions of social factor in the reference group, family, and status indicators can be seen in the following table.

Table 2. Consumer Perceptions of Social Factor Variable Indicators

No	Indicator	Score	Interpretation
1	Reference Group	3.89	Consumers buy SMEs culinary products because of group references. This is proven that consumers get references from friends and co-workers in buying SMEs
2	Family culinary products	3.82	Consumers buy SMEs culinary products because of their families. This is evidenced by the encouragement of one of the family members to eat SMEs culinary products.
3	Roles and status	4.15	In purchasing SMEs culinary products, consumers adjust to their roles and status. This is evidenced by consumers who have high roles and status, so they buy MSME culinary products with high-price options.
Average		3.95	Consumers buy SMEs culinary products because they get references from friends and colleagues, encouragement from family members, and adjustment to their roles and status.

Based on consumer perceptions of social factors, the instrument with the highest score is the role and status indicator, which is 4.05 in the very high category. so it can be stated that social factors are largely influenced by the role and status of consumers.

Consumer Perceptions of Personal Factors

Consumer perceptions of personal factor with indicators of age and life cycle stage, employment and economic conditions as well as personality and self-concept can be seen in the following table.

Table 3. Consumer Perceptions of Personal Factor Variables

No.	Indicator	Score	Interpretation
1	Age and life cycle stage	4.22	Consumers who buy SMEs culinary products vary in age, starting from students who are still teenagers and parents.
2	Occupation and economic situation	4.17	Consumers who buy SMEs culinary products have a variety of jobs, as well as the economic conditions that follow their work.
3	Personality and self-concept	3.99	Consumers buy SMEs culinary products because of their personal taste and good taste.
Average		4.13	Consumers buy SMEs culinary products based on their factors, namely adjusting to their age and life cycle stage, work and economic conditions as well as personality and self-concept.

Based on consumer perceptions of personal factors, the instrument with the highest score is an indicator of age and life cycle stage, which is 4.21 in the very high category, so it can be stated that personal factors are mostly influenced by age and consumer life cycle stages.

Consumer Perceptions of Psychological Factor Variables

Consumer perceptions of psychological factor with indicators of motivation, perception, learning, and memory can be seen in the following table.

Table 4. Consumer Assessment of Psychological Factor Variables

No	Indicator	Score	Interpretation
1	Motivation	4.21	Consumers purchasing SMEs culinary products are based on motivation, namely because they are hungry and have an attractive place.
2	Perception	4.03	Consumers buy SMEs culinary products because they are based on perceptions of low prices and attractive products.
3	Learning	4.06	In purchasing SMEs culinary products, consumers have already studied first based on their experience.
4	Memory	4.05	Consumers purchase SMEs culinary products because they believe in the taste quality of their products and culinary preferences.
Average		4.09	Consumers purchase SMEs culinary products according to their psychological factors.

Based on consumer perceptions of psychological factors, the instrument with the highest score is an indicator of motivation, which is 4.20 in the high category, so it can be stated that psychological factors are mostly influenced by consumer motivation in buying SMEs culinary products.

Consumer Perceptions of Purchasing Decision Variables

Consumer perceptions of purchasing decision variables with indicators of brand choice, dealer choice, purchase time, purchase amount, and payment method can be seen in the following table.

Table 5. Perceptions of Consumer Purchasing Decision Variables

No	Indicator	Score	Interpretation
1	Product Choice	3.82	SMEs culinary products are the choice of consumers so consumers always buy SMEs culinary products.
2	Choice of Brands	3.90	Brands of typical SMEs culinary products are the choice of consumers to buy SMEs culinary products
3	Choice of Dealers	4.04	Consumers state that SMEs culinary products are better than others because SMEs culinary products have many menu variants and the place is comfortable.
4	Purchase Time	3.97	Consumers always purchase SMEs culinary products more than once within 1 month.
5	Number of Purchases	3.92	Consumers purchase SMEs culinary products with more than 1 product because consumers want to try other product variants.
6	Payment Methods	3.82	Consumers are more likely to make cash and digital payment methods.
Average		3.92	Purchase decisions that occur in SMEs culinary products because they can meet their needs

Based on consumer perceptions of the purchasing decision variable, it is known to have an average of 3.92, which means that consumers' judgments about purchasing decisions for SMEs culinary products belong to the interested category. The indicator with the highest rating is the choice of dealer with a value of 4.03. This shows that consumers making purchasing decisions for MSME culinary products have already compared them with other culinary products.

This analysis is used to determine how much influence the variables of cultural, social, personal, and psychological factors have on purchasing decisions for SMEs culinary products, and the equation $Y = 0.033 + 0.249X_1 + 0.569X_2 + 0.427X_3 + 0.482X_4 + \epsilon$ is obtained. It can be explained that the constant value obtained is equal to 0.023 meaning that when cultural factors, social factors, personal factors, and psychological factors ($X_1, X_2, X_3,$ and $X_4 = 0$) the purchase decision is positive. The cultural factor coefficient (X_1) = 0.259, meaning that every time there is an increase in cultural factors, it will be followed by an increase in purchasing decisions (Y) assuming a fixed variable. The regression coefficient of social factors (X_2) = 0.549, meaning that every time there is an increase in social factors, it will be followed by a purchase decision (Y) assuming a fixed variable.

Multiple correlation analysis is used to determine the relationship between cultural factor variables, social factors, personal factors, and psychological factors on purchasing decisions. From the calculation it is known that the R-value is 0.772 which shows the correlation or relationship of the cultural, social, personal, and psychological factor variables with the purchasing decision variable which has a strong correlation so that it can be stated that when the value of variable X increases it will be followed by an increase in the value of variable Y. Obtained of R Square of 0.595 or 59.5%, indicating that the percentage of contributions to the influence of cultural, personal and psychological factors on purchasing decisions is 59.5%, while the remaining 40,

To test the statistical hypothesis above, the F test statistic was used to obtain an F-count value of 16.562 and an F-table value for $\alpha = 0.05$ with degrees of freedom $(k; nk) = (4; 50-4) = (4; 46) = 2.57$ which shows that the F-count is greater than the F-table ($16.562 > 2.57$), and the probability value is smaller than the standard probability value ($0.000 < 0.05$), then H_0 is rejected H_a is accepted. From these results, it can be stated that cultural, social, personal, and

psychological factors simultaneously have a positive and significant effect on purchasing decisions.

The influence of cultural factors (X_1) on purchasing decisions (Y)

The cultural factor (X_1) with a t-count value of 2.157 is greater than the t-table value (2.157 > 1.679) and a significance value of 0.036 is less than 0.05 (0.036 < 0.05). Thus, H_a is accepted and H_0 is rejected, meaning that partially cultural factors have a positive and significant effect on purchasing decisions.

The influence of social factors (X_2) on purchasing decisions (Y)

Social factors (X_2) with a t-count value of 3.310 is greater than the t-table value (3.310 > 1.679) and a significance value of 0.002 is less than 0.05 (0.002 < 0.05). Thus, H_a is accepted and H_0 is rejected, meaning that partially social factors have a positive and significant effect on purchasing decisions.

The influence of personal factors (X_3) on purchasing decisions (Y)

Personal factor (X_3) with a t-count value of 3.076 greater than the t-table value (3.076 > 1.679) and a significance value of 0.004 less than 0.05 (0.030 < 0.05). Thus, H_a is accepted and H_0 is rejected, meaning that partially personal factors have a positive and significant effect on purchasing decisions.

Conclusions

Consumer perceptions of cultural factors are in the very high category, social factors are included in the high category, personal factor is included in the high category, the psychological factor is included in the good category, and purchasing decision variables are included in the interested category. The test results show that cultural, social, personal, and psychological factors simultaneously and partially have a positive and significant effect on purchasing decisions on SMEs culinary products.

It is recommended that culinary products be more aggressively introduced to products by increasing the quality of distinctive product flavors, unique menus, and direct promotion in the immediate surroundings of the community. Follow-up studies are carried out on other factors that can influence purchasing decisions such as the marketing mix consisting of product, price, distribution channel, and promotion.

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