



RESEARCH ARTICLE

Factors Influencing Consumer Decisions Towards The Purchase Of Straw Mushrooms In Banda Aceh City

Cut Eva Wani^{1*} | Erni Wiriani²

^{1 2} Finance and Banking Study Program, Akademi Keuangan Perbankan Nusantara, Medan Banda Aceh-Idi Street, East Aceh Regency, Aceh Province 23000, Indonesia.

Correspondence

¹ Finance and Banking Study Program, Akademi Keuangan Perbankan Nusantara, Medan Banda Aceh-Idi Street, East Aceh Regency, Aceh Province 23000, Indonesia.
Email: cutevawani@akubanknusantara.ac.id

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Abstract

This research is descriptive in nature, namely to explain the problems that arise especially in the world of Straw Mushroom Cultivation Business in Banda Aceh City and its Marketing process. The purpose of this study is to determine how much influence Consumer Decisions have on Straw Mushroom Purchases in Banda Aceh City. The scope of this study is the field of marketing science that focuses on the marketing mix on consumer behavior in choosing to buy Straw Mushrooms, the location of the study is in Banda Aceh City. The number of research samples was 100 people taken by Purposive Sampling. The results of the F Test (overall) show that the product factors (x1), price (x2), distribution (x3), Promotion (x4), together have a significant effect on the decision to purchase Straw Mushrooms in Banda Aceh City, this can be seen from the F count of 0.166 and F table 0.288. This means that statistically it proves that the alternative hypothesis (Ha) proposed can be accepted and rejects the null hypothesis (Ho). Meanwhile, partially, the price variable does not have a significant effect on the decision to purchase Straw Mushrooms in Banda Aceh City, while the product, distribution and promotion variables have a significant effect on influencing the decision to purchase Straw Mushrooms in Banda Aceh City.

Keywords

Consumer Decisions, Purchase, Straw Mushroom, Banda Aceh

1 | INTRODUCTION

The decline in economic conditions has reduced people's purchasing power. This is because consumers tend to be rational and selective in purchasing the goods they want, both in terms of product quality and price. On the other hand, the growth of new businesses requires entrepreneurs to take steps and implement the right strategies to retain their customers Rizal, S. (2021). Socio-economic changes affect consumer behavior in buying, both for primary and secondary needs. This straw mushroom business markets its products through one marketing channel, namely; farmers (producers) sell straw mushrooms directly to consumers without going through other marketing institutions. Here consumers come directly to the Lee Guna straw mushroom business to buy them, based on this marketing channel, it is known that the selling price of Lee Guna straw mushrooms from farmers to consumers is IDR 50,000/kg. in the city of Banda Aceh, the demand for straw mushrooms is estimated at 2 tons per month. Meanwhile, from several places owned by business leaders, they can only produce around 500kg. Consumer decisions are the last stage that determines whether consumers buy/reject straw mushrooms. Consumer decisions to buy straw mushrooms cannot be separated from the environmental factors of the consumers themselves. The economic and socio-cultural environment also plays a role in determining purchasing decisions. which is studied through a consumer behavior theory approach, namely the approach of cultural, social, personal and psychological factors, indicators of both variables so that the results of this study can later provide recommendations to straw mushroom business managers, in order to further optimize and develop their businesses and also the use of products that are in accordance with consumer needs. Rizal, S. (2021).

2 | LITERATURE REVIEW

Consumer Behavior

According to Schiffman and Kanuk (2017: 6), consumer behavior is the decision-making process and activities of each individual carried out in order to evaluate, obtain, use, or manage goods and services. Furthermore, Winardi (2022: 40) states that consumer behavior is a regular process in which individuals interact with the environment for the purpose of taking action through the same decision process which consists of the stages of problem recognition, information search, information evaluation, purchasing decisions and post-purchase evaluation. Rizal, S., & Munawir, M. (2017) From the definition above, consumer behavior is the actions and social relationships carried out by individual consumers, groups or organizations to assess, obtain and use goods and services through an exchange or purchase process that begins with a decision-making process that determines these actions.

Consumer Behavior Research Perspectives:

- a. Decision making perspective
describes a consumer taking a series of specific steps when making a purchase. These steps include problem recognition, seeking alternative evaluation, choosing and post-purchase evaluation.
- b. Experiential perspective
On consumer purchases, it is stated that for some things consumers do not make purchases according to a rational decision-making process. However, they buy certain products and services to obtain pleasure, create fantasies or emotional feelings only. Rizal, S., & Wali, M. (2013) Classification based on the experience perspective states that purchases will be made because of impulse and seeking variety.
- c. Behavioral influence perspective
assumes that environmental forces force consumers to make purchases without having to first build feelings and trust in the product. According to this perspective, consumers not only go through a rational decision-making process, but also rely on feelings to buy the product and service. Instead, consumer purchasing actions are directly the result of environmental forces, such as sales promotion tools, cultural values, the physical environment and economic pressures. (Mowen, 2012:6).

Consumer Purchases

Foster (2000:33), states that the buyer's response to factors that influence or hinder sellers is buying behavior. There are four phases of buying behavior that can be identified, as follows:

- a. Awareness
- b. Dominance
- c. Education
- d. Response

Definition of Product

A product is something that can be offered to the market to get attention, can be purchased, used or consumed, which

can fulfill a desire or need. Kotler and Armstrong, (2021:26). Tjiptono (2020:95). The product itself is very diverse, both goods and services, but not many products can provide a value of satisfaction to consumers. In marketing the products produced, it is necessary to know and analyze why someone buys a product and what consumers expect from the products they buy. These two things are often known as purchasing motives. The buyer is someone who actually makes a purchase transaction, while the consumer is the person who consumes the product produced. From the definition of the product above, it can be concluded that a product is anything that has value to be marketed, used or consumed to fulfill the desires and needs of Rizal, S. (2018). Or it can also be interpreted as the result of thinking or work carried out by the company, which has a selling value, and is able to meet the needs and desires of the market.

Consumer Purchasing Process

Peter and Olson quoted by Sumarwan (2023:311) put forward several consumer behaviors in the purchasing process in retail stores, namely:

- a. Pre-purchase stage
- b. Purchase stage

Factors that influence consumer purchasing behavior

Kotler and Armstrong (2021: 197-218), put forward several factors that influence individual behavior in making purchases, as follows:

- a. Cultural factors
 - a) Culture
 - b) Subculture
 - c) Social Class
- b. Social factors
 - a) Group
 - b) Family
 - c) Role and status
- c. Personal factors
 - a) Age and life cycle stage
 - b) Occupation
 - c) Economic situation
 - d) Lifestyle
 - e) Personality and self-concept
- d. Psychological factors
 - a) Motivation
 - b) Perception
 - c) Learning
 - d) Beliefs and attitudes

Types of Consumer Decision Behavior

Consumer buying behavior varies greatly for a product. The more complex the decision, the more parties involved and the more considerations. According to Kotler and Armstrong (2021:219-222), there are four types of buying behavior based on the level of buyer involvement and the level of differences between brands, as described below:

Figure 1. Four types of buying behavior

High involvement	Low involvement
Complex buying behavior	Variety seeking buying behavior
Discord reducing buying behavior	Habit buying behavior

Source: Kotler and Amstrong (2001: 219)

Factors Influencing Purchasing Decision Making

According to Kotler and Armstrong (2021:226), consumer purchasing decisions are usually to buy the most preferred brand, but two factors can arise between the intention to buy and the purchasing decision. These factors are:

- a. Attitudes of others
- b. Unexpected situational factors

Purchase Decision Process

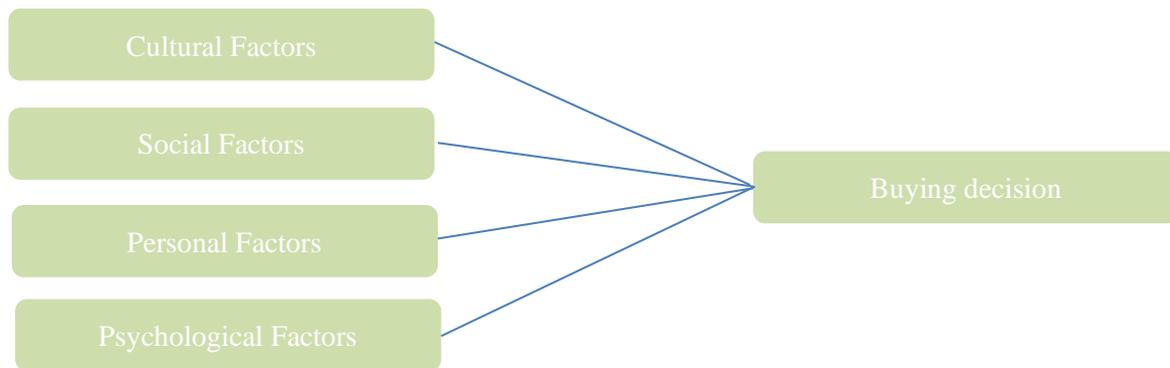
The consumer decision-making process is a step-by-step process used by consumers when purchasing goods or services Rizal, S., & Yusuf, Z. (2023). When consumers buy a product, consumers generally follow a decision-making process.

According to Kotler and Armstrong (2021: 222-227), there are five stages of the decision-making process, namely:

- a. Need Recognition
- b. Information search
 - a) Personal sources: family, friends, neighbors, acquaintances
 - b) Commercial sources: advertising, salespeople, agents, packaging, displays.
 - c) Public sources: mass media, consumer assessment organizations
 - d) Experiential sources: handling, examining, using the product.
- c. Evaluation of alternatives
- d. Purchase decision
- e. Post-purchase behavior

Conceptual Framework

Figure 2. Framework of Thought



Hypothesis

- a. It is suspected that consumer behavior factors consisting of culture, social, personal and also psychology, together or partially influence the decision to purchase straw mushrooms in Banda Aceh City
- b. It is suspected that psychological factors are variables that have a dominant influence on the decision to purchase straw mushrooms

3 | METHOD

Data Analysis Tools

According to Wibisono (2005: 547), multiple linear regression is used when there are two or more independent variables. The general formation of multiple linear regression is as follows:

$$Y = a + b_1x_1 + b_2x_2 + b_3x_3 + b_4x_4 + e$$

Where:

- Y : Purchase Decision
- a : Constant
- X₁ : Cultural Factors
- X₂ : Social Factors
- X₃ : Personal Factors
- X₄ : Psychological Factors
- b₁ : Cultural regression coefficient
- b₂ : Social regression coefficient
- b₃ : Personal regression coefficient
- b₄ : Psychological regression coefficient
- e : error

Hypothesis Testing

The hypothesis in this study, at a 95% confidence level, can be described as follows

- Ho₁ : Cultural factors do not significantly influence consumer behavior in making decisions to buy straw mushrooms.

- Ha₁ : Cultural factors significantly influence consumer behavior in making decisions to buy straw mushrooms.
 Ho₂ : Social factors do not significantly influence consumer behavior in making decisions to buy straw mushrooms.
 Ha₂ : Social factors significantly influence consumer behavior in making decisions to buy straw mushrooms.
 Ho₃ : Personal factors do not significantly influence consumer behavior in making decisions to buy straw mushrooms.
 Ha₃ : Personal factors significantly influence consumer behavior in making decisions to buy straw mushrooms.
 Ho₄ : Psychological factors do not significantly influence consumer behavior in making decisions to buy straw mushrooms.
 Ha₄ : Psychological factors significantly influence consumer behavior in making decisions to buy straw mushrooms.

To test the hypothesis, the F test and t test are used. According to Rangkuti (2005:65), the F test is used to determine whether the regression model is a simple linear regression. The F test is used to determine or test the ratio of two variants. At the error level a (Alpha) of 0.05 with the following provisions:

- If the F_{count} value $> F_{table}$, then Ha is accepted Ho is rejected
- If the F_{count} value $< F_{table}$, then Ha is accepted Ho is accepted

Furthermore, the t test, according to Rangkuti (2005:63) the t test is used to determine the effect of each independent variable on the dependent variable partially. At the alpha error level of 0.05 with the following provisions:

- If the t_{count} value $> t_{table}$, then the variable in question is partially considered to have a significant effect.
- If the t_{count} value $< t_{table}$, then the variable in question is partially considered to have no significant effect.

4 | RESULTS AND DISCUSSION

Reliability Test Results

Table 1. Reliability Test Results

No	Variable	Number of Items	Cronbanc Alpha	Information
1	Purchasing Decisions	5	0.690	Reliable
2	Culture	5	0.672	Reliable
3	Social	5	0.801	Reliable
4	Personal	5	0.764	Reliable
5	Psychology	5	0.638	Reliable

Source: Primary Data, 2024 (processed)

Discussion

Analysis of Cultural, Social, Personal and Psychological Factors on Consumer Decisions to Purchase Straw Mushrooms

Table 2. SPSS Output Section Shows Constant Values and Regression Coefficient Values of Independent Variables

Model	Unstandardizen		Standardizen	t	Sig
	Coeffients		Coeffients		
	B	Std. Error	Beta		
(Constant)	,177	,226		,784	,435
X1	,166	,108	,172	1,541	,127
X2	-,288	,106	-,344	-2,709	,008
X3	,794	,077	,882	10,261	,000
X4	,227	,225	,225	3,307	,001

Source: Primary Data, 2024 (processed)

From the SPSS output section above, the multiple linear regression equation that explains consumer decisions on purchasing straw mushrooms as a function of cultural, personal and psychological factors, can be written as follows: $Y = 0.177 + 0.166X_1 - 0.288X_2 + 0.794X_3 + 0.227X_4$ From the multiple linear regression equation line above, it is known that the constant value that explains consumers on purchasing straw mushrooms as a function of cultural, social, personal and psychological factors is 0.177, which means that if it is not influenced by cultural, social, personal and psychological factors, then the consumer decision on purchasing straw mushrooms is 0.166 for the cultural variable, it can be interpreted that an increase in the average score of respondents' agreement level to

statements related to culture by 1.00 can increase the average score of the level of agreement to questions related to purchasing decisions by 0.161. Thus it is clear that respondents who have alternative answer choices with high scores also have high scores for statements related to purchasing decisions. So it can be interpreted that culture has a positive effect on consumer decisions to purchase straw mushrooms at Lee Guna's business in Banda Aceh.

Furthermore, for the social variable X2 of -0.288, this explains that every increase (because of the - sign) in the average score of respondents' agreement levels to statements related to social factors of 1.00 will reduce the average score of the level of agreement to statements related to purchasing decisions by 0.288. Thus, respondents who have alternative answer choices with scores related to social, will tend to have alternative answer choices with low scores for statements related to purchasing decisions.

For the personal variable X3 of 0.794. This value is greater when compared to the regression coefficient values of X1, and X2 of 0.166 and -0.288. This means that the personal influence on purchasing decisions is greater when compared to the influence of cultural and social factors. Likewise with the influence of psychological factors which is 0.227. Furthermore, to determine the closeness of the relationship between culture, social, personal and psychology, with purchasing decisions, the regression coefficient (R) is used. The results of data processing using SPSS software show the value of the regression coefficient (R) as below:

Table 3. SPSS Output Section Shows the Regression Coefficient (R) and Determination Coefficient (R²) Values

Model	R	R Square	Adjusted R Square	Std. Error Of the Estimate	Change Statistics				
					R Square Change	F Change	df 1	Df 2	Sig. F Change
1	,882a	,777	,768	,25186	,777	82,964	4	95	,000

Source: Primary Data, 2024 (processed)

Hypothesis Proof

- Ho1 : Cultural factors do not have a positive and significant effect on consumer decisions to purchase straw mushrooms in Banda Aceh City.
- Ha1 : Cultural factors have a positive and significant effect on consumer decisions to purchase straw mushrooms in Banda Aceh City.
- Ho2 : Social factors do not have a positive and significant effect on consumer decisions to purchase straw mushrooms in Banda Aceh City.
- Ha2 : Social factors have a positive and significant effect on consumer satisfaction with purchasing straw mushrooms in Banda Aceh City.
- Ho3 : Personal factors do not have a positive and significant effect on consumer satisfaction with purchasing straw mushrooms in Banda Aceh City.
- Ha3 : Personal factors have a positive and significant effect on consumer satisfaction with purchasing straw mushrooms in Banda Aceh City.
- Ho4 : Psychological factors do not have a positive and significant effect on consumer satisfaction with purchasing straw mushrooms in Banda Aceh City.
- Ha4 : Psychological factors have a positive and significant effect on consumer decisions to purchase straw mushrooms in Banda Aceh City.

5 | CONCLUSIONS AND FUTURE WORK

- Cultural, Social, Personal and Psychological factors have a positive effect on the decision to purchase straw mushrooms at Lee Guna's business in Banda Aceh City. Among the four variables, personal factors have a greater influence when compared to cultural, social and psychological factors. This means that the decision to purchase straw mushrooms is more determined by the consumer's own personal factors.
- The relationship between cultural, social, personal and psychological factors with purchasing decisions is relatively close. This is indicated by the correlation coefficient (R) value of more than 0.50. Furthermore, 76.8 percent of purchasing decisions are influenced by cultural, social, personal, and other psychological factors outside the model.
- Simultaneously, cultural factors, Social, personal and psychological have a significant effect on the decision to purchase straw mushrooms at Lee Guna's business in Banda Aceh City, but partially, the cultural variable does not have a positive effect, while the social variable has a negative and significant effect, while both variables have a relative and significant effect, while the other two variables (personal and psychological) have a positive and significant effect.

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