



Perception, Life Style and Consumer Motivation Toward Purchasing Decisions

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ABSTRACT

This study aims to see the effect of consumer perceptions, lifestyles, and motivations on purchasing decisions of CV Macehat Premium Coffee Beans Medan. The population is 1.340 people, with a complete sample of 93 respondents. the info analysis technique used multiple statistical regression analysis. Research data sourced from primary data with a questionnaire. supported the results of the study, it absolutely was found that the perception partially had a positive and significant effect on purchasing decisions, lifestyle partially had a positive and significant effect on purchasing decisions, and consumer motivation partially had a positive and significant influence on purchasing decisions. Perception, lifestyle, and consumer motivation simultaneously have a positive and significant impact on purchasing decisions. Adjusted R Square value of 0.952 means 95.2% of buying decisions is explained by the variables of perception, lifestyle, and consumer motivation.

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1. Introduction

Nowadays in Medan city, there are more and more new coffee shops that are standing and scattered throughout the city. However, it is not accepted that all coffee shops in Medan are visited by many consumers, only certain coffee shops that look crowded with visitors. There are many things that affect purchases in a coffee shop, for example products, services, locations, brands, reference groups, perceptions, motivations, prices, lifestyles, promotions, taste images, and others..

Consumer purchasing decisions are the final decisions of individuals and households to buy goods and services for personal consumption (Kotler, 2014:184). Likewise with consumers in making decisions. If consumers need a product, then first imagine the benefits of the product, after that they will consider other factors beyond the benefits. In purchasing decisions, there are many factors that influence a person to be able to decide whether to buy or not a product. According to Kotler and Armstrong (2014:159-174) consumer purchasing decisions are influenced by four factors, namely cultural factors (nationality, religion, group, race, geographical area), social factors (reference group, family, role and status), personal factors (age and family life cycle, work and economic environment, lifestyle, personality) and psychological factors (motivation, perception, learning, beliefs and attitudes). These factors make consumers make the decision to buy or not. Consumers buy not just a collection of physical attributes, but in the end they pay something to satisfy a want. Thus, for companies that are wise that selling products are not only selling products, but also must pay attention to various kinds of consumer behavior that encourage consumer decisions to buy a product. This is so that the company can use it to develop an effective marketing strategy in meeting sales targets.

The people of Medan city are currently loving coffee where sitting hanging out in a cafe while drinking coffee has become a trend (lifestyle) for today's society. The need for coffee is currently increasing and has become a necessity in carrying out every activity so as to encourage people to become more consumptive and affect their lifestyle, because basically lifestyle is an activity of a person spending their money and time. The definition of lifestyle according to Priansa (2017:85) is a person's pattern in the world that is revealed in his activities, interests and opinions..

Perception can also influence purchasing decisions. According to Mahmud (2018: 49) perception is describing the stimuli that already exist in the brain. When consumers interpret an advertisement they see, there will be a process of cognition in the minds of consumers. Perception is not only important in the information processing stage but also plays a role in post-consumption of the product, namely when consumers evaluate their purchasing decisions. Whether consumers are satisfied or otherwise, even this assessment cannot be separated from their perceptions. In essence, perception will relate to a person's behavior in making decisions about what to take. Thus a quality product is expected to provide value for consumers who use it. Because a quality product will also be well perceived by consumers.

In addition, purchasing decisions are also influenced by motivational factors. Santoso and Purwanti (2013:117-118) state that consumer motivation is a driving force or encouragement in a person to do and achieve a goal. Related to consumers, motivation can be interpreted as an impulse that moves consumers to decide to act towards achieving goals. Motivation arises because of the needs felt by consumers. Motivation is also formed because of the stimulation that comes from within a person. Stimulation occurs because there is a difference between what is felt and what should be felt. Therefore, companies need to create products with complete and different attributes from their competitors.

Macehat Coffee has many brands that are well-known among adults and young people today. The competitors from CV Macehat Premium Coffee Beans Medan such as Starbuck Coffee, Max Coffee, The Coffee Crowd, City Kopitiam. The company has the same type of coffee and some are different. The following is a list of the coffee sales ranges in CV Macehat Premium Coffee Beans Medan 2015-2019:

Table 1.
Sales Volume of Coffee Drinks in 2015-2019

Nama Produk	2015	2016	2017	2018	2019
Avocado Coffe Float	9.000 cup	9.720 cup	10.800 cup	12.600 cup	18.000cup
Long Black Luwak	2.160 cup	2.520 cup	2.880 cup	3.240 cup	3.240 cup
Long Black Gourmet	1.800 cup	2.160 cup	2.520 cup	2.880 cup	1.800 cup
Long Black Peaberry	1.440 cup	1.800 cup	2.160 cup	2.520 cup	2.520 cup
Cafe Latte	2.520 cup	2.880 cup	3.240 cup	2.160 cup	2.520 cup
Cafe Mocha	1.800 cup	2.160 cup	2.520 cup	2.880 cup	1.800 cup
Cappucinno	1.440 cup	1.800 cup	1.800 cup	2.160 cup	2.520 cup
Cafe Brule	1.080 cup	1.440 cup	1.800 cup	2.520 cup	1.080 cup

Source : CV Macehat Premium Coffee Beans Medan, 2021.

Table 1 explains the realization of sales at Macehat Coffee, seen sales in 2015-2018 there was an increase in consumer purchases of coffee beverage products, then in 2019 there was a decline in coffee drink sales due to extremely tight competition with many new coffee shops opening such as Macehat.

Although Macehat Coffee has experienced a decline in sales, it cannot be denied that coffee is a favorite drink that can be enjoyed by all circles, especially young people, making Macehat Coffee a gathering place for young people in Medan City, they feel motivated to feel the delicious taste of coffee served in Medan. Macehat Coffee. Although the price of coffee products and their drinks is more expensive than other coffee shops, the taste and quality of the coffee products are good and it creates a positive perception in the minds of consumers. The classy place also gives a distinct impression in the minds of consumers. All of this even creates a separate lifestyle for customers when they can sit drinking coffee at Macehat Coffee.

2. Methods

The research approach used in this study is a quantitative approach to causality. This research was conducted at CV Macehat Premium Coffee Beans Medan. The population is 1,340 people, using the Slovin formula, the number of samples is 93 respondents. Sampling technique with probability sampling with accidental sampling approach. Data collection techniques using questionnaires, with data analysis techniques: 1) data quality test: validity test, reliability test, and classical assumption test, 2) multiple linear regression, 3) hypothesis test: t test and F test, 4) determination test.

3. Results and Discussion

3.1 Research Result

a. Characteristics of Respondents

Characteristics of research respondents that will be described include gender, age, occupation, and income. The largest number respondents by gender were male respondents, as many as 79 of the total respondents or 84.9%. The rest are 60 female respondents, namely 14 people or 15.1% of the total respondents. Furthermore, based on age, it can be seen that the largest number of respondents based on age were respondents aged 46-50 years, namely 33 people from the total respondents or 35.5%. Respondents aged 41-45 years amounted to 25 people or 26.9% of the total respondents. Respondents aged 36-40 years amounted to 15 people or 16.1% of the total respondents. Respondents aged > 50 years amounted to 9 people or 9.7% of the total respondents. Respondents aged 31-35 years amounted to 7 people or 7.5% of the total respondents. The rest are respondents aged 26-30 years totaling 4 people or 4.3% of the total respondents.

Most respondents based on occupation are respondents with professions as civil servants, as many as 33 people from the total respondents or 35.5%. Respondents with professions as Entrepreneurs amounted to 21 people or 22.6% of the total respondents. Respondents with professions as private employees amounted to 17 people or 18.3% of the total respondents. Respondents with professions as TNI/Polri amounted to 14 people or 15.1% of the total respondents. The rest are respondents with professions as Entrepreneurs amounting to 8 people or 8.6% of the total respondents.

Based on income, respondents with income of IDR 3,000,000 - IDR 5,000,000 are 68 people from the total respondents or 73.1%. Respondents with income > IDR 5,000,000 totaled 19 people or 20.4% of the total respondents. The rest are respondents with an income of IDR 1,000,000 - IDR 3,000,000 with a total of 6 people or 6.5% of the total respondents.

b. Validity and Reliability Test

Based on the results of data analysis, it is known that all indicator values of each variable have a Corrected Item-Total Correlation value greater than 0.300. Thus it can be concluded that all items on the variables of perception, lifestyle, motivation and purchasing decisions are valid. Furthermore, the results of the SPSS output are known that the Cronbach's Alpha value of all variables of perception, lifestyle, motivation and decisions is greater than 0.60 so it can be concluded that the statements that have been presented to respondents are reliable or reliable.

c. Classic assumption test

Testing for normality in this study uses a histogram graph analysis P-P plot.

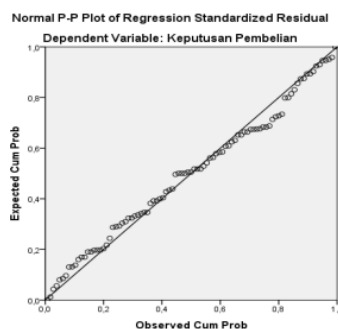


Figure 1. P-Plot Test

Based on Figure 1, it can be seen that the Normal P-P Plot of Regression Standardized Residual points approach the line or the data distribution tends to form a straight line. This indicates that the data is normally distributed.

For the multicollinearity test, the lifestyle tolerance value (0.172) > 0.10 and the VIF value (5.825) < 10. The perception tolerance value (0.167) > 0.10 and the VIF value (5.977) < 10. The 94 consumer motivation tolerance value (0.264) > 0.10 and the value of VIF (3.787) < 10. So it can be concluded that the multiple linear regression analysis model does not have multicollinearity.

Furthermore, in this study the method used to detect symptoms of heteroscedasticity using a graph plot.

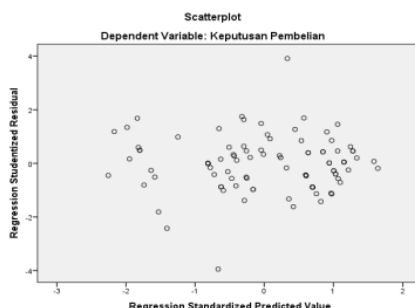


Figure 2. Scatterplot Heteroskedastisitas Test

Based on Figure 2 shows that this 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 regression analysis equation used in this study:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e \dots\dots\dots 1$$

Table 2
Multiple Linier Regression

Model		Coefficients ^a			t	Sig.
		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1	(Constant)	-1.370	.694		-1.974	.052
	Perception	.417	.054	.403	7.727	.000
	Life Style	.293	.077	.209	3.801	.000
	Motivation	.552	.063	.387	8.725	.000

a. Dependent Variable: Buying Decision

Based on the results of the multiple linear regression analysis above, the results of the equation:

$$Y = -1,370 + 0,417X_1 + 0,293X_2 + 0,552X_3$$

The interpretation of the multiple linear regression equation is:

- 1) If everything on all independent variables is considered 0, then the value of the purchase decision (Y) is fixed at -1.370.
- 2) If there is an increase in the lifestyle variable by 1 (one) unit, then the purchase decision (Y) will increase by 0.293.
- 3) If there is an increase in the perception variable by 1 (one) unit, then the purchase decision (Y) will increase by 0.417.
- 4) If there is an increase in the consumer motivation variable by 1 (one) unit, then the purchase decision (Y) will increase by 0.552.

3.2 Discussion

a. t Test

In this study, the number of samples was n = 93 respondents so that the coefficient value of t table = 1.98698 at a significant of 0.05. Thus it can be concluded that:

- 1) The results of the analysis show that t count is 7.727 while t table is 1.98698, so t count is larger than t table (7.727 > 1.98698) and also the significance value is a smaller amount than 0.05 (0.000 < 0.05), then Ho is rejected and Ha is accepted, this suggests that perception partially contains a positive and significant effect on customer purchasing decisions at CV Macehat Premium Coffee Beans Medan.
- 2) The results of the analysis show that t count is 3.801 while t table is 1.98698, so t count is bigger than t table (3.801 > 1.98698) and therefore the significance value is a smaller amount than 0.05 (0.000 < 0.05), then Ho is rejected. and Ha is accepted, this implies that lifestyle partially incorporates a positive and significant effect on customer purchasing decisions at CV Macehat Premium Coffee Beans Medan.
- 3) The results of the analysis show that t count is 8.725 while t table is 1.98698, in order that t count is larger than t table (8.725 > 1.98698) and therefore the significance value is a smaller amount than 0.05 (0.000 < 0.05), then Ho is rejected. and Ha is accepted, this suggests that consumer motivation partially features

a positive and significant effect on customer purchasing decisions at CV Macehat Premium Coffee Beans Medan.

b. F Test

Simultaneous testing was conducted to determine the perceptions, lifestyles, and motivations together on customer purchasing decisions at CV Macehat Premium Coffee Beans Medan.

Table 3
F Test

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1906.809	3	635.603	612.528	.000 ^b
	Residual	92.353	89	1.038		
	Total	1999.161	92			

a. Dependent Variable: Buying Decision

b. Predictors: (Constant), perception, lifestyle, and motivation

It will be seen that the results of the simultaneous test (F test) show that F count is 612.528 while F table is 2.71 so F count is larger than F table ($612.528 > 2.71$) and therefore the significant value is a smaller amount than 0.05 ($0.000 < 0.05$), then H0 is rejected and Ha is accepted, this implies that the consumer's perception, lifestyle, and motivation simultaneously or jointly have a positive and significant effect on customer purchasing decisions at CV Macehat Premium Coffee Beans Medan.

c. Coefficient of Determination

The determination test was conducted to determine the ability of the independent variables (perception, lifestyle, and consumer motivation) to explain the dependent variable (purchase decisions). Here are the results of the determination test:

Table 4
Coefficient of Determination Test Results

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.977 ^a	.954	.952	1.019

a. Predictors: (Constant), perception, lifestyle, and motivation

b. Dependent Variable: Buying Decision

It is known that the Adjusted R Square has a value of 0.952 or it can be said that the coefficient of determination is 0.952 (95.2%). This shows that purchasing decisions can be obtained or explained by lifestyle, consumer perceptions and motivations of 95.2% while the remaining $100\% - 95.2\% = 4.8\%$ is explained by other factors or variables outside the model.

4. Conclusion

Based on the results of research and discussions that have been carried out, the following conclusions can be drawn:

a) Perception partially has a positive and significant effect on customer purchasing decisions at CV Macehat Premium Coffee Beans Medan.

Perceptions that exist in the perception of consumers are able to influence consumer decisions to buy coffee at CV Macehat Premium Coffee Beans Medan. The impact of perception on coffee purchasing decisions in the people of Medan is that people consider coffee in CV Macehat Premium Coffee Beans Medan is very high quality compared to other cafe coffee.

b) Lifestyle partially has a positive and significant effect on customer purchasing decisions at CV Macehat Premium Coffee Beans Medan.

The lifestyle of the community is different, therefore cafe owners must understand the lifestyle needs of the community so that consumers are able to influence purchasing decisions to buy coffee at CV Macehat Premium Coffee Beans Medan. The impact of lifestyle on coffee purchasing decisions at CV Macehat Premium Coffee Beans Medan is that most people drink coffee because the price of coffee offered is in accordance with the quality of the coffee product so that people can support their daily activities by following current trends.

c) Consumer motivation partially has a positive and significant effect on customer purchasing decisions at CV Macehat Premium Coffee Beans Medan.

Cafe owners must be able to provide good quality coffee on the coffee menu offered to consumers in accordance with what consumers want so that consumers can make their choices and decide to be loyal to CV Macehat Premium Coffee Beans Medan and able to influence consumer decisions to buy coffee at CV Macehat Premium Coffee Beans Medan, especially for people in the city of Medan. The impact of the influence of motivation on coffee purchasing decisions at CV Macehat Premium Coffee Beans Medan is to make it easier for people to buy coffee at low prices and CV Macehat Premium Coffee Beans Medan benefits from selling the coffee.

d) Perception, lifestyle, and consumer motivation simultaneously or together have a positive and significant effect on customer purchasing decisions at CV Macehat Premium Coffee Beans Medan.

The impact of consumers' perceptions, lifestyles, and motivations on coffee purchasing decisions at CV Macehat Premium Coffee Beans Medan is a community that believes in the existence of CV Macehat Premium Coffee Beans Medan helps daily activities ranging from gathering with friends and co-workers, chatting, meeting with coworkers and doing other activities so that people in the city of Medan are not too bothered about other coffee cafes, because people are very comfortable drinking coffee on CV Macehat Premium Coffee Beans Medan.

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