



The Influence of Cultural, Social And Psychological Factors on Purchase Decision (Toyota Intercom)

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Abstract: This study aims to examine whether cultural, social, and psychological factors influence purchase decisions in the study of Toyota Intercom, West Pasaman. The data collection method was taken with a non-probability silencing sample design. The sampling technique was 80 people from a population of 400 employees of Toyota Intercom .. The analytical method used was multiple linear regression using SPSS21. The results obtained were that whether cultural and social had a significant effect on whether cultural, social, psychological factors had a significant effect on buying decisions, and the direct effect of work culture and social was smaller than the indirect effect of on buying decision. The contribution of the independent variable of Culture and Social to the dependent variable of Psychosocial Factors is 46.1%. While the remaining 53.9% is influenced by other variables outside of this study. The contribution of the independent variable contribution of cultural, social, and psychological factors to the dependent variable of buying decision was 61.7%. While the rest is 38.3% influenced by other variables outside this study.

Keywords: Whether Cultural, Social, And Psychological Factors, Buying Decision.

INTRODUCTION

Toyota intercom West Pasaman is one of the distributors of Toyota brand vehicles in West Pasaman district. Every company always hopes that their products will be accepted by the market. One of the characteristics that their products are accepted is that consumers make purchases of these products. Apart from the above, the territory of Indonesia which is the mainland of the islands is one of the reasons consumers use certain types of cars to fulfill their daily needs so that they can easily move from one place to another. Along with the increase in the large population in Indonesia, it also encourages an increase in the use of four-wheeled vehicles among the community.

LITERATURE REVIEW

A. Cultural Factors

According to **Setiadi (2016)**, states that cultural factors have an influence as a need to determine what behavior is acceptable to all broad and deep towards consumer behavior in purchasing.

B. Social

According to **Lamb (2001)** social is a group of people who equally consider closely the equality in status or community esteem who continuously socialize among themselves, both formally and informally.

C. Physicology

According to **Lamb (2001)** Psychological factors are the ways used to recognize their feelings, collect and analyze information, formulate thoughts and opinions and take action.

D. Purchase Decision

Menurut **Buchari Alma (2016)** suggests that purchasing decisions are consumer decisions that are influenced by financial economics, technology, politics, culture, products, prices, locations, promotions, physical evidence, people, process.

E. Framework of Mind

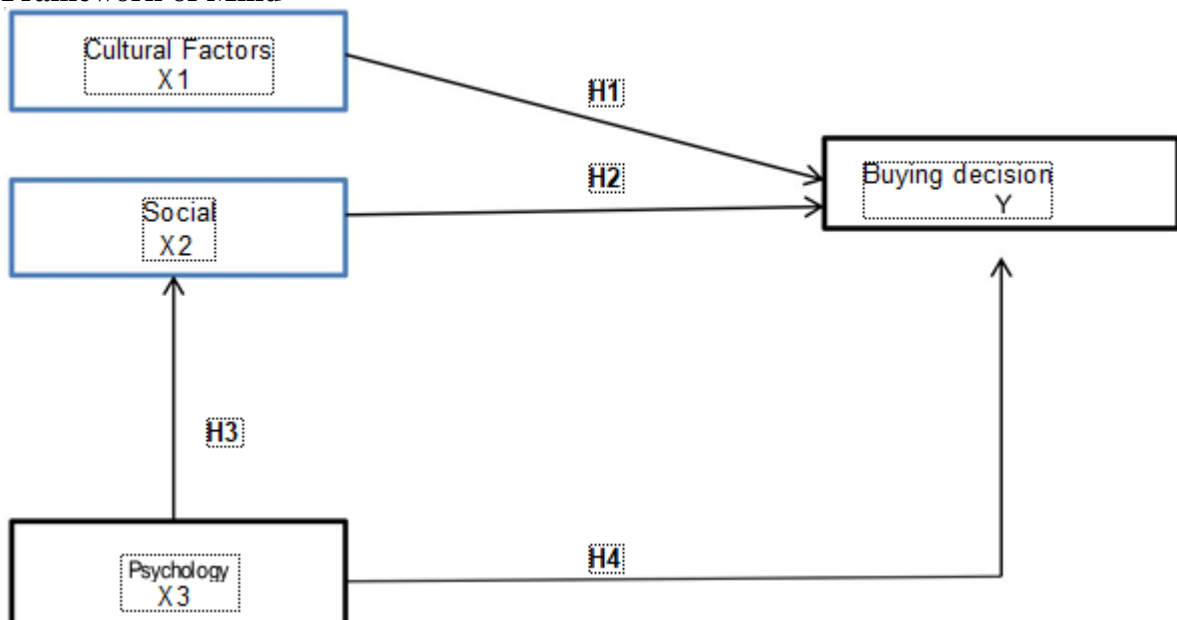


Figure 1. Theoretical Framework

F. Hypothesis

A hypothesis is an idea to look for facts that must be collected. The hypothesis is a temporary question or the most probable conjecture that still has to be verified. The relationship between variables in this study has the following hypothesis.

- H1 : it is suspected that cultural factors influence purchasing decisions at Toyota Intercom
- H2 : it is suspected that social factors influence purchasing decisions at Toyota Intercom
- H3 : it is suspected that psychological factors of trust have an effect on employee performance at Toyota Intercom
- H4 : it is suspected that cultural, social and psychological factors influence decisionsPurchase at Toyota Intercom.

METHODS

A. Population and Sample

The population in this study are consumers with a total of 400 people. sample in this study as many as 80 people from a population of 400 consumers studied.

B. Correlation Analysis

According to **Riduwan (2015: 74)** the correlation analysis formula is:

$$r_{XY} = \frac{n (\sum XY) - (\sum Xi) (\sum Yi)}{\sqrt{\{ n \cdot \sum X^2 - (\sum X)^2 \} \cdot \{ n \cdot \sum Y^2 - (\sum Y)^2 \}}}$$

Where :

r : Linear correlation coefficient of variables X1, X2, individually to variable Y
 n : Number of samples X : Independent variable Y : Dependent Variable

C. Multiple Linear Regression Analysis

The mathematical formula of multiple regression used in this study is:

$$\text{Equation : } Y = a + b_1X_1 + b_2X_2 + b_3Z + e$$

D. Partial Testing (t-test)

According to Solahuddin (2014: 35) The t test is used to test the regression coefficient including individual intercepts. The t statistics performed in the t test are:

$$t = \frac{b_j - \bar{y}_j}{se(b_j)}$$

Simultaneous Test (Test f)

According to Solahuddin (2014: 35) The f test is used to test the significance of the overall regression coefficient and the influence of the independent variables together. The f test procedure can be explained:

1. Make the null hypothesis Ho and the alternative hypothesis Ha :

$$H_0 : \beta_1 = \beta_2 = \dots = \beta_k = 0$$

$$H_a : \beta_1 \neq \beta_2 \neq \dots \neq \beta_k \neq 0$$

2. Look for calculated F values with formulas and critical F values. The critical F value is based on the magnitude of a and df where the value is determined by the numerator (k-1) and df for the denominator (nk)
3. The decision to reject or accept H₀ : If F count > F critical, then reject H₀ and conversely if F count < critical F then accept H₀.

The ff test formula is defined as follows:

$$F = \frac{R^2 (nk-1)}{1 - R^2 (k)}$$

RESULT AND DISCUSSION

A. Validity Test

The results of the validity test through the SPSS 22 program by comparing the value of the simple correlation coefficient with the *r* table value using a confidence level of 95%, = 5% and n = 80, the results for the *r* table are 0.2199 and all statement items for each variable are valid.

B. Reliability Test

The reliability test uses the *Cronbach's Alpha* method and the instrument is stated *reliable* if *Cronbach's Alpha* value is at least 0.6.

Table 1. Reliability Test Results

Variabel	Number of statement items	cronbach's of	rules	
			Alpha	Decision
Cultural Factors (X1)	6	0.770	0.6	reliable
Social (X2)	6	0.799	0.6	reliable

<i>Psychology (X3)</i>	10	0.842	0.6	<i>reliable</i>
Purchase Decision (Y)	12	0.828	0.6	<i>reliable</i>

Source: Processed by SPSS, 2020

From table 4.1 above, it can be seen that all instruments based on the reliability analysis of the research variables show that the *Cronbach's alpha* value for all variables is above 0.6, therefore all variables can be said to be *reliable*.

C. Multiple Linear Regression Analysis

To determine the effect of cultural, social and psychological factors on purchasing decisions, multiple linear regression analysis is used. Multiple linear regression analysis is used. The following regression tests are performed.

Table 2. Multiple Linear Regression Test Results Work Discipline (X1), Training (X2), Interpersonal Trust (Z) and Employee Performance (Y)

Model	Unstandardized Coefficients		Standardized Coefficients ^t		Sig.
	B	std. Error	Betas		
(Constant)	12,736	3,355	3,797	,000	
Cultural Factors (X1)	,451	,159	,282	2,834	,006
Social (X2)	,315	,145	,209	2,166	.033
Psychology (X3)	,435	,102	,415	4,287	,000

Source: Processed by SPSS, 2020

Based on table 4.22 above, it can be seen that the regression equation is:

$$Y = 12.736 + 0.451 X1 + 0.315 X2 + 0.435 Z + e$$

1. A constant value of 12.736: meaning that if Cultural Factors (X1), Soail (X2) and *Psychology (X3)* are ignored (0), then the Purchase Decision (Y) value is 12.736.
2. The regression coefficient of the Cultural Factor variable is 0.451: if the Cultural Factor (X1) is increased by one (1) unit with the Social (X2) and *Psychological (X)* assumptions ignored (0), then the Purchase Decision (Y) will increase by 0.451
3. The social variable regression coefficient is 0.315: if Social (X2) is increased by one (1) unit with the assumptions that Culture (X1) and *Psychology (X3)* are ignored (0), then the Purchase Decision (Y) will increase by 0.315.
4. The regression coefficient of the Psychology variable is 0.435: if the Purchase Decision is increased by one (1) unit with the assumptions that Culture (X1) and Social (X2) are ignored (0), then the Purchase Decision (Y) will increase by 0.435.

D. HYPOTHESIS TESTING

Test t

1. The results of testing with SPSS obtained t-count for the variable Culture (X1) 2.834 greater than t-table 1.991. By using a significant limit of 0.05, the cultural significance value (X1) is 0.006, then Ho is rejected and H1 is accepted. Thus, the first hypothesis is accepted.
2. The results of testing with SPSS obtained t-count for Social variables (X2) 2.166 greater than t-table 1.991. By using a significant limit of 0.05 the social significance value (X2) is 0.033 then Ho is rejected and H2 is accepted. Thus, the second hypothesis is accepted.
3. The results of testing with SPSS obtained t-count for the variable Psychology (X3) 4.287 greater than t-table 1.991. Using a significant limit of 0.05, the psychological significance value (X3) is 0.000, then Ho is rejected and H3 is

accepted. Thus, the third hypothesis is accepted.

4. $F_{count} = 40.845$ greater than $F_{table} 2.72$ with a significance of $0.000 < 0.05$.

Thus, the fourth hypothesis is accepted.

Coefficient Of Determination (R²)

The results of the test for the coefficient of determination in the regression model obtained an R Square number of 0.617 or 61.7%, this indicates that the percentage of contribution of the independent variable Culture, Social and Psychology to the dependent variable Purchase Decision is 61.7%.

While the remaining 38.3% is influenced by other variables outside of this study.

CONCLUSION

From the discussion in the previous chapters, several conclusions can be drawn as follows :

1. Cultural factors have a significant effect on purchasing decisions.
2. Social has a significant effect on purchasing decisions
3. Psychology has a significant effect on purchasing decisions
4. Cultural, Social and Psychological factors together have a significant effect on Purchasing Decisions

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