

# Analysis of the Influence of Consumer Motivation, Perceptions and Attitudes on Purchase Decisions for Pork Rice Products in Oesapa Village (Case Study of Ma Nona Pork Rice Business)

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Article history: received November 30, 2023; revised December 25, 2023; accepted December 30, 2023

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## ABSTRACT

This research aims to determine the influence of consumer motivation, perceptions and attitudes on purchasing decisions for Ma Nona Pork Rice Products. This research uses quantitative research methods. The population in the study were all consumers of Ma Nona Pork Rice located in the Oesapa sub-district. The sample in this research was Ma Nona Pork Rice consumers, totaling 96 respondents. The sample data in this study used a questionnaire. The research analysis method uses Multiple Linear Regression Analysis, T Test, F Test, R<sup>2</sup> Test, and IBM SPSS Statistics 24. The research results show that consumer motivation, perceptions and attitudes simultaneously and partially have a positive influence on purchasing decisions for Ma Nona Pork Rice products. Based on the results of the t test in this research, it shows that the consumer motivation variable (X1) has a significant effect on the decision to purchase Ma Nona Pork Rice products, and the consumer perception variable (X2) shows a significant effect on the decision to purchase Ma Nona Pork Rice products. The consumer attitude variable (X3) shows that there is a significant influence on purchasing decisions for Ma Nona pork rice products. And the result of the coefficient of determination (R Square) is 0.285 or 28.5%, while the remaining 71.5% is influenced by other variables which are not the focus of this research. This means that after conducting research, it is known that 28.5% of Ma Nona Pork Rice Purchase Decisions are influenced by Consumer Motivation, Perception and Attitude.

**Keywords:** *Motivation, Perception, Consumer Attitudes and Purchasing Decisions.*

## INTRODUCTION

The development business is mature. This has colored various types of competition in every field. The condition of the businessman, the more sued for having the right strategy to meet sales volume targets. Remember, with the increasing development of the business world dynamic, humans must be quick and precise to act so as not to lose out on competition. Companies must capable know what to be needs and hopes consumer moment This nor will come. Consumers, as individuals, get or buy goods through processes or stages; moreover, formerly, they get information about goods through advertisements or references from other people; later, they compare product One with other products; finally, they come to a decision to buy product That. The same thing happened to the perpetrator of business culinary in Indonesia, especially N on halal culinary. With many perpetrators of business culinary delights in Indonesia, consumers will be more selective in determining the product food that will be consumed.

Growing competition in the business world This has given birth to a strict condition in competition for everything in this field. Including inside it competition, increasing business demand, perpetrators, and businesses must follow through with a thorough change in consumer behavior in the decision to buy something. Can't denied development, increasing technology, dynamic, competitive, and flexible demand man with quick and precise act so as not to lose compete. With the situation, the cause of the perpetrators business, the more sued for having the right strategy to fulfill the needs of consumers and in matters This especially affects pork and rice consumers in the sub-district of Oesapa.

In the village of Oesapa, there is one perpetrator Pork Rice business (Nabas Ma Nona), which has been selling pork rice products since 2020 until now. There are lots of interested consumers interested in the product, and many of these consumers have become customers fixed, and numerous of them are willing to queue to enjoy the product. So there are a number of factors influencing decision-making, and on stage or psychological processes, there are at least a number of key factors, which are motivation, perception, and attitude, which influence the response of consumers to various stimulation marketing from the perpetrator Pork Rice business (Nabas Ma Nona).

In connection with the existence of consumers and various varieties of his behavior, the perpetrator of business must truly be responsive and make observations as to what his wish is. So basically, businessmen have an obligation to

fulfill and satisfy consumers through the products they offer. One of the factors that can influence consumers is internal. According to *Private and Handoko (20)*, there are 12 internal factors that can influence consumer behavior, including motivation, perception, and attitude. Whereas according to *Schiffman and Kanuk (202)*, "motivation can be described as the driving force within individuals that impels them to action." It means motivation is a strength pusher in self; someone forced him to do something. Whereas *Setiadi (20 1 3)* defines motivation consumer as circumstances in the personal someone who pushes desire individual to do activities to use reach something objective. In the field of marketing, *Sigit (20–15)* explains that motivational purchase is the considerations and influences that compel people to make purchases.

The motivation underlying somebody's decision-making will also be influenced by their perception of what is desired. Consumer will appeared his behavior after do perception to decision What will taken in buy something product . According to *Schiffman and Kanuk (20)*, "perception is the process by which an individual selects, organizes, and interprets stimuli into a meaningful and coherent picture of the world.". More or less, perception is a process that creates somebody by selecting, organizing, and interpreting stimuli received into something meaningful and complete about their world. Apart from perception, attitudes will also emerge when somebody evaluates something, the object to be interested in and for own. Attitude as something comprehensive and possible evaluation somebody can respond with a profitable way or no to the object being valued. According to *Robbins (20-16)* attitude is a statement or evaluation evaluative related to an object, person, or something incidental. Whereas according to *Simamora (20, 14)*, in attitude there are three components, namely: *Cognitive component*: trust consumers and knowledge about objects. What is meant is object is attribute products, increasingly positive trust to something brand something product, so whole component cognitive will support attitude in a way Overall , *Affective Component*: reflective emotions; feeling somebody's attraction to something object, whether object is desired or preferred; and lastly, *Behavioral Component*: reflect tendencies and behavior actual to something object, which is component This show trend does something actionable. According to *Loudan and Delabitta (20)*, components cognitive are trust in brands, components affective are evaluations of brands, and components conative are meaning or intention for buying. Whereas factors external coming from outside, specifically from the producer, in his efforts give stimulation to consumers for using goods or services they offer.

Analysis influences motivation, perception, and attitude of the consumer toward a decision to purchase. This too has been done in a study by *Fredereca and Chairy (2010)* with the title Research: Influence Psychology Consumer Regarding the Decision to Repurchase Blackberry Smartphones. Study This aim For know influence motivation , perception , learning , as well attitude to decision purchase return consumer . Research results prove that psychology is influential on consumer decisions to purchase and return Blackberry products. From the fourth variable, it was found that all three variables—motivation, perception, learning, and attitude—were influential to decision-purchase consumers. Meanwhile, meanwhile *Wahyuni (2011)* researched with the title Research: Influence Motivation, Perception, and Attitude Consumer Regarding the Decision to Purchase a Honda Brand Motorbike in the West Surabaya area. Study This aim is to know and analyze the influence of motivation, perception, and attitude on consumer decision-making. Research results prove that motivation, perception, and attitude of consumers are influential, positive, and significant to the decision to purchase Honda brand motorbikes, as well as from *Arthur Adilang's (2014)* research with the research title Perceptions, Attitudes, and Hedonic Motivation on Online Fashion Product Purchasing Decisions. This research aims to determine and analyze the influence of motivation, perception, and attitude on purchasing decisions. The results of this research prove that perception, attitude, and motivation have a positive influence on online product purchasing decisions.

Based on the more the height interest public to Pork Rice culinary delights in Kupang City especially in the Village Oesapa so writer interested For research " **Analysis of the Influence of Consumer Motivation, Perception and Attitudes on Purchasing Decisions for Pork Rice Products in Oesapa Village (Case study ma'am 's pork rice business)**"

## Theoretical Review

### Motivation

According to *(2010)*, Motivation or effort to fulfill someone's needs can be used as a tool for exciting somebody to diligently do their obligations without being ordered or supervised (*Zulher, 2012: 76*). Whereas *Setiadi (2014)* defines motivation consumer as the situation inside personal someone who pushes desire individual to do activities to use to reach something objective. With existing self-motivation somebody will show behavior directed at something objective to reach target satisfaction. Motivation appears because needs are felt by consumers. Need Alone appear because consumers feel inconvenience (a *state of tension*) between what should be perceived and what is really felt. Felt need the push somebody for do action fulfil need the *Sumarwan 2020*. From several definitions, it can be concluded that motivation for consumers is something that encourages, needs, and desires a goal-directed individual to obtain satisfaction in their consumption.

### Types Motivation

Motivation is driving considerations and influences for do purchase. Motivation divided into two, namely : motivation rational and emotional .

- a) Motivation rational is based purchases to the realities demonstrated by the product to consumers and constitute attribute functional product as well as objective the situation for example quality product, price product, availability goods, efficiency utility goods the can accepted.
- b) Motivation emotional in purchase related with feeling, pleasure that can be captured by the five senses for example with own something goods certain can improve social status, role brand make buyer shows his economic status and in general nature subjective and symbolic. When somebody will take decision for buy something product naturally will influenced by both type motivation the that is motivation rational and emotional.

**Factor affecting motivation**

## a) Price

Motivation consumer in do Purchases are also influenced by price for example a consumer with consideration economical will choose the right price with his abilities. Discount (piece price) is modification price the basis of sales to reward customers for their actions such as foreshadowing, quantity purchase and outside purchases season. The action intended for interesting consumers to remain become customers and want do the action that brings profit company.

## b) Service

Success marketing the product is highly determined by good or not services provided by a company in promote the product. Service in marketing something product covers service when offers, services in purchasing, service when submission products sold, and so on. Service is one of motivating factors consumer Because in matter this concerning atmosphere in place the Good from facet friendly salesperson, facilities provided and so on.

**Perception**

Perception is the process of a person (consumer) knowing, remembering, interpreting, and choosing something object that has truth subjective (personal), which is preceded by a sensing process in a way that is selective, distortion, or retention. Perception is an important aspect of psychology for man in response to various surrounding aspects and symptoms. Perception is a process of selecting, arranging, and interpreting information to get meaning. Perception is the ability of the brain to translate a stimulus or process to interpret incoming stimuli in the tool senses. So that every individual can realize and carry out perception, there are a number of necessary conditions that must be fulfilled, namely: existence of an object or perceived stimulus, existence of tool senses or receptors, and existence of attention.

Perception is a person's process of knowing, interpreting, and remembering, as well as organizing objects or something around them with their senses. Perception not only depends on stimulation physique but also on related stimuli, environment, surroundings, and circumstances of the individual concerned. According to *Setiadi* (2010), perception is the process by which a person chooses, organizes, and interprets information to form a meaningful picture of the world. Perception is an emerging process. Consequence exists in sensation, where understanding sensation is activity, feeling, or reasoned circumstances.

**Formation Process Perception**

In the psychological formation of consumers, there are several things that become stimuli in forming perceptions, namely:

1. Selective attention (*selective attention*), namely the process where somebody consumer get something stimulation and ignoring other stimuli. This matter meaning marketers must Work hard for interesting attention consumer.
2. Distortion selective (*selective discrimination*), namely the selection process happen when consumer change or replace conflicting information with feeling or trust they. In terms of This consumer have trend for process information become something understanding personal.
3. Selective memory (*selective retention*), namely the process at the moment a consumer only remember supporting information feelings and beliefs personal. Consumer will vent all information that is not consistently received.

**Influencing Factors Perception**

According to *Nasution* (2015), several factors considered can influence perception consumer in evaluate something product or service is :

1. Related needs and desires with felt things customer, when He currently try do transaction with manufacturer / supplier product (company). If at the time That needs and desires great Expectations or expectations customer will high, and vice versa.
2. Experience from friends, where they will tell quality product that will purchased by customers That.

**Attitude**

Understanding Attitude Understanding from *Gordon Allport* (2014) that attitude is learn trend give response to something object Good liked or no liked. Through learning and acting, people will develop beliefs and attitudes. And then they will influence behavior by purchasing them. Attitude, according to *Allport* in *Topunu* (2014), is a mental and nervous connection with readiness for responding, being organized through experience, and having a directing influence on or dynamic behavior. The definition put forward by *Allport* contains the meaning that attitude is a learned trend that gives a response to something, whether it is good or bad, in a way consistent with So attitude is a response somebody has to something or an object that can form feelings of like or dislike.

According to *Solomon* 2019, indicator attitude consumer that is as following:

1. Knowledge about Product
2. Feeling somebody to product

3. Comfort Shop Compare a taste product.

According to Kotler 2018, indicators attitude consumer is as following:

**Cognitive component**

Trust consumers and perceptions about object. Object What is meant is is attribute products, increasingly positive trust to something brand or product, then whole component cognitive will support attitude in a way whole emphasize that cognitive as form on trust will formed through knowledge, because will through the process of knowing which attributes and benefits influence trust consumer.

**Affective component**

Emotional reflecting feeling somebody to something object, whether object the desired or liked. Affective also reflects what motivation a person has will experience encouragement emotional & physiological. In purchasing impulsive (*impulse purchase*), strong ( affective ) feelings will followed with action purchase

**Conative component**

Reflect tendencies and behavior actual to something object , which is component This show trend do something action , action on component conative is desire behave ( *behavioral intention*), so variable action visitors in study This Can be measured with indicator on desired product or chosen consumer .

**Buying decision**

**Definition of Purchasing Decision**

Purchasing decisions are a problem-solving approach to human activities in purchasing a product to fulfill their wants and needs. In consumer behavior, consumer decision making is a process where consumers evaluate various alternative choices and choose one or more alternatives that are needed based on certain considerations.

**Factors that Influence Purchasing Decisions**

The consumer decision process in purchasing or consuming a product or service will be influenced by the activities of marketers and other institutions as well as the consumer's own assessments and perceptions. Consumer purchasing decisions are greatly influenced by cultural, social and personal factors .

1) Cultural factors

a. Culture

It is a basic determining factor of a person's desires and behavior. If other creatures act based on instinct, then human behavior in general studied. A growing child acquires a set of values, perceptions, preferences and behaviors through an involved socialization process families and institutions other important social Sub-Culture Every culture consists of smaller sub-cultures that provide more specific identification and socialization for its members. Subcultures are divided into four types: nationalism groups, religious groups, racial groups, geographic areas.

b. Social class

Social classes are relatively homogeneous and long-lasting groups in a society, which are hierarchically arranged and whose members have similar values and behavioral interests.

2) Social Factors

a. Reference group

A person's reference group consists of all groups that have a direct or indirect influence on a person's attitudes or behavior. Some of them are groups primary, which with fairly continuous interactions, such as family, friends, neighbors and colleagues. Secondary groups, which tend to be more formal and where interactions occur less continuously. Groups of people whose members want to be called aspiration groups. Groups diassociative (separating) is a group whose values or behavior the individual does not like.

b. Family

We can distinguish between two families in a buyer's life, the first is: the orientation family which is a person's parents. It is from parents that a person gets views about religion, politics, economics and feels personal ambitions, values, or self-esteem and love. The procreative family, namely the life partner of one's children's children, the family is the most important buying and consumer organization in a society and has been researched intensively .

c. Role and status

A person generally participates in groups throughout his life, family, club, organization. A person's position in each group can be identified in terms of role and status.

3) Personal Factors

One's decision Buyers are also influenced by characteristics personal like:

a. Age and stage cycle life

The stages that will be passed somebody when they grow mature all the time. This matter influence Purchase changes his age.

b. Work

Work somebody influence goods and services purchased.

c. Condition economy

Situation economy someone will be very influential choice product.

d. Lifestyle

Life pattern somebody as reflected in activities, interests, and opinions. Lifestyle more explain something rather than personality and class social somebody.

**Draft Study**

**Definition draft**

Based on problem research that has been outlined so draft from study This is:

a) Motivation Consumer

Motivation consumer is circumstances someone who pushes desire individual For do something purposeful for reach the goal For satisfying need his life.

b) Perception Consumer

Perception consumer is a process that creates somebody selecting, organizing, and interpreting stimuli received become something meaningful and complete picture about his world.

c) Attitude Consumer

Attitude consumer are processes and activities when somebody relate with search, selection, purchase, use, as well as evaluation products and services to fulfill needs and desires. Behavior consumer is underlying things consumer for make decision purchase

d) Buying decision

Buying decision is something have the final decision a consumer for buy something goods or service with various considerations certain.

**Indicator Empirical and Measurement Scales Draft**

Variable study is something attribute, trait, or mark from the object person or activities that have variation certain conditions determined by the researcher For studied and then withdrawn conclusion ( Sugiyono, 2014:59) . With thereby definition operational variable is drafted definitions based on what can observed and measured about variable in study the Study This uses 2 variables, namely:

1. Variable independent (X)

Variable Independent is influencing variables or being because the change or emergence variable dependent (bound). Variable independently researched in study This There is namely: Motivation (X<sub>1</sub>), Knowledge (X<sub>2</sub>), and Attitude (X<sub>3</sub>).

2. Variable dependent (Y)

Variable dependent is influenced variables or which one become consequence, because exists variable free. Variable dependent in study This is : Awareness public in pay tax earth and buildings (Y).

Based on description below, operational variable study This can explained in Table 1 below This:

**Table 1. Concept Table Study**

Draft	Indicator empirical k	Data measurement scale
Buying decision	1) Tradition area 2) Connection family / social status 3) Ability economy	Ordinal
Motivation	1) Quality product 2) Service 3) Location	Ordinal
Perception	1) Needs and desires consumer 2) Other people 's experiences about product	Ordinal
Attitude	1) Feeling to product 2) Knowledge towards the product 3) Comfort shop compare taste something product	Ordinal

Source:Author2023

**Basic Research Framework**

Behavior consumer is dynamics interaction between influence and awareness, behavior, and the environment in which humans live do exchange aspects life. In other words, behavior consumer involve their thoughts and feelings experience as well as their actions do in the consumption process. This also includes all things in the environment that influence it thoughts, feelings, and actions. Behavior consumer nature dynamic, and involving interaction and exchange are very important for recognized. According to Kotler and Keller (2010 :166) which is translated by Sabran , behavior consumer is studies about How individuals , groups , and organizations choose , buy , use , and how goods , services , ideas, or experience For satisfying needs and desires they. According to Griffin and Ebert (2011: 289 ) translated by Wardhani , behavior consumer is studies regarding the decision process encouraging consumers they buy and consume something product . As for according to Sunyoto (2012:251) behavior consumer defined as activities individual who direct

involved in get and use goods or service including includes the retrieval process decision purchase on preparation and determination activities the.

Based on the background review of the theoretical basis and relevant previous research, a framework for thinking in this research can be prepared, as shown in the following figure:

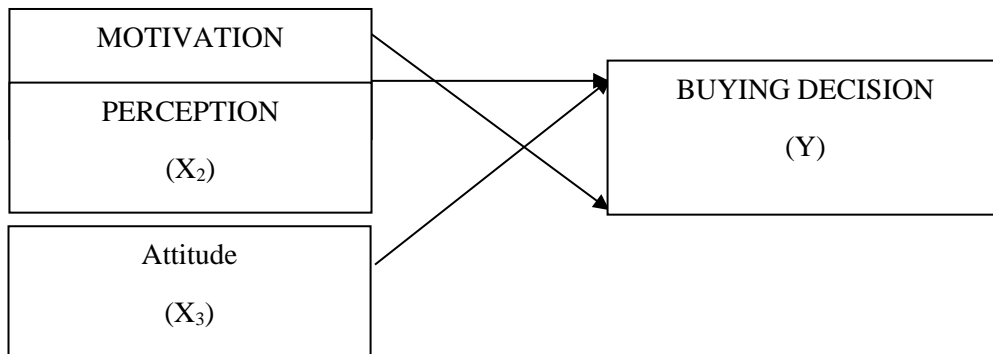


Figure 1. Framework Thinking

**Hypothesis**

Hypothesis is conjecture temporary on something relationship, cause consequence from performance necessary variables proven the truth hypothesis can differentiated in hypothesis descriptive, hypothesis argumentative, hypothetical work and hypothesis statistics or hypothesis zero (Abdul Hamid 2010; 16). Based on explanation Previously, the hypothesis was formulated in study This as following:

- Ho : B<sub>1</sub> = Suspected Motivation No influential significant to decision purchase.
- H<sub>a</sub> : B<sub>1</sub> = Suspected Motivation influential significant to decision purchase.
- Ho : B<sub>2</sub> = Suspected perception No influential significant to decision purchase.
- H<sub>a</sub> : B<sub>2</sub> = Suspected perception influential significant to decision purchase.
- Ho : B<sub>3</sub> = Suspected Attitude No influential significant to decision purchase.
- H<sub>a</sub> : B<sub>3</sub> = Suspected Attitude influential significant to decision purchase.

**RESEARCH METHODS**

**Population And Sample**

**Population**

Population is an area of generalization that occurs over objects/subjects that have certain qualities and characteristics determined by researchers to be studied and then conclusions drawn." The population in this research is Pork Rice Consumers (Nabas) in Oesapa Village

**Sample**

Sugiyono (2010:62) A sample is defined as part of the number and characteristics possessed by a population. Size population in study damn many and not can is known with sure, then sample used according to Rao Purba (1996) uses:

$$n = \frac{Z^2}{4 + (Moe)^2}$$

Information:

N = Size sample

Z = Confidence level in determine 95% sample = 1.96

Moe = Margin of error or error maximum possible tolerated in here set by 10%

With formula the so can seen size minimum sample required achieved in study This is amount :

$$n = \frac{1.96^2}{4 + (0.10)^2}$$

$$n = 96.04$$

Based on formula of these , samples that can be taken from The minimum population is 96.04 people rounded up to 96 respondents .

**Data Collection Technique**

The data collection technique in this research is using the technique of distributing questionnaires to consumers of Nasi Pork in Oesapa Village. According to *Sugiyono (2017:142)* a questionnaire is a data collection technique that is carried out by giving a set of questions or written statements to respondents to answer.

1. Likert Scale

According to Sugiyono (2014:132), this scale is used to measure the attitudes and perceptions of a person or group of people about a phenomenon. social or called research variables. with criteria as following :



**Table 2 Qualitative Data**

No	Score	Information
1	5	Strongly Agree (SS)
2	4	Agree (S)
3	3	Neutral (N)
4	2	Disagree (TS)
5	1	Strongly Disagree (STS)

Source: Sugiyono, 2012

**Data Analysis Technique**

**Analysis Introduction**

In the preliminary analysis, the empirical indicators will be described from the concepts of Motivation , Perception , and Attitude towards Purchasing Decisions . Based on data collected using a questionnaire on Ma Nona Pork Rice Consumers .

In knowing description answer respondents or study respondents per existing statement item in questionnaire study so data analysis with tabulate results score every answer respondents to questionnaire that has been shared . For get detailed answers respondents the to answer to each variable will analyzed with average value (mean) score answer respondent , then used the mean formula proposed by *Sugiyono (2011:54)*.

For know category scale from answer respondents so will categorized into ranges score following This :

$$Lebarskala = \frac{skortertinggi - skorterendah}{skortertinggi}$$

a)  $Lebarskala = \frac{5-1}{5} = 0,8$

With thereby category scale can determined as following :

- 0.8 – 1.80= Very Bad
- 1.81 – 2.60= Poor
- 2.61 – 3.40= Fairly Good
- 3.41 – 4.20= Good
- 4.21 – 5.00= Very Good

The results of research that have been done so For describe or describe amount answer adjusted respondents with each statement about Financial Literacy variables and Financial Behavior variables that have been be measured with way, recapitulate distribution from each category response respondents.

**Analysis Advanced**

1. Analysis Multiple linear regression

Analysis multiple linear regression used For predict How state (rise and fall ) of a variable dependent ( criterium ), if two or more variable independent as factor predictor manipulated (up and down value ). Analysis This used with involve variable dependent (Y) and variable independent (X<sub>1</sub>, X<sub>2</sub> and X<sub>3</sub>). Equality the regression is as as follows ( Sugiyono, 2014:277):  $Y = \alpha + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + e..... (3.1)$ .

Information :

Y: Variable tied to purchasing decisions

$\alpha$ : Constant

$\beta_1$ : Coefficient regression Motivation

$\beta_2$ : Coefficient regression Perception

$\beta_3$ : Regression coefficient Attitude

X<sub>1</sub>: Variable free motivation

X<sub>2</sub>: Variable free perception

X<sub>3</sub>: Variable free Attitude

e: error

2. Testing Hypothesis

a) T test

T test was performed For see significance from influence variable independent to variable dependent individually and consider other variables are constant, the hypothesis used ( Sugiyono, 2014 :250):

1) If t- count > t- table, then H0 is rejected ( variable X has an effect significant to variable Y).

2) If t- count < t- table, then H0 is accepted ( variable X is not influential significant to variable Y).

b) F test

F statistics basically show is all variable independent in question in the model has influence in a way together to variable bound . For test second hypothesis This The F statistical test is used with compare

result F value calculation with F value according to table . If the F- value is calculated more big rather than the table F value then H0 is rejected ( Ghozali , 2013:98).

c) Test (R2)

Coefficient determination is size for know or accuracy between mark with or regression line with sample data. If mark coefficient correlation Already known, then For get coefficient determination can obtained with squaring it.

The size coefficient can calculated with use formula as following :

$$Kd=r^2 \times 100\%$$

Information :

Kd = Coefficient Determination .

r<sup>2</sup> = Coefficient Correlation

Criteria For analyze analysis coefficient determination is :

a. If Kd approach zero (0), then influence independent variable against weak dependent variable.

If Kd approach one (1), then influence independent variable against strong dependent variable

**RESULTS AND DISCUSSION**

**General Description of Research Objects**

**General Description of Ma Nona's Pig Business**

Ma Nona's Pork Rice Business is one of them non-halal culinary business located in Oesapa Village. Ma Nona's Pork Rice business also only provides a grilled pork menu complete with vegetables and sub brenebon (sub red beans). Ma Nona's Pork Rice Business is in a strategic area located on Jalan Timor Raya Km9, Oesapa Village, Kelapa Lima District, Kupang City. This business was founded in June 2020. This business is owned by Ms. Nona Nalle who comes from Soe TTS. Ma Nona's Pork Rice Business is open from 18.00-02.00 WITA every day Monday to Sunday.

**Respondent Characteristics**

Explain the characteristics of respondents based on gender and age.

**a) Respondent's gender**

The following is data regarding the gender of Ma Nona Pork Rice consumers, namely as follows:

**Table 3 Gender Respondent**

Gender		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Man	45	46.9	46.9	46.9
	Woman	51	53.1	53.1	100.0
	Total	96	100.0	100.0	

Source : Results processed by researchers, 2023

Based on information in the table above , you can is known type sex respondent Ma Nona Pork Rice C consumer taken become respondents who showed that majority respondents is women , that is as many as 53.1 % ( 55 people ) , whereas the rest is respondents man as many as 46.9 % ( 45 people). This matter showing that part big from customer Ma Nona's Pork Rice is taken as respondents is a woman.

**Respondent's Age**

The following is data regarding the age of consumers of Ma Nona Pork Rice, namely as follows:

**Table 4 Age Respondent**

Age		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	17 years	6	6.3	6.3	6.3
	18 years	4	4.2	4.2	10.4
	19 years old	4	4.2	4.2	14.6
	20 years	8	8.3	8.3	22.9
	21 years	13	13.5	13.5	36.5
	22 years	15	15.6	15.6	52.1
	23 years	17	17.7	17.7	69.8
	24 years old	11	11.5	11.5	81.3
	25 years	4	4.2	4.2	85.4
	26 years	5	5.2	5.2	90.6
	27 years	1	1.0	1.0	91.7
	28 years	1	1.0	1.0	92.7

29 years	3	3.1	3.1	95.8
30 years	4	4.2	4.2	100.0
Total	96	100.0	100.0	

Source : Results processed by researchers, 2023

Based on information in the table on the previous page , you can see that majority respondents aged 23 Year as much 17 , 7 % ( 17 people), while those aged 22 Year as much 15 , 6 % ( 15 people), aged 21 Year as much 13 , 5 % ( 13 people), aged 24 Year as much 11.5 % ( 11 people ) , aged 20 Year as much 8.3 % ( 8 people ) , aged 17 Year as many as 6.3 % ( 6 people ) , aged 26 Year as much 5 , 2 % ( 5 people), who are 30 years old as much 4 , 2 % ( 4 people) , aged 25 Year as much 4 , 2 % ( 4 people), aged 19 Year as much 4 , 2 % ( 4 people) , aged 18 Year as much 4 , 2 % ( 4 people), aged 29 Year as much 3 , 1 % ( 3 people) , aged 28 Year as much 1 , 0 % ( 1 person), and those aged 27 Year as much 1 , 0 % ( 1 person) , This is showing that part big Consumers of Ma Nona Pork Rice are taken as respondents aged 23 Year .

**Preliminary Analysis Results**

**Distribution of Respondents' Answers**

Distribution of respondents' answers to the consumer motivation variable (X1)

**Table 5 Distribution of respondents' answers to consumer motivation variables**

Variable	Indicator	Score					Σ Score	Average	Category	
		1 (STS)	2 (TS)	3 (N)	4 (S)	5 (SS)				
Motivation Consumer (X1)	X1.1	F	0	0	14	52	30	400	4.17	Tall
		%	0	0	14.6	54.2	31.3	100.1		
	X2.1	F	0	0	16	56	24	392	4.08	Tall
		%	0	0	16.7	58.3	25	100		
	X1.3	F	0	0	13	51	32	403	4.2	Tall
		%	0	0	13.5	53.1	33.3	99.9		
	X1.4	F	1	2	25	43	25	377	3.93	Tall
		%	1	2.1	26	44.8	26	98.9		
	X1.5	F	0	1	19	51	25	388	4.04	Tall
		%	0	1	19.8	53.1	26	99.9		
Variable Average Motivation Consumer								4.08	Tall	

Source : Results processed by researchers, 2023

Table above shows the statement (1) The taste of Ma Nona's pork rice product suits my taste and has an average score 4.17. Statement (2) I like the quality of Ma Nona's pork rice because it is always served warm and has an average score 4.08. Statement (3) Ma Nona's pork rice keeper is quick and responsive in serving customers with an average score of 4.2. Statement (4) Ma Nona's pork rice keeper serves customers in a friendly manner even in busy conditions has an average score 3.93. And statement (5) The location of Ma Nona's pork rice place which is easy to reach has an average score 4.04. Statement. While the average score for variable Consumer motivation (X1) is 4.08 or including tall. This matter indicates that motivation influences consumers in making purchasing decisions for Ma Nona pork rice products.

If seen based on each statement *item*, then For *items* statement No.1 " The taste of Ma Nona's pork rice product suits my taste " in part big respondents state strongly agree as many as 30 people ( 31.3 % ) And agree that is as much 52 people ( 54.2 % ), whereas respondents stated No agree as much 0 people ( 0 % ) and very not agree as much 0 people ( 0 % ). Temporary respondents who behave neutral as many as 14 people ( 14.6 % ) . Average score for statement *items* This as big as 4.08 ( high This thing indicated respondents like quality products made from Ma Nona pork rice products.

For *items* statement No.2 " I like the quality of Ma Nona's pork rice because it is always served warm ", in part respondents state agree, that is as much 56 people ( 58.3 % ), and those who said they strongly agreed as many as 24 people ( 25% ), whereas respondents stated No agree as much 0 people ( 0 % ) and very not agree as much 0 people ( 0 % ). Temporary respondents who behave neutral as many as 16 people ( 16.7 % ). Average for *items* statement This as big as 4.08 ( high ). This matter indicated respondents like quality products made from Ma Nona pork rice products.

Furthermore, in *item* No.3 " The caretaker of Ma Nona's pork rice is fast and responsive in serving customers ", the respondent stated agree as much 51 person ( 53.1 % ) and those who said they strongly agreed as much 32 people ( 33.3 % )

%), whereas respondents stated No agree as much 0 people (0 %) and very not agree as much 0 people (0 %). Temporary respondents who behave neutral as many as 13 people (13.5 %). Average for *items* statement This as big as 4.2 (high). This matter indicates that service influences consumers in making purchasing decisions for Ma Nona pork rice products.

For *item* No.4 "The caretaker of the nasi babi ma nona serves customers in a friendly manner even in crowded conditions", the respondent stated agree, that is as much 43 people (44.8 %) and those who said they strongly agreed as much 25 people (26 %), meanwhile respondents stated No agree as much 2 people (2.1 %) and very not agree as much 1 person (1 %). Temporary respondents who behave neutral as much 25 people (26 %). Average for *items* statement This as big as 3.93 (high). This matter indicates that service influences consumers in making purchasing decisions for Ma Nona pork rice products.

For *items* statement No.5 "The location of Ma Nona's pork rice place is easy to reach," the respondent stated agree, that is as much 51 people (53.1 %) and those who said they strongly agreed as much 25 people (26 %), meanwhile respondents stated No agree as much 1 person (1 %) and very not agree as much 0 people (0 %). Temporary respondents who behave neutral as much 19 people (19.8 %). Average for *items* statement This as big as 4.04 (high). This matter indicated respondents agree that the location of Ma Nona's pork rice is easy to reach.

Distribution of respondents' answers to consumer perception variables (X2)

**Table 6 Distribution of respondents' answers to consumer perception variables**

Variable	Indicator	Score					Σ Score	Average	Category	
		1 (STS)	2 (TS)	3 (N)	4 (S)	5 (SS)				
Perception Consumer (X2)	X2.1	F	1	10	23	47	15	353	3.68	Tall
		%	1	10.4	24	49	15.6			
	X2.2	F	0	6	14	40	36	394	4.1	Tall
		%	0	6.3	14.6	41.7	37.5			
	X2.3	F	2	6	29	40	19	347	3.71	Tall
		%	2.1	6.3	30.2	41.7	19.8			
	X2.4	F	1	11	24	48	12	347	3.61	Tall
		%	1	11.5	25	50	12.5			
	X2.5	F	0	3	12	35	46	412	4.29	Tall
		%	0	3.1	12.5	36.5	47.9			
	Variable Average Perception Consumer								3.87	Tall

Source : Results processed by researchers, 2023

Table above shows statement (1) I bought the Ma Nona pork rice product because other people's stories had an average score 3.68. Statement (2) I feel that pork rice products are only limited to the desire to have an average score 4.1. Statement (3) Pork rice products are an alternative choice for dinner with an average score 3.71. Statement (4) Because of other people's stories, I was interested in seeing firsthand the average score that pork rice products had 3.61. And statement (5) Want to know the taste of pork rice products has an average score 4.29. Statement. While the average score For variable Consumer perception (X2) is 3.87 or including tall. This matter indicates that consumer perception influences consumers in making purchasing decisions for Ma Nona pork rice products.

If seen based on each statement *item*, then For *items* statement No.1 "I bought Ma Nona pork rice products because of other people's stories" in part big respondents state strongly agree as much 15 people (15.6 %) And agree that is as much 47 people (49 %), meanwhile respondents stated No agree as much 10 people (10.4 %) and very not agree as much 1 person (1 %). Temporary respondents who behave neutral as much 23 people (24 %). Average score For *items* statement This as big as 3.68 (high). Matter This indicates that people's experience of the product influences respondents.

For statement item No.2 "I feel pork rice products are just a wish", in part respondents state agree, that is as much 40 people (41.7 %), and those who said they strongly agreed as much 36 people (37.5 %), whereas respondents stated No agree as much 6 people (6.3 %) and very not agree as much 0 people (0 %). Temporary respondents who behave neutral as many as 14 people (14.6 %). Average for *items* statement This as big as 4.1 (high). This matter indicates that needs and desires influence respondents.

Furthermore, in *item* No.3 "Pork rice products are an alternative choice at dinner", the respondent stated agree as much 40 people (41.7 %) and those who said they strongly agreed as much 19 people (19.8 %), whereas respondents stated No agree as much 6 people (6.3 %) and very not agree as much 2 people (2.1 %). Temporary respondents who behave neutral as much 29 people (30.2 %). Average for *items* statement This as big as 3.71 (high). This matter indicates that needs and desires influence respondents.

For *item* No.4 " Because of other people's stories, I was interested in seeing pork rice products directly ", the respondent stated agree , that is as much 48 people ( 50 %) and those who said they strongly agreed as much 12 people ( 12.5 %), whereas respondents stated No agree as much 11 people ( 11.5 %) and very not agree as much 1 person ( 1 %). Temporary respondents who behave neutral as much 24 people ( 25 %). Average for *items* statement This as big as 3.61 ( high ). Matter This indicates that people's experience of the product influences respondents.

For *items* statement No.5 " Want to know the taste of pork rice products " the respondent stated agree, that is as much 35 people ( 36.5 %) and those who said they strongly agreed as much 46 people ( 47.9 %), whereas respondents stated No agree as much 1 person ( 1 %) and very not agree as much 3 people ( 3.1 %). Temporary respondents who behave neutral as much 12 people ( 12.5 %). Average for *items* statement This as big as 4.29 ( high ). This matter indicates that needs and desires influence respondents.

Distribution of respondents' answers to the consumer attitude variable (X3)

**Table 7 Distribution of respondents' answers to consumer attitude variables**

Variable	Indicator	Score					Σ Score	Average	Category	
		1 (STS)	2 (TS)	3 (N)	4 (S)	5 (SS)				
Attitude Consumer (X3)	X3.1	F	1	3	41	37	14	348	3.63	Tall
		%	1	3.1	42.7	38.5	14.6			
	X3.2	F	1	1	26	44	24	377	3.93	Tall
		%	1	1	27.1	45.8	25			
	X3.3	F	0	3	24	42	27	381	3.97	Tall
		%	0	3.1	25	43.8	28.1			
	X3.4	F	0	2	23	50	21	378	3.94	Tall
		%	0	2.1	24	52.1	21.9			
	X3.5	F	0	0	12	52	32	404	4.21	Tall
		%	0	0	12.5	54.2	33.3			
Variable Average Attitude Consumer								4.38	Tall	

Source : Results processed by researchers, 2023

Table above shows the statement (1) I feel that the Ma Nona pork rice product has better product quality than other competitors with an average score 3.63. Statement ( 2) I feel comfortable when buying Ma Nona pork rice products have an average score 3.93. Statement (3) The appearance of the Ma Nona pork rice product arouses my appetite and has an average score 3.97. Statement ( 4 ) The appearance of Ma Nona pork rice products never changes and has an average score 3.94 . And statement (5) The products provided to customers are always clean and hygienic has an average score 4 . 21 . Statement . While the average score For variable Consumer attitude ( X 3 ) is 4.38 or including tall . This matter indicates that consumer attitudes influence consumers in making purchasing decisions for Ma Nona pork rice products.

If seen based on each statement *item*, then For *items* statement No.1 " I feel that Ma Nona's pork rice product has better product quality than other competitors " in part big respondents state strongly agree as much 14 people ( 14 . 6 %) And agree that is as much 37 people ( 38.5 %), whereas respondents stated No agree as much 3 people ( 3.1 %) and very not agree as much 1 person ( 1 %). Temporary respondents who behave neutral as much 41 people ( 42.7 %). Average score For *items* statement This as big as 3 . 63 ( high ). Matter This indicates that feelings towards the product influence respondents .

For *items* statement No.2 " I feel comfortable when buying Ma Nona pork rice products ", in part respondents state agree, that is as much 44 people (45.8 %), and those who said they strongly agreed as much 24 people ( 25 %), meanwhile respondents stated No agree as much 1 person ( 1 %) and very not agree as much 1 person ( 1 %). Temporary respondents who behave neutral as much 26 people ( 27.1 %). Average for *items* statement This as big as 3.93 ( high ). This matter indicates that shopping comfort influences respondents .

Furthermore, in *item* No.3 " The appearance of the Ma Nona pork rice product arouses my taste ", the respondent stated agree as much 42 people (43.8 %) and those who said they strongly agreed as much 27 people (28.1%), whereas respondents stated No agree as much 3 people (3.1 %) and very not agree as much 0 people ( 0 %). Temporary respondents

who behave neutral as much 24 people ( 25 %). Average for *items* statement This as big as 3.97 ( high ). This matter indicates that knowledge of the product influences respondents .

For *item* No.4 " The appearance of ma nona pork rice products never changes ", the respondent stated agree, that is as much 50 people ( 52.1 %) and those who said they strongly agreed as much 21 people ( 21.9 %), whereas respondents stated No agree as much 2 people ( 2.1 %) and very not agree as much 0 people ( 0 %). Temporary respondents who behave neutral as much 23 people ( 24 %). Average for *items* statement This as big as 3.94 ( high ). Matter This indicates that feelings towards the product influence respondents .

For *items* statement No.5 " The products provided to customers are always clean and hygienic " the respondent stated agree, that is as much 52 people 54.2 %) and those who said they strongly agreed as much 32 people ( 33.3 %), whereas respondents stated No agree as much 0 people ( 0 %) and very not agree as much 0 people ( 0 %). Temporary respondents who behave neutral as much 12 people ( 12.5 %). Average for *items* statement This as big as 4.29 ( high ). This matter indicates that knowledge of the product influences respondents.

Distribution of respondents' answers to purchasing decision variables (Y)

**Table 8 Distribution of respondents' answers to purchasing decision variables**

Variable	Indicator	Score					Σ Score	Average	Category
		1 (STS)	2 (TS)	3 (N)	4 (S)	5 (SS)			
Purchase Decision (Y)	Y1	F	0	2	9	30	39	3.55	Tall
		%	0	2.5	11.3	37.5	48.7		
	Y2	F	0	2	10	28	40	2.9	Tall
		%	0	2.5	12.5	35	50		
	Y3	F	0	2	11	28	39	2.93	Tall
		%	0	2.5	13.8	35	48.7		
	Y4	F	0	2	8	29	41	3.09	Tall
		%	0	2.5	10	36.2	51.3		
	Y5	F	0	2	10	28	40	3.06	Tall
		%	0	2.5	12.5	35	50		
	Y6	F	0	2	20	32	36	3.41	Tall
		%	0	2.5	12.5	40	45		
	Y7	F	0	2	19	17	42	4.01	Tall
		%	0	2.5	23.7	21.3	52.5		
Average Purchase Decision Variable								3.27	Tall

Source : Results processed by researchers, 2023

Table above shows statement ( 1 ) I decided to buy pork rice products because the culture of eating pork has an average score 3.55. Statement ( 2 ) I decided to buy Ma Nona pork rice products because of family relationships has an average score 2.9. Statement ( 3 ) I decided to buy pork rice products to improve social status have an average score 2.93. Statement ( 4 ) I decided to buy pork rice products because of the economic ability to have an average score 3.09 . Statement ( 5 ) I decided to buy pork rice products because friendship/acquaintance relationships have an average score 3.06 . (6) I decided to buy pork rice products because tradition does not prohibit consuming pork to have an average score 3.41 . And statement ( 7 ) I decided to buy the Ma Nona pork rice product because the price matches the taste of the product and has an average score 4 . 01 . While the average score For variable Purchase decision ( Y ) of 3.27 or including tall . This matter indicated that respondents own decision high purchases for buy ma nona pork rice products.

If seen based on each statement *item*, then For *items* statement No.1 " I decided to buy pork rice products because of the culture of eating pork " in part big respondents state strongly agree as much 39 people ( 48.7 %) And agree that is as much 30 people ( 37.5 %), whereas respondents stated No agree as much 2 people ( 2.5 %) and very not agree as much 0 people ( 0 %). Temporary respondents who behave neutral as much 9 people ( 11.3 %). Average score For *items* statement This as big as 3.55 ( high ). Matter This indicates that regional traditions influence respondents.

For *items* statement No.2 " I decided to buy Ma Nona pork rice products because of family relationships ", in part respondents state agree, that is as much 28 people ( 35 %), and those who said they strongly agreed as much 40 people ( 50 %), meanwhile respondents stated No agree as much 2 people ( 2.5 %) and very not agree as much 0 people ( 0 %). Temporary respondents who behave neutral as much 10 people ( 12.5 %). Average for *items* statement This as big as 2.9 ( high ). This matter indicates that family relationships/social status influence respondents.

Next , *item* No.3 " I decided to buy pork rice products to improve social status ", the respondent stated agree as much 28 people ( 35 %) and those who said they strongly agreed as much 39 people ( 48.7 %), whereas respondents stated

No agree as many as 2 people ( 2.5 %) and very not agree as much 0 people ( 0 %). Temporary respondents who behave neutral as much 11 people ( 13.8 %). Average for *items* statement This as big as 2.93 ( high ). This matter indicates that family relationships/social status influence respondents.

For *item* No.4 " I decided to buy pork rice products because of economic capabilities ", the respondent stated agree, that is as much 29 people (36.2 %) and those who said they strongly agreed as much 41 people ( 51.3 %), meanwhile respondents stated No agree as much 2 people ( 2.5 %) and very not agree as much 0 people ( 0 %). Temporary respondents who behave neutral as much 8 people ( 10 %). Average for *items* statement This as big as 3.09 ( high ). Matter This indicates that economic capabilities influence respondents.

For statement *item* No.5 " I decided to buy pork rice products because of friendship/acquaintance relations, " the respondent stated agree, that is as much 28 people ( 35 %) and those who said they strongly agreed as much 40 people ( 50 %), meanwhile respondents stated No agree as much 2 people ( 2.5 %) and very not agree as much 0 people ( 0 %). Temporary respondents who behave neutral as much 10 people ( 12.5 %). Average for *items* statement This as big as 4.29 ( high ). This matter indicates that family relationships/social status influence respondents.

For *item* No. 6 " I decided to buy pork rice products because tradition does not prohibit consuming pork ", the respondent stated agree , that is as much 32 people ( 40 %) and those who said they strongly agreed as much 36 people ( 45 %), meanwhile respondents stated No agree as much 2 people ( 2.5 %) and very not agree as much 0 people ( 0 %). Temporary respondents who behave neutral as much 20 people ( 12/5 %). Average for *items* statement This as big as 3.41 ( high ). Matter This indicates that regional traditions influence respondents.

For *items* statement no. 7 " I decided to buy the Ma Nona pork rice product because the price matches the taste of the product, " the respondent stated agree, that is as much 17 people ( 21.3 %) and those who said they strongly agreed as much 42 people ( 52.5 %), whereas respondents stated No agree as much 2 people ( 2.5 %) and very not agree as much 0 people ( 0 %). Temporary respondents who behave neutral as much 19 people ( 23.7 %). Average for *items* statement This as big as 4.01 ( high ). This matter indicates that economic capabilities influence respondents.

**Advanced Analysis Results**

**Multiple Linear Regression Analysis**

Analysis regression and used For answer permasalahan in study This . Analysis multiple linear regression ie something analysis For see extent of influence variable Motivation, Perception and Consumer Attitudes towards Purchasing Decisions for Pork Rice Products in Oesapa Village . Following This is results from analysis multiple linear regression :

Based on table below can concluded that a multiple linear equation model is taken is as following :

**Table 9 Analysis Results Multiple linear regression**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6,919	4,193		1,650	.102
	Motivation Consumer	,757	,290	,388	2,608	.011
	perception Consumer	,772	,333	,351	2,317	.023
	Attitude Consumer	,881	,373	,461	2,363	.020

a. Dependent Variable: Purchase Decision

Source : Results processed by researchers, 2023

$$Y = 6.919 + 0.757 X_1 + 0.772 X_2 + 0.881 X_3 + e$$

Information :

Y = Purchase Decision

a = Constant

b1-b2 -b3 = Coefficient Regression Multiple

X<sub>1</sub> = Consumer motivation

X<sub>2</sub> = Perception consumer

X<sub>3</sub> = Consumer attitude

e= Standard Error

1. Constant = 6.919, shows that Consumer motivation (X<sub>1</sub>) Consumer perception (X<sub>2</sub>) Consumer attitude (X<sub>3</sub>) value is zero then Y ( Purchase Decision ) is 6,919 .

2. coefficient value  $b_1 = 0.757$  means variable Consumer motivation ( $X_1$ ) has multiple linear regression as big as 0.757 . so every increase One unit variable  $X_1$  will increase purchasing decisions (Y) consumer in buy Ma Nona Pork Rice Products.  
 coefficient value  $b_2 = 0.772$  means variable Consumer perception ( $X_2$ ) has multiple linear regression of 0.772 . so every increase One unit variable el Consumer perception ( $X_2$ ) will increase consumer purchasing decisions (Y). in buy Ma Nona Pork Rice Products.  
 coefficient value  $b_3 = 0.881$  means variable Consumer attitudes ( $X_3$ ) have multiple linear regression as big as 0.881 . so every increase One unit variable el Consumer attitude ( $X_3$ ) will increase consumer purchasing decisions (Y). in buy Ma Nona Pork Rice Products.

**T test**

The t test was used for test level significance between variable independent to variable dependent in a way partial, how with do comparison between  $t_{itung}$  with  $t_{tabel}$  which means variable independent influential to variable dependent in a way Partial.

Following This is results from the t test:

**Table 10 T Test Results**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6,919	4,193		1,650	.102
	Motivation Consumer	,757	,290	,388	2,608	.011
	perception Consumer	,772	,333	,351	2,317	.023
	Attitude Consumer	,881	,373	,461	2,363	.020

a. Dependent Variable: Purchase Decision

Source : Results processed by researchers, 2023

Based on information table on can concluded as following :

- a. Based on comparison between variable consumer motivation to decision purchase mark significance or the p-value obtained is 0.011 so if compared to with alpha value is 0.05 then mark p-value significance is more big from The alpha value is  $0.011 < 0.05$ . matter This showing that  $H_1$  is accepted. Variable consumer motivation ( $X_1$ ) has an effect in a way positive and significant on Purchasing Decisions (Y), p This can seen from calculated t value 2.608 > t table 1 value 1.986
- b. Based on comparison between variable consumer perception to decision purchase mark significance or the p-value obtained is 0.023 so that if compared to with alpha value 0.05 then mark p-value significance is more big from alpha value is  $0.023 < 0.05$ . matter This showing that  $H_2$  is accepted. The consumer perception variable ( $X_2$ ) has an influence in a way positive and significant on Purchasing Decisions (Y), p This can seen from calculated t value 2,371 > t table value 1.986
- c. Based on comparison between variable consumer attitudes to decision purchase mark significance or the p-value obtained is 0.020 so that if compared to with the alpha value is 0.05 then mark p-value significance is more big from alpha value is  $0.020 > 0.05$ . matter This showing that  $H_3$  accepted . The consumer attitude variable ( $X_3$ ) has an influence in a way positive and significant on Purchasing Decisions (Y), p This can seen from calculated t value 2,371 > t table value 1.986
- d. How to find t table  
 $t_{table} = ( \alpha/2; nk )$   
 $= (0.05/2; 96 - 4 )$   
 $= (0.025; 92 )$  seen in the table t table distribution  
 $= 1.986$

**F test**

Test this used as means to get it know is connection own significant influence between variable independent in a way together to variable dependent . Testing Can done with method compare between F calculated and F table values. F test is used For test influence variable free in a way together to variable bound .

**Table 11 F Test Results**

ANOVA <sup>a</sup>					
Model	Sum of Squares	Df	Mean Square	F	Sig.



Regression	771,483	3	257,161	12,224	,000 <sup>b</sup>
Residual	1935.476	92	21,038		
Total	2706.958	95			
a. Dependent Variable: Purchase Decision					
b. Predictors: (Constant), Attitude Consumers , Motivation Consumer , perception Consumer					

Source : Results processed by researchers, 2023

Based on information table on can seen calculated f value is 63,337 so f count > f table ( 12,224 > 2,704 ). So that concluded that motivation variables, consumer perceptions and attitudes in a way together or simultaneous influential regarding decision making purchase. This matter showing that H<sub>0</sub> is accepted and H<sub>a</sub> is accepted means there is simultaneous influence.

**Coefficient Test determination ( $R^2$ )**

Coefficient determination ( $R^2$ ) is coefficient correlation compound that measures level relationship between variable Y ( dependent ) with whole variable X ( free ) which explains in a way at the same time later resulting value always positive .

Following This is results from analysis coefficient determination :

**Table 12 Coefficient Test Results determination  $R^2$** 

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,534 <sup>a</sup>	,285	,262	4,587
a. Predictors: (Constant), Attitude Consumers , Motivation Consumer , perception Consumer				

Source : Results processed by researchers, 2023

Coefficient value determination draw the magnitude of k ability or contribution variable Motivation, Perception and consumer attitudes To Decision to Purchase Pork Rice Products in Oesapa Village.

The processed results in the table above show that mark coefficient determination (R Square ) of 0.285 or 28 , 5 % . It means after do study so is known 28.5 % Decision to Purchase Ma Nona Pork Rice influenced by Consumer Motivation, Perception and Attitude. Whereas the rest 71.5 % is influenced by other variables that are not become focus in study This.

**Discussion of Analysis Results****Influence Motivation Regarding the Decision to Purchase Ma Nona Pork Rice**

Research result This show Variable Motivation ( $X_1$ ) has an effect in a way positive and significant on Purchasing Decisions Ma Nona Pork Rice products , p This seen from significance Motivation ( $X_1$ ) 0, 0 11 < 0, 5 and calculated t value 2,608 > 1, 98 6 t table . So that can concluded that  $H_a$  is accepted and  $H_o$  is rejected means influential between variable Motivation ( $X_1$ ) against Decision Purchase (Y) to Ma Nona Pork Rice Consumers .

According to (Setiadi, 2010). motivation or effort for fulfil someone 's needs can used as tool For exciting somebody For enterprising do his obligations without must ordered or supervised in (Zulher, 2012: 76). Whereas Setiadi (2014) defines motivation consumer is circumstances in the personal someone who pushes desire individual for do activities To use reach something objective. With exists self - motivation somebody will show something behavior directed at something objective For reach target satisfaction . Motivation appear Because needs felt by consumers.

**Influence Perception Regarding the Decision to Purchase Ma Nona Pork Rice**

Research result This show Variable Motivation ( $X_2$ ) has an effect in a way positive and significant on Purchasing Decisions Ma Nona Pork Rice products , p This seen from significance Perception ( $X_2$ ) 0, 0 23 < 0, 5 and calculated t value 2,317 > 1.98 6 t table . So that can concluded that  $H_a$  is accepted and  $H_o$  is rejected means influential between variable Persepi ( $X_2$ ) against Buying decision (Y) to Ma Nona Pork Rice Consumers .

Perception is the process of a person ( consumer ) knowing , remembering , interpreting and choosing something object that has truth subjective ( personal ), which is preceded by a sensing process in a way selective, distortion nor retention. According to Setiadi (2010), perception is the process by which a person chooses organizing, and interpreting information for form meaningful picture of the world. Perception is an emerging process consequence exists sensation, where understanding sensation is activity feel or reason circumstances joyful emotions

**Influence Attitude Regarding the Decision to Purchase Ma Nona Pork Rice**

Research result This show Variable Attitude ( $X_3$ ) has an effect in a way positive and significant on Purchasing Decisions Ma Nona Pork Rice products , p This seen from significance Perception (X3) 0.0 20 < 0.5 and calculated t value 2.363 > 1.98 6 t table . So that can concluded that  $H_a$  is accepted and  $H_o$  is rejected means influential between variable Attitude ( $X_3$ ) against Buying decision (Y) to Ma Nona Pork Rice Consumers .

According to Setiadi (2010), perception is a process by which a person chooses to organize and interpret information to form a meaningful picture of the world. Perception is a process that arises as a result of sensation, where the definition of sensation is the activity of feeling or causing an exciting emotional state . Whereas Understanding Attitude from Gordon Allport (2014) that attitude is learn trend give response to something object Good liked or No liked. Through learn and act , people will get beliefs and attitudes . And then will influence behavior purchase they.

**Influence Motivation, Perception, and Attitude Regarding the Decision to Purchase Ma Nona Pork Rice**

Simultaneous regression test results show significant results Motivation , Perception and Attitude variables towards Purchasing Decisions . Based on the simultaneous test results, the F value is calculated and F table 12,224 > 2,704 with value

significance of  $0.000 < 0.05$ , it can be concluded that Motivation ( $X_1$ ), Perception ( $X_2$ ), and Attitude ( $X_3$ ) influence the Purchasing Decision (Y) in Ma Nona Pork Naasi Consumers.

Purchasing decisions are the activities of individuals who are directly involved in making decisions to make purchases of products offered by the seller. And also Behavior consumer will determine the retrieval process decision in do purchase. According to *Tjiptono* definition decision purchase consumer is a process in which consumers know the problem is, looking for it information about product or brand certain.

From several definition the can concluded that decision purchase among them Motivation, Perception, and Attitude. Through the impact provided from a number of variable the so decision purchase a consumer in choose service or product.

## CONCLUSION

Based on results existing research and discussion done in chapter before, then in section This can taken some conclusion that is as following :

1. The results of this research show that the consumer motivation variable has an overall value of 4.08 (high), which means that the consumer motivation variable has a significant influence on purchasing decisions at the Ma Nona Pork Rice Business Place.
2. The results of this research show that the Consumer Perception variable has an overall value of 3.87 (high), which means that the consumer perception variable has a significant influence on purchasing decisions at the Ma Nona Pork Rice Business Place.
3. The results of this research show that the consumer attitude variable has an overall score of 4.38 (high), which means that the consumer attitude variable has a significant influence on purchasing decisions at the Ma Nona Pork Rice Business Place.

## Implications Theoretical

Implications theoretical from results study This that is can become empirical explanation influence Motivation, Perception, and Attitude and towards Purchasing Decisions. So that results study This expected can give benefit for interest later science can make as reference nor reference for study upcoming. Implications theoretical in study This is:

1. Research result This proven in a way theoretical Where variable influence motivation influential positive and significant to decision purchase pork rice products in the sub-district oesapa. This matter showing that results study This consistent and supportive theory presented by researchers where theory state that motivation is the situation inside personal someone who pushes desire individual for do activities To use reach something objective. With exists self - motivation somebody will show something behavior directed at something objective for reach target satisfaction.
2. Research result This proven in a way theoretical Where variable influence perception influential positive and significant to decision purchase pork rice products in the sub-district oesapa. This matter showing that results study This consistent and supportive theory presented by researchers Where theory state that Perception is ability brain in translate a stimulus or process to translate incoming stimulus to in tool senses man. So that every individual can realize and carry out perception, then There is a number of necessary conditions fulfilled, namely; exists object or perceived stimulus, existence tool senses / receptors, and existence attention.
3. Research result This proven in a way theoretical Where variable influence perception influential positive and significant to decision purchase pork rice products in the sub-district oesapa. This matter showing that results study This consistent and supportive theory presented by researchers Where theory state that attitude is learn trend give response to something object Good liked or No liked. Through learn and act, people will get beliefs and attitudes. And then will influence behavior purchase they. Attitude according to *Allport* in (Topunu, 2014) is a mental and nervous one connection with readiness For responded, organized through experience and have directing influence and or dynamic to behavior.

## Implications Applied

Based on results study above, then researcher can put forward a number of matter important as following :

1. For MSMEs, ma nona pork rice, in increasing consumer motivation to buy, it is hoped that they can improve the taste and create new variations in the menu so that customers are interested in buying pork rice products.
2. For researchers other  
Study This can utilized as guidelines in do study advanced about motivation, perceptions and attitudes of consumers , researcher suggest that research furthermore can add variable independent of course can influence variable dependent or decision purchase , so that more complete study This Because Still There is influence from variable independent other that is as big as 71.5 % outside study this is what can influence decision purchase .

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