

## Analysis of Factors Influencing In Purchasing Decision At Coffee Nest

Christin Natalia Sianipar<sup>1</sup>, Nursaimatussaddiya<sup>2</sup>, Lukieto Cahyadi<sup>3</sup>

<sup>1,2,3</sup>Sekolah Tinggi Ilmu Ekonomi Bina Karya

Coresspondent: [christinsianipar@gmail.com](mailto:christinsianipar@gmail.com)

### Abstract

In this study, a sample of 96 people was used which was taken from the coffee nest customer. This study tries to answer the research objective, namely to determine the factor analysis that influences the purchasing decision at the coffee nest customer at the coffee nest customer. Hypothesis Testing the Effect of Personal Factor Variable ( $X_2$ ) on the Purchase Decision Variable (Y). The calculated t value is 1,819 the t table value is (1.98580) From the description it can be seen that  $t_{count} (1.819) < t_{table} (1.98580)$ , and the significance value is  $0.072 > 0.05$ , it can be concluded that the Personal Factor variable ( $X_2$ ) has no effect on the Purchase Decision variable (Y). Hypothesis Testing the Effect of Psychological Factor Variables ( $X_3$ ) on Purchase Decision Variables (Y). The value of  $t_{count}$  is 5.796, the value of  $t_{table}$  is (1.98580). Hypothesis Testing the Effect of Social Factor Variables ( $X_1$ ), Personal Factor Variables ( $X_2$ ) and Psychological Factor Variables ( $X_3$ ) on Purchase Decision Variables (Y). The calculated F value is 13,310, the F table value is 2.70. From this description, it can be seen that  $F_{arithmetic} (13.310) > F_{table} (2.70)$ , and a significance value of  $0.000 < 0.05$ , it can be concluded that the Social Factor variable ( $X_1$ ), Personal Factor variable ( $X_2$ ) and Psychological Factor variable ( $X_3$ ) has a joint (simultaneous) effect on the Purchase Decision variable (Y).

**Keywords:** Social Factors, Personal Factors, Psychological Factors and Purchase Decisions

---

### Introduction

Coffee is a type of drink which is currently being discussed and favored by all circles of society. Coffee is a drink that comes from the coffee plant that has undergone various processing processes. Since ancient times, coffee **has** been known as a drink very popular, from Alaska to Ambarawa and Mexico to Mongolia. That's why coffee shops are popping up everywhere. Some of them are known as cafes or *coffee houses* which also sell snacks.

As one of the developing countries in the world, Indonesia is a big market for companies to enter and market their products. Increasingly high competition demands a competitive advantage every company should have. Business people, especially in the beverage industry, are interested in marketing their products, not only the increasing interest in buying but the fairly high population growth also makes business people dare to develop their business in Indonesia. The increasing growth of market share in Indonesia is closely followed by companies, thus making many new companies to develop their business in Indonesia. One of the growing businesses is a business engaged in the *food andbevarages*, such as a *coffee house*.

### Theoretical Base Marketing Management

According to Kotler and Armstrong in Priansa (2017), marketing management is a human effort to achieve the desired exchange results and build close relationships with consumers in a way that is profitable for the company.

Marketing Management according to Hutabarat (2016) is the process of analyzing, planning, implementing and controlling activities in marketing which include ideas, goods and services based on exchange with the aim of generating consumer satisfaction and producer responsibility.

---

According to Andayani, (2017) Marketing is a process by which individuals and groups obtain what they need and want through creating, offering, and freely exchanging products of value with others. Marketing does not just end in sales activities. Activities in marketing are also interconnected with one another. Marketing activities are carried out long before the implementation of the production process and do not only end in sales activities. If marketers want their products to sell well in the market and survive and even continue to grow, marketers must think about and plan what products they want to make to suit the needs and desires of consumers. After the product is made, marketers think and plan how to communicate the product or advertise the product. Products purchased by consumers do not necessarily make marketers stop thinking and planning further activities, marketers must be able to ensure that the products sold in the market can attract consumers back so that repeat purchases occur. needs, wants and customer satisfaction.

### **Buying decision**

#### 1. Definition of Purchase Decision

According to Kotler & Armstrong in Safitri et al., nd(2021) the definition of purchasing decisions as follows: *Consumer behavior is the study of how individuals, groups, and organizations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and wants.* which means that purchasing decisions are part of consumer behavior consumer behavior is the study of how individuals, groups, and organizations choose, buy, use, and how goods, services, ideas or experiences to satisfy their needs and desires.

#### 2. Purchase Decision Dimension

Purchase decisions are inseparable from the nature of a consumer ( *consumer behavior* ) so that each consumer has different habits in making purchases, Armstrong, (2016)

### **Methodology**

#### **data sources**

The data used in this study are primary data obtained directly from the respondents. According to Sugiyono (2015) defines primary data as data sources that directly provide data to data collectors. To obtain data and information from customers at the coffee nest jl . Kf tandean , cliff Tinggi City, North Sumatra Province , the authors collect data using the direct contact method when they shop at Kopi Nest Jl. Kf tandean cliff Tinggi City, North Sumatra Province by interviewing respondents face-to-face directly between researchers and respondents through questionnaires that have been distributed. The questionnaire that will be distributed is also based on certain considerations, namely consumers who have shopped more than two (2) times at Sarang Kopi Jl. Kf tandean , cliff Tinggi City, North Sumatra Province.

#### **Method of collecting data**

Because the data used is primary data, the data collection methods used in the study:

##### 1. Questionnaire

Questionnaires are an efficient data collection technique if the researcher knows with whom the variables will be measured and knows what to expect from the respondents. Questionnaires can be in the form of closed or open questions, can be given to respondents directly or sent by post or internet. The questionnaire must first be tested for validity and reliability. Based on the results of the questionnaire test, it can be seen whether the questionnaire is feasible and can be used to obtain data for which the results will be analyzed. In general, the scoring technique used in this research questionnaire is the *Likert scale technique* . Sugiyono stated (2019) that primary data is a data source that directly provides data to data collectors. The researcher provides five alternative answers to

respondents using a scale of 1 – 5 to support the needs of quantitative research analysis which can be seen in the following table :

#### Likert Scale Instrument

No	Scale	Score
1.	Strongly Agree (SS)	5
2.	Agree (S)	4
3.	Disagree (KS)	3
4.	Disagree (TS)	2
5.	Strongly Disagree (STS)	1

#### Research Results and Discussion

Based on the results of hypothesis testing that has been done, the next step is to explain the relationship between the variables in this study which is then associated with consumer behavior, previous studies and management science so that it can support pre-existing statements. Explanation of the results as follows:

##### 1. The Influence of Social Factors (X1) on Purchase Decisions (Y)

Based on the results of the analysis of hypothesis 1, it can be seen that the variable (X1)  $t_{count} (0.229) < t_{table} (1.98580)$ , as well as the significance value of  $0.819 > 0.05$ , it can be concluded that the first hypothesis is rejected, meaning that the Social Factors variable (X1) has no effect on the Purchase Decision variable (Y). Based on the information above, consumer social factors have no influence on purchasing decisions in coffee nests.

The results of this study are not in accordance with the results of research conducted by Aldi Type Setiawan (2021) with the title Analysis of Cultural Factors, Social Factors, Personal Factors, and Physiological Factors Against the Decision to Choose a Bank Conventional Compare Sharia Bank.

##### 2. The Influence of Personal Factors (X2) on Purchase Decisions (Y)

Based on the results of the analysis of hypothesis 1, it can be seen that the variable (X1) is that  $t_{count} (1.819) < t_{table} (1.98580)$ , and the significance value is  $0.072 > 0.05$ , it can be concluded that the second hypothesis is rejected, meaning that the Personal Factor variable (X2) has no effect on the Purchase Decision variable (Y). Based on the information above, the consumer's personal factors have no influence on purchasing decisions at coffee nests.

The results of this study are not in accordance with the results of research conducted by Azizah Nudia Falah (2021) with the title The Effect of Social, Personal, and Psychological Factors Against Purchase Decisions During Covid-19 Pandemic Shopee Application Users Second Quarter of 2020.

##### 3. The Influence of Psychological Factors (X3) on Purchase Decisions (Y)

Based on the results of the analysis of hypothesis 3, it can be seen that the variable (X3) that  $t_{count} (5.796) > t_{table} (1.98580)$ , and the significance value is  $0.000 < 0.05$ , it can be concluded that the second hypothesis is accepted, meaning that the Psychological Factor variable (X3) has an effect to the Purchasing Decision variable (Y). Based on the information above, Consumer Psychological Factors have an influence on purchasing decisions.

The results of this study are in accordance with the results of research conducted by Lutfiahtul Alfiah (2019) with the title The Influence of Personal Factors and Psychological Factors on Customer Decisions to Choose Islamic Banks in Ngaliyan District.

#### **4 . Influence of Social Factors (X1), Personal Factors (X2), and Psychological Factors on Purchase Decisions (Y)**

Based on the results of the analysis of the fourth hypothesis, it can be seen that  $F_{\text{arithmetic}} (13.310) > F_{\text{table}} (2.70)$ , and a significance value of  $0.000 < 0.05$ , it can be concluded that the fourth hypothesis is accepted, meaning that the Social Factor variable (X1), the Factor Personal variable (X2) and Psychological Factors (X3) influence together (simultaneously) on the Purchase Decision variable (Y).

The results of this study according to the results of research conducted by Aldi Kind Setiawan (2021) with the title Analysis of Cultural Factors, Social Factors, Personal Factors, and Physiological Factors Against the Decision to Choose a Bank Conventional Compare Sharia Bank.

#### **Implications of Research Results**

The implications of this research are divided into two parts, namely practical and theoretical implications. Theoretical implications relate to the development of research results for future researchers related to perceptions of usefulness, perceived convenience, attitudes and repurchase intentions. Practical implications of making a direct contribution to the Coffee Nest which is based on research results.

##### **1. Theoretical Implications**

Based on the results of the study, the theoretical implications in this study are as follows. This study provides additional references to study results related to Social Factors, Personal Factors, and Psychological Factors that influence decisions in purchasing coffee nests.

##### **2. Practical Implications**

The results of this study have several implications for the Sarang Kopi company, namely:

- a) Sarang Kopi company in the future should be able to consider how to serve existing customers
- b) The results of this study can be used as a basis for companies to make future references.

#### **Conclusion**

Based on the data analysis and discussion that has been described in the previous chapter, the following conclusions can be drawn:

1. The Social Factor Variable (X1) has no positive and significant effect on the Purchase Decision Variable (Y). Therefore, the first hypothesis is rejected.
2. The Personal Factor Variable (X2) has no positive and significant effect on the Purchase Decision Variable (Y). Therefore, the second hypothesis is rejected.
3. Psychological Factor Variable (X3) has a positive and significant influence on the Purchase Decision Variable (Y). Therefore, the third hypothesis is accepted.
4. Social Factor Variables (X1), Personal Factor Variables (X2) and Psychological Factor Variables (X3) simultaneously have a positive and significant influence on the Purchase Decision Variable (Y). Therefore, the fourth hypothesis is accepted.

#### **References**

- Armstrong, Kotler and Gary. 2016. *Marketing Basics* . Jakarta City: Erlangga.
- Charina, Deassy. 2016. "Factors Influencing Decisions to Purchase Coffee Drinks at Malabar Mountain Café, Bogor City."
-

- Ghozali. 2016. *Application of Multivariate Analysis With IBM SPSS Program 23* . Print To. Semarang: Diponegoro University Publishing Agency.
- Handayani, Sri. 2021. "Influence of Personal Factors . Jambi City"
- Hutabarat, Estherlina. 2016. "Manullang. Marketing Management In Global Competition. Yogyakarta City."
- Kotler, Phillip and Kevin Lane Keller. 2016. *Marketing Management* . Jakarta: PT. Index.
- Lubis, Alfi Syahri, and Nur Rahmah Andayani. 2017. "The Influence of Service Quality on Customer Satisfaction of Pt. Sucofindo Batam." *Journal of Applied Business Administration* 1(2).
- Priansa, Donni Juni. 2017. "Consumer Behavior in Contemporary Business Competition. Bandung."
- Safitri, Heriyanti, Hj Aida Vitria, Nurul Hasanah, Al-banjari Banjarmasin, and Al-banjari Banjarmasin. nd "1 , 2 , 3." (1).
- sugiyono. 2015. *Combined Research Methods (Mix Methods)* . Bandung: Alfabeta.
- sugiyono. 2017. *Quantitative, Qualitative, and R&D Research Methods* . Bandung: Alfabeta, CV.
- sugiyono. 2019. *Statistics For Research* . Bandung: CV. Alfabeta.
- Sukarno, Fat, and Lia Nirawati. 2016. "HUMAN CAPITAL AND CUSTOMER CAPITAL CONTRIBUTION TO ACHIEVE THE PERFORMANCE OF CAF AND RESTAURANTS IN SURABAYA." *Journal of Social Sciences* 15(2).