

# THE INFLUENCE OF CONSUMER MOTIVATION, CONSUMER PERCEPTION, CONSUMER ATTITUDES AND CONSUMER LEARNING ON PURCHASING DECISIONS AT BANJARAN PERMAI SUPERMARKETS

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## ABSTRACT

*This study aims 1) To determine whether consumer motivation has an effect on purchasing decisions at the Banjaran Permai supermarket. 2) To find out whether consumer perceptions affect purchasing decisions at the Banjaran Permai supermarket. 3) To find out whether consumer attitudes affect purchasing decisions at Banjaran Permai supermarkets. 4) To find out whether consumer learning has an effect on purchasing decisions at the Banjaran Permai supermarket. 5) To find out whether consumer motivation, consumer perception, consumer attitudes and consumer learning have a simultaneous effect on purchasing decisions at Banjaran Permai supermarkets. Data collection techniques used in this study using a questionnaire. The data analysis technique used is the successive interval (MSI) method, classical assumption test, multiple linear regression analysis, coefficient of determination analysis, and significance test.*

*The conclusions of this study are 1) consumer motivation has an effect on purchasing decisions at Banjaran Permai supermarkets as evidenced by the partial test calculation (t test) obtained  $\text{sig} = 0.000 < 0.05$ . 2) Consumer perceptions affect purchasing decisions at Banjaran Permai supermarkets as evidenced by the partial test calculation (t test) obtained  $\text{sig} = 0.006 < 0.05$ . 3) Consumer attitudes have an effect on purchasing decisions at Banjaran Permai supermarkets as evidenced by the calculation of the partial test (t test) the value of  $\text{sig} = 0.000 < 0.05$ . 4) Consumer learning has an effect on purchasing decisions at the Banjaran Permai supermarket as evidenced by the calculation of the partial test (t test) obtained  $\text{sig} = 0.019 < 0.05$ . 5) Consumer motivation, consumer perceptions, consumer attitudes, and consumer learning have an effect on purchasing decisions at the Banjaran Permai supermarket, as evidenced by the simultaneous test calculation (Test F) the value of  $\text{sig} = 0.000 < 0.05$*

**Keywords:** *consumer motivation, consumer perception, consumer attitudes, consumer learning and purchasing decisions*

## INTRODUCTION

Along with the times, from year to year it causes various kinds of competition in the business world, especially the retail business world. Entrepreneurs must have their own strategy to maintain their business. This is very important so as not to compete with other companies, including companies engaged in the modern market retail business. The application of the right strategy carried out by every entrepreneur certainly has an influence on the purchasing decisions of each buyer. Purchasing decisions are influenced by the mind over all the information or knowledge that has been obtained. Sutisna (2001: 15) decision making by customers in obtaining goods and services begins with awareness of the fulfillment of needs and desires, then if they are aware of their needs and wants, then customers will look for information related to the existence of their products. When consumers make purchases, of course, influenced by various factors including consumer motivation, consumer perception, consumer attitudes and consumer learning.

A person's motivation to do or buy something actually cannot be determined with certainty because motivation is something that resides in an individual and cannot be seen from the outside, Sangadji & Sopiah (2013: 155). According to Schiffman & Kanuk (2008: 137) explained that perception is an activity in selecting, managing and interpreting a fact or information that someone does and creating a meaningful and reasonable description. As already described, perceptions arise based on experiences between consumers who have different views on making purchases thus influencing visitors to buy products that are available or not. According to Schiffman & Kanuk (2008: 222), attitude is a learned tendency to treat something in a pleasant or unpleasant way to a particular product. Separate attitude to give an assessment of which products they will be interested in buying. According to Schiffman & Kanuk (2008:178) Consumer learning is a process, which means it is always growing and changing because there is new knowledge gained by reading, discussing, observing, and from the process of thinking or even based on the experience gained.

Many modern market retail businesses have been established in Indonesia such as minimarkets, supermarkets, hypermarkets. As in the establishment of modern retail markets in various regions in Central Java, especially in Tegal Regency. Many minimarkets, supermarkets, convenience stores have been established in Tegal Regency such as our minimarkets, basic department stores, yogya mall slawi and banjaran permai supermarkets. Banjaran Permai supermarket itself is a modern market retail store that offers a variety of food products, beverages, household goods and other necessities of life that consumers need every day, especially in the surrounding community. With a strategic location quite close to

residential areas and directly facing the highway, supermarkets are always full of consumers. Based on the results of an interview from one of the SPV Swalayan Banjaran Permai, the highest number of visitors occurred in May 2020 with 1,178 visitors compared to May 2019 where the number of visitors was only 1,054, with an increase rate of 11.8%. While the most drastic decrease in visitors occurred in July 2020 with 682 visitors compared to July 2019 which amounted to 1,116 visitors, with a decrease rate of -39%.

The ups and downs in the number of visitors on purchasing decisions are certainly influenced by various factors including consumer motivation, consumer perception, consumer attitudes and consumer learning.

## **THEORETICAL FOUNDATION**

### **Purchasing Decision**

According to Sangadji & Sopiah (2013: 120) explained that purchasing decisions are decisions in determining attitudes towards two or more alternative options.

### **Consumer Motivation**

According to Schiffman & Kanuk (2008: 72), motivation is described as a driving force in someone who forces individuals to do something. In relation to customers, motivation can be defined as a drive that drives customers to make decisions towards the goal to be achieved, which is to meet various needs and desires.

### **Consumer Perception**

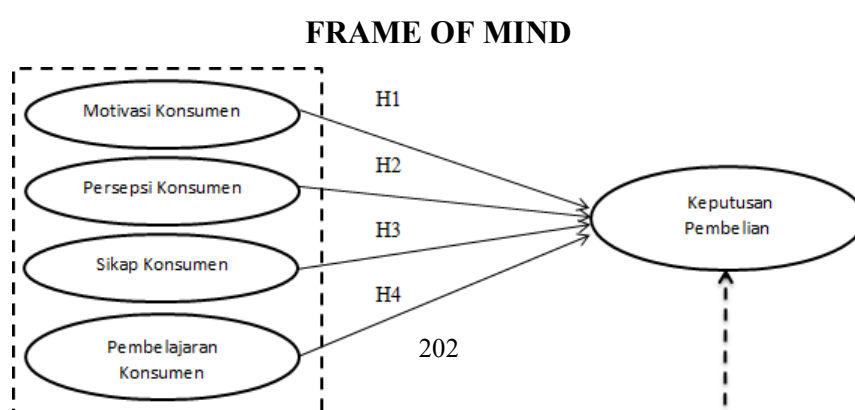
According to Schiffman & Kanuk (2008: 137) suggests that perception is an activity carried out by a person to select, manage and interpret information in producing a meaningful and reasonable picture.

### **Consumer Attitude**

According to Ningsih & Haryanti (2021), attitude is an assessment that allows consumers to respond to favorable or detrimental results of a product to be assessed.

### **Consumer Learning**

According to Sangadji & Sopiah (2013: 136) from a marketing point of view, the buyer's learning process can be defined as an activity where individuals gain knowledge, purchasing experience and consumption that can be applied to related behavior in the future.



## **Figure 1. Frame of Mind**

### **HYPOTHESIS**

From the framework above, the hypothesis made by the researcher is:

- H1: There is an influence of consumer motivation on purchasing decisions at Banjaran Permai supermarkets.
- H2: There is an influence of consumer perception on purchasing decisions at Banjaran Permai supermarket.
- H3: There is an influence on consumer attitudes towards purchasing decisions at Banjaran Permai supermarkets.
- H4: There is an influence of learning consumers on purchasing decisions at Banjaran Permai supermarkets
- H5: There is a simultaneous influence of consumer motivation, consumer perception, consumer attitudes and consumer learning on purchasing decisions at Banjaran Permai supermarkets.

### **RESEARCH METHODS**

#### **Type of Research**

Researchers use quantitative research While data sources use primary data, researchers collect their own data directly obtained from the first source, Suliyanto (2018: 156).

#### **Population and sample**

The population in this study is all visitors to Banjaran Permai supermarkets whose number is not yet known with certainty. According to Suliyanto (2018: 200), because the total population is not clearly known, so the total sample used uses the formula from Cochran.

The total sample calculation is 96.04 fulfilled to 100 respondents. The sampling method uses the Nonprobability method, namely the Convenience Sampling method which is a sampling method based on chance, members of the population encountered by researchers and willing to be respondents, Suliyanto (2018: 226).

#### **Data Collection Methods**

To collect data, researchers use questionnaire techniques. The questionnaire used by the researchers used the Likert scale.

## Research Results and Discussion

### Validity and Reliability Test

Variables of purchase decisions, consumer motivation, Consumer perceptions, consumer attitudes and learning Consumer declared valid proven value  $r_{calculate} \geq r_{tabel}$  with a significance level of 0.05. And all variables are declared reliable as evidenced by giving a Cronbach Alpha value of  $> 0.70$ .

### Multiple Linear Regression Analysis

**Table 1.**  
**Multiple Linear Regression Results**

Model		Unstandardized Coefficients	
		B	Std. Error
1	(Constant)	17,415	1,919
	Motivasi Konsumen (X1)	,215	,042
	Persepsi Konsumen (X2)	,121	,043
	Sikap Konsumen (X3)	,202	,050
	Pembelajaran Konsumen (X4)	,089	,037

a. Dependent Variable: Keputusan Pembelian (Y)

Sumber : Output SPSS , data diolah tahun 2022

Based on the results of multiple linear regression analysis in the table above, the regression model is obtained as follows:

$$Y = 17.415 + 0.215X_1 + 0.121X_2 + 0.202X_3 + 0.089X_4 + e$$

### Multicolonearity Test

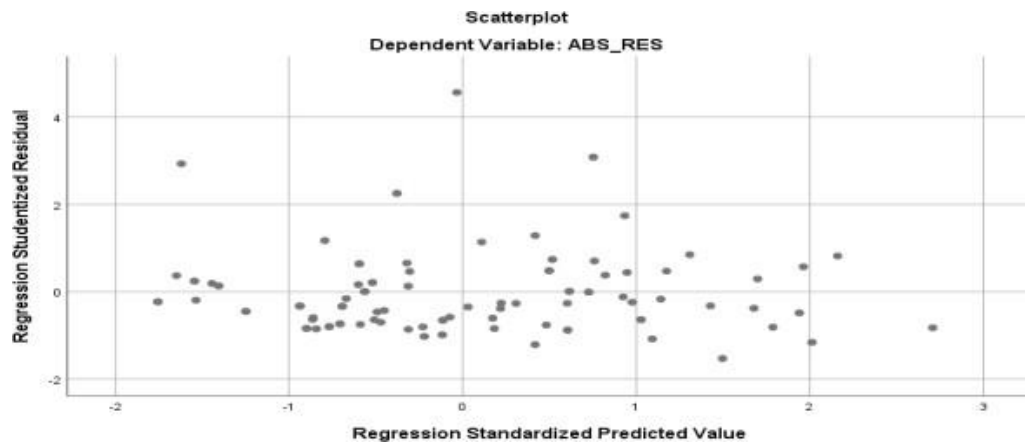
**Table 2.**  
**Multicolonearity Test Results**

Model		Coefficients <sup>a</sup>			Collinearity Statistics	
		Correlations		Part	Tolerance	VIF
		Zero-order	Partial			
1	Motivasi Konsumen (X1)	,596	,467	,323	,815	1,227
	Persepsi Konsumen (X2)	,561	,276	,175	,676	1,480
	Sikap Konsumen (X3)	,655	,384	,254	,617	1,621
	Pembelajaran Konsumen (X4)	,478	,237	,149	,769	1,301

a. Dependent Variable: Keputusan Pembelian (Y)

Based on the results of the multicollinearity test, it can be concluded that there are no symptoms of multicollinearity because all variables used have a VIF value of  $< 10.00$  and a Tolerance value of  $> 0.10$

### Heteroscedasticity Test



**Figure 2. Heteroscedasticity Test Results**

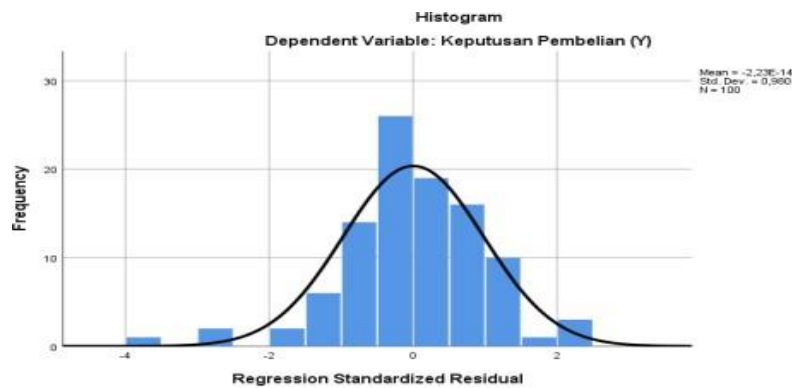
Based on the results of the heteroscedasticity test, it can be concluded that there are no symptoms of heteroscedasticity because the points spread randomly or do not form a clear pattern.

### Normality Test

**Table 3.**  
**Normality Test Results**

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	,0000000
	Std. Deviation	1,96833222
Most Extreme Differences	Absolute	,077
	Positive	,059
	Negative	-,077
Test Statistic		,077
Asymp. Sig. (2-tailed)		,148 <sup>c</sup>
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Based on the results of the Kolmogorov-Smirnov normality test, it can be concluded that the tested data are normally distributed because Asymp values are obtained. Sig. (2- tailed) of 0.148 is greater than 0.05.



**Figure 3. Normality Test Histogram Graph**

Based on the results of the histogram graph above, the residuals can be expressed as normally distributed, because the data forms a bell curve.

### Autocorrelation Test

**Table 4.**  
**Autocorrelation Test Results**

Model Summary <sup>a</sup>					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,791 <sup>a</sup>	,626	,611	2,00934	1,804

a. Predictors: (Constant), Pembelajaran Konsumen (X4), Motivasi Konsumen (X1), Persepsi Konsumen (X2), Sikap Konsumen (X3)

b. Dependent Variable: Keputusan Pembelian (Y)

Based on the output table above, it is known that the durbin-watson value is 1.804. Next we will compare this value with the value of the durbin-watson table at 5% significance. The durbin-watson value of 1.804 is greater than the upper limit (du) which is 1.7582 and smaller than (4-du)  $(4-1.7582) = 2.2418$  or can be summarized as  $1.7582 < 1.804 < 2.2418$  means that the data avoids the symptoms of autocorrelation.

### Partial Test (T Test)

**Table 5.**

### Test Results t

1

		Coefficients <sup>a</sup>				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	17,415	1,919		9,076	,000
	Motivasi Konsumen (X1)	,215	,042	,358	5,148	,000
	Persepsi Konsumen (X2)	,121	,043	,213	2,796	,006
	Sikap Konsumen (X3)	,202	,050	,323	4,051	,000
	Pembelajaran Konsumen (X4)	,089	,037	,170	2,381	,019

a. Dependent Variable: Keputusan Pembelian (Y)

From the calculation of statistical tests, all variables are declared significant evidenced by the value of t calculated  $> t$  table with a significance value level of  $0.000 < 0.05$ . Thus, in conclusion, there is a significant influence on consumer motivation, consumer perception, consumer attitudes and consumer learning on purchasing decisions at Benjaran Permai supermarkets.

### Simultaneous Test (Test F)

Table 6.

### F Test Results

ANOVA <sup>a</sup>						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	642,900	4	160,725	39,808	,000 <sup>b</sup>
	Residual	383,559	95	4,037		
	Total	1026,458	99			

a. Dependent Variable: Keputusan Pembelian (Y)

b. Predictors: (Constant), Pembelajaran Konsumen (X4), Motivasi Konsumen (X1), Persepsi Konsumen (X2), Sikap Konsumen (X3)

Calculated F value = 39.808 with a significant value of 0.000. In this study the value of F count = 39.808  $>$  F table = 2.47, with a significant value of  $0.000 < 0.05$ . Thus, in conclusion, there is a significant influence on consumer motivation, consumer perception, consumer attitudes and consumer learning simultaneously on purchasing decisions at Benjaran Permai supermarkets.

### Coefficient of Determination Test



**Table 7.**  
**Coefficient of Determination Test Results**  
**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,791 <sup>a</sup>	,626	,611	2,00934

a. Predictors: (Constant), Pembelajaran Konsumen (X4), Motivasi Konsumen (X1), Persepsi Konsumen (X2), Sikap Konsumen (X3)

Based on the table above, the results of the coefficient of determination test obtained an Adjusted R Square result of 0.611 or 61.1%. The value of 61.1% is the magnitude of the value of variation in the dependent variable of purchase decision which can be explained by the relationship between independent variables of consumer motivation, consumer perception, consumer attitudes and consumer learning together with purchasing decisions.

### CONCLUSION AND ADVICE

#### Conclusion

Based on the description of the results of research and discussion, several conclusions can be drawn, including:

- (1) There is an influence of consumer motivation on purchasing decisions at Banjaran Permai supermarkets as evidenced by a t test of  $5.148 > t_{table} 1.660$  with a significant value of  $0.000 < \alpha = 0.05$ .
- (2) There is an influence of consumer perception on purchasing decisions at Banjaran Permai supermarkets as evidenced by a t test of  $2.796 > t_{table} 1.660$  with a significant value of  $0.006 < \alpha = 0.05$ .
- (3) There is an influence on consumer attitudes towards purchasing decisions at Banjaran Permai supermarkets with a t test value of  $4.051 > t_{table} 1.660$  with a significant value of  $0.000 < \alpha = 0.05$ .
- (4) There is influence consumer learning (X4) on purchasing decisions (Y) at Banjaran Permai supermarkets. This is evidenced by a t test of  $2.381 > t_{table} 1.660$  with a significant value of  $0.019 < \alpha = 0.05$ .
- (5) Consumer motivation (X1), consumer perception (X2), consumer attitude (X3), and consumer learning (X4) simultaneously have a significant influence on purchasing decisions (Y) in Banjaran Permai supermarkets. This is evidenced by the calculated F

value of 39.808 > F table 2.47 with a significant value of  $0.000 < \alpha = 0.05$ .

### **Suggestion**

Based on the research that has been done and the conclusions obtained, the researcher proposed several suggestions as follows:

- (1) Party Banjaran Permai self-service management is advised to increase consumer motivation variables by paying attention to the availability of products needed by consumers completely.
- (2) The management of Banjaran Permai supermarket is advised to improve consumer perception variables by developing available product variations.
- (3) Party Banjaran Permai self-service management is advised to be able to improve consumer attitude variables by paying attention to the quality of available products.
- (4) Party Banjaran Permai self-service management is advised to be able to improve consumer learning variables by providing information about products through mass distribution of brochures and pamphlets.

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