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DESCRIPTIVE OF QUANTITATIVE DATA | ARTICLE RESEARCH

The Influence of Consumer Behavior on Purchasing Decisions

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Abstract: Retail trade is a very strategic trade in Indonesia because it is able to absorb labor after the agricultural sector. There are two types of retail trade, namely traditional retail which is directly represented by small traders or grocery traders in traditional markets and in housing and modern retail which is represented by supermarkets and minimarkets such as Alfamart and Indomaret. This proves that there is quite high economic growth and creates investment, but on the other hand, this can cause lethargy for traditional kiosk traders, even killing their businesses. Yuki Mart is one of the modern shops (minimarkets) in Gunungsitoli City. This research aims to find out how much influence consumer behavior has on purchasing decisions at Yuki Mart, Gunungsitoli City. This research uses quantitative methods. Respondents were 57 consumers who shopped at Yuki Mart, Gunungsitoli City in July, where researchers collected data using a questionnaire, then carried out data validity tests, data reliability tests, classical assumption tests (normality tests), coefficient of determination, and hypothesis tests (t tests). The results of the research show that the influence of consumer behavior on purchasing decisions at Yuki Mart, Gunungsitoli City, is 16.3% and the other 83.7% is influenced by other variables not included in this research.

Keywords: Consumer Behavior, Purchasing Decisions.

1. INTRODUCTION

In recent years, global marketing has experienced significant growth, evolving from traditional marketing structures to more modern approaches (Wahyuni et al., 2017). Various factors, such as increased competition, technological advancements, and education related to marketing, have accelerated this progress, prompting business owners to innovate in order to develop and manage their businesses to meet consumer needs. Today, we see numerous shopping establishments like minimarkets, supermarkets, malls, and hypermarkets offering a wide range of products to fulfill consumers' daily needs (Indriastuty & Deomedes, 2018). In Indonesia, these types of shopping centers are abundant, with malls, supermarkets, and minimarkets commonly found in nearly every region, reflecting how shopping in such places has become a lifestyle, particularly for consumers from the upper economic class. Consumer behavior refers to the process individuals or organizations go through when finding, purchasing, using, and disposing of products or services to satisfy their needs. This behavior can be observed through several stages, including pre-purchase, purchase, and post-purchase. According to Haris Budiyono (2012), at the pre-purchase stage, consumers search for information about products or services, and at the purchase stage, they use or consume the products. Consumers may act as initiators, influencers, buyers, payers, or users, and understanding these roles helps businesses better meet their needs and desires. Companies often classify their consumers into groups based on geography, demographics, psychographics, and behavior. Kotler (2019) defines buying decisions as a series of steps consumers take before deciding to purchase a product (Kore et al., 2022). In Indonesia, retail trade, which includes both traditional and modern retail, plays a strategic role in the economy, providing significant employment opportunities. Traditional retail is represented by small traders in markets and neighborhoods, while modern retail is represented by supermarkets and minimarkets such as Alfamart and Indomaret.

Alfamart, for instance, offers a convenient shopping experience with locations close to home, providing facilities like ATMs, debit card payments, and even children's play areas, along with various promotions and bonus offers (Rahma et al., 2021). Shopping at minimarkets like Alfamart can even be seen as a status symbol for some consumers. Yuki Mart, a modern retail store located in Gunungsitoli City on Jl. Sudirman, is one such minimarket offering both food and non-food products. The rise of minimarkets in Gunungsitoli, including supermarkets, Alfamidi, and Indomaret, indicates strong economic growth and investment in the area, but it also poses challenges to traditional kiosk traders, who struggle to compete with the convenience, product quality, and payment options that minimarkets offer. Preliminary observations conducted on March 4, 2024, revealed that Yuki Mart is situated near other minimarkets like Indomaret and Alfamidi, as well as traditional grocery stores. These observations aimed to gain a deep understanding of consumer behavior and the factors influencing purchasing decisions at Yuki Mart. The research included observing consumer interactions with products, analyzing movement patterns, and examining consumer responses to promotional offers and product placements. Additionally, short interviews were conducted with consumers to understand the reasons behind their product choices and how store layout and staff interactions influenced their decisions. These initial observations laid the groundwork for the next steps in the research, providing insights into consumer behavior at Yuki Mart.

The observations also highlighted some issues related to consumer purchasing decisions, such as price differences between Yuki Mart and other minimarkets, and the limited availability of different product brands, which sometimes led consumers to shop elsewhere. Based on these findings, the researcher became interested in studying "The Influence of Consumer Behavior on Purchasing Decisions at Yuki Mart in Gunungsitoli City." The research seeks to answer two main questions: first, whether consumer behavior influences purchasing decisions at Yuki Mart, and second, how much of an impact consumer behavior has on those decisions. The study aims to provide valuable knowledge and insights into these issues. Theoretical benefits of the study include contributing to the understanding of consumer behavior and its impact on purchasing decisions at Yuki Mart. Practically, the research serves as a requirement for the completion of studies at the Faculty of Economics at the University of Nias, offers material for the university's management development programs, provides valuable input for Yuki Mart regarding consumer behavior, and serves as a reference for future researchers interested in studying consumer behavior and purchasing decisions at Yuki Mart.

2. RESEARCH METHOD

The type of research used in this study is quantitative research, consisting of two variables: Consumer Behavior (X) as the independent variable and Purchasing Decisions (Y) as the dependent variable. Data collection techniques employed include observation and questionnaires. Observation offers objective and accurate data as it is directly conducted on the research object, while questionnaires provide extensive data and are easy to process, allowing for responses from multiple participants simultaneously. The collected data will be analyzed using descriptive statistical methods and regression analysis. In this research, variables are defined as objects, traits, or attributes of people or activities that exhibit variations. The independent variable (Consumer Behavior, X) affects the dependent variable (Purchasing Decisions, Y), which is the outcome of the independent variable's influence. The data analysis techniques include several steps:

a. *Validity Test*

According to Sugiyono (2019), research is valid if there is a match between the collected data and the actual situation being studied. A valid instrument measures what it is intended to measure.

b. *Reliability Test*

As per Sugiyono (2019), reliability demonstrates the consistency, precision, and accuracy of indicators in a questionnaire. A Cronbach's alpha value greater than 0.60 indicates that the questionnaire items are reliable.

c. *Normality Test*

The normality test, based on Ghozali (2018), checks if the residuals are normally distributed. A Kolmogorov-Smirnov value of 0.200 (p = 0.200 > 0.05) suggests that the data is normally distributed.

d. *Correlation Coefficient Analysis (R)*

According to Sukardi (2018), the correlation coefficient measures the linear relationship between two variables. SPSS version 22 will be used to analyze this coefficient.

e. *Coefficient of Determination*

The coefficient of determination, as per Ghozali (2018), measures the extent to which the model explains variations in the dependent variable. It is calculated using KD = r^2 x 100%, where "r" represents the correlation coefficient.

f. *Hypothesis Test (t-test)*

Ghozali (2018) defines hypothesis testing as a method for deciding on the validity of research hypotheses based on sample data. The t-test will be applied to determine the partial effect of the independent variable on the dependent variable. If the calculated t-value is greater than the critical t-value (t-calculated) > t-estimated), then the null hypothesis (H_0) is rejected, and the alternative hypothesis (H_a) is accepted; otherwise, H_a is rejected and H_0 is accepted.

3. RESULT AND DISCUSSION

3.1. Statistical Result

a. *Validity Test*

A valid instrument means that the measuring instrument used to obtain the data is valid. Valid means that the instrument can be used to measure what should be measured. The table 1 shows the results of the validity test of variable X (Financial inclusion) using the SPSS version 22 program.

Table 1. Variable Consumer Behavior

Item	r-calculated	r-estimated	p(s)ig	Description
X1	0.266		0.046	
X2	0.351		0.007	
X3	0.310		0.019	
X4	0.450		0.000	
X5	0.436		0.001	
X6	0.274		0.039	
X7	0.303		0.022	
X8	0.277	0,262	0.037	Valid
X9	0.440		0.001	
X10	0.375		0.004	
X11	0.338		0.010	
X12	0.294		0.026	
X13	0.568		0.000	
X14	0.317		0.016	
X15	0.309		0.019	

Item	r-calculated	r-estimated	p(s)ig	Description
X16	0.275		0.039	
X17	0.350		0.008	
X18	0.403		0.002	
X19	0.411		0.001	
X20	0.464		0.000	

Table 2. VariablePurchase Decision

Item	r-calculated	r-estimated	p(s)ig	Description
Y1	0.384		0.003	
Y2	0.295		0.026	
Y3	0.372		0.004	
Y4	0.339		0.010	
Y5	0.379		0.004	
Y6	0.358		0.006	
Y7	0.317		0.016	
Y8	0.312		0.018	
Y9	0.392		0.003	
Y10	0.329	0.626	0.012	Valid
Y11	0.264		0.047	
Y12	0.426		0.001	
Y13	0.443		0.001	
Y14	0.504		0.000	
Y15	0.327		0.013	
Y16	0.482		0.000	
Y17	0.447		0.000	
Y18	0.283		0.033	
Y19	0.383		0.003	
Y20	0.497		0.000	

b. *Reliability Test*

The following below are the results of consistent reliability testing based on the SPSS 22 program, as follows:

Table 3. Consumer Behavior Variable

Reliability Statistics	
Cronbach's Alpha	N of Items
.737	20

Table 4. Purchasing Decision Variable

Reliability Statistics	
Cronbach's Alpha	N of Items
.725	20

c. *Correlation Coefficient*

Table 5. Correlation Coefficient Analysis Test Results

Correlations		Consumer behavior	Purchase decision
Consumer behavior	Pearson Correlation	1	.422**
	Sig. (2-tailed)		.001
	N	57	57
Purchase decision	Pearson Correlation	.422**	1
	Sig. (2-tailed)	.001	
	N	57	57

d.   *Normality Test*
Normality tests can be detected in two ways of analysis, namely:
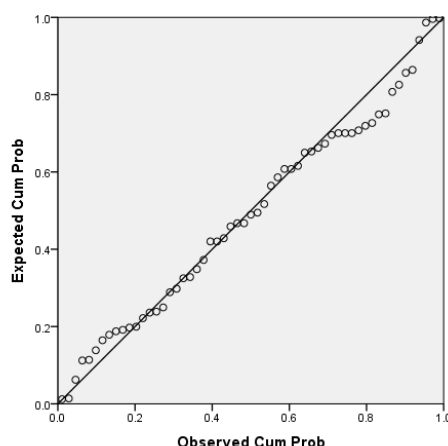
Figure 1. Normality Test

Table 6. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		57
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	4.72844515
Most Extreme Differences	Absolute	.106
	Positive	.106
	Negative	-.057
Test Statistic		.106
Asymp. Sig. (2-tailed)		.169c
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

e.   *Multicollinearity Test*

Table 7. Multicollinearity Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	40.460	6.581		6.148	.000		
	Consumer behavior	.367	.106	.422	3.449	.001	1.000	1.000
a. Dependent Variable: Purchase decision								

f.   *Heteroscedasticity Test*
Heteroscedasticity test aims to test the regression model for inequality of variance of the residuals of an observation.

Table 8. Heteroscedasticity Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.755	4.210		2.080	.042
	consumer behavior	-.084	.068	-.165	-1.238	.221

g.   *Coefficient of determination*

Table 9. Determination Coefficient Test Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.422a	.178	.163	4.771
a. Predictors: (Constant), consumer behavior				

h.   *Hypothesis Test (T-Test)*

The t-test is a test used to test the research hypothesis regarding the effect of each independent variable partially on the dependent variable.

Table 10. Hypothesis Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	40.460	6.581		6.148	.000
	Consumer Behavior	.367	.106	.422	3.449	.001
a. Dependent Variable: purchase decision						

3.2. Discussion

a.   *The Influence of Consumer Behavior on Purchasing Decisions*

This research starts from a problem that consumer behavior has an influence on purchasing decisions. Therefore, researchers are interested in proving the truth of these allegations in this study entitled "The Effect of Consumer Behavior on Purchasing Decisions at Yuki Martn Gunungsitoli City". Based on the theoretical framework, information is obtained that consumer behavior and purchasing decisions have a relationship. Therefore, the researcher formulates a hypothesis, by distributing questionnaires filled in by consumers, then collecting and processing the data. Conducting validity tests and data reliability tests, it is known that the independent variable questionnaire and the dependent variable have met the eligibility and validity requirements to be determined as research data. Furthermore, the results of the independent variable and the depedent variable were tested with a pearson correlation test with a significance value of 0.001 < 0.05 and a pearson correlation value of 0.422 with a moderate degree of correlation. So it is concluded that the influence of consumer behavior and purchasing decisions at Yuki Mart Gunungsitoli City is correlated.

Next, the classic assumption test analysis is carried out where the Kolmogorov-Smirnov normality test is normally distributed or declared to fulfill the classic assumption test with an asymp value. Sig 0.200 > 0.05. In this regression model, there is no heteroscedasticity which can be seen in the points of the scatterplot graph. The picture shows a well-distributed and normal histogram. Furthermore, the coefficient of determination test in this study, the relationship R-value is 0.422 and obtained R^2 (R-square) of 0.163 where the consumer behavior variable on purchasing decisions is 16.3%. Furthermore, the hypothesis or t test where it is known that the t-calculated is 3.449 > 0.002 and the significance value is 0.001 < 0.05. So it can be concluded that consumer behavior has a positive and significant effect on purchasing decisions. So Ho is rejected and Ha is accepted, where there is an influence of consumer behavior on purchasing decisions at Yuki Mart Gunungsitoli City.

b.   *How Much Influence Does Consumer Behavior Have on Purchasing Decisions*

In research conducted at Yuki Mart Gunungsitoli City in July, researchers needed respondents as many as 57 consumer actors who participated in providing information through data collection by filling out questionnaires that had been circulated. The data obtained from respondents through questionnaires has been returned to the researcher, then the researcher conducts data ferification and

data processing with the aim of knowing the validity of each questionnaire data from respondents so that the validity and reliability tests are proven and declared vaild and reliable. The questionnaire statement filled out by the respondents was 40 statements which were divided into 20 statements of the Consumer Behavior variable (X) and 20 statements of the Purchasing Decision variable (Y).

The test results in this study indicate that consumer behavior has a positive effect on purchasing decisions at Yuki Mart Gunungsitoli City. This can be seen from the analysis of data obtained through the help of the SPSS version 22 program which shows that the results of testing the coefficient of determination of consumer behavior have an effect of 0.163 or 16.3% on purchasing decisions at Yuki Mart Gunungsitoli City. So it can be concluded that the effect of the independent variable (consumer behavior) affects the dependent variable (purchase decision) by 16.3%, while the other 83.7% is influenced by other variables not included in this study. In research conducted at Yuki Mart Gunungsitoli City in July, researchers needed respondents as many as 57 consumer actors who participated in providing information through data collection by filling out questionnaires that had been circulated. The data obtained from respondents through questionnaires has been returned to the researcher, then the researcher conducts data ferification and data processing with the aim of knowing the validity of each questionnaire data from respondents so that the validity and reliability tests are proven and declared vaild and reliable. The questionnaire statement filled out by the respondents was 40 statements which were divided into 20 statements of the Consumer Behavior variable (X) and 20 statements of the Purchasing Decision variable (Y). The test results in this study indicate that consumer behavior has a positive effect on purchasing decisions at Yuki Mart Gunungsitoli City. This can be seen from the analysis of the data obtained through the help of the SPSS version 22 program which shows that the results of testing the coefficient of determination of consumer behavior have an effect of 0.163 or 16.3% on purchasing decisions at Yuki Mart Gunungsitoli City. So it can be concluded that the effect of the independent variable (consumer behavior) affects the dependent variable (purchase decision) by 16.3%, while the other 83.7% is influenced by other variables not included in this study.

4. CONCLUSION

Based on the research conducted at Yuki Mart in Gunungsitoli City, several conclusions can be drawn. First, the validity and reliability tests for the data show that both the independent variable questionnaire and the dependent variable meet the necessary criteria to be considered valid research data. Second, the Pearson correlation test reveals a moderate correlation between consumer behavior and purchasing decisions at Yuki Mart, with a significance value of 0.001, which is less than 0.05, and a Pearson correlation value of 0.422. This indicates a moderate degree of correlation. Third, the classical assumption test, which includes the Kolmogorov-Smirnov normality test, confirms that the data distribution is normal, as evidenced by an asymptotic significance value of 0.200, greater than 0.05. Additionally, the scatterplot graph shows no signs of heteroscedasticity, and the histogram distribution is normal and well-formed. Fourth, the coefficient of determination test results indicate that consumer behavior accounts for 16.3% of the variance in purchasing decisions, while the remaining 83.7% is influenced by other variables not considered in this study. Lastly, the hypothesis test (t-test) results confirm that the null hypothesis (H_0) is rejected, and the alternative hypothesis (H_a) is accepted, indicating that consumer behavior significantly influences purchasing decisions at Yuki Mart in Gunungsitoli City.

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