

THE ROLE OF MARKETING AND CONSUMER PSYCHOLOGICAL FACTORS ON PURCHASING DECISIONS TO INCREASE SALES (Study Case On Small And Medium Business Entrepreneur On Graha Permata Indah Residence)

¹Muhammad Rapita Kun Panuluh, ²I Dewa Made Yuda Mahendra, ³Ivan Faris Arifin
^{1,2,3} Fakultas Ekonomi dan Bisnis, Universitas Dr Soebandi

ARTICLE INFO

Keywords:
Marketing Psychology
Consumer Psychology
Purchasing Decision

ABSTRACT

In a business, marketing strategies are necessary to increase sales. Therefore, company management is needed in order to determine the marketing strategy that will be used in the future appropriately. Marketing strategies can be done through massive promotions on social media, applying tantalising discounts, working with public figures and influencers for a wider target audience, and through newsletters. However, apart from the above dominant factors that can be optimised in marketing strategies, there is another determining factor that should not be underestimated. The factor is the psychology of marketing. Psychology of Marketing is one of the sciences in the marketing world to understand the psychology of customers when they visit the products offered until the final decision to purchase the product. It can be applied to social media marketing strategies, website promotions, or others. By applying marketing psychology, marketers can more easily understand the habits, traits, tendencies, and other things that customers like before they finally buy a product. The aims of this research were: (1) To find out how marketing psychology influences consumer psychological factor. (2) To find out how consumer psychology affects purchasing decisions (3) To find out how psychological marketing strategy affect purchasing decisions directly. (4) To find out how the influence of marketing psychology on purchase decisions are made using consumer psychology as an intermediary variable. Data were collected by distributing questionnaires directly to customers and through the Google Forms model with Up to 112 people can respond. Structural Equation Modeling (SEM) analysis was used to test measurement and structural models through IBM SPSS AMOS v.24. This research results suggest that all hypotheses are accepted which proves that all hypotheses make a significant impact with positive value on each other.

E-mail:
rapzcb@gmail.com

Copyright © 2022 Jurnal Ekonomi. All rights reserved.
is Licensed under a [Creative Commons Attribution-NonCommercial 4.0 International License \(CC BY-NC 4.0\)](https://creativecommons.org/licenses/by-nc/4.0/)

1. INTRODUCTION

Entrepreneurs are required to understand the basic concepts in marketing science and consumer behaviour in running a business, namely needs, wants and demands [1]. This basic concept understanding aims to make it easier for business people to prepare the right marketing strategy to deal with dynamic consumer behaviour in the purchasing decision process. Customer behaviour will determine the decision-making process in purchasing so that consumer behaviour is an important factor that influence the consumer's purchasing decision-making process or consume a product or service offered [2].

Purchasing decisions are important to consider in determining strategic steps in marketing their products that will be carried out by business people in the future. Customer decision-making is the integrated process of combining knowledge to evaluate two or more alternative actions and choosing one of them. Customer purchasing behavior is influenced by four factors, including cultural, social, personal and psychological factors.

The psychological factor is a factor that arises from within consumers that greatly influences purchasing decisions [3]. Psychological factors determine how individuals accept and interact with their

environment and influence the decisions they make. Psychological factors include perception, motivation, learning, and attitudes.

Many entrepreneurs in Indonesia are trying their luck in culinary businesses such as restaurants and cafes. For example, the city of Jember is currently developing many places to spend time in the form of cafes that stand almost on every roadside, especially in areas close to the campus or residential area. Starting from the usual cafe for just gathering young people to adults. These cafes come with their own creative and innovative concepts and displays. Each cafe has its own unique characteristics and product variations, although on the other hand they still offer the same menu, facilities and target customers.

Research conducted by Puspitorini [4] with the title "INFLUENCE OF PSYCHOLOGICAL FACTORS ON PURCHASE DECISIONS" shows that the independent variables (motivation, perception, attitude, learning) studied are proven to have a significant partial effect on the dependent variable (purchase decision). The use of marketing strategies that are moderated by consumer psychological factors determines the level of customer purchasing decisions.

2. LITERATURE REVIEW

Marketing Psychology

Marketing psychology is essentially the integration of psychology and human behaviour into marketing activities to succeed in marketing goals, namely maximum sales [5][6]. This means that sales success will be achieved by incorporating customer psychology and behavioural patterns into marketing activities.

Consumer Psychology

The creation and use of products by individuals with mental (psychological) processes are called Consumer Psychology is. This includes understanding the psychological processes of consumers as individuals and groups., an understanding of aspects of psychology that are considered in marketing and product sales strategies, and market research within the context of psychology

Purchasing Decision

Purchase decision as a step in the buyer's decision-making process where the consumer actually buys [10][11][12].

Conceptual framework

Based on the description above, it can be built research framework as follows:

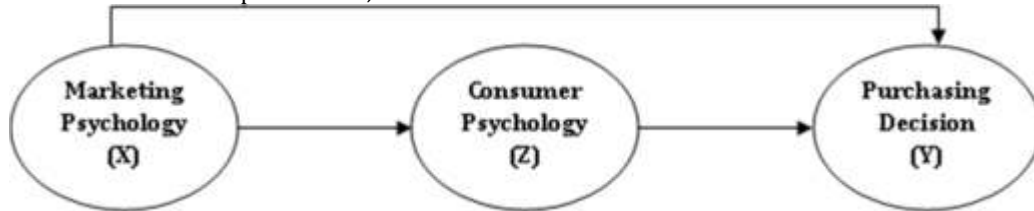


Figure 1. Research Framework

Research Hypothesis

Based on the problem formulation and conceptual framework above, the research hypothesis put forward by the researcher is as follows:

1. Marketing Psychology has a positive and significant influence Consumer Psychology.
2. Marketing Psychology has a positive and significant influence on Purchasing Decision.
3. Consumer Psychology has a positive and significant influence on Purchasing Decision.

3. METHOD

In this research, a stratified random sampling method are used to obtain data that matches the researcher expected criteria.

This research was conducted to examine the small and medium bussiness entrepreneur of Graha Permata Indah Residence consumer. The research time starts from August 2022 until the time is adjusted to the field conditions and research objects. which are spread over nine neighborhood association, who have spent at the shop scattered around the neighborhood .

The Role Of Marketing And Consumer Psychological Factors On Purchasing Decisions To Increase Sales. (Study Case On Small And Medium Business Entrepreneur On Graha Permata Indah Residence). **Muhammad**

Rapita Kun Panuluh, et.al

The determination of the initial number of stratified sample members is done by random sampling *Proportionate stratified random sampling* is by using the formula *Proportionate* [13]:

$$\text{Sample size of the strata} = \frac{\text{entire sample size}}{\text{population size}} \times \text{layer size}$$

Table 1. Stratified Sample Members

No	Neighborhood Association	Number of Citizen	Respondent
1.	RT 001 RW 022	80	13
2.	RT 002 RW 022	70	12
3.	RT 001 RW 023	60	10
4.	RT 002 RW 023	73	12
5	RT 003 RW 023	84	14
6	RT 004 RW 023	78	13
7	RT 005 RW 023	65	11
8	RT 006 RW 023	77	13
9	RT 003 RW 016	83	14
Total		670	112

The primary data source is by distributing research questionnaires to respondents or research samples. The secondary data in this study are journal articles, books, *website* government and *website* validated data relating to the research conducted[14].

Table 2. Operational Definition of Research Variables

Variable	Definition	Indicator	Size
Marketing Psychology (X)	The integration of psychology and human behaviour into marketing activities to succeed in marketing goals, namely maximum sales[6]. (Kristianto, 2011)	1. Information searching 2. Choosing one of several alternatives 3. The act of buying 4. Post-purchase evaluation 5. If there is satisfaction continues to be a customer, if not satisfied the buyer will look for another seller (Kristianto, 2011)	Likert
Consumer Psychology (Z)	The relationship between the creation of a product and the opportunity for its use by individuals with mental (psychological) processes, which includes an understanding of psychological processes in consumers as individuals and groups [7](Kotler, 2009)	1. Motivation 2. Perception 3. Learning 4. Memory (Kotler, 2009)	Likert
Purchasing Decision (Y)	Customer loyalty is a commitment held by consumers to buy or subscribe to a product or service consistently in the future, there by causing repeated use or purchase of a brand (<i>repetitive</i>), although the influence or situation encountered and other marketing efforts have the potential to move (<i>switching</i>)[10]. (Kotler & Armstrong, 2016)	1. Product selection 2. Brand selection 3. Distributor option 4. The time of purchase 5. Purchase amount 6. Payment method (Kotler & Armstrong, 2016)	Likert

Measurement Scale

The scale used in this measurement is the Likert scale. To reduce the impact of bias and the occurrence of concentration of data during analysis, the scale used can be seen in the following table[15]:

Table 3. Measurement Scale

No	Question	Score
1	Strongly Agree (SS)	1
2	Agree (S)	2
3	Less agree (KS)	3
4	Disagree (TS)	4
5	Strongly Disagree (STS)	5

Data analysis was performed using the structural equation modeling (SEM) technique. use *IBM SPSS AMOS version 24*.

Hypothesis test

Full model structural equation modeling not only confirms the theory, but also explains whether there is a relationship between latent variables [16] (Ghozali, 2012). When testing the inner model, check the path coefficients of the calculated values to test the hypothesis. A significance value of 0.05 (α 5%) accepts the hypothesis and a significance value of 0.05 (α 5%) rejects the hypothesis.

4. RESULT AND DISCUSSION

The value of testing the research hypothesis can be described as shown below:

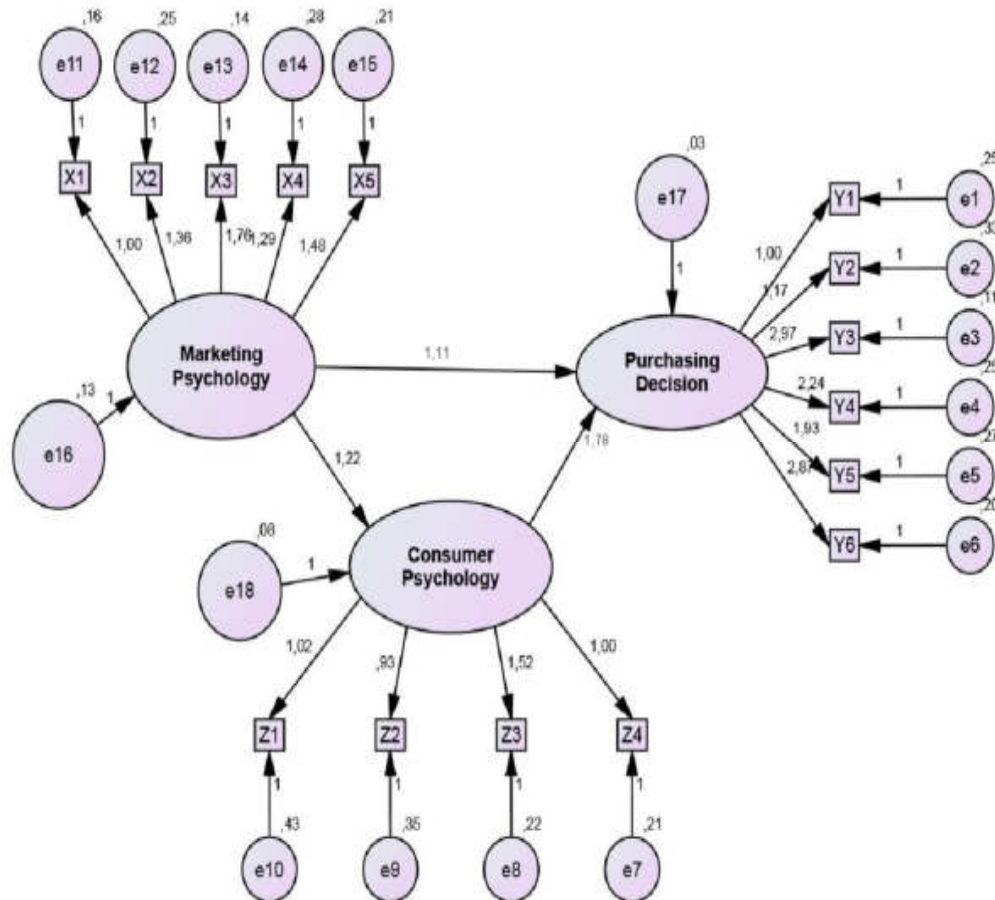


Figure 2 Research Model Results

The Role Of Marketing And Consumer Psychological Factors On Purchasing Decisions To Increase Sales. (Study Case On Small And Medium Business Entrepreneur On Graha Permata Indah Residence). Muhammad

Rapita Kun Panuluh, et.al

Table 4 Results *Path Coefficients*

			Estimate	S.E.	C.R.	P	Label
Consumer_Psychology	<---	Marketing_Psychology	1,221	,201	6,066	***	
Purchasing_Decision	<---	Marketing_Psychology	1,111	,136	4,813	***	
Purchasing_Decision	<---	Consumer_Psychology	1,178	,101	4,953	***	
Y1	<---	Purchasing_Decision	1,000				
Y2	<---	Purchasing_Decision	1,167	,371	3,145	,002	
Y3	<---	Purchasing_Decision	2,968	,696	4,263	***	
Y4	<---	Purchasing_Decision	2,236	,558	4,009	***	
Y5	<---	Purchasing_Decision	1,931	,498	3,878	***	
Y6	<---	Purchasing_Decision	2,874	,686	4,189	***	
Z4	<---	Consumer_Psychology	1,000				
Z3	<---	Consumer_Psychology	1,515	,172	8,788	***	
Z2	<---	Consumer_Psychology	,929	,143	6,514	***	
Z1	<---	Consumer_Psychology	1,017	,158	6,445	***	
X1	<---	Marketing_Psychology	1,000				
X2	<---	Marketing_Psychology	1,364	,211	6,461	***	
X3	<---	Marketing_Psychology	1,762	,232	7,580	***	
X4	<---	Marketing_Psychology	1,292	,211	6,122	***	
X5	<---	Marketing_Psychology	1,481	,215	6,878	***	

Path coefficients are calculated by creating two structural equations, a regression equation that relates [17]. In this case the equation is :

$$Z = \beta_{1.1}X + \varepsilon_1 \dots \dots \dots \text{(equation 1)}$$

$$Z = 1,221X + \varepsilon_1$$

$$Y = \beta_{2.1}X + \beta_{2.2}Z + \varepsilon_3 \dots \dots \dots \text{(equation 2)}$$

$$Y = 1,111X + 1,178Z + \varepsilon_3$$

Based on the results of causality tests performed, we find that the direct and indirect effects of the model [18] are:

a. Direct effect between variables

Table 5 Direct Influence of Variables

Direct Effect	Endogenous Variable	
	Consumer_Psychology	Purchasing_Decision
Exogenous Variable	Marketing_Psychology	1,221
	Consumer_Psychology	0,000
		Purchasing_Decision
		1,178

b. Indirect effect between variables

Table 6 Indirect Effect Between Variables

Indirect Effect	Endogenous Variable	
	Consumer_Psychology	Purchasing_Decision
Exogenous Variable	Marketing_Psychology	0,217

c. Total effect between variables

Table 7 Total Effect Between Variables

Direct Effect	Endogenous Variable	
	Consumer_Psychology	Purchasing_Decision
Exogenous Variable	Marketing_Psychology	1,221
	Consumer_Psychology	0,000
		Purchasing_Decision
		1,328
		1,178

The results of examining the total effect of Marketing Psychology variables (X) on Purchasing Decision (Y) are 1.328. These results provide an understanding that marketing psychology in the form of conditions and marketing strategies made by business people will increase consumer confidence on

deciding to buy and use the products offered to them by 1.328 points if this marketing psychology is increased by one point.

5. CONCLUSION

This research was conducted at Graha Permata Indah Residence with a total of 112 respondents who are consumers of small and medium business entrepreneur products in the residential environment using the SEM analysis method. Based on data analysis results and proof of the research hypotheses, it can be concluded that the Marketing Psychology has a significant effect on residents Consumer Psychologies and their Purchasing Decision, which means that if entrepreneurs improve marketing strategies related to aspects of consumer psychology, it will increase consumer motivation to use the products offered so that they finally decide to buy these products. The rest, the purchasing decisions made by these consumers are influenced by other variables that are not described in the study. These results accept the research hypothesis, which means that Marketing Psychology has a significant effect on the Purchasing Decision of Graha Permata Indah housing residents through Consumer Psychology as a intervening variable.

REFERENCES

- [1] Nitisusatro Mulyadi. 2013. *Perilaku Konsumen dalam Perspektif Kewirausahaan*. Penerbit Alfabeta. Bandung.
- [2] Dharmesta, Basu Swastha dan Hani T. Handoko. 2011. *Manajemen Pemasaran Analisis Perilaku Konsumen*, Edisi Pertama, Cetakan Kelima. BPFE. Yogyakarta
- [3] Supriyanti, Heni. 2013. *Pengaruh Faktor Psikologis Terhadap Keputusan Konsumen dalam Pembelian Honda Vario di Surabaya*. Jurnal Ilmu dan Riset Manajemen, Surabaya.
- [4] Puspitorini, D. A. 2017. *Pengaruh Faktor Psikologi Terhadap Keputusan Pembelian (Studi Kasus Pada Konsumen Cafe D'Srupat-Sruput di Kota Wates)*. Artikel.
- [5] Durmaz, Yakup. 2014. 'The Impact of Psychological Factors on Consumer Buying Behaviour and an Empirical Application in Turkey'. *Journal of Economics Administrative and Social science*. Vol 10, No. 6. Pp 194 – 204.
- [6] Kristanto, Jajat. 2011. *Manajemen pemasaran internasional*. Jakarta: Erlanga
- [7] Kotler, Philip. 2009. *Manajemen Pemasaran*. Indeks, Jakarta.
- [8] Etta, M, dan Sopiha. 2013. *Perilaku Konsumen*. Yogyakarta : Andi Offset.
- [9] Hawkins, Del i. & Mothersbaugh, David L. 2010. *Cunsomer Behaviour, Building Marketing Strategy*. New York : Mc GrawHills. London.
- [10] Kotler, Keller. (2009). *Manajemen Pemasaran*. Penerbit Erlangga. Jakarta
- [11] Rachmawati, P. I., & J. S. (2017). *Pengaruh Faktor Sosial Dan Faktor Pribadi Terhadap Keputusan Pembelian Makanan dan Minuman Di Kafe Bingsoo Malang*. *Jurnal Aplikasi Bisnis E-ISSN : 2407-5523 ISSN : 2407-3741*.
- [12] Hurriyati, R. (2015). *Bauran Pemasaran dan loyalitas Konsumen*. Bandung: Alfabeta.
- [13] Sugiyono. 2012. *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Alfabeta, Bandung.
- [14] Sugiyono. (2018). *Metode Penelitian Kuantitatif*. Bandung: Alfabeta
- [15] Hair J.F., et al. 2010. *Multivariate Data Analysis*. Seventh Edition. New Jersey: Pearson Prentice Hall.
- [16] Ghozali, Imam. 2012. *Aplikasi Analisis Multivariate Dengan Program IBM SPSS*. 20. Penerbit Universitas Diponegoro. Semarang.
- [17] Achmad Kuncoro, Engkos dan Riduwan. 2008. *Cara Menggunakan dan Memaknai Analisis Jalur (Path Analysis)*. Bandung: Alfabeta
- [18] Rusiadi, & dkk. (2014). *Metode Penelitian Manajemen, Akuntansi dan Ekonomi Pembangunan, Konsep, Kasus dan Aplikasi SPSS, Eviews, Amos dan Lisrel*. Cetakan Pertama. Medan: USU Press.