THE INFLUENCE OF CONSUMER BEHAVIOR ON PURCHASE DECISION OF INDOMIE INSTANT NOODLE PRODUCTS AT PT. INDOFOOD SUCCESS MAKMUR TBK (CASE STUDY ON STUDENTS OF THE FACULTY OF ECONOMICS, MAKSSAR STATE UNIVERSITY)

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Abstract

With fast food evolving rapidly and competition increasing, there is an urgent need to understand consumer behavior. This is important if marketers want to remain accepted by consumers. The purpose of this research is to: 1) To explore whether cultural, social, personal and psychological factors influence his decision to purchase Indomie instant noodles. 2) Examine which variables have a dominant influence on Indomie product instant noodle purchase decisions. This study uses qualitative research. The population used in this study consisted of 100 respondents who were economics students, and data was collected in the form of observations, interviews, and questionnaires. Test validity, reliability, and multiple regression analysis using the SPSS 21 program for Windows. The analysis revealed that cultural factors variables had a minor (significant) impact on Indomie instant noodle purchase decisions, whereas social, personal and cultural factors had a significant impact on Indomie instant noodles purchase decisions, and psychological variables had a dominant impact on Indomie instant noodles purchase decisions.

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

1. INTRODUCTION

Marketers need to be aware that customers will find a variety of product types and categories. With so many options, consumers frequently select the offer that most closely matches their unique requirements and expectations. It should come as no surprise that the businesses that stand out today are those who please and even satisfies their target clients since they buy based on their value offer. Depending on the kind of purchase decision, a consumer's decision-making procedure varies. In this situation, businesses must be able to comprehend consumer behavior in their target market because it is crucial to the sustainability of any business that strives to cater to customers' requirements and aspirations. Consumers will learn about, try out, and adopt new items if businesses can improve their marketing techniques by creating high-quality goods, services, and prices that satisfy consumer demand. A customer's choice is used to implement the process of consumer acceptance of a product. Companies need to be able to comprehend consumer behavior in their target markets since doing business that strives to satisfy consumer demands and desires heavily relies on consumer behavior patterns. Consumers will learn about, try out, and adopt new items if businesses can improve their marketing techniques by producing high-quality goods, services, and prices that satisfy consumer demand. A buyer's decision is used to implement the process of customer approval of a product.

Food is one of the basic human needs. Humans get their source of energy from what they eat to carry out their daily activities and activities. Your body needs food to function properly. The different types of food that exist reflect the development of mankind and science, so it is better known as Instant His Ramen. When instant noodles were first introduced to Indonesian society in 1969, many people wondered whether instant noodles could be used as a staple food. However,

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because instant noodles are relatively affordable, easy to eat and durable, there has been a rapid increase in the development of instant noodles products, which has increased the acceptance of instant noodles in Indonesia. Indomie is one of Indonesian instant noodle products manufactured by PT company. Indofood CBP Sukses Makmur Tbk.This product was launched on his September 9, 1970 and was the first product flavored with chicken and shrimp. Indomie has his 3 flavors. The first is Indomie Goreng, the second is Indomie Selera Nusantara, and the third is Indomie Special. Still extremely evident is the growth of the Indomie brand of instant noodles products. The consumption of fast noodles is detrimental to your health, according to research findings. This is corroborated by a 2016 study from Harvard and Baylor Universities that was published in the Journal of Nutrition and discovered evidence of a number of risks related to instant noodles. The study, which included a random sample of 11,000 South Korean individuals of all ages, revealed that they were more vulnerable to a range of metabolic problems, including hypertension and diabetes.

There are numerous sites that claim eating instant noodles is unhealthy, but in reality, instant noodle consumption is rising annually. You are aware that consumer behavior affects buying decisions. Of course, judging by the factors that influence consumer purchasing decisions, including psychological, social, personal and cultural factors, these four factors are the basis for why sales of his Indomie products are increasing year on year. Social factors reflect a person's social level, but in fact, consumers of instant noodle products themselves are composed of various social factors in society, and cultural factors, as a culture arising from individual ego, have a great influence on instant noodle purchase decisions. Influenced by a family that has been eating instant noodles since childhood, a culture has emerged that makes it more convenient to eat instant noodles, even if they are unhealthy foods. Psychological factors are how consumers perceive products based on their emotions, collect and analyze information and opinions, and take action on products. Consumers, through the collection and analysis of information, know that instant noodles are harmful to their health, but still consume instant noodles.

2. IMPLEMENTATION METHOD

This study used an associative type of study aimed at investigating quality relationships between independent and dependent variables (Sugiyono, 2011). There were up to 2,424 Makassar State University economics students who made up the sample. He calculated the sample size for the study using the Slobin method, yielding a total sample of 100 respondents. In this study, observations, interviews, and questionnaires were used as data gathering methods. The data analysis techniques used in this study consisted of research instrument testing, multiple linear regression, hypothesis testing, determinant (r2) testing, and classical acceptance testing.

3. RESULTS AND DISCUSSION

1. Uji Validitas

Validity testing is used to check the accuracy of a measuring device for the concept of symptom or event being measured. Effectiveness tests measure whether a survey is effective. If r counts > r tables, then the questionnaire is said to be valid, in which case the measure of the study variable is said to be valid. The r-table value for n=100 is 0.279.

Table 3.1 Hasil Uji Validasi

Variabel	Indikator	r Hitung	Keterangan
Kebudayaan (X1)	X1.1	$0,620^{**}$	Valid
	X1.2	$0,746^{**}$	Valid

	X1.3	0, 711**	Valid
	X2.1	0, 471**	Valid
	X2.2	0, 628**	Valid
Sosial (X2)	X2.3	0, 408**	Valid
	X2.4	0, 488**	Valid
	X3.1	0, 386**	Valid
Pribadi(X3)	X3.2	0, 790**	Valid
	X3.3	0, 816**	Valid
	X3.4	0, 816**	Valid
	X4.1	0,949**	Valid
	X4.2	0,938**	Valid
Psikologis (X4)	X4.3	0, 963**	Valid
	X4.4	0, 828**	Valid
	Y1.1	0, 936**	Valid
	Y1.2	0, 796**	Valid
Keputusan Pembelian(Y1)	Y1.3	0, 368**	Valid
	Y1.4	0, 796**	Valid
	Y1.5	0, 971**	Valid

Source: Data processed by researchers in 2020

The results of the validity test for indicators of the cultural, social, personal, psychological dimensions and purchasing decisions show that all r-count values for the questionnaire question items on the research variables used produce r-count values that are greater than r-table values. The r-table value for the number of samples (n = 100) is 0.279 so that all question items in each questionnaire can be declared valid. So that there are no question indicators that must be removed from the analysis and the data is feasible for further analysis.

2. Uji Realibilitas

Reliability tests are tools for measuring questionnaires that are indicators of variables or constituents. A questionnaire is considered authoritative or authoritative if the responses to the statements are consistent or stable over time. Processed by SPSS program in equipment test with 100 respondents.

Table 3.2 Reliabilitas

Variabel	Cronbach's Alpha	Keterangan	Kategorisasi
Kebudayaan	.413**	Reliabel	Tinggi

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Sosial	*.407***	*Reliabel*	*Tinggi*
Pribadi	*.639***	*Reliabel*	*Tinggi*
Psikologi	*.929***	*Reliabel*	*Tinggi*

Source: Data processed by researchers in 2020

The table shows Cronbach's alpha values. According to the reliability scale categories in Table 3.2 above, the instruments used in this study are highly reliable or reliable, and thus can be used as research tools.

3. Uji analisis regresi berganda.

Table 3.3 Estimasi Persamaan Regresi

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.169	.269		-.631	.530
	X1	-.030	.035	-.023	-.854	.395
	X2	.201	.027	.144	7.585	.000
	X3	.139	.034	.112	4.086	.000
	X4	.724	.015	.940	47.776	.000

Source: Data processed by researchers in 2020

From the table above, considering the numbers in the "Unstandardized Coefficient Beta" column, the multiple regression equation can be constructed as follows :

$$Y = -0{,}169 - 0{,}030\,X1 + 0{,}201\,X2 + 0{,}139\,X3 + 0{,}724\,X4$$

From the above regression equation, we can explain as follows.

$\alpha = -0.169$ is a constant value, if X_1, X_2, X_3 and X_4 are considered 0 then the value of the purchase decision is -0.169

$\beta 1 = -0.030$ This means that cultural variables have a positive impact on purchasing decisions, and a 1-unit increase in the cultural variable will switch purchasing decisions. -0.030 units assuming X_2 and X_3.

$\beta 2 = 0.201$ This means that the social variable has a positive impact on purchase decisions, with a 1-unit increase in the social variable increasing purchase decisions 0.201 units assuming X_1 and X_3.

$\beta 3 = 0.139$ means that the individual variable has a positive effect on the purchase decision, and that a 1-unit increase in the individual variable changes the purchase decision 0.272 units assuming X_2, X_3 and X_4

$\beta 4 = 0.724$ This means that the individual variable has a positive impact on the purchase decision, and a 1-unit increase in the individual variable changes the purchase decision 0.272 units assuming X_2, X_3 and X_4

Regression results show that the independent variable that has the greatest impact on purchasing decisions for indomie products is the psychological variable with a beta coefficient of 0.724. This is because it has the largest beta value compared to the other variables.

4. Uji T (Parsial)

The t-test aims to independently determine the effect of the independent variables in explaining the variation in the dependent variable. The criterion for the t-test is that the independent variable tested has a significant effect on the dependent variable if tcount > ttable and the significance value is less than 0.05. The t-test results are shown in Table 3.4 below.

Table 3.4 Hasil Uji T

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
	(Constant)	-.169	.269		-.631	.530
	X1	-.030	.035	-.023	-.854	.395
1	X2	.201	.027	.144	7.585	.000
	X3	.139	.034	.112	4.086	.000
	X4	.724	.015	.940	47.776	.000

Source: Data processed by researchers in 2020

a. Culture Variable (X1)

The results of testing with SPSS for culture (X1) on purchasing decisions (Y) obtained tcount = -.854 with a significance level of 0.395. With a significant limit = 0.05. Then the significant limit value α (0.05) < significant level 0.395 then the hypothesis is rejected. This means that the variable Culture (X1) has no significant influence on purchasing decisions (Y)

b. Social Variable (X2)

The results of testing with SPSS for social variables (X2) on purchasing decisions (Y) obtained tcount = 7,585 with a significance level of 0.000. With a significant limit = 0.05. Then the significant limit value α (0.05) > significant level 0.000 then the hypothesis can be accepted. This means that social variables (X2) have a significant influence on purchasing decisions (Y)

c. Private Variables (X3)

The results of the SPSS test with personal variables (X3) on purchasing decisions (Y) obtained tcount = 4.086 with a significance level of 0.000. With a significant limit = 0.05. Then the significant limit value α (0.05) > significant level 0.000 then the hypothesis can be accepted. This means that personal variables (X3) have a significant influence on purchasing decisions (Y)

d. Psychology Variables (X4)

The results of testing with SPSS for psychological variables (X3) on purchasing decisions (Y) obtained tcount = 47,776 with a significance level of 0.000. With a significant limit = 0.05. Then the significant limit value α (0.05) > significant level 0.000 then the hypothesis can be accepted. This means that psychological variables (X4) have a significant influence on purchasing decisions (Y)

5. Uji F

The purpose of the F-test is to determine the combined effect of all independent variables on the dependent variable. The criteria for the F-test is that the independent variables collectively influence the dependent variable if the computed F-score > F-table and the significance value is less than 0.05. The results of the F-test are shown in the following table :

Table 3.5 Uji F

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	15.298	4	3.825	710.395	.000[b]
	Residual	.511	95	.005		
	Total	15.810	99			

Source: Data processed by researchers in 2020

The results of testing the hypothesis obtained the calculated F value = 710,395 with a sig = 0.000. Criteria for rejection of Ho if the calculated F value > F table or sig < error level. The results showed that the results of F count = 49.182> 2.704 or sigs

= 0.000 <5% error rate (0.05). So it is concluded that Ho is rejected and it can be said that there is a simultaneous influence between cultural, social, personal and psychological variables on the decision to buy Indomie instant noodles

6. Uji determinasi (R^2)

The coefficient of determination measures the influence of the independent variable on the dependent variable. The closer the value (R2) is to 1, the stronger the relationship between the independent and dependent variables. Conversely, if the value (R2) is close to 0, the relationship between the independent and dependent variables is weak. The results of the R2 test are shown in Table 3.6 below.

Table 3.6 Hasil Uji R^2

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	. 984[a]	.968	.966	.07337

Source: Data processed by researchers in 2020

From the table above we can see that the R-squared value (R2) is 0.966. This indicates that 96.6% of the student's Indomie instant noodle product purchase decisions were influenced by the variation of his four independent variables used. Cultural variables (X1), social variables (X2), individual variables (X3), psychological variables (X4). The remaining 3.4% are influenced by other factors outside the research model.

This study used four variables for cultural, social, personal, and psychological reasons to determine the impact of these factors on purchasing decisions for Indomie brand instant noodles. These variables include: Cultural variables are influencing consumer choices when choosing Indomie brand instant noodles. Cultural factors are of great importance as they are the most fundamental drivers of desire and behavior to receive values, perceptions, preferences and behaviors from other important institutions. With the development of today's fast food culture, many consumers attach great importance to product quality, and many consumers are interested in these products. Today, many people consider popular brands such as instant he ramen and indomie products when making a purchasing decision.

Social variables influence consumer decision-making regarding domestic instant noodle products. These factors include the influence of the social environment, family, and role or status in society. The impact of the local environment on the Indomie brand of instant noodles is usually evident when locals have confidence in the currently popular brand. Furthermore, families should be respected as they have a great influence on product purchasing decisions, their roles and status in society. In other words, you choose the type of product that conveys a good image in the eyes of consumers. Whether or not to purchase Indomie Instant Noodles is a personal consideration that takes into account your age, needs, job, financial situation, lifestyle, and confidence in using these products. Indomie Instant Noodles has achieved tastes that meet consumer needs, including a wide range of flavors to offer to consumers. Personal variables are the variables that are more dominant and influence consumers' fastfood choices. Psychological variables are factors that companies, especially instant noodles, need to consider. These factors influence purchase motivations, advertising awareness, product knowledge, beliefs and attitudes in deciding to purchase Indomie Instant Noodles. When selecting and purchasing instant noodles from Indomie goods, customers take into account the aforementioned four factors. Different consumer behaviors exist. Cultural, societal, emotional, and psychological variables might cause these shifts. For a company's marketing plan to be successful, it is crucial to comprehend consumer behavior. As a result, firms must also address consumers' social requirements and other expectations, in addition to their economic desires.
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4. CONCLUSION

The following conclusions have been reached by the writers based on research and statistical analysis of the variables impacting consumers' purchases of Indomie Instant Noodles at the Makassar State University Economics Department. The three out of the four consumer behavior characteristics that are significant in influencing purchases are. Cultural variables affect purchase decisions, but not materially; these aspects are social, emotional, and psychological in character. The psychological elements that influence consumer behavior the most on decisions to buy Indomie instant noodles are the other three.

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