



THE EFFECT OF CONSUMER PERCEPTIONS OF PRODUCTS AND MOTIVATION ON PURCHASE DECISIONS CANAKO RICE BOX WITH A LIFESTYLE AS A MODERATION VARIABLE

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Abstract

This study aims to determine and analyze the influence of consumer perceptions of the product and motivation on purchasing decisions for canako rice boxes with lifestyle as a moderating variable. The population in this study is the people of Medan City with 6 sub-districts including the sub-districts of Medan Barat, Medan Baru, Medan Polonia, Medan Johor, Medan Kota, Medan Selayang. The reason for using only 6 Medan Districts is that in terms of the distance from the Canako Rice Box outlet to the 6 Districts it is not too far away. The sampling technique in this study was non-probability sampling as many as 138 respondents. The data analysis method uses Structural Equation Modeling-Partial Least Squares (SEM-PLS). The results of the study show that consumer perceptions of products have a positive effect on purchasing decisions. Motivation influences and is significant on purchasing decisions. Lifestyle moderates consumer perceptions of products on purchasing decisions. Lifestyle moderates between motivation and purchasing decisions.

Keywords: *Consumer Perceptions of Products, Motivation, Lifestyle, Purchase Decision*

1. INTRODUCTION

Business is an activity that is very embedded in our daily lives. Currently in the city of Medan many people open a rice box business. One of the rice box businesses in Medan City is Canako Rice Box. Canako Rice Box was present in May 2019. Currently the people of Medan City do not show their preferences for the products in Canako Rice Boxes so that consumers' decisions to buy Canako Rice Boxes are reduced. Consumer decisions are also influenced by core values, belief systems that underlie attitudes and behavior ultimately determine whether a product is purchased or not (Rachmawati, 2021). This is in accordance with Roshinta (2021) that there is a positive and significant influence on lifestyle variables on decisions. As for research according to Yurita (2016) regarding consumer perceptions it has a partial influence on consumer decisions. Lifestyle is related to how a person lives, how to use their money and how to allocate their time. Personality describes consumers more from an internal perspective, which shows the characteristics of their thinking patterns, feelings and perceptions of something (Lubis, 2013). Lifestyle will affect the judgment made by someone who will buy a product. Lifestyle is closely related to the times, in another sense lifestyle can have a positive or negative influence on those who run it (Fitriani, 2013).

Therefore, before setting up a business, the company must consider what customers need and what can attract customers so that customers who have a hobby of relaxing at Canako rice boxes will be interested in visiting. As well as research conducted on consumer lifestyles that have a positive influence on purchasing decisions with a strong correlation level (Hartati, 2016). This shows that the greater the pressure of the consumer's lifestyle, the higher the purchase decision. The lifestyle that the Medan community lives does not escape their views or perceptions of a food (Ashoer, 2019). Before launching its product, the company must be able to see or know what consumers need. Consumer perceptions depend on the tastes that consumers have for something

(Syahputro, 2015). There are several internal factors that can influence consumer decisions, namely motivation, perception, learning, beliefs and attitudes. Motivation is a situation in the person that encourages the individual's desire to carry out certain desires in order to achieve goals. In addition to the motivation that underlies a person to make a purchase decision to buy a product or service, it must be accompanied by a person's perception of the product or service (Naashir, 2016).

2. LITERATURE REVIEW

2.1. Buying decision

Purchasing decisions involve a sequence of choices made by the consumer before making a purchase that begins after he has the willingness to fulfill a need. Purchasing decisions are a process of formulating all available alternative choices efficiently in order to make the best purchases (Syahputro, 2015). The purchase decision is a decision as the selection of an action from two or more alternative choices (Maulana, 2019).

2.2. Lifestyle

The lifestyle of a community will be different from other communities. Lifestyle is an act in which a person lives by expressing himself through his activities, interests, and opinions (Amelia, 2022). Lifestyle is a person's pattern of living in the world which is reflected in activities, interests, and opinions (Hartati, 2016).

2.3 Motivation

Motivation comes from the Latin word *movere* which means encouragement or movement. In this case, motivation is one of the most important things so that consumers get the maximum results from what they want. This motivation will direct individual behavior towards a goal to achieve satisfaction (Rachmawati, 2021). Motivation is a personal condition that encourages individual desires to carry out certain desires in order to achieve goals (Naashir, 2016).

2.4 Consumer Perceptions of Products

Perception is a process that arises as a result of sensation, where sensation is the activity of feeling or the cause of an exhilarating emotional state. This response has a meaning that is attributed to past experiences, stimuli received through the five senses. Perception is the process of selecting, compiling, interpreting and interpreting information in order to get a better picture of everything in the world (Syahputro, 2015).

3. RESEARCH METHOD

This type of research uses quantitative research methods. This research was conducted at Canako Rice Box, Medan City. This research was conducted in January 2023. The population in this study was the people of Medan City with 6 sub-districts including the sub-districts of Medan Barat, Medan Baru, Medan Polonia, Medan Johor, Medan Kota, Medan Selayang. The reason for using only 6 Medan Districts is that in terms of the distance from the Canako Rice Box outlet to the 6 Districts it is not too far away. The sampling technique in this study was that the sample was taken using a non-probability sampling design. In this study, data analysis used the Partial Least Square (PLS) approach. PLS is a component- or variant-based Structural Equation Modeling (SEM) model.



4. RESULTS AND DISCUSSION

Table 1. Descriptive Statistics

ResponseRep.	Strongly Disagree (1)	Disagree (2)	Not enough Agree (3)	Agree (4)	Strongly agree (5)	Average	Category
Items (Indicator)	F (%)	F (%)	F (%)	F (%)	F (%)		
(A handy lunch pattern)	0	0	11(8.0%)	79 (57.2%)	48 (34.8%)	4.27	Very good
(Interested in canako rice box products from a practical perspective)	0	1 (0.7%)	13 (9.4%)	78 (56.5%)	46 (33.3%)	4.22	Very good
(Purchasing canako rice box products is appropriate need)	0	1 (0.7%)	12 (8.7%)	81 (58.7%)	46 (33.3%)	4.22	Very good
(Buying canao rice box products because current)	0	1 (0.7%)	12 (8.7%)	79 (57.2%)	46 (33.3%)	4.23	Very good

Source: Research Results (Data Processed by Author, 2023)

Table 1 explains that in the analysis of the frequency of respondents' answers to statement 1 there were 11 or 8.0% of respondents who answered disagree, 79 or 57.2% of respondents agreed, 48 or 34.8% of respondents answered strongly agreed. The mean value of statement 1 is 4.27. This is because customers are happy when they buy canako rice boxes because they can be consumed in any situation. Frequency analysis of respondents' answers to statement 2 (1 or 0.7% of respondents disagreed, 13 or 9.4% of respondents disagreed, 78 or 56.5% of respondents agreed, 46 or 33.3% of respondents strongly agreed). The mean value of the statement 2, namely 4.22. This is because the Canako rice box product is practical and can be taken anywhere. Analysis of the frequency of respondents' answers to statement 3 there were 1 or 0.7% who answered disagree, 12 or 8.7% of respondents answered disagree, 81 or 58.7% of respondents agreed, 44 or 31.9% of respondents answered strongly agreed. The mean value of statement 3 is 4.22. This is because canao rice boxes can be ordered for any needs such as food after meeting activities. Analysis of the frequency of respondents' answers to statement 4 was 1 or 0.7% answered disagree, 12 or 8.7% of respondents answered disagree, 79 or 57.2% of respondents agreed, 46 or 33.3% of respondents answered strongly agreed. The mean value of statement 4 is 4.23.

This is because canao rice boxes are still classified as contemporary and practical food products. 12 or 8.7% of respondents answered that they did not agree, 81 or 58.7% of respondents agreed, 44 or 31.9% of respondents answered strongly agreed. The mean value of statement 3 is 4.22. This is because canao rice boxes can be ordered for any needs such as food after meeting activities. Analysis of the frequency of respondents' answers to statement 4 was 1 or 0.7% answered disagree, 12 or 8.7% of respondents answered disagree, 79 or 57.2% of respondents agreed, 46 or 33.3% of respondents answered strongly agreed. The mean value of statement 4 is 4.23. This is because canao rice boxes are still classified as contemporary and practical food products. 12 or 8.7% of respondents answered that they did not agree, 81 or 58.7% of respondents agreed, 44 or 31.9% of respondents answered strongly agreed. The mean value of statement 3 is

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Table 2. Path Coefficient

	Original Sample (O)	Sample Means (M)	Standard Deviation (STDEV)	T Statistics ((O/STDEV))	P Values
Lifestyle -> Purchase Decision	0.370	0.373	0.052	7,166	0.000
Consumer Perception -> Lifestyle -> Purchase Decision	0.061	0.060	0.029	2.117	0.035
Motivation -> Lifestyle -> Purchase Decision	0.039	0.039	0.018	2,188	0.029
Motivation -> Purchase Decision	0.594	0.590	0.057	10,468	0.000
Consumer Perceptions of Products -> Purchasing Decisions	0.061	0.061	0.028	2,168	0.031

Source: Research Results (Data Processed by Author, 2023)

Table 2 explains that the influence between consumer perceptions of products on purchasing decisions with P-Values $0.031 < 0.05$, means that there is a positive and significant influence between consumer perceptions of products on purchasing decisions. H1 there is a positive and significant influence on consumer perceptions of products on purchasing decisions. Influence between purchase motivation on purchase decisions with P-Values $0.000 < 0.05$, meaning that there is a positive and significant influence between motivation and purchase decisions. H2 there is a positive and significant effect of motivation on purchasing decisions. Influence between consumer perceptions of products on purchasing decisions with lifestyle as a moderating variable. with P-Values $0.035 < 0.05$, meaning that there is a positive and significant influence between consumer perceptions of products and purchasing decisions with lifestyle as a moderating variable. H3 there is a positive and significant influence on consumer perceptions of products on purchasing decisions



with Lifestyle as a Moderating variable. The influence between motivation on purchasing decisions and lifestyle as a moderating variable. With P-Values $0.029 < 0.05$, it means that there is a positive and significant influence between Motivation and Purchase Decisions with Lifestyle as a Purchase Decision with Lifestyle as a Moderating variable. H4 there is a positive and significant effect of motivation on purchasing decisions with lifestyle as a moderating variable. Influence between Lifestyle on Purchase Decision with P-Values $0.000 < 0.05$, From the tests on points c, d and e it can be interpreted that the lifestyle variable (z) is a pseudo moderation, where there is a significant influence of lifestyle variable (z) on the purchase decision variable (y) and the influence of the interaction (ME1 and ME2) is also significant. It can be interpreted that from the model formed in this study, the moderating variable can interact with the independent variables as well as being the independent variable.

DISCUSSION

The results of the analysis show that the direct influence is known. Consumer perceptions of products have a positive and significant effect on purchasing decisions where the path coefficient value of consumer perceptions of products is 0.061 and a significant value is $0.031 < 0.05$, meaning that the results show that consumer perceptions of products have a positive and significant influence on Buying decision. The direct effect is known that motivation has a positive and significant effect on purchasing decisions, where the path coefficient value of motivation is 0.766 and a significant value is $0.000 < 0.05$, meaning that the results show that motivation has a positive and significant influence on purchasing decisions.

The direct influence of lifestyle is known to moderate between consumer perceptions of purchasing decisions, where the path coefficient value of consumer perceptions of products is 0.251 and a significant value is $0.009 < 0.05$, meaning that the results show that lifestyle can moderate between consumer perceptions and purchasing decisions. Lifestyle moderates between motivation and purchasing decisions, where the path coefficient value of motivation is 0.496 and a significant value is $0.033 < 0.05$, meaning that the results show that lifestyle can moderate between motivation and purchasing decisions.

5. CONCLUSION

Based on the results of the research above, it can be concluded that consumer perceptions of products have a positive and significant effect on purchasing decisions at Canako Rice Box. Motivation has a positive and significant effect on purchasing decisions at Canako Rice Box. Lifestyle has a positive and significant effect on purchasing decisions at Canako Rice Box. Lifestyle Moderates Consumer Perceptions of Products on Purchase Decisions at Canako Rice Box. Lifestyle Moderates Between Motivation and Purchase Decisions at Canako Rice Box.

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