

# **The Impact of Motivation, Perception and Attitude toward Consumer Purchasing Decision: A Study Case of Surabaya and Jakarta Society on Carl's Junior**

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## **ABSTRACT**

Psychological factors such as consumer motivation, perception and attitude are believed to be the main decider of consumer purchasing decision. Those psychological factors will process all the stimulators from the marketers then affect the entire consumer decision-making process. Carl's Junior is one of the most happening restaurants that able to attract many Surabaya and Jakarta citizen dare to queue just to enjoy a burger. This research wants to find out the impact of consumer motivation, perception and attitude toward consumer purchasing decision as well as to compare Surabaya and Jakarta consumer behavior on purchasing Carl's Junior. Consumer motivation is here divided into hierarchy of needs, rational motivation and emotional motivation. Consumer perception is here divided into perceived image, perceived quality and perceived risk. Multiple regression test is used to process the result and the researcher use simple random sampling by spreading 100 questionnaires to each Jakarta and Surabaya Carl's Junior consumers. The result of the research shows that there is significant impact of consumer motivation, perception and attitude toward consumer purchasing decision and there are similarity and differences consumer behavior between Surabaya and Jakarta consumer.

**Keywords:** Consumer behavior, motivation, perception, attitude, consumer purchasing decision.

## **ABSTRAK**

*Faktor psikologis seperti motivasi konsumen, persepsi dan sikap diyakini sebagai penentu utama dalam pengambilan keputusan. Faktor-faktor psikologis akan memproses semua stimulator dari pemasar dan mempengaruhi seluruh proses pengambilan keputusan konsumen. Carl's Junior adalah salah satu restoran yang mampu menarik banyak warga Surabaya dan Jakarta berani untuk mengantri hanya untuk menikmati sebuah burger. Tujuan dari penelitian ini adalah menganalisa dampak motivasi, persepsi dan sikap terhadap keputusan pembelian konsumen serta membandingkan perilaku konsumen Surabaya dan Jakarta pada pembelian Carl's Junior. Motivasi konsumen di sini dibagi menjadi hierarki kebutuhan, motivasi rasional dan motivasi emosional. Persepsi konsumen juga dibagi menjadi persepsi gambaran, persepsi kualitas dan risiko. Uji regresi berganda digunakan untuk memproses hasil penelitian dan peneliti menggunakan simple random sampling dengan menyebarkan 100 kuesioner kepada masing-masing konsumen Carl's Junior di kota Jakarta dan Surabaya. Hasil penelitian menunjukkan bahwa ada pengaruh yang signifikan dari motivasi, persepsi dan sikap terhadap keputusan pembelian konsumen dan ada perilaku konsumen kesamaan dan perbedaan antara Surabaya dan Jakarta.*

**Kata kunci:** Perilaku konsumen, motivasi, persepsi, sikap, keputusan pembelian.

## **INTRODUCTION**

Culinary industry is one of the most popular industries in Indonesia recently. Based on Ministry of Tourism and Creative Economy (2014), the development of restaurant business is keep increasing from year to year. In 2010, the total

amount of restaurant in Indonesia is 2,916 units or it increase by 7.8% compare to the year of 2009 (Kemenkeu, 2012). In addition, if it is seen from the distribution of the restaurant number, the majorities are located in DKI Jakarta, West Java and East Java with the unit number of 1,359 (46.6%), 286 (9.8%) and 231 (7.9%) respectively (Kemenkeu, 2012).

According to Tjahjono Haryono (2012), Head of Indonesia Association of Café and Restaurant's Owner (Apkrindo) East Java state that consumer consumptive culture is the main reason why the number of culinary business is keep increasing (Pebisnis restoran Jatim gencar ekspansi, 2012). In other word, the increment in emergence of culinary businesses in Indonesia is driven by the fondness of community in consuming food and beverages.

The phenomenon that happening in culinary industry also occur to one of American's fast food restaurant which is popular with its charbroiled burger, named Carl's Junior. February 2014, Carl's Jr. start to expand their business to Surabaya. They open their first outlet in Surabaya International Airport, Sidoarjo (Rahayu, 2014). As soon as the outlet opens, Carl's Junior was able to be the most trending topic in Surabaya society life and social up to now (Chandra, 2014). As a matter of fact, as soon as possible Carl's Jr. had their soft opening, many Surabaya's youngsters and executives dare to have a long way ride from Surabaya to Sidoarjo just to buy this premium charbroiled burger and then post in on the social media such as Facebook, Instagram, Path, etc. (Dewi, 2014). Then, November 9<sup>th</sup> 2014, Carl's Jr. opened their first stand-alone restaurant in Surabaya, which located in Kertajaya Street. This culinary phenomenon is getting intense; in the mid of November, Carl's Junior opened their store and sooner there were many Surabaya youngsters came to try and dare to queue up to the outside of Carl's Junior entrance door. Moreover they also parked their car far away from the store up to across the street just to buy, taste this premium burger and post their picture into social media. The overexcitement of Surabaya society in trying that premium burger which cost around Rp33.000 – Rp70.000 has lead Carl's Junior overwhelms with its orders (Chandra, 2014). Since the changes in consumer lifestyle and buying behavior also occur on this American fast food chain, Carl's Junior will be the most suitable object research in this research. That changes in consumer life style able to create a new buying behavior in the society. According to Kotler (2011), *consumer buying behavior* is "the study of how people buy, what they buy, when they buy and why they buy." In addition, based on Schiffman and Wisenbilt (2015) psychological factor such as consumer motivation, perception and attitude are predicted as the main decider of consumer purchasing decision (p. 48). Thus, in this research, it is interesting to identify the impact of motivation, perception and attitudes towards consumer purchasing decision.

Indeed, culinary business becomes the most demanding business, which considered as a business that will never die. However, certainly every business will face up and down due to the number of customers and the fierce competition among

restaurants (AZ., 2012). Thus, in this research, researcher will provide solutions to restaurant's owner so that they can identify what traits that can affect purchasing decision that might lead to the sustainability. In addition, there will be a question raised whether these traits that affect purchasing decision will be aroused on another region. It will highlight the differences in motivation, perception and attitudes of customers in different regions, in this case researcher will compare the differences between Surabaya and Jakarta consumer behavior.

## LITERATURE REVIEW

Restaurant defines as a commercial place where it offers food, beverage and experience in order to satisfy guest's hunger, thirst and boredom. (Abdillah, 2007, p. 1). There are three types of restaurant based on serving system, namely, formal restaurant that provides high-class service concept such as fine dining; informal restaurant where it express more on the service, speed of service and practicality such as café, coffee shop and fast food restaurant; specialties restaurant where it give specific concept on its food and place such as Chinese restaurant and Italian restaurant (Soekresno, 2007, p. 16).

The goal of this research is to analyze consumer-buying behavior. Consumer buying behavior is "the study of individuals, groups or organizations and the processes they use to select, secure, use and dispose of products, services, experiences or ideas to satisfy needs and the impacts that these processes have on the consumer and society" (Hawkins & Mothersbaugh, 2013, p. 6). Consumer buying behavior can be influenced the most by his or her own psychological factor that come from inside of an individual, which are consumer motivation, attitude and perception (Schiffman & Wisenblit, 2015).

In all business industry, motivation plays an important role in consumer buying process. Motives originated from individual need where there is a strong pressure to seek satisfaction and pleasure (Kotler & Armstrong, 2011, p. 147). Motivation occurs because there is a need. Need forces people to act and fulfill their need where it is end up with satisfaction. Based on Maslow Hierarchy of Needs (1943), there are 5 levels of human needs, which are physiological need as the basic need of human being to live. It covers the need of hunger, thirst, sleep and sex. Safety need as the second layer of need hierarchy covers the need to feel safe and secure. Belongingness need as a stage where human being need the sense of belonging, love, friendship and group acceptance. Esteem is the need of having status acknowledgment, reputation, prestige, personal satisfaction and appreciation by their peers. As the highest need hierarchy, self actualization stressed on self fulfillment. Furthermore, Setiadi

(2013) also explained that there are two types of motivation that may influence consumer-purchasing decision, which are rational motivation (based on objectivity in assessing the product) and emotional motivation (based on subjectivity in assessing the product). Therefore, in purchasing certain product, rational motivation and emotional motivation may have impact on consumer purchasing decision (pp. 35-36).

Hawkins & Mothersbaugh (2013) state that perception is “a process that begins with consumer exposure and attention to marketing stimuli and ends with consumer interpretation” (p. 272). According to Schiffman and Wisenblit (2015), perception will create consumer imagery towards certain object that effect consumer purchasing decision process (p. 133). Consumer imagery is “consumers’ perceptions of all the components of products, service and brands and to how consumers evaluate the quality of marketers’ offerings” (Schiffman & Wisenblit, 2015, p. 133). There are three issues of consumer imagery, which are perceived image (product positioning), perceived quality (quality of product, service, and price) and perceived risk. (pp. 133-144).

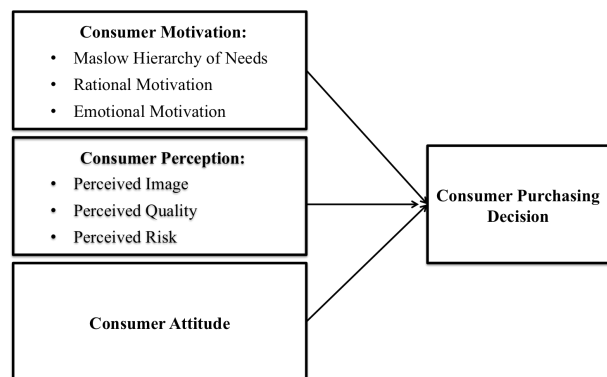
Beside motivation and perception, consumer attitude also acts as a crucial factor that influence people purchasing decision. Schiffman and Kanuk (2004) view an attitude as a favorable or unfavorable behavior in purchasing certain product. Attitude consists of three components, which are cognitive (knowledge and belief), affective (feeling), and behavioral (action) (Hawkins & Mothersbaugh, 2013).

Consumer behavior will determine purchasing decision process. Consumer purchasing decision is a decision making process where consumer decide to purchase a product (Kotler & Armstrong, 2011). Based on Kotler (1997), there are five steps of purchasing decision process which are problem recognition, information searching, evaluation of alternatives, purchase decision and post purchase decision (Hawkins & Mothersbaugh, 2013).

### Relationship Between Concepts

In a relation to consumer purchasing decision, Schiffman & Wisenblit (2015) stated that consumer psychological factor such as motivation, perception and attitude would significantly influence consumer-purchasing decision. Other researchers that verify the influence of consumer motivation, perception and attitudes on consumer purchasing decision are also supporting this concept. The entire researchers agreed that motivation, perception and attitude positively and significantly influence consumer-purchasing decision (Wahyuni, 2008; Akbar, 2010; Utami, 2010). Consumer purchasing decision itself depends on how strong individual inner’s motive to buy a product. Thus, when consumer motivation of Maslow hierarchy of needs, rational motivation and

emotional are getting stronger, there will be more positive motivation that associates with consumer purchasing decision. As well as motivation, perception will influence individual to purchase and consume certain product. Perception here is divided into three categories, namely consumer perception towards image, quality and risk of the object. When consumer has positive perception towards image, quality and risk of the object, the influence towards purchasing decision is getting stronger. Thirdly, consumer attitude consists of three components that integrated and connected to each other’s, which are cognitive, affective and behavioral. A strong attitude will show favorable behavior that lead individual to buy certain product. The stronger the attitude of a consumer toward a product, the stronger consumer belief and emotion in stimulate individual’s behavior to purchase a product. In summary, the greater influence of consumer motivation based on Maslow hierarchy of needs, rational motivation, emotional motivation, consumer perception of image, quality, risk and consumer attitude, the higher influence toward consumer purchasing decision.



**Figure 1. Framework of the Research**

Based on the research background, the hypotheses of this research are:

- H<sub>1</sub>: Hierarchy of needs, rational motivation, emotional motivation, perceived image, perceived quality, perceived risk and attitude have significant impact toward Jakarta and Surabaya consumer purchasing decision simultaneously.
- H<sub>2</sub>: Hierarchy of needs, rational motivation, emotional motivation, perceived image, perceived quality, perceived risk and attitude have significant impact toward Jakarta and Surabaya consumer purchasing decision partially.

### RESEARCH METHOD

Within this research, explanatory study and quantitative analysis is used to analyse the impact of

motivation, perception and attitude of Surabaya and Jakarta society in purchasing Carl's Junior. This research uses simple random sampling to obtain the sample data by spreading 100 questionnaires to each Surabaya and Jakarta society on Carl's Junior. Basically, there are seven independent variables and one dependent variables which are Maslow hierarchy of needs ( $X_1$ ), rational motivation ( $X_2$ ), emotional motivation ( $X_3$ ), perceived image ( $X_4$ ), perceived quality ( $X_5$ ), perceived risk ( $X_6$ ), attitude ( $X_7$ ) and consumer purchasing decision ( $Y$ ).

According to Cooper & Schindler (2014), researcher needs data that transformed into meaningful information. This research will use a statistical tool called SPSS (Statistical Package for Social Science) software to analyze and interpret the data. This report uses three types of analytical method that consist of Reliability and Validity Test, BLUE Classic Assumption Test and Multiple Linear. In this research, there are four types of BLUE Classic Assumption, which are Normality test, Multicollinearity test, Autocorrelation test and Heteroscedasticity test (Wibowo, 2012, p. 128). After it can pass the entire assumption test, the next step that needs to be done is testing the hypotheses through multiple regression tests. There will be two sets of regression to answer the hypotheses that consist of Surabaya and Jakarta regression result. Each of the hypotheses will be tested through F test, t – test, and Adjusted  $R^2$ . After examining all those statistical method, researcher may have the result to accept or reject the hypotheses (Ghozali, 2013).

## RESULTS AND DISCUSSION

In this part, the researcher will start to discuss the result of Surabaya, Jakarta and then the analysis of both Surabaya and Jakarta respectively.

### Surabaya

The respondent contains of 68 % females and 32% males with the aged mostly 18 – 25 years old (73%) and ruled by students or colleges (59%). The respondents are regularly having lunch or dinner in a restaurant 3-4 times in a week (40%) and 35% of the respondents are willing to pay Rp50.000 – Rp70.000. Mostly the respondents are companied by their friends when eat in a restaurant by 43% and 49% of the respondent like to eat in Asian restaurant.

From validity and reliability test, Surabaya result has proven that the instrument of the research, which is the questionnaire, is valid which all of the variables have significant level of each total item below 0.05 and reliable where the Cronbach Alpha of all variabels are above 0.6. Thus, the questionnaire is able to quantify the data accurately, precisely and consistently.

In this test, the researcher uses two normality tests, which are graphic test that consist of

histogram graphic and normal probability plot and statistical test, which is Kolmogorov – Smirnov test. The histogram graphic demonstrates the residuals are normally distributed. It is shown form the curve that resembles bell-shaped curve. The second step in graphic test is to test the normality by using normal probability plot. The residuals in the regression model are normally distributed too. It displays that it creates a diagonal line and the residuals are following the diagonal line and spread around the diagonal line. Beside graphic test, the researcher adopts Kolmogrov – Smirnov test as the statistical test to strengthen the hypotheses. Looking at the last column inside Table 1. the Asymp. Significance of Kolmogorov – Smirnov is 0.200. Since Kolmogorov-Smirnov is having significant level  $> 0.05$ , the researcher accepts  $H_0$  where the residuals in the regression model are normally distributed and reject  $H_1$ .

**Table 1. Result of Kolmogorov–Smirnov Test Surabaya**

		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	.80950607
Most Extreme Differences	Absolute	.062
	Positive	.046
	Negative	-.062
Test Statistic		.062
Asymp. Sig. (2-tailed)		.200

a. Test distribution is Normal.  
b. Calculated from data.

Correlation between independent variable in a regression model should be avoided. Hence, multicollinearity test is needed in a regression model. Table 2. proves that there is no multicollinearity in this regression model. It can be seen through two variables, which are tolerance value and Variance Inflation Factor. The entire independent variables of this research are having tolerance value  $\geq 0.10$  and  $VIF \leq 10$ . Thus, it can be conclude that there is no multicollinearity in the regression model.

**Table 2. Result of Multicollinearity Test Surabaya**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error				Tolerance	VIF
1 (Constant)	-.176	.538		-.327	.744		
AvgMaslow	.446	.131	.319	3.409	.001	.506	1.977
AvgRational	.202	.142	.126	1.421	.159	.568	1.760
AvgEmotional	.353	.142	.242	2.484	.015	.468	2.137
AvgPerceivedImage	-.202	.155	-.138	-1.309	.194	.396	2.523
AvgPerceivedQuality	.295	.159	.162	1.854	.067	.580	1.724
AvgPerceivedRisk	.248	.154	.143	1.605	.112	.558	1.792
AvgAttitude	.312	.165	.184	1.893	.061	.469	2.132

a. Dependent Variable: AvgBehavior

This research uses Durbin Watson test to detect autocorrelation in the regression model. Through Durbin Watson table, the researcher find that the lower bound (dl) is 1.528 and the upper bound (du) is 1.826 where it can be found in sample size of 100 and independent variable of 7. Durbin – Watson

value (d) is 2.087 (see Table 3), which is lower than 1.826 (du) and higher than 2.174 (4-du) (see Table 4) where it fails to reject the null hypotheses. Thus, it can be concluded that there is no autocorrelation between the residuals in the regression model.

**Table 3. Result of Autocorrelation Test Surabaya**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.769 <sup>a</sup>	.592	.561	.83974	2.087

a. Predictors: (Constant), AvgAttitude, AvgRational, AvgPerceivedQuality, AvgPerceivedRisk, AvgMaslow, AvgEmotional, AvgPerceivedImage

b. Dependent Variable: AvgBehavior

**Table 4. Interpretation of Durbin Watson Table Surabaya**

Null Hypothesis	Decision	Condition
There is no positive autocorrelation	Reject null hypothesis	$0 < d < 1.528$
There is no positive autocorrelation	No decision	$1.528 \leq d \leq 1.826$
There is no negative correlation	Reject null hypothesis	$2.472 < d < 4$
There is no negative correlation	No decision	$2.174 \leq d \leq 2.472$
There is no autocorrelation, positive or negative	Fail to reject null hypothesis	$1.826 < d < 2.174$

Within this research, the researcher adopts Glejser Test to detect heteroscedasticity result in the regression model. Table 5. shows the result of Glejser test, first of all, looking at the significance value of each variables are above  $\geq 0.05$ . Therefore, it can be conclude that the researcher will accept  $H_0$  where there is no heteroscedasticity result on this model.

**Table 5. Result of Heteroscedasticity Test Surabaya**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.263	.319		3.954	.000
	AvgMaslow	-.138	.078	-.250	-1.784	.078
	AvgRational	-.008	.084	-.012	-.094	.925
	AvgEmotional	.117	.084	.202	1.391	.168
	AvgPerceivedImage	-.043	.092	-.075	-.473	.637
	AvgPerceivedQuality	-.075	.095	-.103	-.791	.431
	AvgPerceivedRisk	-.021	.091	-.031	-.229	.819
	AvgAttitude	-.018	.098	-.027	-.189	.851

a. Dependent Variable: ABS

Looking at Table 6. Surabaya questionnaire's result has Adjusted R Square of 0.561. It means that 56.1% of the variance in consumer purchasing decision can be explained by the regression model, which contains of Maslow hierarchy, rational motivation, emotional motivation, perceived image, perceived quality, perceived risk and attitude.

**Table 6. Result of Adjusted R<sup>2</sup> Test Surabaya**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.769 <sup>a</sup>	.592	.561	.83974

a. Predictors: (Constant), AvgAttitude, AvgRational, AvgPerceivedQuality, AvgPerceivedRisk, AvgMaslow, AvgEmotional, AvgPerceivedImage

To test the hypothesis, the researcher will do quick analysis by looking the significance level. It

used significance level of 0.05 (two-tailed). If the significance F (P-value) is lower than significance level of 0.05, the researcher will reject  $H_0$  and accept  $H_1$ , where all the independent variable has significant impact on dependent variable (Ghozali, 2013, p. 98). According to Table 7. it shown that the significance F of Anova table in the multiple regression analysis is 0.000, where it is lower than the cutoff point of F test. It can be conclude that the researcher will reject  $H_0$  and accept  $H_1$ . Hence, all the independent variables have significant impact toward the dependent variable simultaneously.

**Table 7. Result of F - test Surabaya**

Model		Sum of Squares	DF	Mean Square	F	Sig.
1	Regression	94.080	7	13.440	19.059	.000 <sup>b</sup>
	Residual	64.875	92	.705		
	Total	158.954	99			

a. Dependent Variable: AvgBehavior

b. Predictors: (Constant), AvgAttitude, AvgRational, AvgPerceivedQuality, AvgPerceivedRisk, AvgMaslow, AvgEmotional, AvgPerceivedImage

In t – test,  $H_1$  is accepted when the significance t (P-value) is smaller than significance level 0.05. Thus, it can be conclude if each independent variable significantly impacts the dependent variable (p. 98). Looking at Table 7. there are two independent variables that partially give significant impact toward the dependent variable. Maslow hierarchy ( $X_1$ ) and emotional motivation ( $X_3$ ) has significance t smaller than 0.05, which is 0.001 and 0.015 respectively. However, others independent variable such as rational motivation ( $X_2$ ), perceived image ( $X_4$ ), perceived quality ( $X_5$ ), perceived risk ( $X_6$ ) and attitude ( $X_7$ ) are not partially give significance impact to consumer purchasing decision (Y) since it have significance t above 0.05.

**Table 8. Result of t - test Surabaya**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.176	.538		-.327	.744
	AvgMaslow	.446	.131	.319	3.409	.001
	AvgRational	.202	.142	.126	1.421	.159
	AvgEmotional	.353	.142	.242	2.484	.015
	AvgPerceivedImage	-.202	.155	-.138	-1.309	.194
	AvgPerceivedQuality	.295	.159	.162	1.854	.067
	AvgPerceivedRisk	.248	.154	.143	1.605	.112
	AvgAttitude	.312	.165	.184	1.893	.061

a. Dependent Variable: AvgBehavior

Through out multiple regression test, it can be conclude that the researcher accept the hypothesis where Maslow hierarchy of needs, rational motivation, emotional motivation, perceived image, perceived quality, perceived risk and attitude have significant impact toward Surabaya consumer purchasing decision simultaneously; the researcher also accept  $H_2$  where Maslow hierarchy of needs and emotional motivation have significant impact toward Surabaya consumer purchasing decision partially and reject the hypothesis where rational motivation, perceived image, perceived quality, perceived risk



and attitude have significant impact toward Surabaya consumer purchasing decision partially.

### Jakarta

The respondent consists of 64 % females and 36% males with the aged mostly 18 – 25 years old (51%) and dominated by employees (69%). The respondents are regularly having lunch or dinner in a restaurant more than 5 times a week (47%) and 30% of the respondents are willing to pay Rp50.000 – Rp70.000. Mostly the respondents are companied by their friends when eat in a restaurant by 40% and 49% of the respondent like to eat in Asian restaurant.

Based on validity and reliability test, all the question items in the questionnaire are valid and reliable. It means that the questionnaire in this research is able to measure the real condition of Jakarta consumer's behavior accurately, precisely and consistently.

In this test, the researcher uses two normality tests, which are graphic test that consist of histogram graphic and normal probability plot and statistical test, which is Kolmogorov – Smirnov test. The histogram graphic demonstrates the residuals are normally distributed. It is shown form the curve that resembles bell-shaped curve. The second step in graphic test is to test the normality by using normal probability plot. The residuals in the regression model are normally distributed too. It displays that it creates a diagonal line and the residuals are following the diagonal line and spread around the diagonal line. Beside graphic test, the researcher adopts Kolmogorov – Smirnov test as the statistical test to strengthen the hypotheses. Looking at the last column inside Table 9. the Asymp. Significance of Kolmogorov – Smirnov is 0.200. Since Kolmogorov-Smirnov is having significant level  $> 0.05$ , the researcher accepts  $H_0$  where the residuals in the regression model are normally distributed and reject  $H_1$ .

**Table 9. Result of Kolmogorov–Smirnov Test Jakarta**

	Unstandardized Residual
N	100
Normal Parameters <sup>a,b</sup>	.0000000
Most Extreme Differences	.74823780
Absolute	.056
Positive	.054
Negative	-.056
Test Statistic	.056
Asymp. Sig. (2-tailed)	.200

a. Test distribution is Normal.  
b. Calculated from data.

Looking at Table 10. that shows the coefficient table of multicollinearity test, first the researcher will look on the tolerance column and second the VIF column. All the seven independent variable in this research has tolerance value above 0.10 and has VIF value below 10 where it means that there is no multicollinearity happens in the regression model.

**Table 10. Result of Multicollinearity Test Jakarta**

Model	Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics	
	B	Std. Error	Beta	t	Sig.	Tolerance VIF
1 (Constant)	1.302	.563		2.311	.023	
AvgMaslow	.329	.152	.211	2.166	.033	.595 1.680
AvgRational	-.287	.165	-.165	1.737	.086	.628 1.592
AvgEmotional	.298	.171	.195	1.743	.085	.453 2.208
AvgPerceivedImage	.265	.151	.174	1.754	.083	.570 1.753
AvgPerceivedQuality	-.043	.198	-.024	.215	.830	.470 2.126
AvgPerceivedRisk	.275	.174	.164	1.586	.116	.528 1.894
AvgAttitude	.464	.220	.253	2.111	.038	.392 2.552

a. Dependent Variable: AvgBehavior

This research uses Durbin Watson test to detect autocorrelation in the regression model. Through Durbin Watson table, the researcher find that the lower bound (dl) is 1.528 and the upper bound (du) is 1.826 where it can be found in sample size of 100 and independent variable of 7. Durbin – Watson value (d) is 1.993 (see Table 11.), which is lower than 1.826 (du) and higher than 2.174 (4-du) (see Table 12.) where it fails to reject the null hypotheses. Thus, it can be concluded that there is no autocorrelation between the residuals in the regression model.

**Table 11. Result of Autocorrelation Test Jakarta**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.693 <sup>a</sup>	.481	.441	.77618	1.993

a. Predictors: (Constant), AvgAttitude, AvgRational, AvgPerceivedQuality, AvgMaslow, AvgPerceivedRisk, AvgPerceivedImage, AvgEmotional

b. Dependent Variable: AvgBehavior

**Table 12. Interpretation of Durbin Watson Table Jakarta**

Null Hypothesis	Decision	Condition
There is no positive autocorrelation	Reject null hypothesis	$0 < d < 1.528$
There is no positive autocorrelation	No decision	$1.528 \leq d \leq 1.826$
There is no negative correlation	Reject null hypothesis	$2.472 < d < 4$
There is no negative correlation	No decision	$2.174 \leq d \leq 2.472$
There is no autocorrelation, positive or negative	Fail to reject null hypothesis	$1.826 < d < 2.174$

Within this research, the researcher adopts Glejser Test to detect heteroscedasticity result in the regression model. Table 13. shows the result of Glejser test, first of all, looking at the significance value of each variables are above  $\geq 0.05$ . Therefore, it can be conclude that the researcher will accept  $H_0$  where there is no heteroscedasticity result on this model.

**Table 13. Result of Heteroscedasticity Test Jakarta**

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1 (Constant)	.674	.331		2.037	.045	
AvgMaslow	-.023	.089	-.034	-.259	.796	
AvgRational	.126	.097	.167	1.299	.197	
AvgEmotional	.046	.100	.070	.460	.647	
AvgPerceivedImage	-.115	.089	-.174	-1.289	.200	
AvgPerceivedQuality	-.094	.116	-.121	-.812	.419	
AvgPerceivedRisk	.018	.102	.025	.177	.860	
AvgAttitude	.019	.129	.024	.146	.884	

a. Dependent Variable: abs

Based on Table 14. it shows that the adjusted r square of Jakarta's consumer is 0.441. It means that

44.1% of the variance in Jakarta consumer purchasing decision can be explained by the regression model, which contains of Maslow hierarchy, rational motivation, emotional motivation, perceived image, perceived quality, perceived risk and attitude.

**Table 14. Result of Adjusted R<sup>2</sup> Test Jakarta**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.693 <sup>a</sup>	.481	.441	.77618

a. Predictors: (Constant), AvgAttitude, AvgRational, AvgPerceivedImage, AvgMaslow, AvgPerceivedRisk, AvgPerceivedQuality, AvgEmotional

According to Table 15. shows that the significance F of ANOVA table in the multiple regression analysis is 0.000, where it is lower than the cutoff point of F test. It can be conclude that the researcher will reject H<sub>0</sub> and accept H<sub>1</sub>. Hence, all the independent variables have significant impact toward the dependent variable simultaneously.

**Table 15. Result of F – test Jakarta**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	51.303	7	7.329	12.165	.000 <sup>b</sup>
	Residual	55.426	92	.602		
	Total	106.729	99			

a. Dependent Variable: AvgBehavior

b. Predictors: (Constant), AvgAttitude, AvgRational, AvgPerceivedImage, AvgMaslow, AvgPerceivedRisk, AvgPerceivedQuality, AvgEmotional

Looking at Table 16. there are two independent variables that have significance t below 0.05, which are Maslow hierarchy (0.033) and attitude (0.038). Thus, it can be concluded that only Maslow hierarchy (X<sub>1</sub>) and attitude (X<sub>7</sub>) have significant impact towards Surabaya consumer purchasing decision partially. While other factors that able to influence consumer purchasing decision may come from outside of this research

**Table 16. Result of t - test Jakarta**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.302	.563		2.311	.023
	AvgMaslow	.329	.152	.211	2.166	.033
	AvgRational	-.287	.165	-.165	-1.737	.086
	AvgEmotional	.298	.171	.195	1.743	.085
	AvgPerceivedImage	.265	.151	.174	1.754	.083
	AvgPerceivedQuality	-.043	.198	-.024	-.215	.830
	AvgPerceivedRisk	.275	.174	.164	1.586	.116
	AvgAttitude	.464	.220	.253	2.111	.038

a. Dependent Variable: AvgBehavior

Throughout multiple regression test, it can be conclude that the researcher accept the hypothesis where Maslow hierarchy of needs, rational motivation, emotional motivation, perceived image, perceived quality, perceived risk and attitude have significant impact toward Surabaya consumer purchasing decision simultaneously; the researcher also accept the hypothesis where Maslow hierarchy of needs and attitude have significant impact toward Surabaya consumer purchasing decision partially and reject H<sub>2</sub> where rational motivation, emotional

motivation, perceived image, perceived quality, perceived risk have significant impact toward Surabaya consumer purchasing decision partially.

The result of H<sub>1</sub> may confirm previous theory in chapter 2 that stated consumer motivation, perception and attitude give a strong stimulus to do purchasing decision towards the needs that need to be fulfilled. According to Schiffman and Wisenbitt (2013), consumer decision-making is consisting of three stages namely, input, process and output. The input stages is the stage where stimulators from marketers such as the marketing mix of product, promotion, price and distribution and sociocultural influence such as reference groups, family, social class, culture and subculture give information to influence consumer decision making. The second stage, which is the process of decision-making, is the most critical stage where consumer decides to purchase a product. In this stage, the psychological factors such as motivation, perception and attitude that includes Maslow hierarchy of needs, rational motivation, emotional motivation, perceived image, perceived quality, perceived risk and attitude plays an important role to process all the input. Thus, psychological influence is the main decider of consumer decision-making. Then, the last stage is output where the consumer do purchase or no purchase (p. 48). The confirmation of H<sub>1</sub> also has similar result with other relevant researches that stated motivation, perception and attitude have significant impact toward consumer purchasing decision simultaneously (Akbar Y. , 2010; Utami, 2010; Wahyuni, 2008).

Secondly, after it is proven that all independent variables in this research have significant impact toward the dependent variable simultaneously, the researcher would like to see whether each of the independent variable has significant impact toward the dependent variable partially. In order to answer the second hypotheses, the researcher uses t - test to identify each independent variable has significant impact toward the dependent variable partially. The null hypotheses will be rejected if the significance t (P-value) is lower than significance level of 0.05, where each of the independent variable has significant impact on dependent variable partially. Based on t-test result, there are similarity and differences of independent variables that give significant impact toward purchasing decision of Carl's Junior between Surabaya and Jakarta's result partially. First, the same independent variable that impact Surabaya and Jakarta consumer purchasing decision toward Carl's Junior is Maslow hierarchy of needs. Maslow hierarchy of needs is a theory that represents human's motivation, which based on the hierarchy of needs. Food as human's physiological needs is the first or primary basic need that needs to be fulfilled by human. They need food to fulfill their hunger, live and do activities. The most dominant

needs in humans life is physiological needs, especially when the needs are unsatisfied (Schiffman & Wisenblit, 2015).

In addition, Schiffman and Wisenblit say, "For the man who is extremely hungry, no other interest exist but food. He dreams food, he remembers food, he thinks about food, he emotes only about food, he perceives only food, and he wants only food" (2015, p. 91). Therefore, the needs of fulfilling hunger can be the primary reason for Surabaya and Jakarta consumer to purchase Carl's Junior. Secondly, once the need is satisfied, a higher level of needs become the primary motivation to be fulfilled. Surabaya and Jakarta consumer purchase Carl's Junior because they have a motivation that trigger them to fulfill their social or belonging needs. In this research, most of the respondent agrees (mean is 4 = "agree") that they purchase Carl's Junior because it is a suitable place to hang out with friends and family. After feeling satisfied to have social or belonging needs, Surabaya and Jakarta consumer's motivation has step up to the next level of human needs, which is self-esteem needs. Both Surabaya and Jakarta consumer motivates their self because they feel to satisfy the needs for prestige, reputation, status and recognition from others. In this research, the need to show off their social status is able to motivate Surabaya and Jakarta consumer to purchase Carl's Junior.

Second, there is also difference of independent variable that shows Surabaya and Jakarta have different consumer behavior toward Carl's Junior purchasing decision. Aside from Maslow hierarchy of needs, Surabaya consumers use their emotional motivation to purchase Carl's Junior. It means that Surabaya consumers lean back on their emotional feeling when they purchase Carl's Junior. Basically, emotional motivation is a subjective feeling that motivates them to purchase a product and there is a tendency that the consumers seem does not have any consideration before purchase the product and it based on his or her wants or mood in a short period (Setiadi, 2013, p. 35). According to Setiadi (2013), consumer emotion and mood states create a strong encouragement to push consumer purchase a product (p. 36). Purchasing a product is not just because of the functional value anymore, but it also because of the emotional value that able to stipulate and satisfy consumer emotion towards a product. It is supported by several researches that prove selection of product and customer satisfaction is dominated by consumer emotional motivation (Holbrook & Hirschman, 1992; Krishnan & Olshavsky, 1995).

Meanwhile, for Jakarta consumers, attitude drives their decision making in purchasing Carl's Junior partially. This result supported by Thrustone and Fishbein (1990) agree that the most beneficial psychological concept that able to measure consumer behavior is consumer attitude (in Setiadi, Fishbein, 2013, p.144). The reason is because consumer

attitude is the most complex concept that integrated three components, namely, think, feel and act. Attitude contains high involvement of individual. Attitude provides strong belief towards an object that strongly influences consumer evaluation of favorable and unfavorable feelings and also action to buy. Therefore, consumer attitude is hard to be changed. In addition, this result also confirms by others relevant researches that agree if attitude has significant impact towards consumer purchasing decision partially (Akbar Y. , 2010; Utami, 2010; Wahyuni, 2008).

In brief, Maslow hierarchy of needs is the beginning of consumer motivation to satisfy their psychological needs which is hunger, emotional motivation is based on personal feeling on each individual and attitude involves high involvement of individual to think, feel and act. Thus, Maslow hierarchy of needs, emotional motivation, and attitude are able to give strong significant impact toward consumer purchasing decision. While other independent variables such as rational motivation, perceived image, perceived quality and perceived risk are unable to give significant impact towards Carl's Junior purchasing decision individually. It can be happened because almost all competitors and others food business industries in Surabaya and Jakarta offer similar aspects of product and services that can be felt and enjoyed by consumers. The example is Carl's Junior and Burger King, both of them provide similar product with similar size, price, and product variance that represent consumer rational motivation. Since both brands provide similar product, almost Surabaya and Jakarta consumer have similar perception towards Carl's Junior and Burger King's product image, product quality and product risk to be consumed. There is no special factors or elements incurred so that it couldn't make consumers to think more deeply to purchase it. Thus, rational motivation, perceived image, perceived quality and perceived risk don't have a strong impact to influence Surabaya and Jakarta consumer in purchasing Carl's Junior.

Moreover, according to the t test result there is a difference consumer behavior between Surabaya and Jakarta that affect their purchasing decision. It can be caused by two powerful impacts on consumer behavior such as culture and social environments (Schiffman & Wisenblit, 2015). Based on Schiffman & Wisenblit (2015), people are living in different demographic area that has different culture and social environment. Both culture and social environment in each region will produces different consumption patterns and life style (p. 281). In addition, Setiadi (2013) stated that the difference result on consumer behavior is depending on how they interpret the values of their culture (p. 259). For instance, the more people purchase a product, the social environment start to change. Previously, many



people who do not have any desire or even cannot afford to purchase that product, they begin to follow to purchase the product. This eventually becomes a mass consumption on that region (p. 260).

### CONCLUSION

Both Surabaya and Jakarta result able to pass all test including validity and reliability test, assumption test where it is normally distributed, no multicollinearity, no autocorrelation and no heteroscedasticity and the last test is multiple regression where it may accept  $H_1$ , accept  $H_2$  and reject  $H_2$  for each Surabaya and Jakarta result. In conclusion, the researcher able to clarify the impact of Maslow hierarchy of needs, rational motivation, emotional motivation, perceived image, perceived quality, perceived risk and attitude towards Jakarta and Surabaya consumer behavior. Furthermore, the researcher able to pinpoint that Jakarta and Surabaya consumer has similarity (Maslow hierarchy of needs) and difference (Surabaya: emotional motivation; Jakarta: attitude) on their consumer behavior in purchasing Carl's Junior.

Based on result and analysis of the research, Maslow hierarchy of needs, emotional motivation and attitude are the significant variables that influence consumer-purchasing decision on Carl's Junior. In order to make Carl's Junior sustain and survive in the market competition, the researcher suggests several recommendations through those three variables. First, as the most basic needs in life, Carl's Junior already creates a product that able to satisfy consumer's hunger but Carl's Junior has to be consumer's first option to be consumed. Thus, the researcher suggest that Carl's Junior should provide fascinating menu and promotion in each meal time such as breakfast, lunch, dinner and even supper. So, when people feel hungry and do not know what to eat, Carl's Junior will always be in their mind. In addition, Carl's Junior should invent new innovative product that difference from competitors, attractive and be the prime; for example black bun that happening in food industry, healthy burger yet tasty and tantalize consumers' craves to have it. Once the most basic needs already fulfilled, consumer needs may goes up to another level such as belongingness need. Here Carl's Junior should provide a suitable place for friends and family to enjoy and gather. For example, besides providing good vibes and ambiance to gather, Carl's Junior should provide game rooms not only for kids but also teenagers and family to create memories. Carl's Junior can afford X-box, Wii and other games and even Carl's may provide games competition and activities that involves friends and family to satisfy their belongingness need. Secondly, Based on the research result, consumer purchase a product is not only because of the function value of the product it self, but there is a need to stipulate and

satisfy their emotion. Hence, Carl's Junior will plays hard on consumers' emotion and mood such as joy, happiness, and surprise. Carl's Junior should provide emotional experience to their customer. Touch customer heart is the best method to give consumer emotional experience. Food is tangible object that able to satisfy consumer's hunger. Once the food is finished, the excitement of eating or consumers' feeling will be gone too. While service categorized as intangible and it can touch customers' heart directly and remarkably. Therefore, Carl's Junior should give special treatment for their customers especially personally. For instance, when customer orders the menu, unexpectedly the staff gives up size the menu for free. Besides, when the customer is having their birthday, suddenly Carl's Junior gives that customer special voucher or a burger for free. By giving personal care or attention, customer will feel appreciated and it touch their heart to be loyal and spread positive message to other people.

Consumer belief towards product and brand is the strongest value that definitely will bring positive attitudes towards Carl's Junior. Therefore, Carl's Junior should do a massive ad campaign to promote their product as well as the brand. Massive yet attractive and informative campaign should be done in order to increase consumers' belief and curiosity. Then the information of the promotion may stimuli and affect consumer attitude and drive people to purchase it. Moreover, the campaign should be done continuously and keep provide new promotion. The researcher believe that the most effective and efficient way to do campaign is through social media that now become the source of all information and spread so fast anytime and anywhere such as Facebook, Tweeter, Instagram, Path and other social media application.

The purpose of having research is to find better explanation of a phenomenon happens. However, there's always limitation that hold up the researcher to get a better result. In this research, there are two constraints that occur to be the limitation of the research. First is the conceptual problem. The concept in this research seems overlapping on each other since the researcher try to expanding the existing theoretical framework that never been tested by other researchers. The second limitation is the different timing of the phenomenon happens where Carl's Junior opens their first store in Jakarta in the year of 2010, while in Surabaya is still in the late of 2014. The difference in timing may affects different consumer's reaction and response towards purchasing Carl's Junior.

In order to get better and more accurate result, research should be done continuously. There are two suggestions that can be implied for further research. Firstly, if the case of further research wants to propose new theoretical framework, the researcher must make sure that the concepts are justified and

appropriate to be used in certain context. Secondly, for further research that wants to compare consumer's behavior in different cities or area, the object of the phenomenon should have the similar condition such as the time interval when they open their store is not that far. Thus, the research will provide a better and accurate result to be compared.

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