

**THE INFLUENCE OF SOCIAL FACTORS ON CUSTOMER PURCHASE INTENTION IN  
USING WEDDING ORGANIZER IN MANADO**

PENGARUH FAKTOR-FAKTOR SOSIAL TERHADAP INTENSI PEMBELIAN PELANGGAN DALAM  
MENGUNAKAN JASA WEDDING ORGANIZER DI MANADO

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**Abstract:** Trends in wedding business is being exported globally. There is market opportunity to make the proliferation of event organizer business to become wedding organizer. The Wedding organizer business is needed at this time for the success of wedding preparation and ceremony. Now social influences are not new to the wedding industry because most of the time couples, especially brides-to-be, are consulting to external parties in order to acquire ideas and suggestions on how to enrich the context and design of the wedding celebration. The purpose of this study is to analyze the influence of social factors on customers purchase intention in using wedding organizer in Manado. The research method used in this research is associated with multiple linear regression analysis, and the sample of 60 respondents were taken from couples-to-be and married couples. The result reveals that reference groups, family, and roles & status have a significant influence and family is the most dominant to the customers purchase intention in using wedding organizers. The role of parents are very important and influential. At certain ages, young people cannot generate their own income so family automatically becomes a source of funds in facilitating customers in purchase wedding organizers.

**Keywords:** reference group, family, roles and status, purchase intention

**Abstrak:** Peluang pasar yang dianggap menguntungkan bagi bisnis Event Organizer menyebabkan mereka beralih ke bisnis *Wedding Organizer*. Bisnis *Wedding Organizer* diperlukan saat ini untuk persiapan dan pelaksanaan acara pernikahan. Saat ini pengaruh sosial sudah tidak asing lagi di industri pernikahan karena seiring waktu, pasangan bahkan calon pengantin wanita berkonsultasi dengan beberapa pihak untuk membuat konsep dan desain yang akan menjadi tema pernikahan mereka. Tujuan penelitian ini untuk menganalisa pengaruh faktor-faktor sosial terhadap intensi pembelian pelanggan dalam menggunakan jasa *Wedding Organizer* di Manado. Metode yang digunakan asosiatif dengan teknik analisa regresi berganda dengan sampel 60 responden diambil dari calon pengantin dan pasangan yang baru menikah. Hasil analisis menunjukkan komunitas, keluarga, peran dan status memiliki pengaruh yang signifikan dan keluarga adalah faktor yang paling dominan untuk intensi pembelian pelanggan. Peran orang tua sangat berpengaruh dan penting. Untuk beberapa pasangan muda, mereka masih kurang berpengalaman dalam mengolah keuangan karena itu keluarga dan orang tua yang akan menjadi sumber pendapatan dan memfasilitasi segala persiapan untuk acara pernikahan. *Wedding organizer* sebaiknya lebih memperhatikan apa yang dibutuhkan para pelanggan khususnya calon pasangan yang akan menikah dengan mempertahankan kualitas layanan dengan menawarkan konsep-konsep acara yang menarik.

**Kata kunci:** referensi grup, keluarga, peran dan status, intensi pembelian

## INTRODUCTION

### Research Background

For the purpose of wedding, it is necessary for the couple to have pleasant, enduring memory of that occasion. To make the ceremonial be unforgettable moment, the couple have to try to incorporate the ideas into their wedding. In this case, themes of the celebration must be. Therefore the presence of themed wedding requires a lot of planning. Theme wedding requires a wedding planner, be it a paid planner, a knowledgeable relative or a friend who will work things out, starting from the time of distributing the invitation, arranging the style of cake, ceremony, table setting, and setting for banquet, with respect on how the couple want it to be. All of that is linked into the theme that the couple has chosen (Krishnan, 2008:2).

This condition makes the proliferation of business event organizer leads to a wedding planner. This effort is directed to facilitate a wedding event. In fact this activity raises a positive impact and big influence for the people and bring a lot of them to attend. In Indonesia especially in the developed city such as Jakarta there are about 300 famous vendors of wedding planner registered on the biggest wedding community (weddingku.com). Meanwhile, wedding Organizer business in Manado is increasing as well. No matter how much it will cost to use the service of wedding organizer, customers now prefer to follow the trends and make the wedding is unforgettable not just for the bride and groom, but for guests who attend the wedding.

Brown in (Krishnan, 2008:26) stated that social influence was said to be one of the determinants of consumer behaviours because consumers have a tendency to go along with or argue with issues that have something to do with their buying decisions. In addition, this factor is associated with consumer behaviour because it is natural for the consumers to take advice or opinions from other members of society other than the family, such as friends, social class peers, and officials.

This effort is directed to facilitate a wedding event. Wedding organizer services greatly assisting the success of the bride's wedding plans because wedding organizer not only help during the wedding reception, but starting from the initial preparation depends on the request of the bride and groom. Social influences are not new to the wedding industry because most of the time couples, especially brides-to-be, are consulting external parties in order to acquire ideas and suggestions on how to enrich the context and design of the wedding celebration. Therefore, marketers would have to consider the likelihood of this social influence to ensure that marketing strategies would truly satisfy the ever-changing behavior of the consumers. So, we have to see how environment influence people based on social factors. Social reference are family, friends, group, roles and status. Therefore, this research will be answered those situations.

### Research Objective

This research aims are to analyze the influence of:

1. Reference group, family, roles and status simultaneously to consumer purchase intention on wedding organizer.
2. Reference group to consumer purchase intention on wedding organizer.
3. Family to consumer purchase intention on wedding organizer.
4. Roles and status to consumer purchase intention on wedding organizer.

## THEORETICAL FRAMEWORK

### Consumer Behavior

Consumer behavior is the study of how individuals, groups, and organizations select, buy, use, and dispose of goods, services, ideas, orexperiences to satisfy their needs and wants (Kotler & Keller, 2009:151). Consumer behavior involves the thoughts and feelings people experience and the actions they perform in consumption process. These include comments from other consumers, advertisements, price information, packaging, product appearance, and many others (Peter & Olson, 2005:5). The researcher define that consumer behaviour is the study of when, why, how, and where people do or do not buy a product. It can be concluded in the entire process of purchase intention consumers get driven by influences such as feelings, motivation, income, lifestyle, opinions, culture, personality.

### Consumer Characteristics

Consumer characteristics are divided into four factors according to Kotler & Keller (2009:152) as follows:

#### 1. Cultural Factors

Culture, subculture, and social class are particularly important influences on consumer buying behavior. Culture is the fundamental determinant of a person's wants and behavior. Each culture consists of smaller subcultures that provide more specific identification and socialization for their members. Subcultures include nationalities, religions, racial groups, and geographic regions. When subcultures grow large and affluent enough, companies often design specialized marketing programs to serve them.

#### 2. Social Factors

A consumer's behavior also is influenced by social factors, such as the consumer's small groups, family, and social roles and status. It can be concluded that the social factors are the facts and experiences that influence individual personality, attitudes and lifestyle.

#### 3. Personal Factors

Personal characteristics that influence a buyer's decision include age and stage in the life cycle, occupation and economic circumstances, personality and self-concept, and lifestyle and values. It can be concluded that personality is the set of traits and specific characteristics of each individual it is the product of the interaction of psychological characteristics of the individual of something such as a brand.

#### 4. Psychological Factors

A consumer's buying choices are further influenced by four major psychological factors: motivation; perception; learning; and beliefs and attitudes. It can be concluded that one that psychological is the process through which an individual selects, organizes and interprets the information which someone receives to do something that makes sense.

### Social Factors

There are 3 social factors that influence the consumer behavior, such as:

#### 1. Reference Group

Kotler & Armstrong (2012:175) stated that a person's reference groups are all the groups that have a direct (face-to-face) or indirect influence on their attitudes or behavior. Some of these are primary groups such as family, friends, neighbors, and coworkers. In some families, father is at the forefront, his role is important in the process of decision-making. While in others mother and children have priority (Maksudunov, 2008: 63). It can be concluded that reference group exposes an individual to new behaviors and lifestyles, and influence attitudes and self-concept and they create pressures for conformity that may affect actual product and brand choices.

#### 2. Family

Kotler & Armstrong (2012:175) stated that family is the most important consumer buying organization in society. The family of orientation consists of parents and siblings. Reference groups especially determine the desired and undesired products (Makgose & Mohube, 2007:64). It can be concluded that family members constitute the most influential primary reference group.

#### 3. Roles and Status

Kotler & Armstrong (2012:176) define a person belongs to many groups and the person's position within each group can be defined in terms of both role and status. A role is the activities a person is expected to perform according to the people around him or her. Status is the general esteem given to a role by society. It can be concluded that roles and status can push the people choose products that reflect and communicate their role and their actual or desired status in society.

### Purchase Intention

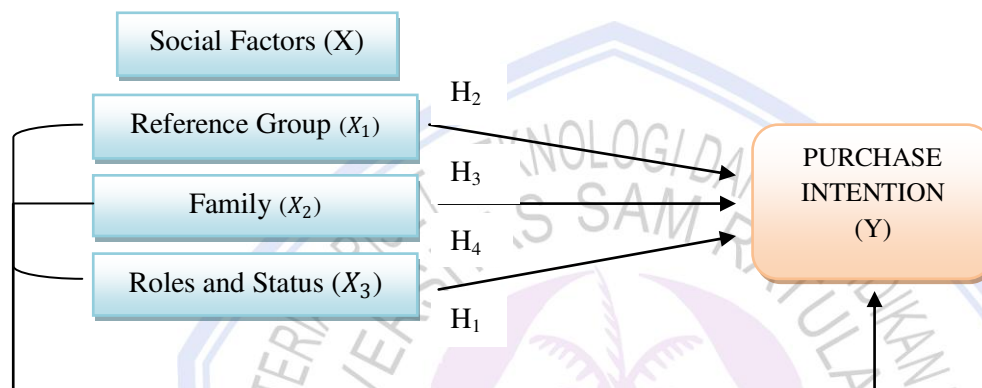
Dodds and Monroe in Rizwan (2014:59), purchase intention comes into deliberation when a customer is most likely attempting to purchase some product or service. For marketers purchase intention is of vast meaning as their forecasted consumer behaviour is highly dependent on this purchase intention of the customers. Jaafar, Lalp and Mohamed (2013:75) define that consumers buying decision is very complex. Usually purchasing intention is related with consumers behavior, perception and their attitude. It can be concluded that purchase intention is a motive to choose a certain Wedding Organizer service to be used.



## Previous Research

Durmaz (2014) find the point of this research is in from the necessity of marketing concept directed to consumers. Consumer who faces various stimuli, reacts to them under the influence of personal and environmental factors. Kembau (2014) findings that reference groups, family, and roles & status have a significant effect to the young consumer purchase intention on luxury fashion brands. Ngarmyarn and Panichpathom (2014 ) stated that factors with the highest average scores is children's influence in home purchase intention. A house with a secure environment for children appear with the highest average scores, followed by a house with private area for kids. Tsai (2011) showed that advertising endorser and perceived value is significantly affected to purchase intention.

## Conceptual Framework



**Figure 1. Conceptual Framework**

Sources : Data Processed, 2015

## Research Hypothesis

1. H<sub>1</sub>: Social factors, reference group, family, roles and status simultaneously influence consumer purchase intention of wedding organizer.
2. H<sub>2</sub>: Reference group partially influence consumer purchase intention of wedding organizer.
3. H<sub>3</sub>: Family significantly partially influence consumer purchase intention of wedding organizer.
4. H<sub>4</sub>: Roles and Status partially significantly influence consumer purchase intention of wedding organizer.

## Type of Research

This research is causal type of research with quantitative. The method analysis used in this study is multiple regression models.

## Place and Time of Research

This research is conducted in Manado during April - June 2015.

## Population and Sample

Sekaran and Bougie (2009:265) stated the population is the entire group of people, events, of things of interest that the researcher wishes to investigate. The population that is mainly observed in this research divided into two categories, they are couples-to-be in Manado who want to purchase wedding organizer service and the marriage couples who using wedding organizer service on their wedding. A sample is a subset of the population. It comprises some member selected from it (Sekaran and Bougie, 2009:265). The sample in this is research are 60 of respondents, 30 from the couples-to-be, and 30 from the married couples.

## Data Collection Method

Data collection technique used in this study is Questionnaire. Questionnaire is a pre-formulated written set of questions to which the respondent records the answers, usually within rather closely delineated alternatives. Measurement scale used is the Likert Scale. (Sekaran and Bougie, 2009:275).

## Data Analysis Method

### Validity and Reability Tests

Reability is a test of how consistenly a measuring instrument measures whatever concept it is measuring. Validity is a test of how well an instrument measures that is developed measures the particular concept it is intended to measure.

### Multiple Linear Regressions Analysis

The method of analysis used in this study is multiple regression models to approach the return. To find out the influence of dependent variable with independent variables used multiple linear regression with the formula :

$$Y = \alpha + \beta X_1 + \beta X_2 + \beta X_3 + \varepsilon$$

Whereas:

- Y : Consumer's Purchase Intention
- A : The constant, when all the independent variable equal to 0
- B<sub>1-3</sub> : The regression coefficient of each variable
- X<sub>1</sub> : Group Reference
- X<sub>2</sub> : Family
- X<sub>3</sub> : Roles and Status
- ε : error

## RESULTS AND DISCUSSION

### Result

#### Demographic Analysis

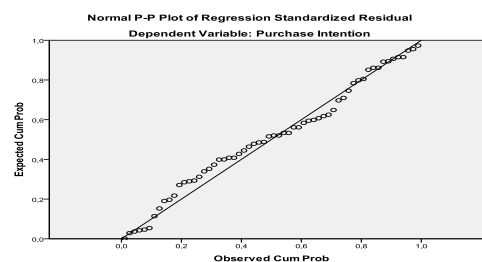
Firstly, by looking at the gender analysis, the number of respondents in this research was 43 female and 17 male. Questionnaires has been distributed to one of the couple, it can be male or female which represents the answer of the couple. At age demographic, most of respondents in this research are aged between 20- 30 years old (73 respondents), followed by respondents who are aged 31 - 40 years old (11 respondents), < 20 years old (6 respondents), and the remaining ones are aged below 20 years old (7 respondents). At accupation level, most of respondents in this research have been working as Private Worker (17 respondents), and it is followed by 2 category of respondents who have been College Student (16 respondents) and Civil Servant 16 respondents and the remaining ones who have been working as Entrepreneur (11 respondents). Income level, described that most of respondents in this research have income at rangeRp. 2,5 - 5 million as many as 23 respondents, followed by Rp. > 5 million as many as 17 respondents, Rp. 1 - 2,5 million as 11 respondents, and the remaining ones who have incone less than 1 million as many as 9 of respondents.

### Validity and Reliability

For the validity test, all the variables are above 0.2144 (0.05) means that the indicators are valid. Reability F shows the Cronbach's Alpha > 0.6, indicated that all research instrument indicators of variable are reliable.

### Testing of Classical Assumption

#### Normality Test

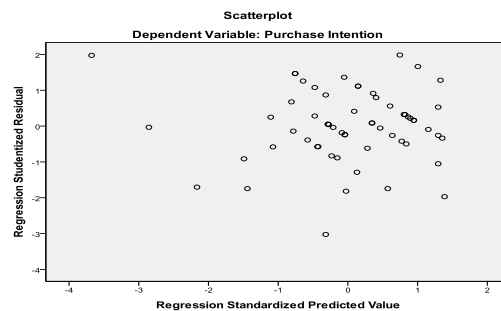


**Figure 2. Normality Result**

Source : SPSS output data processed, 2015

The figure shows the points spread around the diagonal line in the direction diagonal lines. This proves that the model Regression of The Influence of Reference Group ( $X_1$ ), Family ( $X_2$ ), Roles and Status ( $X_3$ ), and Customer Purchase Intention ( $Y$ ) in this study meet the assumptions of normality.

### Heteroscedasticity Test



**Figure 2. Normality Result**

Source : SPSS output data processed, 2015

The output it can be seen that there is no established pattern, the points are spread randomly and the point spread above and below the number 0 (zero) on the Y axis, so that it can be concluded there was no problem with Heteroscedasticity.

### Multiple Linier Regression Analysis

In calculating the regression Reference Group ( $X_1$ ), Family ( $X_2$ ), Roles and Status ( $X_3$ ) on Customer Purchase Intention ( $Y$ ) as the dependent variable, with the help of a program based on the statistical software SPSS Version 18.0 of the data processing on the attachment is as follows:

**Table 1. Multiple Regression Result**

Model	Unstandardized Coefficients	
	B	Std. Error
(Constant)	-1,667	1,506
Reference Group	,441	,122
Family	,303	,077
Roles & Status	,352	,098

Source: Processed Data spss 18, 2015

From the multiple linear regression equation above, it can inform the interpretation as follows:

$$Y = \alpha + b_1X_1 + b_2X_2 + b_3X_3 + e$$

$$Y = -1.667 + 0.441 X_1 + 0.303 X_2 + 0.352 X_3$$

1. The Constants ( $\alpha$ ) of -1.667 means that if Reference Group ( $X_1$ ), Family ( $X_2$ ), Roles and Status ( $X_3$ ) are all equal to zero (0), then the value of Purchase Intention ( $Y$ ) is predicted to be -1.667.
2. Coefficient value of 0.441 means that if the variables in this research of Reference Group ( $X_1$ ) increased by one scale or one unit, then Purchase Intention ( $Y$ ) will increase 0.441.
3. Coefficient value of 0.303 means that if the variables in this research of Family ( $X_2$ ) increased by one scale or one unit, then Purchase Intention ( $Y$ ) will increase 0.303.
4. Coefficient value of 0.352 means that if the variables in this research of Roles and Status ( $X_3$ ) increased by one scale or one unit, then Purchase Intention ( $Y$ ) will increase 0.352

**Testing the Goodness of Fit : Correlation (R) and Coefficient of Determinant ( $R^2$ )****Table 2. Table R and  $R^2$** 

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,768 <sup>a</sup>	,589	,567	1,29844	1,943

Source: Processed Data spss 18, 2015

The coefficient of correlation (r) is equal to 0.768. The coefficient of determination ( $R^2$ ) is 0.589. it shows that the linear relationship in this model is able to explain the purchase intention (Y) for 58% while the rest 41% is explained by other factors not examined in this study.

**Hypothesis Testing****F-test****Table 3. F-Test Table**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	135,520	3	45,173	26,794	,000 <sup>a</sup>
	Residual	94,413	56	1,686		
	Total	229,933	59			

Source: Processed Data spss 18, 2015

The level of significantn of ( $\alpha = 0.05$ ), the  $F_{table}$  from F distribution table is  $F_{3;56;0.05} = 2.77$ , while  $F_{count}$  from table 4.9 is 26.794. The result is  $F_{count} > F_{table} = 26.794 > 2.77$ . It shows that independent variable simultaneously influences the dependent variable . Therefore, hypothesis 1 is accepted.

**T-test****Table 4. T-test Table**

Variable	$T_{count}$	$T_{table}$	Description
$X_1$	3,625	1.672	Accepted
$X_2$	3,935	1.672	Accepted
$X_3$	3,600	1.672	Accepted

Source: Processed Data spss 18, 2015

The partial influence for each independent variable will be explained as follows :

1. Reference Group ( $X_1$ ) to Purchase Intention (Y)

Reject  $H_0$  if  $T_{count} > T_{table}$  or accept  $H_0$  if  $T_{count} < T_{table}$

From table above shows that  $T_{count}$  of Reference Group is 3,625 while the  $T_{table}$  is 1.672. Comparing the  $T_{count}$  with  $T_{table} = 3,625 > 1.672$ .

Since the  $T_{count}$  greater than  $T_{table}$ ,  $H_0$  is rejected and  $H_1$  is accepted. Thus, reference group has significant effect to customer's purchase intention in using wedding organizer.

2. Family ( $X_2$ ) to Purchase Intention (Y)

Reject  $H_0$  if  $T_{count} > T_{table}$  or accept  $H_0$  if  $T_{count} < T_{table}$

From table above shows that  $T_{count}$  of Family is 3,935 while the  $T_{table}$  is 1.672. Comparing the  $T_{count}$  with  $T_{table} = 3,935 > 1.672$ .

Since the  $T_{count}$  greater than  $T_{table}$ ,  $H_0$  is rejected and  $H_1$  is accepted. Thus, family has significant effect to customers purchase intention in using wedding organizer.



### 3. Roles and Status ( $X_3$ ) to Purchase Intention (Y)

Reject  $H_0$  if  $T_{count} > T_{table}$  or accept  $H_0$  if  $T_{count} < T_{table}$

From table above shows that  $T_{count}$  of Roles and Status is 3,600 while the  $T_{table}$  is 1.672. Comparing the  $T_{count}$  with  $T_{table} = 3,600 > 1.672$ .

Since the  $T_{count}$  greater than  $T_{table}$ ,  $H_0$  is rejected and  $H_1$  is accepted. Thus, roles and status has significant effect to customers purchase intention in using wedding organizer.

## Discussion

### a. Reference Group Perceived Purchase Intentions

The result of this research show that reference group (friends, information from friends, experience from other people) have significant influence to purchase wedding organizer. Most respondents agree to ask their friend or an expert person for information as a consideration to purchase wedding organizer. Information from friend about the knowledge of service evidenced by the strength and quality will make customer interest in purchase wedding organizer.

### b. Family Perceived Purchase Intentions

Family has the most dominant influence on customers intention in purchasing wedding organizer. Family which consist of parents, siblings and relatives can force a person to using wedding organizer. Even if the buyer no longer interacts very much with his or her parents, parental influence on behavior can be significant. This result are supported by Sangkakoon and Ngarmyarn (2014) which define elderly in the Asian family plays a role in the family, such as the influence for the youngsters to grow into middle age. The supports from parents are also going on.

### c. Roles and Status Perceived Purchase Intentions

Roles and Status have significant influence to customer purchase intention. The reason that why customers want to purchase wedding organizer service because they influenced by the people inside their work-place and social organization, prestige and self pride make the customers willing to spend their money to using wedding organizer service, also activities in the work-place and social organization make them busy to prepare the big things and forcing customers to involve wedding organizer on their ceremonial wedding. This result is supported by Durmaz (2014). Every role has a status in the society. Products can function as a symbol of statutes according to social classes, geographical conditions and time.

## CONCLUSION AND RECOMMENDATION

### Conclusion

The conclusion are driven from the overall result in this research, which are listed as follow:

1. All independent variables of Reference Group, Family, Roles and Status simultaneously influence on Customer Purchase Intention as dependent variable (Y).
2. Reference group, Family, Roles and Status partially influence on customers purchase intention in using wedding organizer.
3. Family is the most dominant partial influence on customers purchase intention in using wedding organizer, compared to other independent variables.

### Recommendation

The results of the analysis explain three of the independent variables include in this research which are reference groups, family, and roles and status have a significant effect to the consumer purchase intention in using wedding organizer. Family has the strongest effect to the consumer purchase intention in using wedding organizer. The role of parent very important and influential because as long as a child is still living with the parents and under the roles of parents they will need a support from parent. Parents will be involved in the most important part in making decision.



Businesses should consider to influence of the family first, trustworthy of the business wedding organizer that can guarantee the success of the wedding event and satisfy the couples. Businesses should improve the prestige of their service quality, performance, and packaging to increase their service image. Businesses have to spend their concern to give customer who just purchase their services feel enchanted. They can do it by give some discount package wedding for season, giving partnership with bridal salon, wedding hall, and creative industry for multimedia.

Therefore, it is highly recommended that future researchers in this field to consider reinvestigate the influence of social factor on customer purchase intention by expanding the sample in other population, add or change the variables, use another research object, and analyze it with different method. In addition, future researchers may want to explore from a variety of sources such as wedding organizer and wedding clients, in order to establish comparisons or arguments that could help in bringing out richer information regarding the changes in the wedding market in Manado.

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