Research.

THE INFLUENCE OF PERSONAL SOCIAL CULTURAL AND PSYCHOLOGY TOWARD PURCHASING DECISION SAMSUNG CELLPHONE

Wartoyo Hadi
Lecturer at STIE Binaniaga, Bogor

Golda Farida

Abstract*. The purpose of this study was to investigate: the influence of social, cultural, psychological variables toward purchasing decision Samsung Cellphone on Oke Shop Bogor partially and simultaneously. The method used in this study was multiple regression. The result of this study was: partially, there are positive influence between social, cultural, personal, and psychological variables toward purchasing decision Samsung Cellphone on Oke Shop Bogor. The independent variable that influenced the most toward purchasing decision Samsung Cellphone is cultural variable. In the other hand, simultaneously using correlation product moment technique can be concluded that there is a positive strong and significant correlation.*

Keywords : social, cultural, personal, psychological, and purchasing decision.

INTRODUCTION

Background

Globalization has the huge influenced in any aspect of life and caused the high market competence that made many market competitors join to the market competition today. This condition also caused the wider interaction and communication of the community, both national and global that made the competition in telecommunication industry increase in many counties. The competition in telecommunication products influenced by the innovation in communication and information technology.

Information and communication technology in the globalization era has developed widely today, especially in the cellphone. The purchasing of cellphone as communication tools increasing year by year. Based on the data from Marketter, the cellphone users in Indonesia in the year of 2015 are 281.9 million unit or 1.13 each person. One of the biggest cellphone producer and well known smartphone producer in Indonesia and international is Samsung. Samsung has become the largest smartphone producer in the world as the leader of smartphone market. Samsung dominates more that 80% of android based smartphone purchasing in Indonesia followed by Sony and local vendor like Smartfren and Cross, Solopos (2013). The purchasing of Samsung smartphone in Indonesia dominated by middle to lower smartphone class (in table 1). The tight competition in the producers made them compete in giving the most interesting offers to the customers or the prospective customers, in the purpose to gain more customers. They offers they products in many ways, from the very cheap prize, interesting features, services, and many more.

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Table 1. Smartphone Purchasing Data in 2013-2015

Company	2013 (Juta Unit)	2014 (Juta Unit)	2015 (Juta Unit)	2013 Market Share (%)	2014 Market Share (%)	2015 Market Share (%)
Samsung	281.065	315.052	384.631	17,6	17,7	22,0
Nokia	461.318	422.478	333.938	28,9	23,8	19,1
Apple	46.598	89.263	130.133	2,9	5,0	7,5
ZTE	28.768	56.881	67.344	1,8	3,2	3,9
LG	144.154	86.370	58.015	7,1	4,9	3,3
Huawei	23.814	40.663	47.288	1,5	2,3	2,7
TCL	-	34.037	37.176	-	1,9	2,1
Research In Motion	47.451	51.541	34.210	3,0	2,9	2,0
Motorola	38.553	40.269	33.916	2,4	2,3	1,9
HTC	24.688	43.266	32.121	1,5	2,4	1,8
Others	488.569	595.886	587.399	30,6	33,6	33,6
Total	1.596.802	1.777.712	1.746.175	100	100	100

Source: Gartner August (2015)

The condition of the society in Bogor in purchasing Samsung cellphone is very high because Samsung has attractiveness, e.g : touchscreen navigation button, the touchscreen clarity level that almost 100% because it does not need any special coating like the other resistive and capacitive touchscreen, and also it has a very comfortable handle or grip. The screen of Samsung Galaxy is comfortable for eyes, mold, the energy consumption and the endurance of the battery is better.

LITTERATURE REVIEW

Hawkins, Best & Coney as stated in Fandy Tjiptono (2010) define that: customers' behaviors are the study about individual, group, or organization and processes that conducted to choose, determine, get, use, and stop the use of product, service, experience, or idea to satisfy the needs and effects of the processes toward customers and society.

Sudarno in Salim (2012) emphasize that the meaning of social is an order of social connections in the society that placed certain side (individual, family, group, class) in the certain social position based on a value and norm system in a society in certain time. Customers' behavior in purchasing goods or service needs also influenced from the social factors from the customer itself like reference group, family, character and status.

Soemardjan and Soemardi as stated in Soekanto (2007) define the cultural as all the work, taste and society creature. The society work produce technology and goods cultural or material culture that need by human to master the universe so that the power and the result can be used to the society needs. The cultural factors in a society consist of cultural, sub-cultural, and social class.

Jalaludin (2006) said that mentality, is the mental situation that connected to mental activities. Personality is a personal total character. Individuality means the special character that cause a person has characters to survive. In the other hand, Suryabrata (2013) said that personality refers to how individual show and impress other individuals. Personal factor is a factor that relate directly to its life. Personal factor can be grouped into several groups, such as age, occupation, economic, life style, personality and self concept.

John Broadus Watton as stated in Sumadi (2010) mentioned that psychology is a knowledge that study physical behavior using objectively observation method like stimulus and responds toward the stimulus, and not about the consciousness. It means that a person will study their behavior and others' behavior that have been observed using real observation in the environment based on the cognitive behavior such as

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thinking, remembering, creating that come because of stimulus as the answer of the cognitive behavior. Some types of psychological factors are motivation, perspective, learning process, belief, and attitude.
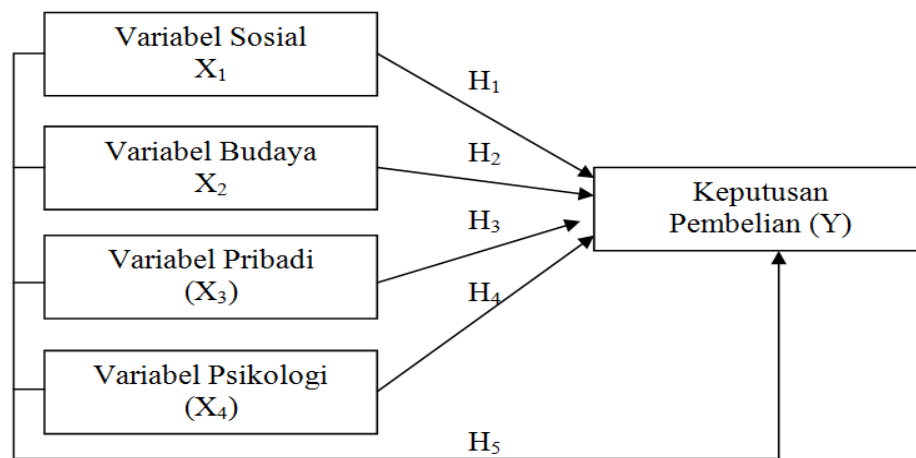
Kotler and Armstrong (2004) said that: "purchasing decision is a step of decision process where customer actually do the purchasing of the product". The steps in purchasing are needs introduction, gaining information, alternative evaluation, purchasing decision, and the last one is behavior after purchasing.

Research Hypotheses

Hypothesis is a temporary answer based on the main problem that has been arranged. So that the truth of hypothesis needs to be tested using statistic test, whether the hypothesis is true or false. According to the framework above, the hypotheses in this research are:

H_1 =   Social variable has a significant effect toward purchasing decision of Samsung Cellphone

H_2 =   Cultural variable has a significant effect toward purchasing decision of Samsung Cellphone

H_3 =   Personal variable has a significant effect toward purchasing decision of Samsung Cellphone

H_4 =   Psychological variable has a significant effect toward purchasing decision of Samsung Cellphone

H_5 =   Social, cultural, personal and psychological variables together has a significant effect toward purchasing decision of Samsung Cellphone in Oke Shop Bogor

Framework

Gambar 2
Kerangka Berpikir

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RESEARCH METHOD

Research method used in this research is associative method that has a purpose to determine the influence of social, cultural, personal, and psychological factors toward purchasing decision of Samsung Cellphone in Oke Shop Bogor. The data analysis used is SPSS program, validity test and reliability test. To find the correlation between the independent variables and dependent variable, Multicollonearity test, Autocorrelation test, and Heteroskedastisity test are conducted. To determine whether the social variable (X_1), cultural variable (X_2), personal variable (X_3), psychological variable (X_4) toward purchasing decision of Samsung Cellphone, the hypothesis test is used both partially and simultaneously.

RESULT AND DISCUSSION

Validity and Reliability

To determine whether the data used are valid and reliable, SPSS 16 is used: the summary of the result is: r score of validity compare to r table significantly 5% with 2 test side n =30 social, cultural, personal and psychological variables, all the correlation score indocator more than 0.361 r table, it means that the questions are valid. The reliability tested using cronbach alpha in the variable are reliable if the cronbach alpha ≥ 0.7. The result shows that social variable (0.818), cultural (0.026), personal (0.843), psychological (0.722) toward product purchasing decision 0.762. It means all variable items are reliable.

Multicollonearity Test

Multicollonearity test is used to test the existence of correlation between independent variables toward dependent variable. To determine the existence of multicollonearity in regression model in this research the value of VIF (*Variance Inflation Factor*) and tollerence and analyze correlation matrix independent variables. The value of tolerance and VIF can be seen in the table below.

Coefficients[a]

Model		Collinearity Statistics	
		Tolerance	VIF
1	Sosial	.657	1.522
	Budaya	.476	2.100
	Pribadi	.660	1.516
	Psikologi	.431	2.320

a. Dependent Variable: Keputusan Pembelian

Based on the table above can be seen that the variable has VIF value less than 10 and the tolerance score more than 0.10. It means that there is no correlation among the independent variables, so that the model is suitable to be used to guess the customers' satisfaction.

Autocorrelation Test

The way to detect the autocorrelation is to conduct Durbin Watson test. Multiple linear regression model is free from autocorrelation if the Durbin Watson value placed in No Autocorrelation area. To determine the position, *dl* and *du* table, and also *k* (the amount of independent variables) are used. Autocorrelation could not happen if d=2. Positive autocorrelation happens if d close to 0, in the other hand negative autocorrelation happens if d close to 4.

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Model Summary[b]

Mode l	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.625[a]	.391	.366	2.27801	1.797

a. Predictors: (Constant), Psikologi, Sosial, Pribadi, Budaya

b. Dependent Variable: Keputusan Pembelian

From the output result from Durbin-Watson value is 1.797 (close to 2). Can be concluded that there is no autocorrelation among the independent variables.
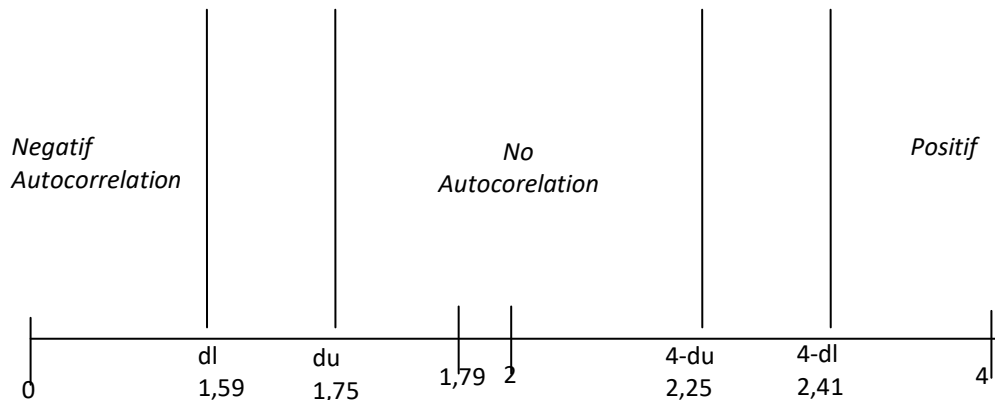
The result from autocorrelation test using Durbin Watson show the value of 1.797 and the lower border (dl) and upper border (du) can be seen in the picture above. Based on the test, can be seen that there is no autocorrelation so that can be concluded that multiple linear regression model is free from classic statistic autocorrelation assumption.

Heteroskedastisity Test

Heteroskedastisity test aimed to test if in the regression model there is differences in variance and residual in one to another observation. Hetereokedastity test result shows that the patteren of graphic scatterplot look like in the picture below:
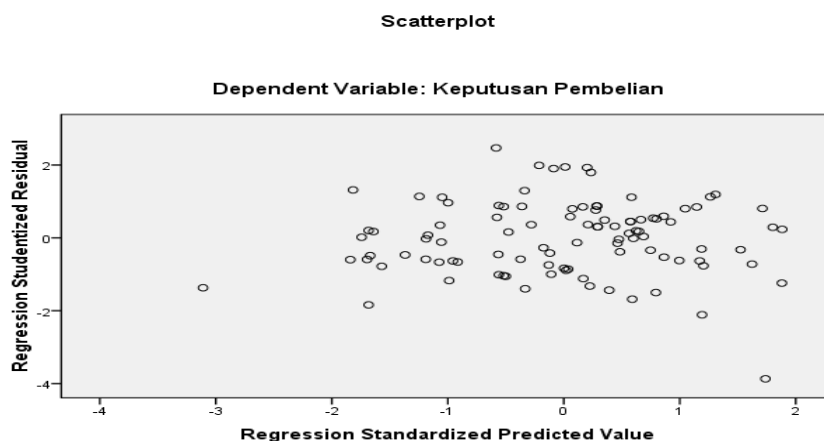
From the scatterplot graphic above can be seen that the pattern is clear and the points spread above 0 (zero) in Y, so can be concluded that there is no heterokedastisity.

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Hypothesis Test

Hypothesis test partially conducted to determine the significant effect among independent variables of social (X_1), cultural (X_2), personal (X_3), and psychological (X_4) toward purchasing decision of Samsung Cellphone in Oke Shop Bogor. The result of T-test can be seen in the table below:

The hypotheses in this research,

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.947	2.428		2.861	.005
	Sosial	.240	.193	.223	2.245	.016
	Budaya	.627	.202	.361	3.111	.002
	Pribadi	.237	.316	.432	4.321	.009
	Psikologi	.503	.167	.368	3.016	.003

a. Dependent Variable: Keputusan Pembelian

1. Social variable has an effect toward purchasing decision of Samsung Cellphone in Oke Shop Bogor.

    The partial test for social variable (X_1) is t_{count} is 2.245 and the degree of significance 0.016 < 0.05 and N-1 or 100-1=99 obtained t_{table} = 1.660. The test criteria if $t_{count} > t_{table}$ so H_0 is rejected. From the research obtained that $t_{count} > t_{table}$ or (2.245 > 1.660) with the significance degree lower than 0.05 it means that Ho is rejected and H_a is accepted. It means that there is an effect of social variable toward purchasing decision of Samsung Cellphone in Oke Shop Bogor.

2. Cultural variable has an effect toward purchasing decision of Samsung Cellphone in Oke Shop Bogor.

    The partial test for cultural variable (X_2) is t_{count} 3.111 and the degree of significance 0.002 < 0.05 and N-1 or 100-1=99 obtained t_{table} = 1.660. The test criteria if $t_{count} > t_{table}$ so H_0 is rejected. From the research obtained that $t_{count} > t_{table}$ or (3.111 > 1.660) with the significance degree 0.002 lower than 0.05 it means that Ho is rejected and H_a is accepted. It means that there is an effect of cultural variable toward purchasing decision of Samsung Cellphone in Oke Shop Bogor.

3. Personal variable has an effect toward purchasing decision of Samsung Cellphone in Oke Shop Bogor.

    The partial test for cultural variable (X_3) is t_{count} 4.321 and the degree of significance 0.009 < 0.05 and N-1 or 100-1=99 obtained t_{table} = 1.660. The test criteria if $t_{count} > t_{table}$ so H_0 is rejected. From the research obtained that $t_{count} > t_{table}$ or (4.321 > 1.660) with the significance degree 0.009 lower than 0.05 it means that Ho is rejected and H_a is accepted. It means that there is an effect of personal variable toward purchasing decision of Samsung Cellphone in Oke Shop Bogor.

4. Psychological variable has an effect toward purchasing decision of Samsung Cellphone in Oke Shop Bogor.

    The partial test for psychological variable (X_4) is t_{count} 3.016 and the degree of significance 0.003 < 0.05 and N-1 or 100-1=99 obtained t_{table} = 1.660. The test criteria if $t_{count} > t_{table}$ so H_0 is rejected. From the research obtained that $t_{count} > t_{table}$ or (3.016 > 1.660) with the significance degree 0.009 lower than 0.05 it means that Ho is rejected and H_a is accepted. It means that there is an effect of psychological variable toward purchasing decision of Samsung Cellphone in Oke Shop Bogor.

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Simultaneously Hypothesis Test (F Test)

Simultaneously hypothesis test is conducted to test the significance effect of social, cultural, personal, and psychological variables toward purchasing decision of Samsung Cellphone. The analysis result simultaneously can be seen in the table below:

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	316.773	4	79.193	15.261	.000[a]
	Residual	492.987	95	5.189		
	Total	809.760	99			

a. Predictors: (Constant), Psikologi, Sosial, Pribadi, Budaya

b. Dependent Variable: Keputusan Pembelian

Ho : $b_1 = b_2 = b_3 = b_4 = 0$:   there is no effect from social, cultural, personal, and psychological variable toward the purchasing of Samsung Cellphone in Oke Shop Bogor.

H$_a$: $b_1, b_2, b_3, b_4 \neq 0$:   there is an effect from social, cultural, personal, and psychological toward purchasing of Samsung Cellphone in Oke Shop Bogor.

Decision making considerations:

1. If (sig) < 0.05 or $F_{count} > F_{table}$, H_0 is rejected and H_a is accepted.
2. If (sig) > 0.05 or $F_{count} > F_{table}$, H_0 is rejected and H_a is accepted.

Decision:

From the table above obtained that F_{count} 15.261 and the significance degree 0.000 < 0.05 and N – K or 100 – 2 = 98 obtained F_{table} =3.09. $F_{count} > F_{table}$ or 15.261 > 3.09 means that the equation regression of social, cultural, personal, and psychological variables has effects toward purchasing of Samsung Cellphone in Oke Shop Bogor.

CONCLUSION AND SUGGESTION

Conclusion

From the discussion mentioned above, can be concluded that the independent variable that gives the greatest effect toward purchasing product of Samsung Cellphone is cultural variable as 0.927 and the variable that gives the smallest effect is personal variable as 0.237. The correlation of social, cultural, personal, and psychological toward purchasing decision of Samsung Cellphone in Oke Shop Bogor using product moment correlation technique obtained the coefficient correlation $r_{y.12}$ = 0,625 it means that there is a strong and significant positive effect. The presentation of the effect of social, cultural, personal, and psychological together toward purchasing of Samsung Cellphone in Oke Shop Bogor obtained Adjusted R Square as 0.366 or (36.6%).

Suggestion

The future researcher can develop this research using another variable that might influence the purchasing decision such as economic, promotion, competitor, or area variables.

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