

Perception and Motivation Analysis of Purchase Decisions in Lumajang

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ABSTRACT

This research is a type of quantitative research by looking for the relationship between the independent variable and the dependent variable. The purpose of this study is to prove that consumer perceptions and consumer motivation partially or simultaneously influence purchasing decisions at Graha Mulia Plaza Lumajang. The sample used in this study was 75 respondents. The sampling method was non-probability sampling with incidental sampling technique. This study uses multiple linear regression analysis techniques. The results of this study indicate that partially consumer perceptions have no significant effect on purchasing decisions and consumer motivation has a significant effect on purchasing decisions. Meanwhile, simultaneously, the variables of consumer perception and motivation have a significant effect on purchasing decisions at Graha Mulia Plaza Lumajang. The results of the coefficient of determination show that 47.1% of purchasing decisions can be explained by variables of consumer perception and consumer motivation, while the remaining 52.9% of purchasing decision variables are influenced by other variables not examined in this study.

Keywords: Perception, Motivation, Purchase Decision



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INTRODUCTION

Shopping centers are very popular with many people today. Not only parents who like shopping, even teenagers and children like shopping. In Indonesia, especially in Lumajang, there are several shopping centers that are never empty of visitors. Among them are golden star, noble house, bazaar, Sriratu, galaxy and many others. They compete with each other and innovate to always improve their shopping center so that visitors are interested and willing to come again. The Graha Mulia shopping center is no exception, which always has innovation in developing its business by opening a supermarket, department store, restaurant, and hotel located on Jalan Panglima Besar

Sudirman. Over time, Graha Mulia tried to hit the Lumajang community by opening a new branch in Labruk Village under the name Graha Mulia Plaza in collaboration with Jember Roxy Square. Graha Mulia Plaza provides a wide selection of products that are needed by the community. In addition to shopping centers, Graha Mulia Plaza also provides rides for children, make-up for teenagers and women, lifestyle such as clothes and shoes for all ages, decorations, culinary delights, and small stands selling various snacks and drinks.

Perception is a person's actions or thoughts about an object that is influenced by several factors in a person's sensing. According to Priansa (2017) perception is the appraisal process owned by consumers so that they form an impression with a subjective nature. Meanwhile, according to Fahmi (2016) perception is the result of an impulse on an object or object that affects a decision. Motivation is consumer behavior that encourages someone to do something to fulfill their desire to obtain the product they need. According to Fahmi (2016) explains that the definition of consumer motivation is behavior that wants a certain product to be owned in order to achieve the goals to be achieved. Meanwhile, according to Priansa (2017) consumer motivation is behavior, attitudes and things that can affect consumers to behave towards a product produced in a company. Consumer motivation is a process that shows an individual's intensity, persistence and direction of consumers as a way to fulfill their needs and desires.

Purchase decision is a step that is chosen by consumers to choose and buy a product to meet their needs. Meanwhile, according to Basu and Hani (2000) argues that consumer purchasing decisions are actually a series of decisions consisting of product form, brand quality, seller, number of products, when to buy, and how to pay (Priansa, 2017).

What is different in this study from research Maulana et al., (2019) is that this research was conducted on a different object, namely Graha Mulia Plaza Lumajang. Researchers are interested in knowing consumer perceptions and motivations for product purchasing decisions at Graha Mulia Plaza on the grounds that this shopping center is always crowded with visitors who decide to buy products or just fill the holidays on weekends. Especially if we look more closely, there are lots of shopping centers in the Lumajang area besides Graha Mulia, but one that definitely has a lot of visitors is this shopping center.

In this study, the consumer perception variable stated that it had no effect on purchasing decisions. The results of the research conducted support the results of previous research conducted by Bilondatu. (2013) with the title Motivation, Perception, and Belief in Their Influence on Consumer Purchase Decision on Yamaha Motorcycles in Minahasa. The results showed that motivation and perception had no effect on consumer purchasing decisions for Yamaha motorcycles in Minahasa, while trust had an effect on consumer purchasing decisions for Yamaha motorcycles in Minahasa. But this result is rejected by research conducted by Saputra & Samuel (2013), Tompunu (2014), Mantik et al., (2015), Juliana & Noval, (2019), Huriartanto et al., (2015), and Reppi et al., (2015), Sulistyan, Pradesa & Kasno (2017). The results of his research indicate that consumer perceptions have a significant effect on purchasing decisions. So this study does not support the results of the empirical basis. Based on this background, the purpose of this study was to determine the influence of consumer perceptions and consumer motivations that were simultaneously significant on product purchasing decisions at Graha Mulia Plaza Lumajang

METHOD

This type of research is a quantitative study to obtain an associative relationship that has a causal nature. The associative relationship is a study that asks the relationship between two or more variables. A causal relationship is a relationship that has a causal nature (Sugiyono, 2014). So basically there is an interrelated relationship between the independent variable (which affects) and the dependent variable (which is influenced). The type of data analysis technique used in this

research is multiple linear regression analysis. The technique is used to analyze the independent variable which consists of consumer perceptions and consumer motivation, as well as the dependent variable which consists of consumer purchasing decisions.

In this study, the population used is people who have visited and bought products directly at Graha Mulia Plaza Lumajang. Based on the observations of researchers in 1 day in November consumers who buy products at Graha Mulia Plaza as many as 100 people. The sample used by the researcher was 75 consumers. The method used in sampling is non-probability sampling with incidental sampling technique. The analytical step used in this research is instrument testing as an initial stage consisting of validity testing and reliability testing. Followed by classical assumption test consisting of data normality test, multicollinearity test, and heteroscedasticity test. Subsequently, hypothesis testing was carried out in the form of t statistical test (partially) and F statistical test (simultaneously). And finally, the coefficient of determination (R²) was tested.

RESULTS AND DISCUSSION

The tests carried out in this study were instrument testing consisting of validity testing which had a correlation coefficient value above 0.3 with the statement contained in the research instrument being declared valid. So in conclusion, all statements contained in the research instrument can be declared worthy as research instruments because they can explore the data or information needed. Reliability testing using Cronbach's Alpha method for the value of the consumer perception variable is 0.645, for the value of the consumer motivation variable is 0.722, and the value of the purchasing decision variable is 0.427. It can be concluded that the questionnaire used in measuring the variables has reliable and quite reliable criteria, so that the questionnaire used is good because it can provide consistent measurement results if repeated measurements are made on the same subject at different times. The next submission is a classical assumption test which consists of a data normality test using the Normal Probability Plot method, showing that the results of the data normality test of the points spread around the diagonal line by showing a normal distribution pattern. So the conclusion is that the regression model meets the assumption of data normality. The results of the multicollinearity test show that all the variables used as predictors of the regression model have a fairly small VIF value, where all of them are < 10 and the tolerance value is < 1. So it can be concluded that the independent variables used in this study did not show any signs of multicollinearity. The results of the heteroscedasticity test using the Scatterplot method by looking at the plot points of the residual spread, the results of the heteroscedasticity test showed that there was no certain pattern. So it can be concluded that this regression model is proven to be free from the assumption of heteroscedasticity.

So this study has fulfilled all the requirements for the classical assumption of multiple linear regression.

Table 1. Multiple Linear Regression Test Results

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta				Tolerance	VIF
1	(Constant)	8.264	1.446		5.714	.000		
	Perception	.115	.110	.101	1.047	.299	.793	1.261
	Motivation	.423	.064	.636	6.617	.000	.793	1.261

a. Dependent Variable: TOTAL_Y

Source: Data Processed 2021

The results of the multiple linear regression test using SPSS 16.0, obtained the following equation:

$$Y = 8,264 + 0,115X_1 + 0,423X_2$$

The constant value of 8.264 indicates that the value of the purchasing decision variable is equal to 8.264 if the value of consumer perception and consumer motivation is equal to 0. The coefficient of consumer perception of 0.115 (positive indicates a unidirectional relationship) states that every increase in one variable of consumer perception will increase the decision variable, purchases of 0.115. On the other hand, every decrease in one variable of consumer perception will decrease the purchasing decision variable by 0.115. The coefficient of consumer motivation of 0.423 (positive indicating a unidirectional relationship) states that every increase in one variable of consumer motivation will increase the purchasing decision variable by 0.423. On the other hand, every decrease in one variable of consumer motivation will decrease the purchasing decision variable by 0.423.

Hypothesis test

- a. The Influence of Consumer Perception on Purchase Decisions
For the consumer perception variable, the tcount value is 1.047 with a significance level of 0.299 whose value is more than 0.05, then tcount is 1.047 ttable 1.99300, meaning that H₀ is accepted and H_a is rejected. It can be concluded that consumer perceptions have no significant effect on purchasing decisions at Graha Mulia Plaza Lumajang.
- b. The Influence of Consumer Motivation on Purchase Decisions
For the consumer motivation variable, the tcount value is 6.617 with a significance level of 0.000 which is less than 0.05, then tcount is 6.617 > ttable 1.99300, which means that H₀ is rejected. H_a is accepted. It can be concluded that consumer motivation has a significant effect on purchasing decisions at Graha Mulia Plaza Lumajang.
- c. The Influence of Consumer Perception and Consumer Motivation on Purchase Decisions
For the research variable, the Fcount value is 32.269, then Fcount 32.269 Ftable 3.12, which means H₀ is rejected and H_a is accepted. It can be concluded that consumers' perceptions and motivations simultaneously have a significant effect on purchasing decisions at Graha Mulia Plaza Lumajang.

Coefficient of Determination Results. From the calculation results of the SPSS program above, it can be seen that the coefficient of determination (R²) obtained is 0.473. This means that 47.3% of the purchasing decision variables can be explained by independent variables, namely consumer perceptions and consumer motivation. While 52.7% of the purchasing decision variables are influenced by other variables not examined in this study. Other variables that can influence purchasing decisions are location, price, and promotion.

Discussion

The Influence of Consumer Perception on Purchase Decisions

The results of hypothesis testing for consumer perceptions of purchasing decisions at Graha Mulia Plaza Lumajang indicate that consumer perceptions have no significant effect on purchasing decisions at Graha Mulia Plaza Lumajang. The results of the research conducted support the results of previous research conducted by Bilondatu (2013) with the title Motivation, Perception, and Belief in Their Influence on Consumer Purchase Decisions on Yamaha Motorcycles in Minahasa. The results showed that motivation and perception had no effect on consumer purchasing decisions for Yamaha motorcycles in Minahasa, while trust had an effect on consumer purchasing decisions for Yamaha motorcycles in Minahasa.

But this result is rejected by research conducted by Saputra & Samuel (2013), Tomponu (2014), Mantik et al., (2015), Juliana & Noval (2019), Huriartanto et al., (2015), and Reppi et al., (2015). The results of his research indicate that consumer perceptions have a significant effect on purchasing decisions. The reason for consumer perception does not have a significant effect because consumers do not get clear product information from the Graha Mulia Plaza but through the packaging contained in the product and information from the internet. From the results of these studies, the provision of guarantees regarding product quality must also be supported by the

satisfaction of consumers who buy products. So that the perception of consumers in buying products at Graha Mulia Plaza is increasing.

The Influence of Consumer Motivation on Purchase Decisions

The results of hypothesis testing for consumer motivation on purchasing decisions at Graha Mulia Plaza Lumajang indicate that consumer motivation has a significant effect on purchasing decisions at Graha Mulia Plaza Lumajang. The results of this study are supported by research conducted by (Mantik et al., 2015), (Juliana & Noval, 2019), (Tompunu, 2014), and (Huriartanto et al., 2015). The results of his research indicate that consumer motivation has a significant effect on purchasing decisions.

Therefore, it is recommended for Graha Mulia Plaza Lumajang to continue to innovate in terms of promotion and continue to sell products with guaranteed quality. Graha Mulia Plaza must also be able to recognize consumer needs and be good at taking advantage of business opportunities. So that consumer motivation is getting stronger and better. If the consumer's motivation is good for Graha Mulia Plaza, it will affect their purchasing decisions, which in the future a consumer will give confidence in meeting their needs.

The Influence of Consumer Perception and Consumer Motivation on Purchase Decisions

Based on the results of hypothesis testing from the questionnaire data, it can be concluded that the consumer perception and motivation variables have a significant simultaneous effect on purchasing decisions at Graha Mulia Plaza Lumajang. Several previous studies that can be used as support are research conducted by (Mantik et al., 2015), (Soediono, 2016), (Juliana & Noval, 2019), and (Huriartanto et al., 2015). The results of previous studies indicate that consumer perceptions and consumer motivation simultaneously have a simultaneous effect on purchasing decisions. So this study supports the results of the empirical basis. Although the consumer's perception partially does not have a significant effect on purchasing decisions. However, when combined with consumer motivation, the results can simultaneously have a significant effect on purchasing decisions. This can be interpreted that the two variables between consumer perceptions and consumer motivation can affect purchasing decisions. In an effort to create consumer perceptions and motivations, one of the determining factors for success in influencing purchasing decisions for consumers is the result of good perceptions and motivations.

CONCLUSION

Based on the results of the partial test analysis using the t test, it shows that the variables that have an influence on purchasing decisions are consumer motivation variables. While the consumer perception variable has no significant effect on purchasing decisions. Based on the results of Simultaneous Testing analysis using the F test, it shows that the variables of consumer perception and motivation have a significant simultaneous effect on purchasing decisions at Graha Mulia Plaza Lumajang. From the calculation of the coefficient of determination (R²) obtained is 0.473. This means that 47.3% of the purchasing decision variables can be explained by independent variables, namely consumer perceptions and consumer motivation. While 52.7% of the purchasing decision variables are influenced by other variables not examined in this study. Other variables that can influence purchasing decisions are location, price, and promotion.

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