

The Influence of Consumer Behavior on the Purchase Decision of Bimoli Cooking Oil Products at Kheyila Mart in Baraka District, Enrekang District

Ade Nurfajraini J

University of Muhammadiyah Makassar

Email : adenurfajraini@gmail.com

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Abstract

This study aims to determine behavior on purchasing decisions for Bimoli cooking oil products (case study on Kheyila Mart Baraka). This type of research used in this research is quantitative research. The data collection technique used is a questionnaire or questionnaire by collecting data or information and stating the variables that describe the perception of consumer behavior in purchasing decisions. With a total sample of 95 respondents drawn from the entire population. The results showed that the value of count was $2.730 > \text{table}$ was 1.98525 and a significant value was $0.008 < 0.05$. Thus H_0 is rejected and H_a is accepted, which means that the variable X has a significant positive effect on variable Y . In other words, consumer behavior has a significant positive effect on purchasing decisions.

1. INTRODUCTION

Along with the development of the retail business, every company is required to form a good and integrated competitive management strategy because competition is the key to the success or failure of a company. The increasing intensity of competition from competitors requires companies to always pay attention to the needs and expectations of consumers and try to fulfill consumer desires by providing more satisfying service than competitors. thus only quality companies can dominate the market .

There is a phenomenon that is happening at this time, namely the diversity of cooking oil products that are considered by consumers in making purchasing decisions, as a result, consumers must finally make a selective choice, which cooking oil to consume daily. This purchase decision has no date of origin of consumer involvement which describes the level of consumer interest in the product due to the importance of buying cooking oil in everyday life.

This fact shows that there are differences in consumer behavior towards cooking oil products circulating on the market. The company can achieve the goals that have been set, so that maximum marketing efforts

are expected in introducing its products. Maximum marketing can affect motivation and attitude If the product or service offered is designed to meet customer needs. This is also in accordance with Kotler that marketing is a social process in which individuals and groups receive what they need and want by building, offering, and freely exchanging products of value with other parties.

According to Tjiptono (2012) purchasing decisions are a process in which consumers identify problems, seek information about a particular product or brand and evaluate each alternative well. This solves the problem, which then leads to a purchase decision. by prioritizing good service, buyers will make it easier for the company to achieve the company's goals, namely achieving optimal profits by increasing the number of buyers. Based on the description above, many factors influence the company's goals, including cultural factors, social factors and direct factors in obtaining profits.

One of the most purchased products at Kheyila Mart is cooking oil. Bimoli cooking oil (Bitung Manado Oil Limited) was first introduced to the Indonesian market in 1968. Cooking oil is one of the nine main needs of the Indonesian people so that the demand for this

product will always be there. In Indonesia there are several companies that process palm oil into cooking oil, one of which is the Indofood group using the cooking oil trademark "Bimoli" under the flag of PT Salim Ivomas Pratama Tbk which has been produced since the 1970s using the jargon "Perfection of cooking oil". Bimoli cooking oil strives to present the best quality oil by carrying out a gymnastic processing process, starting from removing latex, clarifying the color of the oil, removing free fatty acids, smoothing the aroma, making the solid fractions up to separating the solid fractions and the oil. It also contains omega 9 which functions to maintain normal cholesterol levels. Bimoli cooking oil continues to maintain the quality of its products so that it gets the people's religion for its quality and quality.

Companies need to realize that consumer attitudes have a crucial role in product sales. According to Philip Kotler (2000) in his book 'Principles of Marketing', this definition of consumers is all individuals as well as households who buy or obtain goods and/or services for direct consumption. Furthermore, what is meant by buying decisions is frequency, while impulsive buying is a buying process that occurs when someone sees an item and suddenly wants to buy that item, and then decides to make a purchase at that time. According to Utami (2010: 51) impulse buying is a purchase that occurs when a consumer sees a specific product or brand, then becomes interested in getting it, usually because of an attractive stimulus from the store. Using a marketing phenomenon like this, lots of consumers shop without careful consideration.

Based on research put forward by Kosasi (2003) that there is a positive influence between consumer behavior and purchasing decisions for Yamaha motorbikes at Arista Johar Dealers, in line with what was stated by Marheni Eka Saputri (2016) that consumer behavior influences online purchasing decisions for Zalora Fashion products Indonesia. These two previous studies have

different locations with different products.

This is what prompted researchers to conduct research on the influence of cultural factors, social factors and personal factors on the decision to buy cooking oil at Kheylya Mart Baraka.

2. RESEARCH METHODS

2.1 Data Analysis Techniques

a. Research Instrument Test

1) Validity test

The validity test was carried out by correlating the scores of each question item on each variable with the total score. The formula used is product moment correlation, as follows: (Sinaga, 2016)

$$r_{xy} = \frac{n \sum XY - (\sum X \sum Y)}{\sqrt{\{n \sum X^2 - (\sum X)^2\} \{n \sum Y^2 - (\sum Y)^2\}}}$$

Information:

- r : correlation coefficient
- n : Number of samples
- X : The score of the item questions
- Y : Total score value

2) Reliability Test

Reliability refers to an understanding that an instrument can be trusted enough to be used as a data collection tool because the instrument is good enough (Arikunto, 2010). An instrument is said to be reliable if one's answers to questions are consistent or stable over time and a variable is said to be reliable if the Cronbach Alpha member is > 0.05 (Ghozali, 2011).

$$r_{11} = \left(\frac{K}{K-1} \right) \left(1 - \frac{\sum \sigma_b^2}{\sigma_t^2} \right)$$

Information:

- r₁₁ : Instrument reliability
- K : Number of item variants
- $\sum \sigma_b^2$: Number of item variants
- σ_t^2 : Total variance

b. Classic assumption test

1) Normality test

The normality test aims to test whether in the regression model, the confounding or

residual variables have a normal distribution, as it is known that the t and F tests assume that the residual values follow a normal distribution. If this assumption is violated, the statistical test becomes invalid for a small sample size. (Fuadiyah, 2009).

The normality test used the One Sample Kolmogorov-Smimov Test with the help of the SPSS computer program. Among them is that the sample to be used for analysis must come from a normally distributed population with a significance level of $\alpha = 5\%$ (0.05). The criteria for testing the normality test are as follows:

- If the value of Sig. (significance) ≥ 0.05 indicates normal data distribution.
- If the value of Sig. (significance) < 0.05 indicates abnormal data distribution.

2) Linearity Test

The linearity test is used to see whether the model specifications used are correct or not. Should the function used in an empirical study be linear, quadratic or cubic? With the linearity test, information can be obtained whether the empirical model should be linear, quadratic or cubic and whether the data we have fits the linear line or not.

So an increase or decrease in the quantity of one variable will be followed linearly by an increase or decrease in the quantity of the other variable (linear = straight line). The terms of interpretation of the X versus Y variables that the researcher used were calculated from the deviation linearity column in the ANOVA table. If the significance value is > 0.05 , it can be concluded that it meets the requirements for passing the linearity test. (Fuadiyah 2019).

c. Hypothesis testing

Sugiyono, 2009:96 states that the hypothesis is a temporary answer to the research problem formulation, where the research problem formulation has been stated in the form of a question. (HR, 2018). The hypothesis in this test is tested using a simple linear regression analysis using the t test, as follows:

1) Simple Linear Regression

Simple linear regression analysis is used to determine the effect of variables from the independent variable (X), namely consumer behavior on the dependent variable (Y), namely purchasing decisions. The data is statistically processed for the purposes of analysis and hypothesis testing using the SPSS 17.0 for windows application program. The multiple linear regression method used is formulated as:

$$Y = a + \beta X + e$$

Where:

Y = purchase decision

a = Constant

β = Parameter measured (regression coefficient)

e = Error (Residual)

source:sugiyono ,(2012:277)

2) T test (partial significant)

(Prawira, 2007) The t statistical test is also known as an individual significance test, which shows how far the independent variable influences the dependent variable partially. The hypothesis proposed on the variable (X) consumer behavior, as follows:

- 1) $H_0: \beta = 0$, meaning that consumer behavior has no effect on purchasing decisions
- 2) $H_a: \beta \neq 0$, meaning that consumer behavior influences purchasing decisions.

Data processing will be carried out using IBM SPSS statistics 20 software application tools so that the resulting data measurements are more accurate. The formula used according to Sugiyono (2014: 184) in testing the hypothesis (t test) of this study is:

$$t = \frac{r\sqrt{n-2}}{\sqrt{1-r^2}}$$

Information:

r = correlation

n = Number of samples

t = significant level of tcount which is then Compared with t_{table} then determines the decision model using the t test statistic, taking

into account the following assumptions:

- Confidence interval $\alpha = 0.05$
- Degrees of freedom = $n - 2$
- Judging from t_{table}

The results of the t-count hypothesis are compared to t_{table} with the following test criteria:

- If $t_{count} > t_{table}$ on α then H_0 is rejected and H_a is accepted (effect)
- If $t_{count} < t_{table}$ at $\alpha = 5\%$ then H_0 is accepted and H_a is rejected (no effect).

3. RESULTS AND DISCUSSION

4.1 Research Result Data Analysis

a. Validity test

Validity means the extent to which the accuracy and accuracy of a measuring instrument (in this case a questionnaire) performs its measuring function. Validity testing in this study was carried out using the product moment technique, namely the score of each item was correlated with the total score. If the value of $r_{count} > r_{table}$ means the statement item is declared valid. Meanwhile, if the value of $r_{count} < r_{table}$ means declared invalid.

Following are the results of the validity test with the IBM SPSS Statistics 2020 program.

Table 4. 1

test the validity of consumer behavior

Item x	R count	R table	Information
X1	0.433	0.2017	Valid
X2	0.414	0.2017	Valid
X3	0.555	0.2017	Valid
X4	0.539	0.2017	Valid
X5	0.667	0.2017	Valid
X6	0.400	0.2017	Valid
X7	0.426	0.2017	Valid
X8	0.597	0.2017	Valid
X9	0.684	0.2017	Valid
X10	0.359	0.2017	Valid

Source: data processed by SPSS (2020)

Table 4. 2 purchasing decisions

Y items	R count	R table	Information
Y1	0.514	0.2017	Valid
Y2	0.424	0.2017	Valid
Y3	0.307	0.2017	Valid
Y4	0.404	0.2017	Valid
Y5	0.740	0.2017	Valid
Y6	0.422	0.2017	Valid
Y7	0.324	0.2017	Valid
Y8	0.516	0.2017	Valid
Y9	0.576	0.2017	Valid
Y10	0.215	0.2017	Valid

Source: SPSS statistics output results 20

Based on the validity test results table, it can be seen that all question items or variable indicators of consumer behavior and purchasing decisions are declared valid because from the results of the correlation between the results of the respondents' answers on each question item or indicator with a total score, significant results are obtained, namely the value of $r_{count} > r_{table}$.

b. Reliability Test

The reliability test aims to determine the extent to which a measuring device is reliable or reliable and remains consistent if it is carried out twice or more in the same group. Reliability testing using the Cronbach Alpha statistical test for a variable is declared reliable if it gives a Cronbach Alpha value > 0.60 . The results of the reliability test are briefly shown in the table.

Table 4. 3 Reliability Test of consumer behavior

Reliability statistics	
Cronbach Alpha	N of items
0.678	10

Source: SPSS statistics output results 20

The results of the reliability test showed that the Cronbach's Alpha value for all variables was above 0.60, so it could be concluded that the indicators used by the variables of consumer behavior and purchasing decisions could be trusted or

reliable to be used as a variable measuring tool.

The results of the purchase decision reliability test show that the value of Cronbach's Alpha r_{Count} is $0.678 >$ from r_{Table} 10, so the variable is declared reliable.

Table 4. 4 purchase decision reality test

Reliability statistics	
Cronbach Alpha	N of items
0.546	10

Source: SPSS statistics output results 20

Table 4.4 explains that after carrying out the reliability test, the Cronbach's Alpha value for the consumer behavior variable is 0.546, which means that the variable is reliable.

The results of the purchase decision reliability test show that the value of Cronbach's Alpha r_{Count} is $0.546 >$ from r_{Table} 10, so the variable is declared reliable.

c. Normality test

The normality test was carried out to see whether in the regression model the dependent variable and the independent variable both have a normal distribution or not. A good regression model that has a normal distribution table as follows:

Table 4. 5 Normality test

Kolmogorov smirnov	Sig	Ket
X total	0.010	Normal
TOTAL y	0.020	Normal

Source: SPSS statistics output results 20

In table 4.5 it can be concluded that the calculated data is > 50 respondents, namely as many as 95 respondents, the significance value seen is Kolmogorov Smirnov. In question X there is a sig value of $0.010 > 0.05$ and is stated to be normally distributed. Whereas in question Y there is a sig value of $0.020 > 0.05$ and is stated to be normally distributed.

d. Linearity Test

Table 4. 6 Linearity test

	Df	F	Sig	Ket
Deviation from Linearity	15	0.494	0,937	linear
Within Groups	78			

Source: SPSS statistics output results 20

In table 4.6 the results of the linearity test are known to be sig. deviation from linearity of $0.937 > 0.05$, it can be concluded that there is a linear relationship between the independent variable (X) and the dependent variable (Y).

e. Simple Linear Regression Test

Table 4. 7 Simple regression test

Model	Mean square	F	Sig	Ket
Regression	87,969	7,455	0.008	Take effect

Source: SPSS statistics output results 20

In table 4.7 the results of the simple linear regression test show the sig. equal to $0.008 < 0.05$, it can be concluded that variable X has an effect on variable Y.

f. T Test (Partial Significance)

Table 4.10 Test t

Independ ent variable	Depende nt variable	B	Beta s	Q	Sig	Ke t
Consumer behavior	Buying decision	0.249	0.272	2,730	0.008	Si g

Source: SPSS statistics output results 20

In table 4.10 the results of the t test can be concluded that variable X has a significant positive effect on variable Y because t_{count} is $2.730 > t_{\text{table}}$ is 1.98525. In other words, consumer behavior (X) has a significant positive influence on purchasing decisions (Y).

3.2 Discussion

This study aims to determine consumer behavior towards purchasing decisions of Bimoli gereng oil products. These results were obtained by using a questionnaire to 95 respondents. This study uses simple linear regression, namely the independent variable (independent) of consumer behavior while the dependent variable (dependent) is the purchase decision. Data analysis techniques used are validity test, reliability test, linear regression analysis, and partial test (t test). Based on the analysis of the frequency of 20 statements, the strongest consumer behavior is the ninth statement with a value of 684 and the strongest purchase decision variable is the fifth statement with a value of 740.

Based on the partial test (t test) obtained a tcount of $2.730 > t_{table}$ of 1.98525 and has a significant level of 31.603, which means that the consumer behavior variable has a significant influence on purchasing decisions for Bimoli cooking oil products so that the hypothesis can be said to be accepted.

These results indicate that the consumer behavior variable (X) has a positive and significant effect on purchasing decisions (Y) at Kheylya Mart Baraka. Thus it can be stated that the hypothesis put forward states that there is a positive and significant influence on consumer behavior on purchasing decisions at Kheylya Mart. 'Acceptable'.

These results are in line with research conducted by Marheni Eka Saputri (2016), Hariyanto Ibiyanto (2008), Ismail Hasan (2014), Ari Luhur Sasangka (2010), Erwin Ana Nuraeni (2012). Where consumer behavior partially has a positive and significant effect on purchasing decisions.

4. CLOSING

4.1 Conclusion

This study aims to determine the effect of consumer behavior on purchasing decisions for bimoli cooking oil products (a case study on kheylya mart baraka). The results showed that the consumer behavior variable had a significant positive effect on purchasing

decisions. This can be seen from the results of the t test where tcount is $2.370 > t_{table}$ 1.98525 and a significant value of $0.008 < 0.05$ and the regression coefficient has a positive value of 31,603 thus H_0 is rejected and H_a is accepted.

4.2 Suggestion

1. It is hoped that further research can add factors other than consumer behavior that can influence purchasing decisions.
2. In future research it is expected to increase the number of samples in the study. It is intended that the research conducted can be more accurate in predicting and adding other variables to find out other influencing factors.

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