



## **Analysis of the Effect of Psychological Factors on Consumer Decisions for Purchase of Tribun Manado News in Manado City**

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### **Abstract**

This type of research is research conducted using the Multiple Linear Regression method to explain the direct and indirect relationship as well as simultaneously and partially psychological factors from the variables of Motivation, Perception, Learning, Beliefs, and Attitudes Toward Consumer Decisions to Buy the Manado Tribune newspaper in Manado City, North Sulawesi. The research object chosen was the Manado Tribune Daily Newspaper with a sample of 120 respondents. Data analysis techniques with the help of SPSS v.22.0 software for Windows. The results showed that motivation (X1) has a significant effect on Purchasing Decisions (Y). Perception (X2) has a substantial effect on Purchasing Decisions (Y), Learning (X3) has a significant effect on Purchasing Decisions (Y), Belief (X4) has no significant effect on Purchasing Decisions (Y), and Attitude (X5) has a positive and significant effect on Purchasing Decisions (Y). Simultaneously all X variables have a significant effect on Purchasing Decisions (Y)

*Keywords: Motivation, Perception, Learning, Beliefs, Attitudes and Purchasing Decisions*

### **INTRODUCTION**

One of the stable factors in the number of media industries in Manado City is Manado City's development as one of the cities of service and business in Eastern Indonesia. This development has made many print media survive amidst the onslaught of advances in technology and information. The public opinion that the print media has a high level of trust in delivering information has made it survive and exist in the regions. The mindset of local people who still use printed media as a reliable reference for information also makes entrepreneurs maintain their media business. Consumers' purchasing decisions are a step-by-step used by consumers when buying goods or services or a decision because of the interest that someone feels in a product and wants to buy, try, use, or own the product. Consumers often have more than two parties involved in the exchange or purchase process in the decision to buy goods. (Koesoemaningsih, 2013). Schiffman and Kanuk (2004: 547) say that a purchasing decision is selecting two or more alternative purchasing



decision choices, meaning that someone can make a decision, there must be several alternative options available. The decision to buy can lead to how the process of making that decision is carried out. According to Kotler (2000: 201), a purchase decision is a decision-making process carried out by consumers before buying a product or service.

Motivation is defined as the willingness to put out a high level of effort towards the goals to be achieved, conditioned by the effort to meet individual needs. (Supriyanti, 2012). Motivation is a process of encouragement so that consumers are motivated to buy a product. Motivation is formed because of a stimulus or stimulation that will lead to the need for recognition. The recognition of needs will cause pressure on consumers so that there is an impulse on them.

Perception, according to Adhi, Shanti, & NP (2016) states that information processing has four main steps, namely openness or "exposure," attention, interpretation, and memory. The first three sequences form perception, namely: openness (exposure), which occurs when a stimulus (stimulus) comes within the range of our sensory receptors. The image in the consumer's mind arises because of the perceptual process; how consumers judge the quality of service is also very much determined by perception. Consumers, directly or indirectly, will provide an assessment of the services to be purchased. Evaluation carried out based on an overall assessment of received and experienced compared to what was expected.

Learning is a process where individuals gain knowledge and experience about buying and consuming by applying it to future behavior. Learning is driving changes in our behavior that arise from experience. Encouragement is a solid internal stimulus that drives action if omens are a stimulus that determines when, where, how a person responds. (Schiffman and Kanuk, 2007). Beliefs are descriptive thoughts that someone believes in something. Beliefs can be based on genuine knowledge, opinion, and faith (Kotler and Amstrong, 2006). Moreover, attitude is a learned tendency to behave pleasantly or unpleasantly towards a particular object.

Based on the background described above, researchers are interested in researching with the title "Analysis of the Influence of Psychological Factors on Consumer Decisions to Purchase the Manado Tribune Newspaper in Manado City."

## **RESEARCH METHODS**

This study uses quantitative research methods that emphasize its numerical data analysis (numbers) processed by statistical methods. Quantitative research works with numbers, whose data is in the form of numbers (score or value, device, or frequency), which is analyzed using statistics to answer specific research questions or hypotheses and predict other variables. In other words, this research is an associative study that aims to determine the effect or relationship between two or more variables. This research can build a theory that can function to explain, predict and control a symptom and can be done to test hypotheses with inferential statistics (correlation, regression,

There are two methods of data collection carried out in this study which all the required data are collected through

- a. Field research (field research method) is by distributing questionnaires to all respondents who are research objects.



- b. Data is also collected using the library research method, which collects data by conducting study studies of books, literature, notes, and reports that have something to do with the problem being solved.

Determination of the number of samples according to Roscoe (research methods for business) in Albert about determining the sample size for research is "If the research will use multivariate analysis tools, then the number of sample members is at least ten times the number of variables studied. For example there are research variables (4 independent + 1 dependent), then the number of sample members =  $10 \times 5 = 50$ ". This study uses six variables (5 independent + 1 dependent), with 20% of the subjects taken based on the sample's determination. Thus the number of sample members of this study is =  $20 \times 6 = 120$ . From this calculation, the number of samples to be studied is 120 respondents.

## RESULTS AND DISCUSSION

### Validity test

The validity test is used to measure whether a questionnaire is valid or not. A questionnaire is valid if the questionnaire's questions can reveal something that the questionnaire will measure. The validity test was calculated by comparing the calculated r-value (correlated item-total correlation) with the r table value. If  $r_{count} > r_{table}$  and the value is positive, then the item or question is declared valid (Ghozali, 2005: 45). In this study, the validity test was carried out using the SPSS 22 program.

### Reliability Test

Reliability is the extent to which the results of a measurement can be trusted. Reliability test is data to measure a questionnaire which is an indicator of a variable or construct. A questionnaire is reliable or reliable if a person's answer to a statement is consistent or stable over time. Reliability concerning the consistency of answers if tested repeatedly on different samples. SPSS provides facilities to measure reliability with the Cronbach Alpha ( $\alpha$ ) statistical test. A constructor variable is reliable if it gives a Cronbach Alpha value  $> 0.60$  (Ghozali, 2005: 41-42). The reliability in this study was carried out by measuring the correlation between the answers to the questions using SPSS 22, with the Cronbach alpha ( $\alpha$ ) statistical test.

### Multiple Linear Regression Analysis

The data analysis technique is multiple linear regression analysis techniques. This method is used because it can test the hypothesis of one to nine variables. In this analysis, it can be seen how the independent variables, namely Motivation (X1), Perception (X2), Learning (X3), Belief (X4), and Attitude (X5) affect (positively or negatively) the dependent variable, namely the Purchase Decision of Tribun Manado Newspaper. (Y). Moreover, the general mathematical form is as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5 + e$$

Where:

Y = Purchase Decision

a = Constant of the regression equation



b1 = regression coefficient of variable X1 (motivation)  
b2 = regression coefficient of variable X2 (perception)  
b3 = regression coefficient of variable X3 (learning)  
b4 = regression coefficient of variable X4 (confidence)  
b5 = regression coefficient of variable X5 (attitude)  
X1 = Motivation  
X2 = Perception  
X3 = Learning  
X4 = Confidence  
X5 = Attitude  
e = Confounding variable

The first to sixth hypotheses were tested by determining the level of significance with the simultaneous test (F test and R<sup>2</sup>) and partial test (t-test) as follows:

### 1. Determination Test (R<sup>2</sup>)

The test of determination is used to measure the extent of the model's ability to explain the dependent variable's variation. The coefficient of determination is between zero and one. A value close to one means that the independent variables provide almost all the information needed to predict the dependent variable's variation.

### 2. F-test test

F-test test to test the simultaneous effect on the variables of motivation, perception, learning, belief, and attitude towards consumer decisions to buy the Manado Tribune newspaper. The guidelines used to accept or reject the hypothesis are:

- H<sub>a</sub> is accepted if the F-count > F-table or the p-value in the column sig. < level of significant ( $\alpha$ ) 5% means that all independent variables jointly affect the dependent variable.
- H<sub>0</sub> is accepted if the F-count < F-table or the p-value in the column sig. > The Level of significance ( $\alpha$ ) 5% means that all independent variables do not jointly affect the dependent variable.

### 3. T-test test

The t-test t was used to test the partial effect of motivation, perception, learning, belief, and attitude variables on consumer decisions to buy the Manado Tribune newspaper. The guidelines used to accept or reject the hypothesis are:

1. H<sub>a</sub> is accepted if t-count > t-table or the prob-value value in the sig column. < level of significant ( $\alpha$ ) 5% means that the independent variable influences the dependent variable.
2. H<sub>0</sub> is accepted if t-count < t-table or the prob-value value in the column sig > level of significant ( $\alpha$ ) 5% means that the independent variable does not influence the dependent variable.



**Table 1. The results of the research instrument validity test**

No.	Variable	Item	r correlation	Information
1	Motivation (X1)	X1.1	0.695	Valid
2		X1.2	0.698	Valid
3		X1.3	0.895	Valid
4		X1.4	0.763	Valid
5		X1.5	0.774	Valid
6		X1.6	0.705	Valid
7	Perception (X2)	X2.1	0.701	Valid
8		X2.2	0.848	Valid
9		X2.3	0.906	Valid
10		X2.4	0.792	Valid
11		X2.5	0.852	Valid
12	Learning (X3)	X3.1	0.844	Valid
13		X3.2	0.789	Valid
14		X3.3	0.794	Valid
15		X3.4	0.522	Valid
16		X3.5	0.445	Valid
17	Confidence (X4)	X4.1	0.769	Valid
18		X4.2	0.847	Valid
19		X4.3	0.898	Valid
20		X4.4	0.918	Valid
21		X4.5	0.936	Valid
22		X4.6	0.900	Valid
23	Attitude (X5)	X5.1	0.628	Valid
24		X5.2	0.771	Valid
25		X5.3	0.797	Valid
26		X5.4	0.777	Valid
27		X5.5	0.565	Valid
28		X5.6	0.727	Valid
29	Purchase Decision (Y)	Y1.1	0.560	Valid
30		Y1.2	0.538	Valid
31		Y1.3	0.632	Valid
32		Y1.4	0.594	Valid
33		Y1.5	0.663	Valid
34		Y1.6	0.603	Valid

Source: Primary Data (processed), April 2020



From the results of the instrument validity test above, it was found that all variable items in this study were declared valid and could be included in further analysis. The instrument's value in this study has a correlation value between the item scores and the total score of more than 0.176.

### B. Reliability Test

A reliability test is used to determine whether the data collection tool shows accuracy, level of accuracy, stability, or consistency in expressing specific symptoms (Sugiyono 2010: 178).

Researchers' use of reliability testing is to assess the consistency of objects and data, whether instruments that are used several times to measure the same object will produce the same data. The Cronbach Alpha coefficient was used as the degree of data consistency. Reliability test decision criteria are as follows:

- If the Cronbach Alpha coefficient is  $> 0.60 - 0.80$ , it is reliable
- If the Cronbach Alpha coefficient is  $> 0.80 - 0.90$ , it is very reliable

From the instrument reliability test results, it was found that all variables had a Cronbach alpha value above 0.6 so that the instrument items were declared reliable for use in further analysis. Reliability results in this study are addressed in Table 5.3 below

**Table 2. Results of the Research Instrument Reliability Test**

No.	Variable	Alpha Cronbach	Information
1	Motivation (X1)	0.849	Reliable
2	Perception (X2)	0.878	Reliable
3	Learning (X3)	0.726	Reliable
4	Confidence (X4)	0.941	Reliable
5	Attitude (X5)	0.811	Reliable
6	Purchase Decision (Y)	0.711	Reliable

*Source: primary data (processed), April 2020*

From the results of the reliability test of the research instrument above, it was found that all variable items in this study were declared reliable and could be included in further analysis.

### 4. Hypothesis test

The results of this study were conducted using multiple linear regression analysis and analysis calculations using SPSS 22.0.

#### A. Multiple Linear Regression Test

From the multiple linear regression analysis results using SPSS 22.0, the research hypothesis will be proven as described in Chapter IV. The results of the recap of multiple linear regression analysis are as follows:



## 1. Determinant Test

Table 4. Determinant Test Results

Model	R	R Square	Adjusted R Square	Std Error of the estimate
1	.778a	.605	.593	.26946

*Predictors: (Constant), Attitude, Motivation, Learning, Perception, Beliefs*

The R Square value presented in table 5.5 above shows a value of 0.605 or 60.50%. It can be interpreted that (60.50%) consumers' decisions to buy products from the Manado Tribune newspaper are influenced by variables such as motivation, perception, learning, beliefs, and attitudes. In comparison, the remaining 39.50% is explained by other variables outside the motivation variable—perception, learning, beliefs, and attitudes. R Square's value in this study is relatively high, so it can be said that motivation, perception, learning, belief, and attitude have a strong influence on consumer decisions to buy products from Tribun Manado newspaper.

### B. T-test test

The t-test t was used to test the partial effect of motivation, perception, learning, belief, and attitude variables on consumer decisions to buy the Manado Tribune newspaper. Guidelines or basis for decision making used to accept or reject this research hypothesis, namely:

- $H_a$  is accepted if  $t\text{-count} > t\text{-table}$  or the prob-value value in the sig column.  $<$  level of significant ( $\alpha$ ) 5% means that the independent variable influences the dependent variable.
- $H_0$  is accepted if  $t\text{-count} < t\text{-table}$  or the prob-value value in the column sig  $>$  level of significant ( $\alpha$ ) 5% means that the independent variable does not influence the dependent variable.

Table 5. Coefficients Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	8,586	2,195		3,911	.000
Motivation	.340	.074	.355	4,544	.000
Perception	.348	.082	.315	4,237	.000
Learning	.372	.072	.376	4,974	.000
Confidence	.026	.064	.044	.402	.689
Attitude	.465	.089	.461	5,213	.000

*a. Dependent Variable: Purchase Decision*

Based on the results of testing the t-count value in this study, the T-table value for the number of observations is 120 with alpha levels (5%). and k or the number of all variables both independent and dependent variables is 6, then the T-table



value is  $T\text{-table} = t(a/2; nk-1) = T\text{-table}(0.025; 114) = 1.980$ . From the results of these calculations, the following details can be made:

1. ***The influence of motivation (X1) on consumer decisions to buy the Manado Tribune newspaper in Manado City.***

From the results of calculations using SPSS 22.0, the t-count is 4.544 with a probability (p-value) of 0.000. Following guidance or the basis for decisions used to accept or reject the hypothesis, it is known that the T-count value is greater than the T-table or  $4,544 < 1,980$  or n. The probability value is more significant than alpha (5%) or  $0.000 > 0.05$ . Thus, it can be concluded that motivation significantly affects consumers' decisions to buy products from the Manado Tribune newspaper. The hypothesis, which states that "motivation has a significant effect on the consumer's decision to buy the Manado Tribune newspaper in Manado City," is proven to be significant.

2. ***The influence of perception (X2) on consumer decisions to buy the Manado Tribune newspaper in Manado City***

From the results of calculations using SPSS 22.0, the t-count is 4.237 with a probability (p-value) of 0.000. Following guidance or the basis of decisions used to accept or reject the hypothesis, the T-count value is greater than the T-table or  $4,237 < 1,980$  or n. This probability value is smaller than alpha (5%) or  $0.000 > 0.05$ .

Thus, it can be concluded that perceptions significantly affect consumers' decisions to buy products from the Manado Tribune newspaper. The means that the research hypothesis, which states that "There is a perceptual influence on the consumer's decision to buy the Manado Tribune newspaper product," is significant.

3. ***The effect of learning (X3) on consumer decisions to buy the Manado Tribune newspaper in Manado City***

From the calculations using SPSS 22.0, the t-count is 4.974 with a probability (p-value) of 0.000. Following guidance or the basis of decisions used to accept or reject the hypothesis, the T-count value is greater than the T-table or  $4,974 < 1,980$  or n. This probability value is smaller than alpha (5%) or  $0.000 > 0.05$ . Thus, it can be concluded that learning has a significant effect on consumers' decisions to buy products from the Manado Tribune newspaper. The means that the research hypothesis, which states that "There is a learning effect on consumers' decisions to buy the Manado Tribune newspaper product," is proven significantly.

## **DISCUSSION**

### ***1. Motivation for Purchasing Decisions***

The data analysis results in this study indicate that motivation has a significant effect on the decisions of the people of Manado City in buying products from the Manado Tribune newspaper. From the t-test analysis Coefficients table, it is known that partially, consumer motivation has a significant effect on purchasing decisions for Tribun Manado newspaper products. While the regression coefficient results obtained a positive value or have a unidirectional influence, meaning that the higher the motivation, the higher the people of Manado City to decide to buy a newspaper product Tribune Manado.

The results of this study are in line with the results of research conducted by Rico Saputra (2013), Hizkia Elfran Mawe (2013), Vernando Satria Wijaya (2014),





Sisilya Truly Reto (2014), which confirms that motivation has a significant effect on purchasing decisions. Merna Tompunu (2014) even states that motivation both partially and simultaneously is exceptionally influential on consumer purchasing decisions.

This shows that the people of Manado City who are research respondents consider motivation to determine the Manado Tribune newspaper's purchase decision. Purchasing products based on stronger motivation by consumers is considered to lead to more significant purchasing decisions. It can be said that motivation is one of the elements or variables that can influence consumers to buy products from Tribun Manado newspaper. The opinion that newspapers are necessary makes the people of Manado City have their motivation and stimulation in making purchasing decisions.

Motivation comes from within or outside (the environment), which becomes a driving factor towards achieving the goals. Regarding consumers, motivation can be interpreted as an impetus that moves consumers to decide to achieve goals, namely meeting various kinds of needs and wants. In the sense that the need arouses motivation, and in the end, will give rise to behavioral mechanisms, which according to Merle J. Moscovitz, as the initiation and direction of behavior and motivation lessons are lessons about behavior.

### *2. Perception of Purchasing Decisions*

The results of data analysis in this study show that perceptions have a significant effect on the decision of the people of Manado City to buy products from the Manado Tribune newspaper. Analysis of the t-table test is known; partially perceptions significantly affect the Manado Tribune newspaper's purchasing decisions. While the regression coefficients' results obtained a positive value or have a unidirectional influence, meaning that the higher the perception of the people of Manado City towards the Manado Tribune newspaper product, the higher the people of Manado City. They decide to buy the newspaper product.

The results of this study are in line with the results of research conducted by Senjaya, Fredy (2011), Mashadi (2012), Machrani Rinandha Bilondatu (2013), Siti Kumala Dewi, and Herning Indriastuti (2017), which show that perceptions have a significant effect on consumer purchasing decisions. Perception even has a significant enough influence in encouraging consumers to decide to buy a product.

The consumer's perception of a product is a consideration in determining which product choices to buy. It can be called a process of organizing, interpreting the stimulus received by an organism or individual to become something meaningful, and is an integrated activity within the individual. Kotler and Armstrong (1996) suggest that a person's perception of a product can be caused by a selection process for various existing stimuli in the same situation. It can be said that perception is related to consumer behavior in making decisions about what is desired.

### *3. Learning Against Purchasing Decisions*

From the calculation, known the t-value for the learning variable in this study is 4.974 with a probability (p-value) of 0.000. that learning has a significant effect on consumer decisions to buy products from the Tribun Manado newspaper. In other words, learning has even become one of the variables that influence the people of Manado City in purchasing products from the Manado Tribune newspaper.



This study's results are consistent with research conducted by Rico Saputra (2013), Steffi Gunawan (2015), and Ch. Endah Winarti (2015) reveals that learning has a significant effect on consumer purchasing decisions. Julia, Vivin Fauzana (2019) even confirm that simultaneously or partially learning variables influence purchasing decisions. Wahyuni (2008) even revealed that consumer learning can be a fundamental reason for purchasing and which products customers will consider, which will influence customers in deciding which products to buy.

Continuous learning of a product will encourage consumer psychology to make purchases. High learning makes consumers more determined to make purchases, and vice versa; if the learning process is low, it makes consumers less likely to buy a product.

## CONCLUSION

From the results of the research and discussion in the previous chapter, it can be concluded as follows:

1. Motivation consisting of price and quality together significantly influences consumer decisions to buy the Manado Tribune newspaper in Manado City. The research hypothesis states that "motivation has a significant effect on consumer decisions to buy the Manado Tribune newspaper in Manado City" is proven significantly.
2. The results data analysis known the t-value of the perception variable in this study is 4.237 with a probability (p-value) of 0.000. Thus, partially perceptions have a significant effect on consumer decisions to buy products from Tribun Manado newspaper. The research hypothesis, which states that "there is a perceptual influence on the consumer's decision to buy a newspaper product from Tribun Manado," is significant.
3. Based on the study results, it is partially known that the t-count value of the learning variable in this study is 4.974 with a probability (p-value) of 0.000. Thus, this study's learning variables have a significant effect on consumer decisions to buy products from the Manado Tribune newspaper. The research hypothesis states that "there is an effect of learning on consumer decisions to buy products from Tribun Manado newspaper" proven to be significant.

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