



Antecedent Variables that Influence Alfamidi Semarang Consumers' Purchasing Decisions (Study on Semarang Alfamidi Consumers)

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Abstract

The aim of this research is to examine the influence of corporate social responsibility, social media marketing, shop area, sales promotions, and the value of profits experienced on purchasing decisions at Alfamidi minimarkets. This type of research is quantitative and the information collected comes from AlfaMidi consumers. The population of this research is 109 AlfaMidi visitors. The sampling technique uses accidental sampling. The results of partial t-hypothesis testing, store environment variables and profit value have an influence on purchasing decisions, while CSR variables, social media marketing variables and sales promotion variables have no influence on purchasing decisions.

INTRODUCTION

Understand and predict clearly how different types of consumers behave when purchasing different products and services to meet their needs. Thus, to establish competitiveness in the market, several retailers have focused on creating a favorable image about their labels in the minds of consumers to influence consumer purchasing behavior(Amin and Rachmawati 2020). Consumer behavior focuses on understanding the consumer purchasing decision process and how to utilize various resources such as effort, time and money to obtain products or services(Trust and Harahap 2018)Therefore, business people must have knowledge about the characteristics and priorities of consumers because in this case they can play an important role in forming purchasing decisions.

A consumer decision making process can be interpreted as the phases that consumers go through in determining purchasing decisions. A marketer's job is to focus on the entire purchasing process rather than just emphasizing the purchasing decision, because each consumer experiences different phases before reaching a conclusion.(Ayu, 2020). Understanding purchasing behavior is not easy because several factors can influence consumer behavior before making a purchasing decision. In some cases consumers spend less time thinking about product purchases, because consumers consider meeting their needs more important(Abdillah & Utama, 2018). This has urged marketing managers to adopt strategies that motivate consumers to purchase product offerings by creating effective marketing plans. Previous research studies stated that corporate social responsibility, marketing promotions and social media marketing can play an important role in influencing consumer purchasing behavior(Bya, EF, and Sharif 2021). Other studies also cited atmosphere, perceived value and promotion as important predictors of consumer behavior(Lachram and Sharif 2020).

However, although previous research emphasizes corporate social responsibility (CSR) and social media marketing in influencing consumer behavior, only a few studies have examined their influence on purchasing decisions in the minimarket business, especially Alfamidi.

Next, it explores the role of the store environment and sales promotions in shaping purchasing decisions(Batee, 2019). Based on this, researchers are interested in this research. This research was designed to determine the influence of business social responsibility, social media marketing, store environment, perceived value, and sales promotions on consumer purchasing decisions at Alfamidi Minimarket.

RESEARCH METHODS

Research This research uses quantitative research methods. Quantitative research methods are research methods whose system is based on numbers and the data is obtained from questionnaires with the aim of explaining the theory of current phenomena. The type of research in this research uses associative research. Associative research is a problem formulation that aims to find out or understand the relationship between two or more variables and to find out the cause and effect in a problem. The data used in this research uses primary data. Primary data was obtained through a questionnaire that had been created and prepared by the researcher in the form of questions related to the problems in the research. Questionnaires distributed and distributed must be filled in consistently by respondents to make it easier for researchers to complete their research. The variables measured in this research contain two variables, namely the dependent variable and the independent variable. The dependent variable is a dependent variable that is influenced by other variables while the independent variable is an independent variable that influences the dependent variable. The dependent variable in this research is purchasing decisions, while the independent variables are CSR, Sales Promotion, store environment, social media marketing and profit value. In research, a population is a collection of subjects who meet the criteria for conducting research in order to receive responses that can be processed into processed data (Sugiyono, 2010). The population in this research is Alfamidi buyers/customers in the Semarang area. The sampling technique in this research is using an accidental sampling technique where the researcher will use random respondents with the

criteria that the subject is a skincare user. The sample in this research uses the Ferdinand formula. Where is the sample calculated? The total indicator is multiplied by 5-10 with a minimum of 100 respondents and the sample size is 109. The data analysis technique used in this research is multiple regression analysis. The scale used in this research is a Likert scale which is related to the respondent's assessment. The Likert scale is an assessment attribute by providing a score of 1-5. The information that will be taken from the results of this scale is the respondent's assessment from Alfamidi customers, while secondary data will be

obtained from research. and theories that have previously been carried out. As for scale distribution, this is done using gforms with links <https://docs.google.com/forms> which will be distributed to subjects with the criteria of Alfamidi Semarang visitors.

RESULTS AND DISCUSSION

Multiple Linear Test

Table 4. 3 Multiple Linear Test Results

Unstandardized Coefficients			Standardized Coefficients Beta		
Model	B	Std. Error	t	Sig.	
1	(Constant)	2,046	,947	1,146	,258
	CSR	,429	,272	,166	,123
	Media Marketing				
	Social	,617	,245	,268	,016
	Store Environment	.105	,301	,475	,000
	Sales promotion	,381	,360	.138	,296
	Profit Value	,366	,285	,352	,890

Table 4.1- Multiple Linear Test Results

a. Dependent Variable: Purchase Decision

The multiple regression equation after conducting research $Y = 2.046 + 0.429 X_1 + 0.617 X_2 + 0.105 X_3 + 0.381 X_4 + 0.366$

1. The constant of 2.046 shows that if all independent variables (CSR, sales promotion, social media marketing, store area, and profit value) show a value of 0, then the purchase decision is worth 2.046.
2. The CSR regression coefficient is 0.429. The coefficient has a positive sign, meaning that each increase in CSR

value causes an increase in purchasing decisions.

3. The social media marketing regression coefficient is 0.617. The coefficient has a positive sign, meaning that each increase in social media marketing value causes an increase in purchasing decisions
4. The store area regression coefficient is 0.105. The coefficient has a positive sign, meaning that each increase in the value of the store area causes an increase in purchasing decisions.

5. The sales promotion regression coefficient is 0.381. The coefficient has a positive sign, meaning that each increase in sales promotion value causes an increase in purchasing decisions.
6. The regression coefficient for the profit value is 0.366. The coefficient has a positive sign, meaning that each increase in the profit value causes an increase in purchasing decisions.

Partial t test

Table 4. 4 Partial T Test Results

Unstandardized Coefficient				Standardized Coefficient		
Model						
B		Std. Error		Beta	t	sig
1	(Constant)	2,046	,947		1,146	,258
	CSR	,429	,272	,166	1,575	.123
	Media Marketing					
	Social	,617	,245	,268	2,514	.016
	Store Environment	.105	,301	,475	3,904	,000
	Sales promotion	,381	,360	.138	1,058	,296
	Profit Value	,366	,285	,352	3,721	,000

Table 4.2- Partial T Test Results

a. Dependent Variable: Purchase Decision

Based on table 4, the results of hypothesis testing can be explained as follows:

1. The t-calculated value of CSR (
2. The calculated t-value for social media marketing (X2) is 2.514 with a probability value greater than 0.05, namely 0.016. These results report that the social media marketing variable (X2) does not have a significant influence on purchasing decisions so the hypothesis is rejected
3. The calculated t-value of the shop area (X3) is 3,904 with a probability value smaller than 0.05, it is 0.000. These results report that the store area variable (X3) has a significant influence on purchasing decisions so that the hypothesis is accepted.
4. The calculated t-sales promotion value (X4) is 1,058 with a probability value greater than 0.05 is 0,296. These results report that the sales promotion variable (X4) does not have a significant influence on purchasing decisions so it can be interpreted that the hypothesis is rejected
5. The t-value calculates the profit value (X5) of 3,721 with a probability value smaller than 0.05, it is 0.000. These results report that the profit value

variable (X5) has a significant influence on purchasing decisions so that the hypothesis is accepted **F test**

Table 4. 5 F Test Results

Table 4.3- F Test Results

ANOVAa						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	137,256	5	27,451	16,941	,000b
	Residual	68,056	42	1,620		
	Total	205,313	47			
a. Dependent Variable: purchasing decision						
b. Predictors: (Constant), Profit Value, Social Media Marketing, Store Environment, CSR, Sales Promotion						

Based on the table above, the calculated F value is 16,941 with a significance level of 0.000 < 0.05. So it can be concluded that the variables CSR, sales promotions, social media marketing,

shop area, and profit value simultaneously influence purchasing decisions.

Coefficient of Determination Test

Table 4.4- Coefficient of Determination Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.818a	.669	.629	1,273
. Predictors: (Constant), Profit Value, Marketing Media Social, Store Environment, CSR, Sales Promotion				

Dependent Variable: Purchase Decision

The coefficient of determination (R Square) value is 0.669. This means that the variables CSR, sales promotion, social media marketing, shop area, and profit value have a role of 66.9% together in purchasing decisions. Meanwhile, the remaining 33.1% is influenced by other variables

Discussion

In growing consumer trust, companies must care about the surrounding environment where the company is established. This form of concern can be in the form of providing assistance or empowering local communities to improve community welfare by increasing consumer trust in the company. Consumers will be generous with the company by buying the products it sells.

The research results prove that industrial social responsibility (CSR) does not have a positive effect on purchasing decisions. This is due to an inappropriate CSR system and a poor pioneering system, and inappropriate media selection in sharing CSR events can reduce the essence of CSR activities themselves to introduce the company so that this ineffectiveness causes CSR to not have a good influence on interest from customers. The results of this research are in line with researchers (Mahendra & Nugraha, 2021) who reported that CSR had no influence on purchasing decisions.

The results of hypothesis testing for the sales promotion variable show that it has no influence on purchasing decisions. So based on the data obtained by researchers, promotions have no effect on purchasing decisions. This is due to the lack of

precision in choosing the items to be used as promotions and the media used to deliver the promotion can reduce the essence of the promotion itself so that if the promotional target is not appropriate then it will not be effective in influencing customer purchasing decisions. This is in line with researchers (Haryani, 2019) who state the same thing that sales promotions do not influence product purchasing decisions.

Product introduction via social media creates a wider reach. By marketing via social media, it is easier for customers to find out about the products being sold without looking directly at the shop. Marketing via social media by displaying product images and videos can attract customers to buy the product. The research results show that social media marketing has no effect on purchasing decisions, so it can be interpreted that Alfami customers in the city of Semarang are more interested in direct in-store marketing. The results of this research contradict the statement (Diyatma, 2017) that social media marketing influences purchasing decisions.

Based on hypothesis testing, the shop environment influences purchasing decisions, meaning that the shop environment in Alfamidi, Semarang city has facilities that make visitors comfortable and able to contribute to customers' purchasing decisions. The research results from (Mugni & Sunjaya, 2022) state something different, where the store environment has an influence on purchasing decisions.

The value of profit felt by customers after purchasing and using Alfami products, customers in the city of Semarang already feel that the profit obtained corresponds to the nominal amount spent to buy it. This can be seen from the research results. The value of profit influences purchasing decisions. Apart from that, the results of this research are also in line with researchers. Jalal Rajeh Hanaysha (2018) stated that the value of profits contributes to purchasing decisions.

CONCLUSION

After conducting research, the following conclusions were obtained:

1. The results of hypothesis testing prove that the store area variables and profit

value have an influence on purchasing decisions

2. The results of the hypothesis study prove that CSR variables, social media marketing variables and sales promotion variables have no influence on purchasing decisions
3. Based on the table above, the calculated F value is 16,941 with a significance level of $0.000 < 0.05$. So it can be concluded that the variables CSR, sales promotions, social media marketing, shop area, and profit value simultaneously influence purchasing decisions.
4. The coefficient of determination (R Square) value is 0.669. This means that the variables CSR, sales promotion, social media marketing, shop area, and profit value have a role of 66.9% together in influencing purchasing decisions.

1. Alfamidi management is advised to increase promotion through social media and include prices and product descriptions properly for the products being promoted.
2. The CSR program is always being further improved and prioritizes customers who live in the shop environment.

Future researchers are advised to add independent variables into purchasing decisions such as price and service.

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