The Influence of Cultural, Social, Personal and Factors Psychology of Purcashing Decision UK Propolis Products

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A R T I C L E I N F O

A B S T R A C T

The aim of this research is to analyze the influence of cultural, social, personal, and psychological factors on purchasing decisions for British Propolis products in North Bekasi District. The population of this research is existing consumers. 663 people have purchased British Propolis products based on data, the highest number of consumers in one month in 2023. Collection. The sample uses the accidental sampling technique with Slovin's formula and an error rate of 5%, resulting in 250 respondents.

Data analysis uses a structural equation model (SEM)-based approach. Partial Least Square (PLS), or shortened to SEM-PLS, Each hypothesis was analyzed using the Smart PLS version 4.0 application to test the relationship between variables.

Based on the output of the coefficient value calculation in the image above, it can be concluded that the following equation is: $Y = 0.013X1 + 0.049X2 + 0.171X3 + 0.729X4$, $R2 = 0.777$ In table 3 above, it can be seen in the Cronbach alpha column that the value of each variable is getting bigger than 0.7, which means that data reliability is reliable for that variable. The reliability of composite columns has a value greater than 0.6, so it can be explained that each variable is considered reliable because the data is greater than 0.6. You can see from the AVE column that each variable has a value greater than 0.5, which means the data is valid within the AVE conditions. All variables in the Cronbach alpha column, reliability column, and AVE column have a value greater than 0.5, so they are considered reliable and valid. The structural model evaluated using R-square for dependent construction, based on the table above, can be concluded as follows: The R square of construct Y is 0.777, indicating that the model is in the strong category. Based on the table above, it can be concluded that construct X1 has an influence that is in the weak and positive category on construct Y. Construct construct X4 has a strong and positive influence on Y. A Q2 value of 0 indicates evidence that the observed values have been well reconstructed. The results of this study explain that cultural and social factors have no influence on product purchasing decisions. British Propolis, while personal and psychological factors have a positive influence and are significant in the decision to purchase British Propolis products.

INTRODUCTION

The development of the times is accompanied by the development of technology, which has a big impact on economic activities. The role of marketing in activity economics is very important for goods and services companies, both small and large, in facing competition.

Competition between companies is getting tougher, resulting in each company, as a business actor, having to carry out innovations in marketing their products or services. Innovation contains the right strategy for marketing products or services to consumers interested in buying and using the product or service. To market its products, Propolis Mart tries to attract consumers to buy the products offered. The product offered by Propolis Mart is British Propolis (BP). Every month, sales from Propolis Mart fluctuate. To find out whether the company has marketed the product in accordance with consumer desires, development and research are needed to find out what factors influence consumers in making purchasing decisions for British Propolis products.

Consumer behavior is the behavior shown by consumers when choosing and deciding on several alternative products or services to purchase (Irwansyah et al., 2021). According to Kotler and Armstrong (2021), factors that stimulate consumer behavior in economic activities include cultural, social, personal, and psychological factors.

Purchasing decisions by consumers are very important in determining the size of a company's turnover. In other words, purchasing decisions by Propolis Mart consumers greatly influence the continuity of the propolis business. Therefore, based on the description above, researchers will examine the influence of cultural, social, personal, and psychological factors on purchasing decisions for British Propolis products.

LITERATURE REVIEW
Marketing Management

Marketilng management comes from two words, namely management and marketilng. Management is the process of planning, organizing, actuating, dilrecting, and controlling. Marketing involves the analysis, planning, implementation, and control of programs designed to create, build, and mail-tail profiled exchanges with target buyers to achieve company goals. So marketing management is an effort to plan and implement, while marketing is the process of organizing, dilrecting, supervising, or controlling marketing activities in a company in order to achieve company goals efficiently and effectively.

According to Tjilptono and Dilana (2020), marketing is the process of creating, dilstrilbutilng, promoting, and setting prices for goods, services, and ildeas to facilitate the exchange of information with customers and businesses and mailtails to facilitate information sharing with stakeholders. According to Laksana (2019), marketing involves the meeting of sellers and buyers to carry out transactions for goods or services.

Consumer Behavior

Consumer behavior is related to a person's decision to use goods and services. They are very important in the marketing process because the goal of marketing is to encourage consumers to buy and use goods or services. Consumer behavior can be divided into two types: rational consumer behavior and ilrational consumer behavior.

There are various factors that influence consumer behavior when making purchases. According to Kotler and Armstrong (2018), there are four factors that influence consumer behavior when purchasing a product.

A) Cultural Factors

Cultural factors are the main determinants of a person's behavior and desires because they can influence everyone aspects of human life. (Bahari and Ashoer: 2018)

The following are indicators of cultural factors:

1) Personal Consumption

2) Practical to consume

3) Easy to obtain

4) Recommendations from other people

5) Reflects a certain social class

6) Have the same demand as consumers who have the same social class

B. Social Factors

Social factors occur due to encouragement from the social environment, so they can influence consumers in making decisions

because it comes from references from people closest to you as objects providing information. (Kotler & Keller: 2018)

The following are indicators of Social Factors:

1) Influence from friends

2) Follow the environment

3) Experiences from family members

4) Influence from family members

5) Influence from the organization

6) Influence from social media

C. Personal Factors

A person's decision to buy is also influenced by personal characteristics that exist from each individual such as gender, age, and stage in the life cycle, personality, self-concept, and lifestyle. (Lumb: 2017)

The following are indicators of Personal Factors:

1) Affordable prices

2) Prices according to personal finances

3) Practical packaging

4) Don't want to buy another brand
5) Love the taste
6) Love the scent

D. Psychological Factors
According to Poluan and Karuntu (2021) there are main psychological factors that influence consumer purchases, namely motivation, perception, knowledge, as well as beliefs and attitudes. (Poluan & Karuntu: 2021)
The following are indicators of Personal Factors:
1) Feel safe consuming the product
2) Feel satisfied consuming the product
3) Pay attention to product quality
4) Remembering the product
5) Get to know the product
6) Services obtained
7) Have information about the type of product
8) Understand the benefits of the product
9) Confidence in product selection
10) Tendency towards product selection

Consumer Purchase Decisions

According to Stephen and Coulter (Fahmil, 2016), the decilsilon manufacturing process involves a series of stages, including selecting an alternative and evaluating the decilsilon. Purchasilng decilsilons are a process of making consumer decilsilons regarding purchases that combine knowledge to choose two or more alternative products available, which are influenced by several factors, including quality, price, location, promotion, convenience, service, and others. According to Kotler and Armstrong (2018), purchasing decisions are a series of pre-purchase decisions that begin after consumers are willing to satisfy a need.

Decision making by consumers to purchase products or services begins with awareness of fulfilling needs or desires and realizing that there are further problems, then consumers will carry out several stages while ultimately reaching the post-purchase evaluation stage. Purchasilng decilsilons are taken after going through several calculatilons and consilderilng alternatilves. Before a coil is made, there are several stages that the decilsilon maker may go through. The specific purchasing decision process consists of the following sequence of events: need recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior.
The following are indicators of personal factors:
1) Know the type of product.
2) Know the advantages of the product.
3) Search for information based on personal experience.
4) Search for information based on recommendations.
5) Compare product quality.

6) Compare product prices.
7) Have about the type of product
8) Understand the benefits of the product
9) Purchasing decisions are based on other people's opinions.
10) Purchasing decisions are based on personal opinion.
11) Satisfaction with the product purchased
12) Desilre to make a repurchase

Development of research hypotheses
The Influence of Cultural Factors on Purchasing Decisions

The influence of cultural factors on purchasing decisions is a complex phenomenon because it includes the values, norms and beliefs formed in society. Culture plays a crucial role in shaping consumer preferences for products and services. Cultural values such as individualism versus collectivism, time orientation, and views toward material wealth and wealth can influence a person's purchasing choices. Additionally, social norms and cultural demands within a particular social group can influence how a person allocates their resources to purchase goods and services. Marketers need to consider these factors in their strategies, whether in product placement, marketing messages, or product development that conforms to the dominant cultural values and norms in their markets. By understanding and responding sensitively to this cultural diversity, companies can build deeper and more meaningful relationships with their consumers. The authors formulated the following hypothesis:

H1: The influence of cultural factors on purchasing decisions has a positive but not significant effect

The Influence of Social Factors on Purchasing Decisions

The influence of social factors on purchasing decisions is an important factor that influences consumer behavior in choosing products or services. Interactions with family, friends, and other social groups can play a large role in shaping a person's preferences and purchasing decisions. The opinions of others and social norms can provide guidance or pressure that influences what is considered the right or appropriate choice in consumption. For example, recommendations from family or friends can be a strong factor in influencing purchasing decisions, especially in purchases involving risk or uncertainty. Marketers often leverage this social influence through marketing strategies that build positive relationships with social groups or create marketing buzz to harness the power of word-of-mouth recommendations. By understanding and responding effectively to these social dynamics, companies can increase the influence and appeal of their products in the marketplace. The authors formulated the following hypothesis:

H2: The influence of social factors on purchasing decisions has a positive but not significant effect

The Influence of Personal Factors on Purchasing Decisions

The influence of personal factors on purchasing decisions is very significant and complex. Personal factors include age, occupation, lifestyle, economic status, as well as the individual's personality and self-concept. For example, a person's age and stage of life can influence the types of products they buy; Young people tend to buy the latest technology products, while older people may focus more on health products. Employment and income influence purchasing power and brand preferences; someone with a high income may be more likely to choose a premium product. Lifestyle including interests, activities and opinions also plays an important role; active individuals may be more interested in sports and fitness products. In addition, personality and self-concept determine how someone views and chooses products that they feel reflect their identity. All of these factors interact to form purchasing decisions that are unique to each individual. The authors formulated the following hypothesis:

H3: The influence of personal factors on purchasing decisions has a positive and significant effect

The Influence of Psychological Factors on Purchasing Decisions

The influence of psychological factors on purchasing decisions is very important in understanding consumer behavior. Consumer psychology includes various aspects such as perceptions, attitudes, motivations, and emotions that influence how consumers evaluate products or services. Consumers' perceptions of quality, value, and trust in brands can influence their purchasing decisions. In addition, consumer motivation to fulfill physical or psychological needs also plays a role in the purchasing process. Emotions, such as joy or satisfaction, can be a determining factor in choosing between the various product options available. By understanding these psychological factors, companies can develop more effective marketing strategies and build stronger relationships with consumers

the authors formulated the following hypothesis:

H4: The influence of psychological factors on purchasing decisions has a positive and significant effect.
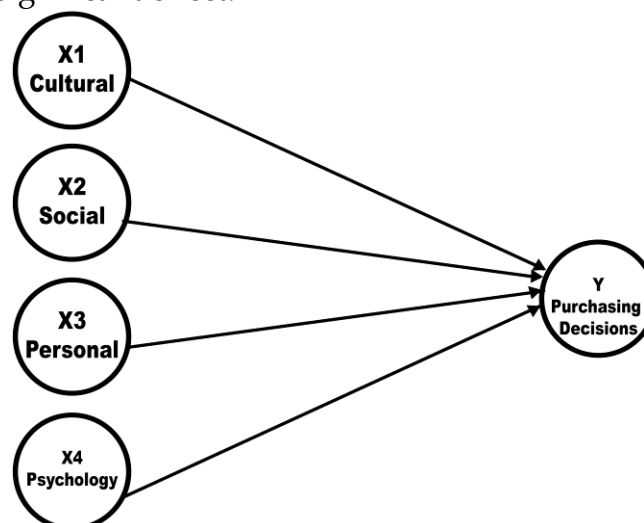
METHODOLOGY

This type of research uses quantitative, namely research that aims to connect two or more variables (Sugiyono, 2019). This research uses primary and secondary data sources (Sugiyono, 2019). In this research, the exogenous variables are Cultural Factors (X1), Social Factors(X2), Personal Factors (X3), Psychology (X4) . Meanwhile, the endogenous variable is Purchasing Decisions (Y) . This research was conducted at british propolis product.

(Sugiyono, 2019) defines "population" as a comprehensive group consisting of individuals or objects selected by researchers because of their similar characteristics and features. In the context of this research, The population used in this research was 663 consumers who made purchases at Propolis Mart based on data on the highest number of consumers of British Propolis products in one month in 2023. The sample reflects the population in terms of both size and composition. Researchers are constrained by time, energy, money and a very large population when they want to conduct research without taking samples first. In this case, the sample that will be used is 250 respondents which comes from consumers of British Propolis products, where the sample is determined from the Slovin formula with an error rate of 5%.

This research uses a Structural Equation Model (SEM) with a Partial Least Square (PLS) analysis approach and uses SmartPLS 3.0 software which is run on a computer. The researchers relied on relevant previous research with a similar number of variables and intervening variables to inform the choice of data analysis methods for this study.

RESEARCH RESULT
Outer Model Analysis

Measurement model testing (outer model) is used to determine the specifications of the relationship
between latent variables and manifest variables. This test includes convergent validity, discriminant validity
and reliability

1. Convergent Validity

Convergent validity of the measurement model with reflexive indicators can be seen from the correlation between the item/indicator scores and the construct scores. Individual indicators are considered reliable if they have a correlation value above 0.70. However, at the research scale development stage, loadings of 0.50 to 0.60 are still acceptable. Based on the results for outer loading, it shows that the indicator has a loading below 0.60 and is not significant. The structural model in this research is shown in the following figure:
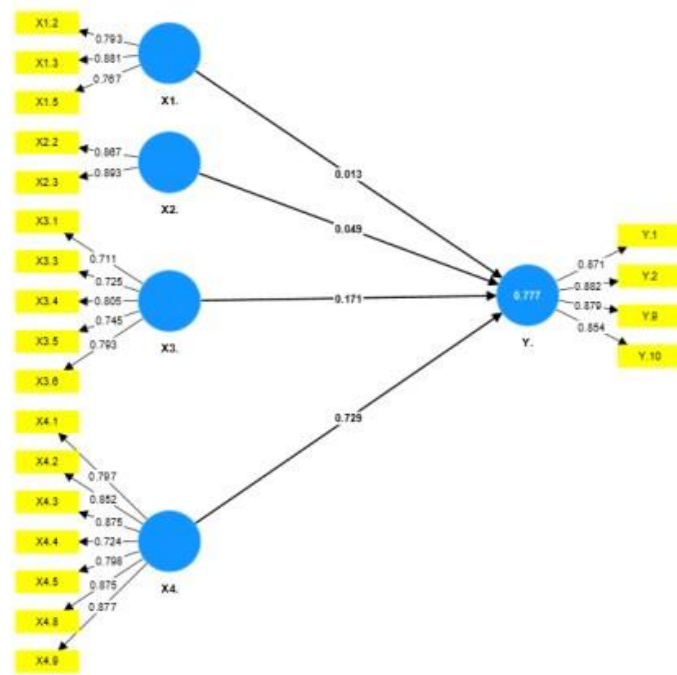
Source: Smart PLS 4.0

The Smart PLS output for loading factors gives the results in the following table: Outer Loadings In this study there is an equation and the equation consists of two substructures for substructure 1:

Based on the output of the coefficient value calculation in the image above, it can be concluded that the following equation is: $Y = 0.013X1 + 0.049X2 + 0.171X3 + 0.729X4$, $R2 = 0.777$

Tabel 1. Outer Loadings

	X1	X2	X3	X4	Y	Max	Conclusion
X1.2	0.793	0.255	0.383	0.550	0.493	0.793	Good
X1.3	0.881	0.383	0.536	0.610	0.537	0.881	Good
X1.5	0.767	0.259	0.525	0.418	0.449	0.767	Good
X2.2	0.336	0.867	0.406	0.351	0.354	0.867	Good
X2.3	0.318	0.893	0.343	0.368	0.392	0.893	Good
X3.1	0.411	0.365	0.711	0.395	0.504	0.711	Good
X3.3	0.567	0.257	0.725	0.672	0.586	0.725	Good
X3.4	0.491	0.360	0.805	0.547	0.580	0.805	Good
X3.5	0.310	0.294	0.745	0.356	0.379	0.745	Good
X3.6	0.380	0.323	0.793	0.403	0.429	0.793	Good
X4.1	0.521	0.227	0.506	0.797	0.645	0.797	Good
X4.2	0.570	0.305	0.615	0.852	0.712	0.852	Good
X4.3	0.559	0.393	0.532	0.875	0.775	0.875	Good
X4.4	0.547	0.297	0.662	0.724	0.640	0.724	Good
X4.5	0.468	0.360	0.485	0.798	0.691	0.798	Good

X4.8	0.555	0.390	0.490	0.875	0.746	0.875	Good
X4.9	0.564	0.382	0.513	0.877	0.815	0.877	Good
Y.1	0.454	0.350	0.586	0.696	0.871	0.871	Good
Y.2	0.518	0.355	0.587	0.780	0.882	0.882	Good
Y.9	0.585	0.405	0.583	0.824	0.879	0.879	Good
Y.10	0.551	0.367	0.594	0.719	0.854	0.854	Good

Source: Smart PLS 4.0

In table 1 above, the value of each variable states that the indicator for each variable is higher than
0.7, which means that each indicator item has a value higher than 0.7 and only a few in the work discipline variable are undisciplined, so that the data is declared valid and can continue with further research.

2. Composite Reliability

In composite reliability research to look at each variable with its reliability value and if the variable value is greater than 0.60 then the research is considered reliable and if it is below 0.60 and 0.7 then it is not reliable. There are several blocks to determine whether the research is reliable or not and valid or not, including the Coranbach alpha value, composite reliability and AVE value can be seen in the table below:

Tabel 3. Construct Reliability and Validity

	Cronbachs Alpha	Composite Reliability (rho_a)	Composite Reliability (rho_c)	Titik Kritis	Kesimpulan
X1	0.746	0.755	0.855	0,6	Reliabel
X2	0.710	0.716	0.873	0,6	Reliabel
X3	0.815	0.821	0.870	0,6	Reliabel
X4	0.924	0.929	0.939	0,6	Reliabel
Y	0.895	0.897	0.927	0,6	Reliabel

Source: Smart PLS 4.0

In table 3 above, it can be seen in the Cronbach alpha column that the value of each variable is getting bigger of 0.7, which means that data reliability is reliable for that variable. Reliability of composite columns
has a value greater than 0.6 so it can be explained that each variable is considered reliable because of the data greater than 0.6. You can see from the AVE column that each variable has a value greater than 0.5 which is means the data is valid within the AVE conditions. All variables from the Cronbach alpha

column, reliability column and The AVE column has a value greater than 0.5 so it is considered reliable and valid.

Inner Model Analysis

Evaluation of the structural model (inner model) is carried out to ensure that the basic model created is strong and correct. The inspection stages carried out in the primary model assessment can be seen from several markers, namely:

1. Coefficient of Determination (R2)

Based on data processing that has been carried out using the SmartPLS 3.0 program, the R Square value is obtained as follows:

Tabel 4. R Square Result

Relation	R Square
X1, X2, X3, and X4 -> Y	0,777

Source: Smart PLS 4.0

The structural model evaluated using R-square for dependent construction, based on the table above, can be concluded as follows:

The R square of construct Y is 0.777 indicating that the model is in the strong category.

2. F Test

The influence of the magnitude of f2 can be seen from the following criteria:

- An f2 value of 0.005 is categorized as a weak influence of the predictor latent variable (exogenous latent variable) at the structural level.
- An f2 value of 0.01 is categorized as sufficient influence of the predictor latent variable (exogenous latent variable) at the structural level.
- An f2 value of 0.025 is categorized as a strong influence of the predictor latent variable (exogenous latent variable) at the structural level.

The following is a table of the magnitude of the influence of f2 for variables X1, X2, X3, and X4:

Tabel 4.1
The Influence of f2

Relation	f^2
X1 -> Y	0,000
X2 -> Y	0,009
X3 -> Y	0,067
X4 -> Y	1,094

Source: Smart PLS 4.0

Based on the table above, it can be concluded that construct X1 has an influence that is in the weak and positive category on construct Y. Construct construct X4 has a strong and positive influence on Y.

3. Q Square Test

A Q2 value > 0 indicates evidence that the observed values have been reconstructed well. Thus, the model has predictive relevance. Meanwhile, the Q2 value <0 indicates there is no predictive relevance. The Q2 value is used to see the relative influence of the structural model on the observation measurements for the latent dependent variable (endogenous latent variable).

Tabel 4.1
Q^2 Tes

Variabel	Q^2
Y	0,768

Source: Smart PLS 4.0

Based on the table above, the Q2 (Q-square predictive relevance) value obtained is 0.768. Because the value is greater than 0 (zero), it means that the model value has predictive relevance.

4. Partial Hypothesis Testing

Tabel 4.2
Partial Hypothesis Testing

	Original Sample (O)	T Statistics (IO/STDEVI)	Conclusion
X1 -> Y	0.013	0.268	Ho Ditolak
X2 -> Y	0.049	1.318	Ho Ditolak
X3 -> Y	0.171	3.957	Ho Diterima
X4 -> Y	0.729	13.055	Ho Diterima

Source: Smart PLS 4.0

The hypothesis used is:

H1: Cultural factors and their indicators influence purchasing decisions with these indicators indicators significantly. (X1 -> Y)

H2: Social factors and their indicators significantly influence purchasing decisions with their indicators. (X2 -> Y)

H3: Personal factors and their indicators significantly influence purchasing decisions with their indicators. (X3 -> Y)

H4: Psychological factors and their indicators significantly influence purchasing decisions with their indicators. (X4 -> Y)

DISCUSSION

1. Testing Hypothesis 1: The Influence of Cultural Factors on Purchasing Decisions.

In the relationship between X1 and Y, the cultural factor variable has a table value at the level of significance us $\pm$ 1,96 so that t is calculated (0,268) < t tabel (1,96) which results in a significant coefficient, HO is rejected, meaning

that cultural factors and their indicators do not partially influence purchasing decisions with their indicators significantly.

2. Testing Hypothesis 2: The Influence of Social Factors on Purchasing Decisions.

In the relationship between X2 and Y, the cultural factor variable has a table value at the level of significance us $\pm$ 1,96 so that t is calculated (1,318) < t tabel (1,96)) which results in a significant coefficient, Ho is rejected, meaning that social factors and their indicators do not partially influence purchasing decisions with their indicators significantly.

3. Testing Hypothesis 3: The Influence of Personal Factors on Purchasing Decisions.

In the relationship between X3 and Y, the cultural factor variable has a table value at the level of significance us $\pm$ 1,96 so that t is calculated (3,957) < t tabel (1,96) which results in a significant coefficient, Ho is accepted, meaning that personal factors and their indicators partially influence purchasing decisions with their indicators significantly.

4. **Testing Hypothesis 4: The Influence of Psychology Factors on Purchasing Decisions.**

In the relationship between X4 and Y, the cultural factor variable has a table value at the level of significance us $\pm$ 1,96 so that t is calculated (13,055) < t tabel (1,96) which results in a significant coefficient, Ho is accepted, meaning that psychological factors and their indicators partially influence purchasing decisions with their indicators significantly.

CONCLUSIONS

Based on the results of an in-depth analysis of this research and has been explained through the discussion above, in this study the author draws the following conclusions:

1. In the relationship between along with its indicators do not partially influence purchasing decisions with its indicators significantly.
2. In the relationship between along with its indicators do not partially influence purchasing decisions with its indicators significantly.
3. In the relationship between along with its indicators partially influence purchasing decisions with its indicators significantly.
4. In the relationship between along with its indicators partially influence purchasing decisions with its indicators significantly.

RECOMMENDATIONS

Based on the research results and conclusions, the recommendations for this research are addressed to related parties, namely, Propolis Mart and subsequent researchers as follows:

1. Share Propolis Mart

   The research results show that cultural and social factors do not influence purchasing decisions, while personal and psychological factors influence purchasing decisions. Therefore, the recommendation of this research for Propolis Mart is to make offers related to indicators including personal and psychological factors.

ADVANCED RESEARCH

Based on the research results and conclusions that have been explained, the following suggestions can be made for further research:

1. This research found that Leadership Style and Organizational Culture influence Work Motivation with an R2 of 0.659, and that 34.1% is influenced by other variables. Future researchers can identify and test these other variables, such as organizational climate, company policies, management support, or work environment.

2. Job satisfaction influences performance with an R2 of 0.555. Future research could further explore the variables that moderate or mediate this relationship, such as organizational commitment, employee engagement, or job stress.

3. Considering that Leadership Style has a negative influence on employee performance, future research can further examine certain types of leadership styles (eg transformational, transactional, laissez-faire) and their impact on various aspects of employee performance.

4. Organizational culture has a positive influence on employee performance. Future research could explore the specific elements of Organizational Culture that are most influential, such as company values, work norms, or specific managerial practices.

5. Job satisfaction is able to moderate the positive influence of leadership style and organizational culture on performance. Future research could focus on these moderating mechanisms, and how other factors such as organizational justice or work climate may strengthen or trigger these moderating effects.

6. Apart from the factors that have been studied, variables such as intrinsic motivation, self-efficacy, social support, or work-family conflict can be additional variables that influence employee performance. An in-depth study of these variables can provide a more comprehensive picture.

By considering these recommendations, future researchers can enrich and expand understanding of the factors that influence employee work

motivation and performance, as well as make a more significant contribution to the management and organization literature.

ACKNOWLEDGMENT

The research results show that cultural and social factor variables do not influence purchasing decisions, while personal and psychological factor variables influence purchasing decisions. Therefore, this research's recommendations for further research include:

a. Because it uses four dependent variables and one independent variable, it is recommended to carry out research with sufficient time.

b. This research uses survey methods and SEM-PLS data analysis techniques, so it is also necessary for further research to use other analysis techniques.

c. In order to obtain a good research model supported by a strong theory, further research is recommended to increase the number of research references that are able to support the topic being researched.

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