

The Influence of Cultural, Social, Personal, And Psychological Factors On Purchasing Decisions At Burger King Restaurant Salemba Raya

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Abstract – *This study aims to determine the influence of cultural, social, personal, and psychological factors on purchasing decisions at Burger King Salemba Raya restaurant. The research strategy used is associative strategy. The population in this study is the Burger King consumers residing in Salemba Raya. Samples taken as many as 100 respondents with the criteria of at least one time buying a product at Burger King Salemba Raya. The sampling technique used was purposive sampling with a data collection instrument in the form of a questionnaire. The data taken is primary data. Data processing is performed by calculations using SmartPLS 3.0 software. The results of the study stated that cultural factors had no influence on purchasing decisions, social factors influenced purchasing decisions, personal factors influenced purchasing decisions, and psychological factors influenced purchasing decisions.*

Keywords: *cultural factors, social, personal, psychological, purchasing decision.*

I. INTRODUCTION

Franchising is one way of developing a business among several other businesses, for example by opening branches or establishing partnerships. One of the developing franchises is a fast food restaurant franchise, known as a fast food restaurant. According to Sudrajat, the vice chairman of the restaurant sector, the Indonesian hotel and restaurant association said that fast food restaurants are one of the sub-sectors of the culinary industry with a fairly stable performance. Fast-food restaurants grew steadily and will get better, they always grow in the range of 10% to 15% annually (Richard, 2019).

According to the results of a survey conducted by the shipping market research company Worldpanel Indonesia in 2018, it is revealed that consumption outside the home continues to increase along with changes in people's behavior, which shows that the composition of public consumption outside the home is 61%, while consumption of goods to take home is 39%. This survey provides benefits to fast moving consumer goods (FMCG) business actors, especially food and beverages, in formulating market strategies to suit consumer behavior (Ant, 2018).

Fast food restaurants have now become a lifestyle for people in various cities, their existence has increased due to changes in lifestyle. With all the conveniences provided a fast food

restaurant can fill modern life that demands practicality and speed, where all families are active 8-13 hours a day.

Fast food restaurants are companies that demand maximum service and quality products. Companies must be more careful in determining their strategy to compete with competitors whose competition is getting tighter. From the marketing thinking in such a competitive situation, in order for the company to come out as the winner, the company management is required to design and implement a marketing strategy that is able to create, maintain and increase customer satisfaction.

Attractive products and good quality will be chosen by consumers. Consumers can be identified as people who have a need, desire for a product, and have the ability to pay a predetermined price. These basic needs are used to determine how good the advantages or qualities the company can provide so that consumers want to become customers. Therefore, it is very important for companies to know what consumers need and want for a product through consumer responses or responses so that the company benefits through customer satisfaction that exceeds their expectations.

A study from the Australian research institute, Roy Morgan, shows that more than 55 million Indonesians buy food at family restaurants and at fast-serve restaurants. The data also includes those who eat at restaurants, buy with services without going down (drive thru), or order and deliver home (Senja, 2018).

Table 1.1.

10 Most Popular Family Restaurants And Fast Food Restaurants In Indonesia

No.	Restaurant Name	Number Of Enthusiasts
1.	Restoran Sederhana	28,4 million people
2.	KFC	24 million people
3.	McDonald's	7,7 million people
4.	Pizza Hut	6,5 million people
5.	Solaria	3,2 million people
6.	A & W	2,4 million people
7.	D'Cost	2,4 million people
8.	Hoka-hoka Bento	2,3 million people
9.	Texas Fried Chicken	1,6 million people
10.	Es Teler 77	1,5 million people

Source : Roy Morgan research over an average period of 6 to 12 months from April 2017 to March 2018

Based on the table above, it can be seen that the restaurant that is most in demand by Indonesians is the Sederhana Restaurant which serves typical Padang dishes with 28.4 million fans. In second place is KFC with 24 million enthusiasts and third is McDonald's with 7.7 million enthusiasts. From the table above, Burger King's fast food restaurant name is not included in the top 10, namely with 1.4 million fans, which means that the restaurant is less attractive to Indonesians.

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Burger King is a fast food restaurant that provides burgers, fries and soft drinks. Burger King first arrived in Indonesia in the 1980s and was closed in 1998 after being hit by the monetary crisis. In April 2007, Burger King returned to Indonesia and started to be operated by Mitra Adiperkasa, with its first outlet in Senayan City, Jakarta. Currently, Burger King has branches in Jakarta, Bandung, Surabaya, Bali, Lombok, Karawang, Yogyakarta, Semarang, Solo, Medan, Cirebon, Gresik and other cities.

Burger King fast food restaurants should be aware that consumers find a large number of products in various categories or types. In the midst of so many choices, customers tend to choose the offer that best fits their individual needs and expectations. They buy from a view of their value, no wonder that today's superior companies are those that succeed in satisfying and even pleasing their customers.

In fact, nowadays there are many companies that produce the same or similar products, competing with each other to win the consumer market. Therefore, companies must be able to find out what has been the needs and desires of consumers for a product in addition to creating quality products, satisfying services, and well-known brands in the market.

Of the various fast food restaurants that exist today, there is tight competition in finding customers and maintaining them. The level of competition can be influenced by various influencing factors such as service, promotion, comfort, and other factors. So that it becomes a requirement for every company to be able to maintain customer loyalty to be loyal to the brand used and to deliver a brand image that can build a positive image for other customers. The various fast food restaurant companies that have made it into the top brand index from 2014-2019 are as follows:

Table 1.2.
Top Brand Index

Brand	Top Brand Index 2017	Brand	Top Brand Index 2018	Brand	Top Brand Index 2019
KFC	42.1%	KFC	41.44%	KFC	31.7%
McDonald's	25.2%	McDonald's	25.93%	McDonald's	25.2%
A&W	7.0%	A&W	6.77%	Hoka-hoka Bento	7.0%
CFC	5.2%	Pizza Hut	4.50%	Burger King	5.2%
Pizza Hut	5.0%	CFC	3.46%	CFC	5.0%

Sumber: (TopBrandAward, 2019)

It can be seen from the table above that KFC was in the first position from 2017-2019, with a percentage of 42.1% in 2017 and 41.44% in 2018 and a decline in 2019 with a percentage of 31.7%. In second place is filled by McDonald's from 2017 to 2019. From the top brand index data, it can be seen that KFC controls the market share of fast food restaurants in Indonesia, followed by McDonald's in second place. Burger King managed to enter the fourth position in 2019 where previous years were not included in the top brand index, meaning that Burger King has made progress in the fast food restaurant business but has still not been able to beat the market share of its competitors.

In order to attract the public's interest and be able to beat the market share of its competitors and get the best market position, companies must be able to identify their customers,

must be able to understand consumer behavior in their target markets, because the survival of companies that try to meet consumer needs and desires is highly dependent on consumer behavior patterns. According to Kotler & Keller (2012) consumer purchasing behavior is influenced by cultural, social, personal, and psychological factors. If the company is able to determine its marketing strategy by creating quality goods or services and prices according to consumer desires, consumers will learn about, try and accept these products. The process of acceptance by consumers on a product will be implemented in a form of buyer's decision.

Cultural, social, personal, and psychological factors are factors that influence consumer behavior. Consumer behavior is needed in evaluating and developing marketing strategies to be effective. Burger King fast food restaurants do not increase knowledge about consumer behavior.

KFC and MCD always create something new in order to match consumer tastes, create interesting ideas for new products that will be offered, for example, such as a typical menu from Indonesia in the month of Ramadan. KFC created a menu with the name "Kareem" which uses typical Padang curry spices and MCD makes chicken with the addition of kremes and Indonesian traditional chili sauce, the menu is named "Ayam Kremes Sambel Uleg". If there are many kinds and variations of Burger King on the menu, especially those from Indonesia, consumers will be happy and feel comfortable because their needs are met. Because most factors of consumer behavior cannot be controlled by marketers, Burger King must take them into account and from these consumer behavior factors can influence consumers in making purchasing decisions.

II LITERATURE REVIEW

2.1. Review of Previous Research Results

The first research was conducted by Rudianto (2018) with the title "Analisis Faktor-Faktor Perilaku Konsumen Terhadap Keputusan Pembelian Makanan Siap Saji Di BFC Belopa". In *Journal Of Economic Management And Accounting | JEMMA*, volume 1 number 2 with p-ISSN : 2615-1871, e-ISSN : 2615-5850.

This study aims to determine the cultural, social, personal, and psychological factors that influence the decision to purchase ready-to-eat food and to determine the factors that have dominant influence on the decision to purchase ready-to-eat food at BFC Belopa.

Collecting data using a questionnaire method and the sample used is 40 samples. The sampling technique used in this study was incidental sampling. The analytical tool used is to use a Likert scale. The validity test of the questionnaire was carried out using software with the testing technique used, namely bivariate pearson or pearson moment product. The reliability test on the questionnaire was carried out using the alpha Cronbach method calculation. The regression equation in this study is to determine how much influence the independent or independent variables have.

In general, the results of this study found that cultural, social, personal, and psychological factors together influence the decision to purchase ready-to-eat food at BFC Belopa. The variable with the most dominant influence is psychological. Companies are advised to pay more attention to psychological variables which are more dominant in this study, by providing or providing quality products offered and increasing interesting ideas for new product menus that will be offered. This is because consumers make more decisions to buy ready-to-eat food at BFC Belopa because of motivation, perceptions and attitude beliefs.

Companies are also advised to pay more attention to or increase cultural variables, because in this research cultural factors have the lowest value. Therefore companies must pay more attention to such as shifts in culture, region, geography, and social class so that consumers purchase ready-to-eat food at BFC Belopa.

The second research was conducted by Susanti, Qomariah, & Anwar (2017) with the title "Pengaruh Faktor Budaya, Sosial, Pribadi, Dan Psikologis Terhadap Keputusan Pembelian Di Cafe

Cangkir Klasik Jember”. In the Science and Technology Research Journal (IPTEKS), volume 2 number 2 with P-ISSN : 2459-9921, E-ISSN : 2528-0570.

This study aims to examine whether cultural, social, personal and psychological factors are related to purchasing decisions at the Classic Cup Cafe Jember. The object of this research is the Classic Cup Cafe in Jember. The sampling technique in this study was carried out by accidental sampling technique. This study uses primary data in the form of a questionnaire distributed to 100 respondents.

The results of this study indicate that cultural, social, personal, and psychological factors have a significant partially and simultaneously significant effect on purchasing decisions at Cafe Cup Klasik Jember. The cultural factor is one of the most basic things, namely the habit of coming to cafe, this is an opportunity for Classic Cup Cafe to maintain the quality that exists in the company.

The third research was conducted by Syafirah, Mananeke, & Rotinsulu (2017) with the title “Pengaruh Faktor-Faktor Perilaku Konsumen Terhadap Keputusan Pembelian Produk Pada Holland Bakery Manado”. In The EMBA Journal, volume 5 number 2 with ISSN : 2303-1174.

This study aims to determine the influence of cultural, social, personal, and psychological factors on product purchasing decisions at Holland Bakery Manado. The research design used in this research is quantitative and the research method used is associative research. The place of research is Holland Bakery Manado. The sampling technique used accidental sampling technique. The sample size calculated using the Slovin formula is 100 respondents. The method of data collection was carried out by interview and questionnaire, then the method of data analysis used multiple regression analysis.

From the results of research conducted cultural, social, and psychological factors have a significant effect on purchasing decisions while personal factors do not have a significant effect on purchasing decisions and for simultaneously cultural, social, personal, and psychological factors have a significant effect on product purchasing decisions at Holland Bakery in the city of Manado.

The fourth research was conducted by Nafali & Soepeno (2016) with the title “Analisis Pengaruh Faktor-Faktor Perilaku Konsumen Terhadap Keputusan Pembelian Makanan Mie Instan Merek Indomie”. In The EMBA Journal, volume 4 number 4 with ISSN : 2303-1174.

The purpose of this study is whether cultural, social, personal, and psychological factors influence the purchasing decision of the Indomie brand instant noodle food partially or simultaneously. The population of this study were students from the faculty of economics and business, faculty of social and political sciences and the faculty of agriculture, Sam Ratulangi University, Manado. The data collection technique used non probability sampling with a sample size of 100 people. The research instrument used a questionnaire that had met the validity and reliability requirements, while the data analysis used multiple linear regression analysis.

The results of this study are partially cultural, personal, and psychological factors have a significant effect on the decision to purchase Indomie brand instant noodle food, while social factors are found to have no significant effect on the decision to purchase Indomie brand instant noodle food. Simultaneously, cultural, social, personal, and psychological factors influence the purchasing decisions of Indomie brand instant noodle food for students from the faculty of economics and business, faculty of social and political science and faculty of agriculture, Sam Ratulangi University, Manado.

The fifth research was conducted by Suprayitno, Rochaeni, & Purnomowati (2015) with the title “Pengaruh Faktor Budaya, Sosial, Pribadi, Dan Psikologi Konsumen Terhadap Keputusan Pembelian Pada Restoran Gado-Gado Boplo”. In the Journal of Agribusiness, volume 9 number 2 with ISSN : 1979-0058.

The purpose of this study is to determine the characteristics of respondents on consumer purchasing decisions and the influence of cultural, social, personal, and psychological factors on consumer purchasing decisions partially or simultaneously.

This research was conducted at the Gado-Gado Boplo restaurant, Panglima Polim branch. Methods of processing and data analysis in this study using multiple linear regression. The research instrument was a questionnaire which was tested with validity and reliability tests. The valid and reliable questionnaires were distributed to 100 respondents to collect research data. The data analysis used is descriptive analysis, to determine the characteristics of consumers in making purchasing decisions for Gado-Gado Boplo products. Analysis of the data used to determine the influence of cultural, social, personal and psychological factors on purchasing decisions using multiple linear regression analysis with the help of SPSS version 18.

The result of this research is that the characteristics of respondents who make purchases at the Gado-Gado Boplo restaurant are mostly men who are married at adulthood (25-50 years). The most dominant occupation is civil servant, while the last education achieved by consumers is a bachelor. The reason consumers buy a product is because of its quality. Partially or simultaneously cultural, social, personal, and psychological factors influence consumer purchasing decisions at the Gado-Gado Boplo restaurant, Panglima Polim branch.

The sixth research was conducted by Rani (2014) with the title "Factors Influencing Consumer Behaviour". In The International Journal Of Current Research And Academic Review, volume 2 number 9.

Consumer behavior refers to the selection, purchase and consumption of goods or services for the satisfaction of their desires. There are different processes involved in consumer behavior. Initially the consumer tries to find what commodity he likes to consume, so he chooses only those commodities that promise greater utility. After selecting a commodity, the consumer makes an estimate of the available money that he can spend. Finally, the consumer analyzes the prevailing price of the commodity and makes decisions about the commodity he should consume.

Meanwhile, there are various other factors that influence purchases. There are many specific factors and characteristics that influence consumers in their decision-making processes such as shopping habits, purchasing behavior, buying a brand or going to a retailer. A purchasing decision is the result of each or every one of these factors. A consumer is led by his culture, subculture, social class, membership group, family, personality, psychological factors and is also influenced by cultural trends as well as the social and social environment.

By identifying and understanding the factors that affect their customers, companies have the opportunity to develop a strategy, a marketing message, a more efficient marketing advertising campaign, better suit the needs and ways of thinking of consumers, their target real assets to better meet customer needs and improve sales. Knowing consumer purchasing behavior is the gateway to success in the market.

The seventh research was conducted by Susanto, Lopian, & Tumbuan (2016) with the title "The Influence Of Cultural, Social, Personal, And Psychological On Consumer Purchase Decision-Study On Tonasa Cement Product In Manado City". In the Scientific Journal of Efficiency, volume 16 number 01.

There are several cultural, social, personal, and psychological factors for customer purchasing power decisions. This research was designed to examine cultural, social, personal, and psychological influences on customer purchasing power decisions for Semen Tonasa products in the city of Manado.

This research was conducted in Manado, the population in this study were consumers in the city of Manado who purchased cement products. The sample in this study were consumers in the city of Manado who purchased Semen Tonasa products. The data collection method used was a questionnaire. The method of analysis uses multiple regression, so that researchers can examine the effect of existing variables. The variable in this research is the purchasing power of customers. The results of data analysis using various linear regression analysis techniques and t test.

The results obtained indicate that cultural, social, personal and psychological factors partially or simultaneously have a significant influence on the purchasing decisions of Semen Tonasa consumers in the city of Manado.

The eighth research was conducted by Durmaz (2014) with the title "The Influence of Cultural Factors on Consumer Buying Behaviour and an Application in Turkey", volume 14 number 1 with online ISSN: 2249-4588, print ISSN: 0975-5853.

This study wanted to determine the effect of cultural factors on consumer purchasing behavior. The research was conducted in the country of Turkey which has seven regions. From each of the two provinces selected by random sampling method. The survey was conducted by 100 people from each province and a total of 1,400 people participated in the survey. The information obtained from the results is analyzed and represented by a computer package program.

The results of the study can conclude that most of the consumers in Turkey do their shopping from related stores around 43%, about half of consumers know that the most important factors in buying goods and services, namely the environment and friends, are around 46%, for most of the respondents. survey believes that culture and tradition are the most important factors around 60%, and about half more of consumers believe that the most important factor in buying goods and services namely workers and the social group work effect is about 54%.

2.2. Theoretical basis

2.2.1. Definition of Marketing

The American Marketing Association (AMA) defines marketing as an activity, a series of applications and processes of creating, communicating, delivering and exchanging value for customers, clients, partners and society at large (Ebert & Griffin, 2015).

According to Kotler & Keller (2012) marketing is a social process in which individuals and groups get what they need and want by creating, offering and freely exchanging products and services of value with others. The essence of marketing is identifying and meeting human and social needs.

2.2.2. Understanding Marketing Management

Kotler & Keller (2012) states that marketing management is the art and science of selecting target markets and reaching, retaining, and growing customers by creating, delivering and communicating superior customer value.

People who are responsible for planning, organizing, directing, and controlling the marketing resources of the organization in order to support and achieve the overall mission of the organization. To fulfill this responsibility, marketing managers use a clear planning strategy mapping and carry out all activities that result in the delivery of goods and services to customers (Ebert & Griffin, 2015).

2.2.3. Consumer behavior

According to Ebert & Griffin (2015) consumer behavior is a study of the decision process that encourages consumers to buy and use products.

American Marketing Association (AMA) defines consumer behavior as "the dynamics of the interaction between influence and awareness, behavior and the environment in which humans exchange aspects of life". In other words, consumer behavior involves the thoughts and feelings they experience and the actions they take in the consumption process. It also includes anything in the environment that influences those thoughts, feelings, and actions. This includes other consumer comments, advertisements, blogs, pricing information, packaging, product appearance and

more. Behavior that is dynamic in nature and involves interaction and exchange is very important to recognize (Peter & Olson, 2013).

- a. Consumer behavior is dynamic. This means that the thoughts, feelings and actions of individual consumers, target groups of consumers and society at large are constantly changing.
- b. Consumer behavior involves the interaction between a person's thoughts, feelings and actions as well as the environment. However, marketers must understand what affects spending, purchases, consumption and brands that are meaningful to consumers. The more marketers know about these interactions, the better at satisfying consumer needs including creating value for them.
- c. Consumer behavior involves exchanges between people. In other words, someone gives something of value to another and receives something in return. Much of consumer behavior involves someone giving money or other things to get a product or service. In fact, the role of marketing in society is to assist in creating exchanges by formulating and implementing marketing strategies.

According to Kotler & Keller (2012) consumer behavior is the study of how individuals, groups and organizations choose, buy, use and how goods, services, ideas or experiences satisfy their needs and wants.

2.2.4. Factors Affecting Consumer Behavior

Consumer purchasing behavior is influenced by cultural, social, personal and psychological factors (Kotler & Keller, 2012). Furthermore, according to Ebert & Griffin (2015) to understand consumer behavior, marketers rely heavily on fields such as psychology and sociology. The results focus on four areas that are the main influence on consumer behavior, namely psychological, personal, social and cultural. By identifying the four most active influences the marketer seeks to explain consumer choices and predict future buying behavior.

2.2.4.1 Cultural factors

According to Ebert & Griffin (2015) cultural influences include culture (a way of life that differentiates one large group from another), subcultures (smaller groups that share common values) and social class (cultural ranking of groups based on certain criteria such as background back, employment and income).

Culture is a basic determinant of a person's desires and behavior. Through the family and other major institutions, a child growing up in another country may have different views about themselves, relationships with other people and rituals. Marketers must really pay attention to the cultural values in each country to understand how best to market their old products and look for opportunities for new products. Indicators of cultural factors are sub-culture and social class which greatly influence consumer purchasing behavior (Kotler & Keller, 2012).

- a. Subculture
Each culture is composed of several smaller subcultures that provide more specific identification and socialization for their members. Subcultures include nationalities, religions, racial groups and geographic areas. When subcultures grow large and rich enough, companies often design specific marketing programs to serve them (Kotler & Keller, 2012).
- b. Social class
Almost all groups of humans experience social stratification, often in the form of social class, relatively homogeneous and long-lasting divisions in a society, are arranged

hierarchically and have members who share the same values, interests and behavior (Kotler & Keller, 2012).

2.2.4.2. Social Factors

Social influences include family, opinion leaders (people whose opinions are listened to by others) and other reference groups such as friends, coworkers and colleagues in the same profession (Ebert & Griffin, 2015). According to Kotler & Keller (2012) indicators of social factors such as reference groups, family, and social roles and status influence purchasing behavior.

a. Reference group

A person's reference group is all groups that have a direct or indirect influence on that person's attitude or behavior. Groups that have direct influence are called membership groups. The membership group consists of two groups including the primary group, namely with whom a person interacts with what it is continuously and informally (family, friends, neighbors and co-workers) and a secondary group which tends to be more formal and requires less sustainable interaction (religious, professional and trade union groups) (Kotler & Keller, 2012).

b. Family

The family is the most important consumer purchasing organization in society and family members represent the main and most influential reference group. There is a family in the buyer's life, namely the orientation family (parents and siblings) of the parents, a person gets religious, political and economic orientation as well as a sense of personal ambition, self-respect and love. Furthermore, a more direct influence on buying behavior every day is the procreation family (spouse and children). Direct influence describes the suggestions, demands and demands of children (Kotler & Keller, 2012).

c. Role and Status

Roles consist of activities that a person is expected to perform and each role bears status. Someone will choose a product that reflects and communicates their role as well as the actual or desired status in society. Marketers must be aware of the potential status symbols of products and brands (Kotler & Keller, 2012).

2.2.4.3. Personal Factors

Personal influence includes lifestyle, personality and economic status (Ebert & Griffin, 2015). According to (Kotler & Keller, 2012) purchasing decisions are also influenced by personal characteristics, indicators of personal factors including age and stage of the buyer's life cycle, occupation and economic conditions, personality and self-concept, and lifestyle and values. Since many of these characteristics have a very direct impact on consumer behavior, it is important for marketers to follow them closely.

a. Age and Life Cycle Stage

Our tastes in food, clothing, furniture and recreation are often related to our age. Consumption is also shaped by the family life cycle and the number of ages and sexes of people in the household at any given time. Marketers must take into account life events or transitions that will give rise to new needs (Kotler & Keller, 2012).

b. Employment and Economic Conditions

A person's job affects consumption patterns, for example construction workers often get lunch from caterers who come to work. Office workers bring their lunch from home or buy from a nearby restaurant. Product choice is strongly influenced by economic conditions

such as disposable income (level, stability and time patterns), savings, assets, debt, loan strength and attitudes toward savings spending (Kotler & Keller, 2012).

c. **Personality and Self Concept**

Everyone has personal characteristics that influence their buying behavior. Personality is a set of human psychological traits that cause relatively consistent and long-lasting responses to environmental stimuli (including purchasing behavior). We often describe them as traits like self-confidence, dominance, respect, autonomy, defense, sociability, and adaptability. Personality can be a useful variable in analyzing consumer brand choices. Consumers often choose and use brands that have a brand personality that is consistent with their own self-concept (Kotler & Keller, 2012).

d. **Lifestyle and Values**

People from the same sub-culture, social class and occupation may have different lifestyles. Lifestyle is a person's lifestyle in the world which is reflected in activities, interests and opinions. Lifestyle captures the interaction of "a person as a whole" with their environment. Consumer decisions are also influenced by core values, the belief system that underlies attitudes and behavior (Kotler & Keller, 2012).

2.2.4.4. Psychological Factors

Psychological influences include motivation, perceptions, learning abilities and attitudes (Ebert & Griffin, 2015). According to Kotler & Keller (2012) the starting point for understanding consumer behavior is the stimulus response model. Marketing and environmental stimuli enter consumer consciousness and a group of psychological processes combined with certain consumer characteristics results in the final purchase decision-making and decision-making process. Indicators of the psychological process, namely motivation, perception, learning and memory, fundamentally influence consumer responses.

a. **Motivation**

Needs become the motive when they increase to a sufficient level of intensity to encourage action. Motivation has two directions, namely choosing one goal over another and intensity, the energy used to pursue a goal (Kotler & Keller, 2012).

b. **Perception**

In marketing, perception is more important than reality, because consumer perception affects the actual behavior of consumers. Perception is the process by which selecting, organizing and translating input information to create a meaningful picture of the world. The main point is that perception depends not only on physical stimuli, but also on the stimulation's relationship to the plane that surrounds it and the condition of each person (Kotler & Keller, 2012).

c. **Learning**

Learning encourages changes in a person's behavior that arise from experience. Most consumer behavior is learned, although most of that learning is accidental. Learning theorists believe that learning is generated through the interaction of encouragement, stimulation, signs, responses and reinforcement (Kotler & Keller, 2012).

d. **Memory**

Memory is a very constructive process, because a person does not remember information and events completely and accurately. Often someone remembers a few pieces and cuts and fills in the rest based on something else they know. Consumers can remember experiences with a brand differently from the actual facts due to other events (Kotler & Keller, 2012).

2.2.5. Purchasing Decision Process

In Ebert & Griffin (2015) there are five stages in the purchase decision process that is commonly carried out by a person, namely:

1. Introduction to the Problem or Need
This process begins when consumers recognize a problem or need. Recognition of needs also occurs when you have the opportunity to shop for habits. When you get your first job after graduating from college, the new income you get allows you to buy things that were previously out of reach.
2. Information Search
After recognizing a need, consumers often seek information. These searches are not always carried out extensively, but before making a major purchase decision, most people seek information from private sources, public sources and experiences.
3. Alternative Evaluation
If someone is looking for ski equipment, he may already have an understanding of the manufacturer of the ski equipment and the differences between each product. By analyzing product attributes (price, prestige, quality) from a set of considerations, consumers compare various products before finally deciding on one product that meets their needs.
4. Buying Decision
In the end the consumer makes the decision to buy. Buying decisions are based on rational motives, emotional motives or both. Rational motives include a logical evaluation of a number of product attributes (cost, quality, usefulness). Emotional motives include non-objective factors as well as social skills, imitation of others and aesthetics.
5. Post Purchase Evaluation
Marketing activities do not stop with the sale of products; what happens after the sale is also important. Marketers want their consumers to be satisfied after buying their products so that consumers are expected to buy them back. Because consumers don't want to go through a complicated decision-making process every time they make a purchase, they often buy back products that they already use and love. Not all consumers are satisfied with the purchase made, indeed buyers like this are unlikely to buy the same product and tend to spread the experience experienced rather than a satisfied customer.

2.2.6. Buying Decision

The decision to "buy" is based on rational motives, emotional motives or both. The rational motive includes a logical evaluation of a number of product attributes such as cost, quality and usefulness. Emotional motives include non-objective factors as well as the ability to socialize, imitate other people and aesthetics (Ebert & Griffin, 2015). According to Kotler & Keller (2012) purchasing decisions in the evaluation stage, consumers form preferences between brands in a set of choices. Consumers may also form an intention to buy the brands they like best. Indicators of purchasing decisions are as follows:

1. Stability on a product, namely decisions made by consumers after considering various information that supports decision making.
2. The habit of buying a product, namely the experience of the closest people (parents, family and siblings) and oneself in using a product.
3. Provide recommendations to others, namely delivering positive information to others so that they are interested in making purchases.
4. Make repeat purchases, namely continuous or sustainable purchases after consumers feel comfortable with the products or services received.

2.2.7. Hypothesis Development

According to Sugiyono (2018) the hypothesis is a temporary answer to the formulation of research problems. Based on the formulation of the existing problems, the following hypothesis is given in this study:

1. It is suspected that cultural factors influence purchasing decisions.
2. It is suspected that social factors have an effect on purchasing decisions.
3. It is suspected that personal factors influence purchasing decisions.
4. It is suspected that psychological factors have an effect on purchasing decisions.

III. RESEARCH METHOD

3.1. Research Strategy

The research strategy used in this study is an associative strategy. According to Sugiyono (2018) associative strategy is research that aims to determine the relationship between two or more variables.

In this study the authors intend to determine the relationship between variables or the influence of cultural factors (X_1), social factors (X_2), personal factors (X_3), and psychological factors (X_4) which are independent variables on purchasing decisions (Y).

3.2. Population and Sample

3.2.1. Research Population

Population is a generalization area consisting of objects or subjects that have certain quantities and characteristics set by researchers to study and then draw conclusions (Sugiyono, 2018). The population in this study includes all consumers who make purchases at the Burger King restaurant in Salemba Raya whose number is unknown.

3.2.2. Research Samples

The sample is part of the number and characteristics of the population (Sugiyono, 2018). The population in this study is unknown, so the sample in this study used the Rao Purba formula (Sujarweni, 2015), namely:

$$\left[n = \frac{Z^2}{4 (Moe)^2} \right]$$

Information:

n = Number of Samples

Z = Level of confidence in determining the sample ($95\% = 1,96$)

Moe = Margin of Error

By using a margin of error of 10%, the number of samples that can be taken is:

$$n = \frac{1,96^2}{4 (0,10)^2}$$
$$n = 96,04$$

Based on the results of the above calculations, the number of samples used is at least 96 respondents. The number of samples to be used in this study were 100 respondents.

The sampling technique used in this study was purposive sampling method. According to Sugiyono (2018) purposive sampling is a sampling technique with certain considerations. The consideration used in this research is that the respondent has at least 1 (one) time buying a product at the Burger King restaurant in Salemba Raya.

3.3. Data Analysis Methods

This study uses a Likert scale to measure all variables. According to Sugiyono (2018) the Likert scale is used to measure the attitudes, opinions and perceptions of a person or group of people about social phenomena. Answers to all indicators of questions or statements given by respondents will be measured using scores, which are as follows:

Table 3.1. Skala Likert

No.	Answer	Score
1.	Strongly Agree	4
2.	Agree	3
3.	Disagree	2
4.	Strongly Disagree	1

Source: Sugiyono (2018)

The data collected from the survey results will be grouped by variables and types of respondents and tabulated. Data processing is done by calculation, using SmartPLS 3.0 software so that the calculation results can be easier and faster to obtain. The data that has been collected will be presented in the form of tables and figures which are expected to facilitate research in analyzing and understanding the data presented more systematically.

The statistical analysis of data carried out in this study is descriptive statistics. According to Sugiyono (2018) descriptive statistics are statistics that are used to analyze data by describing or describing the data that has been collected as it is without intending to make general conclusions or generalizations.

In this study, the data analysis used was Partial Least Square (PLS). PLS is a component or variant based Structural Equation Modeling (SEM) equation model. Partial least square is a powerful analytical method and is often referred to as soft modeling because it negates regression assumptions. In the analysis test, PLS uses two modeling evaluations, namely the measurement model (outer model) for validity and reliability testing and the structural model (inner model) (Ghozali & Latan, 2015).

IV. RESULTS AND DISCUSSION

4.1. Measurement Model (Outer Model)

The measurement model or outer model describes the relationship between indicator blocks and their latent variables (Abdillah & Jogiyanto, 2015). The series of tests in the measurement model or outer model is a validity test and a reliability test.

4.1.1. Validity test

1. Convergent Validity

Convergent validity test with the SmartPLS 3.0 program can be seen from the loading factor value for each construct indicator. The rule of thumb that is usually used to assess convergent validity is the loading factor value of more than 0.7. However, for research in the early stages of developing a measurement scale, the loading factor value of 0.5 to 0.6 is still considered sufficient according to Chin (Ghozali & Latan, 2015). The results of the loading factor using the SmartPLS software are as follows.

Tabel 4.1. Loading Factor

	Loading Factor	Information
B1	0.833	Valid
B2	0.804	Valid
S1	0.765	Valid
S2	0.680	Valid
S3	0.715	Valid
S4	0.615	Valid
S5	0.805	Valid
S6	0.644	Valid
P1	0.600	Valid
P2	0.417	Tidak Valid
P3	0.483	Tidak Valid
P4	0.535	Valid
P5	0.774	Valid
P6	0.797	Valid
P7	0.613	Valid
P8	0.693	Valid
Ps1	0.688	Valid
Ps2	0.553	Valid
Ps3	0.516	Valid
Ps4	0.714	Valid
Ps5	0.717	Valid
Ps6	0.635	Valid
KP1	0.506	Valid
KP2	0.787	Valid
KP3	0.580	Valid
KP4	0.688	Valid
KP5	0.757	Valid
KP6	0.772	Valid
KP7	0.827	Valid

Source: SmartPLS output, processed 2020

Based on table 4.1. It is known that there are several instruments that have a loading factor value <0.5 and to meet the Average Variance Extracted (AVE) value >0.5 , several instruments must be removed, namely S4, P2, P3, P4, Ps2, Ps3, KP1, and KP3. Then the calculations were carried out again. The reprocessing results show the following results.

Tabel 4.2. Loading Factor Tahap II

	Loading Factor	Information
B1	0.835	Valid
B2	0.802	Valid
S1	0.754	Valid
S2	0.645	Valid
S3	0.661	Valid
S5	0.848	Valid
S6	0.743	Valid
P1	0.659	Valid
P5	0.819	Valid
P6	0.790	Valid
P7	0.582	Valid
P8	0.728	Valid
Ps1	0.765	Valid
Ps4	0.670	Valid
Ps5	0.735	Valid
Ps6	0.674	Valid
KP2	0.794	Valid
KP4	0.647	Valid
KP5	0.813	Valid
KP6	0.819	Valid
KP7	0.868	Valid

Source: SmartPLS output, processed 2020

Results kalkulasi phase II in table 4.2. indicates that all instruments are valid, which has a loading factor value >0.5 .

2. Discriminant Validity

Discriminant Validity is carried out to ensure that each concept of each latent variable is different from other variables. The way to test the validity of the construct is by comparing the correlation of indicators with latent variables which must be greater than the correlation between indicators and other latent variables (Ghozali & Latan, 2015). The results obtained are as follows.

Tabel 4.3. Discriminant Validity

Cross Loading						
	Culture	Social	Personal	Psychological	Buying Decision	Information
B1	0.835	0.292	0.490	0.489	0.445	Valid
B2	0.802	0.599	0.559	0.400	0.409	Valid
S1	0.385	0.754	0.490	0.209	0.242	Valid
S2	0.260	0.645	0.487	0.313	0.212	Valid
S3	0.306	0.661	0.491	0.385	0.296	Valid
S5	0.445	0.848	0.616	0.362	0.376	Valid
S6	0.500	0.743	0.490	0.436	0.403	Valid
P1	0.377	0.321	0.659	0.451	0.531	Valid
P5	0.449	0.543	0.819	0.437	0.624	Valid
P6	0.527	0.774	0.790	0.457	0.482	Valid
P7	0.432	0.564	0.582	0.441	0.354	Valid
P8	0.525	0.409	0.728	0.612	0.621	Valid
Ps1	0.339	0.270	0.481	0.765	0.526	Valid
Ps4	0.424	0.522	0.519	0.670	0.382	Valid
Ps5	0.502	0.420	0.550	0.735	0.448	Valid
Ps6	0.315	0.212	0.376	0.674	0.509	Valid
KP2	0.369	0.343	0.590	0.475	0.794	Valid
KP4	0.407	0.361	0.527	0.460	0.647	Valid
KP5	0.414	0.309	0.546	0.504	0.813	Valid
KP6	0.351	0.336	0.590	0.580	0.819	Valid
KP7	0.518	0.379	0.678	0.589	0.868	Valid

Source: SmartPLS output, processed 2020

Based on the results of the data in table 4.3. It is known that the construct correlation value with its indicator is greater than the correlation value with other constructs. Thus it can be stated that each variable has good discriminant validity.

4.1.2. Reliability Test

1. Composite Reliability

Reliability test using composite reliability is used to prove the accuracy, consistency, and accuracy of the instrument in measuring constructs. The terms that are usually used to assess construct reliability are composite reliability greater than 0.7 for confirmatory research and values 0.6 - 0.7 are still acceptable for exploratory research (Ghozali & Latan, 2015). The results of testing composite reliability are as follows.

Tabel 4.4. Composite Reliability

Variabel	Composite Reliability	Information
Culture	0.802	Reliabel
Social	0.852	Reliabel
Personal	0.842	Reliabel
Psychological	0.804	Reliabel
Buying Decision	0.893	Reliabel

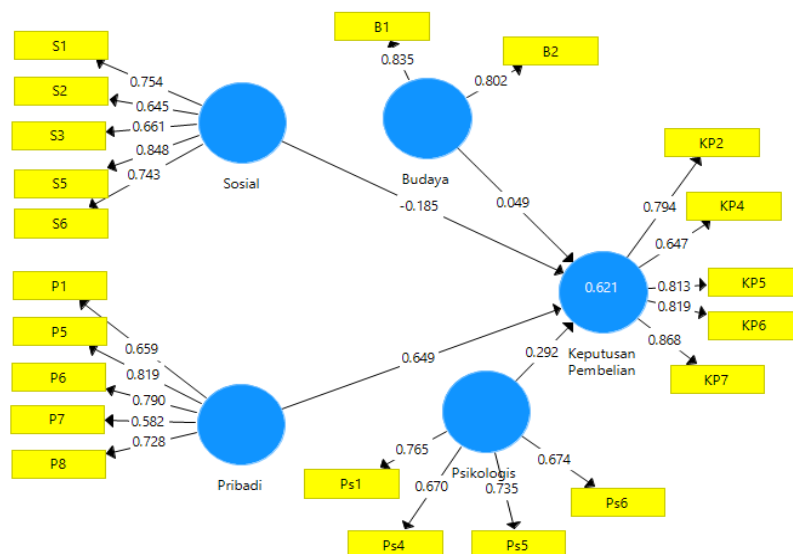
Source: SmartPLS output, processed 2020

Based on the results of the output composite reliability in table 4.4. indicates that all variable values have a value of >0.6 which means that all variables are declared reliable.

4.2. Structural Model (Inner Model)

According to Abdillah & Jogyanto (2015) the structural model (inner model) is a structural model to predict the causality relationship between latent variables. In evaluating the structural models in this study with R-squares (R^2).

Figure 4.1. Structural Model



4.2.1. R-squares (R^2)

The R-squares value can be used to explain the effect of endogenous latent variables whether they have a substantive effect (Ghozali & Latan, 2015). R-squares values of 0.67, 0.33, and 0.19 indicate a strong, moderate, and weak model according to Chin (in Ghozali & Latan, 2015). The results of the R-squares (R^2) obtained as follows.

Table 4.5. R-Squares Calculation Result

	R Square
Buying Decision	0.621

Source: SmartPLS output, processed 2020

Based on the results perhitungan R-squares in table 4.5. cultural variables, social, personal, and psychological variables that influence purchase decisions in the structural model (inner models) has a value of R^2 of 0.621 which indicates that the model is moderate.

4.2.2. Significance Test

Based on the data processing that has been done, the results can be used to answer the hypothesis in this study. Hypothesis testing using the SEM PLS method is carried out by doing a bootstrapping process with the help of SmartPLS 3.0 software.

The significance test of the SEM model with PLS aims to determine the effect of exogenous variables on endogenous variables. The significance value used is a t-value of 1.65 (significance level of 10%) (Ghozali & Latan, 2015).

Tabel 4.6. Bootstrapping Calculation Results

	Coefficient	T Statistics	Information
Culture → Purchasing Decisions	0.049	0.613	Tidak Signifikan
Social → Purchasing Decisions	-0.185	1.897	Signifikan
Personal → Purchasing Decisions	0.649	5.178	Signifikan
Psychological → Purchasing Decision	0.292	3.099	Signifikan

Source: SmartPLS output, processed 2020

1. Testing Hypothesis 1 (Culture Against Purchasing Decisions)

Based on the results of the bootstrapping calculation, it shows that the positive coefficient value is 0.049. The t statistical value is 0.613, this value is smaller than the t table ($0.613 < 1.65$). This means that culture has a positive and insignificant influence on purchasing decisions. This means that the hypothesis is rejected.

2. Testing Hypothesis 2 (Social Against Purchasing Decisions)

Based on the results of the bootstrapping calculation, it shows that the negative coefficient value is -0.185. The t statistical value is 1,897, this value is greater than the t table ($1,897 > 1.65$). This means that social has a significant negative influence on purchasing decisions. This means that the hypothesis is accepted.

3. Testing Hypothesis 3 (Personal Against Purchasing Decisions)

Based on the results of the bootstrapping calculation, it shows that the positive coefficient value is 0.649. The t statistical value is 5.178, this value is greater than the t table ($5.178 > 1.65$). This means that personal has a significant positive influence on purchasing decisions. This means that the hypothesis is accepted.

4. Testing Hypothesis 4 (Psychological of Purchasing Decisions)

Based on the results of the bootstrapping calculation, it shows that the positive coefficient value is 0.292. The t statistical value is 3.099, this value is greater than the t table ($3.099 > 1.65$). This means that psychologically has a significant positive effect on purchasing decisions. This means that the hypothesis is accepted.

V. CONCLUSIONS AND SUGGESTIONS

5.1. Conclusion

Cultural factors do not affect purchasing decisions at Burger King Salemba Raya restaurants, this means that one's culture cannot influence purchasing decisions. Then for social factors that affect purchasing decisions at Burger King Salemba Raya restaurants, this means that a person's social environment can influence purchasing decisions.

Personal factors influence purchasing decisions at Burger King Salemba Raya restaurants, this means that a person's characteristics can influence purchasing decisions and psychological factors affect purchasing decisions at Burger King Salemba Raya restaurants, this means that a person's soul can influence purchasing decisions.

5.2. Suggestion

1. Based on the research results, it is known that personal variables are more dominant in this study. It is recommended that Burger King must pay attention to personal variables, namely by making products with good quality and taste that is in accordance with the characteristics of the Indonesian people.
2. Burger King is also advised to pay more attention or increase psychological and social variables, namely by making delicious products, because consumers are motivated by delicious products and make products that can be eaten with friends, family, spouses and children.

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