

Analysis of Cultural, Social, Personal, and Experiential Marketing on Customer Purchase Decisions

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Abstract: In the purchase decision process, consumers are directly involved in making purchase decisions about the products offered by the seller. The process of purchase decisions made by consumers through various complex processes of various alternative choices that are influenced by various factors. Factors that influence purchasing decisions are cultural, social, personal, and experiential marketing. This study aims to examine and to analyze the influence of cultural on consumer purchase decision of Mister Tako Consumer in Banjarmasin and the influence of social on consumer purchase decision of Mister Tako Consumer in Banjarmasin. In addition, this study also analyze the influence of personal on consumer purchase decision of Mister Tako Consumer in Banjarmasin and the influence of experiential marketing on consumer purchase decision of Mister Tako Consumer in Banjarmasin. Sampling method of this study using accidental sampling technique that takes samples of each consumer encountered when the researcher conducted research at Mister Tako Banjarmasin. The research data was obtained by using questionnaires distributed to 100 consumer of Mister Tako in Banjarmasin. The data analysis technique used to test the research hypothesis in multiple linear regression analysis. The results of this study found that cultural variables influence the purchasing decision of Mister Tako products. Experiential marketing variables influence the purchasing decision of Mister Tako products. On the other hand, social variables do not affect Mister Tako's product purchasing decisions, and personal variables do not affect Mister Tako's product purchase decisions.

Index Terms: Social, Cultural, Personal, Experiential Marketing, Customer Purchase Decisions

I. INTRODUCTION

Nowadays, Asian food especially Japanese food is increasingly favored by various groups of people especially in Banjarmasin City. This growth can be seen from the increasing number of restaurants and carts serving Asian cuisine, especially Japanese cuisine, both independent and using a franchise system. Whether in the mall, hotel, or which has its own location. Some examples of restaurants serving Japanese food in Banjarmasin are Ichiban Sushi, X.O. Suki, Takemori and others.

In the beginning, Japanese food that was favored by the people especially the people of Banjarmasin was the type of suki as offered by X.O Suki and King O Suki and Ichiban Sushi. Along with its development, Japanese cuisine favored by the people of Banjarmasin began to experience changes where people not only like the type of bento, suki and sushi in the cart but began to like Japanese food in the food street system. But with the presence of restaurants or restaurants that specialize in serving Japanese food, it becomes a tough competitor for street food system and other entrepreneurs who serve the same type of food even though with more types and relatively cheaper prices. This needs to be a concern for food street businesses and other food entrepreneurs who offered similar products.

Mister Tako is a rombong (as known as food cart system) that offers Japanese cuisine with street food types, ranging from Takoyaki (regional food from Kansai, Japan in the form of small balls made from flour dough which usually contains octopus, meat, to cheese), Sobayaki (Japanese regional foods such as martabak or omelete that contain eggs and buckwheat noodles, then served with Japanese sauce and mayonnaise), and Okonomiyaki (Japanese regional food in the form of fried flour with cabbage which is usually added to contents such as beef, shellfish, squid, or shrimp placed at the top of the food).

Currently, Mister Tako has two branches, one of which is located on Sultan Adam street, Banjarmasin and S. Parman street, Banjarmasin. The current phenomenon at Mister Tako is the decline in sales of Mister Tako products. Based on sales data obtained from the Mister Tako group sales section, the Mister Tako group of Sultan Adam branches has a declining sales value every month (based on data from the last 20 months). This needs to get special attention given the business competition in the culinary field because if there are mistakes it will allow losses. As can be seen in Figure I regarding Mister Tako financial data in the form of a monthly income report graph.

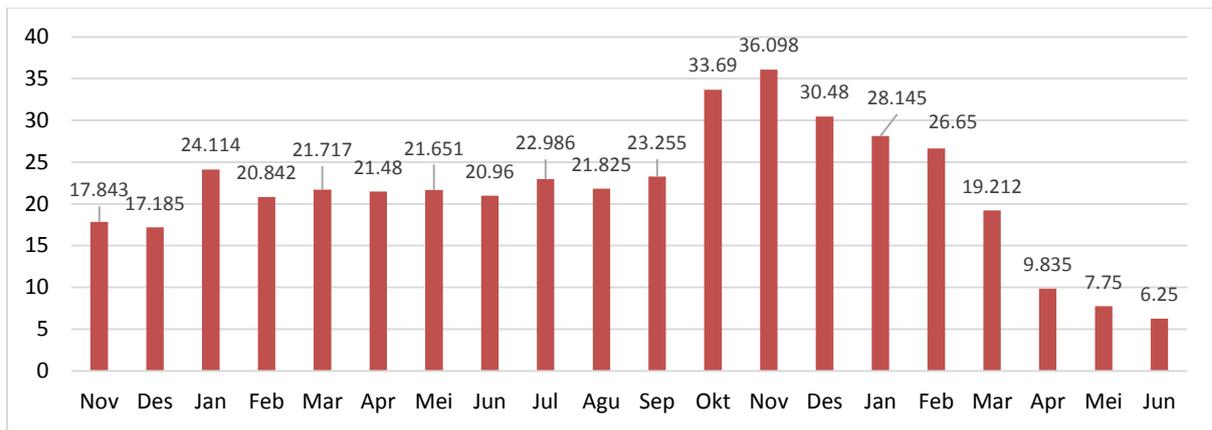


Figure 1 Monthly Income Report Graph of Mister Tako (in million rupiah)

Source: Financial Department of Mister Tako

This is caused by several factors, the first in terms of religious cultural in Banjarmasin based on research conducted by Noor (2012) and Istiqomah (2014). Usually this community group discourages buying if they do not fully know that a food product is halal, especially international food such as Mister Tako's products. So there are only a few groups of people who buy international cuisine such as Japanese food, especially groups of teenagers who are familiar with Japanese food cultural. This will certainly affect prospective consumers in purchasing Mister Tako's products.

Secondly, in terms of social factors which are the reference group, where these factors are closely related to the first factor if there are groups of people who do not fit into Japanese cuisine cultural, they will inform their family and friends that will directly influence Japanese food entrepreneurs, especially sales Mister Tako. This is because prospective customers who will initially purchase Mister Tako products can delay the purchase because of references and information received from family and coworkers.

Furthermore, it can be caused by personal factors, for example in the Sultan Adam area, Banjarmasin is still seen as potential because in the Sultan Adam area there are many schools, housing complexes and several offices. The Sultan Adam area is also a well-known area because it has a variety of dining options so as to make people from various regions to the area, especially high school students and students and adults ranging in age from 15-35 years as a target market. In the case of Mister Tako, the majority of product buyers are teenagers and it is quite rare for adults to buy Mister Tako products. On the other hand the price of Mister Tako products has been adjusted to market conditions and segments that are in line with Mister Tako's products.

In terms of Experiential Marketing actually has a close relationship with personal factors, where experiential marketing has the main goal to increase long-term loyalty to consumers by providing a different experience with other companies and not forgotten when using the product bought. In the case of Mister Tako, promos and discounts have been given to testers on the products offered, but with the promotion is not able to significantly increase sales. On the other hand Mister Tako has yet to add a new variant to its product which is likely to be the cause of the decline in Mister Tako's product sales, due to several consumers who have not made a purchasing decision on Mister Tako's products.

Based on the description above, the problems in this study are: (1) Is there a cultural factor influence on purchase decisions; (2) Is there any influence of social factors on purchase decisions; (3) Is there an influence of personal factors on purchase decisions (4) Is there an influence of experiential marketing factors on purchase decisions. This research aims to determine, about: (1) The influence of cultural factors on purchase decisions; (2) The influence of social factors on purchase decisions; (3) Effect of personal factors on purchase decisions; (4) The effect of experiential marketing factors on purchase decisions.

II. LITERATURE REVIEW

Cultural

Kotler and Keller (2008:173) Cultural, subcultural, and social class are particularly important influences on consumer buying behavior.

Social

Kotler and Keller (2008:175) Social factors are the factors that comes from reference groups, family, social roles, and status that influence the Consumer behavior to make purchase something Kotler and Keller (2008:177)

Personal

Personal factors are the factors that using the characteristics of each consumer that influence consumer behavior they are age and stage In the life cycle, occupation and economic circumstance, personality, and self-concept Experiential marketing came up from Schmitt's idea (1999).

Experiential Marketing

According to Schmitt (1999) in various industries, many of the companies have moved away from traditional "features-and-benefits" marketing to creating experiences for their customers. This means experiential marketing has developed as an outcome of three simultaneous developments in the wider business environment. Experiential marketers views consumers as rational and emotional human beings who are concerned with achieving pleasurable experiences, that marketers can create for customers are distinguished: sensory experiences (sense); affective experiences (feel); creative cognitive experiences (think); physical experiences, behaviours and lifestyles (act); and social-identity experiences that result from relating to reference group or cultural (relate)

Consumer Purchase Decision

According to Kotler and Armstrong (2001) in purchase decision stage the consumer make his mind decisively after classifying different brands. In post purchase behavior, the consumer is either satisfied or he regrets his purchase decision which depends on the purchased product whether it lives up to the customer expectation or the product performance is not up to the expectation. In order to purchase the most suitable products, consumer often search for information from various sources such as internet, print media, and friends.

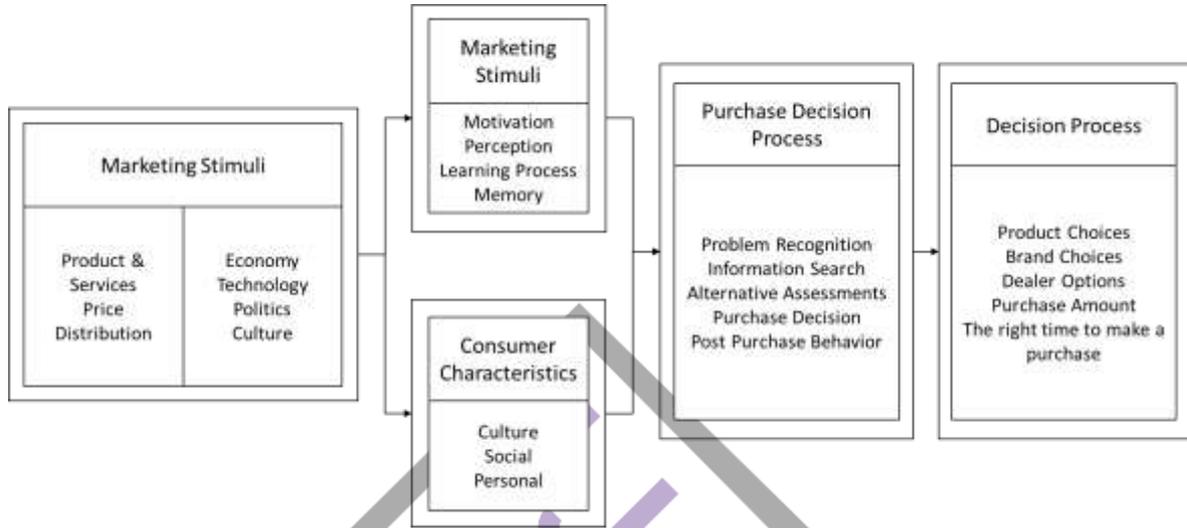


Figure 2 Consumer Purchase Decision Process

Previous Research

Purwitasari, D (2015) about survive in the fast food purveyors and can boost sales that knowing how the consumers in decision making the purchase of KFC’s products. The variables used to this research are internal factor, external factor, and decision of the purchase. The purpose to be achieved in this research is to analyze the internal and external variables influence on consumer behaviour towards product purchasing decision KFC.

Urfana, M (2014) about influence of cultural, social, personal dan psychological on fast dood purchasing decision of fast food. The purpose of this research is to define and analyze the influence of cultural, social, personal, and psychological factor to fast food purchasing decision. This research was conducted to Kentucky Fried Chicken (KFC) in Medan City. The results showed that cultural, social, personal, and psychological have a positive and significant influence on fast food purchasing decision of Kentucky Fried Chicken (KFC) in Medan City.

Rambi, W (2015) about influence of consumer behavior on purchase decision of Xiaomi cellphone in Manado City. The purpose of this research is to analyse the influence of cultural, social, personal, and psychological factors towards consumer purchase decision on Xiaomi cellphone in Manado partially and simultaneously. The result of this research shows that social, cultural, personal, and psychological simultaneously have significant influence towards consumer purchase decision. In partially social factor have significant influence towards consumer purchase decision, while cultural, personal, and psychological partially do not have significant influence toward consumer purchase decision

Conceptual Framework

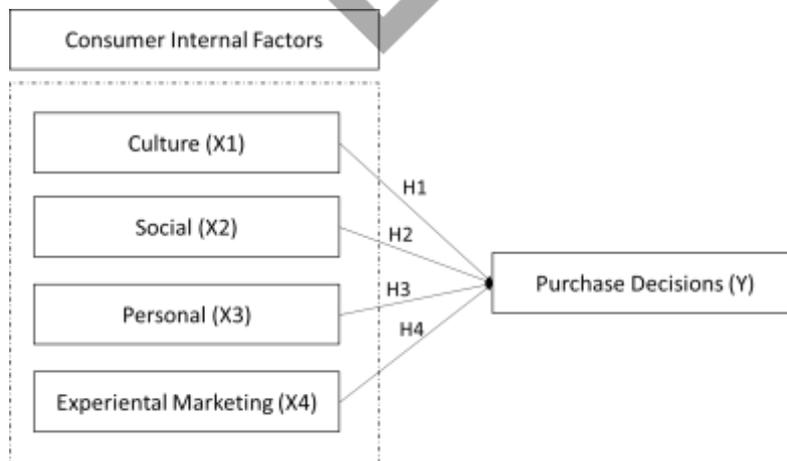


Figure 3 Conceptual Framework

Data Processed, 2019

Research Hypotheses

- H1 : Cultural partially effect on consumer purchase decision in Mister Tako
- H2 : Social partially effect on consumer purchase decision in Mister Tako
- H3 : Personal partially effect on consumer purchase decision in Mister Tako
- H4 : Experiential Marketing effect on consumer purchase decision in Mister Tako.

III. RESEARCH METHOD

This research is included in explanatory research, because this research explains the relationship between independent variables (social, personal, cultural, and experiential marketing) with the dependent variable (purchase decisions) through hypothesis testing. While the research approach used is a quantitative descriptive approach that uses a deductive mindset or by looking at general symptoms then proceed to more specific things (Sugiyono, 2011).

This research was conducted at Mister Tako Banjarmasin on Sultan Adam Street, Banjarmasin with the object research is consumer of Mister Tako Banjarmasin. The population in this research are all the consumer of Mister Tako. The sampling technique used in this research is accidental sampling that takes a sample of each consumer encountered when researchers conduct research at Mister Tako. The samples using the confidence level which produce a margin of error of 0.05. With the formula $n = Z^2 / 4(MOE)^2 = 1,96^2 / 4(10\%)^2 = 96,04 = 97$ or round up to 100. According to this formula, the researcher decide to use 100 people as the respondent as the sample of this research.

Data collection method that was used in this research is questionnaire. This research is conduct in Manado from February 2019 until April 2019. Questionnaire is a way of collecting data to provide written question to be answered by the respondent, so that the researcher obtain field data/empirical research to solve problem and to test the hypothesis that has been established (Sekaran 2003:266). In this research, questions in the questionnaire made by using Likert scale, respondents will not have problems in understanding and filling out the questionnaire, and it is easy for the researcher to measure, interpreting and analyse the data.

The validity test is used to determine the level of validity of the instrument (questionnaire) that used in data collection. This kind of test is performed to determine whether the items presented in the questionnaire really able to express exactly what will be studied. It is obtained by any score indicators correlate with the total score of the indicator variable, then the correlation results are more than the critical value at 0,05 significant level.

Validity test is to analyse the validity of questionnaire. An instrument measure is valid if the instrument measure what ought to be measured. reliability test is established by testing for both consistency and stability of the answer of questions. The minimum requirement that is considered valid is the value of $r_{count} > r_{table}$ of values. Or a question is declared as invalid if the item total correlation value correction that question has the value greater than or equal 0,30. The value of validity test of these variables can be seen in Table 1.

Table 1 Item Total Statistics

Variable	Corrected Item-Total Correlation	Status
Cultural	0,643	Valid
Social	0,480	Valid
Personal	0,695	Valid
Experiential Marketing	0,467	Valid
Purchase Decision	0,668	Valid

Source: Primary Data (Processed SPSS)

Based on primary data that has been processed with SPSS, then each item-total correlation weighting variables have values above 0,30 as the minimum requirement. This shows that all the variables in this study declared is valid. Reliability test intends to determine the consistency of measuring instruments in use or in other words the instruments have consistent results when used repeatedly at different times. Arikunto (2010) has said that for reliability test used Cronbach Alpha technique, in which an instrument can be said to be reliable if you have or alpha reliability coefficient of 0,6 or more.

Table 2 Reliability Statistics

Variable	Cronbach's Alpha	Status
Cultural	0,898	Reliable
Social	0,903	Reliable
Personal	0,897	Reliable
Experiential Marketing	0,904	Reliable
Purchase Decision	0,898	Reliable

Source: Primary Data (Processed SPSS)

Based on primary data that has been processed and analyzed using SPSS, then each item Cronbach's Alpha generates weighting variables Cronbach alpha values > 0.60 as the minimum requirements. It shows that all the variables in this research research reliable. Based on the analysis using SPSS, it can be seen the hypothesis testing in Table 3.

Table 3 T Test

Coefficients ^a						
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	
	B	Std. Error	Beta			
1	(Constant)	0,313	,980		,319	,750
	Cultural	,531	,076	,561	6,996	,0001
	Social	,099	,069	,107	1,449	,151
	Personal	,036	,233	-,010	,155	,878
	ExpMarketing	,263	,076	,255	3,452	,001

a. Dependent Variable: PurchaseDecision

Source: Primary Data (Processed SPSS)

Based on the results of Table 3, the regression equation can be formulated as follows :

$$Y = 0,319 + 6,996 X_1 + 1,449 X_2 + 0,155 X_3 + 3,452 X_4 + e$$

Explanation of the results of the regression equation in Table 3 is If X_1 , X_2 , X_3 , and X_4 - value = 0, then the sum of the values of $Y = 0,319$ units. If there is a change to value X_1 for one unit and the other variables constant, the value of Y will experience an increase by 6,996 units. While if there is a change to value X_2 by 1 unit and the other variables constant, the value of Y will experience an increase by 1,449 units. If there is a change to value X_3 for 1 unit and the other variables constant, the value of Y will experience an increase by 0,155 units. If there is a change to the value X_4 by one unit and the other variables constant, the value of Y will experience an increase by 3,452 units.

Table 4 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,780 ^a	,608	,591	,24824

a. Predictors: (Constant), ExpMarketing, Personal, Social, Cultural

Table 4 explains that the regression coefficient (R) of 0,780 (78%), which means independent variables that can explain the effect of 78% and the remaining 22% is explained by other variables outside this research model. Below is the result of F test that are made:

Table 5 ANOVA

		Sum of Squares	df	Mean Square	F	Sig.	
KepPurchDec * ExpMarketing	Between Groups	(Combined)	5,170	14	,369	,892	,570
		Linearity	,798	1	,798	1,928	,169
		Deviation from Linearity	4,372	13	,336	,813	,646
		Within Groups	35,180	85	,414		
		Total	40,350	99			

Based on the results from Table 5, it can be seen the significance of a variable factor of cultural, social, personal, psychological, and purchase decisions is 0,570. It means that compared to the alpha (α) = 0,05, the value is still below it, so that it can be concluded that the concurrent significant influence these factors influence consumer purchasing decisions, or at least one variable X affects Y with a 95% confidence level.

IV. DISCUSSION AND RESULT

In this study will explain the results and discussion which are divided into theoretical implications and managerial implications. The results of the regression analysis showed that the value of the regression coefficient was 0.531 with a value of Sig 0.001, which means Sig <P (0.05) and a calculated value of t 6.996 which means t count > t table. So that cultural variables have an influence on purchasing decisions. This is consistent with research conducted by Urfana & Sembiring (2014) and research conducted by Suprayitno, Rochaeni, & Purnomowati (2015) which results in cultural conclusions affecting purchasing decisions. This can be interpreted as a food product like Mister Tako is no stranger to the community, so that people already feel familiar with the food products offered by Mister Tako. This is appropriate if it is related to the descriptive analysis of the study, where out of 100 respondents choosing the index agree with an average value of 57%.

The results of the regression analysis showed that the regression coefficient value of 0.099 with a Sig value of 0.151, which means Sig > P (0.05) and a calculated t value of 1.449 which means tcount <ttable. So that social variables do not affect purchasing decisions. This is in accordance with research conducted by Sujani (2013) which produces social conclusions that have a positive but not significant effect on purchasing decisions. This can mean food products such as Mister Tako usually have been consumed by Mister

Tako's customers before. This also means that Mister Tako's products are consumed and bought by consumers because they are influenced by friends and consumers' desires. This is appropriate if related to the descriptive analysis of the study, where out of 100 respondents choosing the index agree with an average value of 54%.

The results of the regression analysis showed that the regression coefficient value of 0.036 with a value of Sig 0.878, which means $\text{Sig} > P (0.05)$ and t value of 0.155, which means $t_{\text{count}} < t_{\text{table}}$. So that personal variables do not affect purchasing decisions. This is consistent with the research conducted by Indrawati (2015) which resulted in a personal conclusion that had no effect on Mister Tako's buying decision. This is because mister Tako's products can be enjoyed by all groups, besides Mister Tako's products are very suitable to be enjoyed anytime and anywhere, not limited to work activities, but also suitable for other events. This is appropriate if it is related to the descriptive analysis of the study, where out of 100 respondents choosing the index agree with an average value of 59.4%.

The results of the regression analysis showed that the value of the regression coefficient was 0.263 with a Sig value of 0.01, which means $\text{Sig} < P (0.05)$ and a calculated t value of 3.452 which means $t_{\text{count}} > t_{\text{table}}$. So the Experiential Marketing variable has an influence on purchasing decisions. This is consistent with research conducted by Rabbani (2017) and research conducted by Wardani (2011) which results in experiential marketing conclusions affecting purchasing decisions. This is because Mister Tako's products are as expected by customers, both in terms of price, taste, and variants. This also shows that Mister Tako products are very popular with the public, especially consumers, so this makes Mister Tako products will be able to develop in terms of taste and variants. This is appropriate if related to the descriptive analysis of the study, where out of 100 respondents choosing the index agree with an average value of 63.2%.

The results of this study also provide managerial implications that Mister Tako needs to increase promotion both through social media and print media in order to increase sales. In addition, mister Tako can provide discount promos or packages (bundling) to attract potential customers so that it will increase sales of Mister Tako's products. This study also shows that cultural and experiential marketing variables have a significant influence on purchasing decisions. So that Mister Tako can then provide a tester or trial on mister tako products so that consumers will make a purchase by first enjoying the tester that has been given

V. CONCLUSION AND RECOMMENDATION

The conclusion driven from this research are as follows:

1. Cultural has influence in purchase decision on Mister Tako product. This is because foods and snacks like Mister Tako product are familiar in the community. In addition Mister Tako product also have positive perspective so cultural has influence in purchase decision.
2. Social has no influence in purchase decision on Mister Tako product. This is because foods and snacks like Mister Tako product has usually been consumed by Mister Tako consumer before. On the other hand, Mister Tako product themselves reflect and are in accordance with the behavior of the community groups, because Mister Tako product have a halal label that was suitable to be consumed by all people
3. Personal has no influence in purchase decision on Mister Tako product. This is because Mister Tako product can be enjoyed by all people anytime and anywhere. On the other hand Mister Tako product are also possible to be bought by consumer because they are influenced by friends and family members.
4. Experiential Marketing has influence in purchase decision on Mister Tako product. This is because Mister Tako product are as expected by consumer, both in terms of competitive prices, delicious flavours, quite varied variants. On the other hand Mister Tako product already have a good brand image that can increase consumer awareness.

The recommendations from this research are as follows:

1. For the marketers especially marketers of Mister Tako, it is suggested to increase the number of variants and additional toppings that suitable for Indonesian people. Furthermore, marketers of Mister Tako can provide promotions such as price discount based on quantity in order to increase sales of Mister Tako product
2. For future research, it is suggested to consider other factors, such as psychological on consumer purchase decision. Other sampling methods and techniques also can be used in future research, such as purposive sampling techniques, because this sampling method is more accurate than accidental sampling method.

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