



Analysis of Factors Affecting Consumer Behavior in Purchasing Decisions for Specs Shoes in Kupang City

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Abstract. This study aims to determine the factors that influence consumer behavior in purchasing Specs shoes. The sample in this study amounted to 100 respondents who were taken using purposive sampling technique. This research uses a qualitative approach, which takes the object of research in Kupang City. Data collection was carried out using observation, interview, and questionnaire methods. The results found that psychological variables and Personal variables are the variables that most influence consumers in purchasing Specs shoes. While the indicator "Has an attractive design, good material, light weight and affordable price" is the biggest reason consumers decide to buy Specs Shoes.

Keywords: Culture, Social, Personal, Psychology.

1 Introduction

The importance of knowing consumer behavior is a major concern for various industries, one of which is the sports industry. Nowadays, exercise has become a very important necessity for everyone. Exercising can make the body healthier and reduce the risk of various diseases. Therefore, it is not surprising that awareness of exercise is increasing, this is marked by the development of sports centers such as futsal courts, gyms, soccer fields, jogging tracks and many more.

This interest and awareness of sports is seen by companies that produce sports equipment / accessories, one of which is shoes. Tight competition is shown by the availability of various choices available in the market, including Adidas, Nike, Specs, Reebok and Puma. These companies are required to have a vision, mission and goals that are consumer-oriented. Consumers are the main key that plays a role in the survival of the company, it is not surprising that companies are competing to provide satisfaction and the best quality through the products created.

Specs is an Indonesian shoe manufacturer founded in 1994 with the company mission, "To be the most coveted sports brand by providing the highest quality products at a fair price". The importance of product quality is a priority for Specs. According to research that has been done, Specs is in the top two of sports apparel sales in Indonesia. More than 2 million pairs of shoes can be sold by Specs every year, not to mention the sportswear products. In 2001, Indonesia was still affected by the monetary crisis. This

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had an impact on the high prices of well-known brands in Indonesia. At that time the rupiah was weak. That was the idea of the founder of Specs to continue his business to be more developed. Many middle and upper class people wanted to buy foreign apparel products that were still expensive, so the founder of Specs thought of creating a product with high quality and at a relatively cheaper price than its competitors. This was a great opportunity for Specs to take advantage of the conditions that existed at the time. Moreover, research shows that in Indonesia, the upper middle class will increase as time goes by. Specs management thought that if they continue to rely on the lower middle class target market, Specs products will be inferior to Chinese products which are much cheaper. Therefore, the management thought to start targeting the upper middle class market. Through a mutual agreement between Specs officials, Specs finally turned around to determine its target to the upper middle class.

In the development of technology, Kupang City is one of the areas that is also experiencing rapid development in the field of sports, especially futsal. This can be seen from the number of athletes and coaches from outside the Kupang area who come to experience and come to help develop the game of futsal in Kupang City. In a good futsal game, of course, not only the skills are needed but also good supporting facilities are also needed, in this case shoes also play an important role in a better futsal game. Specs shoes are in great demand by futsal athletes in Kupang City, this is because specs shoes have good quality and prices are still affordable.

Consumer considerations in buying specs shoes are currently influenced by various factors. According to Kotler & Keller, (2013) the decision to purchase a product is influenced by various factors, namely cultural factors (sub-culture and social class). shoes have a fairly important role in a better futsal game. Many futsal athletes in Kupang City like Specs futsal shoes, this is because Specs shoes have good quality and prices are still affordable.

Consumers as individuals in determining or buying goods have gone through a process or stage first by getting information either through advertisements or references from others then they compare other products to make a decision to buy the product. Specs as one of the companies engaged in the production and sale of shoes that are growing must realize the existing competition, Specs must provide confidence and expectations to customers to continue to provide satisfaction to them. This study aims to determine what are the factors that influence consumers' behavior in purchasing decisions for Specs shoes in Kupang City.

2 Literature Review

2.1 Marketing

The success of a company in achieving its goals is highly dependent on the effectiveness of the company's ability to market its products. Marketing is a key factor in achieving company success. To achieve success in marketing efforts, company management needs to be able to implement marketing strategies optimally, so that company goals can be realized in accordance with its mission and vision.

The definition of marketing is a social process in which individuals and groups obtain their needs and wants by creating and exchanging products and values with other individuals and groups, as explained by Kotler, (2014).

another view, according to Widiana & Sinaga, (2013) marketing is also a social process in which individuals and groups fulfill their needs and wants by creating, offering, and freely exchanging value with other parties.

2.2 Consumer Behavior

Consumer behavior includes complex psychological responses, manifested in typical individual actions that are directly involved in the acquisition and use of products, as well as determining the decision-making process in product purchases, including repeat purchases Kusumaningtiyas, (2013), Kotler and Keller (2016) suggest that consumer behavior is a study of how groups, individuals, and organizations choose, buy, use, and utilize ideas, services, or experiences to meet customer wants and needs.

There are two important elements of the meaning of consumer behavior, namely: 1) the decision- making process, 2) physical activities, all of which involve many individuals in assessing, obtaining and using goods and services Dharmmesta & Handoko, (2014)

According to Setiadi, (2010) consumer purchasing decisions are influenced by four factors, namely:

- a. Culture: Culture, Sub-culture, Social Class
- b. Social: Reference Group, Family, Role and Status.
- c. Personal: Age and Life Cycle Stage, Occupation, Economic Situation, Lifestyle, Personality and Self-Concept.
- d. Psychological: Motivation, Perception, Learning, Beliefs and Attitudes.

The explanation of the four things above is as follows:

Culture

Culture plays a key role as a basic determinant in shaping desires and behavior, which includes values, perceptions, preferences, and behavior influenced by other important institutions. The influence of cultural factors is the broadest and most pro-found on consumer behavior.

Cultural factors consist of:

1. Culture

Culture has a significant and deep role in shaping consumer purchasing behavior. Philip. , dan G. A. Kotler, (2012) explain culture as a collection of values, beliefs, habits, desires, and behaviors learned by people from their surrounding environment, be it family or other formal institutions, which guide their behavior. This external aspect is considered the most basic determining factor in shaping a person's desires and behavior because it covers all aspects of human life. In the context of cultural factors, marketers need to understand their impact on consumers, which includes culture, subculture, and social class.

2. Sub Culture

Each sub-culture is divided into more specific subdivisions, providing more detailed identification and socialization. Subcultures can be classified into four categories, including nationalistic groups, religious groups, racial groups, and geographic regions.

3. Social Class

Social classes are groups in society that tend to be uniform and have a long continuity, with a hierarchical structure, where members have similar values, interests and behaviors.

Social

Social class is a relatively uniform and permanently stable division of society, organized hierarchically, in which members share similar values, interests, and behaviors. Social class is not just determined by one factor, such as income, but is measured as a combination of occupation, income, education, wealth and other variables. In some social systems, members of different classes maintain specific roles and cannot change their social position.

Consumer behavior is also influenced by social factors, namely:

1. Reference group

Reference groups include all groups that have either a direct or indirect impact on a person's attitude or behavior. Some of these include primary groups, such as family, friends, neighbors and peers. Secondary groups, on the other hand, tend to be more formal and the interactions are less continuous. Associative groups, where the individual feels incompatible with the values or behavior of the group, also fall under this category.

2. Family

Two family models exist in the lives of shoppers. First, there is the orientation family, which refers to one's parents. From parents, individuals acquire views on religion, politics, economics, as well as values or self-esteem and love. Second, there is the procreative family, which is where one's spouse and children live. The family is considered the most crucial consumer purchasing organization in society and has been investigated in depth.

3. Role and Status

In general, individuals are involved in various groups throughout their lives, such as families, clubs, organizations, and so on. One's position in each group can be identified through role and status.

Personal

Personal factors are defined as psychological traits that distinguish a person from other people, which cause relatively consistent and sustainable responses to the environment. Purchasing decisions are also influenced by personal characteristics, which can be described as follows:

1. Age and Life Cycle Stage

Several recent studies have identified phases in the psychological life cycle. Adults generally experience specific changes or transformations as they go through their life journey.

2. Occupation
Marketers seek to recognize groups of workers who show above-average interest in specific products and services.
3. Economic Situation
The state of the economy involves disposable income (both its level, stability, and pattern), savings and property assets (which includes the percentage that can be easily converted into money), the ability to borrow, and attitudes towards spending versus saving.
4. Lifestyle
A person's lifestyle refers to a pattern of living in the world that is reflected through a person's activities, interests and income. Lifestyle reflects aspects related to the individual's social class.
5. Personality and Self-Concept
Personality is a psychological trait that distinguishes each individual and causes their responses to the environment to be relatively consistent.

Psychological

Psychological factors include the methods a person uses to recognize their feelings, collect and analyze information, formulate thoughts, and form opinions as a basis for taking action Sumarwan, (2013). According to Setiadi, (2015) the decision-making process is influenced by five main psychological factors, namely motivation, perception, learning, beliefs, and attitudes.

The choice of goods that a person buys is further influenced by important psychological factors, namely:

1. Motivation
Mc Clelland in Hidayati, (2017) says that motivation is the available energy that will be released and developed depending on the strength or impetus of individual needs and the situation and opportunities available. In relation to consumers, motivation can be interpreted as a state or condition that encourages, stimulates or moves consumers to decide to act towards achieving goals, namely fulfilling various kinds of needs and desires.
2. Perception
Perception according to Pride and Ferrel in Fadila and Lestari (2013), refers to all the processes of selecting, organizing, and interpreting input information, including sensations received through sight, feeling, hearing, smell, and touch to produce meaning. According to Boyd, Walker and Larreche in Fadila and Lesta (2013), define perception as the process by which a person selects, organizes, and interprets information, according to Kotler (2013), perception is the process by which we select, organize, and translate input information to form a significant picture of the world.
3. Beliefs and Attitudes

Belief is a descriptive idea that someone has about something. According to (Damiami, 2017) attitude is an expression of a person's feelings that reflect his liking or dislike for an object.

Purchase Decision

A purchase decision is a mental process in which a consumer evaluates various options and chooses one product from the various choices available. According to Kotler and Armstrong (2014) the purchase decision stage is the time in the consumer decision-making process where an actual purchase occurs. According to Tjiptono, (2012) defines purchasing decisions as a process in which consumers identify problems, seek information about specific products or brands, and evaluate whether each alternative can solve their problems, which ultimately results in a purchase decision.

In summary, a purchase decision is a decision-making process that starts with identifying a problem, followed by searching for information, evaluating alternatives, and finally choosing the product that best suits your needs.

3 Method

3.1 Types of Research

This research uses a survey method. According to (Sugiyono, 2014) survey research is a type of research conducted on large or small populations, but the focus of analysis is on data derived from samples taken from these populations. This allows the discovery of patterns of occurrence, distribution, and relationships between variables, both from a sociological and psychological perspective. In this research, a sample of a population is taken, and questionnaires and interviews are used as the main instruments to collect data.

3.2 Research Approach

This research falls into the category of descriptive research with a qualitative approach. Qualitative research has descriptive characteristics and more often uses an inductive analysis approach, so it focuses on understanding the process and meaning from the perspective of the subject in this study. Fadil (2020)

3.3 Data Type and Data Source

The types of data in this study are quantitative data and qualitative data. Quantitative data in this study is questionnaire data distributed to users of specs shoes in Kupang city. Qualitative data is obtained from the company's website, journals related to the journal under study, references from books, and information obtained from other parties related to the problem under study.

The data sources used in this study are primary data and secondary data. Primary data in this study is data obtained directly from the results of distributing questionnaires to respondents as a source of information. Secondary data in this study are books, theses, journals, and others.

3.4 Data Collection Technique

The data collection technique in this study was to use observation, questionnaires and interviews. Observation is carried out by direct observation conducted by the author on the object of research in order to obtain the necessary materials and data, According to Sugiyono, (2014) Questionnaires are data collection techniques that are carried out by giving a set of questions or written questions to respondents to answer. Meanwhile, according to Esterberg in Sugiyono, (2014) defines an interview as a meeting between two people to exchange information and ideas through questions and answers so that meaning can be constructed in a certain topic.

3.5 Data Analysis Technique

The data analysis technique used in this research is a qualitative descriptive method, which describes the data collected in the form of words, pictures, and not numbers. Data that comes from manuscripts, interviews, field notes and so on, then described so that it can provide clarity to reality or reality.

4 Results and Discussion

4.1 Result

The data analysis technique used in this study is by summing up all the scores given by 100 respondents. Furthermore, the 2 largest total values of each factor will be discussed descriptively qualitatively.

Table 1. Questionnaire Recap Results

Factor	Rating	Indicator Description	Score
	1	Familiar with previous Specs products	349

Cul- ture	2	Influence of social groups	333
	3	Often hear about specs shoes	332
	4	Like specs products because many people use them	331
	5	Specs shoes are known for their good quality	302

Source : primary data (2023)

Social	1	Recommended by coworkers or friends who use the product.	344
	2	Experience from family members using it before	339
	3	Like Specs because it is often a sponsor of the Indonesian national soccer club	329
	4	Interested in Specs products because they are widely used by professional athletes	328
	5	Specs shoes reflect social status	298

Source : primary data (2023)

Personal	1	More comfortable using specs shoes	361
	2	Specs shoes suit your taste; comfort obtained when using, good quality and elegant design.	344
	3	Specs shoes help increase self-confidence	337
	4	Tired of the old futsal shoes	331
	5	Adjust to your economic situation / financial condition	328
	6	Specs shoes fit your lifestyle	318
	1	Has an attractive design, good material, light weight, and affordable price.	370

Psychology	2	Many use specs shoes	356
	3	Interested in the price offered when buying / discounted price	340
	4	Believe in specs shoe products because of their quality	327
	5	Interest in advertising specs shoe products	315

Source : primary data (2023)

From the table above, it can be concluded that for cultural factors, the main reason people buy Specs shoes is the indicator "Accustomed to Specs products before" with a total value of 349 points, followed by the indicator "Influence of social groups" with a total value of 333 points. These two indicators of cultural factors are the reason people buy Specs shoes.

In social factors, the main reason for people's decision to buy specs shoes is the indicator "Suggested by colleagues or friends who use the product" with a value of 344 points, this proves that the influence of the social environment can also be a cause for people to make a purchase. The second position is the indicator "Experience from family members using it before" with a value of 339 points.

In personal factors, the indicator "More comfortable using specs shoes" is the main reason people buy specs shoes, by obtaining a value of 361 points, this indicator occupies the second position of the eight main indicators that influence the decision to purchase specs shoes. The next second indicator of personal factors is "Specs shoes match your taste; the comfort you get when using, good quality, and elegant design" with a value of 344 points.

In psychological factors, the main reason is the indicator "Has an attractive design, good material, light weight, and affordable price" with a value of 370 points, this indicator is also the first and main indicator of the eight indicators of the reasons people buy specs shoes. In second place is the indicator "Many use specs shoes" with a value of 356 points.

4.2 Discussion

Cultural Factors

From the results of the questionnaire recapitulation, two factors from the cultural variable were taken which obtained the largest value as well as the reason why the people of Kupang city made purchases of Specs shoes, namely a) Accustomed to Specs products before, and b) The influence of social groups.

a. Accustomed to Specs products before

This indicator is derived from cultural variables. Based on the theory of cultural factors, it is concluded that consumers choose products and brands also based on something they have already used. This phenomenon is known as "brand inertia" or "consumer inertia".

Brand inertia occurs when consumers have a tendency to stick with a product or brand that they have known and used before, even if there are alternatives that may be better or more profitable.

According to (Rust, 2010) describes brand inertia as a situation where consumers tend to continue to buy the products they already use due to convenience, hesitation about new products, or the costs associated with changing brands.

b. The influence of social groups.

Based on the results of the researcher's recapitulation, this indicator has a total score of 333 points. This indicator is derived from the Culture variable which means a group of people with separate values based on experiences and life situations. Cultural factors consist of 3 parts, namely culture, sub-culture, and social class. At this point "the influence of social groups" is related to social class, which means a relatively permanent and orderly division of society whose members adhere to similar values and behaviors.

Social groups have a very strong influence on the behavior of consumers after the family. Friends' opinions or preferences often influence consumer decisions in making buyer decisions and choosing products or brands. The thicker the friendship is established or the more trust a consumer has in his friend. The greater the influence on consumer decision making.

Social factors

From the results of the questionnaire recap, 2 factors from social variables are obtained which are included in the priority factors that influence consumers in purchasing specs shoes, namely a) Suggested by coworkers or friends who use the product. b) Experience from family members who used it before.

a. Suggested by coworkers or friends who use the product.

This indicator is derived from social factors with a total of 344 points. Social factors consist of groups, family and role and status. This factor is in the fifth position of the top ten factors that influence consumer behavior towards purchasing decisions for specs shoes.

According to Kotler (2011), a group is two or more people who interact to achieve individual or shared goals. Some are primary groups that have regular but informal interactions - such as family, friends, neighbors and coworkers.

In everyday life, we often ask for advice from people we know, both family members and friends / coworkers are considered trustworthy friends, so that respondents consider the advice of coworkers to buy specs shoes. This proves that the social environment also influences purchasing decisions, because humans as social beings, still need the opinions of others in many ways, including in terms of the products they want to buy.

b. Experience from family members who used it before.

The factor that is in the second position of this social variable gets a total score of 339 points, and is derived from social variables. Social factors consist of groups, and role or status. According to Kotler, the family is the most important consumer purchasing organization in society and has been studied in depth,

marketers are interested in the role and influence of husbands, wives and children on the purchase of various products and services. Sumarwan (2013) states that the role of family members in making purchasing decisions includes: 1. As an initiator, family members who have ideas or ideas for buying or consuming a product. 2. As influencers, family members who influence other family members to make decisions on whether or not to buy a product. 3. As gate keepers, family members who control the flow of information. 4. As a decision, family members who decide whether or not to buy a product. 5. As a buyer, family members who actually make purchases. 6. As preparers, members who convert raw products into a form that can be consumed. 7. As a user, a family member who uses the product. 8. As maintancer, the family member who maintains or repairs the product. 9. As an organizer, a family member who organizes whether the product can be started to be used or discarded or discontinued.

Personal Factors

From the results of the questionnaire recap, 2 factors from personal variables were taken which were included in the priority factors that influence consumers in purchasing Specs shoes, namely a) More comfortable using specs shoes, b) Specs shoes suit your taste; comfort obtained when using, good quality, and attractive design.

a. More comfortable using specs shoes.

Based on the research results from the questionnaire recording, it shows that the factor "More comfortable using specs shoes" has the highest points in personal variables with a score of 361 points. This means that the factor "More comfortable using specs shoes" also has a big influence on consumer behavior in making decisions to buy Specs shoes.

According to Nugroho, WA & Hidayat (2017) Comfort of use is an assessment or individual feeling of a product. The comfort level of a product is based on the most comfortable to uncomfortable feeling judged by individual perceptions.

b. Specs shoes suit your taste; comfort obtained when using, good quality, and attractive design.

Based on the research results from the questionnaire recording, it shows that this factor is ranked second in personal variables with a total value of 344. This means that the factor "Specs shoes suit your taste; comfort obtained when using, good quality, and attractive design" also has a big influence on consumer behavior in making decisions to buy Specs shoes.

According to Kotler (2013) personal factors are defined as psychological characteristics of a person that are different from other people which cause relatively consistent and long- lasting responses to the environment. Personal factors are influenced by age, occupation, situation, economy, lifestyle, and personality.

This means that each person's personality clearly influences his buying behavior. Consumer tastes generally change from time to time. If consumer tastes for goods and services are high, it will be followed by an increase in consumer decisions in purchasing goods and services.

Psychology Factors.

From the results of the questionnaire recap, 2 factors from the Psychology variable were taken which were included in the priority factors that influence consumers in purchasing Specs shoes and one of the indicators has the highest points of the eight priority factors that influence consumers in purchasing Specs shoes, namely a) Has an attractive design, light weight, affordable price, b) Many people use Specs shoes, this indicates that psychological factors are the biggest reason that influences consumers in purchasing Specs shoes.

a. Has an attractive design, light weight, affordable price

This indicator is derived from psychological variables. Based on the theory of psychological factors, it is concluded that consumers choose products and brands based on how they think, feel, and reason. There are things that motivate them to make purchases.

The first psychological factor in consumer behavior is perception. According to Kotler, perception is the process people go through in selecting, organizing and interpreting information to form a meaningful picture. Perception is a psychological factor that influences purchasing decisions because with the perception of consumers can determine tastes to decisions in consuming something. Of the many sports shoes on the market, respondents choose Specs brand shoes because they think that Specs shoes have good quality.

According to Kotler and Keller (2013) Product Quality is the totality of features and characteristics of a product or service that depend on its ability to satisfy stated or implied needs. Meanwhile, according to Lupiyoadi and Hamdani (2011) Product Quality is the extent to which the product meets its specifications. According to The American Society for Quality in Kotler and Armstrong (2010) Product quality is a product characteristic that depends on its ability to satisfy stated or implied customer needs.

b. Many people use Specs shoes, this indicates that psychological factors are the biggest reason that influences consumers in purchasing Specs shoes

In psychological factors, influenced by motivation, perception, knowledge, and attitude beliefs. In the motive for purchasing products according to Engel (2011)

is to consider two benefits, namely: "Utilitarian benefits are objective functional product attributes. Hedonic benefits, on the other hand, include emotional responses, sensory pleasures, dreams and aesthetic considerations".

Nowadays, human needs are also increasing over time. The need for sports and healthy living is no less important today. People buy sports shoes not just for style, there are other reasons that make people buy a product.

In the world of marketing, psychological factors are often a strong factor in influencing consumer interests and decisions. One of the psychological factors that can influence consumer behavior is the number of users who use a product. When a large number of people use a product, this can give a positive impression and influence the perception and interest of other consumers to also use the product.

5 Conclusion

From the research results, it can be concluded that the factors that influence consumer behavior in purchasing specs shoes in Kupang City are psychological factors, personal factors, social factors, and cultural factors. Psychological factors and personal factors are the variables that most influence the Kupang City community in purchasing specs shoes.

Indicators that become priority reasons that influence consumer behavior in purchasing specs shoes in Kupang City are as follows: Having an attractive design, light weight, affordable price, More comfortable using specs shoes, Accustomed to specs products before, Influence of social groups, Specs shoes according to consumer tastes; comfort obtained when using, good quality and elegant design, Suggested by coworkers or friends who use the product, Many use specs shoes, and Experience from family members using before.

The factors mentioned above are considered by the people of Kupang City when buying Specs Shoes

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