The Influence of Cultural and Social Factors on Consumer Purchase Decisions of Ornamental Plants in Galeri Hejo

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ABSTRACT

Purpose: The purpose of this research is to determine how the independent variable (cultural and social factors) influences the dependent variable (purchase decisions) of ornamental plants in Galeri Hejo.

Design/methodology/approach: This research is using quantitative methods and the collected data is primary data obtained from the outcomes of directly distributing questionnaires to respondents.

Findings: It was found out that there was a significant influence on consumer purchase decision of ornamental plants in Galeri Hejo.

Paper type: Research Paper

Keyword: Cultural factors, Purchase decision, Social factors.

I. INTRODUCTION

The Covid-19 pandemic and the enforcement of restrictions on community activities have resulted in activities outside the home, such as schools, offices being dismissed so that all activities are carried out from home for some time. With the government limiting community activities outside the home, many people have free time and find hobbies: farming ornamental plants. Along with the development of this hobby of ornamental plants, it also affects the demand for ornamental plants. Consumers enjoy ornamental plants because of their beauty; that’s why they need very high-quality standards (Narpodo, 2015).

Ornamental plants are plants that have the primary function of decoration. The ornamental part provides aesthetics and can be enjoyed directly, whether planted outdoors or indoors. Other uses of ornamental plants are cooling, environmental conservation, and absorbing carbon dioxide (CO2), which is not needed by living things. In addition, ornamental plants also provide clean air (Lathifah & Widyastuti, 2018)

With the increase of ornamental plant gardening hobbies, the demand for ornamental plants has increased sharply. It is known that the production of ornamental plants until the second quarter of 2020 based on BPS data reached 342,422,645 pcs. Meanwhile, the export volume reached 4,176,294 kg or equivalent to US$ 12,176,244. Many ornamental plant seed exports show that the business is still very open. "The trend and demand are much bigger than before the pandemic, only requests that used to be traders, but now all groups and groups. Also, the demand is increasing and booming; it can be fifty times, “said Wartono, owner of an ornamental plant shop in Bogor (News 2020)

The high demand for ornamental plants provides an opportunity for entrepreneurs to open an ornamental plant business. One of them is the UMKM Gallery Hejo which sells various ornamental plants and growing media. Hejo Gallery is a UMKM for ornamental plants and planting media located in Ciawi Village, Kuningan, West Java.

The increasing demand for ornamental plants also positively impacts farmers and traders because their income increases. Ornamental plant traders also compete to provide ornamental plants that consumers want. To meet consumer needs for ornamental plants, traders continue to increase ornamental plant cultivation independently or collaborate with various partners. However, ornamental plant entrepreneurs also face many
challenges, such as identifying their market, analyzing their current consumer base, determining potential consumers, setting prices, and developing promotional programs to attract new customers.

Thus, this research aims to help UMKM Galeri Hejo to analyze whether cultural factors influence purchasing decisions, whether social factors influence purchasing decisions, and whether the cultural factors and social factors influence purchasing decisions together.

A. Research Questions
1. Do cultural factors influence purchasing decisions of ornamental plants in Galeri Hejo?
2. Do social factors influence purchasing decisions of ornamental plants in Galeri Hejo?

II. LITERATURE REVIEW

A. Consumer Behavior

Consumers conduct consumer behavior to find, buy, use, evaluate, and take action after consuming items, services, or ideas that are supposed to meet their needs (Schiffman & Kanuk, 2011). Understanding consumer behavior and knowing information about customers is not an easy task. Customers can share their needs and wants but act differently. Consumers may not understand their underlying motives (Kotler & Keller, 2009).

Consumer behavior is defined by the American Marketing Association (AMA) as “the dynamics of the relations between influence and awareness, action and the environment in which humans exchange components of their lives. Consumer behavior embraces people’s thoughts and feelings during purchasing and their activities. It also involves everything in the circumstances that impact such thoughts, feelings, and behaviors. Other consumer feedback, commercials, blogs, pricing information, packaging, product appearance, and more are included.

According to Pardede & Pangastuti (2016), consumer behavior is an individual's action in making decisions to use their resources to obtain goods or services for later consumption. Consumer behavior is the study of how people, groups, and organizations choose, utilize, and discard items, services, experiences, and ideas to meet their wants and strategies. Consumer behavior impacts consumers and society (Dwiastuti et al., 2012).

Amirullah (2002) states that studies on consumer behavior are for two (2) main reasons, namely:
- Consumer behavior is fundamental in everyday life.
- If all consumers have fixed behavior, it may not be so important to study consumer behavior. However, because consumers constantly interact with the surrounding environment, behavior can change. It is crucial to know what causes and influences consumers’ behavior change.

B. Cultural Factor

Culture is made up of a common goal held by society’s members and practices, norms, and traditions (Solomon et al., 2006) Culture is the driving force behind a person’s desire or ambition. Culture is the collection of human society’s beliefs, roles, behaviors, values, customs, and traditions. According to (Kotler, 2000) cultural factors have a broader and more significant impact on consumer behavior. Cultural factors have important indicators, namely:
- Culture

Compared to consumers outside the country, there are frequently fewer cultural distinctions among domestic consumers. There are significant cultural variances in consumer behavior between countries. According to Odabaşı & Barış (2003), the use of critical cultural functions can be listed below:
1) Culture is a collection of learned behaviors
2) Culture is traditional
3) Culture is formed
4) Culture is changeable
5) Culture includes variances as well as similarities
6) Culture is organization and convergence
7) Culture is shared by community members
8) Culture defines needs
b. Sub Culture
Each culture is made up of smaller subcultures that give individuals more specialized identification and socialization. Nationalities, religions, racial groups, and geographic regions are all examples of subcultures. Companies often create specific marketing plans to serve subcultures when they become prominent and wealthy enough (Kotler & Keller, 2007).

c. Social Class
Almost all human cultures contain social hierarchies in the form of social classes, which are generally homogenous and long-lasting social divisions organized hierarchically and consist of people who share similar views, interests, and behaviors (Kotler & Keller, 2007).

C. Social Factor
Social factors also influence consumer behavior in purchasing decisions. Social variables such as reference groups, family, and social roles and status, closely related to consumer decisions, influence consumer behavior. Consumer behavior in purchasing decisions is also influenced by social elements that exist around the consumer, according to Suryani (2008) because humans cannot be separated from their social life.

According to Kotler (2005), a social class is a hierarchically organized division of society that is mostly homogeneous and stable, with members who share similar ideas, interests, and behavior.

a. Reference Group
Kotler & Keller (2007) said a reference group is any group to which someone belongs, such as a sorority, a working affiliate, or the sixth grade (Black & Hawks, 2014). A reference group is an imaginary or actual individual or group that significantly impacts each person’s behavior, request, and appraisal.

b. Family
The family is society’s most critical consumer buying organization, and family members are the most influential primary reference group. Even when buyers no longer interact deeply with their families, the influence of families on buying behavior remains important (Kotler & Armstrong, 2012). Family members are affected by each other at every stage of the purchasing process. In some families, the father takes the lead and plays a vital part in decision-making. On the other hand, others prioritize are mothers and children.

c. Role and Status
“An individual participates in many groups throughout his life. A person’s position in each group can be determined based on his role and status”. Roles include activities that a person is expected to perform. Each function generates a state. People choose products according to their role and status in society. Therefore marketers must be aware of the potential status symbols of products and brands (Philip & Armstrong, 2015).

D. Purchase Decision
According to Kotler & Armstrong (2006), purchasing decisions are problem-solving processes that analyze or identify needs and want, seek information, evaluate alternative sources, purchase decisions, and post-purchase behavior.

1. Recognition of Needs
The buying process begins when consumers begin to realize their needs. Consumers recognize the needs and want of a product. The initial goal is for consumers to know whether some wants and needs must be met or not. By knowing these needs, consumers will immediately know that needs are not immediately met, and these needs must be met simultaneously.

2. Information Search
Consumers intrigued by their needs will be encouraged to seek more information on products that can meet their needs. Consumer information sources may be divided into four categories:

   d. Individual sources: relatives, friends, neighbors, and acquaintances

   e. Commercial sources: advertising, salesforce, dealer, packaging, and exhibitions

   f. Common sources: the news media and consumer advocacy groups

   g. Experience with the product: you’ve touched, tested, and utilized it

3. Evaluation of Alternatives
Determine purchase intentions and evaluate and select alternative purchases based on purchase intentions. The purchase purpose of each consumer is not always the same depending on the type of product and their needs. There are consumers whose purchase purpose is to beautify their appearance, and there are those who only want to fulfill their short-term needs, and so on.

4. Purchase Decision
The buying decision is the actual buying process. So once the initial steps have been taken, consumers must decide to buy the product or not. Product, brand, seller, quantity, when to buy, and payment method are a series of decisions that consumers must take if they decide to buy a product.

5. Behavior After Purchase
After buying a product, consumers will find a level of satisfaction or dissatisfaction. The types of behavior after purchase according to the level of buyer attachment and the degree of difference between brands, namely:
   a. Complex buying behavior
   b. Buying behavior that reduces mismatch
   c. Buying behavior out of habit
   d. Variety-seeking buying behavior

E. Hypothesis Development
1. Framework

\[ \text{Cultural Factor (X_1)} \] \[ \rightarrow \] \[ \text{Purchase Decisions (Y)} \] \[ \text{Social Factor (X_2)} \]

\( H_1 \): There is a significant influence of the cultural and social factors on consumer purchase decisions of Ornamental Plants in Galeri Hejo.
\( H_2 \): There is a significant influence of the cultural factor on consumer purchase decision of Ornamental Plants in Galeri Hejo.
\( H_3 \): There is a significant influence of the social factor on consumer purchase decision of Ornamental Plants in Galeri Hejo.

III. METHODOLOGY

A. Type of Research
This research will be using correlation analysis research to examine the correlation between two or more variables, particularly the association between variations in one variable and variations in other variables (Arifin, 2011). Correlation analysis research gathers data to identify whether there is a correlation between two or more variables, as well as the degree of that association.

B. Population and Sample
The population is generalized to objects/subjects with specific numbers and characteristics needed by researchers to study and obtain conclusions (Sugiyono 2009). The population in this study were all customers who had experience shopping for ornamental plants at Galeri Hejo.

The sample is part of several characteristics possessed by the population (Sugiyono 2009). As part of the population, the sample provides an accurate picture. The sample in this study was taken from customers as many as 30 respondents, according to Effendi & Singarimbun (1995) which stated that the number of respondents to the questionnaire was at least 30 respondents. With 30 people, the distribution of values will be closer to the normal curve.

C. Data Analysis Method
All factors in this study are measured using a Likert scale. According to (Sugiyono 2018) a person’s or a group’s attitudes, beliefs, and perceptions of social phenomena are assessed using a Likert scale. Scores will be used to evaluate respondents’ responses to all indicators of statements, which are as follows:
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Table 1. Likert Scale

<table>
<thead>
<tr>
<th>No.</th>
<th>Answer</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Strongly Agree</td>
<td>5</td>
</tr>
<tr>
<td>2</td>
<td>Agree</td>
<td>4</td>
</tr>
<tr>
<td>3</td>
<td>Neutral</td>
<td>3</td>
</tr>
<tr>
<td>4</td>
<td>Disagree</td>
<td>2</td>
</tr>
<tr>
<td>5</td>
<td>Strongly Disagree</td>
<td>1</td>
</tr>
</tbody>
</table>

Source: Sugiyono (2018)

The data gathered from the survey results will be analyzed and sorted by variables and types of respondents. The calculation is used to process data by using SPSS Statistics 26 software, making the calculation results more accessible and faster to get. The information gathered will be given in the form of tables and figures, making it easier for researchers to analyze and comprehend the information to be presented in a more organized manner.

The descriptive statistics used in this study were used to analyze the data. According to Sugiyono, (2018) descriptive statistics are used to examine data by summarizing or explaining the data as it is without making broad judgments or generalizations. In this study, the analysis method used was multiple linear regression, including validity test, reliability test, and T-Test. The collected data will be processed using SPSS (Statistical Package for Social Science).

IV. RESULTS AND DISCUSSION

A. Results
The respondents of this research are the consumers of Galeri Hejo. Respondents who were selected in this study have filled out the questionnaire entirely so that the entire questionnaire data deserves to be analyzed. Statistical tests then process the results of the data acquisition to find out the description of the respondents. The statistical results of the respondents are that the majority of respondents are women, aged in the range of 31-50 years, and the majority work as civil servants.

1. Validity Test
A validity test is a metric that measures how valid a measuring instrument is. In defining a variable, validity is used to assess the feasibility of the items in a list (construct) of questions.

Table 2. The Result of Validity Test Cultural Factor

<table>
<thead>
<tr>
<th>No Item</th>
<th>r-count</th>
<th>r-table</th>
<th>Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>0.650</td>
<td>0.361</td>
<td>Valid</td>
</tr>
<tr>
<td>2</td>
<td>0.634</td>
<td>0.361</td>
<td>Valid</td>
</tr>
<tr>
<td>3</td>
<td>0.687</td>
<td>0.361</td>
<td>Valid</td>
</tr>
<tr>
<td>4</td>
<td>0.668</td>
<td>0.361</td>
<td>Valid</td>
</tr>
</tbody>
</table>
Based on table 2, it is shows that all instruments are valid, which has a loading factor value >0.3.

Table 3. The Result of Validity Test Social Factor

<table>
<thead>
<tr>
<th>No</th>
<th>r-count</th>
<th>r-table</th>
<th>Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>0.428</td>
<td>0.361</td>
<td>Valid</td>
</tr>
<tr>
<td>2</td>
<td>0.901</td>
<td>0.361</td>
<td>Valid</td>
</tr>
<tr>
<td>3</td>
<td>0.907</td>
<td>0.361</td>
<td>Valid</td>
</tr>
</tbody>
</table>

Based on table 3, it is shows that all instruments are valid, which has a loading factor value >0.3.

Table 4. The Result of Validity Test Purchase Decision

<table>
<thead>
<tr>
<th>No</th>
<th>r-count</th>
<th>r-table</th>
<th>Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>0.766</td>
<td>0.361</td>
<td>Valid</td>
</tr>
<tr>
<td>2</td>
<td>0.741</td>
<td>0.361</td>
<td>Valid</td>
</tr>
<tr>
<td>3</td>
<td>0.842</td>
<td>0.361</td>
<td>Valid</td>
</tr>
<tr>
<td>4</td>
<td>0.842</td>
<td>0.361</td>
<td>Valid</td>
</tr>
<tr>
<td>5</td>
<td>0.869</td>
<td>0.361</td>
<td>Valid</td>
</tr>
<tr>
<td>6</td>
<td>0.871</td>
<td>0.361</td>
<td>Valid</td>
</tr>
<tr>
<td>7</td>
<td>0.873</td>
<td>0.361</td>
<td>Valid</td>
</tr>
<tr>
<td>8</td>
<td>0.836</td>
<td>0.361</td>
<td>Valid</td>
</tr>
<tr>
<td>9</td>
<td>0.863</td>
<td>0.361</td>
<td>Valid</td>
</tr>
<tr>
<td>10</td>
<td>0.904</td>
<td>0.361</td>
<td>Valid</td>
</tr>
</tbody>
</table>

Source: SPSS, processed 2021
Based on table 4, it is shown that all instruments are valid, which has a loading factor value >0.3.

2. Reliability Test

A reliability test is used to examine how stable a measuring device is when monitoring a symptom. Alpha Cronbach's formula was used to measure dependability.

Table 5. The Result of Reliability Test

<table>
<thead>
<tr>
<th>Variable</th>
<th>Item</th>
<th>( r_{ac} )</th>
<th>Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cultural Factor (X1)</td>
<td>7</td>
<td>0.578</td>
<td>Reliable</td>
</tr>
<tr>
<td>Social Factor (X2)</td>
<td>3</td>
<td>0.590</td>
<td>Reliable</td>
</tr>
<tr>
<td>Purchase Decision (Y)</td>
<td>10</td>
<td>0.857</td>
<td>Reliable</td>
</tr>
</tbody>
</table>

Source: SPSS, processed 2021

Based on table 5, it shows that:
1. The \( r_{ac} \) of cultural factor is 0.578. It is between 0.41 < 0.6, which means the instrument is considered to be reliable enough.
2. The \( r_{ac} \) of social factor is 0.590. It is between 0.41 < 0.6, which means the instrument is considered to be reliable enough.
3. The \( r_{ac} \) of purchase decision is 0.857. It is between 0.81 < 1, which means the instrument is considered to be reliable enough.

3. Multiple Linear Regression Analysis

This analysis is used to determine how much influence between cultural factors (X1), social factors (X2) on purchasing decisions (Y). The output results of multiple linear regression can be seen in the following table.

Table 6. The Result of Multiple Linear Regression Analysis

<table>
<thead>
<tr>
<th>Coefficients</th>
<th>Standard Error</th>
<th>t Stat</th>
<th>P-value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purchase Decision (Y)</td>
<td>19.09848046</td>
<td>10.06539922</td>
<td>1.897439</td>
</tr>
<tr>
<td>Cultural Factor (X1)</td>
<td>0.65072261</td>
<td>0.11949339</td>
<td>5.445679</td>
</tr>
<tr>
<td>Social Factor (X2)</td>
<td>0.197960281</td>
<td>0.07720693</td>
<td>2.564022</td>
</tr>
</tbody>
</table>

Source: SPSS, processed 2021

Based on table 6, it shows that:
1. Coefficients of Cultural Factor (X1) is 0.651. It means that if the cultural factor variable increases by one unit, it will increase the purchasing decision variable by 0.651
2. Coefficients of Social Factor (X1) is 0.198. It means that if the social factor variable increases by one unit, it will increase the purchasing decision variable by 0.198
3. Coefficients of Purchase Decision (Y) is 19.06. It means that if the variables of social factors and cultural factors are constant (0), then the average purchase decision is 19.06

4. Test Partially (T-Test)

The T-test is used to see if the independent variable significantly impacts the dependent variable. To calculate the Test Partially (T-Test) solely based on the P-value in the multiple linear regression analysis tables.
Table 7. The Result of Multiple Regression Analysis

<table>
<thead>
<tr>
<th></th>
<th>Coefficients</th>
<th>Standard Error</th>
<th>t Stat</th>
<th>P-value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purchase Decision (Y)</td>
<td>19,09848046</td>
<td>10,06539922</td>
<td>1,897439</td>
<td>0,068512508</td>
</tr>
<tr>
<td>Cultural Factor (X1)</td>
<td>0,65072261</td>
<td>0,11949339</td>
<td>5,445679</td>
<td>9,2193E-06</td>
</tr>
<tr>
<td>Social Factor (X2)</td>
<td>0,197960281</td>
<td>0,07720693</td>
<td>2,564022</td>
<td>0,016228751</td>
</tr>
</tbody>
</table>

Source: SPSS, processed 2021

Based on table 7, it shows that:
1. Because the result of P-value of Cultural Factor is 0.000000921 > 0.05 from an alpha value, and then social factors have a significant influence on purchasing decisions.
2. Because the result of P-value of Social Factor is 0.01 < 0.05 from an alpha value, the cultural factor is said to have a significant influence on purchasing decisions.

5. Simultaneously (F-Test)
The F test measures the significance of the interaction between independent factors and the dependent variable.

Table 8. The Result of Simultaneously (F-Test)

<table>
<thead>
<tr>
<th></th>
<th>df</th>
<th>SS</th>
<th>MS</th>
<th>F</th>
<th>Significance F</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regression</td>
<td>2</td>
<td>2291,540052</td>
<td>1145,77</td>
<td>22,1107871</td>
<td>2,05662E-06</td>
</tr>
<tr>
<td>Residual</td>
<td>27</td>
<td>1399,126615</td>
<td>51,8195</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>29</td>
<td>3690,666667</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: SPSS, processed 2021

The calculation shows that the value of the F count is 22,110 and the significance level is 0,000 < 0,05. It means the variables of Culture Factor (X1) and Social Factor (X2) simultaneously influence to Consumer Purchase Decision of Ornamental Plants in Galeri Hejo, then by the assumption of hypothesis stated that Culture Factor (X1) and Social Factor (X2) simultaneously influenced to the Consumer Purchase Decision of Ornamental Plants in Galeri Hejo will be accepted.

6. Coefficient Correlation and Determinant
The coefficient correlation and determination measure how well the model explains the variation of the dependent variables.

Table 9. The Result of Analysis Correlation

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Standard Error</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>0,787</td>
<td>0,620</td>
<td>0,592</td>
<td>7,198</td>
</tr>
</tbody>
</table>

Source: SPSS, processed 2021
The calculation shows that the R Square is 0.620, which shows that 62% of Consumer Purchase Decision influenced by Culture Factor (X1), Social Factor (X2). In comparison, the balance of 38% is affected by other causes that are not examined in this study.

B. Discussion
Galeri Hejo is an ornamental plant industry that needs high-quality products and services to be supplied to its clients. Aside from that, aspects impact cultural and social factors that influence consumer purchase decisions of ornamental plants in Galeri Hejo, affecting the store’s turnover. It was necessary to gain a significant market share, so cultural and social factors area the strategy that can be used. Still, it must be accompanied by a high quality of work provided by the store as this will increase consumers’ purchasing decisions so that consumers will purchase more products.

V. CONCLUSION AND RECOMMENDATION

A. Conclusion
Based on the results of the research described in the previous chapters, the following conclusions are listed as follows:
1. Cultural factors have a positive and significant influence on consumer purchase decisions of ornamental plants in Galeri Hejo. This indicates that if cultural factors improve, consumer purchase decisions will also improve.
2. Social factors have a positive and significant influence on consumer purchase decisions of ornamental plants in Galeri Hejo. This indicates that if cultural factors improve, consumer purchase decisions will improve as well.
3. Simultaneously, cultural and social factors significantly influence consumer purchase decisions of ornamental plants in Galeri Hejo.
4. The value of the coefficient of determination of the two independent variables obtained results of 62%. This means that the ability of cultural and social factors ability to explain consumer behavior by 62%. The remaining 38% can be explained by other variables, which are not included in this research.

B. Recommendation
From the results of this research, the author’s recommendations of this research are listed as follows:
1. The results revealed that cultural and social factors influence consumer purchase decisions. Galeri Hejo should pay close attention to these factors to meet the desired target of ornamental plants sales. For example, Galeri Hejo may categorize consumers by depending on their wealth and provide regular special offers to high-income groups. Their sales potential is more significant and more profitable than other groups.
2. In terms of cultural factors, Galeri Hejo must maintain a positive image or view by offering good service to consumers and maintaining product quality. For example, Galeri Hejo utilizes a messaging service application (WhatsApp); however, their website and Instagram account are not completely operational. Galeri Hejo may update their website and Instagram account by uploading the ornamental plant’s pictures and describing the name and price to sell their products online.
3. In terms of social factors, once consumers have purchased the ornamental plants, they might be asked to recommend to their friends or family members who are looking to buy an ornamental plants.
4. In addition to these factors, Galeri Hejo should consider location, facilities, price, and quality to impact consumer purchase decisions to improve sales.

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