



Cultural, Social, Personal and Psychological Influences on Purchasing Decisions

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ABSTRACT

Mrs. Hj. Hamida is the owner of Success House, one of the major distributors in the Citeureup District. In further expansions, SR12 also distributes a variety of herbal medicines in addition to herbal cosmetics. Success House SR12 Ummi Twins sells SR12 goods to assist housewives. This study uses a proportional stratified random sampling technique with a sample size of 100 to investigate the ways in which cultural, social, personal, and psychological factors impact purchasing decisions. Multiple linear regression analysis will come after the validity, reliability, and traditional assumptions used in the data testing procedure. The regression test's findings demonstrate that all of the variable's x simultaneously and partially affect y .

INTRODUCTION

Currently, consumer interest in cosmetics is increasing, this has encouraged the development of beauty products in Citeureup District. The population of Citeureup is multi-ethnic, because Citeureup is an industrial area, many residents come from outside the region, both from Java and outside Java. While the native population of Citeureup is the Sundanese community. In general, the people of Citeureup work as factory employees, but many also work as traders, entrepreneurs, teachers, soldiers, civil servants, etc. PT. SR12 Herbal Cosmetics is a company engaged in the pharmaceutical and cosmetic industry. PT. SR12 Herbal Cosmetics, was established in 2015. Herbal cosmetic products from PT. SR12 Herbal Cosmetics are divided into several categories, namely body care (body needs including soap, lotion, shampoo, conditioner, face wash, scrub, and oil) personal care, face care (toner, cream, serum and face mask) and herbal (etawa milk, propolis, honey, date palm juice, lemon juice).

The increasing interest of consumers in cosmetics has encouraged the development of beauty products. This is also balanced by the increasing selectivity of consumer purchasing decisions in choosing cosmetics. Based on information from Success House SR12 Umami Twins, the average target income for the period January 2021-December 2023 was IDR 100,000,000, - and only IDR 90,916,666, - was realized per month, as can be seen in Table 1 below:

Table 1. SR12 Revenue Data for 2023

| No | Month | Revenue target (Rp) | Realization | Presentation (%) | Information |
|----|----------------|----------------------|----------------------|------------------|---------------------|
| 1 | January | 100,000,000 | 85,000,000 | 85 | Not achieved |
| 2 | February | 100,000,000 | 110,000,000 | 110 | Achieved |
| 3 | March | 100,000,000 | 90,000,000 | 90 | Not achieved |
| 4 | April | 100,000,000 | 95,000,000 | 95 | Not achieved |
| 5 | May | 100,000,000 | 105,000,000 | 105 | Achieved |
| 6 | June | 100,000,000 | 95,000,000 | 95 | Not achieved |
| 7 | July | 100,000,000 | 76,000,000 | 76 | Not achieved |
| 8 | August | 100,000,000 | 85,000,000 | 85 | Not achieved |
| 9 | September | 100,000,000 | 103,000,000 | 103 | Achieved |
| 10 | October | 100,000,000 | 78,000,000 | 78 | Not achieved |
| 11 | November | 100,000,000 | 108,000,000 | 108 | Achieved |
| 12 | December | 100,000,000 | 89,000,000 | 89 | Not achieved |
| | Total | 1,200,000,000 | 1,091,000,000 | | |
| | Average | 100,000,000 | 90,916,666 | 90 | Not achieved |

Source: SR12 Umami Twins, 2023

Failure to achieve 2023 is thought to be due to a decline in purchasing decisions which is thought to be caused by cultural, social, personal and psychological factors. Cultural factors have a relatively low influence on consumer purchasing decisions for herbal cosmetics. As many as 38% of respondents indicated that cultural factors play a role in their purchasing decisions. This finding illustrates that although some consumers consider cultural values in choosing cosmetic products, the majority of respondents tend to ignore these factors in the decision-making process.

Social factors have a relatively low influence on the use of herbal cosmetics, as many as 48% of respondents stated that these social factors influence the use of herbal-based cosmetics. These results indicate that although there are a number of consumers who consider social factors in choosing cosmetics, the majority tend not to be influenced by these aspects.

Personal factors owned by consumers is relatively low, as many as 43% of respondents indicated that these factors play a role in purchasing decisions. This finding suggests that the majority of respondents do not consider personal factors when choosing herbal cosmetic products.

Psychological factors owned by consumers is relatively low, as many as 43% of respondents indicated that these factors have an influence. This finding illustrates that although most consumers feel the influence of psychological factors, there is also a proportion who do not consider them significant in purchasing decisions.

LITERATURE REVIEW

Marketing Management, Purchasing Decisions

According to its purpose, marketing management is a management activity that essentially looks for what customers actually need and how to provide those needs. Kurniawan and Ernie (2018:14). The study of purchasing decisions examines how customers develop brand preferences while selecting, purchasing, and utilizing products, as well as how well they meet their requirements and wants (Tjiptono, 2014:188).

Cultural, Social, Personal and Psychological

Desire is rooted in culture, and consumer behaviour will ultimately affect what people buy. A group's culture is how they develop their possessions (Kotler and Armstrong, 2018:159).

Each group's role in influencing consumers' decisions to buy is known as a social factor. Roles, status, family, and reference groups are examples of social elements (Setiadi, 2019:357).

Personal variables are personal traits that have a direct influence on judgments about what to buy. Age and life stage, profession and financial status, personality, self-worth, way of life, and values are all human traits that affect shopping decisions (Assauri, 2018:126).

Actions that are primarily impacted by motivation, perception, learning, and memory are known as psychological factors. Motivation, perception, learning, beliefs, and conduct are examples of psychological elements (Assauri, 2018:128).

Hypothesis Development

Previous research by Jannah, et al. (2020) The results of the study showed that consumer behaviour factors, namely culture, social, personal and psychological, have a positive and significant influence on online beauty product purchases on the Blibli.Com site (Case Study: West Bogor City).

H1: Cultural, social, personal and psychological factors have a significant and simultaneous influence on purchasing decisions.

Previous research by Khairunnisa, et al. (2021) showed that cultural factors are in the good category, High criteria are accepted by society, culture itself refers to a set of values, ideas, artifacts and symbols that help in the communication process between individuals, make interpretations, and evaluate the results of purchasing decisions as members of society. The results of the study concluded that culture has a positive and significant effect.

H₂: Culture has a positive and significant influence on purchasing decisions

Previous research by Amimi, et al. (2019) showed that social factors, especially seen from family, friends and reference groups, influence purchasing decisions. The higher the relationship with friends and family, the higher the consumer's decision to make a purchasing decision. The results of the study concluded that social factors have a positive and significant effect on purchasing decisions.

H₃: Social has a positive and significant influence on purchasing decisions.

Previous research results of Septiani, et al. (2017) showed that personal factors are influenced by various characteristics and personal factors are factors that have different concepts from one individual to another. The results of the study concluded that personally has a positive and significant influence on consumer decisions.

H₄: Personality has a positive and significant influence on purchasing decisions.

METHODOLOGY

The chosen items are all variables x and y in the quantitative approach's descriptive verification procedure. Using the proportionate stratified random sampling procedure, there are 100 samples. gathering of primary and secondary data. Validity, reliability, and traditional assumptions are the first steps in the data analysis process, which is tested using multiple linear regression analysis. The following diagram is one that can be utilized:

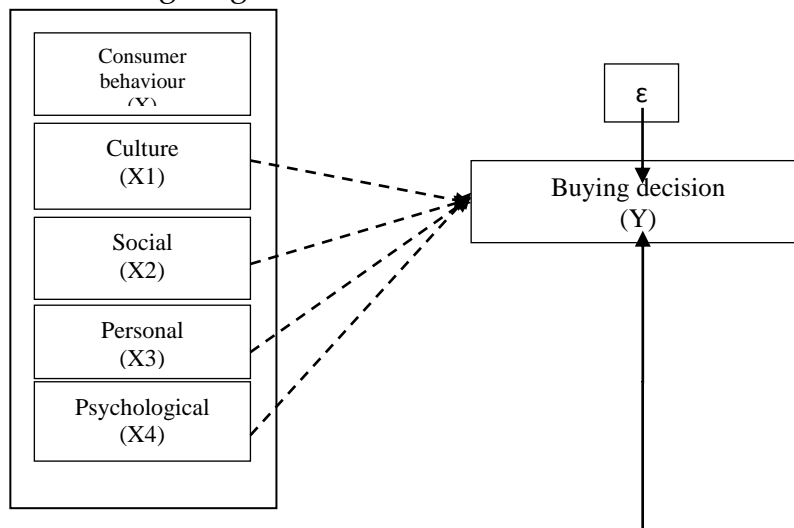


Figure 1. Relationship Between Research Variables

RESULTS AND DISCUSSION

The description of consumer characteristics at Success House SR12 Umami Twins amounting to 100 people who were the sample in the study, the following is a recapitulation of consumer characteristics at Success House SR12 Umami Twins:

Table 2. Summary of Characteristics of SR12 Successful Home Consumers Umami Twins

| No | Characteristics | Majority | Percentage (%) |
|----|--------------------|-------------------------|----------------|
| 1 | Gender | Woman | 100 |
| 2 | Age | 17-25 years | 60 |
| 3 | Status | Not married yet | 51 |
| 4 | Level of education | High School/Equivalent | 51 |
| 5 | Job Level | Private sector employee | 32 |
| 6 | Income | Rp3 million - 5 million | 29 |

Source: Processed Primary Data, 2025

So, the 100 people who were sampled received the following responses:

Table 3. Consumer Responses

| No | Variables | Mark | Category | Interpretation |
|----|-----------------|------|----------|--|
| 1 | Culture | 3.74 | Tall | The SR12 product offered by Success House Umami Twins is already High, meaning the culture, subculture and social class are in the High category. |
| 2 | Social | 3.67 | Tall | The SR12 product offered by Umami Twins Success House is already High, meaning that the reference group, family, role and status are in the High category. |
| 3 | Personal | 3.52 | Tall | The SR12 product offered by Success House Umami Twins is already High, meaning that the age and stage in the buyer cycle, occupation and economic environment, personality and self-concept, and lifestyle are in the High category. |
| 4 | Psychological | 3.67 | Tall | The SR12 product offered by Umami Twins Success House is already High, meaning that the reference group, family, role and status are in the High category. |
| 5 | Buying decision | 3.80 | Tall | The SR12 product offered by Success House Umami Twins is already High, meaning the choice of products, choice of brands, choice of distributors, time and quantity of purchases are in the High category. |

Source: Primary Data Processed, 2025

The highest value was obtained in variable X3 at a value of 3.70 while the lowest value was in X2 at a value of 3.53. To find out more details about the assessment results, the following test was carried out:

Validity and reliability testing were all declared valid and reliable because it is able to get a value of more than 0.3 and 0.6. The classical assumption is also a normality test that is normally distributed, there is no problem of multicollinearity and there is no problem with heteroscedasticity.

Regression testing obtained the following results:

Table 4. Regression Test Results

| Coefficientsa | | | | | | | | |
|---------------|-----------------|-----------------------------|------------|---------------------------|-------|-------|-------------------------|-------|
| | Model | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. | Collinearity Statistics | |
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (constant) | 16,266 | 6,342 | | 2,565 | 0.012 | | |
| | Culture | 0.462 | 0.126 | 0.351 | 3,682 | 0,000 | 0.568 | 1,759 |
| | Social | 0.258 | 0.126 | 0.206 | 2,053 | 0.043 | 0.513 | 1,948 |
| | Personal | 0.387 | 0.101 | 0.308 | 3,851 | 0,000 | 0.809 | 1,235 |
| | Psychological | 0.313 | 0.108 | 0.211 | 2,905 | 0.005 | 0.979 | 1,022 |
| | T table | | | | 1,661 | | | |
| | F Count | 24,535 | | | | 0,000 | | |
| | F Table | 2,467 | | | | | | |
| | R | 0.713 | | | | | | |
| | R2 | 0.508 | | | | | | |
| | Adjust R Square | 0.488 | | | | | | |
| | Trust Level | 5% | | | | | | |

Source: Primary Data Processed, 2025

Based on Table 4, the R value of 0.713 which is in the range of values (0.60 - 0.799) is included in the strong category. The relationship between the independent variable and the dependent variable has a strong relationship. This means that when the independent variable increases, it will be followed by an increase in the value of the dependent variable.

The R-squared value is 50.8%, or 0.508. This indicates that 50.8% of purchasing decisions are influenced by cultural, social, personal, and psychological factors, with the remaining 48.8% being influenced by unstudied factors, such as the marketing mix, which includes prices, distribution channels, promotions, and products (Kotler and Armstrong, 2016:62). The t-test recapitulation is as follows:

Table 5. Recapitulation of Test Results on Partial Regression Coefficients

| No. | Independent Variables | table | count | Sig. | A | information |
|-----|-----------------------|-------|-------|-------|------|---------------------------------|
| 1. | Culture | 1,661 | 3,682 | 0,000 | 0.05 | Positive and significant impact |
| 2. | Social | 1,661 | 2,053 | 0.043 | 0.05 | Positive and significant impact |
| 3. | Personal | 1,661 | 3,851 | 0,000 | 0.05 | Positive and significant impact |
| 4. | Psychological | 1,661 | 2.905 | 0.005 | 0.05 | Positive and significant impact |

Source: Primary Data Processed, 2023

The discussion is based on the results of customer responses related to the variables studied, namely culture, social, personal and psychological, as follows:

1. Cultural, social, personal and psychological influences on purchasing decisions

Based on the results of the degrees of freedom, the F_{table} value is 2.467. It can be seen that F_{count} is greater than F_{table} , which is $24.545 > 2.467$, so it can be concluded that H_0 is rejected and H_a is accepted, meaning that the independent variables in this study, namely culture, social, personal and psychological, have a positive and significant effect on purchasing decisions at Success House in Citeureup District.

The results of this study are in accordance with previous research according to Bahari, et al. (2018) which states that cultural, social, personal and psychological factors have a positive and significant effect on purchasing decisions. While other research according to Ramayanti, et al. (2016) states that cultural, social, personal and psychological factors have a positive and significant effect on purchasing decisions.

2. The influence of culture on purchasing decisions

Culture has a positive and significant influence on the purchasing decision of SR12 products in Citeureup District, thus H_1 can be declared accepted because it meets the criteria. The influence of consumer culture refers to the values, norms, habits, and behaviours that develop in a society that influence how consumers make purchasing decisions. Consumers are interested in cosmetic products with certain brands, are willing to buy herbal cosmetics because of their high quality, and make purchases of these products due to social class tendencies. This shows that consumer culture in choosing herbal cosmetics is influenced by hereditary habits that consider the product to be of good quality and an interest in trusted brands.

The results of this study are in accordance with research conducted by Mactdy, et al. (2023), stating that cultural factors have a significant and positive influence on purchasing decisions. Meanwhile, other research according to Prabancono (2018), states that cultural factors have a significant and positive influence on purchasing decisions.

3. Social influence on purchasing decisions

Social has a positive and significant influence on the decision to purchase SR12 products in Citeureup District, thus H_2 can be declared accepted because it meets the criteria. Social refers to elements that come from social interactions and relationships between individuals. Recommendations from influencers on social media are one of the factors that influence purchasing decisions. In addition, suggestions from family members are also highly considered, especially because consumers tend to choose products that have been proven safe and suitable for use by their family members.

The results of this study are in accordance with research conducted by Huda, et al. (2020), stating that social factors have a significant and positive influence on purchasing decisions. Meanwhile, according to Kemala, et al. (2023), personal factors have a significant and positive influence on purchasing decisions.

4. Personal influences on purchasing decisions

Personality has a positive and significant influence on the decision to purchase SR12 products in Citeureup District, thus H_3 can be declared accepted because it meets the criteria. Personality refers to individual elements that

influence consumer purchasing decisions. Consumers have various reasons for choosing herbal cosmetic products. Age suitability is one of the important factors, where consumers look for products that are specially formulated for their skin needs according to their age stage. In addition, product safety and suitability are also major considerations, so that consumers feel more comfortable using herbal cosmetics. Not only that, attractive packaging is also a separate attraction.

The results of this study are in accordance with research conducted by Hudani (2020) which states that personal factors have a significant and positive influence on purchasing decisions. Meanwhile, according to Karnowati & Handayani (2020), personal factors have a significant and positive influence on purchasing decisions.

5. Psychological influences on purchasing decisions

Psychological factors have a positive and significant influence on the decision to purchase SR12 products in Citeureup District, thus H4 can be declared accepted because it meets the criteria. Psychological refers to factors related to an individual's mental state, emotions, and perceptions that influence consumer behaviour and decisions. Before deciding to buy a product, consumers often compare various brands of herbal cosmetics available. Trust in herbal cosmetic products is also influenced by testimonials and experiences of people around them who have used them. In addition, belief in the benefits of herbal cosmetics for skin health and beauty is also a driving factor in purchasing decisions.

The results of this study are in accordance with research conducted by Sahputra (2020) which states that psychological factors have a significant and positive influence on purchasing decisions. Meanwhile, according to Medina (2017), psychological factors have a significant and positive influence on purchasing decisions.

CONCLUSIONS AND RECOMMENDATIONS

The test results can be concluded that culture, social, personal and psychological have a positive and significant influence on purchasing decisions partially and simultaneously. Regarding culture, it is better sellers can develop public awareness or appreciation of the benefits and safety of herbal products and then promote SR12 products through social media, thus increasing the influence of cultural indicators on purchasing decisions. Social factors companies can develop marketing strategies that consider the role and social status of consumers, such as using influencers or ambassadors who have roles and social statuses that match the target market. Personal factors companies can develop marketing strategies that consider the work and economic environment of consumers, such as offering herbal products that suit the needs and budget of consumers. Psychological factors companies can develop marketing strategies that consider consumer perceptions, such as highlighting the benefits and advantages of herbal products, and using language and visuals that are attractive and easy to understand.

FURTHER RESEARCH

This research still has limitations so further research is still needed on this topic.

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