



Factors that Influencing Consumer Behavior against Rice Purchase Decisions

Ria Amalia Lestari^{1*}, Rahim Darma², Andi Aswan²

¹*Student of Agribusiness Postgraduate Program of Hasanuddin University, Makassar, Indonesia

²Lecturer of Agribusiness Postgraduate Program of Hasanuddin University, Makassar, Indonesia

*Corresponding Author: E-mail: riaamalia360@gmail.com

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Abstract— The purpose of this study is to determine whether cultural, social, personal and psychological factors have a positive and significant effect also simultaneously on rice purchasing decisions and which consumer behavior factors have the most influence on rice purchasing decisions. This research was conducted in January 2022 and carried out on rice sellers. The respondents in this study were 55 rice buyers. This research uses accidental sampling method. Accidental sampling is a technique of determining a random sample that is accidentally encountered by a researcher at the research site. The results showed that (a) Cultural factors and personal factors did not have a positive and partially significant effect on rice purchasing decisions. Meanwhile, social and psychological factors have a positive and significant partial effect on rice purchasing decisions in Majene, West Sulawesi. (b) Cultural factors, social factors, personal factors and psychological factors have a simultaneous positive and significant effect on rice purchasing decisions in Majene, West Sulawesi and (c) Personal factors are the most dominant variables in influencing rice purchasing decisions because they have a t count and value. the highest significant.

Keywords— Rice, Consumer Behavior and Purchase Decision Factors.

I. INTRODUCTION

Rice is a staple food commodity that consumed by most of the Indonesian population. Quality problems are one of the important criteria for consumers in choosing the rice to be consumed. Rice consumers are now increasingly concerned with quality and see rice not only as a commodity but as a product with certain criteria. The main factor driving the high consumption of rice is the large population. Furthermore with the increasingly widespread area where the population consumes rice as a staple food. The many choices of rice products in the form of rice type, packaging, price, taste and other things as well as differences and influences from the cultural environment, social class, purchasing power, motivation and lifestyle build different consumer behavior. This requires producers to provide rice products that are in accordance with the wishes of

consumers, especially the targeted market segment. There are several characteristics that demand the quality of rice, namely physical properties and milling properties, taste and cooking properties as well as nutritional properties. The appearance of rice, taste, and elasticity of rice can be represented by the physico-chemical properties of rice (Damardjati et al 2016). The reference used is the opinion of Suharsimi Arikunto (2004) which says that "for a population whose subjects are less than 120 respondents, it is better to take all of them, so that the research is a population study and then if the number of subjects is more than 120 respondents it can be taken between 10% - 15% of the total population. The sample used in this study were 52 respondents who were rounded up to 55 respondents, using the Slovin formula with $e = 0.15$ so as to produce 55 respondents.

II. MATERIALS AND METHODS

Table 2

Variable	operational definition	Indicator	Scale
Cultural factor (X1)	The habits or characteristics of a social group that distinguish it from other cultural groups	1. Product trust 2. Good and bad views on the product 3. The habit of hearing about the product 4. Habits choose product	Measured through a questionnaire using the Likert scale
Social Factor (X2)	A group of people who are able to influence individual behavior in carrying out an action based on habits.	1. The presence of friends to choose products 2. The presence of family members to choose products 3. The presence of parents or elders to choose product	Be measured through a questionnaire with use Likert scalet
Personal factor (X3)	One of the useful concepts in studying consumer behavior is that personality influences the type and brand of products purchased.	1. Work 2. State of the economy / income 3. Lifestyle 4. Product & Personality	Be measured through nominal scale
Psychological factor (X4)	The method used to recognize feelings, collect, analyze information and formulate thoughts and opinions in taking action	1. Motivation to choose a product 2. Perception to choose a product 3. Learning from experience so choosing a product 4. Confidence in the product	Be measured through a questionnaire with use Likert scale
Buying decision (Y)	Confidence when deciding whether or not to feel regret when buying a product	1. Product needs 2. Search for product information 3. Product evaluation 4. Product selection decision	Be measured through a uestionnaire with use Likert scale

III. RESULTS AND DISCUSSION

Respondent characteristics

Respondents from this study are consumers who make purchases of rice. The questions contained in this questionnaire consist of two parts, the first question regarding the identity of the respondent and questions regarding the four independent variables, namely social factors, cultural factors, personal factors, and psychological factors. In this section, the identity of the respondents based on gender, age, and occupation will be explained. The classification of respondents in this study aims to clearly determine the object of research. The general description of the research object is described as follows:

Tabel 2 Respondent profile data by gender

Gender	Frequency	percentage
Female	34	62%
Male	21	38%
Total	55	100%

Source: Output SPSS (2022)

Based on the profile data of respondents belonging to the gender group above, the number of male respondents is 21 people or in the form of a percentage of 38%. While the number of female respondents as many as 34 people or in the form of a percentage as much as 62%. If seen from these results, the number of female respondents is more than female respondents.

Tabel 3 Respondent profile data by age

Age (years)	Frequency	Percentage
11 – 20	1	1,8%
21 – 30	14	25,4%
31 – 40	13	23,6%
41 – 50	14	25,4%
51 – 60	9	16,3%
61 – 70	4	7,2%
Total	55	100%

Source: Output SPSS (2022)

Based on table 3 above, it can be seen that the number of respondents belonging to the above age group,

the number of respondents aged 11-20 years is 1 person or 1.8%, then respondents aged 21-30 years are 14 people or 25.4%, then respondents aged 31-40 years as many as 13 people or 23.6%, then respondents aged 41-50 years as many as 14 people or 25.4%, then respondents aged 51-60 years as many as 9 people or 16.3% and respondents aged 61-70 years as many as 4 people or 7.2%.

Tabel 4 Respondent profile data by occupation

Occupatuon	Frequency	Percentage
Civil servant	8	14,5%
entrepreneur	5	9,1%
housewife	6	10,9%
employee	9	16,3%
Etc	16	29%
Total	55	100%

Source: Output SPSS (2022)

Based on respondent profile data, grouped by occupation, the number of respondents who work as civil servants is 8 people or 14.5%, the number of respondents who work as entrepreneurs is 5 people or 9.1%, the number of respondents who work as IRT is 6 people or 10, 9%, the number of respondents who work as employees as many as 9 people or 16.3%, and respondents who work as other jobs as many as 16 people or 29%, it can be concluded that respondents who work as other professions are more dominant, namely 16 people or 29%.

Variable Descriptive Data Analysis

1. Cultural Factors Descriptive Data Analysis (X1)

Variable Cultural Factors discusses beliefs, good/bad views, desires and habits. Respondents' responses to Cultural Factors are summarized in the following table :

Tabel 5 Respondents' Assessment Data on Cultural Factors

No	Question	SS		S		R		TS		STS		Mean
		F	%	F	%	F	%	F	%	F	%	
1.	Good and comfortable (X1.1)	13	23,6%	29	52,7%	13	23,6%	0	0%	0	0%	4,00
2.	desire (X1.2)	11	20%	37	67,2%	7	12,7%	0	0%	0	0%	4,07
3.	habit (X1.3)	15	27,2%	33	60,6%	7	12,7%	0	0%	0	0%	4,15

This study uses a Likert scale consisting of 5 scores namely strongly disagree (1), disagree (2), doubtedly agree (3), agree (4), and strongly agree (5), in this case the measurement of trust is good and comfortable. can be measured using a reference score with the average results of respondents' answers. Based on the table above, it can be seen in the first question regarding Trust in buying rice (X1.1) with the average respondent's answer showing the number 4.00, which means the highest mean value on the X1 variable and is on the scale agree, strongly agree and in doubt means consumers trust rice products, then in the second question regarding desire (X1.2) the mean value of respondents with an average answer showing the number

4.07 is on the agree scale, meaning that the desire to influence consumers in shopping for rice, then on the question about the habit of listening to products (X1.3) with a mean respondent value of 4.15, which is on the agree scale, meaning that consumers are accustomed to knowing about rice products from other people so they decide to choose/buy .

2. Descriptive Data Analysis of Social Factors (X2)

Social Factor variables discuss information, influence and welfare. Respondents' responses to social factors are summarized in table 6 below:

Table 6

No.	question	SS		S		R		TS		STS		Mean
		F	%	F	%	F	%	F	%	F	%	
1.	Information (X2.1)	8	14,5%	35	63,6%	9	16,3%	1	1,8%	0	0%	3,76
2.	Effect (X2.2)	2	3,6%	29	52,7%	21	38,1%	3	5,4%	0	0%	3,55
3.	Well-being (X2.3)	0	0%	24	43,6%	27	49%	4	7,2%	0	0%	3,36

Based on the results of the responses that have been summarized in the table above, it shows that those who have the mean are questions (X2.1) regarding information by showing an average number of 3.76 which is on the agree scale, meaning that information influences consumers to choose/buy a rice product, then the highest mean value is the question on the variable (X2.2) regarding the existence of family members with an average number of 3.55 with the most choices on the agree scale, meaning that family members influence consumers to choose/buy a rice product.

Tabel 7 Respondents' Assessment Data on Personal Factors

No.	Question	SS		S		R		TS		STS		Mean
		F	%	F	%	F	%	F	%	F	%	
1.	Opinion (X3.1)	6	10,9%	36	65,4%	11	20%	2	3,6%	0	0%	3,84
2.	satisfaction (X3.2)	7	12,7%	30	54,5%	16	29%	2	3,6%	0	0%	3,75
3.	habit (X3.3)	11	20%	21	38,1%	20	36,3%	3	5,4%	0	0%	3,73

Based on the table above, it can be seen in the first question regarding the opinion (X3.1) with the mean value of the respondent showing the number 3.84 is on the agree scale, meaning that opinion influences the purchasing decision of a product, then in the second question regarding individual satisfaction (X3.2) The respondent's mean value with an average answer shows the number 3.75 is on the agree scale, meaning that satisfaction alone affects the purchasing decision of a product, then on the question of self-concept/habits (X3.3) with a respondent's mean value

While the question on the variable (X2.3) regarding welfare with the lowest 3.36 with an average number of 3.36 which is on the agree scale means that welfare affects consumers so that they choose/buy a rice product.

3. Personal Factors Descriptive Data Analysis (X3)

The Personal Factor variable discusses opinions, personal satisfaction and habits. Respondents' responses to personal factors are summarized in the following table: :

of 3.73 is on the agree, it means that lifestyle influences the purchasing decision of a product.

4. Psychological Factors Descriptive Data Analysis(X4)

Psychological Factor variable discusses satisfaction, recommendation and purchase motivation. Respondents' responses to personal factors are summarized in the following table:

Tabel 8 Respondents' Assessment Data on Psychological Factors

No.	Question	SS		S		R		TS		STS		Mean
		F	%	F	%	F	%	F	%	F	%	
1.	Satisfaction (X4.1)	13	23,6%	29	52,7%	13	23,6%	0	0%	0	0%	4,00
2.	Recommendation (X4.2)	6	10,9%	29	52,7%	17	30,9%	3	5,4%	0	0%	3,69
3.	Motivation to buy (X4.3)	8	14,5%	37	67,2%	9	16,3%	1	1,8%	0	0%	3,93

Based on the table above, it can be seen in the first question regarding satisfaction (X4.1) with the mean value of respondents showing the number 4.00 is on the agree scale, meaning that rice consumers are motivated to choose/buy a product, then in the second question regarding recommendations (X4.2). The respondent's mean value with an average answer shows the number 3.69 is on the agree scale, meaning that the perception of rice products affects purchasing decisions, then on the question of buying motivation (X4.3) with a respondent's mean value of 3.93 is

on the agree scale, it means consumers recognize the product because they often shop so they buy the product

5. Purchasing Decision Descriptive Data Analysis (Y)

The Purchase Decision Variable discusses Satisfaction, seeking recommendations, and purchasing. Respondents' responses to purchasing decisions are summarized in the following table:

Tabel 9 Respondents' Assessment Data on Purchase Decisions

No.	Question	SS		S		R		TS		STS		Mean
		F	%	F	%	F	%	F	%	F	%	
1.	Satisfaction (Y1)	3	5,4%	33	60%	18	32,7%	3	5,4%	0	0%	3,69
2.	Recommendation (Y2)	2	3,6%	34	61,8%	19	34,5%	0	0%	0	0%	3,69
3.	Purchase (Y3)	2	3,6%	42	76,3%	11	20%	0	0%	0	0%	3,84

Based on the table above, it can be seen in the first question regarding purchase satisfaction (Y1) with the mean value of respondents showing the number 3.69 is on the agree scale, meaning that the need affects the choice of rice products to be purchased by consumers, then in the second question regarding recommendations (Y2) The mean value of respondents with an average answer showing the number 3.69 is on the agree scale, which means that before making a purchase, consumers of rice seek first information related to the product, then on questions about product purchasing decisions (Y3) with a respondent's mean value of 3.84 is at

agree scale means evaluating the product affects consumers when they have bought the product.

Validity and Reliability Test

1. Validity Test

Validity test is used to measure the validity of a questionnaire. Validity test is carried out after generating respondent's response data which generated from questionnaires that have been previously distributed. This research uses an analytical tool, called "SPSS" by using the Corrected item Total Correlation is large from r table or $df = (N-2) = 55-2 = 53 = 0.266$.

Table 10 Validity Test Result

No.	Variable	Total of Person Colleration	Note
1.	X1.1	0.594	Valid
2.	X1.2	0.432	Valid
3.	X1.3	0.346	Valid
4.	X2.1	0.284	Valid
5.	X2.2	0.309	Valid
6.	X2.3	0.281	Valid
7.	X3.1	0.594	Valid
8.	X3.2	0.304	Valid
9.	X3.3	0.477	Valid
10.	X4.1	0.465	Valid
11.	X4.2	0.290	Valid
12.	X4.3	0.278	Valid
13.	Y1.1	0.324	Valid
14.	Y2.2	0.293	Valid
15.	Y3.3	0.438	Valid

Source : output source of SPSS 25 (2022)

Based on the foregoing validity test result, using r table value of 0.266, all questions instruments for each variable show valid results as whole because of the Total of Person Correlation value shows number above from the r table value of 0.266, therefore it can be said that each of the

five variables used researched is considered to be valid as a whole.

2. Reliability Test

Reliability test is a test used to measure the stability of the indicators of each variable in the questionnaire using the standard value of the Cronbach's Alpha coefficient of 0.60. Whereas a construct or variable is reliable if it provides Cronbach Alpha > 0.60 (Chozali, 2011). The following are the results of the reliability test for each variable:

A. Reliability Test Result for Cultural Factors (X1)

Table 11

Reliability Statistics	
Cornbach's Alpha	N Of Items
0.609	3

Based on the reliability test for Cultural Factors (X1) above, it has Cronbach's Alpha more than 0.60, which is 0.609. Thus, based on the foregoing, the indicators in this research are reliable.

B. Reliability Test Result for Social Factors (X2)

Table 12

Reliability Statistics	
Cornbach's Alpha	N Of Items
0,754	3

Based on the reliability test for Social Factors (X2) above, it has Cronbach's Alpha more than 0.60, which is 0.754. Thus, based on the foregoing, the indicators in this research are reliable.

C. Reliability Test Result for Personal Factors (X3)

Table 13

Reliability Statistics	
Cornbach's Alpha	N Of Items
0,795	3

Based on the reliability test for Personal Factors (X3) above, it has Cronbach's Alpha more than 0.60, which is 0.795. Thus, based on the foregoing, the indicators in this research are reliable.

D. Reliability Test Result for Psychology Factors (X4)

Table 14

Reliability Statistics	
Cornbach's Alpha	N Of Items
0.696	3

Based on the reliability test for Psychology Factors (X4) above, it has Cronbach's Alpha more than 0.60, which is 0.696. Thus, based on the foregoing, the indicators in this research are reliable.

E. Reliability Test Result for Purchasing Decision (Y)

Table 15

Reliability Statistics	
Cornbach's Alpha	N Of Items
0.681	3

Based on the reliability test for Purchasing Decision (Y) above, it has Cronbach's Alpha more than 0.60, which is 0.681. Thus, based on the foregoing, the indicators in this research are reliable.

Multiple Linear Regression Analysis

Table 16: Regression Calculation Results

Coefficients					
Model	Unstandardized Coefficients		Standardized Coefficients	t	sig
	B	Std. Error	Beta		
(Constant)	19.666	.560		35.143	.000
Total of Cultural Factors	-.676	.352	-1.151	-1.921	.060

Total of Social Factors	.221	.442	.378	.500	.619
Total of Personal Factors	.156	.303	.270	.514	.609
Total of Psychology Factors	-.127	.468	-.218	-.271	.787

Source: Output SPSS 2022

Based on the result of regression calculations processed above, the effect of independent variable on the dependent variable is described with the following equation:

$$Y = b_0 + b_1 X_1 + b_2 X_2 + b_3 X_3 + b_4 X_4 + e$$

$$Y = 19.666 + -0.676X_1 + 0.221X_2 + 0.156X_3 + -0.127X_4 + e$$

The following is the explanation of the abovementioned equation:

- b_0 shows a value which means if all the independent variables, such as cultural factors, social factors, personal factors, and psychological factors are constant, then the value of dependent variables shows the number of -0.260% as the value result of dependent variable therefore it can determine the purchasing decision.
- $19.666 X_1$ = the value of 0.676 is the value which shows that Cultural Factors (X_1) do not affecting positively towards the purchasing decision (Y), therefore each of addition of 1% feedback from respondent regarding the Cultural Factors (X_1), therefore it will affects the variable (Y) that is the purchasing decision with the value becoming - 0.676%.
- $0.221 X_2$ = the value of 0.221 is the value which shows that the Social Factors are positively affecting the purchasing decision (Y), therefore

each of addition of 1% feedback from respondent regarding the Social Factors (X_2), therefore it will affects the variable (Y) that is the purchasing decision with the value becoming 0.221%.

- $0.156 X_3$ = the value of 0.156 is a value which shows that Personal Factors (X_3) do not positively affecting the rice purchasing decision (Y), therefore each of an addition of 1% of feedback from respondent regarding the Personal Factors (X_3), therefore it will affects the variable (Y), that is the purchasing decision with the value becoming 0.156%.
- $0.157 X_4$ = the value of 0.157 is a value which shows that the Psychological Factors (X_4) are positively affecting the purchasing decision of rice (Y), therefore each of an addition of 1% of feedback from respondent regarding Psychological Factors (X_4), therefore it will affects the variable (Y), that is the purchasing decision with the value becoming 0.157%.

Hypothesis Test

A. Partial Test (t Test)

Partial test (t test) is a test that is conducted to determine the effect of each independent variable (X) partially on the dependent variable (Y). The following are the results of the research t test:

Table 17 Result t Test

Variable	T Count	T Table	Significance
Cultural Factors	-1,921	1673	0,000
Social Factors	.500	1673	0,000
Personal Factors	.514	1673	0,000
Psychological Factors	-.218	1673	0,000

Source: primary data processed by SPSS (2022)

If the value of t count > t table, therefore there is an effect of independent variable (X) towards the dependent variable (Y) or the hypothesis is accepted. Whereas if the value of t count < t table, therefore there is an effect of independent variable (X) towards the dependent variable (Y) or the hypothesis is not acceptable. The same thing if it viewed from the significance value of < 0.05 then the

variable shall be considered significant. The following is the explanation for the foregoing table:

- t count for Cultural Factors $X -1.921 < t$ table 1.673 with the significance value of 0.000 which > 0.05 shall means that the Cultural Factors (X_1) do not significantly affecting the purchasing decision. Therefore, we may conclude that the variable of

Cultural Factors (X1) do not affect partially towards the variable of purchasing decision.

2. t count of Social Factors (X2) $500 > t$ table 1.673 with the significance value of 0.000 which > 0.05 it shall mean that the Social Factors (X2) are significantly affecting the purchasing decision. Therefore, it may be concluded that the Cultural Factors (X2) do partially affecting towards the purchasing decision.
3. t count of Personal Factors (X3) $514 < t$ table 1.673 with the significance value of 0.000 which > 0.05 it shall mean that the Personal Factors (X3) do not affecting significantly towards the purchasing decision. Therefore, it may be concluded that the

variable of Personal Factors (X3) do not partially affecting towards the purchasing decision.

4. t count of Psychological Factors (X4) $-218 > t$ table 1.673 with the significance value of 0.000 which < 0.05 it shall mean that the Psychological Factors (X4) do affecting significantly towards the purchasing decision. Therefore, it may be concluded that the variable of Psychological Factors (X4) do partially affecting the variable of purchasing decision.

B. Simultaneous Test (F Test)

Simultaneous Test is a simultaneous test of independent variables whether it has an effect on the dependent variables simultaneously or not. Below is the test result of F Test:

Table 18 Test F Result

ANOVA ^b						
Model		Sum Of Squares	Df	Mean Square	F	Sig.
1	Regression	213,830	4	53,457	14,889	.000 ^b
	Residual	179,516	50	3,590		
	Total	393,354	54			

Source: Output SPSS (2022)

Based on the above table, the significance value of $0.000 < 0.05$ which means it has significant effect. Based on the analysis it can be concluded that the independent variables of Cultural Factors (X1), Social Factors (X2), Personal Factors (X3), and Psychological Factors (X4) do affecting simultaneously towards the purchasing decision (Y).

C. Coefficient of Determinants

The coefficient of determination is a reference to measure the contribution of the influence of the independent variable (X) simultaneously on the dependent variable (Y), in this study the influence of Cultural Factors (X1), Social Factors (X2), Personal Factors (X3), and Psychological Factors (X4) will be measured. The following Table 19 is the result of coefficient of determination:

Table 19

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error Of The Estimate
1	.737 ^a	.544	.507	1.89481

Source: Output SPSS (2022)

Based on the foregoing coefficient of determination result, the value of R shows the value of 0.737 which close to value 1, therefore the coefficient of determination (R square) amounting to $0.737 \times 0.737 = 0.544$, therefore it can be said that the independent variable of Cultural Factors (X1), Social Factors (X2), Personal Factors (X3) and Psychological Factors (X4) do affecting simultaneously on the purchasing decision (Y) with the amount of 54.4%.

Partial Influence of Consumer Behavior on the Rice Purchasing Decisions

A. Cultural Decision (X1)

Based on the multiple linear regression test conducted, cultural factors have value of 286 which shall indicate that the cultural factors (X1) do not affecting the purchasing decision of rice, with the t count of $6.016 < t$ table 1.673 with the significance value of 0.159 which > 0.000 , it means that the hypothesis 1 is not acceptable which means that partially the cultural factors (X1) do not significantly affecting the purchasing decision of rice. Hence, it can be concluded that the cultural factors do not positively and significantly affecting the purchasing decision of rice. This shall prove that the cultural

factors do not determine an individual or consumer in the decision process to purchase rice, this is obviously the basis that the cultural factors do not always influence the purchase decision therefore other factors play important roles in determine consumer behavior in their decision making.

This is consistent with the research conducted by Laela Nurrillyyin (2016), with the title “Factors that influence consumer behavior in the purchasing decision of instant noodle with hal label (Case study with students of UIN Sunan Kalijaga Yogyakarta)”, whereas the research concluded that cultural factors do not influence the purchasing decision. Other research conducted by Widya Rambli (2015) stated that cultural factors do not significantly affecting the purchasing decision.

B. Social Factors (X2)

Based on the multiple linear regression test conducted, social factors have value of 787 which is a value that shows social factors (X2) influence the purchasing decision of rice, with t count of 10.544 > t table 1.673 with significance value of 0.000 < 0.05 which means that hypothesis 1 is acceptable, also means that partially the social factors (X2) have significant influence on the purchasing decision of rice. Therefore, it can be concluded that social factors have positive influence and partially significant on the purchasing decision of rice. This shows that the higher the relationship with friends, family and parents, the higher consumer decision on purchasing .

This is consistent with the research conducted by Syafirah (2017), with the title of “The Influence of Factors of Consumer Behavior on the Purchasing Decision of Products at Holland Bakery Manado”, where this research concluded that social factors are significantly influence the purchasing decision of products at Holland Bakery Mando. This is also supported by another researcher Handy Noviyanto (2010), where social factors have significant positive influence on the purchasing decision.

C. Personal Factors (X3)

Based on the multiple linear regression test conducted, personal factors have value of 547 which is a value that shows personal factors (X3) do not have influence in the purchasing decision of rice, with t count 13,618 < t table 1.673 with significance value of 0.000 > 0.05 which shall mean that hypothesis 1 is not acceptable and also mean that partially the personal factors (X3) do have significant influence on the purchasing decision of rice. Now, we can

conclude that personal factors do not have positive and partial influence on the purchasing decision of rice. This finding is consistent with a research by Widya Rambli (2015), where personal factors do not have significant influence on the purchasing decision.

D. Psychological Factors (X4)

Based on the multiple linear regression test conducted, psychological factors have value of 603 which is a value that shows psychological factors (X4) influence the purchasing decision of rice, with t count of 4.895 > t table of 1.673 with significant value of 0.000 < 0.05 which means that hypothesis 1 is acceptable whereas it means that partially the psychological factors (X4) significantly influence the purchasing decision of rice. Therefore, it can be concluded that the psychological factors have positive influence and partially significant on the purchasing decision of rice. This shows that psychological factors which consist of motivation, perception, knowledge, belief and attitude that formulate thinking and thoughts on decision making. The higher the motivation, perception, knowledge, beliefs, and attitude of an individual towards a product, the higher the consumer decision to purchase.

This is consistent with a research by Sujani (2017), with the title of “The Influence of Consumer Behavior on the Purchasing Decision at Indomaret”, where this research concluded that the psychological factors have significant influence on the purchasing decision at Indomaret. This research also supporting the claim by Supriyono and Dibyo Iskandar (2015), where the psychological factors have significant positive influence towards the purchasing decision.

The Influence of Consumer Behavior Simultaneously Towards Purchasing Decision of Rice

Based on the statistical analysis conducted to the variables in this research, both independent (X) and dependent (Y), where the test result of F test is 0.000 therefore less than alpha 0.05. This figure shows that, simultaneously, the independent variables Cultural Factors (X1), Social Factors (X2), Personal Factors (X3), and Psychological Factors (X4) have significant influence towards the purchasing decision (Y). Therefore, it can be concluded that cultural, social, personal, and psychological factors have positive and simultaneous significant towards the purchasing decision of rice.

The Dominant Variable which Influence the Purchasing Decision of Rice

Based on the multiple regression test which from t count of each variable, cultural factors (6,016), social factors (10,544), personal factors (13,618), and psychological factors (-7,366). Now, it can be seen that the highest coefficient regression is the personal factors. Therefore, the variable of psychological factors have the most dominant in influencing the purchasing decision of rice because it has the highest t count and significant value.

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