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The Influence of Psychological Factors on The Buying Decision Process of Tropicana Slim Sweetener Products

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Abstrak

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This research aimed to determine the influence of psychological factors on buying decisions of Tropicana Slim Sweetener products. This research was conducted in Pontianak, West Kalimantan Province. The psychological factors of consumers in making the buying decision process consisted of motivation, perception, learning, beliefs and attitudes. The population used in this research was consumers of Tropicana Slim Sweetener. The sample used was 150 people, using purposive sampling. The research was conducted in June to July 2018. The research data were obtained by the analysis method using Structural Equation Modeling (SEM). The results showed that psychological factors had a positive influence on consumer buying decisions, with the most influenced indicators were convince in the product, belief in the product, product brand, knowledge of the product, the feelings towards the product and product reliability.

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INTRODUCTION

The buying process was influenced by external and internal factors. The external factors including cultures, social classes, reference groups, and family were factors that came from the external while factors which came from the person himself are called internal factors which consist of cultures, social, personal and

psychological had the greatest influence to the buying decision. The internal factors in consumers who had a bound to buying decisions were psychological factors.

The existence of consumers and the variety of consumer attitudes was influenced by buying decision-making factors, so producers must be really responsive to observe what consumers want. One of the determinants of buying decisions to be made was psychological factors and consumer buying decisions related to consumer psychological factors. (Schiffman & Kanuk, 2007) said that consumer psychology contained the basic concepts of psychology that influenced consumption behavior and determined individual behavior to be performed. There were four psychological factors variables; they were motivation, perception, learning, beliefs and attitudes that influenced the decision process (Kotler, 2005).

The consumer bound in making purchases, generally influenced by the attitudes toward buying behavior. The high connection between beliefs to the brand will affect the high level of consumer bound in purchasing. The buyers will be seen to be very selective in making buying decisions that had high belief in a brand and had an influence to the consumers' lifestyles in deciding on buying activities for a product, in this case was buying sugar free and low calorie products.

Sugar as sucrose is an agricultural product obtained from sugar cane juice, sugar beet or palm sugar. Nevertheless, there are other sources of minor sugar such as from coconut tree. Other sources of sweetener such as Dahlia bulbs, Anger or corn also produce sugar or sweetener but not sucrose, from agricultural products, so the company made sugar-free and low-calorie product, Tropicana Slim Sweetener.

Sugar as a sweetener is preferred by most people because of its taste which can help in adding flavor to food and drinks. However, consuming excessive sugar can be a risk to human health including obesity. Obesity can lead to various types of dangerous diseases including diabetes and other dangerous diseases (Choirul, 2013).

Consuming sugar-free and low-calorie sweeteners was one of several attempts to minimize the risk of obesity and diabetes. One of the branded products with low calorie sugar composition is the Tropicana Slim Sweetener.

Nutrifood Indonesia Company has the original Indonesian trademark product, which is Tropicana Slim Brand. This food and beverage product was first released in 1978 by the Nutrifood Indonesia Company and has always been very consistently concentrated on controlling and preventing diabetes.

The consumer needs that keep increasing and complex made companies tried to develop businesses in the field of food and beverages. PT. Nutrifood Indonesia is one of the low sugar and calorie food and beverage companies that keep growing in Indonesia, in an effort to dominate the Indonesian market, there are certainly many aspects that companies need to be aware in order to compete with other companies. Besides the proper marketing strategy, an understanding to the consumers psychological was considered to be important to discover consumer behavior in buying. The aimed of this research was to determine the influence of Psychological Factors in buying decisions of Tropicana Slim Sweetener products in Pontianak City.

RESEARCH METHODS

This research was conducted using a survey method. Research was done by taking samples from a population and using questionnaires as a primary data collection instrument. The research location was determined intentionally (purposive) in Pontianak City.

The population in this research was the people who use Tropicana Slim Sweetener in Pontianak City. The sampling technique used in this research was nonprobability sampling; that is accidental sampling technique. The candidate of respondents must have certain criteria; that is the selected respondents are modern market consumers, consisting of Hypermart Ayani Mega Mall, Carrefour Matahari Mall, Kaisar Siantan, Xing Mart Supermarket, Sim Jaya Abadi, and Mitra Anda. This research was conducted on 150 respondents.

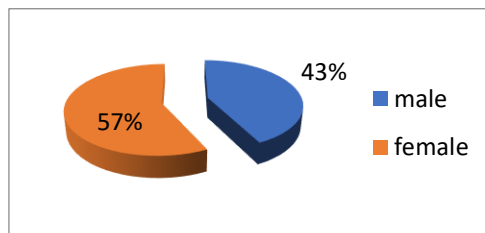
The respondents criteria in this research were: (1) Consumers who bought Tropicana Slim Sweetener products and were lived in Pontianak, (2) consumed or bought Tropicana Slim at least 2 times in a month and a minimum 1 of 50 grams box size in each purchased and (3) respondents were at least 17 years old because they are considered to be able to make their own decisions and/or have worked.

The research location was at several supermarkets in Pontianak and conducted for one month in June to July 2019. The research data analysis technique used Structural Equation Modeling (SEM).

The measured variables are psychological factors (motivation, perception, learning, beliefs and attitudes) towards buying decisions (introduction of needs, information seeking, alternative evaluations, buying decisions and post-buying behavior).

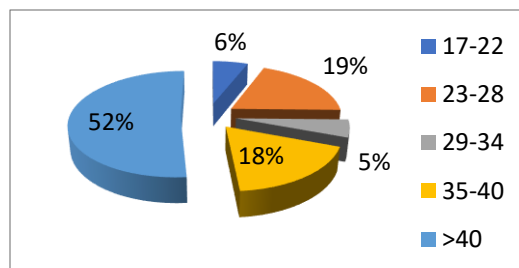
RESULTS AND DISCUSSION

The sample respondents in this research were 150 respondents who were consumers of Tropicana Slim Sweetener products in 6 modern markets in 6 sub-districts in Pontianak City. The image of Tropicana Slim respondents in Pontianak is as follows:



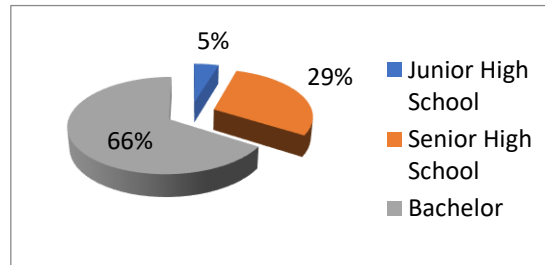
Picture: Respondents Characteristics based on Gender (%)
(Source: Primary Data, 2018)

The general characteristics of respondents that seen from the gender, women were mostly involved in this research were up to 57%. This was because women were known to do shopping more often than men. Therefore, most of them were using quality products such as Tropicana Slim Sweetener for the consumption of sugar which was widely used in food and beverages to add flavor (Ersalina, 2017).



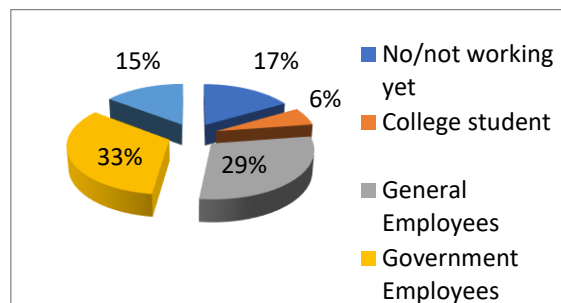
Picture: Respondents Characteristics Based on Age (%)
(Source: Primary Data, 2018)

Based on age, respondents were dominated by age between > 40 years old with 77 respondents (52%). This showed that consumers between the ages of > 40 years old were generally exposed to diabetes and were considered rational in choosing and determining the characteristics of Tropicana Slim products that are good and suitable with their preferences as consumers of Tropicana Slim products in Pontianak.



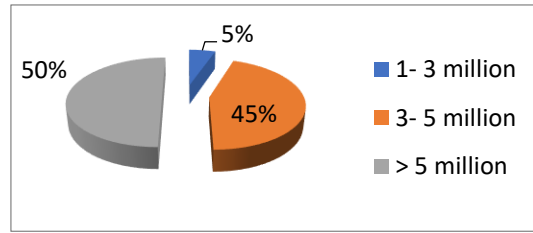
Picture: Respondents Characteristics Based on Education Level (%)
(Source: Primary Data, 2018)

Most respondents in the education level category were under-graduate or college graduates of 99 people (66%). This was because respondents who have a bachelor degree have fulfilled the qualifications to get decent jobs and generally earn above average. Therefore, Tropicana Slim Sweetener sugar products became their choice as a product to maintain blood sugar levels and maintain ideal body weight and health. Research by Tadjoedin (2009) and Moerbeek & Casimir (2005) showed that the level of education will affect someone’s knowledge, acceptance and behavior because it was related to reasoning ability, experiences and clarity about certain objects, such as consumer satisfaction of Tropicana slim sweetener sugar products.



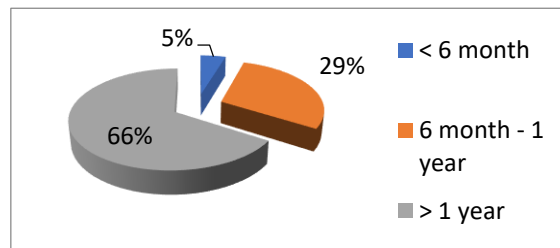
Picture: Respondents Characteristics Based on the Job (%)
(Source: Primary Data, 2018)

The respondent characteristic based on the type of the job dominated by respondents who worked as general employees, there were 50 respondents (33%). This was because general employees have a high level of mobility where they spend a lot of time worked in the office, so they did not have much time to prepare food at home and need fast food more, which is food that is ready, practical, contained lots of sugar and was easy to consume.



Picture: Respondents Characteristics Based on Spending (%)
(Source: Primary Data, 2018)

Consumers spending can directly affect the buying ability of a product because it will be a benchmark for these consumers. The higher someone’s spending will show that a person’s needs were more numerous and various. The average household’s spending based on the spending in 2010 - 2014 according to BPS in Pontianak 2014 showed that the highest spending group was in the amount of \geq Rp. 2,000,000 / month. This indicated that public’ spending in Pontianak was quite lots in order to meet their daily needs. The result of the research was that the spending amount of respondents was dominated in the range of 75 people (50%) with monthly spending of $>$ Rp 5,000,000 (Arifah, 2015). The level of spending also reflected the level of income of the respondent each month. With this amount, respondents can measure the level of buying ability of Tropicana slim sweetener sugar products matched to their needs. There was a difference in a person’s tendency in consuming Tropicana slim sweetener sugar products seen from consumer characteristics such as income and spending levels (Baker & Burnham, 2002).



Picture: Respondents Characteristics Based on Length of Use (%)
(Source: Primary Data, 2018)

The research showed the characteristics of respondents based on the length of use of Tropicana Slim products that have been used for more than one year ($>$ 1 year). This is because it was used to using Tropicana Slim products, proved to be able to medicate and prevent diabetes and be satisfied with the product so that using it until now (Ersalina, 2017).

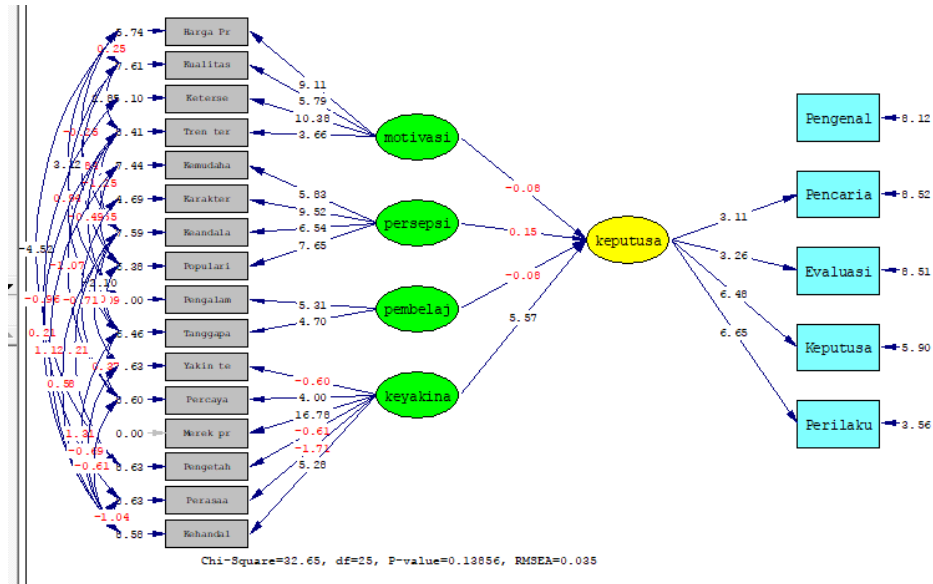
Based on the validity and reliability test, there were 21 measurements that form the basic questions. Calculation of validity or corrected item-total correlation showed that out of 21 questions that represented 21 indicators have met the validity and reliability standards as specified. Then, the second test was done to the 21 question items, turned out to be all valid and reliable with the Cronbach's alpha value of 0.878.

The model compatibility test (Goodness of Fit) in the final model there were 15 GOF sizes that showed good fit; they are Chi-Square / DF, NCP Interval, NCP, SNCP (NCP / n), RMSEA, ECVI, AIC, CAIC, NFI, NNFI, CFI, IFI, RMR, GFI, PNFI, and PGFI, and 2 which were medium fit (marginal fit), they are (RFI and AGFI), so it can be

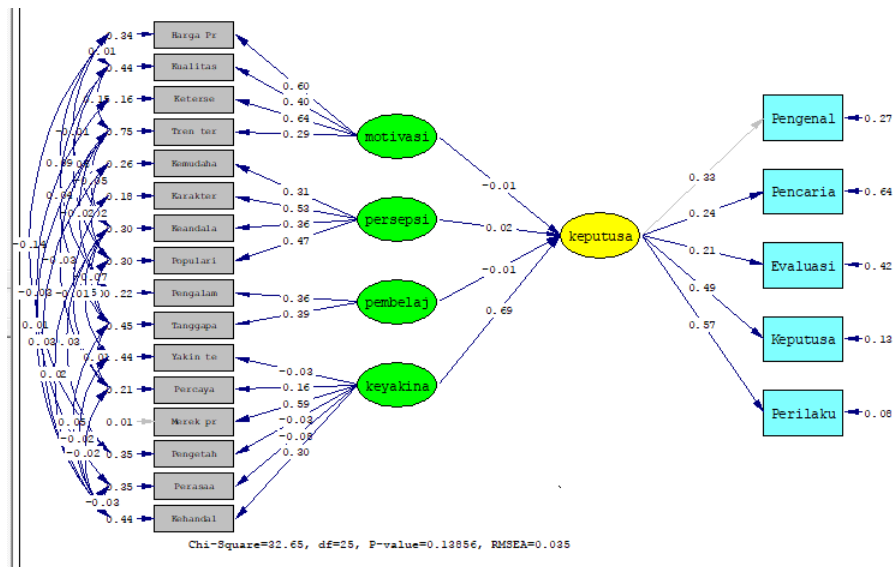
concluded that the overall fit level of the model is good (good fit), because it has meet the requirements for goodness of fit test, estimated results after being specified.

Furthermore, the overall model compatibility test was done. In the structural model, it can be seen the influenced between latent variables, in this case was psychological factors on the buying decision of Tropicana Slim Sweetener sugar in Pontianak.

The results of the significance and estimated coefficient parameters of the standardized model path diagram can be seen in Picture 1 and 2.



Picture 1. Significant Test T Value SEM Model



Picture 2. Estimated Coefficient SEM Model

The structural value of the liberal latent variable was that 48% of the type of consuming behavior can be explained by motivational and perception factors, learning, beliefs and attitudes, while the rest of 52% was explained or influenced by other factors that not included in this research.

Based on the path diagram of the model test results in the pictures (a, b) showed that psychological factors have a positive effect to the buying decisions. The

test results showed that the selection of Tropicana Slim sugar-free products gave comfort and convenience impression that offered by Nutrifood Company such as the quality and stock availability. Most respondents had the same opinion, and as much as possible to read or find out the information presented on the product packaging label before deciding whether to buy Tropicana slim sweetener sugar-free products or no. The explanation of most of the respondents was match with the estimation results obtained in the data analysis through the t-value that listed in the picture.

The psychological factors were determined by the set of variables and the first variable was beliefs and attitudes, the t-value of the beliefs and attitudes were $5.57 > 1.96$, means that beliefs and attitudes affected the psychological factors in consumers' decisions to buy Tropicana Slim Sweetener sugar. That numbers indicated that the belief and attitude factors were influential or significant, so if beliefs and attitudes value factor is increased, so it increased the decision to buy Tropicana Slim. Based on a research done by Nora Yuliana and Retno Budi Lestari, (2012) and Sugiono, (2010) showed that the value of beliefs and attitudes if increasing will increase consumers' buying decisions. The second indicator was the faith in the product, contributed to the belief and attitude factors with the t-value of $4.00 (<1.96)$, means that faith in the product affected the belief and attitude factor in the buying decision of Tropicana Slim products. This indicator explained the sugar-free products produced by the Tropicana Slim Company at this moment, to increase faith, influenced the product selection process by the consumers. The strategy to increase consumer faith in the product that can be done was to make products beyond costumers expectation, gave appreciation to old customers with a loyalty discount program. This research was in accordance with Nurdin. R. et al., (2016) if consumers have believed in a product, it will increase consumer buying decisions.

The third indicator was the product brand, contributed to the belief and attitude factors with the t-value of $(16.78 < 1.96)$, means that the product brand influenced the belief and attitude factors in the buying decisions of Tropicana Slim products. The method for consumers to always remember the product brand is by producing a brand which can attract the consumer attention, put on a brand logo, with the customer's response it can be an idea to be put back into the product brand concept, and always provide the best service for consumers. In research (Sri, W., & I Gde, 2007; Adam, A., 2012; William, O., & Micheal, J., 1982; Itamar and Russell, 1992) which proved that brands have a positive effect on psychological factors in buying decision behavior because the brand owned by each product has been increase consumer interest, improving the brand product quality and providing quality assurance to consumers to buy sugar-free products Tropicana Slim Sweetener.

The fourth indicator in this research was Product Reliability, contributed to the belief and attitude factors with the t-value of $(5.28 < 1.96)$, means that product reliability influenced the belief and attitude factors in buying decisions of Tropicana Slim products. Consumers chose Tropicana Slim products because they it believed to always provide the correct information, health guarantee, guaranteed product quality, product benefits can be felt, and packaging that is not easily damaged. The strategy that can be done is to redesign the packaging with a more attractive appearance, always maintaining consumers' faith, providing good quality. The research results (Mayesti A., Eriza and Faudiyah, 2016), which proved that product reliability has a positive influenced on Tropicana Slim buying decision behavior because it can be relied to reduce sugar levels.

The second variable on psychological factors is motivation, which showed the consumer's need for a product in the decision to consume Tropicana Slim sugar. On motivation, there was product price, contributed to the motivational factor with the t-value of $(9.11 > 1.96)$, means that the product price has a positive effect on the motivational factor in the Tropicana Slim buying decision. Explained about the process where the price determination is done by producers / sellers in accordance with the consumer's purchasing ability (Verina, H., 2000). Producers also offered different prices from other similar sugar-free products, as well as take advantage of price adjustments, which were pricing aspects done by producers / sellers in accordance with the benefits that can be obtained by consumers. This research was supported by Basu Swastha and Irawan (2005: 242).

The product quality indicators contributed to psychological factors with the t-value of $(5.79 > 1.96)$, means that information processing has a positive influence the motivational factors in buying decisions. This means that if the product quality is improved, the influence on the motivational factor will be even higher in buying decisions for Tropicana Slim Products. Product quality indicators explained the overall characteristics of a product or services of the ability to satisfy the needs. The information about product quality is needed by consumers to make it easier for consumers to make buying decisions. (Kotler, Armstrong (2001).

The product availability indicator contributed to the motivational factor with the t-value of $(10.38 > 1.96)$, means that the change in attitude influenced the consumer motivation factor in making a decision to buy Tropicana Slim Products. This means that if product availability is increased, consumers will continue to consume Tropicana Slim. Product availability indicators explained about the consumer facility to get products, product availability will also make it easier for consumers to get their wanted product. Customers will be more satisfied if the product is easily accessible and always available for consumers to buy. This research supported the research (Kotler, 2005; Tjiptono, 2005) which proved that there was a positive or significant connection between the product availability and motivational factors because of the satisfaction obtained so that consumers are aware of the brand to be purchased.

The third variable was the perception factor that consumers had perceptions or opinions of the product to be purchased. On perception, there was the ease of use of the product contributed to the perception factor with the t-value of $(5.83 < 1.96)$, means that the ease of use of the product influenced the perception factor on the buying decision of Tropicana Slim products. The easiness provided by the Tropicana Slim Company affected consumers in the product selection process. The strategy that can be set was to provide easiness in how to use it, easily found in supermarkets or stores. This research was in line with the research results (Ferrinadewi, Agus Prasetyo., 2013) which proved that most consumers chose low-calorie sugar products because of differences with other similar products.

The Product Characteristics Indicators contributed to the Perception factor with the t-value of $(9.52 < 1.96)$, means that Product characteristics influenced the perception factor on the buying decision of Tropicana Slim products. The product characteristics determined strategy was varies according to the taste and savor that has given, influenced the consumers to increase buying decisions. The product characteristics can not only be used as a benchmark in choosing sugar-free products because some consumers do not see the variant or packaging but in terms of the benefits offered by the company that is in accordance with consumer needs. This research was in line with (Maylesa, 2012, Ferrinadewi, 2008) that the presence of

product characteristics will increase consumer interest in making buying decisions for Tropicana Slim Sweetener products.

The Product Popularity Indicator contributed to the perception factor with the t-value of ($7.65 > 1.96$), means that the product popularity influenced the perception factor in the Tropicana Slim buying decision process. Explained how consumers knew about Tropicana Slim products. Consumers saw from TV commercials, from Tropicana Slim advertisements shown on television delivered messages and intentions of the products, it can also advertised on health magazines, because some people like to read. The social media advertising, it was undeniable that today people preferred social media, because it made it easier and helpful. The positive influence caused by the product popularity factor made consumers able to recognize Tropicana Slim products, so that consumers knew that sugar free products were on the market and make consumers feel relaxed that they can prevent diabetes and can influenced consumer buying decisions, this research was in line with (Dhio Panji Pratama, 2013) that consumers will choose products or goods that were well-known and able to interest consumers to choose Tropicana Slim products.

The product reliability indicator was ($6.54 > 1.96$) influenced the perception factor, also supported consumers to choose and consume Tropicana Slim, a sugar-free product that promising healthy life, can prevent diabetes, control calories, and was also registered on BPOM. Tropicana Slim's product reliability has been known by many consumers, which made it easier for the company to develop their products. The sugar-free products that can be relied on such as Tropicana Slim and still maintaining good quality so that it can increase consumer buying decisions (Donny, 2014).

The third variable was the Learning factor, where consumers must be able to make buying decisions with an existing experience. In the learning factor there was an experience indicator contributed to the learning factor with the t-value of ($5.31 > 1.96$), means that the perception factor was influenced by experience in the decision to buy Tropicana Slim products. From this experience, consumers learned that Tropicana Slim was a sugar-free product that has proved their savor in preventing and treating diabetes. The positive effect shown on learning of psychological factors to the consuming behavior was that consumers who gain experience and knowledge about the purchase and consumption, they will apply this behavior in the future. This research supported (JW You, 2016; Sisilya, T., 2014; Eva, L., 2010) which proved that there was a positive connection or influence on the experience to the perception factors because some consumers who responded to a stimulus made an affirmation or the memory of a condition that occur when individual behavior gains satisfaction, made some people choose to keep consuming Tropicana Slim.

The last indicator on the psychological factor variable was consumer response contributed to perception with the t-value of ($4.70 > 1.96$), means that consumer response had a positive effect on perception factors in making buying decision of Tropicana Slim. Explained about Tropicana Slim products whether it is consistent or not to control calorie consume and diabetes prevention. Customers can feel satisfaction through measuring the differences between what the customer received from the goods and service provider to what the customer expected, as explained by (Bitner and Zeithaml, 2003) where satisfaction was the customer's evaluation of a product or service in accordance with the expectations and needs. The influence caused by product quality on perception in buying decisions of Tropicana Slim made customer loyalty higher. From Consumer Responses proved

that quality has a positive effect on choosing perception because the provided quality was equivalent to the satisfaction expected by the customer.

Each indicator that measures psychological factors already represented and showed a strong connection to the varied values. The highest load of 0.69 is found in the indicators of beliefs and attitudes that were improving from the existence of a product brand on the concept of a brand new product with a logo that was easy to remember for sugar-free consumers Tropicana slim Sweetener. So that, the better the product brand of Tropicana slim Sweetener will have a higher influence on consumer buying decisions in choosing Tropicana slim brown rice.

Then in the buying decision variable, a significant post-buying behavior indicator to reflect the buying decision will determine whether consumers will re-buy the Tropicana Slim product and recommend it to others. The consumers will be satisfied with Tropicana Slim products and meet consumer expectations and will make the repeat buying. Producers will gain public sympathy by increasing the quality of their products.

Meanwhile, the research results (Ferrinadewi., 2012) which proved that most consumers felt that if there's faith in sugar products, consumers had no doubt in making decisions to repeatedly buy the product and was the right choice for consumers.

Information Searching indicators significantly contributed to buying decisions with the t-value of (3.11 > 1.96). It means that the information search indicator had a positive effect on buying decisions. The information searching is done in choosing the right sugar-free products, means that consumers are not in doubt and aware that Tropicana Slim sugar-free products do not increase sugar levels. Consumers will be satisfied with the quality of the product. Consumers are aware of the decision to buy sugar-free products, means that in this case, consumers have sought and believed about the selection and what was felt by themselves, so consumers thought that the ability to choose sugar-free products is good, this research was in line with (Lewis, 1990; Baumeister, 1999).

The consumer alternative evaluation indicator will be faced the product buying, that is, between buying one product and another with similar types, then in a must make an alternative evaluation-side before purchasing. Consumers will determine the Tropicana Slim products, whether it meet their needs and desires or not, contributed to reflect buying decisions with the t-value of (3.26 > 1.96), means consumers will look from the price, suitable or not to the quality provided. Research by Kotler and Keller, (2007) also proved that brand names were also an important part, as a replace to product quality and specifications. The belief to the brand can reduce the risk of errors in purchases.

The Purchase Decision indicators was significant to reflect buying decision with the t-value of (6.48 > 1.96). Buying decisions will be faced to the making decisions regarding product purchases and the last indicator post-buying behavior is significant to reflect buying decisions with the t-value of (6.65 > 1.96). Post-buying behavior determined whether consumers will re-buy Tropicana Slim products and recommend to others. Post-buying of a product was also influenced by the belief of consumer in the product and consumers also recommend it to others that the Tropicana Slim product that was consumed was very good for preventing diabetes. The consumers will recommend it to family, friends or coworkers. Consumers will feel happy if they share their experiences. This research is in line with the research results of (Ferrinadewi, 2012) which proved that most consumers thought that with the belief in sugar products, consumers have no doubts about making a decision to

re-buy the Tropicana Slim Sweetener product and it was the right decision for consumers.

CONCLUSION

The research showed the decision to buy Tropicana Slim products was influenced by factors of belief and attitudes. The highest influence was on the product brand factor that made consumers believed to Tropicana Slim products. In improving the product brand was by producing a brand that can attract the attention of consumers, put a brand logo, within the customer's response, it can be an idea to be put again into the product brand concept, and always provided the best service for consumers.

The positive influence shown by the product brand was because quality was an important part of the marketing strategy and was highly considered by consumers in terms of basic needs such as food and beverages. The highest influence was on the indicator of the product brand that was improved, where the product brand had more attractive appearance and was accompanied by a more complete display of ability / content that made consumers increasingly chose or consumed the product.

RECOMMENDATION

Factors that need to be considered were physical appearance and health factors that were in line with expectations and beliefs in Tropicana Slim that are consumed by consumers, when used Tropicana Slim, consumers were satisfied and recommend these sugar-free products to those around them. Otherwise, the location and promotion factors also need to be considered by providing Tropicana Slim Sweetener products in each shop with the appropriate size and price of 25 gr, 50 gr and 100 gr and conducting attractive promotions such as conducting activities with attractive prizes to the consumers who use the product Tropicana Slim Sweetener, so that they were interested.

Whereas, for other researchers who want to do similar research, it is better to look for more other factors that can influence Consumer Buying decisions. Because in this research, there were only 48% of factors that could influence the Buying Decision of Tropicana Slim Sweetener Products in Pontianak City and 52% were still influenced by external factors from this research.

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