

ANALYSIS OF PERSONAL, PSYCHOLOGICAL INFLUENCE, SOCIAL AND CULTURAL ON PURCHASE DECISION OF KOREAN INSTANT NOODLE PRODUCTS

Anugriaty Indah Asmarany¹, Eva Yuniarti Utami², Moh Gifari Sono³, Hartin Kurniawati⁴,
Dominica Maria Ratna Tungga Dewa⁵

¹Program Studi Psikologi, Universitas Gunadarma

²Program Studi D3 Manajemen, Universitas Sebelas Maret

³Program Studi Manajemen, Universitas Muhammadiyah Luwuk

⁴Program Studi Pendidikan Islam Anak Usia Dini, STAI Al-Hamidiyah

⁵Program Studi Teknik Industri, Universitas Atma Jaya Yogyakarta

e-mail: anugriatyindah09@gmail.com

Abstrak

Mie instan merupakan salah satu produk kemasan yang banyak diminati karena mudah didapat, mudah dalam penyajiannya, memiliki harga yang murah, dan memiliki rasa yang sesuai dengan selera. Hal ini mengakibatkan banyak bermunculan produk pangan luar negeri, salah satunya mie instan Korea. Adanya fenomena budaya Korean Wave atau Hallyu sangat mempengaruhi minat masyarakat khususnya kalangan muda terhadap produk mie instan Korea. Penelitian ini menjadikan mahasiswa sebagai populasi yang mewakili kalangan remaja yang mengonsumsi mie instan. Penelitian ini menggunakan teknik PLS dan metode SEM (Structural Equation Model), dan diolah menggunakan program SmartPLS 3.0. Hasil penelitian menunjukkan bahwa faktor budaya, sosial, dan psikologis mempunyai pengaruh terhadap keputusan konsumen membeli mie instan, namun faktor pribadi tidak berpengaruh karena nilai thitung lebih kecil dari nilai ttabel. Faktor yang paling mempengaruhi keputusan pembelian konsumen adalah variabel sosial.

Kata kunci: Fenomena Budaya, Perilaku Konsumen, Keputusan Pembelian, Mie Instan

Abstract

Instant noodles are one of the packaged products that are in demand because they are easy to obtain, easy to serve, have cheap prices, and have a taste that suits your taste. This resulted in the emergence of many foreign food products, one of which is Korean instant noodles. The existence of the Korean Wave or Hallyu cultural phenomenon greatly influences public interest, especially among young people, in Korean instant noodle products. This research makes students a representative population among teenagers who consume instant noodles. This study makes use of the PLS technique and the SEM (Structural Equation Model) method, and it is processed using the SmartPLS 3.0 program. The study's findings indicate that cultural, social, and psychological factors have an impact on consumers' decisions to buy instant noodles, however personal factors have no bearing because the t-count value is less than the t-table value. The factor that most affects consumers' purchase decisions is the social variable.

Keywords: Cultural Phenomenon, Consumer Behavior, Purchase Decision, Instant Noodles

INTRODUCTION

The act of purchasing the commodities and services necessary to satisfy human wants is referred to as consumption. In fulfilling needs, each individual must always be faced with various existing choices. Today's food leads to something instant and fast to balance the pattern of modern human life. Today's companies are competing to meet people's needs by making practical and ready-to-eat foods, one of which is instant noodles. Instant noodles are one of the packaged products that are easy to get and don't bother you when cooking and serving. Instant noodles are one of the foods that are often consumed as a substitute for rice or a staple food (Effendi, 2016). Besides that, instant noodles are easy to cook, have a low price, and taste according to people's tastes. Indonesia is included in the Top 15 Global Demands for Instant Noodles and is the country with the second highest global demand for instant noodles after China, which consumed 12.62 billion packs in 2019. This number has increased from the previous year, which was 12.54 billion packs. 92.4% of people in Indonesia are consumers of instant noodles. When viewed from the perspective of the age of instant noodle consumers, it is known

that the highest level of instant noodle consumption is among adolescents aged 15–24 years, which is equal to 95.6%. Then in the age range of 25–34 years, it is 93.9%, and in the age range of 35–55 years, it is 90.5% (Zakaria et al., 2023).

Indonesia has several well-known brands of instant noodles, including Indomi, Supermi, Salam, Sedap, ABC, Gaga, Sakura, and Alhami. The producer that dominates the market share of instant noodle production in Indonesia in 2017 was Indofood with 71.1%, followed by Wings Crop with 18.9%, Jakarana Tama with 2.9%, ABC President with 1.9%, Medco Group with 1.1%, and Nisshin Foods with a market share of 1.0%. Many foreign packaged food products are popular in Indonesia, one of which is instant noodles originating from Korea. Instant noodles from South Korea are indeed one of the most popular imported products in Indonesia (Aulia, 2020). Instant noodles from Korea in 2018 dominated with an import value of US\$ 18.12 million and a volume of 4,851 tons, and the second largest import of instant noodles was occupied by China with an import value of US\$ 10.74 million and a volume of 8,018 tons, followed by imports of Italian instant noodles. US\$ 1.20 thousand with a volume of 1,355 tons, Australia US\$ 1.70 thousand with a volume of 1,154 tons, and Japan US\$ 1.16 thousand with a volume of 617 tons. There are several Korean noodle brands that are present in Indonesia (Kurniawati et al., 2023).

The emergence of new brands of instant noodles entering the market in society resulted in more competitive competition between instant noodle brands. Noodles attract the interest of Indonesian consumers with their distinctive taste and large portions, making noodles grow quickly (Junaidi et al., 2023). The availability of a variety of instant noodles in Indonesia gives consumers the freedom to choose the brand that suits their tastes. Consumers' judgments, needs, opinions, attitudes, and preferences vary, hence a variety of factors will affect the decision-making process during the purchasing stage (Aulia, 2020). Consumer behavior changes throughout time. Consumer behavior is the collection of behaviors that are directly related to purchasing, using, and discarding goods and services, as well as the decision-making processes that go before these behaviors. Factors that influence consumer behavior are cultural, social, personal, and psychological (Lubis et al., 2023). Culture is an important external influence on consumer behavior. At present, young Indonesians, especially those living in urban areas, are liking the style of South Korea, or what is commonly called the Korean Wave. South Korea's prominence in the global market is due to the Korean Wave, or Hallyu phenomenon. The Korean Wave, also known as Hallyu, is essentially a phenomena of South Korean culture that is disseminated throughout the world through Korean pop culture, primarily via the internet and television networks (Aulia, 2023). The Korean Wave cultural phenomenon has an influence on Indonesian society, especially young people. This culture enters various lines of people's lives through popular cultural products such as fashion, lifestyle, music, films, dramas, and South Korean cultural knick-knacks that captivate Indonesian consumers (Kurniawati et al., 2022).

Social factors that can influence a consumer's behavior, such as group, family, role, and status. Social means relating between humans and society, human relations with groups, and human relations with organizations (Prasetio & Ihalauw, 2005). A consumer's social relationships can explain and understand how individuals make purchasing decisions. Personal attributes, such as age, life cycle stage, occupation, economic status, and lifestyle, also have an impact on consumer behavior. The personal characteristics of a consumer are of great value to marketers because if they know consumer behavior that is more permanent, this can become a business opportunity because these personal characteristics can be used as a basis for positioning their products (Setiadi, 2015). Psychological factors are factors that influence human characteristics or behavior related to one's feelings, wishes, and thoughts towards purchasing decisions (Aulia et al., 2021). Consumer psychology can be used as a preference for how consumers choose products and services offered by producers (Sumarwan, 2011). Consumers form intentions to decide to buy the most preferred brand. Making a decision to buy or not to buy anything is the process of choosing two or more alternative options. Marketers must thus comprehend the type and scope of consumer distinctions based on cultural, societal, personal, and psychological traits (Valentina & Istriyani, 2013).

METHOD

In this study, descriptive analysis using a quantitative technique was used as the type of data. In this study, information was gathered via a questionnaire. The Likert scale was the sort of measurement scale utilized in this investigation. The variables in this study are divided into various subvariables and are referred to as exogenous variables (for independent variables) and endogenous variables (for

dependent variables). This is adjusted to the notation used in research using the SEM method. The population of this research is all active students. because this research uses the PLS sem analysis method, which, based on several studies, suggests that a number of bootstrap samples of 200–1000 is sufficient to correct the standard error of the PLS estimate. Consequently, 200 samples were employed in this study. This study uses probability sampling as its sampling method. In this study, 30 respondents underwent validity testing by measuring the Pearson correlation. To generally explain the identification process that respondents are required to complete, descriptive statistical analysis is used in the data analysis process. SEM (structural equation modeling) or structural equation modeling utilizing the PLS technique approach is then used in the study. The independent variable in this SEM study will be referred to as an exogenous variable, and the dependent variable as an endogenous variable.

RESULTS AND DISCUSSION

The final result of the cultural variables is that they influence purchasing decisions when consuming products. According to the analysis's findings, the cultural variable's influence on consumers' decision-making when making product purchases has a path parameter coefficient of 0.277 and a t-statistic of $2.919 > 1.96$ at a 5% level of significance. As a result, the hypothesis H0 is disproved and the statement "There is a cultural influence on purchasing decision-making" is considered to be true. Using the indicator units that make up the cultural variables, the whole impact of culture is explicated. According to the calculation's findings, the sub-variable of cultural values has a 74.6% influence on the cultural variable, whereas the sub-variable of habits has a 61.4% influence. Cultural values are the subvariable with the biggest impact on the cultural variable, with a value of 74.6%. Cultural value is a concept resulting from cultural beliefs and values that make consumers interested in knowing and practicing this cultural culture, thus guiding a person's behavior in terms of tastes and habits in the process of making purchasing decisions on products.

Global cultural values entering Indonesia are slowly influencing consumer tastes so that Indonesia becomes the target market for its products, one of which is instant noodle products from Korea. The influence of these cultural values penetrates various lines of people's lives and is spread throughout the world through mass and electronic media. Culture influences people, especially young people, to use and consume products. Consumers agree that cultural values influence their decisions to consume products. These results were expressed by 172 respondents, who stated that cultural values influence buying and consuming products. Consumer habits, such as eating habits and how to consume a product that will be utilized or consumed by customers, are among the elements that might affect consumer attitudes and behavior. Habits are activities or practices commonly carried out by consumers, such as consumer eating habits of buying and consuming products more than three times a month. Consumers who were respondents in this study agreed that consumers' habits of buying and consuming products more than three times a month are an influence in making purchasing decisions for products. Has an outer loading value of 1,000 or has an effect of 100% on the habit subvariable.

The final result on social variables is that social variables influence purchasing decisions when consuming products. According to the analysis's findings, the coefficient of the path parameters of social variables on consumers' decisions to buy products is 0.326, with a t-statistic of $3.791 > 1.96$ and a 5% level of significance. As a result, the hypothesis H0 is disproved and the statement "There is social influence on purchasing decision-making" is accepted. Social influence is fully explained based on the indicator units that make up social variables. Friends are people with whom the respondent interacts. The influence of friends in sending information and references to a product or service can influence consumer behavior. Consumers who were respondents in this study agreed that information from friends' referrals could influence their product purchasing decisions. A total of 159 respondents agreed with the PETM1 parameter statement, which was represented by the statement in the questionnaire that read "The influence of information from friends' directions" and had an outer loading value of 1,000 or an influence of 100% on the friend role subvariable. Based on this statement, it indicates that it has been proven positive that the influence of friends in providing information about products can influence consumers' purchasing intentions towards products because this information can be used as a consumer reference, which can be used as a basis for comparison in forming consumer responses to purchasing and consuming products.

Personal variables have no influence on product purchasing decisions. Based on the analysis results, it was found that the personal variable path parameter coefficient on product purchasing

decisions was 0.014 and only influenced purchasing decisions by 1.4% with a t-statistic value of 0.140 < 1.96 at a significance level of 5%. This means that H_a is rejected and the accepted hypothesis is H_0 , namely "there is no personal influence on purchasing decision-making". The personal characteristics of a consumer are very valuable for marketers, because if marketers know consumer behavior that is more permanent, this can become a business opportunity because these personal characteristics can be used as a basis for positioning their products. However, based on research results, this statement is proven to be negative: that personal characteristics can change, even though a person's personality is permanent and consistent, but that does not mean it cannot change. Situations can cause someone to change their personality.

The final result of psychological variables is that they influence purchasing decisions when consuming products. Based on the analysis results, the path parameter coefficient was 0.225 with a t-statistic of 2.429 > 1.96 at a significance level of 5%. This means that H_0 is rejected and the accepted hypothesis is H_a , namely "there is a psychological influence on purchasing decision-making". The perception subvariable has an influence of 59.2% on psychological variables, then the learning subvariable has an influence of 3.87% on psychological variables, and the belief subvariable has a 34.4% influence on psychological variables. The influence of information from the mass media regarding product variations that are different from other instant noodle products can make a consumer evaluate the product. Information regarding product variations is obtained from various sources, including the mass media. Consumers agree that information about product variations can encourage the purchasing decision-making process. These results were stated by 171 respondents, who stated that the influence in making product purchasing decisions was due to information from the mass media regarding the product. has an outer loading value of 0.766 or has an influence of 76.6% on the perception subvariable.

A description received by consumers of product types in terms of shape, color, and taste can be used as a reference for consumers to evaluate products and carry out the process of making purchasing decisions about products. These results were stated by 187 respondents: in making product purchasing decisions, due to the influence of the shape, color, and taste of the product, has an outer loading value of 0.855 or has an influence of 85.5% on the perception subvariable. Consumer learning behavior based on experience after purchasing and consuming a product can shape consumer behavior in evaluating the product. The influence of consumer satisfaction with products in terms of product quality is able to provide positive reinforcement for the product. These results were stated by 183 respondents: satisfaction in terms of product quality can influence consumers in the process of making purchasing decisions about the product. has an outer loading value of 1,000 or has an influence of 100% on the learning subvariable.

Consumer beliefs about products shape the product's image and brand. If some of these beliefs are wrong, they can hinder consumers purchasing decisions. One of the consumer's beliefs is that the product is halal. Having the MUI halal label on the product packaging can shape consumer attitudes toward purchasing products. These results were expressed by 181 respondents, indicating that halal can influence consumers purchasing decisions, has an outer loading value of 1,000 or has an effect of 100% on the trust subvariable. Based on this statement, it indicates that positive consumer confidence in halal products can influence consumer attitudes towards product brands that have the MUI halal label on the packaging, so this can become the main concern of product marketers. The purchasing decision-making variable is influenced by the sub-variables' recognition of needs by 67.6%, information search by 76.2%, alternative evaluation by 78.4%, purchase decision by 59.7%, and post-purchase behavior by 61.9%. The purchasing decision-making variable that has a significant influence is the alternative evaluation subvariable because it has a path coefficient value of 0.784, which means that the alternative evaluation subvariable influences the purchasing decision-making variable by 78.4%. The model that is reflective of the path coefficient values in the equation is a reflection of each sub-variable on the variable. Different values are assigned to parameters as a result of the sub-variables of need identification, information search, alternative evaluation, purchasing decisions, and post-purchase behavior.

Consumers encounter an issue when there is a discrepancy between the desired situation and the one that really occurs, which leads to the recognition of demands. Situations like this can cause people to realize they need a product for consumption. This need may be triggered by internal factors like hunger or external factors like marketing factors. The marketing program will influence consumers to be aware of their needs. One of the Korean products consumed by consumers is instant noodle

products. This is because these products are presented with various product and service advertisements through various media. Consumers can watch not only national advertisements but also foreign advertisements. This marketing process has become an international culture, so it can also create a trend for consumers towards a product from abroad, so that this influence can influence respondents' attitudes towards the product and their willingness to buy and consume it.

The initial stage, in the form of recognizing needs, is an important stage because each person's different needs can influence what products they will buy and consume. When consumers believe that these demands may be satisfied by purchasing and consuming things, information hunting starts. The sources of information that consumers evaluate and the relative impact of each source on decisions to buy are important considerations for marketers. Consumer information is gathered from a variety of sources, including personal (such as friends, family, and acquaintances), commercial (such as advertisements, packaging, and exhibitions), public (such as mass media), and experiential (such as handling, testing, and using the product) sources. Consumers who buy and consume products will, before carrying out the purchasing decision-making process, search for information about the previous product. Consumers will seek information about products through the mass media, friends, and people around them. Consumers can evaluate alternatives between products and other products. Consumers will form an assessment of instant noodle products based on conscious and rational considerations. Consumers develop trust in products where brand trust creates a product brand image with brand images on other products.

Ease of obtaining products is a factor that influences consumers goals to purchase products. A total of 178 respondents concurred that consumers purchase products because they are simple to find and are available at many retail establishments. and has a 0.865 outer loading. The KPPM1 parameter has an influence of 86.5% on the purchasing decision subvariable, according to the outer loading value. One of the factors that consumers take into account while choosing products is the pricing. When determining product pricing, target consumers and product quality are taken into account. 124 individuals had an outer loading value of 0.738 and agreed with this statement, according to the results of the questionnaire. The parameter's influence on the purchasing choice sub-variable is shown by the outer loading value to be 73.8%. Consumers who have made a purchase declare the suitability of the product based on the information obtained in accordance with what the consumer expects or wants. This is in accordance with the results of filling out the questionnaire, namely that as many as 180 respondents agreed. In the post-purchase behavior sub-variable, there is only one parameter that passes the validity and reliability test, so it is the only one that influences product decision-making.

This study's findings demonstrate how cultural, social, and psychological factors affect consumers' decisions to buy products. This is due to the fact that the calculated t-values for each variable are higher than the value of the t-table (1.96). The cultural variable has a t-calculated value of 2,919; the social variable has a t-calculated value of 3,791; and the psychological variable has a t-calculated value of 2,429. Meanwhile, there is no influence of personal variables on product purchasing decision-making variables. This is because the results of the analysis show that the t-calculated value for personal variables is lower than the t-table value, namely 0.140. The subvariable that has the greatest influence on the purchasing decision-making variable is the alternative evaluation subvariable, which is 61.4%. The process of evaluating consumer alternatives in making product purchasing decisions occurs by forming an assessment of the product based on considerations that best suit the consumer's desires. The varying needs and desires of buyers guide the design of marketing strategies. There are competitors in the instant noodle production market share in Indonesia, such as imported products from South Korea, namely instant noodle products, so market segmentation is needed. Segmentation provides an opportunity for companies to adapt their products to buyer demand effectively. Based on understanding these variables, it is hoped that marketers can use them to develop marketing strategies. Understanding consumer behavior is useful for marketers in creating a clear segmentation strategy so that it is possible to determine the target market and position the product well for consumers.

CONCLUSION

The variable model of cultural, social, and psychological variables has an influence on product purchasing decision-making variables. Because the t-count value of the personal variable is smaller than the t-table value, it has no effect on the variable determining the purchasing decision. The social variable, with a path coefficient value of 32.6%, is the factor that has the most impact on consumers' decisions to buy products. Furthermore, the cultural variable has a path coefficient value of 27.7%, a

psychological variable of 22.5%, and finally a personal variable of 1.4%. The social variable is significantly influenced by the subvariable influence of friends, and the statement "the influence of information from friends' referrals" is a parameter that has a significant effect. Companies that produce instant noodles in Indonesia should be able to carry out periodic marketing evaluations to find out the behavior of consumers who are starting to be interested in foreign products. Producer companies, in measuring consumer purchasing decision-making in the community, can use more diverse (different) variables so that the results obtained are more relevant to the conditions of society. Producers of products in Indonesia can diversify the types of products that will be produced in the future with more attractive flavors to be marketed.

REFERENCES

- Effendi, U. (2016). *Consumer Psychology*. Jakarta: Pt. Rajagrafindo Persada.
- Zakaria, Z., Saiful, N. A. Q., Santoso, E., Erliyana, N., & Utami, E. Y. (2023). The Influence Of Lifestyle, Price, Brand Image, Packaging Quality And Product Quality On Purchase Interest Of Starbucks Canned Products Customers. *Jurnal Scientia*, 12(03), 3961-3966.
- Aulia, M. R. (2020). Pengaruh Kompetensi Kewirausahaan Terhadap Kinerja Usaha Kedai Kopi Skala Mikro Dan Kecil Di Kota Medan. *Jurnal Manajemen Bisnis Krisnadwipayana*, 8(3), 100-113.
- Kurniawati, H., Rosidah, R., & Ernawati, E. (2023). Strategi Pengembangan Sosial Emosional Anak Berkebutuhan Khusus. *Mimbar Kampus: Jurnal Pendidikan Dan Agama Islam*, 22(1), 42-60.
- Junaidi, J., Lubis, Z., Effendi, I., Aulia, M. R., Utami, M. P., & Supriatna, D. (2023). Strategy Enhancement Performance Msmes Through Ptpn Iii Partnership Program. *Devotion Journal Of Community Service*, 4(2), 438-445.
- Aulia, M. R. (2020). Pengaruh Kompetensi Kewirausahaan Terhadap Kinerja Usaha Kedai Kopi Skala Mikro Dan Kecil Pada Masa Pandemi Covid-19 Di Kota Medan. *Jurnal Agriust*, 38-44.
- Lubis, Z., Zarlis, M., & Aulia, M. R. (2023). Performance Analysis Of Oil Palm Companies Based On Barcode System Through Fit Viability Approach: Long Work As A Moderator Variable. *Aptisi Transactions On Technopreneurship (Att)*, 5(1), 40-52.
- Aulia, M. R. (2023). Digital Competencies And Experience In Partnership Program On Smes Performance. *Journal Research Of Social, Science, Economics, And Management*, 2(07), 1416-1425.
- Kurniawati, H., Satyaninrum, I. R., Sayekti, S. P., & Rahmizar, P. (2022). Meningkatkan Kecerdasan Kinestetik Pada Anak Usia Dini Melalui Outbound Pada Siswa Ra Al-Ghifary. *Literasi: Jurnal Pendidikan Guru Indonesia*, 1(2), 128-137.
- Prasetio, R. & Ihalauw, J.J.O.I. (2005). *Consumer Behavior*. Yogyakarta: Andi.
- Setiadi, J. N. (2015). *Consumer Behavior: Competitor Perspective*. Jakarta: Prenadanemia Grup.
- Schiffman, L., & Kanuk, L. (2013). *Consumer Behavior*. Jakarta: Pt. Indeks.
- Aulia, M. R., Saragi, C. P., & Simbolon, R. (2021). The Effect Of Entrepreneurial Characteristics On Entrepreneurial Competence And Entrepreneurial Competence On Business Performance Of Micro And Small-Scale Coffee Shops In Bogor. *Baskara: Journal Of Business And Entrepreneurship*, 4(1), 37-48.
- Sumarwan, U. (2011). *Consumer Behavior Theory And Its Application In Marketing*. Bogor: Ghalian Indonesia.
- Valentina, A., & Istriyani, R. (2013). *South Korean Wave Of Globalization*. Yogyakarta: Universitas Gajah Mada.