

The Influence of Consumer Behavior on Product Purchasing Decisions at Bets Mart in Doromelo Village, Manggelewa District

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Abstrac. This study aims to determine the influence of consumer behavior on purchasing decisions at Bets Mart, a modern retail store located in Doromelo Village, Manggelewa District, Dompu Regency. The research employed a quantitative approach using simple linear regression analysis. Data were collected through questionnaires completed by 100 respondents who had shopped at Bets Mart. The results show that consumer behavior has a positive and significant influence on purchasing decisions, with a t-value of 4.659 and a significance of 0.000. The coefficient of determination (R^2) of 0.581 indicates that 58.1% of the variation in purchasing decisions can be explained by consumer behavior, while the remaining 41.9% is influenced by other factors. These findings support theories suggest that psychological, social, and personal factors influence consumer purchasing behavior.

Keywords: *Consumer Behavior, Purchasing Decision, Linear Regression, Modern Retail*

INTRODUCTION

The development of the business world today is undergoing significant changes in various sectors, from small and medium enterprises to large-scale enterprises. One of the emerging businesses today is geared towards increasing the development of productive economic enterprises, resulting in increasingly fierce competition between companies (Kotler & Keller, 2016). Therefore, for a trading business to survive and thrive, it must carefully monitor its condition and performance. Trading businesses are generally required to meet the needs of the community and be able to provide satisfaction with the products they offer (Lupiyoadi, 2013).

To achieve these goals, various marketing strategies are implemented to increase consumer purchasing power and be able to compete with other businesses. Marketing issues are one of the important aspects in determining the success of an organization. The concept of modern marketing is currently very relevant if its orientation is directed towards customers (Kotler & Armstrong, 2018). This is necessary because of the increasingly fierce competition between organizations, rapid technological advances, and the increasingly broad global market coverage.

Therefore, it is the task and responsibility of organizations to influence the magnitude of demand for the products produced and be active in reaching consumers and maintaining ongoing communication with the market, in order to understand consumer desires and needs (Tjiptono, 2019). In addition, organizations also need to be aware of the policies implemented by competitors. One strategy recognized in the business world is the effort to increase product sales by providing facilities and convenience for consumers (Swastha & Handoko, 2012).

To achieve business goals, business owners must be able to produce quality products, provide good service, and adjust product prices to consumer purchasing power (Kotler & Keller, 2016). Business actors must also be able to understand consumer behavior in their target market, because the fundamental goal of a trading business is to produce products that meet consumer needs and desires (Schiffman & Wisenblit, 2015).

A purchasing decision is an action taken by a consumer to obtain a product or service, based on personal needs and desires. Purchasing decisions can be viewed from various aspects, including product choice, purchase frequency, and the motivation behind the action (Solomon,

2018). For example, purchases made once a week or twice a month indicate a decision pattern influenced by routine needs. Therefore, entrepreneurs are required to have good market management skills to achieve their business goals (Tjiptono, 2019).

The influence of consumer behavior on purchasing decisions is an in-depth study of how consumers make decisions, including the needs, desires, social influences, and psychological factors that influence these decisions (Kotler & Armstrong, 2018). This understanding is crucial for companies to meet market needs and compete effectively. Facing intense competition, companies must implement superior marketing strategies, attract consumer interest, and increase their loyalty to quality products (Fandy Tjiptono & Gregorius, 2020). By understanding consumer behavior, companies can formulate more targeted marketing strategies and create value that meets customer expectations. Therefore, companies need to offer products that meet user needs to create loyalty and business sustainability.

Consumer purchasing decisions are influenced by consumer behavior. Companies must understand consumer behavior to understand their needs and ensure they can meet them, which in turn fosters loyalty. Therefore, understanding consumer behavior is crucial, especially in today's rapidly evolving product landscape, leading to increasingly intense competition. This is crucial for marketers seeking to maintain consumer acceptance. Consumers' purchasing decisions vary depending on the type of purchase decision (Tya Kartika Putri et al., 2022).

The influence of consumer behavior is an approach used to understand how individuals, groups, or organizations carry out the process of selecting, using, and discontinuing goods and services, and how experiences have influenced their

purchasing decisions (Gultom, 2023). In this context, there are various factors that influence consumer behavior, such as preferences, needs, motivations, and attitudes towards certain products or services (Utomo, 2023). Several studies have been conducted to analyze consumer behavior from various perspectives. For example, descriptive influence is used to identify consumer behavior patterns (Saberina, 2024), while the influence of factors that consumers consider in choosing where to shop can help companies in designing effective marketing strategies (Saputra et al., 2022). In addition, consumer behavior theory is also used as a basis for analyzing the influence and explaining changes in consumer shopping behavior (Lay et al., 2022).

Environmental factors and environmental knowledge can also influence consumer behavior towards environmentally friendly products (Putri, 2023). Consumer knowledge and experience can also influence their attitudes and purchasing behavior (Fadilah et al., 2020). Consumers who have more knowledge about the environmental impacts of products tend to prefer products that are considered environmentally friendly, even at a higher price (Putri, 2023). In the context of impulse buying, there are cognitive and affective factors that influence consumer purchasing behavior, which ultimately can affect the sustainability of the planet (Wang et al., 2022). The environment, lifestyle, and information search are indicators of cultural, social, psychological, and personal variables that are included in consumer behavior (Setiadi, 2003).

Consumption behavior, which is a form of consumer behavior, will influence a product purchasing decision (Syahrial and Oscarius Yudhi Ari Wijaya, 2021). Based on the background of the problem, researchers are interested in conducting a study entitled "The Influence of Consumer Behavior on Product Purchasing Decisions at Bets Mart in Doromelo Village,

Manggelewa District" which aims to determine consumer behavior from a cultural, social, psychological, and personal/personal perspective that influences product purchasing decisions, including which variables are dominant in product purchasing decisions at Bets Mart in Doromelo Village, Manggelewa District. The purpose of this study is to analyze the influence of consumer behavior on purchasing decisions is to understand what customers want and influence their purchasing decisions. With this understanding, companies can design more effective marketing strategies.

RESEARCH METHOD

Research Approaches and Types

This study uses an associative quantitative approach, with a causal-comparative research style, to analyze consumer behavior towards product purchasing decisions. This approach was chosen because it is suitable for explaining the relationship between variables through statistically analyzed numerical data (Sugiyono, 2019). Causal research is used to test the suspected causal relationship between independent and dependent variables.

Location and Time of Research

This research was conducted at Bets Mart, located in Doromelo Village, Manggelewa District. This location was chosen based on the consideration that the research object and target population reside within this institution. The research implementation period is planned for June to August 2025, encompassing the preparation phase, data collection, analysis, and reporting of results.

Population and Research Sample

The population in this study were Bets Mart visitors and the sampling technique in this study used the *accidental sampling method*, samples were taken from 100 Bets Mart customers in Doromelo Village,

Manggelewa District, who happened to be shopping or had shopped at Bets Mart and were willing to fill out the questionnaire.

Data collection technique

Data collection was conducted using a closed questionnaire method (questionnaire) compiled based on theoretical indicators of each variable. Answers were given using a 5-point Likert scale, ranging from "Strongly Disagree (STS)" to "Strongly Agree (SS)". In addition, secondary data such as the Influence of consumer behavior on product purchasing decisions. The main instrument was a closed questionnaire containing 5 statements for variable X (consumer behavior) and 5 statements for variable Y (purchase decisions), based on predetermined indicators. Before use, the instrument was tested with validity and reliability tests using SPSS 23.

Data Analysis Techniques

The data analysis technique in this study used SPSS 23, starting with validity tests (Pearson correlation) and reliability (Cronbach's Alpha) on the instrument, followed by classical assumption tests including normality tests (Kolmogorov-Smirnov) and linearity tests, then a simple linear regression analysis was carried out to determine the influence of consumer behavior (X) on purchasing decisions (Y) through the $Y = a + bX$ model, accompanied by a partial t-test to see the significance of the influence (with the criteria Sig. < 0.05), as well as the coefficient of determination (R^2) to measure the magnitude of the contribution of the independent variable to the dependent variable.

RESEARCH RESULTS AND DISCUSSION

3.1 Research Results

3.1.1 Overview of Research Location

Bets Mart is a growing modern retail store in Doromelo Village, Manggelewa District, Dompu Regency. Its strategic

location on the main road makes it a top choice for local residents for their daily needs, such as basic necessities, household supplies, and other consumer products.

As a modern store, Bets Mart adopts a self-service system that allows consumers to choose products directly. This situation provides a significant opportunity for consumer behavior studies, as consumers are faced with numerous product alternatives and purchasing decisions are heavily influenced by personal preferences, motivation, price perception, brand image, and service quality.

This research was conducted to determine how much influence consumer behavior has on product purchasing decisions at Bets Mart, by taking a sample of 100 consumers who had shopped at the location.

3.1.2 Respondent Characteristics

The characteristics of respondents in this study were those who visited and shopped at Bets Mart, with a minimum shopping frequency of 2 times.

Table 1. Respondent Characteristics Based on Gender

No	Gender	amount	%
1	Woman	63	63%
2	Man	37	37%
	Total	100	100%

Based on table 1, it can be seen that Bets Mart customers are mostly women, namely 63 people.

Table 2. Respondent Characteristics Based on Age

No	Age	amount	%
1	< 25	33	33%
2	21 - 30	42	42%
3	31 - 40	25	25%
	Total	100	100%

Based on table 2, it can be seen that Bets Mart customers are in the age range between 25 and 40 years and the most frequent visitors are those aged between 21-30, amounting to 42 people.

Table 3. Respondent Characteristics Based on Occupation

No	Work	amount	%
1	Students	25	25%
2	Civil Servants/Private Sector	30	30%
3	Self-employed	29	29%
4	housewife	16	16%
	Total	100	100%

Based on table 3, it can be seen that the most frequent customers of Bets Mart are civil servants/private sector, namely 30 people.

Table 4. Respondent Characteristics Based on Shopping Frequency

No	Shopping Frequency	amount	%
1	Every day	2	2%
2	2 - 3 Times a Week	33	33%
3	Once a Week	35	35%
4	Sometimes	30	30%
	Total	100	100%

Based on table 4, it can be seen that the dominant frequency of Bets Mart customer shopping is once a week.

This study uses a quantitative approach with a simple linear regression analysis method. Data were collected through a closed-ended questionnaire, which included consumer behavior indicators as independent variables (X) and purchasing decisions as dependent variables (Y).

3.1.3 Simple Linear Regression Analysis

Simple linear regression analysis is carried out to determine the influence of one independent variable on one dependent variable.

Models used :

Y = Purchase Decision

X = Consumer Behavior

Table 8. Simple Linear Regression Analysis

Coefficients ^a				
Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	14,302	1,790	
	Consumer Behavior (X)	.384	.082	.426
				4,659

The resulting regression equation :
 $Y = 14.302 + 0.384X$

Parameter interpretation :

Intercept (constant) 14.302 : If there is no influence from consumer behavior ($X=0$), then the basic value of the purchasing decision is 14.302.

Coefficient X (0.384) : Every 1 unit increase in consumer behavior will increase the purchasing decision score by 0.384.

3.1.4 Partial T-TEST

The purpose of the t-test is to determine whether the independent variable (X) has a partial significant effect on the dependent variable (Y).

Table 9. Results of the t-test calculation

Variables	t count	Sig. (p-value)	Conclusion
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X (Consumer Behavior)	4,659	0.000	Significant
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Based on table 9, the significance value (Sig) of the consumer behavior variable (x) is 0.000. Because the Sig. value of $0.000 < \text{probability } 0.05$ and the calculated t value of $4.659 > t \text{ table } 1.984$, it can be concluded that the hypothesis is accepted. This means that there is an influence of the consumer behavior variable (x) on purchasing decisions (y).

3.1.4. Test of the Coefficient of Determination (R^2)

This test aims to determine how much variation in changes in variable Y can be explained by variable X.

Table 10. Model Summary Results :

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.426 ^a	.581	.573	.86376

Based on table 10, the R Square value = 0.581 means that 58.1% of the purchasing decision variable (Y) can be explained by the consumer behavior variable (X) . The remaining 41.9% is explained by other factors outside the model , for example price, promotion, location, product quality, service, or other psychological variables.

DISCUSSION

The results of this study indicate that consumer behavior has a significant influence on product purchasing decisions at Bets Mart, as indicated by the calculated t value of 4.659 and a significance of 0.000. The coefficient of determination (R^2) value of 0.581 indicates that 58.1% of the variation in purchasing decisions can be

explained by consumer behavior, while the rest is influenced by other factors outside the research model.

The positive correlation between variables X (consumer behavior) and Y (purchase decisions) with an R value of 0.426 indicates that better consumer behavior, such as positive product perceptions, interest, and loyalty, increases their tendency to make purchases. This finding reinforces the notion that consumer behavior is a strategic factor that retail managers need to pay attention to.

This research aligns with a recent study by Putra & Cahyani (2022) , which found that price perception, brand image, and service quality significantly influence consumer purchasing decisions in modern retail. A similar finding was also noted by Fadillah et al. (2023) , who found that psychological factors such as perceived value and shopping experience significantly influence loyalty and repeat purchases.

Furthermore, Nugroho and Wulandari (2021) in their research on consumer behavior in the digital era stated that today's consumers tend to be more active in seeking information and comparing products before making a purchase. This finding is also evident among Bets Mart consumers, who consider quality, price, and convenience in their decision-making process.

In practice, active and informative consumer behavior like this becomes an important reference for Bets Mart management in designing more adaptive and consumer-centric marketing strategies , such as:

- Provide clear product information,
- Ensure consistent availability of goods,
- Maintain the quality of service and store atmosphere,
- Develop a customer loyalty system based on emotional needs and added value.

This finding also supports the theory of modern consumer behavior which states that purchasing decisions are not only determined by functional needs, but also by

emotional experiences and individual perceptions of products and services (Setiawan & Amelia, 2024).

However, 41.9% of purchasing decision variables remain unexplained. This highlights the importance of exploring other variables such as digital promotions, social media influence, employee interactions, store design, and the influence of consumer reviews (Wicaksono & Dewi, 2023). Further study of these variables will enhance our understanding of the complexity of purchasing decisions in a modern retail environment like Bets Mart.

CONCLUSION

Based on data analysis conducted on 100 Bets Mart consumer respondents in Doromelo Village, Manggelewa District, key findings were obtained that support the research hypothesis. Through a series of statistical tests, including validity, reliability, regression, and classical assumptions, it can be concluded that consumer behavior variables have a significant influence on purchasing decisions.

SUGGESTION

1. For Bets Mart Management

The results of the study indicate that consumer behavior significantly influences purchasing decisions. Therefore, Bets Mart management is advised to better understand the cultural, social, personal, and psychological factors of consumers. For example, providing products that are in accordance with local traditions, adjusting promotional strategies to social media trends, and presenting products with quality that can build positive consumer perceptions.

Bets Mart needs to improve its service quality and shopping experience to build customer trust and satisfaction. This way, customers will not only make repeat purchases but also recommend the brand to others.

2. For Further Research This research only focuses on consumer behavior variables,

so for further research it is recommended to add other variables such as service quality, price, or promotional strategy to get a more comprehensive picture.

In addition, the use of mixed methods (qualitative and quantitative) can help enrich the analysis, for example with in-depth interviews to understand consumer motivations in more detail.

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