

Consumer Attitude, Consumer Trust, and Price Perception on Purchase Decision

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ABSTRACT

Abstract : The purpose of this study is to determine if consumer attitudes, consumer confidence and awareness of prices influence purchasing decisions at KebabQue Sepanjang. The survey used questionnaires to collect data, and the consumer population of KebabQue MSME is not yet known. The sample is taken using the Lameshow formula and the result is 96, rounded up to 100. The method used in this study is accidental sampling. The results of this survey show that consumer attitudes have a significant impact on purchase decisions, and consumer trust has a positive and significant impact on purchasing decisions. Price awareness has a positive and important impact on purchasing decisions. Consumer attitudes, consumer confidence and price awareness also have a positive and important impact on purchasing decisions. The implications of this study are that KebabQue MSME partners will continue to provide high quality foods and meet consumer needs as much as possible so that consumers can truly trust Kebab Que MSME foods.

Introduction

Medium Enterprises (MSMEs) are one of the businesses that have an important role in the development of the country's economy. The government has made a major contribution to MSME's economy. The government has made a major contribution to MSMEs in order to survive in the global crisis. There are various fields of MSMEs in Indonesia such as fashion, culinary, agribusiness, services, education, craft. Currently, food products are often found in every Indonesia MSME, especially in Sidoarjo. One of them is the MSME KebabQue. During pandemic Covid, KebabQue remained consistent in increasing sales. Often, consumers come directly to outlets to buy even though they can make purchases by ordering online. This is because there is consumer interest in the arrangement of the KebabQue outlet and its strategic location so that it becomes a consideration for consumers in making purchasing decisions. Purchasing decisions are stages in the decision making process when consumers actually to buy.[1]

Attitude is able to influence someone in making a decision when making purchase [2] consumer attitudes are formed when there is a tendency for consumers to do something about the things they want to have. [3]. Attitude becomes a person's evaluation in response to a product or service. Attitudes have an important meaning in decision making because there is a strong tendency to predict the behavior of consumers

to do something in the future [4]. Besides consumer attitude, consumer trust is also something that influences consumers in making decision. The higher the consumer trust, the greater of consumer's decision to buy a product.[5]

Trust is an energetic and diverse idea and Trust is important to attract and retain new customers [6]. Consumer trust can also influence the decision to make a purchase, because the existence of consumer trust indicates that the selected product meets the criteria that consumers want. Trust can be built through the consumer's past experience when making decision to purchase. This consumer trust can be spearhead in increasing sales. To build consumer trust, business actors must have the right strategy in marketing their products, because marketing as a fundamental tool planned to achieve company goals. [7].

Besides consumer attitude and consumer trust, price perceptions also have an influence on purchasing decision. Price perception also influences purchasing decisions. Price perception is correlated with how consumers perceived price. Competitive prices between companies will attract consumers, certainly expect low prices with the best quality. When consumers review and prices, it will influence their thinking in making purchase decisions. [8].

This research are 1) is consumer attitudes have a positive effect on purchasing decisions?, 2) is consumer trust has a positive effect on purchase decisions?, 3) is price perception has a positive effect on purchasing decisions?, 4) do consumer attitude, consumer trust and price perceptions simultaneously have a positive effect on purchase decisions?.

Research Methods

This research was conducted on KebabQue MSMEs using quantitative methods. Because the research uses data in the form of numbers and statistical analysis with the aim of knowing the effect of consumer trust and price perceptions on purchasing decisions at KebabQue MSMEs. The variables in this research are: consumer attitude as X1, consumer confidence as X2, price perception X3, and purchase decisions (Y).

The population in this research are all KebabQue consumers whose total population members are unknown. Because the population has not been known to be physically malnourished, the sample in this research uses the formula from Lame show:

$$n = \frac{Z^2 \cdot P(1 - p)}{d^2}$$

Description

n = total sample

Z = level of confidence = 1,96

P = maximum estimation 0,5

D = sampling error (5%)

$$n = \frac{1,95^2 \cdot 0,5(1 - 0,5)}{0,1^2} = 96 \text{ Responden}$$

Data collection technique in this research is to distribute questionnaire to respondent and use a Likert scale. Data analysis techniques is multiple linear regression with formula

$$Y = a + b_1x_1 + b_2x_2$$

Result and Discussion

Multiple Regression Test

From this result of multiple linear regression test is known:

$$PD = 3,124 + 0,626CA + 0,460 CT + 0,800 PP + e$$

Table 1. Multiple Regression Test

Model	Unstandardized		Unstandardized	T	Sig.
	Coefficient		Coefficient		
	B	Std. Error	Beta		
Constant	3.124	2.701		1.156	0.250
CA	0.262	0.121	0.161	2.166	0.033
CT	0.46	0.136	0.293	3.385	0.001
PP	0.800	0.125	0.498	6.426	0.000

Dependent variable: Purchase Decision (PD)

From this equation above it can be explained as follows:

1. Variable X₁ has a positive effect on purchasing decisions with a coefficient value of 0.262. this means that the higher the effect of consumer attitude on purchase decision, the higher the purchase decision value of 0,262.
2. Variable X₂ has a positive effect on purchasing decision either a coefficient value of 0,460 on purchase decisions. This means that any increase in the consumer trust will be increase purchase decisions of 0,460.
3. Variable X₃ has a positive effect on purchasing decisions with a coefficient value of 0,800 on purchase decisions. This means that any increase in the consumer trust will be increase purchase decisions of 0,460. This means that any increase in the price perception will be increase purchase decisions of 0,460.

T-Test

T-test used to determine the extent to which the influence of independent variables individually or partially explains the dependent variable with a significant level of 5% and df = (n/k), so (100-4) = 96. Where N = number of respondent and K = number of all variables. If probability > 0.05 the H0 accepted and if probability < 0.05 the H0 is rejected.

Table 2. T Test Result

No	Variable	t-count	t-table	Sig	Sig Required	Information
1	CA	2.166	1.985	0.033	<0.05	Significant
2	CT	3.385	1.985	0.001	<0.05	Significant
3	PP	6.426	1.985	0.000	<0.05	Significant

From the above table it can be seen that all of independent variables have a positive and significant effect on purchase decision.

Coefficient correlation

Correlation coefficient analysis is used to determine the direction and strength of the relationship between two or more variables. Direction is expressed in the form of a positive and relationship, while the strength or weakness of the relationship is expressed in the magnitude of the correlation coefficient.

Table 3. Correlation Coefficient

	Consumer Attitude	Consumer Trust	Price Perception	Purchase Decision
Consumer Attitude (Correlation)		0.567	0.536	0.620
Consumer Trust (Correlation)	0.657		0.687	0.740
Price Perception (Correlation)	0.536	0.687		0.784
Purchase Decision (Correlation)	0.620	0.740	0.784	

Form the above table it can be seen that the variables of consumer attitudes and consumer trust have a moderate level of relationship with a calculates result of 0.567. consumer trust and price perception have a relationship level in the strong category with a calculated value 0.687. consumer attitudes and price perceptions have a moderate level of relationship with a calculates value of 0.536.

F-Test

Table 4. F-Test Table

No	Model	F Count	F Table	Sig	Sig. Required	Information
1	Regression	76.537	>1.985	0.000	<0.05	There is influence with the dependent variable

Based on above table, the calculates F value is 76.537 and the F table is 1.985 where the F calculated > F table, and a significant value of 0.000 < 0.005 the independent variables together have a significant effect on the dependent variable.

Coefficient Determination Test

Table 5. R² Table

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.840	0.705	0.696	2.32400

Based on above table, the variables of consumer attitudes, consumer trust and price perception on purchase decision are only 0.705 or 70.5%, while the remaining 0.295 or 29.5% is influenced by other variables not included in this study.

The Influence of Consumer Attitudes on Purchase Decision

Consumer attitudes have a significant influence. This can be proven with a calculated t value of 2,166 > t table 1.985. so it can be concluded that consumer attitude that consumer attitudes have a positive and significant effect on purchasing decisions. KebabQue provide maximum quality for satisfaction and meet consumer expectations. There is consumer knowledge about kebab food products and other factors that make

consumers interested in making a decision to buy kabab food, namely the influence or solicitation other people. Not often consumer attitudes are formed because there is a tendency to obtain information from peers who are easily influenced by their group compared to other sources. This result of this study are in line with [9]. Which states that consumer attitudes have a positive and significant effect on interest in buying, which means that any increase or decrease in consumer attitudes will affect in purchase interest.

The Influence of Consumer Trust on Purchase Decision

Partially testing the hypothesis of consumer trust in purchasing decisions at KebabQue MSME as long as it can be concluded that consumer attitude have a significant influence. This can be proven with a calculated t value of $3,385 > t$ table of 1,1985. So, it can be concluded that consumer trust has a positive and significant effect on purchasing decisions. KebabQue provide maximum quality for the sake of satisfaction and meeting consumer expectations. In general, consumer trust is the pillar of business, which builds and creating customers is one of the most important factors for success sales of a product, so that consumer trust proves that the product marketable. This result of this study are in line with [5] that is consumer trust has an impact positive effect on purchasing decisions. This means that the tendency of consumers to do purchase decision.

The Influence of Price Perception on Purchase Decision

Partial hypothesis testing of price perception variables on purchase decision at kebabQue has a significant influence. This can be proven with calculated t value of $6,426 > t$ table of 1,985. So, it can be concluded that the price perception has a significant influence on purchasing decisions. The application prices that are easily accessible to anyone, make consumers interested in making purchasing decision. Consumer perception of price can influence their decision to buy a product. For that, sellers will try to provide a good perception of the products they sell. This research is inconsistent with research conducted [10] which states that price perceptions have not influence on purchase decisions.

The Influence of Consumer Attitudes, Consumer Trust and Price Perception on Purchase Decision

Simultaneous testing of the hypothesis of consumer attitudes, consumer trust and price perception on purchase decisions on KebabQue can means that it has a significant influence. This is due to consumer knowledge, consumer satisfaction and expectations that are fulfilled and the application of prices that are classified as standard that are easily accessible to anyone who wants to buy Kebab food products at KebabQue.

Conclusion

Based on result of research consumer attitude, consumer trust and price perception on purchase decision are Consumer attitudes have a positive and significant influence on purchasing decision. Consumer Trust have a positive and significant influence on purchasing decision. Price Perception have a positive and significant influence on purchasing decision. Consumer attitudes, Consumer Trust, Price Perception have a positive and significant influence on purchasing decision. On further research needs to

be done by using other variables of independent variables such as consumer satisfaction and consumer loyalty where these variables are not examined by the author but are suspected to have an influence on purchase decisions.

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