

THE RELEVANCE OF PRICE, LIFESTYLE, AND SOCIAL MEDIA TOWARDS PURCHASE DECISIONS OF MOTATO PRODUCT

Clyde Morita Halim¹⁾, J.E. Sutanto^{*2)}

Universitas Ciputra Surabaya, INDONESIA

E-mail: cmorita@student.ciputra.ac.id¹⁾, je.sutanto@ciputra.ac.id²⁾

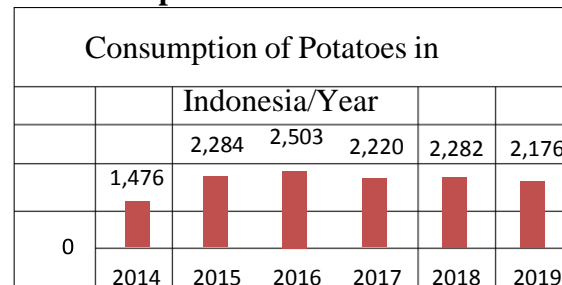
Abstract: The research entitled “The effect of price, lifestyle, and social media on purchasing decisions for Motato products” has three objectives, namely: (1) Knowing the effect of price on Motato consumer purchasing decisions, (2) Knowing the influence of lifestyle on Motato product purchasing decisions, (3) Knowing the influence of social media on the decisions to purchase Motato. Motato is a business that is engaged in food made from mashed potatoes. Sales made by Motato are online and selling at existing bazaars. This study uses quantitative methods. The population in this study are all consumers who have bought Motato products and who are followers on Motato's social media accounts. The sample in this study amounted to 140 respondents. Collecting data using a questionnaire that is distributed online. In this study, the data obtained were processed using multiple linear regression analysis using the SPSS program as a tool. The results of this study are: (1) price has a significant effect on Motato's consumer purchasing decisions. (2) lifestyle has a significant effect on purchasing decisions for Motato products. (3) Social media has a significant effect on purchasing decisions for Motato products.

Keywords: *consumer motto, lifestyle, social media, product motto*

1. Introduction

The potential of the food and beverage industry in Indonesia can become a champion, because of the large supply and users. For this reason, one of the keys to competitiveness in this sector is food innovation and security," said Minister of Industry Airlangga Hartarto (2019). One of the growing and emerging food industries is the startup business, this startup business makes a lot of new snack and beverage products because it is proven by the lifestyle of the Indonesian people who like to eat snacks in the midst of their busy activities. This is very good because eating snacks can become a trend for Indonesians and can continue to encourage the growth of snacks. With this, it can continue to increase the percentage and facilitate the snack business in Indonesia as evidenced by the continued increase in the percentage of snack consumption in Indonesia (KDB Daewoo Indonesia, 2019). In Indonesia there are so many snacks circulating in the Indonesian market. But in business terms, potato-based snacks are not liked by the people of Indonesia. The following is data on potato consumption in Indonesia.

Table 1.1 Consumption of Potatoes in Indonesia/Year



Source: National Socio-Economic Survey (SUSENAS), BPS 2020

Table 1.1 explains that potato consumption in Indonesia has decreased since 2016. With the decline in potato consumption in Indonesia, our business, which is also made from potatoes, is affected.

Motato is a business engaged in the *food and beverage* industry which was founded in January 2018. Motato was founded by 4 people, namely Daniel Hans (CEO), Clyde Morita Halim(CMO), Alvin Surianto (COO), and Anthony Tanaya (CFO). The name Motato itself is an abbreviation of mashed potato which is a description of our product, namely food made from mashed potatoes so that when people see our logo or name, they can already think of mashed potatoes. Motato is a potato-based food that is mashed and then topped with beef or chicken and asauce sprinkled on it. Our products can be purchased at a price of IDR 30,000 per serving.

With the development of the era and with the Covid-19 pandemic, it makes a new trend in society, namely a healthy lifestyle. In this case, of course, it gives us an opportunity as a Motato business owner who sells *mashed potatoes* because it has a much better nutritional content compared to white rice. However, this great opportunity that we have has actually caused a decline in our *mashed potato* sales .

Researchers as business owners of Mototo certainly want to increase sales from our business. The problems in the incompatibility of achieving the targets that we have set are price, lifestyle, and social media where these can affect sales decisions for Motato products.

Researchers have also conducted a pre-survey to 30 people in Surabaya related to food product purchasing decisions, the results showed that price (50%), lifestyle (76.6%), social media (40%), brand image (13.3%) and packaging (20%). These five things are taken into consideration in making food product purchasing decisions. Based on the research stated above, it shows that price, lifestyle, and social media certainly have an effect on consumers making purchases. Therefore, this study wanted to find out whether these 3 things affect consumer purchasing decisions so that the title of the research taken is "The Effect of Price, Lifestyle, and Social Media on the Purchase of Mototo Products".

2. Research Method

In this study , data collection will be carried out according to Malhotra (2017), the research objectives to obtain the final results of the research using quantitative research methods . So that this research was carried out by obtaining data in the form of numbers obtained through as many appropriate respondents as possible. The population in this study are consumers who have bought Motato products and who are followers on Motato's own social media.

In this study, researchers took the number of samples by means of the number of indicators they had multiplied by 5 to 10 (Hair et al., 2014:176). But the researchers used the largest number, namely 10, so the samples obtained in this study were:

$$\begin{aligned}\text{Number of Samples} &= \text{Number of Indicators} \times 10 \\ &= 14 \times 10 \\ &= 140 \text{ Respondents}\end{aligned}$$

In this study, the researcher used a purposive *sampling method*, so that the sample used had characteristics that were in accordance with this research. Then, in this study a questionnaire was used as a procedure in data collection so that the questionnaire consisted of statements related to products, prices, places, and promotions. Sampling was taken from customers who had previously purchased Motato products and who followed Motato accounts on social media. So based on the information above, the researchers took a sample of 140 respondents. In determining this sample there are the following criteria:

- a. Customers who have purchased Mototo more than twice
- b. Customers between the ages of 20 to 23 and above

In this study, after the data is collected, then statistical data processing is carried out using the SPSS program (Ho, 2014).

3. Results and Discussion

3.1. Results

The subjects in this study were followers of Instagram Motato and people who had bought Motato products aged 20-23 years and over. In this study, the independent variables are lifestyle, price, and social media, while the dependent variable is purchasing decisions.

Table 3.1 Characteristics of Respondents

Variable		Frequency	Percentage
Gender	Man	101	72.5%
	Woman	39	27.5%
Age	20 years	25	17.7%
	21 years	34	24.1%
	22 years	42	29.8%
	23 years	10	7.1%
	>23 years	30	21.3%

Source: Processed Data (2021)

It can be seen in the table of characteristics of the respondents above that there are 140 respondents and 101 men and 39 women. For age with a percentage of 17.7%, 25 respondents are 20 years old, 24.1% are 34 respondents are 21 years old, 29.8% are 42 respondents are 22 years old, 7.1% are 10 respondents are 23 years old, 21.3% are owned by 30 respondents aged over 23 years.

Table 3.2 Price Descriptive Statistical Test Results

Variable	N	Minimum	Maximum	Mean	Standard deviation
X1.1	140	3.00	5.00	4.28	0.660
X1.2	140	3.00	5.00	4.21	0.697
X1.3	140	3.00	5.00	4.22	0.660

Source: Processed Data (2021)

There are three items above. X1.1 value = 4.28 \square 4, and then to X1.2 = 4.21 \square 4, and then the last item that is X1.3 = 4.22 \square 4. This means that the average value obtained on each item variable the price has an average value of 4, so this shows that each item of the price variable on average will have respondents who say they agree.

Table 3.3 Lifestyle Descriptive Statistical Test Results

Variable	N	Minimum	Maximum	Mean	Standard deviation
X2.1	140	3.00	5.00	4.39	0.653
X2.2	140	3.00	5.00	4.28	0.660
X2.3	140	3.00	5.00	4.37	0.660

Source: Processed Data (2021)

Based on Table 4.3 above, we can see that the lifestyle variable is measured by 3 items. Value X2.1 has an average value of 4.39 \square 4, and then to X2.2 has an average value of 4.28 \square 4, then for the last item that is X2.3 has an average value of 4.37 \square 4. This means that the average value obtained on each item's lifestyle variables has an average value of which is 4, so this shows that every item if the price variable on average will have the respondents said they agree.

Table 3.4 Results of Descriptive Statistics of Social Media

Variable	N	Minimum	Maximum	Mean	Standard deviation
X3.1	140	3.00	5.00	4.30	0.631
X3.2	140	3.00	5.00	4.22	0.660
X3.3	140	3.00	5.00	4.27	0.624
X3.4	140	3.00	5.00	4.23	0.641

Source: Processed Data (2021)

We can see that the social media variable is measured by 4 items. The first is the value X3.1 = 4.30 \square 4, and the second item is X3.2 = 4.22 \square 4, and then the third item, namely X3.3 = 4.27 \square 4, and the latter is X3.4 = 4.23 \square 4. this means that the average value taken on each item above variables have an average value is 4, so this shows that every social media item if on average will have the respondents said they agree.

Table 3.5 Descriptive Statistical Results of Purchase Decisions

Variable	N	Minimum	Maximum	Mean	Standard deviation
Y1	140	2.00	5.00	3.70	0.826
Y2	140	2.00	5.00	3.72	0.831
Y3	140	2.00	5.00	3.81	0.809
Y4	140	2.00	5.00	3.90	0.838

Source: Processed Data (2021)

Based on Table 4.5 above, we can see that the purchasing decision variable is measured by 4 items. The first is the value of Y1 has an average value of $3.70 \leq 4$, and the second is Y2 has an average value of $3.72 \leq 4$, and the third is Y3 has an average value of $3.81 \leq 4$, and the latter is Y4 has an average value of $3.90 \leq 4$. This means that the average value of which was taken on any item above variables have an average value is 4, so this shows that every item purchase decision if on average there will be respondents who say they agree.

4. Discussion

4.1. Effect of Price on Purchase Decision

Based on the research above, the price has a significant influence on the purchase of Motato products, so the statement that the purchase decision is determined by the price of a product is acceptable and the answer can be found in this study.

This decision is supported by (Prilano, et al., 2020; Putranto & Qiyant, 2020; Wahyuni & Pardamean, 2016; Mokoagouw, 2016; Fitriyana et al., 2019; Pangestu, & Suryoko, 2016; Satria, 2017; Oscar & Keni, 2019; Dharma, 2019; Saraswati & Rahyuda, 2017), that price is an important variable so that consumers are willing to buy a product. With a price that is comparable to the value obtained by consumers, the price is no longer a problem to make a purchase of a product. So, according to the results of the questionnaires that have been given, researchers can conclude that Motato has provided prices that are in accordance with the benefits provided in Motato products so that consumers do not hesitate to buy Motato products. So the results obtained are that Motato has provided an appropriate price and can compete with other food products so that it can attract purchasing decisions to consumers.

4.2. Influence of Lifestyle on Purchase Decision

The research above shows that Lifestyle has an influence on Motato's purchasing decisions, so the statement that lifestyle has an influence on purchasing decisions is acceptable.

This decision is supported by (Solichah & Hadi, 2019; Fitriyana et al., 2019; Mokoagouw, 2016; Pangestu, & Suryoko, 2016; Catherine, 2016; Kaharu & Budiarti, 2016; Anas & Muharijin, 2020; Lubis et al., 2020; Virya, 2018), that Lifestyle is an important variable in consumers consuming a product, this happens because a person's lifestyle is in accordance with one's opinion, making lifestyle can influence individual behavior to individual habits so that can increase the purchasing decisions made by consumers of Motato products. The results of the questionnaire that has been conducted by researchers show that Motato products are foods that are in accordance with the lifestyle of consumers. So from these results Motato already has a product that suits the lifestyle of consumers so that it can attract purchasing decisions by Motato consumers.

4.3. Effect of Social Media on Purchase Decision

Based on the research that has been made, consumer purchases of Motato products are due to good and informative social media factors, so the second variable, namely social media, influences purchasing decisions and makes statements in the formulation of the problem acceptable and can be discussed in this study.

This decision is supported by (Putri, 2016; Jashari & Rustemi, 2017; Khatib, 2016; Sudirjo, 2021; Indriyani & Suri, 2020; Marisa & Yuniarto, 2018; Chatterjee & Kar, 2020) that social media is a very important variable in consumers making purchasing decisions, this happens because the impact of social media is very large compared to just following the

bazaar. In today's modern era, social media is used as a promotional tool for a product to consumers, buyers and sellers can also directly interact on social media so that it creates a good relationship so that customers do not hesitate to make repeat purchases. According to the results of the questionnaire obtained by the researchers that Motato already has good and informative social media so that consumers do not hesitate to buy Motato products. From these results, Motato already has good social media for all consumers so that they can attract purchasing decisions for Motato products.

4.4. Hypothesis Test

4.4.1 F Test

The F test was conducted to show that all independent variables simultaneously had a significant effect on the dependent variable or not (Ho, 2014). The significance level is determined at 0.05, which indicates that if the significance value is 0.05, then the independent variables simultaneously have a significant effect on the dependent variable. The results of the F test can be shown in Table 3.1 as follows:

Table 4.1. F Test Results

Model	df	F	Sig.
Regression	3	25.578	.000 ^b
Residual	136		
Total	139		

Source: Processed Data (2021)

Based on Table 3.1. of the F test in the table above, it shows that the significance value is 0.000. This makes the F test on the variables Price, Lifestyle, and Social Media simultaneously have a significant effect on Purchase Decisions.

4.4.2 t Test

This t test is used to show how an individual variable can significantly affect the dependent variable. The specified significance level is 0.05 so that if the significant value is 0.05, then the independent variable has a significant effect on the dependent variable. The results of the t-test can be seen in Table 3.2 below:

Table 4.2. t Test Results

Variable	Sig.	Remarks
Price	0.002	has a significant effect
Lifestyle,	0.000	has a significant effect
Social Media	0.000	has a significant effect

Source: Processed Data (2021)

Based on Table 3.2. of the t-test in the table above, the conclusions are:

1. Testing the influence of Price with Purchase Decisions produces the value of Sig. 0.002

- whose value is < 0.05 . So that the first variable has an effect on purchasing decisions.
- Testing the influence of Lifestyle on Purchase Decisions produces a Sig value. 0.000 whose value is < 0.05 . So that the second variable has a significant effect on purchasing decisions.
 - Testing the influence of Social Media on Purchase Decisions results in the value of Sig. 0.000 whose value is < 0.05 . So that this third variable has an influence on purchasing decisions.

4.4.3 Coefficient of Determination Test (R^2)

This test is used to find out how big the influence of the independent variable's contribution to the dependent variable is. The value of the coefficient of determination is zero to one, where if the value of the coefficient of determination is close to zero, it means that a model in explaining the dependent variable is weak. The following Table 3.3 is the result of the coefficient of determination test or R^2 :

Table 4.3. Results of the Coefficient of Determination Analysis (R^2)

Model	R	R Square
1	0.601 ^a	0.347

Source:Processed Data (2021)

Based on Table 3.3. of the above data processing shows that the R^2 value is 0.361, so that the contribution of the independent variables Price, Lifestyle, and Social Media partially to the dependent variable Purchasing Decision is $R = 0.361$, $R = 36.1\%$, and the rest is 63.9% caused by other factors not included in this study.

5. Conclusion

Based on the results of research that has been done, the conclusions obtained are:

- Hypothesis H1, partially the price has an influence on purchasing decisions, so the first hypothesis has a significant effect
- Hypothesis H2, partially Lifestyle has an influence on purchasing decisions, so the second hypothesis has a significant effect
- Hypothesis H3, partially Social Media has an influence on purchasing decisions, so the third hypothesis has a significant effect
- Hypothesis H4, simultaneously price, Lifestyle, Social Media have an influence on purchasing decisions, so the fourth hypothesis has a significant effect

Suggestions for further researchers, in order to be able to conduct research on snacks made from potatoes with variations in processing so that they can increase the number of consumers and become an opportunity for researchers to conduct research. In this study, researchers used price, lifestyle, and social media variables and further researchers can use other variables or add other variables that have not been studied.

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