

**CONSUMER PURCHASING BEHAVIOR IS REVIEWED FROM LIFESTYLE,
SOCIOECONOMIC ENVIRONMENT, CHARACTERISTICS
(Mcdonald's Surakarta Consumer Case Study)**

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Abstract : *Research objectives: Knowing the lifestyle, socioeconomic environment, consumer characteristics simultaneously influence the purchasing decisions at McDonald's Restaurant, Surakarta. The methode used in this research is descriptive quantitatively done to answer the research question that is analyzing the inflsuenre between variables. The population in this study was Mcdonald's buyers, the sample in this study amotunted to 100 people . technical data analysis in this study using multiple regression equation model using SPSS program version 20.00.The resjults of this study prove that the is a significant influence simultaneously between lifestyle-free variables (X1) Socioeconomic Environment (X2) and Characteristics (X3) on variables tied to buyer behavior (Y) of 6.727% while persially showed that the influence of lifestyle variables (X1), social environment (X2) and characteristics (X3) on performance bound variables (Y) is X1.*

Keywords: *environment, characteristics, consumer behavior.*

1. Introduction

Indonesia has a very rapid culinary business of business people that includes moving quickly and quickly so as to improve the performance of businesses (Djoko,2003). maintain products and services in order to be accepted and not disappoint consumers in meeting their needs. The company wants to achieve success and be able to maintain the business run in order to be able to survive for a long time.

Fahrul, (2011) in this study consumer behavior is formed from ideas, services, studies of how individual groups, and organizations choose to buy use including to satisfy needs and desires. The dynamic process intended by consumers consists of individuals and groups looking for an evaluation in buying and using satisfactory products.

(Suanto, 2018). The product chosen by the consumer is not only influenced by a person's attitude, it can also be influenced by normal subjective variables. In choosing a product one of the problems for consumer behavior in making a purchase. Partial evaluation of purchases that are in accordance with decisions and wishes. One of the computer markets conducts a survey of consumers so that it can find a difference and its impact.

Sudarwanto, (2020). in the results of this study Lifestyle that leads to consumer behavior that can form the characteristics of a group and become part of psychographic segmentation, so that the consumer's lifestyle becomes an important target and needs to be considered by the company. From that the lifestyle will become the identity of every consumer's personality. along with the development of a negra can change people's lifestyles to make the changes they want,

satisfaction, ranging from lifestyle appearance, food becomes an important choice for people who are economically challenged upwards.

Dit (hidayatulah,2019). seseorang has different lifestyles ranging from the way of activity, managing finances and time, seeking satisfaction, happiness, by changing a more modern lifestyle can give a sense of satisfaction for yourself. interests and opinions. Lifestyle can also reflect how a person gives satisfaction to himself.

Lifestyle can also not only come from yourself, influences from people around, close friends, surrounding environment, family. One of the impulses of lifestyle changes is to follow the lifestyle of others. Examples of nature making the same purchase of food, can give arguments in determining where to eat. People who cenderung have an excessive lifestyle usually prefer places to eat that look expensive, and have a good quality, good service.

Kamajaya, (2016). provide conclusions on the positive influence of the consumer's social environment. Seminary Research, (2014) with simultaneous results showed that variable eating instant or fast food. In addition to meeting the need for food, consumers choose to go to fast food restaurants to gather with their friends to do an activity to discuss something or exchange ideas, or just to gather to have a chat to enjoy their free time and it will form a social status symbol. The economic environment.

(Brahmana, 2013). price can lead to a decision terhadap purchase of the contingency that indirectly affects a large decision on a product purchase not all consumers who seek satisfaction while some consumers who are right to get a dance product is hindered by a price.

Characteristics related to social culture, personal matters, can make consumer purchases in order to make a desired decision (Hidayat, 2016).

Sofuwan, (2015). In this study, understanding the behavior of consumer characteristics influenced consumer behavior and purchasing. Quality companies are more familiar with the desires and objectives of consumers so as to make consumers feel satisfied and interested in companies that provide good service that can cause a sense of satisfaction for consumers.

2. Research Methods

This research is qualitative derivative data used, namely: with Likert Scale with the dissemination of questionnaires to consumers McDonald's Surakarta. This research is to find out how much lifestyle, socioeconomic environment, consumer characteristics of McDonald's Surakarta purchasing decisions. population of more than 100 people should be taken all. If the population of more than 100 can use the Arianto (2010:112). by using a percentage of 10-15% or 20-35% can be more, the study used a sample of 100 people diambil 35% of the infinite number.

Research instrumen tested using validity and reliability. The validity of the research instrumen was tested using the technique " product moment ". The reliability of numbers specified using the alphaCronbach formula. What bila Cronbach Alpha > 0.60 which means kuesioner called reliabel. The result of the instrument composer used is valid.

research, using normality test aims to test whether questionnaire data about the influence of store atmosphere, food value and employee welcome well to buyers, give a clean fasilitas and well-known places so as to give the desire to consumers visit McDonald's Surakarta research using kolmogorov-smirnov if the value is greater than $\alpha = 0.05$ then the data results are fairly normal.

3. Discussion Results

The Adjusted R^2 is used to measure the ability to explain variable models related to consumer behavior if the R^2 coefficient values are few so that the ability of lifestyle variables, social environments, and characteristics.

Table 1. Multiple Linear Regression Analysis

Variabel	Koefisien Registasi (B)	t	Sig
(constant)	6,727	2,760	0,007
Gaya Hidup	0,382	4,953	0,000
Lingkungan Sosial	0,184	2,058	0,042
Karakteristik Konsumen	0,154	2,581	0,011

Sumber: Data primer diolah 2020

Coefficient values in the table above can be generated equations: $Y = 6,727 + 0.382 X_1 + 0.184 X_2 + 0.154 X_3$ Explaining the result of constant above 6,727 so as to give a statement that the lifestyle variable (X_1) Social environment (X_2) and characteristics (X_3) are considered constant so that the consumer's keputusan will increase by 6, 727

$b_1 = 0.330$ lifestyle regression coefficient (X_1) is of positive value meaning that the socioeconomic environment (X_2) and consumer characteristics (X_3) are considered constant , with the increase in lifestyle that will result in purchasing decisions also increased by 0.330.

$b_2 = 0.190$ the coefficient of regression of the socioeconomic environment (X_2) is of positive value which means that if the lifestyle (X_1) and consumer characteristics (X_3) are considered constant, then with the improvement of the socioeconomic environment resulting in purchasing decisions also increased by 0.190.

$b_3 = 0.257$ coefficient of regression of consumer characteristics (X_3) of positive value which .

Table.2 Analysis of Test Results.t

Variabel	t.hitung	t.tabel	t.Sig	Keterangan
Gaya hidup	4,953	1,985	0,000	Ho ditolak
Lingkungan sosial	2,058	1,985	0,042	Ho ditolak
karakteristik	2,581	1,985	0,011	Ho ditolak

Sumber: Data primer diolah 2020

Table 2. Above explains the effect of lifestyle variables (X_1) on consumer purchasing decision variables (Y). Determining the hypothesis

$H_0 \beta = 0$, meaning there is no 1.= influence between variables (X_1) lifestyle to (Y) consumer purchasing decisions

Ha: $\beta \neq 0$, there is the influence of lifestyle variables with consumer purchasing decision variables. Specifies the level of significant ($\alpha = 0.05$) $t_{table} = ((/2, n-k) = (0.05/2; 100-4) = (0.025 ; 96) = 1.985$ 2) knowing the influence of social environment variables on purchasing decision variables Determine the hypothesis

Ho: $\beta = 0$, explaining the variable (X2) has no effect on the variable (Y)

Ha: $\beta \neq 0$, meaning there is an influence between the socioeconomic environment variable (X2) on the variable purchasing decision (Y). Determines the level of significant ($\alpha = 0.05$) $t_{table} = ((/2, n-k) = (0.05/2; 100-4) = (0.025 ; 96) = 1.985$ 3). consumer characteristics (X3) to the purchasing decision (Y) Determines the hypothesis Ho: $\beta = 0$, there is no influence between .

Discussion

1. Mcdonald's consumer lifestyle

The results of the lifestyle variable research variables obtained t calculate by 4,953 expressed with a positive sign has t so that the higher cognitive signification figure is less than 5% that is 0.000 Ho rejected H2 received, meaning there is an influence between the hiduop style (X1) and consumer purchasing decisions (Y).

Factors that affect the lifestyle of consumers are mostly caused by social factors, environmental factors that become a factor of concern for other communities. In deciding a desire and following the trend in his time. So it has its own demands in choosing a lifestyle. revealed that lifestyle affects consumer purchasing decisions (Anggraini & Sudarwanto, 2020), Thus, every consumer must have a different way of life and assessment to meet their needs and desires. Supported by the discount offered by a company for its consumers, it is felt that it can cause a positive response and make consumers affected to buy products. Efforts that have been made Mcdonald's Surakarta system, terhadap consumer purchases to improve cognitive, among others, satisfaction, quality products, fast service, a comfortable place. Things that need to be done going forward there

2.SocioEconomic Environment Against Consumer Purchasing Behavior

The purchasing behavior of cognitive variable results obtained t count of 2,058 and signified less than 5% that is 0.042. This means that if the existing socioeconomic environmental pattern is higher, then the decision to purchase Mcdonald's Surakarta consumers will increase. then H0 is rejected, H2 is accepted. This means that there is a significant influence between cognitive (X2) social environments (Y) in part. So it can be concluded that social environmental variables, have a significant effect on consumer purchasing decisions. This means that if the existing socioeconomic environmental pattern is higher, then the decision to purchase Mcdonald's Surakarta consumers will increase.

It can be explained that consumers who come according to needs and desires on the basis of encouragement in the community or in the scope of their families. On recommendation, encouragement, social condition of society causes consumers to be very enthusiastic to come to McDonald's to make a purchase in order to get a luxury or positive value in the social community. The results of this study are in accordance with the research (Kamajaya & Seminary, 2016), previously revealed that the social environment affects purchasing decisions.

The influence of a product can improve the social status of a person who is encouraged by his lifestyle, group and social there is also encouragement from friends and family. Including the role of the stick in choosing the desired product. in the community, one person feels ashamed if he/she looks less than the people around him or her surroundings.

3.Consumer Characteristics of Consumer Purchasing Decisions

T test results of consumer characteristics obtained t calculation of 2,581 expressed with positive signs. So the higher the consumer characteristics, the higher the decision on consumer purchases. if the signifinya is less than 5% which is 0.011so Ho is rejected and H3 is accepted there is an influence between characteristics (X3) on consumer buyer decisions (Y).

It can be explained that affecting someone making a purchase at Mcdonald's Surakarta, the perception of consumers with the existence of culture in the community menorong to make a purchase at McDonald's Surakarta. Not only that, social status will be attached to consumers who will increase positive values between each other or others.

From the results of this study supports previous research that uses consumer characteristics to influence the decision of a purchase. (Hidayat et al, 2016), (Sofuwan & Nurrahmi, 2015), (Sujana & Cindy 2012). The influence of others based on the nature of ability that is easy to influence can also be driven by differences in individuality towards other people's indivuan Consumers are motivated to buy feel according to their needs as well as previous experience taking a stance to visit McDonald's Surakarta.

4. Conclusion

Known F test results show that lifestyle, socioeconomic environment, and consumer characteristics T test results show there is an influence of lifestyle on consumer decisions. There is an influence of the socioeconomic environment on consumer purchasing satisfaction. There is an influence of consumer characteristics on the decision of pembeian. lifestyle, socioeconomic environment, characteristics occur comparison between variable (X) and variable (Y).

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