

**BEHIND THE CHOICES: THE INFLUENCE OF MOTIVATIONAL, SOCIAL,
AND PERSONAL FACTORS ON THE DECISION TO PURCHASE
MOTORCYCLE ACCESSORIES**

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Abstract

The goal of this study is to analyze the influence of personal, social, and motivational factors on the purchase of accessories for speed motorcycles. It was conducted through a survey that was filled out by 100 Aspeed motorcycle buyers. The hypothesis was examined using the SPSS 25 for Windows software. The results revealed that social factors and motivational factors had a significant influence on the purchase decisions of individuals when it comes to buying accessories for speed motorcycles. On the other hand, personal factors and motivation had a positive and significant influence on the decisions of the buyers. According to the R Square value of 0.677, social, motivational, and personal factors account for 67.7% of the purchase choice variables. On the other hand, other variables explain 31.3%.

Keywords: *motivational factors, personal factors, social factors, purchase decisions*

1. INTRODUCTION

When it comes to buying a product, consumers have many factors to consider. Apart from their economic situation, other factors such as the product's development are also taken into account by buyers. Companies and manufacturers must do their best to cater to the needs of their consumers (Sutianingsih et al., 2022).

Kotler (2000) noted that consumers go through various phases before they make a final decision. These include identifying problems, searching for information, assessing alternatives, post-purchase behaviour, and buying decisions. Customers are also directly involved in the process of choosing the products from the vendor. Making a purchase is a process that customers have to go through, and it involves several steps. These decisions are influenced by various psychological factors, such as motivational and social aspects.

The psychological factors that influence a consumer's decision-making process are also important for manufacturers as they play a vital role in the satisfaction of their customers. For instance, motivation can help individuals act in response to a need (Anggriani, 2017). Sumarwan (2015) motivated individuals act in response to a certain urge to do so to satisfy their needs. This is a common factor that contributes to the consumer's behaviour. It is believed that a person's motivation comes from a need that pushes them to make a purchase.

People's purchase decisions are influenced by social factors, such as their reference groups, family, and status. These can also influence one's behaviour and attitude. Reference groups are defined as individuals or groups that have a direct or indirect influence on a person's behavior or attitude.

The family is considered to be the most influential group in society when it comes to buying products and services. Also, members of various other organizations and groups are often involved in the decisions that people make. (Vu et al., 2020).

The various personal attributes of buyers, such as their age, profession, socioeconomic status, and self-concept, are some of the factors that marketers should consider when it comes to assessing their potential customers. In 2020, a study conducted by Rahmad et al. revealed that these qualities have a huge impact on how consumers behave.

A person's characteristics can influence whether or not they make a purchase. At the core, all humans are unique, complete, and possess distinct traits. Throughout their lives, people have various needs that are designed to serve their interests. A person's life is full of requirements and unique features. It demands special attention and is one-of-a-kind.

According to Kotler (2005), personal qualities have an impact on the decisions that consumers make. Age and stage of the life cycle, occupation, economic status, lifestyle, as well as personality and self-concept of the buyer are some of the criteria that are included in this category.

In order to gain the attention of consumers, businesses need to understand their wants and needs in a different way. This can be done through the development of marketing strategies that are geared toward understanding the changes happening in the market. A company marketer must also be careful about forecasting the changes that will happen in the market in order to keep up with the changes and maintain their value (Kumar et al., 2020).

Nowadays, times have changed, and the flow of globalization is increasingly advanced and developing so that it can change the order of applicable norms. Likewise, the assumption of modifying a motorcycle is seen as a negative thing. However, looking at the changes in today's times, this assumption has of course been reversed, even teenagers and adults who modify their motorcycles have been considered trends, cultures, and lifestyles, especially for those who live in big cities (Uguy et al., 2019). Information about the prohibition of modifying motorcycles for the safety of motorists has been widely circulated such as in online newspapers and social media. In fact, millions of teenagers to adults still like to modify their motorcycles.

The tendency of people who modify their motorcycles will feel less when they are influenced by the environment, such as joining a motorcycle community. According to Article 277 jo. Article 50 paragraph (1) of Law 22/2009 concerning Road Transportation Traffic explains what is not allowed to be modified such as replacing lights, radiators, horns and engine capacity. Although now there are accessories such as racing exhaust that sounds quieter, and lights that have accessories, they are still not allowed by the traffic police. Quoted from IDN Times (2020) the reasons why it is not allowed to modify vehicles include, it can interfere with the comfort of the surrounding community, cause frequent accidents, endanger other drivers, uncomfortable to drive, and easily overheat. This is associated with a decision made by consumers in purchasing an accessory product. Because it starts with a conscious need and want satisfaction. Personal factors like age, income, lifestyle, and personality affect motorcycle accessory purchases (Wahyuni & Bachri, 2020). Motorcycle gear products in Surakarta target students.

2. THEORETICAL OVERVIEW

Motivational Factors

Motivation originates from the Latin *movere*, meaning encouragement or movement. Motivation drives, distributes, and supports consumer behaviour (N. J. Setiadi, 2015). So consumers obtain what they desire most, and incentive is key. Motivation comes from within or the environment and drives one toward a goal, according to Sangadji et al. (2013). Schiffman & Leslie (2000) said customer needs motivate. Consumers feel uncomfortable between what should be and what is felt, creating the desire. These perceived necessities motivate a person to act. The indicators of motivation in this study, according to Fredereca and Chairy (2010), are the urge to own the product, the urge to use the product at all times, the drive to support appearance, the drive for trends that are happening in the social environment, the drive for the love of the product.

Social Factors

Social factors all groups that influence a person's attitude or behaviour that affects purchasing behaviour are their reference group. A person's habitual behavior might be

influenced by social influences. Karnowati & Handayani (2020) also note that social groups, family, and references influence consumer purchase decisions. Personal characteristics including age, occupation, economic situation, and lifestyle can affect shopping decisions. Boky & Massie (2015) define that social factors are a state in which the presence of others can be seen and felt, but can also be only in the form of imagination. Several groups exist such as reference groups, families, roles, and status (I. M. W. Setiadi & Warmika, 2015). Social factors are the condition of society that is influenced by the environment and the values of its members, both from the reference group, family, and roles and status (Somantri & Larasati, 2020). Indicators of social factors are reference group, family, role and status.

Personal Factors

In the Great Dictionary of the Indonesian Language, personal is defined as "human being as an individual (human self or self)". In essence, human beings are whole, distinctive, and have the nature of being an individual being. Personal characteristics that affect buyers' decisions include several indicators, including: age and life cycle stages, occupation, personality, lifestyle. Marketers must study these attentively since some directly affect consumer behaviour (Kotler & Keller, 2016). A person's habits are influenced by their environment and manifest in actions. Andira et al. (2021) Personal variables are psychological processes that determine a person's tendencies and responses to the environment. According to Abdullah and Tantri (2012), age, life cycle stage, occupation, economic condition, lifestyle, personality, and self-concept affect buyers' decisions. Personal factors include age, life stage, occupation, economy, and lifestyle.

Purchase Decision

Purchasing decisions are a decision-making stage that begins with the introduction of the problem, then evaluates it, and finally decides on the product that best suits the needs. Purchase is a behaviour carried out by a consumer to choose a desired item with various considerations. Consumer behaviour is the study of how individuals, groups, and organizations select, acquire, and apply goods, services, ideas, and experiences to suit their needs and desires (Kotler & Armstrong, 2016). Customers demand, research, analyze, buy, and evaluate before buying items and brands (Foster, 2016). Sangadji et al. (2013) say consumers use knowledge to pick between two or more behaviours. Stable product selection, buying patterns, product recommendations, and repeat purchases are purchasing indicators.

CONCEPTUAL FRAMEWORK

The conceptual framework of the research is presented in figure 1. as follows:

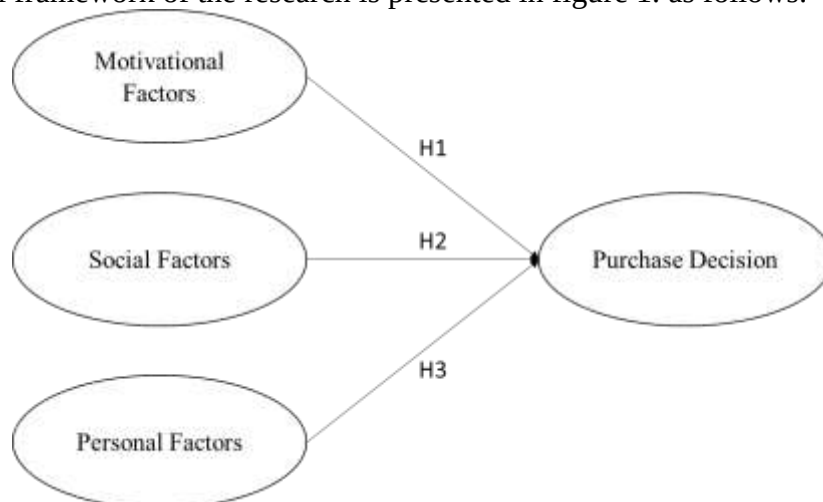


Figure 1. Conceptual Restructuring

3. RESEARCH METHODS

In this study, the author uses a quantitative research method. The population in this study is consumers who buy motorcycle accessories at Aspeed. The number of samples or respondents with an uncounted population is at least 4 or 5 times the number of indicator items to be used in Malhotra's research in Asnawi & Masyhuri (2011). So the sample used in this study is $N = 20 \times 5 = 100$ respondents. In this study, validity and reliability tests were used to test tabulation data and for analysis techniques using linear regression. In the hypothesis test using the t.

Test Research Instruments

Validity Test

Sugiyono (2017) defines validity as the degree of accuracy between the data that occurs on the object and the data acquired by the researcher. To determine item validity, we correlate the item score with the total of these items. This validity test's decision-making basis: (a). Positive findings and r results $> r$ table indicates a valid question item or indicator. (b) Negative findings and $r < r$ table indicate invalid question items or indicators.

Reliability Test

Reliability measures questionnaires, which indicate variables. Reliable questionnaires have consistent or stable responses. SPSS offers Cronbach Alpha reliability testing. Criteria for decisions: The variable is dependable if its cronbach value is > 0.60 . A variable is considered untrustworthy if its cronbach value is < 0.60 (Dewi & Rismawati, 2021).

Data Analysis Techniques

Multiple Linear Regression Analysis

Sugiyono (2017) defines multiple linear regression as a regression with one dependent variable and two or more independent variables. Formulating the multiple regression equation:

$$Y = a + b_1FM + b_2FS + b_3FP + e$$

Model Feasibility Test

Determination Coefficient Test (R^2)

The determination coefficient (R^2) test assesses the relationship between motivational, social, personal, and purchasing decision variables. Test the determination coefficient using these criteria: (1) If $R^2 = 1$ or near to 1, motivational, social, and personal aspects significantly impact buying decisions, making the strategy practicable. (2) If R^2 approaches 0, motivational, social, and personal aspects contribute less to purchase decisions, making the strategy less viable or unusable.

Hypothesis Test (t Test)

Using the value of $\alpha = 5\%$ or 0.05, the hypothesis test was utilized to determine the impact of each independent variable on the dependent variable. This criterion is accepted or rejected based on the following: (1) The hypothesis can be accepted if the significant value of the t test is less than 0.05, or if the variables of social, personal, and motivational factors significantly influence the variables of the purchase choice. (2) The hypothesis is rejected or the variables of motivational factors, social factors, and personal factors have no significant impact on the variables of the purchase choice if the significant value of the t test is less than 0.05.

4. ANALYSIS AND DISCUSSION

Validity Test

Table 1. Validity Test

Motivational Factors	Social Factors	Personal Factors	Purchase Decision
0,669	0,794	0,809	0,651
0,703	0,688	0,790	0,794
0,571	0,785	0,828	0,771
0,779	0,785	0,739	0,713
0,693	0,566	0,795	0,768

Source: Primary Data, 2024

Based on Table 1, it can be seen that all statement items that measure independent variables, namely motivational factors, social factors, personal factors and dependent variables, namely purchase decisions, are declared valid in their entirety. This happens because the entire statement produces a correlation value of the r value calculated > r table.

Reliability Test

Table 2. Reliable Test

Variabel	Cronbach Alpha	Keterangan
Motivational Factors	0,672	Reliabel
Social factors	0,681	Reliabel
Personal factors	0,720	Reliabel
Purchase decision	0,630	Reliabel

Source: Primary Data, 2024

Based on Table 2, it shows that in the results of this questionnaire can be said to be reliable because there is not a single variable that shows that it is not reliable. This can be said to get consistent data if the statement is resubmitted to other studies and gets almost the same answer.

Multiple Linear Regression Analysis

Tabel 3. Uji Regresi Linier Berganda

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-0,558	1,378		-0,405	0,687
	Motivational Factors	0,528	0,089	0,481	5,938	0,000
	Social factors	0,243	0,095	0,225	2,549	0,012
	Personal factors	0,218	0,078	0,228	2,794	0,006

Source: Primary Data, 2024

Based on the multiple linear regression test, the variables of motivational factors, social factors and personal factors affect the purchase decision. Then the following results can be produced:

$$KP = -0,558 + 0,481 FM + 0,225 FS + 0,228 FP + e$$

From the equation it is explained as follows:

1. A constant of -0.558 means that if the variables of motivational factors, social factors and personal factors are not present, then there is a purchase decision value of -0.558.

2. The regression coefficient of the motivation factor of 0.481 is positive, meaning that every time there is an increase in the motivation factor of 0.481, the purchase decision will also increase by 0.481.
3. The regression coefficient of social factors of 0.225 is positive, meaning that every time there is an increase in social factors of 0.225, the purchase decision will also increase by 0.225.
4. The regression coefficient of personal factors of 0.228 is positive, meaning that every time there is an increase in personal factors of 0.228, the purchase decision will also increase by 0.228.

Determination Coefficient Test (R^2)

Table 4. Coefficient of Determination Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,829 ^a	0,687	0,677	1,69491

Source: Primary Data, 2024

Table 4's data indicate that the decision to purchase motorcycle accessories at Aspeed is influenced by variable motivational factors, social variables, and personal factors by 67.7%, with a R square (R^2) value of 0.687. While other things have an impact on the remaining 100% - 68.7 = 31.3. The strong correlation between social, personal, and motivational aspects and the decision to purchase motorcycle accessories from Aspeed is measured by the multiple regression coefficient. The multiple regression coefficient, or (R) of 0.829, indicates that there is a strong 82.9% correlation, or relationship, between these independent factors and purchasing decisions.

Hypothesis Test (t Test)

Table 5. Test t

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-0,558	1,378		-0,405	0,687
	Motivational Factors	0,528	0,089	0,481	5,938	0,000
	Social factors	0,243	0,095	0,225	2,549	0,012
	Personal factors	0,218	0,078	0,228	2,794	0,006

Source: Primary Data, 2024

Table 5 t-test results indicate a significant effect of motivation factor on purchase decision, supporting hypothesis (H1) ($t_{count} = 5.938 > t_{table} = 1.660$, significance = $0.00 < 0.05$). According to the t_{count} value of $2.549 > 1.660$ with a significance of $0.01 < 0.05$, the social component variable significantly impacts purchasing decisions, supporting the hypothesis (H2). Personal factor variable t_{count} value ($2.794 > 1.660$) and significance value ($0.00 < 0.05$) indicate personal aspects impact buying decisions, supporting hypothesis (H3).

Discussion

Motivational Factors Have a Significant Effect on Purchase Decisions

This study aims to test and analyze the influence of motivational factor variables on purchase decisions. The results of this study show that the level of significance for the motivation factor variable (X_1) is $0.00 < 0.05$. The result of the calculation was obtained a tally of $5.938 > t_{table} 1.660$. It can be concluded that the motivation factor has a significant effect

on the decision to buy motorcycle accessories at Aspeed. The results of this study are in line with research conducted by Amin & Yanti (2021) which states that motivational factors have a significant effect on purchase decisions.

Social Factors Have a Significant Effect on Purchase Decisions

This study aims to test and analyze the influence of social factor variables on purchase decisions. The results of this study show that the level of significance for social factor variables (X2) is $0.01 < 0.05$. The result of the calculation was obtained a tally of $2.549 > t_{table} 1.660$. It can be concluded that social factors have a significant influence on the decision to buy motorcycle accessories at Aspeed. The results of this study are in line with research conducted by Hudani (2020) which states that social factors have a significant effect on purchase decisions.

Personal Factors Have a Significant Effect on Purchase Decisions

This study aims to test and analyze the influence of personal factor variables on purchase decisions. The results of this study show that the level of significance for the personal factor variable (X3) is $0.00 < 0.05$. The results of the calculation were obtained as a tcount of $2.794 > t_{table} 1.660$. It can be concluded that personal factors have a significant influence on the decision to buy motorcycle accessories at Aspeed. The results of this study are in line with research conducted by Natanael (2020) which states that personal factors have a significant effect on purchase decisions.

5. CONCLUSION

The author can make the following findings from data analysis of surveys on motivational, social, and personal variables on buying motorcycle accessories at Aspeed: Motivational, social, and personal factors positively and significantly influence Aspeed motorbike accessory purchases.

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