

# **THE INFLUENCE OF MOTIVATION ON CUSTOMER PURCHASING DECISION IN *GIFT STUDIO* WITH PERCEPTION, SUBJECTIVE NORM, AND PURCHASING INTENTION AS INTERVENING VARIABLES**

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## **ABSTRACT**

*Gift Studio engages in the creative industry. The company's main products are customized gifts and souvenirs made by customer request. Before making a purchase, customers usually have certain motivation. The motivation is then followed by purchasing intention, which ultimately leads to purchasing decision. Based on this observation, this research aims to analyze the influence of motivation on consumer purchasing decision with perception, subjective norm and purchasing intention as intervening variables.*

*The purpose of this research is to find evidence on the influence of motivation on consumer purchasing decision with perception, subjective norm and purchasing intention as intervening variables. The samples in this research consist of 186 respondents with sampling criteria of potential customers and Gift Studio customers in 2014 who have made purchases. Each respondent was asked to fill out the questionnaire once. The variables used in this research are motivation as exogenous variable, purchasing decision as endogenous variable, and perception, subjective norm, and purchasing intention as intervening variables. The data analysis method used in this study is Partial Least Square Structural Equation Modeling (PLS-SEM) analysis.*

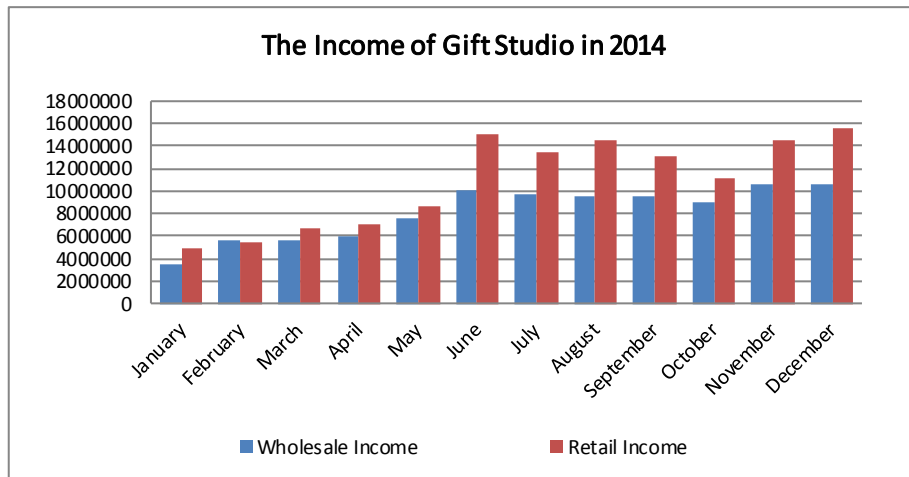
*The result of the PLS-SEM analysis suggests that motivation affects perception and subjective norm, which then affect purchasing intention. Ultimately, purchasing intention influences the purchasing decision in Gift Studio.*

**Keywords:** Motivation, Perception, Subjective Norm, Purchasing Intention, Purchasing Decision

## **INTRODUCTION**

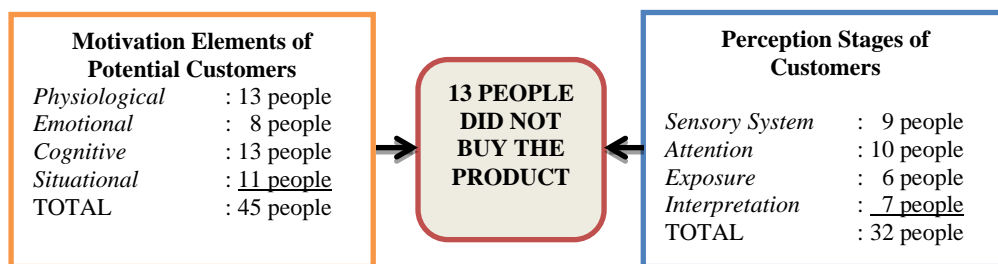
The average contribution of value-added gross domestic product (GDP) sub-sectors of the creative industry in Indonesia has a good percentage and increased from 2002 to 2014. This shows that businesses based on creative industry have opportunities and favorable market

conditions. In fact, the sub-sectors of creative industry that are ranked as the third largest percentage in contributing value-added of GDP are fashion, art and craft, and advertising. Gift Studio is a company based on creative industry and was established since 2012. Main products sold by Gift Studio are gift and souvenir products, which are assembled or customized according to customer demand. Marketing media used by Gift Studio is an online media and personal selling. Online media used include website, blogspot, instagram, and blackberry messenger; while personal selling include word of mouth, exhibition, and offering proposals or letters of cooperation.



**Figure 1. The Income of Gift Studio in 2014**  
**Source: Data were processed in 2014**

Figure 1 shows that the retail income of Gift Studio is more volatile than wholesale income. Therefore, the problem in this research is focused on retail sales, in which kind of customer retail sales in Gift Studio is the end user.



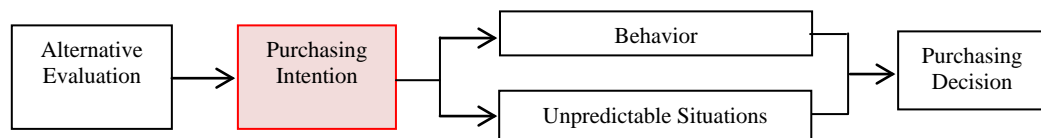
**Figure 2. Pra-Research or Pilot Test of Gift Studio**  
**Source: Data were processed in 2015**

After holding a survey of pra-research with two stage questions that are categorized in the motivation elements of potential customers and customer perception stages, it can be concluded that a person who is planning or intending to buy at Gift Studio is not necessarily decided to buy at Gift Studio. From the results shown in Figure 2, 13 people cancelled purchasing products in Gift Studio whereas previously they planned to buy at Gift Studio.

**LITERATURE REVIEW**

**Intention and Purchasing Decision**

Consumer purchasing intention is a personal thing and is associated with individuals who are interested in an object, in which the individual would have the strength or the urge to perform a series of actions in order to approach and get the object (Simamora, 2011: 232). Meanwhile, consumer purchasing decision related to consumer behavior in determining the option and purchase. Consumer buying decision process is an integrated process which is a combination of knowledge that is used to evaluate the behavior of two or more alternatives, ended by choosing one of them (Peter and Olson, 2010: 160).



**Figure 3. Stages of Consumer Purchasing Decision**  
**Source: Kotler and Keller (2012)**

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Figure 3 shows that there are some stages of purchasing intention between the alternative evaluation and purchasing decisions. Some basic concepts in the alternative evaluation phase that underlying the purchasing intention are (Kotler and Keller, 2012: 237):

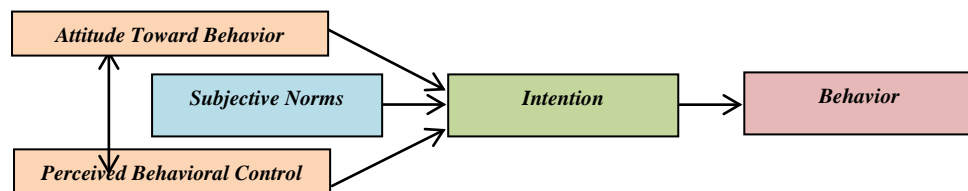
1. Consumers try to fulfill need
2. Consumers look for specific benefits of the product solution.
3. Consumers look at each product as a set of attributes with different capabilities in delivering the benefits to satisfy their needs.

Alternatives evaluation reflects the beliefs and attitudes. Confidence is the foundation of thought or encouragement of a person to achieve goal, while an attitude is evaluation, emotion, favorable or unfavorable action tendencies, and last long in a person towards a particular object or idea (Kotler and Keller, 2012: 238).

Results from a study shows that there is an influence of consumer purchasing intentions on consumer purchasing decisions (Wiyana and Japariato, 2014: 1). This suggests that if a person has the desire and confidence to buy, then it will constitute a decision to buy.

**Theory of Planned Behavior (TPB)**

Theory of Planned Behavior (TPB) is a behavior model that estimates the interest or intention of a customer to perform a behavior or action. Model Theory of Planned Behavior (TPB) is a development form of the model Theory of Reasoned Action (TRA) and the multi-attribute model of Fishbein (Sumarwan, 2011: 187).



**Figure 4. Theory of Planned Behavior**  
**Source: Sumarwan (2011)**

Figure 4 shows that the intention or interest is influenced by three main factors, which are the attitude towards behavior, subjective norms, and perceived behavioral control. The intention or interest of someone will affect a person's decision.

Perceived behavioral control is formed from the power of control factors which include experience with an object or attitude and information obtained from various sources, where someone will evaluate the advantages and disadvantages of the factors that have been experienced so that it will encourage the formation of motive or intention to meet the real needs (Sumarwan, 2011: 186).

Subjective norm is shaped by the belief that others expect so that it will affect someone's action. In forming subjective norms, beliefs about what behaviors are normative (expected others) in a person will be driven by the motivation of a person to act in accordance with the normative expectations (Anwar, 2015: 12).

A research shows that there is an influence of subjective norm on consumer purchasing intentions (Mandasari and Nurcaya, 2014: 1434). This indicates that the references from other people and willingness to follow the recommendations will affect consumer purchasing intentions.

### **Motivation**

Someone's motivation is based on the needs and desire of the person. Needs are the basic forces that motivate someone to do something, in which case it will be related to physical well-being, perspectives, and relationship with others. Desire is a requirement learned during life, such as interest in products that can increase the person's pride such as a fashion item that has a specific brand (Cannon et al, 2013: 184).

Needs will appear at certain times, caused by internal and external factors (Schiffman and Wisenblit, 2014: 99). The existence of unsatisfied need will cause a person to have the drive or arousal to meet their needs. Some impulse or arousal based on a person's needs comes from the physical, emotional, cognitive, and situation or environment surrounds.

#### **1. Physiological Arousal**

Physical arousal is an arousal in which one would seek the satisfaction of unfulfilled need, according with what is desired or required.

#### **2. Emotional Arousal**

Emotional arousal is an arousal in which a person will have certain criteria or imagination in performing an action, to eventually achieve a goal that satisfy him.

#### **3. Cognitive Arousal**

Cognitive arousal is an arousal in which someone will have a particular desire after seeing a condition or event, such as advertising or a particular campaign.

#### **4. Situational Arousal**

Situational Arousal is an arousal in which someone will have a particular desire at the time when affected by environment surrounds in a given period.

Motivation is one of the responses that emerged as a result of stimulation within oneself, wherein the stimulation derived from the object seen or felt by the person. Motivation can be one of the factors that influence the perception because perception comes from the vision and accepted objectives, as well where perception of a situation occurs (Setiadi, 2014: 95).

Results from a study stated that there is an influence of motivation on consumer perceptions (Newman and Japariato, 2014: 2). The desire or motivation to achieve the satisfaction or objectives will inevitably lead to an image or perception of a particular object in which the object is identical with the satisfaction or the expected goals.

## **Perception**

A perception is more important than the reality because perception can determine a person's behavior or actions. Perception is a process initiated by the exposure of consumers by paying attention to certain stimuli and finished with an interpretation or a particular view (Hawkins and Mothersbaugh, 2010: 278).

The existence of a stimulus will lead to the stages of perception. A perception is divided into four stages which are sensory systems, attention, exposure, and interpretation (Hawkins and Mothersbaugh, 2010: 279). Furthermore, some explanations of the stages of perception are:

1. Sensory Systems

Unique sensory qualities which will lead to a good response or sensation. Sensation is a direct response from a person's sensory organs to a stimuli.

2. Attention

Attention occurs when a stimulus activates some receptors sensory nerve sensations and results will be processed in the brain. Attention can cause a person to get more information than their sensory abilities.

3. Exposure

Exposure occurs when the stimulus comes in a variety of sensory receptors of someone. Consumers concentrate on some specific stimulus that sometimes are not aware of others, and even ignore some messages.

4. Interpretation

Interpretation is a meaning or responses given by someone of what is acceptable. Interpretation from one person to another will be different, depending on what they need.

A study shows that there is a perception influencement of the consumer purchasing intentions (Newman and Japarianto, 2014: 2). A consumer will have the object or perception about a particular product or brand before the consumer has the desire to buy.

## **Hypothesis**

1.  $H_1$  = Motivation of customers (MK) has influence on customer perceptions (PK) in the online store of Gift Studio.
2.  $H_2$  = Motivation of customers (MK) has influence on the subjective norm (NS) in the online store of Gift Studio.
3.  $H_3$  = Perception of customers (SR) has influence on customer purchasing intentions (NPK) in the online store of Gift Studio.
4.  $H_4$  = Subjective norm (NS) has influence on customer purchasing intentions (NPK) in the online store of Gift Studio.
5.  $H_5$  = Intention customer purchases (NPK) has influence on customer purchasing decisions (KPK) in the online store of Gift Studio.

## **RESEARCH METHODS**

Research to be conducted is a quantitative research. Quantitative research is a research approach that is objective, covering the collection and analysis of quantitative data, and using statistical testing methods (Silalahi, 2012: 76). The method used is the method of partial least square structural equation modeling (PLS-SEM).

The population used in this study are prospective customers and customers of retail products Gift Studio from January to December 2014. Total population used in this study are 395 people, consist of 25 people who buy in bulk and 370 people who buy in retail. The sampling technique used in this research is purposive sampling (non-probability sampling), which are the technique of determining the number of samples based on the intention and particular purpose (Sugiyono,

2013: 156). Furthermore, the sample used in this study amounted to 370 potential customers and consumers who choose Gift Studio as one of the reference places to buy gifts and will do purchasement of retail products through online media. The calculation of respondents' number based on the total sample using Isaac and Michael formula and the results of the number of respondents used in this study are 186 respondents.

This study consists of five research variables, namely consumer motivation variable (MK) as an exogenous variable; consumer perceptions (PK), subjective norms (NS), and consumer purchasing intention (NPK) as an endogenous variable intervening; and consumer purchasing decisions (KPK) as an endogenous variable dependent.

### **Data Analysis Techniques**

Data analysis techniques used in this study consist of two types of analysis, which are:

1. Statistical Analysis

Data analysis method used in this research is the method of Partial Least Square Structural Equation Modeling (PLS-SEM). PLS-SEM model usually consists of two sub-models: a structural model or inner model and measurement model or outer model.

2. Management Analysis

Management analysis in this study uses the formula of 'The Just Noticeable Difference Threshold '(JND). Weber's Law states that the greater the intensity of the initial stimulus, the greater the amount of change in the stimulus needed so that the difference of the second stimulus with the initial stimulus can be felt. One of the examples of the application of Weber's Law is the determination of the price change between the two products or cash discount, where the changes can be perceived by a consumer (Solomon et al, 2014: 47).

### **RESULT**

The result of research is divided into two parts, which are the results of statistical analysis and management.

#### **Results of Statistical Analysis**

**Table 1. Path Coefficients (Mean, STDEV, T-Values)**

	<b>Original Sample (O)</b>	<b>Sample Mean (M)</b>	<b>Standard Deviation (STDEV)</b>	<b>Standard Error (STERR)</b>	<b>T Statistics ( O/STERR )</b>
<b>MK -&gt; PK</b>	0.915717	0.915138	0.013110	0.013110	69.851330
<b>MK -&gt; NS</b>	0.791244	0.795103	0.027805	0.027805	28.457352
<b>PK -&gt; NPK</b>	0.586796	0.580255	0.091196	0.091196	6.434486
<b>NS -&gt; NPK</b>	0.234747	0.244295	0.099353	0.099353	2.362748
<b>NPK -&gt; KPK</b>	0.725261	0.729058	0.035276	0.035276	20.559562

**Source:** The study results were processed in 2015

Based on the results shown in Table 1, each value of the hypothesis on t-statistic has a greater value than 1.96. Therefore, it can be concluded that:

1. Motivation of customers (MK) influence customer perceptions (PK)
2. Motivation of customers (MK) influence the subjective norm (NS)
3. Perception of customers (SR) influence customer purchasing intentions (NPK)
4. Subjective norm (NS) influence customer purchasing intentions (NPK)
5. Customer purchasing intentions (NPK) influence customer purchasing decisions (KPK)

## Management Analysis Results

**Table 2. Just Noticeable Difference (JND)**

Indicators	$\Delta I$ of Variables				
	MK	PK	NS	NPK	KPK
1	1,8817	1,8656	2,0430	1,8548	1,8710
2	2,1129	2,0806	2,0591	2,0376	2,0860
3	2,0968	2,0645	2,0806	2,1559	2,0538
4	1,9086	1,9194	-	-	1,9570
5	-	2,0968	-	-	-

**Source:** The study results were processed in 2015

$\Delta I$  value of variable MK, PK, NS, NPK, and KPK in Table 2 has a greater value than 0. Thus, respondents' answer for each existing indicator statement are qualified or indicators that are used in the research instrument are adequate to use.

## CONCLUSION

Based on the results of data analysis and discussion in this study, hence can be concluded as:

1. Motivation of customers (MK) has influence on customer perceptions (PK) in the online store of Gift Studio.
2. Motivation of customers (MK) has influence on the subjective norm (NS) in the online store of Gift Studio.
3. Perception of customers (SR) has influence on customer purchasing intentions (NPK) in the online store of Gift Studio.
4. Subjective norm (NS) has influence on customer purchasing intentions (NPK) in the online store of Gift Studio.
5. Intention customer purchases (NPK) has influence on customer purchasing decisions (KPK) in the online store of Gift Studio.

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