

THE EFFECT OF PERSONAL FACTOR AND PSYCHOLOGICAL FACTOR ON PURCHASE DECISION OF HOME SECURITY SYSTEM

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ABSTRACT

This study aims to determine the effect of personal factor (X_1) and Psychological factor (X_2) on purchase decision of home security system. The research approach is quantitative. Sampling technique used is non-probability sampling with accidental sampling. The number of sample of this study is 72 respondents. The collection methods in this study were using questionnaires measured by Likert scale and collected data were analyzed using multiple linear regression. Based on the result of analysis, it has been made known that personal factor has no influence on purchase decision of home security system, meanwhile psychological factor has significant influence on purchase decision of home security system

Keywords: Personal Factor, Psychological Factor, Purchase Decision, home security system

INTRODUCTION

Home security and smart home market are a market that drove quite rapidly in the world. This is supported by the new technology of Internet of Things (IOT) and smart phone technology that allows the two devices are connected and communicate each other through the internet network. International Data Corporation (www.idc.com) predicts that spending on IOT needs by 2020 will be \$ 1.7 billion. An American company named Xfinite surveyed the American market and found that 63% of Americans choose smart home systems because it requires one of the functions of smart home that is a security system function.

The fundamental needs of every human being consist of biological needs such as eating, drinking and sleeping, and social needs such as social status, social role, self-actualization and security. Currently it can be said that the sense of security is one of the basic human needs in carrying out daily activities. According to Abraham Maslow (1987) in Kotler and Keller (2009: 179) on the theory of human needs hierarchy, security is at the second level below basic human needs such as clothing, food and housing. This shows that safety is the most important human need. The creation and fulfillment of a sense of security in the community will build a conducive atmosphere for the community to conduct all activities including economic activities, thus this sense of security will support the achievement of development. Along with the development of the times and increasing the number of residents the crime rate is also increasing. Data from the Indonesia Central Bureau of Statistics (2016) shows that during the period of 2013 the total number of crimes in Indonesia was 342,082 cases, the number increased in 2014 to 352,317 cases and in 2015 rose to 352,936

With reference to the increasing security trend in Indonesia, the business opportunity in the field of home security system is very promising. In order for businesses in the area of home security system is growing and successful, it is necessary to know the factors that affect consumers in buying home security systems. However, there is a phenomenon in which crime rates are higher but the use of home security systems is still relatively small. It is shown that the use of home security system by PT.X employees in Surabaya is about 7.2% only, whereas financially PT.X employees can afford to buy home security system and education level of PT.X employees in average are high and understand the

usefulness of home security system. In order to analyze what factor causing this phenomenon, the objectives of this study are:

1. To analyze the effect of Personal factor on purchase decision of home security system
2. To analyze the effect of Psychological factor on purchase decision of home security system
3. To analyze the effect of Personal factor and Psychological factor all together on purchase decision of home security system

LITERATURE REVIEW

The previous marketing strategy research used in this study was taken from an international journal entitled *Security in The Smart Home Era*. This study was conducted in the United States with 1300 respondents and conducted in March 2016. The purpose of this study is to understand the perception of smart home and home security technology in the era where homes are connected to the internet. From the results of the study found that 63% the motivation that affects them to buy smart home appliances is due to the feature of home security system inside the smart home equipment, the selection of this function is based on the need to protect their beloved family. The study also showed that the demographic and life cycle factors had an effect on purchasing decisions, 64% of consumers over the age of 65 years said they would buy a home security system in the hope that home security systems could protect themselves from crime action. This study also points out that the motivation to purchase a home security system is influenced by personal factors such as the purchase of a new home, the birth of a child, psychological factors such as fear after the occurrence of theft in the neighborhood.

Subsequent research used on this research is taken from a study conducted by a company called Control Network, it has a title *State of Smart Home Report*. The research was conducted in 2015 through a survey of 1600 consumers (1000 from America and 600 from Canada). The purpose of this study is to analyze the factors that influencing and preventing the consumers in purchasing smart home devices. This study shown that 72% of consumers want a function in smart homes to automate home temperatures, 71% expect to lock home remotely, 68% expect to have a tool that can control all household appliances, 65% of consumers wants to be able to record home activities with the camera and 65% want an outside light that can light up automatically. The study also revealed that demographic factors such as the location where the consumer lives affect the desire to buy a smart home device.

Previous research also used is a national research journal entitled *The Effect of Lifestyle on The Adoption of High Technology Products of Consumers in Indonesia* (Simanjuntak, 2010). This study is based on the theoretical framework of Technology Adoption Model (TAM). The researcher states that there are many factors that promote the adoption and diffusion of a product, for example: (1) Demographics, socioeconomic and personal characteristics of consumers, (2) the intrinsic characteristics of a product, (3) the characteristics of the population in a country, (4) perceptions of the risks of using innovation products, (5) consumer lifestyles. The study was conducted on young adult consumers and young adult groups in Indonesia with initial assumption that this segment is the most potential buyer of high-tech products. The research found that in Indonesia the adoption of a high-tech product is influenced by perceived, that means someone will adopt and use the product if it is felt the product will be useful for him. This study also found that there is no direct relationship between intention to adopt with lifestyle that represented by fashion consciousness and leisure time.

Consumer Behavior

Consumer behavior is an analysis of how an individual, a group, and an organization choose, buy, use and dispose of a product, service, idea or experience to satisfy their wants and needs (Kotler, 2012 : 142). Consumer behavior reflects totally a consumer's decision on goods and services that pay attention to how to acquire, use, and dispose of it (Hoyer and MacInnis 2008: 3). According to Engel, et al. (2006 in Tatik Suryani, 2013: 5), in order to properly understand consumer behavior, marketers need to pay attention to the direct actions taken by consumers in obtaining, consuming and consuming goods and services, including decision processes that precede and follow those actions. To understand the needs of consumers is not an easy thing, this is because consumers have differences in terms of age, salary / income, level of education and taste. In addition, consumers often do not know exactly what factors make them buy a product, it could be purchased because of information obtained from the environment,

due to repeated advertising influence that affects the subconscious or influence the reputation of the company to be purchased products. For marketers, it is like a black box where a given stimulus will be responded differently by each consumer. Therefore, in order the product can be marketed effectively to the target consumers, marketers must know how this black box is working and how it responds to the marketing stimulus. Kotler (2012) says that the marketing stimulus includes 4P: Product (product), price (place), and Promotion (promotion). In addition, there are other factors that also influence the environment, economy, technology, politics and culture. Kotler and Armstrong (2012: 129) put forward a model of consumer behavior as shown in Figure 1. Kotler and Armstrong (2012: 135) suggests that consumer buying behavior models are influenced by cultural, social and personal factors and psychology as shown if Figure 2.

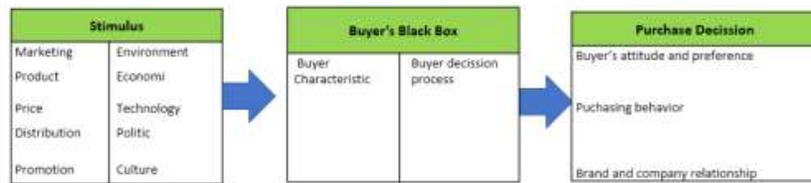


Figure 1. Models of Consumer Behavior According to Kotler and Armstrong (2012)

Source: Tatik Suryani (2013:11)

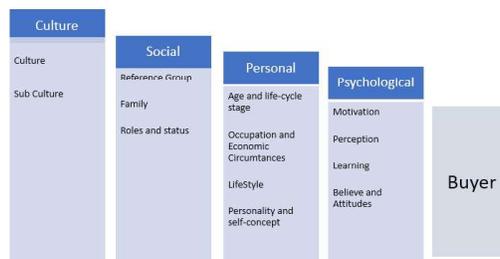


Figure 2.2. Factors Affecting Consumer Behavior

Source: Kotler and Armstrong (2012)

Cultural Factor

According to Hawkin in Suryani (2012: 214), Culture covers the entire knowledge, beliefs, art, laws, morals, customs and other capabilities and complex habits, and is controlled by the individual as a society. Meanwhile, according to Kotler and Keller (2012: 151), culture is the most fundamental factor in determining one's desire and behavior. Schiffman & Kanuk (2004: 408) states that to study a culture must also be studied in detail the character of a society, including several factors such as language, knowledge, law, religion, food, music, art, technology, work patterns, products and other facts of community.

Understanding the culture by marketers is very important because in reality it shows that companies can fail to market their products because of cultural differences between one place and another that is not considered by the company. A successful restaurant in an area where the inhabitants love sweetness will not succeed when setting up a branch in an area where people tend to like the taste of spicy and salty. Therefore, the company must know the local culture of taste and adjust to the condition.

Culture in society is not static, but evolved through a long and complex process along with the development of the era. Cultural development there are 2 types of enculturation and acculturation. Enculturation is a continuous process of strengthening the existing culture so that it becomes stronger, this way of strengthening the culture is done with home education through familiarization by the family, conducted in schools with cultural and artistic subjects, and through direct coaching by the government to defend and strengthening existing cultures. The interaction of the society with the outside culture due to globalization, the rapid flow of information through communication technology and the ease of interaction between humans causes a new culture that occurs in society, this is called acculturation.

Social Factor

Schiffman & Kanuk (2004: 372) defines that social class is the division of society into different class hierarchies in which each member of the class has a different status similar to that of the other classes. While Peter & Olson (2010: 326) suggests that what is meant by social class is a national status hierarchy in which a society or an individual group is distinguished by honor and prestige. From those definitions it can be concluded that the social class is the division of community members into a group in which each member of the group has equations of status level, respect within the individual, and prestige.

In the classification of social classes can be seen from several parameters of individuals within the class, the parameters include the level of education, type of work included with income as an indicator of individual success in the work. In addition, social classes can also be seen through the ability to socialize, the status of aspirations, the participation of individuals in society, family history, cultural level, habits in filling the holiday, physical appearance, and acceptance of the individual at a certain level of community class. Various research shows the importance for marketers to understand the influence of social class on consumer behavior in purchasing and in consumption of a product. This social class has an influence in the buying behavior of clothing products, fashion, tourism object selection, media consumption and behavior in saving and credit (Suryani, 2012: 205)

Personal Factor

Personal factors are defined as the psychological characteristics of a person different from others that lead to a relatively consistent and lasting response to the environment.

Buying decisions are also influenced by personal characteristics, namely:

1. Age and stage of life cycle - a person will need a different kind of product depending on the person's position in the life cycle,
2. Employment and economic situation – a different type of work will generate a different income for someone, and this will also affect the economic situation of a person who also impacts on the ability to save, buy assets, debt and purchasing power.
3. Lifestyle -a lifestyle shows how a person allocates his income, chooses products or services and other options when choosing alternatives in one category of existing product types
4. Personality and self-concept - personality is defined as a unique psychological characteristic that distinguishes a person from a group (Kotler and Armstrong, 2012: 147)

Psychological factor

Stimulus from the environment and marketing stimulus will enter and influence consumer awareness, this stimulus will then be processed by the consumer by combining the psychological factors and characteristics of the consumer itself, the result of this process is the process to determine the decision and decision to purchase (Kotler and Keller, 2012: 160). There are four elements of process psychology, namely motivation, perception, learning, beliefs and attitudes.

Humans have many desires to be fulfilled at the same time. Some needs come from biological needs such as hunger, thirst, or discomfort in the body. The origin of other needs is a psychological factor in which humans have the need to be respected, the need to be acknowledged, and the need to have. If it has reached a certain level of intensity, a need will be a motivation to meet those needs.

Abraham Maslow explains that humans need specific needs at different times depending on the hierarchy of their needs at the time. There are 5 needs in humans from the most crucial right namely: (1) physiological needs, (2) the need for a sense of security, (3) Social needs, (4) The need for a sense of appreciation, (5) The needs self-actualization. Human needs must be met from the previous needs first before meeting the next requirement

A motivation will move people to perform an action. Nevertheless, this action is influenced by the perception concerned about a situation it faces. Humans have 5 senses of sight, hearing, smell, sense of touch and sense of taste. Any information given by each sense will be responded to or interpreted differently from one human to another. Perception is a process in which a person will choose, organize and interpret the information it receives from the five senses.

Learning theory says that almost all human behavior is learning (Kotler and Armstrong, 2012: 149). Learning is done through the influence of encouragement, stimulation, cues, responses and coercion.

When a consumer buys a certain product with a certain brand and is satisfied with the quality and performance of the product, then in the future potentially he/she will choose another product of the same brand.

Attitude is defined as a relatively consistent attitude of a person in evaluating, feeling and having a tendency towards an object or an idea. This attitude will result in the likes and dislikes of an object or idea. Attitudes tend to be difficult to change, changing attitudes will require quite difficult changes in other areas, for example changing attitudes toward healthier products will require considerable effort as the healthier product is usually perceived as uncomfortable.

HYPOTHESIS:

H1: Personal factors affect the decision to purchase a home security system.

H2: Psychological factors affect the decision to purchase a home security system.

H3: Personal factors and Psychological factors simultaneously affect the decision to purchase a home security system.

RESEACRH METHODS

The type of research to be used in this thesis is the quantitative descriptive approach. According to Zikmund and Babin (2010: 51), descriptive research is explaining the characteristics of an object, group, organization or environment.

The sample in this study is determined by a technique called Accidental Sampling. Accidental Sampling is a technique of determining samples by chance (Martono, 2011: 79), i.e. anyone who by chance met with the researcher can be used as a sample when in view of the person is suitable as a source of data.

In this study the number of employee population in PT.X is 250 people. Based on the calculation of Slovin formula is then obtained the number of samples is 71.42 and rounded up to 72 respondents.

Data collection method used in this research was using questionnaire. Questionnaire is a technique of data collection conducted by giving questions or questions written on the respondent (Sugiyono, 2014: 142). According to Sugiyono (2014: 93), the questionnaire can be done by using Likert scale, Likert scale is the scale used to measure attitudes, opinions and perceptions of a person or a group of people to the variable asked.

The method employed in the study was Double Linear Regression with several tests:

1. Validity test in order to find out and measure the validity of a questionnaire. Item is considered valid if the calculation of Corrected Item-Total Correlation < 0.361 (this number taken from r table with sample=30)
2. Reliability test in order to find out whether or not the indicator questions are reliable. The formula used for the test is Alpha Cronbach. A variable is considered reliable if the value of alpha Cronbach > 0.6 and Cronbach's Alpha if Item Deleted is smaller than the Alpha Cronbach value obtained.
3. Classical assumption test was held in order to find out that double linear regression is capable to become a well-measured tool.
4. Hypothesis test consists of:
 - (a) F test in order to determine whether the free variable gives a significant impact towards the fixed variable simultaneously.
 - (b) T statistic test in order to determine the impact of an individual independent variable in order to explain the varied dependent variable. T test was done by distributing the value of t significance with the significance level of 0.05.
 - (c) The determination coefficient (denoted R^2) was used in order to measure the ability of the model in explaining every bound variable. (Ghozali; 2009).
5. Double linear regression analysis was used in order to test the relation between more than one independent variable (Martono; 2011) with the purpose of examining the subordination of dependent variable with at least two independent variables in order to estimate or predict the average of the population or the values of dependent variable based on the recognized independent variables. Double linear regression analysis was taken in order to find out both simultaneously and partially the impact of the material of the personal factor (X_1), psychological factor (X_2) towards the purchase decision (Y) of the customers of home security system.

RESULT AND DISCUSSION

Respondent Characteristic

Table 1. Respondent Characteristic

Attribute	Category	Frequenc	Percentag
Gender	Man	50	69.44%
	Woman	22	30.56%
Education	SMA	3	4.17%
	D3	11	15.28%
	S1	55	76.39%
	S2	3	4.17%
Age	15-24	2	2.78%
	25-34	26	36.11%
	35-44	28	38.89%
	>45	16	22.22%
Marriage Status	Not married	14	19.44%
	Married	31	43.06%
	Married without any children	15	20.83%
	Married and have children < 6 year	8	11.11%
	Divorce	4	5.56%
Monthly Income	< 5 Juta	3	4.17%
	5,1-10 Juta	10	13.89%
	10,1-15 Juta	14	19.44%
	> 15 Juta	45	62.50%
Residence / Home ownership	Boarding house	8	11.11%
	Apartment	0	0.00%
	Rent house	1	1.39%
	Own house	63	87.50%
Vehicle	Do not have	3	4.17%
	Motorcycle	8	11.11%
	Car	31	43.06%
	Car and Motorcycle	30	41.67%

The expected characteristic of a home security system consumer are the people with a high level of education, have a home and vehicle in the house which become the object to be protected by the home security system. Respondent characteristic table 1 shown that the education level of respondents is 95.83% above senior high school. This is shows that the level of education of respondents is high enough and expected to be open to a new thing especially concerning technology products.

According to Kotler and Armstrong (2012), one of the factors that effecting behavioral models is personal factor such as the age and the life cycle stage. In terms of age, 97.22% of respondents age are more than 25 years. In term of the stage Lifecyle 75% of respondents already married. Previous research mentioned that one factor that make consumer buy a home security system is the need for protection of his family. Looking at the age and Lifecyle, it can be concluded that the characteristics of respondents in this study is compatible with the characteristics expected in the research.

In terms of home ownership, 87.5% of respondents in this study have their own homes and only 12.5% reside in rental and boarding houses. The target of home security system surveys are for respondents who already have their own home because home ownership will be one of the factors that influence consumers buying home security systems.

In terms of income, 81.94% of respondents in the survey have income more than 10.1 million rupiah. In addition, 43.06% of respondents have their own a car vehicle and 41.67% own a car and motor vehicle, it shown that from financial point of view, respondents are capable enough to buy home security system and it can be assumed that price is not a factor that significantly influence in purchasing decision. Hence the price factor is not considered as variables research.

Validity and Reliability Test

Table 2. Result of Validity Test

Variable	Item	Corrected Item-Total Correlation	Explanation
X ₁	Personal Factor		
	X1.1	0.424	Valid
	X1.2	0.416	Valid
	X1.3	0.450	Valid
	X1.5	0.393	Valid
X ₂	Psychological Factor		
	X2.1	0.621	Valid
	X2.2	0.505	Valid
	X2.4	0.634	Valid
	X2.5	0.689	Valid
Y	Purchase Decision		
	Y.1	0.471	Valid
	Y.2	0.453	Valid
	Y.3	0.555	Valid
	Y.4	0.491	Valid

Table 2 shows that the result of corrected Item total correlation for each item is < 0.361 that mean all variable used on this research are valid.

Table 3. Result of Reliability Test

Variable	Indicator	Alpha Cronbach's	Cronbach's Alpha if Item Deleted	Explanation
X ₁	X1.1	0.636	0.563	Reliable
	X1.2		0.568	Reliable
	X1.3		0.545	Reliable
	X1.5		0.587	Reliable
X ₂	X2.1	0.799	0.743	Reliable
	X2.2		0.796	Reliable
	X2.4		0.737	Reliable
	X2.5		0.710	Reliable
Y	Y.1	0.697	0.647	Reliable
	Y.2		0.662	Reliable
	Y.3		0.595	Reliable
	Y.4		0.628	Reliable

Table 3 shows that alpha Cronbach of each variable is >0.6 and Cronbach's Alpha if Item Deleted in each item in respective variables are less than its Cronbach alpha obtained from calculation, this means that all variables are reliable.

Classical Assumption Test

Table 4. Result of Multicollinearity Test

Variable	Tolerance Value	VIF Value
Personal Factor (X ₁)	0.748	1.337
Psychological Factor (X ₂)	0.748	1.337

Multicollinearity test aimed to test whether there is a relationship between independent variables. The test used Variance Inflation Factor (VIF), and the result of calculation considered has not relationship if the tolerance value > 0.1 and VIF value is < 10.

Table 4 shows that in this research, there is no multicollinearity happened between X₁ and X₂ as the tolerance value is 0.748 and the VIF value is 1.337 in each variable.

Table 5. Result of Normality Test

	Kolmogorov-Smirnov	Asymp. Sig. (2-tailed)
Unstandardized Residual	0.072	0.200

Normality test is used to find out whether or not the regression model has normal distribution. The test used *Kolmogorov-Smirnov*, the regression consider has normal distribution if the value of Kolmogorov-Smirnov > 0.05. Table 5 shows that the result of normality test in this research is 0.072 which mean that the regression model has normal distribution.

Table 6. Result Heteroscedasticity Test

Variable	Sig. Value
Personal factor (X ₁)	0.465
Psychological factor (X ₂)	0.458

Heteroscedasticity test is performed to indicate that the presence or absence of residual variants was different from that of another observation, the method used is Glejser test. The regression model can be considered has no heteroscedasticity if the significant value is > 0.05. Table 6 shows that the regression model in this research has not heteroscedasticity as the result for X₁ is 0.465 and for X₂ is 0.458

Table 7. Result Autocorrelation Test

R	R-Square	Nilai Durbin-Watson
0.711	0.491	1.713

Autocorrelation test aimed to determine whether multiple linear regression model had correlation between residual observations. This test used Durbin Watson test and the auto correlation did not happen if criteria of $dU < d < 4-dU$ is met. From Durbin Watson table for 72 sample with 2 variables and significant level 0.05 can be obtained that $dU=1.672$ and $4-du$ is 2.328. Table 7 shows that the d value is 1.713 and its met the criteria. Means the regression model has no autocorrelation.

Table 8. Result Linearity Test

Variable	Sig.Linearity	Sig.deviation	Comments
Personal factor (X ₁)	0.001	0.370	Linier
Psychological factor (X ₂)	0.000	0.107	Linier

Linearity test is used to state that the relationship between one dependent variable and the independent variable is linear. The regression model can be considered linear if the value of Sig.Linearity is <0.05 and the value of Sig.Deviation >0.05. Table 8 shows that regression model used in this research is linear.

F Test

F test is used to test the effect of independent variables on the dependent variable simultaneously. The decision of analysis base on Sig value. If Sig value < 0.05 mean that all independent variables have simultaneous effect on dependent variable. Table 9 shows that in this research, independent variables have simultaneous effect on dependent variable as the sig value is 0.000

Table 9. Result F Test

Model	F	Sig	Comment
Regression	35.270	0.000	Significant

t Test

T-test is performed in order to determine the impact of an individual independent variable in order to explain the varied dependent variable. The independent variable consider has significant impact if sig < 0.05

Table 10. Result of t Test

Hypothesis	Coef. Beta	Sig	Comment
Personal factor on Purchase decision	0.17	0.853	Not Significant

Psychological factor on Purchase decision	0.741	0.000	Significant
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Table 10 shows that personal factor has sig=0.853 and it is considered has individually no significant impact on purchasing decision. In the other hand, psychological factor has sig=0.000 and it considered has significant impact on purchasing decision of home security system.

Correlation Coefficient Test (R) and Determination (R2)

Table 11. Result of t Test

Model	R	R Square	Adjusted R Square
1	0.711	0.506	0.491

Table 11 shows that the impact of personal factor and psychological factor is 50.6 % toward purchase decision of home security system where 49.4% is impacted by other factor that are not considered in this research.

Multiple Linear Regression Analysis

Table 12. Multiple Linear Regression Analysis

Model		Unstandardized Coefficients		Std. Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.291	0.290		4.449	0.000
	PRI_RAT	0.017	0.091	0.018	0.186	0.853
	PSI_RATA	0.741	0.103	0.702	7.169	0.000

a. Dependent Variable: KP_RATA

Based on the data ($Y = 1.291 + 0.17 X_1 + 0.741 X_2 + e$) it is concluded that the regression coefficient value of personal factor is equal to 0.17 is positive value with significant factor 0.853. The greater personal factor the greater purchase decision. However, since the significant value is > 0.05 it can be said that personal factor has no significant effect toward purchasing decision of home security system. Later, the coefficient of psychological factor is 0.741 which has positive value with sig 0.000. Hence it can be said that psychological factor has effect on purchasing decision home security system. The bigger psychological factor values the bigger value of purchasing decision.

Personal Factor Influence on Purchase Decision

The result of research also shown that 69.4 % respondents have a high leisure orientation. Dollinger, Leong and Ulicni (1996) suggest that people who have high on orientation in the leisure element have tendency to try something new. The average value of this indicator is 3.68 %, it shows that respondents have tendency to accept new things. The result also shows that 59.8% of respondents are more conservative in choosing products. The data indicates that 72.2% of respondents are not easy to receive information even though if the information is provided by public figures or celebrities, they need more information to consider in make purchase decision. The result conclude that personal factors have no significant effect in purchasing decision of home security system. This is in line with Simanjuntak research with consumers who are performed in Indonesia and have different result to the research that was conducted in America.

Psychological Factor Influence on Purchase Decision

The research result found out that in terms of motivation to trying something new, 44,4% of respondents do not agree that the motivation on purchasing home security system due to try a new product. 56.9% of respondents disagree that the motivation to purchase due to following the trend to try and applying new technology, it is aligning with the age of respondents which 97.22% of respondents are over 25 years and not consider as millennial age. Hasanudin (2017) argues that the millennial generation is a generation familiar with communications, media and technology are the generations born around the 2000s, while generations before that are not too familiar with the usage of technology.

In terms of the be seen more modern look, the data shown that 68% of respondents see that having a home security system is not due to the desire to be modern look but rather to see the benefits provided by use of home security systems. The data also indicated that 88.8% of respondents agree that home security systems useful to protect the home from theft attempts.

The research concluded that the psychological factors significantly affect the purchase decision of home security systems.

Managerial Implications

There is proposal for the Home Security Company to consider some improvement in the following factor:

Table 13. Managerial Implication

Before Research	After Research
The home security system company is not very focused in displaying / advertising the home security system as the fulfillment of psychological factors especially the sense of security	The home security system company must position the home security system product as a product that meets the needs of consumer psychology such as security and protection.
The lack of education on the types of home security systems	Educate the market for the types of home security systems, the usefulness of each type of home security system and explain the benefits that users of the home security system can afford.

CONCLUSION

1. Personal factors consisting of lifestyle indicators and personality and self-concept have no significant effect on purchasing decision of home security system
2. Psychological factors consisting of motivation needs, perceptions of learning products and beliefs and attitudes significantly affect the decision to purchase home security system
3. Together to the two independent variables are personal factors and psychological factors affect the decision to purchase home security system with a large influence of 50.6%, meaning that the two variables can explain 50.6% the influence of personal factors and psychological factors against the decision to purchase a home security system, while 49.4% is influenced by other factors.

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