

## **EXPLORATION OF FACTORS WHICH AFFECTS AND CONSIDERED BY CONSUMERS IN CHOOSING WEDDING ORGANIZER**

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### **ABSTRACT**

*Marriage is often considered as an important and sacred event for many people where every prospective bride certainly has the dream to hold an impressive reception. The Srikandi organizer is one of the wedding planners and wedding organizers (WO) in Surabaya which was established in May 2017. The Srikandi organizer offers service with professionalism, totality, and innovation in giving directions for the costumers in order to provide an exceptional event. Given the amount of wedding organizer competitors in Surabaya, discovering the affecting and consideration factors of the consumers is therefore critical. Hence, the objective of this study is to improve and apply the result of this research in such a way that The Srikandi becomes the preferable WO for the consumers. This study used a qualitative method which utilized data sampling by semi-structural interview model which involved credibility testing with triangulation of sources. These sources include 5 couples of married brides that had used the wedding organizer service and 1 expert in wedding organizer. The conclusion of this study is that factors which influence consumer preference in choosing wedding organizer service are cultural, personal, and psychological factors. Furthermore, factors that are considered by the consumer in terms of choosing their wedding organizer service are the given service level factor and the concept provided, price factor, promotion factor and the portfolio owned factor.*

**Keywords :** *Wedding organizer, factors of influence, factors of consideration*

### **INTRODUCTION**

Marriage is often considered as an important and sacred event for many people. Given the cultural diversity in Indonesia, there can be found traditional ceremonies in particular region that have become custom which are done from generation to generation. Due to the modernization that takes place in Indonesia, marriage is held not only according to their respective customs but also with the adoption of several other traditions or even foreign cultures from other countries. Furthermore, every prospective bride certainly has the dream to hold an impressive reception in which without a proper preparation, the event would not run as smoothly it is desired to be. Wedding Organizer service has developed widely in Indonesia, one of them is in Surabaya. The Srikandi organizer is one of the wedding planners and wedding organizers in Surabaya which was established in May 2017. Based on the previous explanation and the importance in factors exploration of consumers consideration in terms of choosing wedding organizer, the problem formulation is therefore to question the factors that influence consumers consideration in terms of choosing wedding organizer and to question the factors that are considered by the consumers in order to choose the wedding organizer. The objective of this study is to discover the reason that influence the consumers in terms of choosing the wedding organizer and to find out the factors that are considered in order to choose wedding organizer so that

The Srikandi can improve and apply those factors into the company so as to become the preferred wedding organized chosen by the consumers.

## **LITERATURE REVIEW**

### **Consumer Behavior**

Consumer Behavior as defined by Setiadi (2015) is an action which directly involved in order to obtain, consume and finish certain product or service along in the decision process. The term behavior is closely related with the objects of human problems and thus in order to understand consumers, companies should develop and understand more of what the consumers think, feel, along with what they are doing and also what influences them and what kind of influence the consumers make in terms of feeling and actions.

### **Buyer Decision Process**

Buyer decision process, according to Setiadi (2015) comprises of five steps in each of the buying process: problem identification, information search, evaluation of alternatives, purchase decision and post purchase behavior.

### **Roles in Buyer Decision**

According to Kotler, et al. (2016) the decision making that influence buyer comprises of five factor roles: initiator, influencer, decider, buyer and user.

### **Effects of Consumer's Preferences and Consumer's Considerations**

According to Miles (2014), in order to choose goods or service, consumer may have different variables and therefore companies might have different market segmentation to further define those variables to decide the goods or service offered.

The segmentation of these variables can be grouped into demographical segmentation, geographical and psychography, Sociocultural.

## **RESEARCH METHODS**

This study used a qualitative research in which the subjects of this study are the married couples that had held their marriage using the wedding organizing services and the expert in wedding organizing. This research was conducted between February and May in 2018. The location of this study was in Surabaya along with the surrounding regions. Furthermore, data sampling techniques with semi-structural interview model was utilized in the study. According to Moleong (2017), interview is the conversation carried out in order to achieve certain goals that is conducted by two parties, these are the interviewers who give questions and the interviewee who provide answers.

Triangulation was employed as a data validation of the study. Specifically, this study was employed to the determined number of sources in this case 5 couples of married brides that had used the wedding organizer service and 1 expert in wedding organizer. It is found from this study that the data obtained from the interviews in different sources resulted in different thoughts in exploring the factors of consideration in choosing wedding organizer.

### **Data Analysis**

#### **Factors that affects Consumers in Choosing Wedding Organizer Cultural Factors**

According the answers given by informant from the interview, the informant tend to choose a wedding organizer in order to manage the event of the marriage due to the fact that the informant would like to proceed the marriage in line with the specific region of Indonesian traditions and customs. Given that it is a marriage by traditional customs, the informants would have to conduct rituals according to their own customs. Since these traditions might have a considerably long schedule of events, informants therefore tend to choose the wedding organizer service even more because the wedding organizer should capable of handling all of the necessities including marriage preparations, communicating with related vendors as to obtain a suitable rituals event. This way consumers do not have manage every details of the event.

### **Social Factors**

The second factor that influence the consumer's behavior is the social factors. According to Kotler et

al. (2012) this factor may include group reference, family, roles and status. Based on the answers of the informants obtained from the interviews, it can be seen that social factor is one of the factors that is considered by the consumers in choosing the preferred wedding organizer. In this study, social factor can be found from the influence of acquaintances or vendors which had previously worked with the informant. This is due the fact that several informants would ask their acquaintances recommendation and experiences in using certain wedding organizing service into their considerations.

### **Personal Factors**

Future consumer behavior is influenced by personal factors which according to Setiadi (2015) personal factors are influenced by age and life cycle stages, work, economic conditions, lifestyle, personality and self-concept. Based on the answers of the informants, personal factors influence consumers in choosing a wedding organizer. Personal factors that influence are caused by the influence of one's work and the higher the salary and someone's income economy.

### **Psychological Factors**

According to Setiadi (2015) factors that influence consumer behavior one of them is psychological factors that are influenced by motivation, perception, learning process, trust and attitude. Based on the answers from the informants obtained from the results of interviews, it can be seen that by using the services of a wedding organizer, prospective bride and groom feel that the wedding organizer can better understand how to prepare and manage the event. So, the informants felt motivated so that the wedding to be carried out could run smoothly.

### **Consumer Consideration Factors in the Selection of a Wedding Organizer Service**

According to Adelia (2015) service has a definition as a set of special organizational capabilities to provide value to customers in the form of services, services in organizations must be able to provide value and benefits to service users. Based on expert answers in the field of wedding organizers obtained from interviews that the wedding organizer's assignment not only helps to provide a choice of several concepts and vendors or as an event organizer but also as someone who can be invited to exchange ideas in any case.

### **Price**

Price according to Philip, et al. (2016) price is the amount of money that must be paid for goods and services, or can be said as the value of money that must be spent by consumers in order to benefit from the value of a value and service. Price is a factor in the selection of a wedding organizer where the pricelist, vendor, time, price and concepts offered are in accordance with the wishes of the bride and groom.

### **Promotion**

According to Dama (2016) promotion can be defined as a form of marketing communication, marketing communication is a marketing activity that seeks to disseminate information, influence or persuade and remind the target market of the company and its products to be willing to accept, buy, and loyal to the products offered by the company concerned . Based on the answers from experts in the field of wedding organizer, obtained from the results of interviews, it can be seen that the way the wedding organizer becomes the choice of the client is to give unique ideas. In addition the wedding organizer also provides attractive promotions, and collaborates with wedding vendors by providing cooperation packages.

### **Portfolio**

According to Kurniawan (2012) the portfolio is a collection of documents of a person, group, institution, organization, company or the like which aims to document the development of a process in achieving its stated objectives. Based on the answers from the informants obtained from the interviews, it can be seen that consumers from wedding organizer services are more likely to see portfolios on social media wedding organizers have to be considered.

### **Discussion**

Through data analysis carried out, there are 4 factors that influence consumers in choosing wedding

organizer services, namely cultural factors, social factors, personal factors, and psychological factors. While the factors considered by consumers in choosing wedding organizer services are service factors, price factors, promotion factors, and portfolio factors owned. Based on these findings, The Srikandi Organizer must improve a lot of services that exist in the company. In accordance with the factors considered by consumers in the selection of wedding organizers, with consideration of services, The Srikandi must improve the services provided to clients by always providing information quickly and precisely so that there is no misunderstanding in providing information. Next is the service provided by the concept, in addition to The Srikandi having to add wedding vendors in Surabaya, The Srikandi must also have good relations with all vendors. In addition, The Srikandi will try to collaborate with traditional wedding experts in Indonesia, because the client wishes to hold a traditional wedding by choosing experienced wedding organizers, but The Srikandi does not have much experience in handling traditional weddings. Working with the archipelago expert wedding (traditional healer) will make The Srikandi able to minimize errors in service. In addition, The Srikandi must provide innovation in every concept given to the client. For example, by collaborating with online shopping vendors who are willing to provide shopping vouchers on their site, which will later be given to invitations present at client weddings. Furthermore, The Srikandi must provide attractive promos such as price discounts, vendor packages, and other promos. The Srikandi is a wedding organizer who still has one client in 2017, so the portfolio is still minimal. However, The Srikandi can repost photos of vendors who work together, so that when potential customers see the portfolio owned by The Srikandi can feel that The Srikandi has good relations with many vendors. By doing this, the Srikandi is expected to be a wedding organizer chosen by consumers.

### **Conclusion**

Based on the results of research conducted through data analysis, the conclusions of the factors that influence consumers in choosing wedding organizer services are cultural factors, personal factors, psychological factors. And the factors considered by consumers in choosing a wedding organizer are the service factors provided and the concepts presented, price factors, promotion factors, and portfolio factors owned.

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