

ANALYSIS OF FACTORS THAT INFLUENCE CONSUMER DECISIONS TOWARDS THE PURCHASE OF PACKAGED COOKING OIL IN TUAH MADANI DISTRICT, PEKANBARU CITY

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Abstract

These days, bottled cooking oil is preferred over bulk cooking oil. The public's belief that bottled cooking oil is more hygienic and clean is the root reason of this issue. The demand for bottled cooking oil has been impacted by these changes in lifestyle, and manufacturers are now compelled to supply this need. Due to the wide range of bottled cooking oils available, people now choose which one to use based on personal tastes. Both consumer behavior and product qualities have an impact on customer preferences. In Tuah Madani District, this study intends to examine the relationship between consumer behavior and packaged cooking oil purchasing decisions as well as the relationship between product features and decisions. This research was carried out in both conventional and contemporary marketplaces in The public's belief that bottled cooking oil is more hygienic and clean is the root reason of this issue. The demand for bottled cooking oil has been impacted by these changes in lifestyle, and manufacturers are now compelled to supply this need. Due to the wide range of bottled cooking oils available, people now choose which one to use based on personal tastes. Both consumer behavior and product qualities have an impact on customer preferences. The analysis's findings yielded the following findings: (1) In Tuah Madani District, there is a robust, favorable, and noteworthy correlation between product features and decisions to buy packaged cooking oil. (2) In Tuah Madani District, there is a robust, favorable, and noteworthy correlation between consumer behavior characteristics and packaged cooking oil purchase decisions. According to the study's findings, manufacturers must enhance the quality of their products and continue to use visually appealing and educational packaging. They must also focus on product differentiation. Promotional techniques should be tailored to local consumer behavior patterns, habits, and preferences because these elements also have a substantial relationship.

Keywords: Connection, Packaged Cooking Oil, Preferension, Regresion, Trend

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INTRODUCTION

According to Presidential Regulation of the Republic of Indonesia Number 59 of 2020 concerning revisions to Presidential Regulation Number 71 of 2015 concerning the determination and storage of basic necessities and vital items, cooking oil is one of the community's fundamental needs. The general population uses cooking oil in both the food sector and in households on a daily basis. Cooking oil has nutritional benefits, enhances flavor, and conducts heat (Zakia 2017).

Bulk cooking oil and packaged cooking oil are the two types of cooking oil that are now on the market. Large jerrycans or drums of bulk cooking oil are available for purchase separately. Cooking oil that has been packed is offered in specially labeled packaging (Delima 2020). Nowadays, bottled cooking oil is preferred over bulk cooking oil. The idea that bottled cooking oil is more hygienic and clean is what's driving this trend. The demand for bottled cooking oil has been impacted by these changes in lifestyle, and manufacturers are now under pressure to keep up with demand.

There are 994,590 people living in Pekanbaru City (BPS 2022). Pekanbaru City's use of cooking oil is classified as extremely high. A daily intake of 363.94 kcal, or roughly 17.31% of total calories, comes from cooking oil (BPS 2020). With 40,077 families and houses, Tuah Madani District is the most populated district in Pekanbaru City. The demand for bottled cooking oil is naturally influenced by this sizable population.

A large range of bottled cooking oils in different brands, packaging, and constituents are now accessible due to the strong demand. Packaged cooking oil comes in a variety of brands, such as Fortune, Sunco, Minyakita, Camar, Siip, Sinolin, Bimoli, and others. Because of this variety, customers can choose the packaged cooking oil that best suits their needs.

Product characteristics are one of several aspects that determine consumer choices for a brand and its products. According to Evanita (2017), product attributes are components of a product that may be evaluated and taken into account while making decisions as a consumer. A consumer's choice of a comparable product is influenced by a number of attributes, including product quality, design, brand, pricing, packaging, and location.

The quality and price of the goods are the features that buyers focus on. Customers place a high value on packaged cooking oil quality. Packaged cooking oil that is hygienic, leak-proof, easily accessible, and reasonably priced will be preferred by consumers. The cost of packaged cooking oil will be reasonable for consumers, commensurate with their income.

In addition to product characteristics, consumer behavior also affects consumer preferences. Cultural, social, psychological, and personal aspects all influence consumer behavior. Consumer decisions are influenced by personal factors such as age,

occupation, lifestyle, and financial situation. High-income individuals who lead healthy lifestyles will inevitably select health-promoting products.

The community of Buah Madani District is diversified, with varying backgrounds, education levels, and living circumstances. When choosing bottled cooking oil, consumers will be influenced by these distinctions. In light of this statement, the following are the study's goals: 1) To examine how product characteristics and decisions to buy packaged cooking oil in Buah Madani District, Pekanbaru City, relate to one another. 2) To examine how consumer behavioral characteristics and purchase decisions are related for Cultural, social, psychological, and personal aspects all influence consumer behavior. Consumer decisions are influenced by personal factors such as age, occupation, lifestyle, and financial situation.

RESEACRH METHODS

This research was conducted in Buah Madani District, Pekanbaru City, considering that this area has the largest population in Pekanbaru City, namely 40,077 families/households (BPS Pekanbaru City, 2022). This research was located in one traditional market and three modern markets in Buah Madani District. The sampling method used purposive sampling. The purposive sampling method is a sampling technique with certain considerations (Sugiyono 2016). The sample criteria were consumers who purchased packaged cooking oil at least twice, were married, and were residents of Buah Madani District. The determination of the number of samples used the Slovin formula with a tolerable error rate of 10%. The calculation results showed that the respondents in this study were 110 from the known population. The data analysis method used to answer the first and second objectives in this study was Spearman Rank correlation analysis with the help of the Statistical Product and Service Solution (SPSS) 21 application. Table 1 displays the correlation coefficient values used in this investigation. Product qualities are the study's independent variable (X1), with product quality (X11), design (X12), brand (X13), packaging (X14), price (X15), and location (X16) as its sub-variables. Consumer behavior elements are the study's independent variable (X2), and its sub-variables are cultural, social, personal, and psychological components (X21, X22, X24). Purchase decisions are the study's dependent variable (Y).

Table 1. Interpretation of correlation coefficients

Relationship Level	Interval Korelasi
Very Weak	0,000 - 0,250
Strong Enough	> 0,250 - 0,500
Strong	> 0,500 - 0,750
Very Strong	> 0,750 - 1,000

Source: Bangun , 2017

RESULTS AND DISCUSSION

Profile of the Consumer

A consumer's background and traits are described in a consumer profile. Customers who bought packaged cooking oil at either traditional or contemporary marketplaces in Tuah Madani District—the study's assigned research site—were the study's participants. Gender, age, status, occupation, highest level of education, average monthly income, and average spending on bottled cooking oil comprise the customer profile outlined in this study. Table 2 displays the customer profile used in this investigation.

Table 2. Consumen Profil In Tuah Madani Subdistict

No	Consumen Profile	Information	Amount (person)	Persentase (%)
1	Gender	Women	81	73,64
2	Age	28-37 year	38	34,55
3	Education	S1	68	61,82
4	Occupation	Other	36	32,73
5	Income	> IDR 3.500.000	68	61,82
6	Expenses	> IDR 50.000 - IDR 100.000	55	50,00
7	Brand of Packaged Cooking Oil	Minyakita	25	22,73

Sourcer: Primary Data, 2023.

One of the nine basic items that the general public uses on a regular basis for meal preparation is cooking oil. The amount of cooking oil used in Pekanbaru City tends to rise annually. The reason for this increase is that cooking oil is a food necessity that people use on a daily basis. The city's expanding population is another factor contributing to the rise in consumption. Table 1 displays Pekanbaru City's cooking oil use data.

Table 1. Cooking oil consumption in Pekanbaru City 2007-2021

No	Year	Consumption (kg/year)
1	2007	8.029.840,1
2	2008	8.145.578,8
3	2009	7.889.800,4
4	2010	9.103.367,5
5	2011	9.510.701,4
6	2012	10.282.188,2

7	2013	10.234.073,5
8	2014	10.782.238,2
9	2015	12.038.016,3
10	2016	12.732.209,3
11	2017	12.538.783,3
12	2018	13.189.305,6
13	2019	13.626.800,3
14	2020	11.914.341,3
15	2021	13.084.760,2

Source : Badan Pusat Statistik, 2022

According to Table 1, 81 customers, or 73.64% of the sample, were female, and 38 consumers, or 34.55%, were between the ages of 28 and 37. Up to 68 persons, or 61.82%, had various occupations like doctors, honorary, internet sales, and daily freelancers, and the last education that consumers took fell into the high group, or S1. Up to 68 individuals, or 61.82%, had monthly incomes that were categorized as high, specifically > Rp 3,500,000, with an average expenditure of Rp 50,000 to Rp 100,000 on bottled cooking oil. There were typically three dependents per household.

Customers typically buy three to four packages of packaged cooking oil in a month, with a single purchase of two liters of oil. Customers typically use between 6L and 8L of packaged cooking oil each month. According to research by Ivan's (2022), consumers' frequency of purchasing packaged cooking oil is unpredictable because it depends on factors including long-term use, demands, and distance from home. Customers purchase 2L packaged cooking oil, with the most popular brand being Bimoli, at prices ranging from IDR 23,000 to IDR 25,000. According to this study, Minyakita is the brand of bottled cooking oil that customers use. The government-issued Minyakita brand offers nutritious bottled cooking oil at Customers typically use between 6L and 8L of packaged cooking oil each month. According to research by Ivan's (2022), consumers' frequency of purchasing packaged cooking oil is unpredictable because it depends on factors including long-term use, demands, and distance from home..

Connection between Packaged Cooking Oil Purchase Decisions and Product Features (X1)

Product quality (X11), design (X12), brand (X13), packaging (X14), pricing (X15), and location (X16) are the product qualities (X1) in this study. With the use of the SPSS 21 application, Spearman Rank correlation analysis will be used to examine the variables and sub-variables. Table 3 displays a summary of the findings from the Spearman Rank correlation analysis of the variables and sub-variables related to product attributes

Tabel 3. Recapitulating the findings of the Product Attributes Spearman Rank correlation analysis (X1)

No	Independent Variable	Koefisien Korelasi	Sig	intimacy of the partnership	Information
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1	Quality of Product (X ₁₁)	0,240*	0,011	Very Weak	Signification
2	Desain (X ₁₂)	0,257**	0,007	Very Strong	Signification
3	Merk (X ₁₃)	0,256**	0,007	Very Strong	Signification
4	Packinging (X ₁₄)	0,403**	0,000	Very Strong	Signification
5	Price (X ₁₅)	0,099	0,302	Very Weak	No Signification
6	Location (X ₁₆)	0,200*	0,036	Very Weak	Signification
7	Atribut Product (X ₁)	0,338**	0,000	Quite Strong	Signification

Source: Data Processed 2023

With a positive correlation coefficient value of 0.338, Table 3 demonstrates that there is a very real association between product features (X₁) and purchase decisions. Product attributes and purchasing decisions are significantly correlated, as indicated by the significance value of $0.000 < 0.05$. According to Tjiptono (2015), product attributes are those aspects of a product that customers value and utilize to inform their purchasing decisions.

The three product aspects that consumers focus on are price, brand, and packaging. Customers evaluate the label's information, such as the halal logo, net contents, and expiration date, as well as the packaging. Consumer preferences for purchases are influenced by different packing options. The price of packaged cooking oil is what influences consumers' decision. Customers buy packaged cooking oil three to four times a month, with prices ranging from IDR 30,000 to IDR 40,000. Customers take into account both the producer's and the brand's image. According to research by Ivan (2022), customers' frequency of purchasing packaged cooking oil is unpredictable because it depends on their needs, long-term use, distance from home, and uses. 2L packages of cooking oil are bought by customers in theCustomers evaluate the label's information, such as the halal logo, net contents, and expiration date, as well as the packaging. Consumer preferences for purchases are influenced by different packing options.

Quality of the Product

The capacity of a product to fulfill its whole purpose, including longevity, accuracy, dependability, ease of use, and maintenance, is known as product quality (Firmansyah, 2019). The clarity level and product content requirements of packaged cooking oil are included in the study's definition of product quality. Table 3 shows how purchasing decisions (Y) and product quality (X₁₁) are related.

Product quality has a correlation coefficient of 0.240*, as Table 3 demonstrates. A very weak, positive, and significant link with purchase decisions is indicated by this number. Product quality and purchase decisions are significantly correlated, as indicated by the significance value of $0.011 < 0.05$. A positive value suggests that consumers are more likely to make purchases when the product is of higher quality. Customers have no doubts since they believe that packaged cooking oil is of guaranteed quality. Because of its clarity and the vitamins, omega-3, and omega-6 it includes to promote a healthy lifestyle, consumers prefer bottled cooking oil. Buying decisions and product quality are highly connected. The decision to buy increases with the quality of the goods. The sum of a product's shape and attributes is its quality, indicatingA very weak, positive, and significant link with purchase decisions is indicated by this number.

Product quality and purchase decisions are significantly correlated, as indicated by the significance value of $0.011 < 0.05$.

Design

In addition to being aesthetically pleasing, packaging design acts as a conduit for information between manufacturers and prospective buyers. Consumer-related information must be incorporated into packaging design. In this study, packaging design encompasses color, text, and graphics. Table 3 illustrates the connection between design (X12) and purchase choices (Y).

Design has a correlation coefficient of 0.257^{**} , according to Table 3. Purchasing decisions are strongly, favorably, and significantly correlated with this value. With a significance value of $0.007 < 0.05$, design and purchasing decisions are significantly correlated. A positive value means that the more appealing the design, the more likely the buyer is to make a purchase. Customers think that a combination of suitable packaging colors and legible writing helps them recall the product more quickly. One characteristic that will set it apart from comparable products is its design.

Packages with eye-catching colors and legible lettering are easier for customers to remember. Because packaging can only hold a customer's attention for a brief moment, it's critical to take into account the brand, eye-catching colors, and original illustrations. If the packaging graphic design effectively persuades the consumer that the product is valuable and that the advantages outweigh the cost, they will be prepared to pay more (Nugrahani, 2015).

Brand

A trademark is a phrase, mark, symbol, or name that is used to identify a seller's products and services and set them apart from those of its rivals. The study's brands comprise the manufacturer's, user's, and product's public perceptions. Table 3 shows how the brand (X13) and the choice to buy (Y) are related.

Table 3. The brand is reported to have a correlation coefficient of 0.256^{**} . This value indicates that the decision to buy is strongly, favorably, and very practically related. Brands and buying decisions are significantly correlated, as indicated by their significance value of $0.007 < 0.05$. The idea behind positive values is that the greater Customers believe that brands with a positive social reputation encourage them to try to buy. Customers reconsider purchasing from brands with a negative reputation.

To get consumers to notice their products, manufacturers employ a variety of marketing techniques. Consumers will not be influenced in their decision-making by products without a well-known and reliable brand (Putri, 2023). Customers that have a favorable opinion of a brand are more likely to buy from it (Pebriana, 2024).

Packaging

Packaging protects goods, gives customers comfort and convenience, and advertises goods. The consumer's evaluation of the goods will be negatively impacted by poor packaging. Innovative product packaging will create value for customers and serve as a brand attribute for the business. This study's packaging features labels that are both informative and difficult to leak. Table 3 illustrates the connection between packing (X14) and purchase choice (Y).

Table 3. The packaging is known to have a correlation coefficient of 0.403^{**} . This value indicates that the decision to buy is strongly, favorably, and very practically related. Packaging and purchasing decisions are significantly correlated, as indicated by the significance value of $0.000 < 0.05$. The consumer's evaluation of the goods will be negatively impacted by poor packaging. Innovative product packaging will create value for customers and serve as a brand attribute for the business.

Customers believe that using bottled cooking oil ensures a higher level of product quality and hygienic conditions. Diverse packaging allows customers to choose according to their own tastes. Customers find it challenging to store products with diverse packaging. According to research by Kusumawaty (2019), customers prioritize hygienic practices, high nutritional content, and convenient packaging when determining their purchasing attitudes for packaged cooking oil. The primary quality that buyers focus on is hygienic. According to the content listed on the box, packaged cooking oil is thought to have good nutritional value. One feature of packaging that affects customer sentiment is its practicality. Customers claim that the package form makes cooking oil more durable and prevents spills, so that it is Diverse packaging allows customers to choose according to their own tastes. Customers find it challenging to store products with diverse packaging.

The net contents of the product determine how the cooking oil is packaged. Packaging with a net content of 2L is typically purchased by consumers for everyday use. According to the interview results, a consumer with three to four dependents typically needs 6 to 8 liters of cooking oil each month.

Because cooking oil comes in a range of packages, people have different tastes. Customers will focus on the cooking oil's producer, halal logo, and expiration date. Because it showcases a product's exterior creative design, packaging plays a significant influence. The product's composition details, halal logo, BPOM number, and expiration date are all printed on the packaging. Consumers are more likely to make purchases of food products that are visually appealing (Pebriana, 2024).

Price

The cost that a customer must pay to obtain the desired product is known as the price. Consumers' purchasing power is determined by price. The target market cannot afford the product due to its excessive price. Overly low prices hinder producers' ability to turn a profit or negatively affect some consumers' perceptions (Tjiptono, 2015). The affordability of cooking oil's selling price and any ongoing discounts are included in the price in this study. Table 3 shows how price (X15) and buying choice (Y) are related.

Table 3. The price is known to have a correlation coefficient of 0.099. This score indicates a very weak, fictitious, and positive relationship with the choice to buy. There is no substantial correlation between price and purchasing choice, as indicated by the packaging's significance value of $0.302 > 0.05$. A positive number indicates that consumers are not influenced by market prices when selecting bottled cooking oil.

Since bottled cooking oil is a basic necessity, consumers with incomes over IDR3,500,000 who are considered high income can purchase it at any price. Customers will purchase it at any cost because they believe that the packaging is more significant. There are some wealthy consumers who are drawn to bargains. The price is known to have a correlation coefficient of 0.099. This score indicates a very weak, fictitious, and positive relationship with the choice to buy. There is no substantial correlation between price and purchasing choice, as indicated by the packaging's significance value of $0.302 > 0.05$. A positive number indicates that consumers are not influenced by market prices when selecting bottled cooking oil.

At the 95% level, the correlation coefficient data from Ria's (2018) study showed a positive but negligible sign, indicating a very low association. The consumer's decision to buy is unaffected by the prices at the point of sale, which can be low, medium, or high. When making a purchase, consumers don't always search for the lowest price because there are other criteria that are thought to be more significant. In the meantime, Khasanah's (2023) research indicates that price factors significantly impact consumer behavior. Out of all the variables, the price variable has the greatest influence.

Location

Location is a marketing activity that seeks to facilitate and facilitate the distribution of goods from producers to consumers (Tjiptono, 2015). The location will affect consumers in purchasing the products they will consume. The location in this study includes convenience, affordability, and location for selling packaged cooking oil. The relationship of location (X16) to the purchase decision (Y) can be seen in Table 3.

Table 3. It is known that the location has a correlation coefficient value of 0.200*. This value means that there is a very weak, positive, and real relationship to the purchase decision. Location has a significance value of $0.036 < 0.05$ which means there is a significant relationship between location and purchase decision. Positive value has the meaning that the more strategic the place to sell packaged cooking oil, it will increase consumer purchase decisions.

Packaged cooking oil can be found by consumers anywhere such as stores or grocery stalls, minimarkets and traditional markets. Consumers usually buy packaged cooking oil when they are shopping monthly or weekly shopping. Consumers if they have to buy cooking oil after work can be found anywhere. The location where consumers buy packaged cooking oil is usually not far from the consumer's home or in the direction of the consumer's return to work.

Build (2020) a strategic location, the stronger consumers will be in making decisions. Research conducted by Ria (2018) obtained the results that location has a positive relationship and a moderate level of relationship with purchasing decisions. Location variables are significantly correlated with purchasing decisions. The more affordable the location, the greater the purchase decision.

The Relationship of Consumer Behavior Factors (X2) to Purchase Decisions for Packaged Cooking Oil

Consumer behavior factors (X2) in this study consisted of cultural factors (X21), social factors (X22), personal factors (X23), and psychological factors (X24). Variables and sub-variables will later be analyzed using Spearman Rank correlation analysis with the help of the SPSS 21 application. The recapitulation of the results of the analysis of the correlation of Spearman Rank variables and sub-variables of consumer behavior factors can be seen in Table 4.

Table 4. It is known that the consumer behavior factor (X2) has a fairly strong relationship with the purchase decision of packaged cooking oil in Tuah Madani District, Pekanbaru City with a correlation coefficient value of 0.405 and has a very real relationship. The consumer behavior factor has a significance value of $0.000 < 0.05$ which means that there is a significant relationship with the purchase decision of packaged cooking oil. Consumers think that apart from product attributes, consumer behavior factors also affect purchase decisions, namely personal and cultural factors. Personal factors including age, education, income, lifestyle will affect consumers in choosing products to consume. These personal factors have a direct impact on consumer behavior (Hudani, 2020). The factor that fundamentally influences consumers in behavior is culture. Consumers' purchasing decisions are directly related to the perception of cultural values they adhere to (Pratama 2021).

Table 4. An overview of the findings from the Consumer Behavior Factors Spearman Rank correlation analysis (X2)

No	Independent Variable	Koefisien Korelasi	Sig	intimacy of the partnership	Information
1	Cultural Factors (X ₂₁)	0,262**	0,006	Quite Strong	Signifikan
2	Social Factors (X ₂₂)	0,360**	0,000	Quite Strong	Signifikan
3	Personal Factors (X ₂₃)	0,405**	0,000	Quite Strong	Signifikan
4	Psikology Factors (X ₂₄)	0,187	0,050	Very Weak	Signifikan
5	Consumen Behavior Factors (X ₂)	0,405**	0,000	Quite Strong	Signifikan

Source: Data Processed 2023

Table 4 showed that The cultural factor has a correlation coefficient value of 0.262** which means that there is a fairly strong and very real relationship between cultural factors and the purchase decision. The value of sig. $0.006 < 0.05$ were obtained, which means that there is a significant relationship between cultural factors and purchasing decisions. Consumers today have switched to a healthy lifestyle so they will choose products that will support lifestyle. Consumers choose packaged cooking oil because it is hygienic, has a variety of packaging and is easy to get products. Packaged cooking oil can be found by consumers anywhere such as stores or grocery stalls, minimarkets. The ease of obtaining packaged cooking oil makes consumers able to buy at any time.

Cultural Factors

Cultural factors have a broad and profound influence on consumer behavior. Cultural factors consist of the culture of the subculture and the social class of the buyer (Abdullah 2012). The cultural factors in this study are consumer habits and attitudes in consuming cooking oil. The relationship of cultural factors (X₂₁) to purchasing decisions (Y) can be seen in Table 4.

Table 4. It is known that the cultural factor has a correlation coefficient value of 0.262**. This value means that there is a strong, positive, and very real relationship to the purchase decision. The cultural factor has a significance value of $0.006 < 0.05$ which means that there is a significant relationship between cultural factors and purchasing decisions. Positive values have the meaning that cultural factors formed in society influence consumer purchasing decisions.

Cultural factors that include these habits and attitudes greatly determine consumers in choosing the products they will consume. Consumers today have switched to a healthy lifestyle so they will choose products that will support lifestyle. Consumers choose packaged cooking oil because it is hygienic, the packaging is diverse and it is easy to get products. Packaged cooking oil can be found by consumers anywhere such as stores or grocery stalls, minimarkets. The ease of obtaining packaged cooking oil makes it possible for consumers to buy it at any time.

The results of this study show that cultural factors have a fairly strong, positive and significant relationship with consumer purchasing decisions in Buah Madani District. The results of the study are in line with those conducted by Pratama (2021), namely that cultural factors are significant, positive, and strongly related to the purchase decision process. The stronger the cultural factor, the stronger the consumer's decision to make a purchase. Culture is the basic cause of consumer desires and behaviors so that it has a strong level of relationship.

Social Factors

Social factors can influence consumer behavior in choosing a product. Social factors can be seen from relationships with friends, family and parents in influencing purchasing decisions (Hudani 2020). Social factors in this study include family opinions, friend opinions, family influences, peer influences and roles and status. The relationship of social factors (X22) to purchasing decisions (Y) can be seen in Table 4.

Table 4. It is known that social factors have a correlation coefficient value of 0.360**. This value means that there is a strong, positive, and very real relationship to the purchase decision. Social factors have a significance value of $0.000 < 0.05$ which means that there is a significant relationship between social factors and purchasing decisions. Positive values have the meaning that the consumer's social environment influences the decision in choosing a product to be chosen.

Consumers get their preferences for packaged cooking oil from their families or social media. Existing preferences are redetermined by women or housewives for the products to be consumed. Housewives play a role in regulating what products will be consumed for the family according to their needs and abilities. Opinions from family or friends according to consumers to increase preferences for certain brands. Family or friends do not play a significant role in the purchase decisions made by consumers. Consumers will make choices depending on their needs and ability to buy as well as their preferences.

The results of research conducted by Pratama (2021) show that social factors are significant, positive and low related to the purchase decision process. The higher the social factor, the higher the consumer's decision to make a purchase, but the relationship is not as strong as the cultural factor. Groups tend to have a strong influence on products that are visible to others. Products for personal use are not too affected by the group. Consumer purchasing decisions are based on needs and abilities so that the influence relationship of the group is not too strong to buy a product.

The results of a study conducted by Marina (2022) show that social factors that include family, groups, and roles and status have an influence on the purchase decision of large red chili peppers in Ciboralong Market, Sindangkasih Cogasong Market, and South Maja Market. Social factors have the most influence on purchasing decisions in South Maja Market compared to 2 other markets with a Sig. value of 0.048.

Personal Factors

Personal factors are a situation in which a person has the trait to be able to make decisions according to their wishes without any coercion from anyone (Hudani 2020). The purchase decision by a consumer is influenced by personal characteristics (Abdullah 2012). The personal factors in this study are education and lifestyle. The relationship of personal factors (X23) to purchasing decisions (Y) can be seen in Table 4.

Table 4 shows that the correlation coefficient value for personal factors is 0.405**. This value indicates that the decision to buy is strongly, favorably, and very practically related. Personal variables and purchase decisions are significantly correlated, as indicated by their significance value of $0.000 < 0.05$. Positive values suggest that a consumer's personality affects the product they choose to consume. Additionally, people are more likely to select high-quality, health-promoting products the more educated they are. Higher educated consumers are more likely to select high-quality goods that promote a healthy way of living. One of the first things that consumers do is to live a healthy lifestyle. This value indicates that the decision to buy is strongly, favorably, and very practically related. Personal variables and purchase decisions are significantly correlated, as indicated by their significance value of $0.000 < 0.05$.

Food, beverages, nutrition, and exercise that are essential for day-to-day living are all part of a healthy lifestyle (Sukmawati 2020). Numerous illnesses, particularly type II diabetes, can be avoided with regular exercise (Azis 2020). Cooking oil that comes in

branded packaging is more likely to be clean (Bukhori 2019). According to the findings of a study by Kusuma (2023), at a significance level of 5%, the demand for hydroponic crops is not significantly impacted by partial schooling. The demand for hydroponic crops is not always impacted by rising educational attainment because consumers can learn about hydroponic veggies outside of the classroom.

The study's findings demonstrate that individual characteristics have a strong, favorable, and substantial correlation with the decision to buy bottled cooking oil. The findings of this study contradict those of Abdillah's (2022) research, which found a low degree of correlation and a positive, substantial association between personal variables and purchase decisions. Consumer lifestyles and economic circumstances have no direct bearing on purchasing decisions and are not taken into consideration when making decisions about maintenance or acquisition.

Psychological Factors

Customers base their product choice on a number of factors, including motivation, perception, learning, and attitude (Bukhori 2017). A consumer's psychological state will influence his decision to buy a product. In this study, psychological aspects include perception, learning, motivation, and belief. Table 4 shows how psychological aspects (X₂₄) relate to decisions about what to buy (Y).

Table 4. Psychological components are known to have a correlation coefficient of 0.187. This score indicates a very weak, fictitious, and positive relationship with the choice to buy. A substantial correlation between psychological aspects and purchase decisions is indicated by their significance value of $0.050 < 0.05$. Positive values have a purpose, specifically that a consumer's psychological makeup affects their decision to buy.

Customers' tastes while selecting a product will be influenced by their experience. The perception of flavor is impacted by consumer experiences, such as using frying oil in large quantities, and some customers get unwell. Because bottled cooking oil is more hygienic, this experience gives customers the confidence to switch. Customers purchase packaged cooking oil based on their knowledge, expertise, and faith in the product, according to the findings of their responses. Customers are certain that using bottled cooking oil would promote a healthy way of living and offer positive health effects.

The study's findings indicate that the decision to buy packaged cooking oil is positively, significantly, and weakly correlated with psychological aspects. According to research on the decision to buy freshwater ornamental fish by Abdillah (2022), psychological elements are positively, significantly, and strongly correlated with the decision to buy freshwater ornamental fish. This robust correlation demonstrates the close interaction between psychological aspects and consumer choices. Customers are drawn to the ornamental fish's appearance when making decisions on whether to purchase or retain it. The addition of an ornamental fish is another psychological justification for enhancing the beauty and vibrancy of the home's ambiance.

According to the study's findings, manufacturers must enhance the quality of their products and continue to use visually appealing and educational packaging. They must also focus on product differentiation. Promotional techniques should be tailored to local consumer behavior patterns, habits, and preferences because these elements also have a substantial relationship.

CONCLUSION

The findings of the study on the factors influencing the decision to buy packaged cooking oil in Tuah Madani District indicate that there is a fairly strong, positive, and significant correlation between the purchase decision and the product attributes and consumer behavior factors. The correlations between product qualities are generally very strong, favorable, and important. Packaging is the feature of the product with the highest correlation coefficient value. Purchase decisions are significantly, favorably, and rather strongly influenced by packaging. Overall, there is a pretty strong, positive, and substantial association between the elements that affect consumer behavior. Personal variables are the component of customer behavior with the highest correlation coefficient value. Personal influences are quite powerful, favorable, and The correlations between product qualities are generally very strong, favorable, and important. Packaging is the feature of the product with the highest correlation coefficient value.

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