

## **RELATION FACTORS OF CULTURAL, SOCIAL, PSYCHOLOGICAL AND PERSONAL BUYING DECISIONS IN THE CUP CAFE CLASSIC JEMBER**

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### **ABSTRACT**

*This study aims to review whether the variable factor of cultural, social, personal and psychological related to the purchasing decision at Cafe Cups Classical Jember. Researchers used the independent variable is the factor of cultural, social, personal and psychological. Using the dependent variable is the purchasing decision. The object of this research is Cafe Cups Classical Jember. The population in this study are all visitors Cafe Cups Classical Jember. The sampling technique in this research was done by using Accidental Sampling. This study menggunakan primary data in the form of a questionnaire distributed to respondents of 100 respondents. The results of the questionnaire data were analyzed by using classical assumption test, multiple linear regression approach and test hypotheses in the form of simultaneous test (F) and partial (t) with significance level  $\alpha = 5\%$  by using SPSS version 16.00. The results of this study indicate that the cultural, social, personal and psychological significant effect partially or simultaneously on purchasing decisions at Cafe Cups Classical Jember. Statistical analysis t test showed that the variables of cultural factors (X1) shows significant value 0,020, variable personal factors (X3) shows the significant value of 0.000, the psychological factor variable (X4) shows the significant value of 0.038. F test results showed that the significance of 0.000, indicating that the variable factor of cultural, social, personal and psychological jointly influence on purchase decisions.*

**Keywords:** Cultural, Social, Personal, Psychological, Purchase Decision

### **INTRODUCTION**

The development of business today is increasingly complex, especially in a wide variety of industries. Almost every day we engage with business activities such as the purchase of goods or services. The assortment of needs ranging from physical and psychological needs we must meet every day. In this era of globalization of business competition should be transparent and consistent in meeting the needs of its customers, besides that they also have to compete with competitors to maintain an image to consumers. One of them in the service industry stated that the impact of globalization led to the service industry consisting of a wide range of industries

such as telecommunications, transportation, banking industry, and hospitality is expanding rapidly according Yanuar (2012).

Purchasing decisions are individual activities that are directly involved in the decision to purchase the product offered by the seller. Purchasing decisions, according to Kotler & Armstrong (2001) is the buyer's decision-making where consumers really buying.

Cultural factors are a group of social values received by society as a whole and scattered to their members through language and symbols (Anoraga, 2007).

The social factor is a group of people who together weigh close to equality in status or rewards communities that continuously socialize among themselves, both formal and informal (Lamb, 2001).

The personal factor is a way of collecting and classifying the consistency of an individual reaction to the current situation (Lamb, 2001).

Psychological factors are the means used to identify their feelings, collect and analyze information, formulate ideas and opinions in taking action (Lamb, 2001)

In Jember own cafe became lord for many people who want to relax for a moment unwind or gather with friends and others to simply eat or drink. Many cafe that kept popping up to offer a wide variety of food and beverage products to make more lively competition in this culinary business in Jember, ranging from the simple to the packed packed with very luxurious, classy and very attractive.

Cafe Cups Classical Jember is an enterprise engaged in the culinary field that provides quality food and a good service to make customers feel comfortable while eating all the dishes offered, Cafe Cups Classic could be a place to gather the students or other young men who just eat or drink, thus the expected number of consumers continue to rise and consumers become dissatisfied with the services Cafe cups Classic. Cafe cup classic located in Jember precisely on Jl. Lake Toba is established on 02 February 2013. It revolves around two years cafe is continuing to develop its business. Here is an excess of Cafe Cups Classical namely: Cafe Cups Classic is a cafe that provides food and beverages, and can be used to hangout. The food served is quality food and providing fresh drinks perfect for relaxing with friends, co-workers and even family.

**Table 1. Target and Realization of Sales at Cafe Cups Classical Jember  
October - December 2015**

Montly	Target	Realization
October	Rp 12.000.000	Rp 10.500.000
November	Rp 12.000.000	Rp 9.750.000
December	Rp 12.000.000	Rp 12.800.000

*Source: Survey Cafe Cup Classical Jember, 2015*

Based on table 1.4 above can be demonstrated in the realization of targets and classic cafe cangkik muddy. Every month at Cafe Cups Classic has a target of Rp 12 million, but in the realization of the results showed that less than target obtained this is because many shortcomings that have not been repaired in the cafe one could be at Cafe Cups Classical yet know the habits of the consumer when the consumer habits who came to the cafe into an opportunity to Cafe cups Classic cups so the cafe can maintain the quality in the company. In a social class made up of the upper class, middle, and lower mean Cafe Cups Classical still have not been able or less increases create something new in order to adapt to consumer tastes upscale, medium and low. Because consumer tastes different when in Cafe Cups Classical

many kinds and variations of the consumer will be happy to book at Cafe Cups Classic and will feel comfortable because their needs are met.

## **LITERATURE REVIEW**

### **Understanding Marketing**

Marketing is a process of planning and running concept, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that can satisfy individual and organizational goals. Another definition of marketing is a social process in which the process, individuals and groups obtain what they need and want by creating, offering, and freely exchanging products and services of value with others (Kotler, 2005).

#### *understanding Services*

Definition of services according to Kotler (2010) is any act or performance offered by one party to the other party, in principle, intangible and does not cause a transfer of ownership. Activities or benefits that may be offered by one party to another that is essentially intangible and does not produce any ownership.

#### *Understanding Consumer Behavior*

Consumer behavior is the field of study of how individuals, groups and organizations in selecting, buying, wearing, as well as take advantage of goods, services, ideas, or experiences in order to satisfy their needs and desires (Kotler, 2005). Another definition of consumer behavior is the study of unit purchases (buying units) and exchange processes involving the acquisition, consumption and disposal of goods, services, experiences, and ideas.

#### *Factors - Factors Affecting Consumer Behavior*

Consumer behavior is the study of how individuals, groups and organizations select, purchase, use, and how goods, services, ideas tau experience to satisfy their needs and desires. Marketers can fully understand the theory and reality of consumer behavior. Consumer purchasing behavior is influenced by cultural, social, personal, psychological.

#### *Cultural factors*

Consumer purchasing behavior is influenced by cultural, social, and personal. Cultural factors influence the most extensive and in according to Kotler and Keller (2008). Culture is a basic determinant of a person's desires and behavior. Through family and other institutions, a child who grew up in the United States are exposed to the following values: achievement and success, activity, efficiency and practicality, process, material comfort, individualism, freedom, comfort ekstrenal, humanitarianism, and youthfulness. Social class division of society is relatively permanent and organized by the members embraced the values, interests and similar behavior.

#### *Social factors*

According to Kotler and Keller (2008) in addition to cultural factors, social factors such as the reference group, the family. According to Kotler and Keller (2008) is the reference group all groups that have a direct effect (face to face) or indirectly on the attitudes or behavior of the person. Family is the organization of the most important consumer purchases in the community, and the members of the group representing most major referensi influential.

#### *Personal factors*

According to Kotler (2008) the buyer's decision was also influenced by personal characteristics. Personal factors include age, occupation. Since many of these characteristics that have a direct impact on consumer behavior. It is important for marketers to follow them carefully.

Our tastes in food, clothing, furniture and recreation are often associated with our age. According to Kotler and Keller (2008) work also affect consumption patterns.

### *Psychological factors*

The starting point for understanding consumer behavior is a model response marketing and environmental stimuli entered the consciousness of consumers, and group psychological processes coupled with specific consumer characteristics resulted in the decision process and the final decision of purchase, according to Kotler and Keller (2008). We all have a lot of needs at a specific time. Some had to be biogenic needs, needs that arise from the state of psychological stress such as hunger, thirst, or discomfort. A motivated person is ready to act. How he acts influenced by his view of the situation.

## **RESEARCH METHODS**

### *Identification Variables*

Variables - variables in this study are as follows:

a. Independent variables (independent variable) or independent variable, that variable is used to forecast dependent variable (dependent variable) and is often called a variable that explains that denoted by the letter X in Supranto (2008). The independent variables in this study are:

1. Culture (X1)
2. Social (X2)
3. Personal (X3)
4. Psychologists (X4)

b. Dependent variable (dependent variable) or the dependent variable, the variable that predicted by the dependent variable (the independent variable) is usually denoted by the letter Y in Supranto (2008). The dependent variable in this study is the purchase decision (Y).

### **Operational definitions**

The operational definition is a definition given to a variabel to give meaning or specify or justify an operational activity that is required to measure these variables (Sugiyono, 2001).

The operational definition of variables and their research is described as follows:

1. X1 (Cultural Factors), the behavior of the most basic and commonly done by people.
2. X2 (Social Factor), which is a group of people / organizations that can influence a person's behavior.
3. X3 (Personal Factors), the pattern of one's habits are influenced by the immediate environment in determining the choice.
4. X4 (Psychological Factors), which means that consumers use to identify their needs, analyze the information.
5. Y (Purchase Decision), the activities of individuals who are directly involved in the decision to purchase the product offered by the seller.

### **Research design**

The study design according to Santoso (2013) is a plan and structure of investigation used to obtain empirical evidence in answering research questions. The design used in this research is descriptive (descriptive design) aims to answer the question of who, what, when, where and how the connection with specific research. To obtain information about the status or condition variable phenomenon situation. Methods of data analysis using multiple linear regression using SPSS version 16 software program.

### *Sampling technique*

According Supranto (2008) population is a collection of all elements of similar but can be distinguished from each other because of karakteristiknya. The population in this study are a visitor or guest who purchases at Cafe Cups Classical Jember.

The sampling technique in this research was done by using

Accidental Sampling. While accidental sampling is a sampling technique based on the chance that anyone who by chance met with investigators could be sampled as it considers people who happened to encounter it suitable as a data source (Sugiyono, 2005: 77). Implementation of accidental sampling in this study is given to all visitors Cafe Cups Classical Jember.

## **DATA ANALYSIS**

### **Validity test**

Test the validity of test data that is intended to determine the extent of the validity of the data obtained from the questionnaire. Test the validity of the data can be done by calculating the correlation between each question with a total score of observation (Arikunto, 2010).

On the basis of decisions of the validity test (Arikunto, 2010).

a. If  $r$  and  $r$  positive outcome results  $> r$  table, then the item or the variable is valid.

b. If  $r$  and  $r$  positive outcome results  $< r$  table, then the item or the variable is not valid.

### **test Reliability**

The reliability of a value that indicates the consistency of a gauge in measuring the same symptoms. Each gauge should have the ability to provide consistent measurement results. Reliabelitas test using Cronbach alpha technique, where the instrument can be said to be reliable if the Cronbach alpha above 0.6 in this case used the formula alpha by using SPSS software. Alpha test used formula as follows: (Arikunto, 2010).

### **Multiple Linear Regression Analysis**

Used to determine the effect of independent variable (X) to the dependent variable (Y) (Supranto, 2008)

Formulation :  $Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3 + b_4 X_4 + e$

a = Number Constants

e = Variables Disruptors

Y = Purchase Decision

X1 = Faktors culture

X2 = Faktors Social

X3 = Faktors Personal

X4 = Faktors Psycological

B1,2,3,4, = Regression Coefficients

### **Test Multicollinearity**

Test Multicollinearity occur if there is a perfect linear relationship or certainly among the top few of all the variables that explain the regression model. Where, for detecting the presence of multicollinearity is to look at the correlation between independent variables, if it exceeds 5 suspected multikolinieritas. (Santoso, 2005), or see the calculation in the table VIF. The healing can be done by issuing a variable quality, add data, transform data time series with cross sectional.test HeteroskidastityThis test is done to see if the same variable or not.This can be represented by:

$$E(V^2) = J^2$$

If obtained the same description then homoskedastisitas confounding variables (the same deployment) can be met. To test or analyze the presence or absence of heteroscedasticity can be explained using the scatterplot (Santoso, 2005).

### **Normality test**

Normality Test is a free variable regression model, both of which have a normal distribution or not. A good regression model is the distribution of normal or nearly normal data. Way to

detect it is to see the spread of the data on the source of the diagonal on the normal graph P. plot of regression standardized as the basis for decision making. If spread around the line and follow the diagonal line, the regression model is feasible used to predict the independent variable and vice versa (Supranto, 2008).

#### **Analysis The coefficient of determination (R<sup>2</sup>)**

Used to determine the proportion or percentage contribution of independent variables to explain the variation (rise and fall) the dependent variable (Supranto, 2008).

#### **Test F**

F test is used to determine the significance of the influence of the independent variables together with dependent variable. Decision-making is done by comparing the value of F to see the significance level is then compared with a predetermined significance level (0.05 or 5%). If  $F_{hitung}$  smaller than  $F_{tabel}$  then the decision is to accept the null hypothesis ( $H_0$ ), meaning that the variable has no effect on the dependent variable, while if it is greater than  $F_{tabel}$   $F_{hitung}$  the decision to reject the null hypothesis, meaning that the independent variable effect together with the dependent variable.

#### **Test T**

T test is used to determine the effect of significance or no significance between the independent variable (X) on the dependent variable (Y) partially. (Supranto, 2008) can be formulated as follows:

Criteria Decision Making

- 1).  $t_{hitung} \geq t_{tabel}$ , then  $H_0$  rejected and  $H_a$  accepted, meaning that variations of the independent variables can explain the dependent variable and there is influence between the two variables tested.
- 2).  $t_{hitung} < t_{tabel}$ , then  $H_0$  is accepted and  $H_a$  rejected, meaning that the variation can not explain the independent variables and the dependent variable there is no influence between the two variables tested.

## **RESULTS AND DISCUSSION**

### **Validity of Test Results**

The correlation between each of the indicators on the score of each variable constructs showed significant results, and show that  $r_{count} > r_{tabel}$ , so it can be concluded that all the indicators in the questionnaire declared invalid

**Table 2.**

<b>No</b>	<b>Variabel</b>	<b>Alpha</b>	<b>Keterangan</b>
<b>1</b>	Factors Culture	0,896	Reliabel

2	Factors Social	0,892	Reliabel
3	Factors Personal	0,876	Reliabel
4	Factors Psikological	0,900	Reliabel
5	Purchase Decision	0,811	Reliabel

The results of reliability testing in accordance with the above table shows that all the variables have Alpha coefficients above 0.60, so it can be said of all the variables in the study is reliable. Multiple Linear Regression Analysis Multiple linear regression analysis is used to obtain coefficients regression that will determine whether the hypothesis made will be accepted or rejected. On the basis of the results of the regression analysis with significance level of 0.05 or 5% of the results are as follows:

**Table 3.**

Model	Unstandardized Coefficient		Standardized Coefficients		Sig.
	B	Std. Error	Beta	t	
1 (Constant)	6.269	.992		6.321	.000
X1	.168	.071	.193	2.364	.020
X2	.266	.114	.227	2.337	.022
X3	.406	.100	.491	4.076	.000
X4	.176	.083	.220	2.107	.038

Based on the above table it obtained multiple linear regression equation as follows:  $Y = 6,269 + 0,168 X1 + 0,266 X2 + 0,406 X3 + 0,176 X4$

**Table 4. Uji Multikolinieritas**

No	Variabel Independent	Nilai Tolerance	Nilai VIF
1	Factors Culture	0.972	1.029
2	Factors Social	0.681	1.469
3	Factors Personal	0.444	2.252
4	Factors Psikological	0.590	1.696

According to the table above shows VIF under 5 and the value of tolerance in all the variables of more than 0.1, or 10%. It can be concluded that there are no symptoms of multicollinearity between independent variables in the regression model. Test Results Heteroskedasticity To detect the presence or absence of heteroscedasticity can digunakan method Scatterplot graph generated from the output of SPSS for windows. If the picture shows that the dots randomly spread and spread both above and below the number 0 on the Y axis, then it can be concluded not happen any heteroscedasticity in regression models (Ghozali, 2005). The following will be presented pictures Scatterplot output of SPSS;

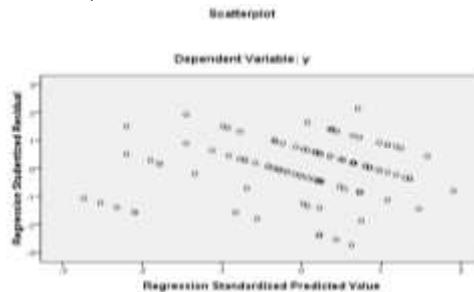


Figure 1. Scatterplot output of SPSS

Based on the picture above shows the points are spread randomly, does not form a clear pattern tetentu, and spread both above and below the number 0 on the Y axis, this means that no irregularities occur heteroscedasticity in regression models that have been made. Normality Test Results If the dots spread around the diagonal line and follow the direction of the diagonal line, the regression model to meet the assumptions of normality, and if the points spread far from the diagonal line it did not meet the assumptions of normality. The following will be presented a picture of normality test.

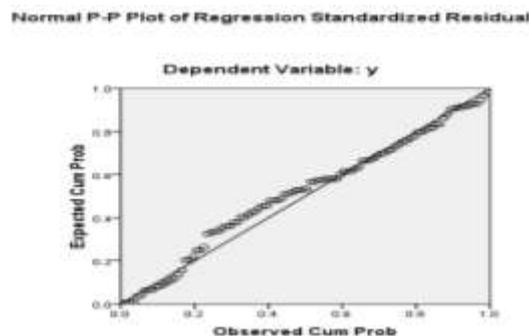


Figure 2. Scatterplot output of SPSS

From the picture above can be seen that the points follow the direction of the diagonal line, it means that all the data are normally distributed. Analysis The coefficient of determination (R<sup>2</sup>) The coefficient of determination is the amount that shows large variations in the dependent variable that can be explained by the variable independenya. In other words, the coefficient of determination is used to measure how far the independent variables in explaining the dependent variable.

Table 5

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.622 <sup>a</sup>	.387	.362	1.040

Results of regression calculation can be seen that the coefficient of determination (adjusted R Square) obtained at 0.362. This means that 36.2% of the variation variable purchase decision can be explained by cultural, social, personal and psikologis, while the rest were by 63.8% explained by other variables that are not in this study. Test Results f (Simultaneous) To test the effect of independent variables together then tested using F test simultaneous regression calculation result is obtained as follows:

**Table 6**

Model		Sum of Squares	Df	Mean Square	f	Sig.
1	Regression	64.960	4	16.240	15.015	.000 <sup>a</sup>
	Residual	102.750	95	1.082		
	Total	167.710	99			

Based on the above table shows that the statistical calculation shows the value f count = 15.015 and 0.000 significance value. By using a significance value limit of 0.05, it indicates that the significance value less than 0.05. This means that Ho refused Ha accepted that, "cultural variables, social, personal and psychological significantly related to the purchasing decision". Test Results (Partial) T test in this study more will be shown in the table below:

**Table 7**

Model		Unstandardized Coefficients		Standardized Coefficients		Sig.
		B	Std. Error	Beta	t	
1	(Constant)	6.269	.992		6.321	.000
	X1	.168	.071	.193	2.364	.020
	X2	.266	.114	.227	2.337	.022
	X3	.406	.100	.491	4.076	.000
	X4	.176	.083	.220	2.107	.038

From the table above it can be seen that the variable cultural factors (X1) showed that the level of significance <0.05, it can be concluded that Ho is rejected, Ha accepted this means: cultural factors (X1) significantly related to the purchasing decision. In the variable social factors (X2) showed that the level of significance <0.05, it can be concluded that Ho is rejected, Ha accepted this means: social factors (X2) significantly related to the purchasing decision. On a personal factor variable (X3) showed that the level of significance <0.05, it can be concluded that Ho is rejected, Ha accepted this means: personal factors (X3) significantly related to the purchasing decision. On the psychological factor variable (X4) showed that the level of

significance  $<0.05$ , it can be concluded that  $H_0$  is rejected,  $H_a$  accepted this means: psychological factors (X4) significantly related to the purchasing decision.

## **DISCUSSION**

This study aims to determine the influence of factors which include: cultural, social, personal and psychological on purchasing decisions at Cafe Cups Classical Jember. The discussion of each of these factors is presented as follows.

### **1. Cultural Factors Influencing Purchase Decision Against Cafe Cups Classical Jember**

The results showed that the positive influence of cultural factors on purchasing decisions at Cafe Cups Classical Jember. This is evidenced by the results of the test statistic  $t$  to cultural factors obtained  $t$  value of 2.364 and  $t$  table 1.660 with a significance level of 0.05 or 5%; for  $t > t$  table ( $2,364 > 1,660$ ), the significance of less than 0.05 ( $0.020 < 0.05$ ), and the regression coefficient has a positive value of 0.168; so this study proved the first hypothesis which states that "Cultural Factors which includes culture, social class into a positive link between a person's buying decision at Cafe Cups Classical Jember". These results support a previous study conducted by Puspitarini (2013), Amalia (2011), Pristanto (2012), Santoso (2013), Ghoni (2012) which states that there is a positive influence between cultural factors on purchase decision.

Results of statistical analysis meant that consumers are already accustomed to visiting the cafe - cafe and reflects the social class of high, medium and low. If the consumer is influenced by cultural high then buying decision will also be increased, otherwise if the consumer is not influenced by the culture of the purchasing decisions will decrease or lower. This suggests that at Cafe Cups Classical consumers are influenced by cultural factors are high

### **2. Social Factors Influencing Purchase Decision Against Cafe Cups Classical Jember**

The results showed that social factors have positive influence on purchasing decisions at Cafe Cups Classical Jember. This is evidenced by the results of the test statistic  $t$  to social factors obtained  $t$  value of 2.337 and  $t$  table 1.660 with a significance level of 0.05 or 5%; for  $t > t$  table ( $2.337 > 1.660$ ), the significance of less than 0.05 ( $0.022 < 0.05$ ), and the regression coefficient has a positive value of 0.266; so this study was able to prove the second hypothesis which states that "Social factors which include the reference group, the family becomes positive link between a person in purchasing decisions at Cafe Cups Classical Jember". These results support a previous study conducted by Puspitarini (2013), Amalia (2011), Pristanto (2012), Santoso (2013), Ghoni (2012) which states that there is a positive influence between social factors on purchase decision.

Results of statistical analysis meant that consumers were invited by other colleagues and there is the experience of families consumers who used to come to the cafe. If consumers are influenced social factor is high then the purchase decision will also be increased, otherwise if the consumer is not influenced by social factors, the purchase decision will decrease or lower. This suggests that at Cafe Cups Classical consumers are influenced by social factors are high.

### **3. Personal Factors Influencing Purchase Decision Against Cafe Cups Classical Jember**

The results showed that the personal factor positive influence on purchasing decisions at Cafe Cups Classical Jember. This is evidenced by the results of the test statistic  $t$  for personal factors obtained by value  $t$  count equal to 4,076 and  $t$  table 1.660 with a significance level of 0.05 or 5%; for  $t > t$  table ( $4,076 > 1,660$ ), the significance of less than 0.05 ( $0.000 < 0.05$ ), and the regression coefficient has a positive value of 0.406; so this study was able to prove the third hypothesis which states that "Personal factors that include age, work becomes a positive link a person's buying decision at Cafe Cups Classical Jember". These results support a previous study conducted by Puspitarini (2013), Amalia (2011), Pristanto (2012), Santoso

(2013), Ghoni (2012) which states that there is a positive influence between personal factors, the purchasing decision.

Results of statistical analysis meant that consumers have a sufficient age to visit the cafe and consumers have a high position, medium and low. If the consumer is influenced by personal high then buying decision will also be increased, otherwise if the consumer is not influenced by personal factors, the purchase decision will decrease or lower. Among the factors variable cultural, social, personal and psychological highest is variable personal factors. This suggests that at Cafe Cups Classical consumers are influenced by personal factors are high.

#### **4. Psychological Factors Influencing Purchase Decision Against Cafe Cups Classical Jember**

The results showed that psychological factors have positive influence on purchasing decisions at Cafe Cups Classical Jember. This is evidenced by the results of the test statistic t to psychological factors obtained t value of 2.107 and t table 1.660 with a significance level of 0.05 or 5%; for  $t > t \text{ table}$  ( $2.107 > 1.660$ ), the significance of less than 0.05 ( $0.038 < 0.05$ ), and the regression coefficient has a positive value of 0.176; so this study was able to prove the fourth hypothesis which states that "Psychological Factors which includes motivation, perception into a positive link between a person's buying decision at Cafe Cups Classical Jember.". These results support a previous study conducted by Puspitarini (2013), Amalia (2011), Pristanto (2012), Santoso (2013), Ghoni (2012) which states that there is a positive influence between psychological factors, to the purchasing decision.

Results of statistical analysis meant that consumers would like the situation to relax and bustling cafe a lot of visitors. If consumers are influenced by psychological factors, the purchase decision will also be increased, otherwise if the consumer is not influenced by psychological factors, the purchase decision will decrease or lower. This suggests that at Cafe Cups Classical consumers are influenced by psychological factors are high.

## **CONCLUSIONS AND SUGGESTIONS**

### **Conclusion**

This study aimed to determine whether there is a positive link between the cultural, social, personal and psychological on purchasing decisions at Cafe Cups Classical Jember. The conclusion of this study are as follows;

1. There is a positive and significant impact in partial cultural factors on purchase decision in Cafe Cups Classical Jember. This means that if there is a cultural factor variables will participate boost purchasing decisions.
2. There is a positive and significant impact in partial social factors on purchase decision in Cafe Cups Classical Jember. This means that if there are variable social factors will participate boost purchasing decisions.
3. There is a positive and significant impact in partial, personal factors on purchase decision in Cafe Cups Classical Jember. This means that if there are personal factors variables will participate boost purchasing decisions.
4. There is a positive and significant impact in partial psychological factors on purchase decisions at Cafe Cups Classical Jember. This means that if there is a psychological factor variables will participate boost purchasing decisions.
5. There is a positive and significant effect simultaneously variable factors of cultural, social, personal and psychological on purchasing decisions at Cafe Cups Classical Jember. This means that the variable factor of cultural, social, personal and psychological jointly related to the purchasing decision.

### **Suggestion**

Based on the results of the study of cultural, social, personal and psychological related to the purchase decision, should pay more attention to consumer behavior, culture is one of the most fundamental thing is the habit of dating to Cafe- cafe. Public behavior that could shift the culture and values - values in the family. Habits of the people who have always been to the cafe - cafe like people abroad who always gather with colleagues in a cafe, it is an opportunity to Cafe Cups Classic can maintain quality in the company.

In a social class made up of the upper class, middle, and lower mean Cafe Cups Classic should be able to create something new in order to adapt to consumer tastes upscale, medium and low. Because consumer tastes different when in Cafe Cups Classical many kinds and variations of the consumer will be happy to book at Cafe Cups Classic and will feel comfortable because their needs are met.

Social faktor also greatly influence purchasing decisions it is also very important to consider the Cafe Cups Classical because the chance arrival of the consumer. Actions or behavior that we could have followed the example environment in which we live in a campus environment. Classical Cafe cup so should be able to give good service for Cafe Cups Classical be around campus so if at Cafe Cups Classical visited by many people around so if there is a new visitor would form the chances of new customers. Parents usually directs his sons and daughters to come to the cafe that his prices affordable or for other reasons, so Cafe Cups Classic should still stabilize an affordable price, and must be able to regulate prices in order to remain cost if the price of raw materials and other materials rose.

Habits of a person who is affected by the nearby environment in determining the choice inevitably becomes an opportunity Cafe Cups Classical to get a new visitor opportunities because someone is always affected by the surrounding environment. A person's needs and tastes will change according to the age, then Cafe Cups Classic should be able to distinguish the taste of consumers because consumer tastes are always changing. The group associated with positions that have an interest in buying it should also be observed by Cafe Cups Classic because usually people who have positions very meticulous in paying a visit to the cafe so Cafe Cups Classic should be able to provide a high quality, high quality in all respects.

Psychological factors are the way that consumers use to identify their needs, analyze the information for the needs and customer information is vital for Cafe Cups Classical thus Cafe Cups Classical - should be able to analyze how their consumers. Giving something comfortable like the place and security is safe, gives a sense of the food and drinks were fast so that consumers feel motivated to come to Cafe Cups Classical Jember. And that consumers also have the perception that the Cafe Cups Classic is worth a visit because it is safe, convenient, and quality in terms of any kind.

Researchers can further develop this research to examine other factors that may affect the purchase decision process, for example the decision on the type of product, a decision on the form of the product, a decision on the brand, the decision on its sale, a decision on the number of products, the decision about the time of purchase, the decision on how to pay , Researchers further can also use other methods in researching the purchase decision process, for example, through in-depth interviews to consumers, so that the information obtained can be more varied than questionnaire whose answers have been provided.

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