Proceeding The Third
International Conference on Multidisciplinary Sciences for Humanity
Vol. 3 (2023) pg. 53-68 | eISSN 3021-7245

INDIRECT INFLUENCE BETWEEN CONSUMER RESOURCES AND PURCHASING DECISIONS WITH THE MEDIATION OF CONSUMER VALUE VARIABLES: STUDY OF SOUVENIR SHOP CONSUMERS IN MALANG CITY

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ABSTRACT
Malang is one of the most visited tourist destination cities in Indonesia. As a tourist city, Malang has huge potential for souvenir shop sales. This research aims to examine the influence of consumer resource variables on purchasing decisions through consumer values at souvenir shops in Malang City. This research is quantitative research using statistical data analysis. The independent variable is consumer resources which are measured using indicators of time, money and effort, the dependent variable is purchasing decisions which are measured using indicators of rational considerations (information and planning) and emotional considerations (feelings and impulses), while the mediating variable is consumer values which is measured by indicators of benefits and expectations. The population in this study were visitors to souvenir shops in the city of Malang. With a sampling method using accidental sampling, a sample of 156 people was obtained. Data was obtained using a questionnaire. The data analysis technique uses the Sobel test. The results of this research show that consumer resources influence consumer value, consumer resources do not directly influence the purchasing decision process, and consumer value is able to mediate the influence of consumer resources on purchasing decisions.

Keywords:
Consumer Resources; Consumer Value; Purchasing Decisions

INTRODUCTION

Malang city is surrounded by mountains which have very beautiful natural scenery, cool air. The natural conditions in Malang Raya provide tourist attractions that can be enjoyed, both natural tourist attractions, artificial tourist attractions and historical tourism. The various facilities that support tourist attractions are very adequate, so they become the characteristics of holiday destinations and become a special attraction for tourists to visit. Regional potential conditions like this make Malang Raya one of the tourism destinations in East Java. This potential forms a chain that supports each other and is closely related to each other, so that it becomes a business arena that makes an important contribution to the progress of the regional economy. Various businesses can develop in Malang Raya, including in the goods and services trade sector such as restaurants, hotels, vehicle rentals, craft industries and souvenir product businesses.

The souvenir product business is usually located on the side of the main roads leading to urban areas and routes taken by tourists to tourist attractions. The shops selected in this research fall into the category of specialty shops that sell various types of souvenir products, with the criteria of having a travel network in each region. The tourist travel network that is being built takes the form of giving premiums to tourist travel drivers, giving bonuses to tourist travel committees and giving member cards that can be used for repeat purchases at discounted prices. The souvenir product business is mushrooming in the city of Malang, so competition between them is very tight in fighting for the consumer market. To win consumers, this souvenir shop must be able to capture the values that consumers expect so that consumers can be interested and decide to make purchasing decisions. One of the purchasing decision processes is influenced by consumer resources. According to Engel et al. (1994) Consumer resources are resources that consumers have and are usually present in every exchange involving something of value received from the seller. Purchase choice behavior is related to how individual consumers make decisions to spend available resources, namely time, money and effort with consumption (Hemanth and Shruthi, 2013).

A consumer is someone who identifies their needs or desires to make purchasing decisions and determines a product during the consuming process. Consumers have competitive power because consumers have needs, desires and means of purchasing which are part of consumer values for determining choices and making decisions. Consumer value began to be developed in the 1990s, as an important issue that emerged in business activities, especially in the field of marketing. This concept is considered as one of the main factors in demonstrating the success of marketing and has been used as a source of achieving competitive advantage for companies ((Spiteri & Dion, 2004); (Mizik & Jacobson, 2003); (Woodruff, 1997)). Consumer values have been recognized as a fundamental basis in every marketing activity (Holbrook 1994 cited by Sánchez-Fenmandez and Bonillo, 2006), and have been seen as an important strategic weapon in attracting and retaining consumers ((Lee & Overby, 2004)); (Wang et al., 2004)).

Research on the influence of consumer values on the purchasing decision process has been carried out by several researchers, including (Cronin. Jr et al., 2000), (Varki & Colgate, 2001), and Wahyuningsih (2012). The results of several studies still show differences regarding the influence of consumer values on the purchasing decision process. Research (Cronin. Jr et al., 2000) conducted in seven service industries including: Fast Food, Health Care, and Sporting Events, shows that consumer values have a negative and insignificant influence on purchasing decision behavior. Research results (Varki & Colgate, 2001) show that consumer values have a positive and significant influence on customer purchasing decision behavior in the banking industry.

Tour visitors feel that their travel experience will be complete if they return home with souvenirs. (Timothy, n.d.) said that the most well-known meaning of souvenirs is the meaning related to tourists, namely products purchased as objects that create a real tangible experience. Souvenirs are key in dreaming of visiting places and symbols of tourist travel achievements, because they show the reality of a person's existence in a certain place and at a certain time. Gordon (1986 in (Zulaikha & Brereton, 2011) is of the view that souvenir products are local products, which aim to remind special events, usually used as evidence that someone has achieved a certain experience and is interested in buying souvenirs based on nature, country. and traditional themes.

Traveling and souvenir products are two things that are interrelated and very interesting if developed more deeply through research by testing the indirect influence between the Consumer Resources variable and the purchasing decision process through the mediating variable Consumer Value.

Consumer Resources

According to Engel et al. (1994) Consumer resources are resources that consumers have and are usually present in every exchange involving something of value received from the seller. Purchase choice behavior is related to how individual consumers make decisions to spend available resources, namely time, money and effort with consumption (Hemanth and Shruthi, 2013). Every consumer brings three main resources into a decision-making situation, namely economic, temporal and cognitive. In general, these three main resources have clear limitations on their respective availability, so they require some kind of careful allocation.

Consumer decisions regarding product purchases are greatly influenced by the amount of economic resources they have. Economic resources are related to the funds owned. Funds or money are consumer economic resources that come from income or wealth (Engel et al. 1994). Income is a consideration for consumers because there are three different incomes, namely; 1) personal income, which is individual income received from all sources of income minus the taxes that must be paid. 2) Personal income (disposable income), which is personal income minus all taxes, including income taxes, gifts and property taxes. 3) Additional income (discretionary income), which is additional minus savings and expenses for food, clothing and housing. This additional income is an opportunity for marketers because consumers have choices in spending it (Pride et al. 2012). Consumers' expectations regarding funds derived from future income are very important in predicting consumer behavior because income often influences what will be purchased or the proportion of the budget spent depends on income, so that changes over time in spending depend on developments in income.

Apart from funds, another resource is time, according to (Hawkins & Mothersbaugh, 2010) the meaning of time varies so that there are two ways to interpret time. The first is what is called a time perspective, namely, the overall orientation of habits towards the use of time. Time tends to be seen as inevitable, linear and will always exist in life. This is a way to reach the future such as hours, days, weeks and others. Time is almost seen as a physical object and can be scheduled. Both times are interpreted as interpretations of the use of certain times. According to Khan (2006), time is a resource that is distributed equally among all people.

Everyone has the same amount of time, but they use it differently. Some people decide to use their time according to their interests. Some people take advantage of the time to transact business by preparing beforehand. Some people make appointments within minutes, while others wait a long time. Time is now becoming increasingly important in understanding consumer behavior, because time poverty is increasingly experienced by consumers. More time is spent at work (including commuting), housework and school work.

The concept underlying time resources according to Burt (2010) can be proven from a consumer perspective, operational perspective and retail store channels. The consumer perspective arises in relation to saving time, as consumers in some circumstances want to reduce the time needed to shop or have less time to shop. The operational perspective looks at workforce scheduling, and if possible the use of part-time workforce. This trend allows for improvements in customer service. Retail store channel perspective by managing time along the distribution channel as evidenced through coordinating deliveries to stores, and efforts to increase speed to market and market response.

Consumer Value

The essence of marketing is identifying and satisfying human needs in a profitable way. Needs are basic life requirements for humans, so consumer needs are the basic concept underlying marketing activities (Kotler and Keller, 2012). In order to meet consumer needs, we must first understand consumer needs so that we can capture the product values that consumers want. Figure 1 shows a marketing process model consisting of five steps as a way to capture consumer value.

Figure 1. Marketing process model
Source: Kotler and Armstrong (2008)

In broad terms, marketing is a social and managerial process by which individuals or organizations obtain what they need and want through creating and exchanging value with others. Narrowly in a business context, marketing is defined as the process by which companies create value for consumers and build strong relationships with the aim of capturing value from consumers in return (Kotler and Armstrong, 2008). This definition shows that the function of marketing is not just to create or purchase products and then sell these products to make a profit, but marketing also functions to understand and know consumer needs well, thereby producing a consumer who is ready to purchase goods and services with high values. desired value. Consumer needs are a state of feeling lacking, these needs cannot be created by marketers but these needs are a basic part of human nature (Kotler and Armstrong, 2008). Building Consumers sometimes are not fully aware of their needs.

When making a purchase, consumers consider whether the product to be purchased provides benefits or whether the product has values in accordance with consumer needs. According to Kotler and Keller (2012) indicate five product levels that marketers must consider to make products valuable to consumers and attractive to international markets. The most basic level is the core benefit, which is the basic benefit that consumers actually buy. The second level is the basic product, from the core benefit it is changed to a basic product so that apart from the product having basic benefits, it is also able to fulfill the basic function of the product. The third level is expected product, namely several product attributes and conditions that consumers usually expect when buying a product. The fourth level is augmented product, namely improving products that can exceed consumer expectations. The fifth level is potential product, which includes all possible product improvements and changes in the future.

For marketers, (Choo et al., 2012) explains value has been considered a key concept in understanding and predicting customer behavior. According to (Hoyer & MacInnis, 2010) what is meant by value is a belief that certain behavior is a good or bad result. A consumer chooses a product based on the perception that the offer provides the best value, because value reflects a number of benefits, both tangible and intangible, and the costs prepared by the consumer. Kotler and Keller (2012), view value as consisting of a combination of Quality, Service and Price, which are also called the three elements of consumer value or abbreviated as (QSP).

According to (Hawkins & Mothersbaugh, 2010) consumer value is the difference between the total benefits of the total product and all the costs used to obtain these benefits. Lamb et al. (2001) defines consumer value from two perspectives, first in a global perspective is the ratio between benefits and consumer sacrifices required to achieve these benefits. Secondly, consumer value in a business is what consumers have in mind regarding the benefits and expectations of the product, so that is what consumers buy or the value consumers perceive. The process carried out by consumers to select, organize and interpret stimuli captured by the five senses from marketers' efforts regarding the products on offer is called perception (Schiffman and Kanuk (2008).

Purchase decision process

A decision is a selection of two or more alternative choices. This means that alternative choices must be available when making a decision, if someone has a choice between making a purchase and not making a purchase, that person is in a position to make a purchasing decision (Sciffman and Kanuk, 2008). Purchasing decisions are a process in real purchasing, whether to buy or not. (Handoko & Private, 2008)

Consumers are different when making product purchasing decisions, this is due to, among other things: firstly, each consumer has diverse tastes and different resources. Second, the fact is that purchasing situations without a choice nowadays rarely occur or almost always involve a choice, so that consumers are always in the position of making a decision on two or more alternative choices. Third, marketers try to increase the number of sales, including with a strategy to create product diversity.

Purchasing decisions are actually complex decisions and cannot simply be made by consumers immediately. According to Kotler and Armstrong (2012), consumers will take purchasing action if they find a product they like the most, but there are two influencing factors, namely the attitudes of other people who have important meaning for consumers and unexpected situational factors such as income, price and product benefits. These two factors are between purchase intentions and purchase decisions. The time resources possessed by consumers influence the value criteria decisions that drive purchasing choices. Whether to use immediate or long term rates depends on what product is being purchased. (Hoyer & MacInnis, 2010)

Framework
H1: Consumer Resources (CR) have an influence on Consumer Value (CV)
H2: Consumer Resources (CR) influence the Purchasing Decision Process (PDP)
H2: Consumer Resources (CR) have an influence on the Purchasing Decision Process (PDP) through Consumer Value (CV)

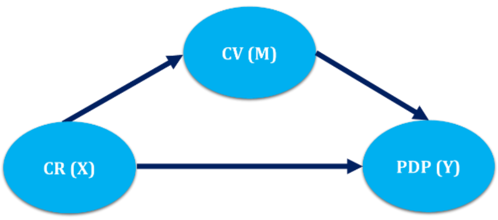

Figure 2. Research conceptual framework

METHOD

The variables used are three variables, namely consumer resources as the independent variable, consumer value as the mediating variable, and purchasing decisions as the dependent variable. The following is the operational definition of variables and their measurements.

Table 1. Variables and indicators

No	Variables	Indicators
1	Consumer resources (X)	Time
		Money
		Effort
2	Consumer value (M)	Benefit

3	Purchase Decision Process	Hope Rational considerations Emotional considerations

Source: Processed data, 2023

The population determined in this research were visitors to Malang souvenir shops who had made purchases. Sampling was carried out using a nonprobability sampling technique with the accidental sampling method. In this research, the sample used was 156 samples. The data used in this research are primary data and secondary data. Primary data was obtained through questionnaires, while secondary data was obtained through books, journals, survey institutions, websites and news. In this research, the data analysis method used is path analysis using SPSS through the Sobel Test.

RESULT AND DISCUSSION

Description of Respondents Based on Gender

Tabel 2. Distribusi responden berdasar jenis kelamin

No	Gender	Frequency (person)	Percentage (%)
1.	Man	84	53,8
2.	Woman	72	46,2
	Total	**156**	**100,0**

Source: Primary data processed, 2023

Description of Respondents Based on Last Education

Table 3. Distribution of respondents based on last education

No	Education	Frequency (people)	Percentage (%)
1.	SMP	5	3,21
2.	SMA	77	49,36
3.	Diploma	9	5,76
4.	S1	58	37,18
5.	S2	5	3,21
6.	S3	2	1,28
	Total	**156**	**100,0**

Source: Primary data processed, 2023

Description of Respondents Based on Number of Times Purchased at the Gift Shop. The majority of respondents visited souvenir shops to shop for souvenir products more than five times, meaning that respondents were already customers at this shop. Figure 3 explains the distribution of answers from 156 respondents regarding the statement that every trip they buy souvenir products more than 5 times, 124 respondents answered yes (79.5%) while 32 people answered no (20.5%).

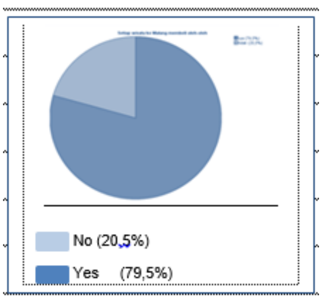

Figure 3. Diagram of respondents' answers regarding product purchases for each tour
Source: Primary data processed, 2023

Description of Respondents Based on Source of Information about Store Existence

Table 4. Distribution of information sources about stores

No	Resources	Frequency (person)	Percentage (%)
1.	When passing the shop	34	21,79
2.	Social media	1	0,64
3.	Billboard	27	17,31
4.	Tour guide	7	4,49
5.	Family	25	16,03
6.	Friend	58	37,18
7.	TV	4	2,56
	Total	**156**	**100,0**

Source: Primary data processed, 2023

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Description of Consumer Resource Variables

Purchasing souvenir products requires the support of consumer resource capabilities, therefore consumer resources are used as an independent variable in this research. The Consumer Resources variable is measured by 3 indicators, namely the Time indicator, the Money indicator and the Business indicator. Based on the answers of 156 respondents, it is known that the total average value of the Consumer Resources variable indicator is 3.37, which is in the medium category. Respondents' answers to the statement items submitted for each indicator can be presented in Table 5 below.

Table 5. Tabulation of respondents' answers to consumer resource variable indicators

No	Indicator	Respondent's Answer												Average Score
		1		2		3		4		5		Total		
		f	%	f	%	f	%	f	%	f	%	f	%	
1	Time	2	1,3	48	30,8	54	34,6	45	28,8	7	4,5	156	100	3,04
2	Money	-	-	36	23,1	55	35,3	54	34,6	11	7,1	156	100	3,26
3	effort	1	0,6	10	6,4	24	15,4	105	67,3	16	10,3	156	100	3,80
	Average score for the Consumer Resources variable													3,37

Source: Primary data processed, 2023

The first indicator of the Consumer Resources variable is the Time indicator. Time indicators are needed to describe the potential time used as a consumer resource in purchasing souvenir products. The distribution of respondents' answers to the Time indicator statement items is presented in Table 5 which shows that 2 people (1.3%) answered strongly disagree, and 48 people (30.8%) answered disagree. 54 respondents (34.6%) answered neutral, 45 people (28.8%) answered agree, and 7 people (4.5%) answered strongly agree.

All respondents' answers to the statement that buying souvenir products takes a long time ranged from 1 (strongly disagree) to 5 (strongly agree). The highest value is score 3 which comes from 54 respondents' answers and implies that consumers have a doubtful opinion regarding the statement that buying souvenir products takes a long time. The second answer position was at score 2 with a total of 48 respondents who stated that they did not agree with the statement item from the Time indicator. This answer can be interpreted as consumers needing less time to buy the product. The next value sequence is a score of 4 (agree) from the total answers of 45 respondents. This answer can be interpreted that consumers need a long time to buy souvenirs. The next value is a score of 5 which has a strongly agree answer with a total of 7 respondents. This answer can be interpreted that consumers agree that buying souvenir products takes a long time. On the other hand, in the last order with a score of 2, 2 respondents stated that they strongly disagreed with the same statement item, meaning they rejected the statement item from the Time indicator.

The distribution of all respondents' answers to the Time indicator statement item from the Consumer Resources variable shows that the majority of answers were neutral, namely 54 respondents (34.6%). Consumers have doubts about the opinion that buying souvenir products takes a long time, perhaps consumers have other considerations. However, it is known that there were 45 respondents (28.8%) who answered in agreement with the statement item from the Time indicator, therefore the Time indicator can be used to measure the Consumer Resources variable with an average score of 3.04 with moderate score criteria.

The second indicator of the Consumer Resources variable is Money. The Money indicator was chosen to explain the amount of funds used to purchase souvenir products. Based on the distribution of respondents' answers to the Money indicator statement items, it is presented in Table 5 which illustrates that 36 respondents (23.1%) stated they disagreed, and 55 respondents stated they were neutral (35.3%). Meanwhile, 54 respondents (34.6%) said they agreed, and 11 respondents said they strongly agreed (7.1%).

The results of all respondents' answers have a score ranging from 2 (disagree) to 5 (strongly agree). The highest value is indicated by a score of 3, where 55 respondents answered neutrally to the statement item about buying souvenir products using large amounts of money. This means that consumers do not have a clear view of whether they need a large amount of money or vice versa to buy a product, or they may have other reasons. The second ranking is a score of 4, as many as 54 respondents answered agree, meaning consumers agree that buying souvenirs requires spending a lot of money. The third ranking is a score of 2 with a total of 36 respondents answering, who stated that they did not agree with the Money indicator statement item. This third ranking is the opposite of the second ranking, which can be said that consumers do not agree with the statement items from the Money indicator. The final score is score 5, this score has the opinion that buying souvenir products requires large funds and is shown by the answers of 11 respondents who strongly agree.

The answers from 156 respondents to the Money indicator from the Consumer Resources variable showed that 55 people answered neutral. This neutral answer was the highest number of respondents (35.3%) compared to the others, so it can be said that consumers have doubts about the view that buying souvenir products requires spending a large amount of money. However, there were respondents who agreed with the statement item from the Money indicator, namely 54 (34.6%) respondents' answers. The number of respondents' answers is only one difference from respondents who answered neutral, thus the Consumer Resources variable can be explained through the parameters of the money indicator. This can be seen from the average value which is at a score of 3.26 with medium score criteria.

The third indicator of the Consumer Resources variable is the Business indicator. This indicator is used to explain the business capabilities of consumers in purchasing souvenir products. Based on the distribution of respondents' answers to the Business indicator statement items presented in Table 5, it shows that one respondent (0.6%) answered strongly disagree, 10 respondents (6.4%) answered disagree, and 24 respondents (15.4%) answered %) states neutral. A total of 105 respondents (67.3%) answered agree, and 16 respondents (10.3%) answered strongly agree.

The results of all respondents' answers were between 1 and 5. The highest score was 4, with an affirmative answer and a total of 105 respondents. This score position of 4 can be understood to mean that consumers justify the ease in selecting the products they purchase. In second place with a score of 3, there were 24 respondents who said they were neutral. This score explains that consumers feel doubtful about the opinion that choosing the souvenir product they buy is easy. The third position is located at a score of 5 with 16 respondents strongly agreeing. This answer of strongly agree can mean that you don't have any difficulty finding the product you want to buy. The fourth position is a score of 2 who answered disagree and the number of respondents' answers was 10 people. This answer shows that consumers reject the view that finding choices for the souvenir products they buy is easy. The last score (score 1) with a strongly disagree answer from a respondent means that the consumer simply rejects the Business Indicator statement item.

The frequency distribution of all respondents' answers to the Business indicator statement items presented in Table 5 can be depicted that most respondents agree with the view that choosing souvenir products to buy is easy to find. This statement can be seen from the number of respondents who answered in the affirmative, namely 105 people (67.3%), so it can be concluded that to explain the Consumer Resources variable you can use the Business indicator and seen from the average score it is at 3.80 with the score criteria tall.

Description of Consumer Value Variables

Consumers in making purchases cannot be separated from considering whether the product purchased provides benefits and the product provides values in accordance with consumer expectations. The Consumer Value variable can be measured using two indicators, namely the Benefit and Expectation Indicators. Based on the answers of 156 respondents, a total average score of 3.73 was obtained, which is in the high category. Table 6 depicts the frequency distribution of respondents' answers to the Consumer Value variable indicators.

The first indicator of the Consumer Value variable is Benefits. The Benefit Indicator was chosen with the aim of explaining the benefits of the total souvenir product felt by consumers. The distribution of respondents' answers to the Benefit indicator statement items can be seen in Table 6 which illustrates that one respondent (0.6%) answered strongly disagree, and 9 respondents (5.8%) answered disagree. A total of 47 respondents (30.1%) said they were neutral, 81 respondents (51.9%) said they agreed, and 18 respondents (11.5%) said they strongly agreed.

Table 6. Tabulation of respondents' answers to consumer value variable indicators

No	Indicator	Respondent's Answer												Average Score
		1		2		3		4		5		6		
		f	%	f	%	f	%	f	%	f	%	f	%	
1	Benefit	1	0,6	9	5,8	47	30,1	81	51,9	18	11,5	156	100	3,68
2	Hope	-	-	5	3,2	40	25,6	96	61,5	15	9,6	156	100	3,78
								Average score for the Consumer Value variable						3,73

Source: Primary data processed, 2023

The results of all respondents' answers to the statement item that the souvenir product I bought was very beneficial, showed a score position between score 1 to score 5. The highest score was at score 4 with a total of 81 respondents' answers. The answer with a value of 4 indicates agreement, meaning that consumers agree with the statement that buying souvenir products is beneficial. The second value received a score of 3 which is a neutral answer from 47 respondents. This neutral answer means that consumers do not have certainty or doubt that buying this souvenir product has benefits. Ranked third with a score of 5 from the answers of 18 respondents who stated that they strongly agreed with the Benefits indicator statement. The fourth order value has a score of 2 including 9 respondents' answers who stated they disagree, and a score of 1 is the last value of a respondent's answer, namely strongly disagreeing. Both groups of respondents' answers (scores 2 and 1) have the same answer, namely they do not agree or reject the statement that buying souvenir products can be guaranteed to have benefits.

The answers from all respondents to the Benefit indicator statement items show that the majority of respondents have the view that buying souvenir products on a tourist trip certainly has benefits. This statement was shown by agreeing answers from 81 respondents (51.9%), so it can be concluded that the Benefits indicator can be used to measure consumer value variables and seen from the results the average score is 3.68 with high score criteria.

The Expectation Indicator is the second parameter of the Consumer Value variable. The Expectation Indicator is used to describe whether the souvenir product purchased is in accordance with what the consumer perceives. The distribution of respondents' answers to the hope indicators is shown in Table 6 which shows that 5 respondents (3.2%) answered the statement disagreeing, 47 respondents (30.1%) answered neutral. Meanwhile, 96 respondents (61.5%) answered agree, and 15 respondents (9.6%) answered strongly agree.

Based on the results of all respondents' answers to the Hope item, it appears that the value lies in the position of score 2 (disagree) to score 5 (strongly agree). The first position or highest score was at score 4 which was answered by 96 respondents in the affirmative. The answer with a score of 4 means that the consumer agrees that the souvenir product they purchased meets their expectations. In second place with a score of 3, 47 respondents answered with neutral answers. This answer can be interpreted as meaning that the consumer is in a position of doubt regarding the view that the product purchased meets expectations. However, the third position value lies at a score of 5 and as many as 15 respondents answered that they strongly agree with the same statement, meaning that what consumers perceive is only in the souvenir products they buy. The fifth value has a score of 2 with 5 respondents answering disagree.

Based on all the respondents' answers, it is known that most of them agree with the statement items from the Hope indicator, so it can be said that consumers have the view that the souvenir products they buy are in line with what they expected. This answer can be proven by the large number of respondents, namely 96 people (61.5%) who agreed, thus it was concluded that the Hope indicator can be used as a parameter of the Consumer Value variable and the average score position is at 3.78 with the score criteria tall.

Description of Purchase Decision Process Variables

The Purchasing Decision Process Variable contains a scond order because to describe it several parameters are required consisting of indicators to items. The Purchase Decision Process variable parameters use two indicators and four items. First, the Rational Consideration indicator with Information items and Planning items. Second, the Emotional Consideration indicator with Feelings and Impulsive items. Based on the answers of 156 respondents, the total average value of the items from the Purchasing Decision Process variable indicator was 3.81, which was in the high category. Table 7 shows the frequency distribution of respondents' answers to items from the Purchasing Decision Process variable indicators.

The first indicator of the Purchasing Decision Process variable is Rational Consideration which is measured by 2 items, namely Information and Planning. The Information Item was chosen as an indicator measure with the aim of explaining the need to know information about souvenir products before making a purchase. Based on the distribution of respondents' answers presented in Table 7, it shows that there was one consumer (0.6%) who stated that he strongly disagreed with the Information item, and 5 respondents (3.2%) stated that they did not agree. A total of 24 respondents (15.4%) stated they were neutral regarding the Information item statement, 95 respondents (60.9%) stated they agreed, and 31 respondents (19.9%) stated they strongly agreed.

Table 7. Tabulation of respondents' answers to items from the purchasing decision process variable indicators

No	Item	Respondent's Answer												Average Score
		1		2		3		4		5		6		
		f	%	f	%	f	%	f	%	f	%	f	%	
Rational Consideration														
1	Information	1	0,6	5	3,2	24	15,4	95	60,9	31	19,9	156	100	3,96
2	Planning	2	1,3	19	12,2	31	19,9	81	51,9	23	14,7	156	100	3,67
Emotional Considerations														
3	Feelings	-	-	3	1,9	50	32,1	85	54,5	18	11,5	156	100	3,76
4	Impulsive	-	-	11	7,1	25	16,0	99	63,5	21	13,5	156	100	3,83
Average Score for the Purchasing Decision Process variable														3,81

Source: Processed data, 2023

The value of all answers from 156 respondents was in the score position of 1 (strongly disagree) to 5 (strongly agree), regarding the indicator statement item. Knowing information about souvenir products is very necessary before deciding to buy. The first highest score was score 4 with a total of 95 respondents who agreed. The meaning of this answer is that consumers agree with the assumption that before buying they need to know information about the product they are going to buy. The second ranking value is a score of 5 with a total of 31 respondents who said they strongly agree, this answer can be interpreted as knowing the information first which is very necessary to buy souvenir products. The third value sequence is a score of 3 with a total of 24 people's answers stating neutral, so this answer can be said to mean that consumers have doubts about the need for information before purchasing. The fourth value has a score of 2, where 5 respondents stated that they did not agree with the information item, meaning that consumers reject the assumption that before buying a product they must know the information first. The final score is score 1 which comes from the answer of a respondent who strongly disagrees with the same statement from the Information item.

As a result of the distribution of all respondents' answers to the Rational Consideration indicator Information item from the Purchase Decision Process variable, it can be concluded that there are many consumers who agree with the view that before buying souvenir products it is best to know information about the product to be purchased first. This conclusion is based on the most answers, namely 95 respondents who agreed (60.9%), thus the Information item can be used to explain the Rational Consideration indicator of the Purchasing Decision Process variable and the average score is 3.96 with the criteria high score.

The second item of the Rational Consideration indicator is the Planning item. This second point was chosen to illustrate the need to plan before purchasing souvenir products. Based on the frequency distribution of respondents' answers shown in Table 7, it shows that there were 2 respondents (1.3%) who said they strongly disagreed with the Planning item, and 19 respondents (12.2%) said they disagreed. A total of 31 respondents (19.9%) stated they were neutral, 81 respondents (51.9%) stated they agreed, and 23 respondents (14.7%) stated they strongly agreed.

The distribution value of all respondents' answers is between a score of 1 (strongly disagree) to a score of 5 (strongly agree). The first highest score was score 4 which came from 81 respondents' answers, agreeing with the statement that I plan in advance the souvenir products that I buy. This affirmative answer can be interpreted as meaning that the consumer agrees with the Planning item. The second place with a score of 3 was answered neutral by 31 respondents. This neutral answer means that consumers have doubts about the notion that buying souvenir products requires prior planning. Meanwhile, a score of 5 is the third highest value with a strongly agree answer from 23 respondents. This answer shows that it is very necessary to plan the purchase of souvenir products. However, there were 19 respondents who stated that they did not agree with the Planning item. This answer is the fourth highest score and can be interpreted as meaning that consumers reject the notion that buying souvenir products requires prior planning. The last position with strongly disagree answers was from 2 respondents, who rejected the Planning item.

The distribution of answers from 156 respondents to the Planning item from the Rational Consideration indicator in Table 8 can be concluded that the majority of consumers agree with the view that before buying souvenir products it is necessary to plan first. This consumer agreement can be proven from the large number of respondents who answered in the affirmative, namely 81 people (51.9%), so it can be explained that the Purchasing Decision Process variable can be measured using the Rational Consideration indicator with the Planning item and the average score is at the position number 3.67 which is including high criteria.

The second indicator of the consumer Purchase Decision Process variable is the Emotional Consideration indicator, consisting of two items, namely Feelings items and Impulsive items. First, the Feelings item was chosen as a measure of the Emotional Consideration indicator with the aim of describing consumers' feelings when shopping for souvenir products. Based on the frequency distribution of consumer answers presented in Table 7, it shows that 3 respondents answered disagree (1.9%) to the statement item from the Feelings item, and as many as 50 respondents (32.1%) answered neutral. A total of 85 respondents (54.5%) stated they agreed, and 18 respondents (11.5%) stated that they strongly agreed with the same item, namely the Feelings item from the Emotional Consideration indicator.

The value of all respondents' answers to the Feelings item is between a score of 2 (disagree) to a score of 5 (strongly agree). The first highest value was a score of 4 where consumers answered in the affirmative with a total of 85 people. The answer agrees to the statement item: I feel happy when shopping at this store. The second order value is at score 3 with a neutral answer of 50 respondents. This answer means that consumers are unsure about the view that they feel happy when shopping at this store. Third place with a score of 4 from the answers of 18 respondents who said they strongly agreed, this answer could mean that consumers felt very happy when shopping for souvenirs. The final score was 2, where 3 respondents answered that they did not agree or rejected the statement of the Feelings item.

The distribution of answers from 156 respondents in Table 7 to the Feelings item statement with the Emotional Consideration indicator, illustrates that the majority of consumers have happy feelings when buying products at gift shops. This feeling was conveyed by 85 respondents who agreed (54.5%), so it can be concluded that the parameters of the consumer Purchase Decision Process variable can be explained using the Emotional Consideration indicator which is measured by the Feeling item and the average value of the total respondents' answers is 3.76 which is included high score criteria.

The second item of the Emotional Consideration indicator is the Impulsivity item. Impulsivity items are used to explain consumers' certainty in determining the choice of product purchased. Based on Table 7 which describes the distribution of respondents' answers to the Impulsive item statement, it shows that there were 11 respondents (7.1%) who said they disagreed, 25 respondents (16.0%) answered neutral, 99 respondents (63.5%) answered agree, and as many as 21 respondents (12.5%) answered strongly agree.

The value of all respondents' answers to my statement items determines the souvenirs I buy while in the shop, namely between a score of 2 (disagree) to a score of 5 (strongly agree). The first score is in the position of value 4 which was answered in the affirmative by 99 respondents. This answer means that consumers agree with the thoughts regarding determining the choice of products purchased when in the shop. The second score is in the position of value 3, as many as 25 respondents' answers stated that they were neutral, meaning consumers had doubts regarding the Impulsive item. The third place is at a score of 5 which was answered by 21 respondents by stating that they strongly agree with the statement of the Impulsive item, which can be interpreted as consumers can only make product choices when they are in the shop. The final order is a score of 2 with 11 respondents disagreeing. This answer can be said to mean that consumers reject the view that determining product choices can only be done while in the shop.

The results of all respondents' answers presented in Table 7 illustrate that the majority of respondents' answers were in agreement, so it can be concluded that consumers agree with the idea that choosing souvenir products can be done while in the shop. This conclusion is based on the answers of 99 respondents (63.5%), thus it can be said that the Purchasing Decision Process variable can be measured using the Emotional Consideration indicator which is explained by the item Impulsiveness and the average score of the total answers is 3.83, which is included in high category.

Table 8. Average indicator scores for purchasing decision process variables

No	Indicator	Item	Rate-rate item	Average Indicator (average of items: number of items)
1.	Rationality Considerations	1. Information	3,96	3,82
		2. Planning	3,67	
2.	Emotional Considerations	1. Feelings	3,76	3,80
		2. Impulsive	3,83	
		Average total score	**3,81**	**3.81**

Source: Processed data (2023)

Based on Table 8, it depicts the average indicator score for the Purchasing Decision Process variable including the Rational Consideration indicator which received an average score of 3.82 with the criteria being classified as a high score and the Emotional Consideration indicator which obtained an average score of 3.80 with the criteria for a high score. The conclusion is that the Rational Consideration and Emotional Consideration indicators are parameters of the Purchasing Decision Process variable which have high criteria with an average total score of 3.81.

Data Analysis Results

Test Results of the Direct Influence of Consumer Resources on Consumer Value

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	4.215	.585		7.203	.000
	CONSUMER RESOURCES	.321	.057	.411	5.603	.000

a. Dependent Variable: CONSUMER VALUE

From the table above it can be seen that the significance value is 0.000 <0.05 so that the consumer resource variable has a significant positive effect on consumer value.

Test Results of the Influence of Consumer Resources and Consumer Values on the Purchasing Decision Process.

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9.047	1.089		8.309	.000
	CONSUMER RESOURCES	.120	.101	.094	1.190	.236
	CONSUMER VALUE	.665	.130	.405	5.125	.000

a. Dependent Variable: PURCHASE DECISION PROCESS

From the second regression model we can conclude that: 1) Consumer resources have no influence on the purchasing decision process. This is known from the significance value of the consumer resource variable on the purchasing decision process of 0.236>0.05; 2) Consumer values influence the purchasing decision process. This can be seen from the significance value of the influence of the consumer value variable on the purchasing decision process, which is 0.000 <0.05, so it can be concluded that consumer value has a significant positive effect on the purchasing decision process.

An approach to testing the effect of mediation can use the Sobel test (Ghozali, 2018) as follows: From the two regression equations above, it can be concluded that the values A (SDK coefficient on consumer value), B (consumer value coefficient on the purchasing decision process), standard error A, and standard error B are as follows:

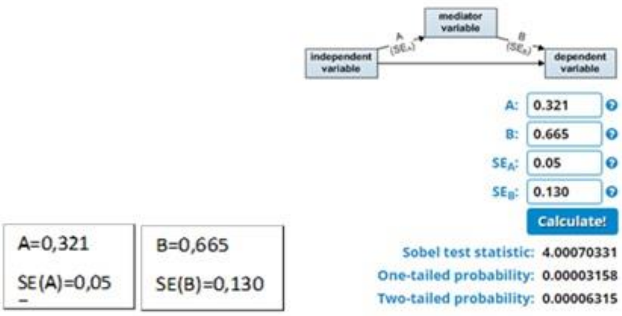

Figure 4. Image of UI sobel test results
Source: Spss, 2023

From Figure 4 above, the results of the Sobel test can be seen from the two tailed probability value. Because the two tailed probability value is 0.00006315 <0.05 and the Sobel test statistic value is 4.00070331 >1.96, it can be proven that Consumer Value is able to mediate the influence of consumer resources on the purchasing decision process.

The new findings produced in this research are 1) The influence of the Consumer Resources variable on Consumer Value is a new finding because it has not been studied by previous researchers. The results of this research can prove that consumer resources have a significant positive effect on consumer value. Consumers who have more resources (effort, time and funds) can increase consumer value as measured by indicators of greater expectations and benefits for these consumers. The higher the resources owned, the higher the expectations and benefits of a product that consumers want. 2) The influence of the Consumer Resources variable on the Purchasing Decision Process with the mediation of the Consumer Value variable.

Purchasing through the mediation of the Consumer Value variable is a new finding that has never been studied by previous researchers. The results of this research prove that Consumer Resources have an influence on the Purchasing Decision Process through the mediation of the Consumer Value variable. The influence through this mediating variable can be said to be complete mediation because the test results of the direct influence of the Consumer Resources variable on the Purchasing Decision Process have no significant effect, but the results of the indirect test are the influence of Consumer Resources on Consumer Value through the mediation of the Consumer Value variable. significant effect. This means that consumers who have high resources will increase consumer value (expectations and benefits) which is higher and the impact will then lead to purchasing decisions regarding the product.

CONCLUSION

Consumer resources have a significant positive effect on Consumer Value. This means that when the resources owned by consumers increase, whether from money, business or funds, it will encourage consumers to have higher expectations and benefits for the desired product. Consumer value is able to mediate the influence of consumer resources on the purchasing decision process. This means that consumers who have resources in the form of effort, funds and time can influence consumer value in the form of expectations and benefits for the product which will ultimately have an impact on the purchasing decision process.

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