

ANALYSIS OF THE EFFECT OF CONSUMER KNOWLEDGE AND CONSUMER PERCEPTION ON THE PURCHASE DECISION OF TIENS PRODUCTS IN MALANG CITY

¹Ahmadi Mashuri, ²Kartika Anggraeni Sudiono Putri,

^{1,2}(Department of Management, Faculty Of Economics, UIN Maulana Malik Ibrahim, Malang, Indonesia)

ABSTRACT

The purpose of this study was to examine and analyze influence of consumer knowledge and consumer perceptions of purchasing decisions. This research uses the type of explanatory research. The sample used was 140 consumers of Tiens products in the city of Malang using a purposive sampling system. The data used in this study are primary data and secondary data. The test model of linear regression data analysis was tested using SPSS 21. The results showed that consumer knowledge (X1) had a partial effect on purchasing decisions (Y) and consumer perception (X2) had a simultaneous effect on purchasing decisions (Y).

KEYWORDS: Consumer Knowledge, Consumer Perceptions, Purchase Decisions

1. INTRODUCTION

The rise of various types of health products in Indonesia is influenced by the large market share in Indonesia, which has a total coverage of up to $\pm 270,000,000$ population in 2021, in addition (Maurits Kelvert, 2021) it is also influenced by the existence of trend of self-improvement of health, which triggers increased public knowledge about health and nutrition. So that with the number of health products in circulation, consumers are more selective in choosing the health products they want and this shows that marketers must understand the thinking patterns of consumers in making product purchasing decisions, as well as the information search patterns carried out by consumers because the information search stage is also influenced by level of consumer demand for the product they are looking for. (Kotler & Armstrong 2013), and consumer decisions are influenced by several factors, namely cultural, social, personal and psychological. Psychological factors (Suharno & Sutarso, 2010) are factors within a person that determine how they choose and consume products, the main psychological factors include motivation, perception, learning or knowledge, beliefs and attitudes.

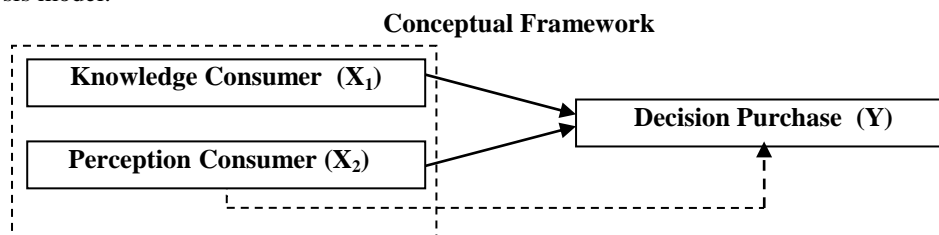
Several factors that influence consumer decision-making are consumer knowledge and perceptions of the required product. As is the case (Sumarwan, 2013) Consumer knowledge affects purchasing decisions, when consumers have a lot of knowledge, consumers have a better ability to make decisions, consumers are more efficient and more precise in processing information and are able to recall information better. Consumer knowledge is also known as a characteristic that affects all phases in the decision-making process. Specifically, knowledge is a very relevant and important construct that influences how consumers collect and organize information, how much information is used for decision making and how consumers evaluate products and services (Septifani et al, 2014). In addition to consumer knowledge, consumer purchasing decisions are also strongly influenced by consumer perceptions. This is in accordance with the opinion (Wijaya & Rachmawati, 2012) in his research that consumer purchasing decisions depend on subjective knowledge of a product, which makes him have the confidence to trust the product and then buy it. Knowledge is the consumer perception of about how much knowledge they have about the product. So that essentially perception is related to a person's behavior in making decisions about what is desired.

From research (Yuliawan, 2011) on "The Influence of Consumer Knowledge regarding Islamic Banking on the Decision to become a Customer at PT. Bank Syariah Branch Bandung" explains that consumer knowledge has a significant influence on the decision to become a customer with a coefficient of determination of 44.8%. Another study on "Analysis of Consumer Motivation, Perception, Knowledge, and Attitudes Their Influence on

Purchase Decisions at KFC" shows that Consumer Motivation, Consumer Perception, Consumer Learning, and Consumer Attitudes together or simultaneously have a significant effect on Consumer Purchase Decisions. Furthermore, the research conducted by (Yurita, 2016) is "Analysis of the Effect of Consumer Perception on the Purchase Decision of Honda Matic Motorcycles at the Prima Motor Dealer Pasir Pengaraian". which states that there is a significant influence on consumer perceptions of acceptable purchasing decisions. In line with the results of research (Nurfaidah, 2016) which states that consumer perceptions and attitudes which include variables of service quality, price, product quality, promotion, personal experience, family roles and social media simultaneously have a positive and significant effect on purchasing decisions at minimarkets in the city. Makassar. Partially the promotion variable has a more dominant influence than the other independent variables.

2. METHODOLOGY

The purpose of this study was to examine and analyze the effect of consumer knowledge and perceptions on purchasing decisions partially and simultaneously. With the object, namely consumers of Tiens products who live in the city of Malang, to collect data according to the variables studied, the following is the proposed hypothesis model:



Description:

- > : Partial Effect
- - - -> : Simultan Effect

Procedure of Survey and Sampling: The population in this study are all consumers of Tiens products who live in the city of Malang. The sampling technique used purposive sampling which was carried out by taking the subject not based on strata, random or regional but based on a specific purpose (Sugiyono, 2012). The sample used is 140, the number is taken based on the Malhotra formula which is determined based on the number of items multiplied by 5 (Malhotra, 2014) with the condition that the respondent is a consumer of Tiens products who live in the city of Malang. All question items in the questionnaire filled out by consumers of Tiens products who live in the city of Malang are said to be valid because the correlation coefficient (r) > 0.30 and sig value < 0.05. The instrument is said to be valid if it is able to measure what is desired and can reveal data from the variables studied appropriately. The instrument is said to be valid if the correlation coefficient is > 0.3. The instrument can be said to be reliable if the alpha coefficient value is 0.6 (Supriyanto & Maharani, 2013).

Research Instrument: The items in the consumer knowledge variable are based on (Tri Wahyuni, 2017) which consists of product knowledge, purchasing knowledge and product usage knowledge. The consumer perception instrument is taken from (Gampu, 2015) which consists of information selection, information organization and product interpretation. Then all the instruments were formed in a questionnaire.

3. ANALYSIS OF DATA

Repondent Decription

Table Respondent Description

Information		Frequency	Total Percent
Gender	Male	93	66.4
	Female	47	33.6
Product user Tiens	Yes	140	100.0
	No	0	0
Domiciled in the city of Malang	Lowokwaru	70	50.0
	Blimbing	30	21.4
	Klojen	18	12.9
	Sukun	15	10.7
	Kedungkandang	7	5.0
Profesion	Students	97	69.3
	Civil servants	3	2.1
	Private employees	27	19.3
	Business	9	6.4
	Housewives	1	.7
	Others	3	2.1
Monthly budget for purchasing Tiens	<500.000	133	95.0
	500.001-1000.000	4	2.9
	1000.001-1.500.000	1	.7
	1.500.001-2.000.000	0	0
	>2.000.000	2	1.4

Most of the respondents in this study were dominated by men and all of these respondents were users of Tiens products. The majority of respondents reside in the Lowokwaru sub-district in the city of Malang. For professions, the most dominant respondents are students and they spend a monthly budget to consume Tiens products with a range of Rp <500,000.

Multiple Linear Regression Test

To determine the accuracy of predictions whether there is a strong relationship between the dependent variable (Y) purchasing decisions and the independent variable (X1) consumer knowledge and consumer perception variable (X2), so in this research using multiple linear regression formula, because it is more than one variable. As according to (Sugiyono, 2013) states that multiple linear regression analysis will be carried out if the number of independent variables is at least two.formula is as follows:

$$Y = a + b1X1 + b2X2 + e$$

- Description:
- Y = Purchase decision
- a = Constant
- b = Regression coefficient
- X1= Consumer knowledge
- X2 = Consumer perception

Multiple Linear Regression Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error			
(Constant)	5.795	1.925		3.011	.003
1 Consumer knowledge	.271	.038	.508	7.060	.000
Consumer perception	.173	.048	.259	3.603	.000

a. Dependent Variable: Purchase decision

Resource: IBM SPSS21 data, 2022

The equation of the multiple linear regression model is as follows:

$$Y = a + b1X1 + b2X2 + e$$

$$Y = 5.796 + 0.271 (X1) + 0.173 (X2) + e$$

The constant value (a) of 5.765 indicates that on the consumer knowledge program variable is considered constant or equal to 0 to the purchase decision of 5,769. The regression coefficient on consumer knowledge (X1) of 0.271 states that consumer knowledge has a positive relationship to purchasing decisions (Y), it shows that every increase in purchasing knowledge variable (X1) will increase consumer purchasing decisions by 0.271 assuming other variables are constant. . And the regression coefficient on consumer perceptions (X2) of 0.173 states that consumer perceptions have a positive relationship to purchasing decisions (Y), it shows that every increase in the consumer perception variable (X2) will increase consumer purchasing decisions by 0.173 assuming other variables constant.

Simultaneous Test (F-test)

According to (Ghazali, 2016) The use of the simultaneous test (f-test) aims to test whether there is a simultaneous or joint effect of the independent variables consisting of Consumer Knowledge (X1) and Consumer Perception (X2) on the dependent variable of purchasing decisions (Y). (Sugiyono, 2013) explained that the simultaneous test was carried out by comparing the $F_{calculated}$ with the F_{table} , with a confidence level of 5% (0.05).

F-test

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	381.767	2	190.883	55.834	.000 ^b
	Residual	468.369	137	3.419		
	Total	850.136	139			

a. Dependent Variable: Purchase decision

b. Predictors: (Constant), Consumer perception, Consumer knowledge

Resource : IBM SPSS21 data, 2022

The calculation results from table 4.18 show that the F value is 55,699 with a significant value of $0.000 < 0.05$, so a conclusion can be drawn if the independent variable of consumer knowledge (X1) and consumer perception (X2) has a simultaneous influence on the variable. Dependent is the purchase decision (Y) on Tiens products in the city of Malang.

Partial test (T-test)

The test is to find out whether there is an influence from the independent variable consisting of Consumer Knowledge (X1) and Consumer Perception (X2) on the dependent variable purchasing decision (Y).). Ghozali, (2018). The partial test was carried out by comparing the $t_{arithmetic} < t_{table}$ with a significance value > 0.05

T-test

Variabel bebas	$t_{arithmetic}$	Sig.t	t_{table}	Description
Consumer knowledge (X1)	7.060	0.000	1.655	Significant
Consumer Perception (X2)	3.603	0.000	1.655	Significant

Source: processed by researchers, 2022

In testing the consumer knowledge variable (X1), the tcount value is 7.060 and the significance value is 0.000 so that the statistical value of the t-count is greater than the table, namely $7.060 > 1.665$ and the significance value is $0.000 < 0.05$ which indicates that the variable consumer knowledge (X1) has a partial effect on the buyer's decision (Y). And in testing the consumer perception variable (X2), the tcount value is 3,603 and the significance value is 0.000 so that the statistical value of the tcount is greater than the table, namely $3,603 > 1,665$ and the significance value is $0.000 < 0.05$ which indicates that the consumer perception variable (X2) has an effect. partially against the defense decision (Y).

Coefficient of Determination Test (R²)

measuring a regression line to find out whether it is appropriate or not, whether it is in accordance with the actual data, it is necessary to test the coefficient of determination (R2). A value has an interval of 0 to 1 ($0 < R2 < 1$), which means that the greater the strength of the regression equation, the more predictable the criteria are in accordance with the actual data (Ghazali, 2018).

Coefficient of Determination Test Table (R^2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.670 ^a	.449	.441	1.84899

a. Predictors: (Constant), Consumer Perception, Consumer Knowledge

Sumber: IBM SPSS21 data, 2022

Data can be obtained that the magnitude of R square (R^2) is 0.441. These results indicate that the consumer knowledge variable (X1) and consumer perception (X2) have an effect of 44.1% on purchasing decisions (Y) and the remaining 66.9% is influenced by by other variables that are outside this research.

4. DISCUSSION DAN CONCLUSION

This study focuses on objects that have criteria as consumers of Tiens products and reside in the city of Malang. So it can be shown that the most consuming Tiens products in the city of Malang is the object of research that has a male gender where most of them live in the Lowokwaru sub-district, Malang city, from the profession they live the most dominant is as a student studying in Malang city. And in every month they can spend a purchase of <Rp 500,000 in consuming Tiens products.

Based on the results of the regression equation, the regression coefficient value for the X1 variable (Consumer Knowledge) partially gives a positive and significant influence on consumer purchasing decisions, namely the results of the t test of consumer knowledge tcount 7.060 > ttable 1.665 and sig. 0.000 < = 0.05. The existence of a significant and positive number indicates the higher the level of consumer knowledge, the more influential and increasing the decision to purchase Tiens products in Malang City. The results of this study are in line with the findings of research conducted by Agustyanto (2016) where knowledge has a positive and significant influence on purchasing decisions. Based on the findings of this study, it means that the consumer knowledge variable is an important variable to consider in consumer purchasing decisions for Tiens products in Malang City.

From the results of the regression equation, it is obtained that the regression coefficient value for the X2 variable (Consumer Perception) partially gives a positive and significant influence on consumer purchasing decisions, namely the results of the consumer perception t test tcount 3.603 > ttable 1.665 and sig. 0.000 < = 0.05. The existence of indicates that the higher the consumer's perception, the more influential and increasing the decision to purchase Tiens products in Malang City. The results of this study are in line with the findings of research conducted by Sardanto & Ratnanto (2016) where perception has a positive and significant influence on purchasing decisions. Based on the findings of this study, it means that the consumer knowledge variable is an important variable to consider in consumer purchasing decisions for Tiens products in Malang City.

So it can be concluded that based on partial analysis (t test), the results of the study prove that all independent variables consisting of consumer knowledge variables (X1) and consumer perceptions (X2) partially have a positive and significant influence on the dependent variable, namely purchasing decisions. (Y) and simultaneously test (F test), the results of the study prove that all independent variables consisting of consumer knowledge variables (X1) and consumer perceptions (X2) simultaneously have a significant influence on the dependent variable, namely purchasing decisions (Y).

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