



# AICEDC

*4<sup>th</sup> Annual International Conference on Economic  
in Developing Countries*

*“Economy for Sustainable Development”*

October 5<sup>th</sup> - 6<sup>th</sup> 2018

PROCEEDINGS



E-ISBN 978-623-90312-0-6



9 786239 031206

Penerbit Fakultas Ekonomi dan Bisnis Universitas Jember

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- Desain Sampul** : Faradilla Octaviana  
**Desain Layout** : Triana Novitasari

**Penerbit:**

**Fakultas Ekonomi dan Bisnis Universitas Jember**

Jl. Kalimantan No.37 Kampus Bumi Tegal Boto

Jember, Jawa Timur, Indonesia 68121

Telp. (0331)337990 / Fax (0331)332150

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Cetakan Pertama, Maret 2019

21 x 29 cm ; xii, 499 hlm

**E-ISBN 978-623-90312-0-6**

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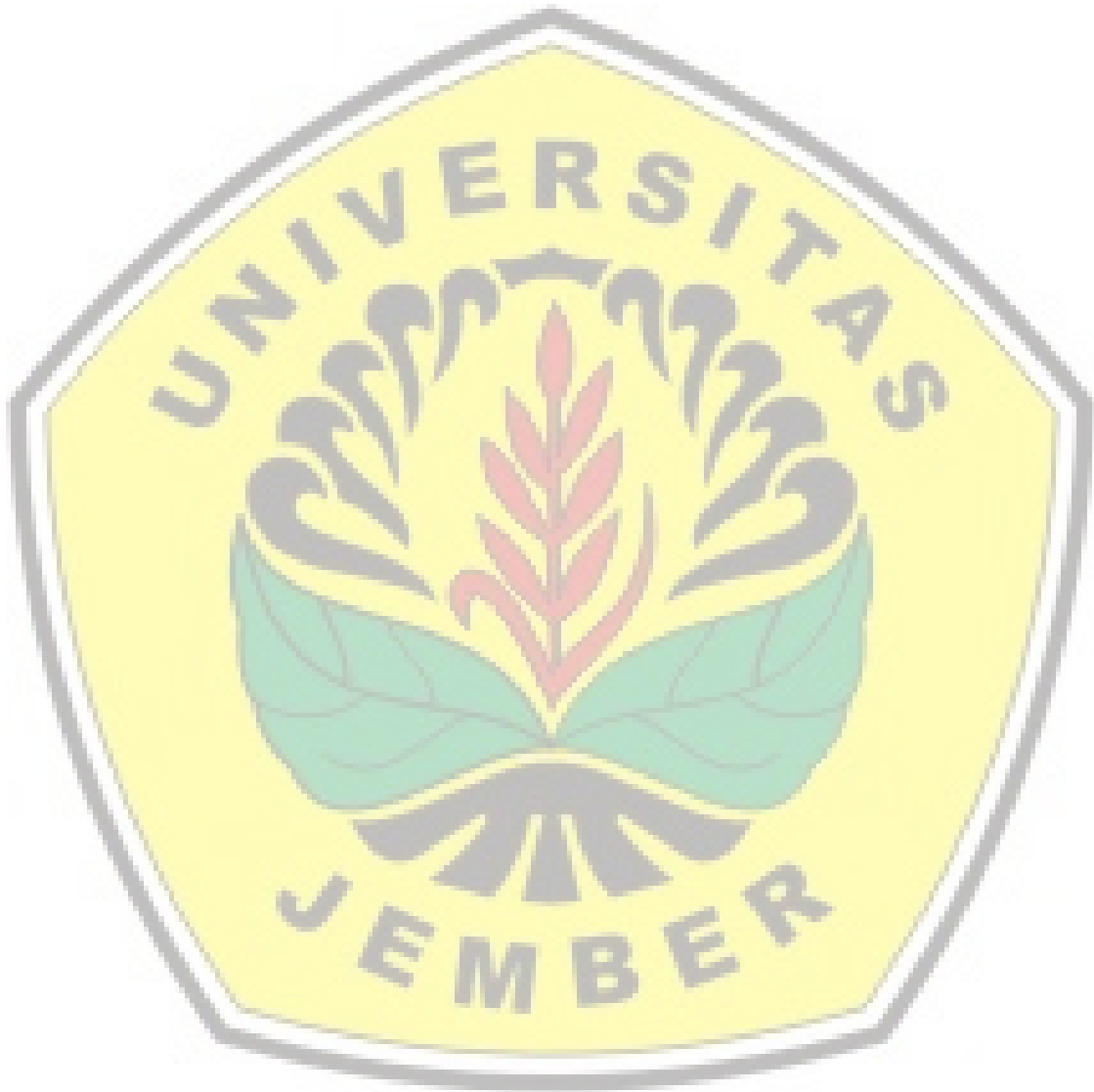
# KATA PENGANTAR

Puji syukur atas kehadiran Allah SWT Tuhan Yang Maha Esa atas segala rahmat dan hidayah yang telah diberikan kepada kita semua, sehingga buku *Proceedings "Economy for Sustainable Development"* dapat terwujud dan selesai. Buku *Proceedings* disusun atas terselenggaranya Seminar Internasional *4<sup>th</sup> Annual International Conference on Economic in Developing Countries (AICEDC) Tahun 2018* yang memuat sejumlah artikel hasil penelitian oleh para dosen, peneliti, dan mahasiswa. Oleh karena itu, dalam kesempatan ini perkenankan kami mengucapkan terima kasih kepada:


1. Rektor Universitas Jember Drs. Moh. Hasan, M.Sc., Ph.D yang telah memfasilitasi dan mendukung terselenggaranya Seminar Internasional ini.
2. Dekan Fakultas Ekonomi dan Bisnis Universitas Jember Dr. Muhammad Miqdad, SE., MM., Ak., CA., yang telah memberikan dukungan penuh terselenggaranya Seminar Internasional ini.
3. Bapak Teguh Dartanto, Ph.D selaku Ketua Aliansi Program Studi Ekonomi Pembangunan Indonesia (APSEPI)
4. Bapak/Ibu pengurus dan anggota Aliansi Program Studi Ekonomi Pembangunan Indonesia (APSEPI)
5. Bapak/Ibu segenap Panitia yang telah menyumbangkan waktu, tenaga dan pikiran demi terselenggaranya Seminar Internasional ini.
6. Bapak/Ibu/Saudara yang telah menyumbangkan artikel hasil penelitian dan program pengabdian kepada masyarakat.

Semoga prosiding ini dapat bermanfaat bagi kita semua, bagi kemajuan masyarakat Indonesia khususnya dan dunia Internasional secara umum. Terakhir tiada gading yang tak retak. Mohon maaf jika ada hal-hal yang kurang berkenan. Saran dan kritik kami tunggu demi kesempurnaan Buku *Proceedings* ini.

Jember, Desember 2018



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# Cultural, Social, Personal, and Psychological Factors on Influencing Purchasing Decisions of Citra Hand and Body Lotion at Students In The City of Jember

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## Abstract

This study aims to determine the influence of cultural, social, personal, psychological factors on purchasing decisions Hand and body lotion in Students in the City of Jember. Population in this research is Student in Town of Jember who know about Citra hand and body lotion. The sampling method used is purposive sampling with the number of respondents as many as 120 people. The method of analysis used is multiple linear regression analysis. The results of this study indicate that culture significantly positive effect on purchasing decisions hand and body lotion of 0.351 or 35.1% with a significance value of 0.000, social significant positive effect on purchasing decisions Hand and body lotion of 0.116 or 11.6% with a significance value of 0.033, personal significant positive effect on purchasing decisions Hand and body lotion of 0.124 or 312.4% with a significance value of 0.005, and psychological significant positive effect on purchase decision Citra hand and body lotion of 0.316 or 31.6 % with a significance value of 0.000.

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

## 1. Introduction

The role of marketing is very important for the growth and development of the economy at this time. In line with the economy in the country of Indonesia this led to the emergence of diverse business sectors that offer products to meet consumer needs, and prices to support product quality. Human needs are a state of part of the perceived, perceived, basic satisfaction. Cosmetics is one of the necessities for women used every day to make it look more attractive. Women are creatures who love beauty, want to always look beautiful under any circumstances. Cosmetics can increase one's confidence.

The development of cosmetic products for women today is very fast, for women cosmetics is a daily requirement of women. These daily needs create opportunities for cosmetics manufacturers to create products that suit the needs of consumers. Women's cosmetic needs vary, manufacturers also create various types of cosmetic products in order to meet the desire.

Indonesia as a developing country is seen as a potential growth market. This condition is used by cosmetics producers. One company in Indonesia that already has a good brand image is PT. Unilever. PT Unilever continues to innovate to create new, higher quality, creative and distinctive product, packaging, marketing strategies and equipment. Category of cosmetic products produced by PT. Unilever include body lotion, facial care, shampoo, bath soap, perfume and deodorant. Body lotion products produced by PT. Unilever one of them is Citra. Hand body Lotion Image that is known by many consumers of these women have ten variants of aroma as a choice of consumers in determining the appropriate choice with the type of skin. Aroma offered are Image of White UV White, Citra Pearly White UV, Citra Light Touch White, Citra Night White, Lasting Glow Image, Youthful Radiance Image, Citra Nourished Radiance UV, Spotless White UV Image, Fresh Radiance Image, Advanced

### White Image.

This image product is known as a beauty brand with natural ingredients from Indonesia's strong cultural heritage, and has been circulating in Indonesia for more than 30 years. Citra hand and body lotion is one brand that is very famous in Indonesia because it has many types of products that almost all wear them. Target consumers Citra hand and body lotion are women aged 15 to 35 years who want to be modern without forgetting the social norms of Indonesia. Citra is committed to always use natural ingredients of choice that have the efficacy of providing the best care for a typical Indonesian natural light skin. The ingredients of the natural ingredients used provide assurance that the Image is safely used for the skin. Comes with Vitamin C and B3 to make skin brighter and shine naturally. All Citra products have been certified halal ([source: www.unilever.co.id](http://www.unilever.co.id)).

Based on [www.topbrand.award.com](http://www.topbrand.award.com), shows that the Citra hand and body lotion occupies the first row position, obtained with a fluctuating percentage, in 2016 of 49.9%, in 2017 of 50.1%, and in 2018 by 42.9%. Where in 2016 - 2017 increased by 0.2% while in 2017 - 2018 there was a decrease of 7.2%. This shows that people are more interested Citra hand and body lotion in appeal with hand and body lotion other brands. Citra hand and body lotion is selected to be the object of research by researchers because Citra hand and body lotion became the top brand that is at home perched in the first position of personal care category in Indonesia. This makes the researcher interested whether Citra hand and body lotion is able to maintain its position in the market or not.

Many factors that influence consumer behavior on the decision to buy Citra hand and body lotion, but in this research is measured through cultural, social, personal and psychological variables. Cultural factor is a group of social values accepted by society as a whole and spread to its members through language and symbols (Anoraga, 2007: 227). Cultural factors provide the most extensive and profound influence on consumer behavior. Marketing must know the roles played by cultures, sub-cultures, and social classes. Culture refers to ideas, symbols that have meaning to communicate, value, do interpretation and evaluation as members of society.

Social factors are a group of people who are equally close considerations of equality in community status or awards that constantly socialize among themselves, both formally and informally (Lamb, 2001: 210). Consumer behavior is also influenced by social factors such as reference groups, families, and the role and social status of consumers. The personal factor is a way of collecting and grouping the consistency of an individual's reaction to the current situation (Lamb, 2001: 221). The behavior of a person in buying something is also influenced by the personality factors of the consumers concerned. Personal factors combine psychological order and environmental influences. Includes character, the basis of a person, especially their dominant characteristics.

Psychological factors are a way of identifying their feelings, collecting and analyzing information, formulating thoughts and opinions in taking action (Lamb, 2001: 224). The choice of buying a person is influenced by four main psychological factors, namely motivation, perception, knowledge, beliefs and attitudes. A person's motivation has several needs at one time, biogenic, which arises from physiological tensions, such as hunger, thirst, comfort, psychogenic needs, that arise from psychological tension, such as the need for recognition, self-worth and humiliation in the community.

The location of this research is the campus environment in Jember city, especially on three campuses in Jember city namely Jember University, Muhammadiyah Jember University and Jember State Islamic Institute, where the city of jember is a place for students to gain knowledge and is a strategic location. This makes the business activities growing, one of them Citra hand and body lotion marketing. In addition, today many students in the

city of Jember who knew and never used Citra hand and body lotion. Based on the above phenomenon, the researcher is interested to do research on Citra hand and body lotion with the aim to know whether the cultural, social, personal and psychological factor have positive effect to purchase decision of Citra hand and body lotion.

The hypothesis in this research is: (1) significant influencing cultural factors to the purchase decision; (2) social factors have a significant effect on purchasing decision; (3) personal factors have a significant effect on purchasing decisions; and (4) psychological factors have a significant effect on purchasing decision.

Based on the background that has been described above, it can be formulated problems in this study are: (1) whether cultural factors significantly influence the purchase decision Citra hand and body lotion at Students in the City of Jember?; (2) whether social factors significantly influence purchasing decisions Hand and body lotion image on Students in Jember City?; (3) whether personal factors significantly influence purchasing decisions Hand and body lotion in Student in Jember City?; and (4) whether the psychological factors significantly affect the purchasing decision Hand and body lotion image on Students in the City of Jember?

Based on the background and formulation of the above problem, the purpose of this study are: (1) to test the significant influence of cultural factors on the purchasing decision Hand and body image on Students in the City of Jember; (2) to test the significant influence of social factors on the purchasing decision of hand and body Image on Students in Jember City; (3) to test the significant influence of personal factors on purchasing decisions Hand and body Image on Students in Jember City; and (4) to test the significant influence of psychological factors on purchasing decision of hand and body Image on Student in Jember.

## **2. Method**

### **1. Research design**

This research is an explanatory research that aims to test a theory or hypothesis to strengthen or even reject the theory or hypothesis of existing research results. According to Umar (1999: 36) explanatory research (explanatory research) is a research variable that aims to analyze the relationships between one variable with other variables or how a variable affects other variables.

### **2. Types and Data Sources**

The type of data used in this study is quantitative data, which is the type of data that can be measured or calculated directly, in the form of information or explanations expressed by numbers or shaped numbers (Sugiono, 2010: 15). Quantitative data in this research is the result of questionnaire and scale used in this method that is ordinal scale. Sources of data used in this study are primary data and secondary data. Primary data is data that refers to information obtained from the first hand by researchers relating to the variable of interest for the specific purpose of the study. Primary data sources are individual respondents, focus groups, the Internet can also be the primary data source if the questionnaire is distributed via the internet (Uma Sekaran, 2011). Technique to collect primary data in this research is questioner. Secondary data is data that refers to information collected from existing sources. Secondary data sources are company records or documentation, publications, government, industry analysis by media, Web sites and so on (Uma Sekaran, 2011). Secondary data sources in this research are journal, article, document, and internet.

### **3. Population and Sample**

The population in this study are students in the city of Jember who know about Citra hand body lotion. The sampling technique used in this research is purposive sampling

method. According Sugiyono (2013: 218-219) purposive sampling is a technique of sampling the source data with certain considerations. The criteria to be sampled are: (1) respondents who had bought the product Citra hand and body lotion; and (2) respondents who already use Citra hand and body lotion products. According to Ferdinand (2006: 58) states that if the sample size is too large then the model becomes very sensitive so it is difficult to get goodness of fit good. For that suggested the sample size is 5 to 10 multiplied by the number of variables (indicators) of the overall variable. In this study, the number of research indicators as many as 15, so the maximum number of samples 8 multiplied by the number of indicators or as much as  $8 \times 15 = 120$ , for this study using the number of samples of 120.

4. *Data analysis method*

The method of analysis used in this study is multiple linear regression analysis.

3. **Results and Discussion**

**Results**

1. **Characteristics of Respondents**

Character of respondent used by researcher to give an information about respondent demographic data. Based on the results of data collection conducted, obtained data Students in the City of Jember who use hand and body lotion of 120 people. Characteristics of respondents reflected on age groupings, and the origin of the campus. The division of its characteristics are as follows:

**Table 1. Characteristics of Respondents by Age**

| No.           | Age         | Number of Respondent | Percentage (%) |
|---------------|-------------|----------------------|----------------|
| 1.            | 18-20 years | 53                   | 44,16          |
| 2.            | >21 years   | 67                   | 55,84          |
| <b>Amount</b> |             | <b>120</b>           | <b>100</b>     |

(Source: Primary data processed, 2018)

Table 1 shows that out of 120 respondents there are 53 people or 44.16% of those aged 18-20 years and 67 people or 55.84% are aged > 20 years old. The data shows that the majority of students in Jember who use Citra hand and body lotion are >20 years old.

**Table 2. Characteristics of Respondents by Origin Campus**

| No.           | Campus Origin | Number of Respondent | Percentage (%) |
|---------------|---------------|----------------------|----------------|
| 1.            | UNEJ          | 41                   | 34,7           |
| 2.            | IAIN Jember   | 36                   | 30             |
| 3.            | UNMUH Jember  | 43                   | 35,83          |
| <b>Amount</b> |               | <b>120</b>           | <b>100</b>     |

(Source: Primary data processed, 2018)

Table 2 shows that from 120 respondents there are 41 people or 34.17% coming from Jember University, 36 people or 30% coming from State Islamic University of Jember and 43 people or 35.83% from Muhammadiyah University of Jember. The data shows that the majority of students in Jember who use Citra hand and body lotion come from University of Muhammadiyah Jember.

## 2. Multiple Linear Regression Analysis

Multiple linear regression analysis is used in data with the number of independent variables more than one type. This analysis is used to find out how big influence of independent variable to dependent variable. Multiple linear regression analysis results between independent variables (cultural, social, personal, psychological) and the dependent variable (purchasing decision). The results of multiple linear regression analysis in this study are presented in table 3 below.

**Table 3. Multiple Linear Regression Analysis Results**

| Independent Var.   | Standardized Coeff. Beta | T     | T table | Description |
|--------------------|--------------------------|-------|---------|-------------|
| Constant           | 1,721                    |       |         |             |
| Cultural (X1)      | 0,351                    | 4,159 | > 1,981 | Significant |
| Social (X2)        | 0,116                    | 3,512 | > 1,981 | Significant |
| Personal (X3)      | 0,124                    | 4,431 | > 1,981 | Significant |
| Psychological (X4) | 0,316                    | 3,772 | > 1,981 | Significant |

(Source: Primary data processed, 2018)

Based on Table 3 above, we can obtain multiple linear regression equation as follows:

$$Y = 1,721 + 0,351X_1 + 0,116X_2 + 0,124X_3 + 0,316X_4$$

The constant of 1,721 is positive, meaning that if the score of social, cultural, personal and psychological variables is considered to be absent or equal to 0, then the purchase decision variable will increase by 1.721.  $b_1 = 0.351$  is the amount of Cultural contribution (X1) affecting purchase decision (Y). The regression coefficient ( $b_1$ ) of 0.351 shows a positive Cultural influence on Purchase Decision (Y). This means that if culture (X1) increases, then the purchase decision will increase with a coefficient of 0.351.  $b_2 = 0.116$  is the amount of Social contribution (X2) affecting purchasing decision (Y). The regression coefficient ( $b_2$ ) of 0.116 indicates a positive social effect on the purchase decision (Y). This means that if social (X2), then the purchase decision will increase with a coefficient of 0.116.  $b_3 = 0.124$  is the amount of Personal contribution (X3) that influences the buying decision (Y). The regression coefficient ( $b_3$ ) of 0.124 indicates a positive personal effect on the purchase decision (Y). This means that if personal (X3) increases, then the purchase decision will increase with a coefficient of 0.124.  $b_4 = 0.316$  is the amount of psychological contribution (X4) affecting purchase decision (Y). The regression coefficient ( $b_4$ ) of 0.316 shows a positive psychological effect on the purchase decision (Y). This means that if psychological (X4) increases, then the purchase decision will increase with the coefficient value of 0.316.

## 3. Hypothesis Testing

The t test is used to test whether the independent variable influences significantly or not to the dependent variable. In this case, t test is used to find out whether the partial cultural, social, personal, and psychological variables significantly or not affect the performance of employees. T test results can be seen in Table 4 below.

Based on Table 4:10 can be known from the influence of each independent variable to the dependent variable as follows: 1) The influence of cultural variables (X1) to the variable Purchase Decision (Y). Based on Table 4 it can be seen that t arithmetic of Culture variable (X1) is 4,159 and t value table 1,981 with significance level is 0,000. At the level of  $\alpha = 5\%$ , the value of t arithmetic > t table (4.159 > 1.981) with significance value <  $\alpha$  (0,000 < 0.05), then  $H_0$  rejected and  $H_a$  accepted, which means that there is a significant influence of



culture on buying decision; 2) Influence of Social variable (X2) to variable of Decision of Purchase (Y). Based on Table 4 it can be seen that t arithmetic of Social (X2) variable is 3.512 and t value of table 1,981 with significance level is 0.000. At the level of  $\alpha = 5\%$ , the value of t arithmetic > t table (3,512 > 1,981) with significance value  $< \alpha$  (0,033 < 0,05), then H0 rejected and Ha accepted, meaning that there is significant influence from social to buying decision; 3) Influence of Personal variable (X3) to variable of Decision of Purchase (Y). Based on Table 4 it can be seen that the t arithmetic of the Personal variable (X3) is 4.431 and the value of t table 1.981 with significance level is 0.005. At the level of  $\alpha = 5\%$ , the value of t arithmetic > t table (4,431 > 1,981) with significance value  $< \alpha$  (0.005 < 0.05), then H0 rejected and Ha accepted, which means that there is a significant influence of personal against buying decision; 4) Influence of Psychological variable (X4) to variable of Decision of Purchase (Y). Based on Table 4 it can be seen that t arithmetic of Psychological variables (X4) is 3.772 and t value table 1.981 with significance level is 0.000. At the level of  $\alpha = 5\%$ , the value of t arithmetic > t table (3.772 > 0,000) with significance value  $< \alpha$  (0,000 < 0.05), then H0 rejected and Ha accepted, which means that there is a significant influence of psychological against buying decision.

**Table 4. Multiple Linear Regression Analysis Results**

| Variabel           | T arithmetic | T table | Sig   | Description    |
|--------------------|--------------|---------|-------|----------------|
| Cultural (X1)      | 4,159        | 1,981   | 0,000 | H1 be accepted |
| Social (X2)        | 3,512        | 1,981   | 0,033 | H2 be accepted |
| Personal (X3)      | 4,431        | 1,981   | 0,005 | H3 be accepted |
| Psychological (X4) | 3,772        | 1,981   | 0,000 | H4 be accepted |

(Source: Primary data processed, 2018)

## Discussion

### 1. Cultural Influence with Purchase Decision

Culture is an important character of a social that distinguishes it from other cultural groups. The elements that need to be underlined for each culture are values, language, myths, customs, rituals, as well as possessions, or products, of behavior as they move it from one generation to the next (Lamb, 2001: 202).

Based on research results, culture has an influence on purchase decision because it has a significance value of 0.000 smaller than the specified significance value of 5% or (0.05), it can be concluded that cultural variables are proven to significantly influence purchasing decisions. It shows that cultural shift, geographic area, and social class on cultural indicator can lead to purchasing decision of Citra hand and body Students in Jember City.

Cultural shift caused the decision of purchasing at indicator of decision done rationally, because cultural shift happened in student life give influence to student consideration when buying Citra hand and body lotion. Geographic area causes buying decision on buying interest indicator due to the need, because the difference of climate in student area give influence to the student to buy Citra hand and body lotion which suitable with student requirement. Social class causes the decision of purchasing on indicator of decision done rationally, because class division on student based on education criterion in choosing Citra hand and body lotion give influence to student consideration when buying Citra hand and body lotion. Characteristics of the age and origin of the campus in the students are used because the characteristics of age can determine the differences in the tastes of each student in buying Citra hand and body lotion, while the characteristics of campus origin can distinguish the many interests of students in using Citra hand and body lotion.

The results of the research on the description of cultural variables can be seen that in general respondents perceive the average choose the score 5 (agree) "Cultural Shift" (X1.1) and "Cultural Shift" (X1.2), then it proves that Students in the City Jember agrees that Culture affects the Purchase Decision. Respondents gave the most responses to statements 1 and 2 of 29 respondents respectively or agreed on indicators of cultural shift and geographical area. It proves that the cultural changes that occur in student life in using Citra hand and Body Lotion and climate suit in student residence area can influence the student to decide to buy Citra hand and Body Lotion product.

The results of this study are in line with research conducted by Purimahua (2005) and Sriwardingsih, et al (2006) which shows that culture influences purchasing decisions. In addition, also confirmed by the opinion of Anoraga, 2007: 227) which states that cultural factors provide the most extensive and profound influence on consumer behavior. Marketing must know the roles played by cultures-cultures, sub-cultures, and social classes. Culture refers to ideas, symbols that have meaning to communicate, value, do interpretation and evaluation as members of society. Culture can be seen from beliefs, views and habits, consumers of a product. The higher the confidence in the product, the higher the consumer's decision to make a purchase.

## **2. Social Influence with Purchase Decision**

Culture is an important character of a social that distinguishes it from other cultural groups. The elements that need to be underlined for each culture are values, language, myths, customs, rituals, as well as possessions, or products, of behavior as they move it from one generation to the next (Lamb, 2001: 202).

Based on research results, culture has an influence on purchase decision because it has a significance value of 0.000 smaller than the specified significance value of 5% or (0.05), it can be concluded that cultural variables are proven to significantly influence purchasing decisions. It shows that cultural shift, geographic area, and social class on cultural indicator can lead to purchasing decision of Citra hand and body Students in Jember City.

Cultural shift caused the decision of purchasing at indicator of decision done rationally, because cultural shift happened in student life give influence to student consideration when buying Citra hand and body lotion. Geographic area causes buying decision on buying interest indicator due to the need, because the difference of climate in student area give influence to the student to buy Citra hand and body lotion which suitable with student requirement. Social class causes the decision of purchasing on indicator of decision done rationally, because class division on student based on education criterion in choosing Citra hand and body lotion give influence to student consideration when buying Citra hand and body lotion. Characteristics of the age and origin of the campus in the students are used because the characteristics of age can determine the differences in the tastes of each student in buying Citra hand and body lotion, while the characteristics of campus origin can distinguish the many interests of students in using Citra hand and body lotion.

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and Sriwardingsih, et al (2006) which shows that culture influences purchasing decisions. In addition, also confirmed by the opinion of Anoraga, 2007: 227) which states that cultural factors provide the most extensive and profound influence on consumer behavior. Marketing must know the roles played by cultures-cultures, sub-cultures, and social classes. Culture refers to ideas, symbols that have meaning to communicate, value, do interpretation and evaluation as members of society. Culture can be seen from beliefs, views and habits, consumers of a product. The higher the confidence in the product, the higher the consumer's decision to make a purchase.

### **3. Personal Influence with Purchase Decision**

According to Kotler (1999: 232), the decision of a buyer is also influenced by personal characteristics, namely the age of the buyer and the stage of life cycle, occupation, economic circumstances, lifestyle, as well as personality and personal concept of the buyer. The personal factor is a way of collecting and grouping the consistency of an individual's reaction to the current situation (Lamb, 2001: 221).

Based on the result of the research, the person has an influence on the probability of the purchase decision because it has a significance value of 0.005 smaller than the specified significance value of 5% or (0.05), it can be concluded that the personal variable is proved to significantly influence the purchase decision. It shows that the influence of age, economic situation, and lifestyle on personal indicator can cause purchasing decision of Hand and body lotion image of Student in Jember City.

The influence of age causes purchasing decision on buying interest indicator due to the need, because of the difference of student's age causing the difference of taste in choosing Citra hand and body lotion give influence to student to buy Citra hand and body lotion according to the student's need. Economic situation causing decision of purchasing at indicator of decision done rationally, because condition which cover student in choosing Citra hand and body lotion give influence to student consideration when buying Citra hand and body lotion. Lifestyle leads to purchasing decisions on the indicators of choosing the best product, because the use of Citra hand and body lotion can describe the life of the students give effect to the use of Citra hand and body lotion in accordance with the tastes (tastes). Characteristics of the age and origin of the campus in the students are used because the characteristics of age can determine the differences in the tastes of each student in buying Citra hand and body lotion, while the characteristics of campus origin can distinguish the many interests of students in using Citra hand and body lotion.

The results of the research on the description of personal variables can be seen that in general respondents perceive the average of choosing a score of 7 (agree), then it proves that the Students in the City of Jember agree that the Personal effect on Purchase Decision. Respondents gave the most answer to statement 3 of 29 respondents or 24.4% who agreed on "Lifestyle". This indicates that the difference of student's age, circumstances or conditions surrounding the student, and student's habits can influence the student to decide to buy Citra hand and Body Lotion products.

The results of this study are in line with research conducted by Purimahua (2005) and Sriwardingsih, et al (2006) which shows that the behavior of a person in buying something is also influenced by the personality factors of the consumers concerned. Personal factors combine psychological order and environmental influences. Includes character, the basis of a person, especially their dominant characteristics. Although personality is one of the most useful concepts in studying consumer behavior, some marketers believe that personality affects the types and brands of purchased products. A person's personality is formed by a variety of indicators, such as parent work, economic circumstances and lifestyle. The higher

the position of parents in work, steadily in terms of economy and lifestyle are increasing, the higher the decision to buy a product.

#### **4. Psychological Influence with Purchase Decision**

According to Kotler (2005: 215), the choice of buying a person is influenced by four main psychological factors, namely motivation, perception, learning, and beliefs and attitudes. Individual buying decisions are strongly influenced by psychological factors, such as perception, motivation, learning, and trust, as well as attitudes. These factors are the things used by consumers in interacting. These factors are also a tool for consumers to recognize their feelings, gather and analyze information, formulate thoughts and opinions, and make decisions. Unlike the other three influences, psychological influences can be caused by one's environment because they use psychological influences when they are special (Lamb, 2001: 224).

Based on the results of research, psychological influence on the probability of purchase decision because it has a significance value of 0.000 smaller than the specified significance value of 5% or (0.05), it can be concluded that psychological variables proved to significantly influence purchasing decisions. It shows that choosing the best product, decision is done rationally, and buying interest because of requirement on psychological indicator can lead to purchasing decision of Hand and body lotion image of Student in Jember City.

Motivation causes purchasing decisions on indicators of decision made rationally, because the impetus that appears on the students to use Citra hand and body lotion gives influence to the consideration of students when buying Citra hand and body lotion. Perception leads to purchasing decisions on indicators of decision made rationally, because the response will be something received through the five senses of students about the image of hand and body lotion in order to form a picture before students decide a choice to give effect to the consideration of students when buying Citra hand and body lotion. Knowledge about the product leads to purchase decision on the indicator to choose the best product, because collecting various kinds of information about Citra hand and body lotion give effect to the use of Citra hand and body lotion according to likes. Characteristics of the age and origin of the campus in the students are used because the characteristics of age can determine the differences in the tastes of each student in buying Citra hand and body lotion, while the characteristics of campus origin can distinguish the many interests of students in using Citra hand and body lotion.

The results of the research on the description of psychological variables can be seen that in general the respondents perceive the average score of 7 (agree), then it proves that the students in the City of Jember agree that Psychological influence on Purchase Decision. Respondents gave the most answer to statement 3 as many as 33 respondents or 27.5% who agreed about the Experience of the Product. The answer is very agree only answered by one respondent that is on the indicator "Experience about the Product" (X4.3). This proves that the encouragement that appears to students to use Citra hand and body lotion products, awareness or responses will be something received through the students senses about the image of hand and body lotion in order to form a picture before the students decide a choice, and collection of various kinds of information about Citra hand and body lotion can influence the student to decide to buy product Citra hand and Body Lotion.

The results of this study in line with research conducted by Purimahua (2005) and Sriwardingsih, et al (2006) indicate that psychological influence purchase decision. The choice of buying a person is influenced by four main psychological factors, namely motivation, perception, knowledge, beliefs and attitudes. A person's motivation has several

needs at one time, biogenic, which arises from physiological tensions, such as hunger, thirst, comfort, psychogenic needs, that arise from psychological tension, such as the need for recognition, self-worth and humiliation in the community. The higher the motivation, perception, knowledge, beliefs and attitudes of a person towards a product, the higher the consumer's decision to make a purchase.

## 5. Conclusion

Based on the research results, it can be concluded as follows: 1) In the test results of multiple linear regression analysis shows that the variables Culture has a direct influence on the Decision Purchasing Image Hand and Body Lotion Students in the City of Jember of 0.351 or 35.1% with a significance value of 0.000, this means the coefficient of cultural variables significantly influence the direction of positive coefficient. The results of this study indicate that Culture affects the increase or decrease in purchasing decisions Citra hand and body lotion Students in the City of Jember; 2) a. In the test results of multiple linear regression analysis shows that Social variables have a direct influence on Purchasing Decision Citra hand and body lotion of Students Jember of 0.116 or 11.6% with a significance value of 0.033, this means the coefficient of Social variables significantly influence the direction of positive coefficient. The results of this study indicate that Social Affects increase or decrease purchasing decisions Citra hand and body lotion Students in the City of Jember; 3) a. In the test results of multiple linear regression analysis shows that the variable of Private have direct influence to Purchasing Decision Citra hand and body lotion Students in the City of Jember of 0.124 or 12.4% with a significance value of 0.005, this means the coefficient of personal variables significantly influence the direction coefficient positive. The results of this study indicate that personal affects the increase or decrease in purchasing decisions Citra hand and body lotion Students in the City of Jember; 4) On the results of multiple linear regression analysis showed that the Psychological variables have a direct influence on Purchasing Decision Image hand and body lotion Students in the city of Jember of 0.316 or 31.6% with a significance value of 0.000, this means the coefficient of variable Psychology significantly direction of positive coefficient. The results of this study indicate that Psychology affects the increase or decrease in purchasing decisions Citra hand and body lotion Students in the City of Jember.

## Thank You Note

The authors say many thanks to the respondents are the students who use Citra hand and body lotion products in the city of Jember are selected and have participated and helped in this research so that this research can be completed properly.

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