

Analysis of Factors Influencing Consumer Behavior in Purchasing Products

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ABSTRACT

This study aims to determine the factors that influence consumer behavior in purchasing products at the Bintang Keramik Store. The research method used is descriptive qualitative with data collection techniques through interviews, observations, and documentation of owners and consumers. The results of the study indicate that consumer behavior is not only influenced by the products offered, but also by the service experience received during the interaction. Perceptions of product quality also play a significant role in shaping consumer behavior. Consumers assess the product as having good quality, attractive design, This positive perception forms consumer confidence that buying products at Bintang Keramik is able to provide quality products as well as competitive prices and guarantees against damage to goods when purchasing so that consumers feel comfortable and remain loyal in buying products at the store.

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1. INTRODUCTION

The rapid development of the business world today has led to increasingly fierce market competition. This competitive environment requires business organizations (companies) to take appropriate steps to adapt to the highly dynamic business climate.

Retail trade certainly realizes that in this era of globalization, marketing is the key and important factor to achieve success. Marketing is consumer-centered because meeting consumer needs and satisfaction will generate large profits in the long term, and the company will be increasingly recognized by consumers as a company that can provide a good impression to consumers. One important factor in marketing is price, where the role of price is very important, especially to maintain and increase sales and company profits.

Yuyus Suryana and Kartib Bayu (2011:1) In the era of increasingly real and complex economic globalization in various parts of the world, it shows the demand for capabilities in forming very tight competition (high-competition). Competitive capabilities and advantages in the global era, are usually temporary or only a tool to achieve success in business. Business in all its various forms occurs in our lives every day, from waking up in the morning until going back to sleep.

Rahmat Ilyas (2016:154) defines consumerism as a fundamental form of economic behavior in human life. Every living creature, including humans, engages in consumption activities. The concept of consumption in economics differs from the everyday term "consumption," which refers to the behavior of eating and drinking. In economics, consumption is defined as any behavior that involves a person using and utilizing goods and services to meet their needs.

According to Kotler and Armstrong (2018:158), consumer behavior is "consumer buyer behavior refers to the buying behavior of final consumers, individuals, and households, that buy goods and services for personal consumption." This means that consumer behavior is indicated by the purchasing behavior of each consumer for their own consumption.

Along with technological advancements, business competition has also intensified, especially in the industrial sector. Currently, companies market a wide variety of products, including beauty products. Given that beauty products are no longer considered expensive or luxurious, they have become a necessity for women. This presents a significant opportunity for cosmetic companies to create new products that meet consumer needs and desires.

Today's business environment is highly competitive, requiring every company to meet consumer needs and strive to create superior products that differentiate themselves from competitors. The wide variety of products on the market creates a wide range of choices for purchasing decisions. Purchasing decisions are crucial, as consumer decisions can determine a company's future.

Tjiptono (2007:21) Purchasing decision is a process in which consumers recognize their problems, seek information about a particular product or brand and also evaluate how well each alternative can solve their problems, which then leads to a purchasing decision. Ristiyanti Prasetjo and John (2005:226) If someone is faced with two choices, namely buying or not buying, and then he chooses to buy, then he is in a position to make a decision. Everyone makes decisions every day in their lives. It's just that the decisions taken are sometimes without them realizing it.

Based on the results of observations conducted by researchers at the Bintang Keramik store, consumer behavior in purchasing varies greatly, especially in choosing goods. Consumer behavior is an important part that must be understood by business actors because loyal consumers are the most important asset for the company. The Bintang Keramik store is a business that provides funds and offers various building materials, one of which is ceramics. From the results of observations conducted by researchers, one of the factors that influence consumers in choosing products at the store is the suitability between the quality offered and what consumers feel. However, on the other hand, Bintang Keramik has provided the best service and also competitive prices and good quality so that consumers feel comfortable in purchasing products at UD Bintang Keramik. In addition, some of the consumer complaints include delays in shipping goods, this is due to a high number of orders so that delays sometimes occur.

Based on the background above, the research problem is formulated as follows: What factors influence consumer behavior in choosing products at UD Bintang Keramik in Gunungsitoli City? What strategies does the Bintang Ceramics store employ to attract consumers to choose to buy its products?

2. RESEARCH METHOD

This research uses a descriptive approach. Approach study descriptive According to Sugiyono (2017:147), descriptive research is research conducted by describing or depicting things as they are and without the intention of drawing generally applicable conclusions or generalizations. Qualitative research is research that aims to understand the phenomena experienced by research subjects such as behavior, perception, motivation, actions and so on holistically and by means of description in the form of words and language, in a specific natural context by utilizing various natural methods. (Moleong, 2017:6)

The variable in this study is a single variable. According to Abuzar Asra (2017:381), a single variable is also called a single index. A single index or variable only addresses one variable. The variables discussed in this study are, Analysis of Factors Influencing Consumer Behavior in Choosing Products at the Bintang Keramik Store, Gunungsitoli City). According to Sugiyono (2017:148), the key instrument in qualitative research is the researcher himself. The data collection techniques used to obtain data in this study are interviews, questionnaires, and documentation. According to Nazir (in Barnawi and Darajat, 2018:211), "an interview is the process of obtaining information for research purposes by means of questions and answers while face to face between the questioner or interviewer and the answerer or respondent using a tool called an interview guide."

In this study, data analysis was conducted by first delving into the details and specifics and then drawing general conclusions. The data analysis technique used in this study was the Miles and Huberman data analysis model (in Hardani, 2020:174), which includes three stages: data reduction, data presentation, and conclusion drawing.

a) Data Reduction

The first analytical process that must be carried out in qualitative research using the Miles and Huberman Model is data reduction. In the Great Dictionary of the Indonesian Language, the word "reduction" means "to reduce, to cut." In research, data reduction is carried out to select the data that has been obtained, then organize it to clearly compare the various data obtained from various sources and then present it well. According to Riyanto (in Hardani et al. 2020:165), data reduction means that the data must be streamlined, selected from the important ones, simplified, and abstracted.

b) Data Presentation

Data presentation is necessary to clearly see the facts occurring in the field being studied. According to Miles and Huberman (in Hardani et al. 2020:167), data presentation is "a collection of structured information that allows for drawing conclusions and taking action." Qualitative research does not present data in narrative text, as this presentation results in a poorly structured presentation. Good qualitative data presentations include brief descriptions, charts, relationships between categories, flowcharts, and the like.

c) Conclusion Drawing

Drawing conclusions and verifying them is the third step in qualitative data analysis according to Miles and Huberman. Drawing conclusions can be done in two stages. In the first stage, conclusions are only provisional and can then change based on supporting evidence and evolving field data. Once there is supporting evidence to verify the conclusions made, final conclusions can be drawn. These conclusions are based on the problem formulation and research objectives and are relevant to the research focus. In qualitative research, the problem formulation can also change as data collection is carried out. Therefore, sometimes qualitative research does not answer the previously formulated problem formulation, because even in its conclusions, qualitative research should contain new findings in the form of a description of an object whose condition was still uncertain before the research was conducted. Then, "drawing conclusions is done by seeking and identifying the relationship between four things: what was done, how it was done, why it was done, and what the results were" (Hardani et al. 2020:172).

3. RESULTS AND DISCUSSIONS

Consumer behavior is the actions of individuals or groups in selecting, purchasing, using, and evaluating products or services. In the purchasing process, consumers are influenced by various factors, both from within themselves and from their surroundings. Based on the results of interviews conducted by researchers with owners and employees that they always offer various products with varying quality and appropriate prices, he also said that there is price and also quality, this researcher found during the interview, then the researcher also continued to interview employees where they always prioritize consumers because for them consumers are the most important part for the success of the company, if consumers do not exist then the business will not develop. Furthermore, consumers said that they always uphold in serving consumers and direct consumers as desired by consumers. Furthermore, researchers deepened by asking consumers, that their interest in choosing to buy at the Bintang Keramik Store is due to good service work and prices charged to consumers according to quality which means that the Bintang Ceramic Store always prioritizes consumer satisfaction.

The survey results indicate that most consumers who purchase products at the Bintang Keramik Store consider several key factors before making a purchase. These factors include brand loyalty, service quality, and perceived product quality. These three factors emerged as the dominant considerations consistently cited by respondents in their purchasing decision-making process.

Brand loyalty is a crucial factor because Honda has long been recognized as a reputable automotive brand in Indonesia. Consumers who have previously used Honda products tend to have high confidence in their product quality and reliability, thus favoring repeat purchases. This trust is

built through long-term usage experience, satisfaction with vehicle performance, and a lack of technical issues. This indicates that positive past consumer experiences play a significant role in shaping current purchasing behavior.

In addition to brand loyalty, service quality at Honda showrooms is also a key consideration for consumers. Service quality includes the friendliness and professionalism of salespeople, clarity of product information, ease of purchase administration, and comfortable facilities. Respondents assessed that quality service and products can increase trust and comfort during the purchasing process, thus driving purchase decisions.

Based on the findings found by researchers, it shows that what influences consumer behavior in choosing to buy products at the Bintang Keramik Store is influenced by the products offered, where consumer perceptions in choosing and deciding to buy are based on the consistency offered by the store and also the service experience received during the interaction. Perceptions of product quality also play a significant role in shaping consumer behavior. Consumers assess the product as having good quality, attractive design, This positive perception forms consumer confidence that buying products at Bintang Keramik is able to provide quality products and competitive prices and guarantees against damage to goods when buying so that consumers feel comfortable and remain loyal in buying products at the store.

Furthermore, the strategy carried out by the Bintang Keramik Store in attracting consumers in choosing and buying products in the store is to offer competitive prices in order to retain consumers and attract other consumers to buy the products or goods offered, in addition to the Bintang Keramik Store providing excellent service to consumers when buying data with the aim of giving a good impression to consumers so that consumers can feel the level of comfort and can become the company's mouthpiece to promote to others, then the Bintang Keramik Store offers promotional prices in order to attract the attention of consumers to buy products or goods in the Bintang Keramik Store.

The results of this study demonstrate consistency with various previous empirical studies which state that consumer behavior is strongly influenced by cultural values, social influences, and psychological factors such as perceptions and attitudes towards brands. These findings strengthen the theory of consumer behavior which states that what influences consumers in choosing products at Bintang Keramik stores are the results of interaction, service, competitive prices and product quality.

4. CONCLUSION

Based on the research results and discussions outlined in the previous chapter, it can be concluded that consumer behavior in making purchases at the Bintang Keramik Store is influenced by various interrelated factors. Cultural, social, and psychological factors have been shown to have a significant influence on consumer purchasing decisions. Cultural values that develop in society, the influence of social environments such as family and reference groups, and consumer psychological conditions in the form of motivation, perception, and attitude towards the brand are the main foundations in the product purchasing decision-making process at the Bintang Keramik store. Furthermore, the research findings indicate that brand loyalty and perceived product quality are crucial factors in shaping consumer purchasing decisions. Consumers who have had positive experiences with products sold at Bintang Keramik stores tend to demonstrate a high level of trust in the brand, thus preferring to purchase from Bintang Keramik in Gunungsitoli City.

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