ANALYSIS OF CONSUMER BEHAVIOR TOWARDS PURCHASING DECISIONS FOR KING FRIED CHICKEN IN SYIAH KUALA

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Abstract

This study analyzes consumer behavior factors influencing purchasing decisions for King Fried Chicken in Syiah Kuala, Banda Aceh. In the competitive fast-food industry, a deep understanding of consumer behavior is crucial for business sustainability. The research uses a quantitative approach with a causality survey design. Primary data was collected from 150 King Fried Chicken consumers in Banda Aceh through structured questionnaires, employing purposive sampling. The independent variables include cultural (X1), social (X2), personal (X3), and psychological (X4) factors, while purchasing decisions (Y) serve as the dependent variable. All items were measured using a 5-point Likert scale. Validity and reliability tests confirmed that all items were valid and the instrument was reliable (Cronbach's Alpha > 0.60). Classical assumption tests (normality, multicollinearity, and heteroscedasticity) were met, ensuring regression model feasibility. The t-test results showed that cultural, personal, and psychological factors had a positive and significant influence on purchasing decisions, while social factors were insignificant. Simultaneously, the F-test confirmed that all four factors collectively had a significant effect. The coefficient of determination (R^2) indicated that 63.8% of purchasing decision variations were explained by these variables, with the remainder influenced by external factors.

Keywords: *Consumer Behavior, Culture, Personal, Psychology, Purchase Decision, Social.*

INTRODUCTION

Food as one of the basic human needs will always be sought after, apart from being a means of survival, eating is also useful for the growth and development of the human body. The development of the times cannot be stopped until it penetrates into various fields, including culinary. Currently, contemporary and fast food is very diverse and also the way of serving is different and has its own characteristics, making competition in the food business even tighter. So that business actors are required to be able to attract consumers to make purchasing decisions on the products offered (Intan, et al., 2023). Fast food has become an integral part of the modern lifestyle, especially in urban areas. Increased mobility and demands for time efficiency encourage people to look for practical and affordable food alternatives. In Banda Aceh, the trend of fastfood consumption has also experienced a significant increase, marked by the proliferation of various local and national fast food restaurant outlets. One of the most prominent players is King Fried Chicken, which has managed to attract the attention of certain market segments. Consumer purchasing decisions are at the core of marketing studies. Understanding why consumers choose a product among the many competing options is key to business success. Consumer behavior is the study of how individuals, groups, or organizations choose, buy, use, and get rid of ideas, goods, and services to satisfy their needs and wants (Anindya, 2020). The purchasing decision process does not occur spontaneously, but is influenced by a complex set of factors, including cultural, social, personal, and psychological aspects (Schiffman, L. G., & Kanuk, 2010). The success of a business, especially in the highly competitive food and beverage sector, depends heavily on its ability to understand and respond to consumer behavior (Schiffman & Wisenblit, 2015). Consumer behavior is defined as the study of how individuals, groups, or organizations choose, buy, use, and dispose of ideas, goods, and services to satisfy their needs and wants (Kotler & Keller, 2016). The consumer purchasing decision process is not a simple single action, but rather a complex series of stages that are influenced by various factors, both internal and external

(Peter, J. P., & Olson, 2010). These factors include cultural, social, personal, and psychological aspects, all of which interact with each other to shape consumer preferences and choices.

LITERATURE REVIEW

Consumer behavior is a multidisciplinary study that analyzes how individuals, groups, or organizations select, purchase, use, and dispose of ideas, goods, and services to satisfy their needs and wants (Kotler, P., & Keller, 2016). A deep understanding of consumer behavior is essential for marketers to develop effective strategies. The purchasing decision process itself is not a single event, but a series of stages that consumers go through, starting from need recognition, information search, evaluation of alternatives, the purchase decision itself, to post-purchase behavior (Schiffman, L. G., & Wisenblit, 2015). Each of these stages is influenced by various factors that interact with each other and shape consumer preferences and choices for a product or brand. Consumer purchasing decisions are not only driven by functional needs, but are also influenced by a series of factors that are internal and external. Cultural factors include values, perceptions, preferences, and behaviors that a person learns from family and other important institutions in society (Kotler, P., & Armstrong, 2018). In the city of Banda Aceh, for example, Islamic values and local wisdom can shape preferences for halal food and Sharia-compliant places to eat.

Social factors involve reference groups (family, friends, membership groups), role and status, and opinions from influencers or opinion leaders that can significantly shape purchasing decisions (Solomon, 2018). Fast food consumption is often a social activity, where recommendations from the circle of friends or family play an important role. Personal factors refer to an individual's unique characteristics such as age and life cycle stage, occupation, economic situation, lifestyle, personality, and self-concept (Mowen, J. C., & Minor, 1998). Consumers with busy lifestyles are likely to choose fast food due to its practicality, while health- conscious consumers may seek more nutritious options. Psychological factors include motivation (needs that drive action), perception (how individuals interpret information), learning (changes in behavior based on experience), and beliefs and attitudes (evaluations and feelings towards something) (Hawkins, D. I., & Mothersbaugh, 2013). In the context of King Fried Chicken, consumers' perceptions of taste, cleanliness of outlets, speed of service, and price will greatly influence their decision to purchase and return.

According to (Kotler, P., & Armstrong, 2018) consumer purchasing decisions are decisions to buy the most preferred brand, but two factors can arise between purchase intention and purchase decision. Meanwhile, according to (Firmansyah, 2019) purchasing decisions are problem-solving activities carried out by individuals in selecting appropriate alternative behaviors from two or more alternative behaviors and are considered the most appropriate action in buying by first going through the stages of the decision-making process. King Fried Chicken as one of the fastfood fried chicken providers in Syiah Kuala faces intense competition. To survive and thrive, a deep understanding of its consumers' behavior is essential. This study will identify and analyze the most dominant consumer behavior factors in influencing their decision to buy King Fried Chicken products. The results of this study are expected to provide strategic input for King Fried Chicken in developing a more targeted marketing mix, increasing customer satisfaction, and strengthening its position in the fastfood market.

METHOD

This research uses a quantitative approach with a causality survey design. The quantitative approach was chosen because this study aims to test the relationship and influence between variables and generalize the findings to a wider population. The causality survey design is used to analyze the cause-and-effect relationship between the independent variable and the dependent variable, namely how cultural factors (X1), social factors (X2), personal factors (X3), and psychological factors (X4) influence purchasing decisions (Y) of King Fried Chicken consumers in Syiah Kuala, Banda Aceh. In this study usually use research instrument data collection techniques. (Sugiyono, 2018) explains that quantitative research methods are methods based on the philosophy of positivism, used to research on certain populations and samples, data collection using research instruments, statistical data analysis, with the aim of testing predetermined hypotheses. This method is called quantitative method because the research data is in the form of numbers and analysis using statistics. This research was conducted in Syiah Kuala, Banda Aceh, a strategic city in Aceh Province that has interesting fast food consumption dynamics. The selection of this location is based on the presence of King Fried Chicken outlets that are well known and have a significant consumer base. The research will be conducted over a two-month period from May to June 2025 to ensure the data collected is relevant and represents current conditions. The population in this study are all consumers who have purchased or are currently purchasing King Fried Chicken products in Syiah Kula, Banda Aceh. Sampling was conducted using purposive sampling. The criteria for respondents taken were individuals who had purchased King Fried Chicken products at

least once in the last three months, totaling 150 respondents. Each question item is measured using a 5-point Likert scale, ranging from 1 (Strongly Disagree/Very Unimportant) to 5 (Strongly Agree/Very Important). Primary data is data obtained by field surveys using all original data collection methods, primary data is done specifically collected for research needs (Achmad, et al, 2018), and (Situmorang, 2010) argue that primary data is data collected by individuals or an organization directly from the object under study and for the benefit of the study concerned which can be in the form of interviews and observations.

The collected data will be analyzed using the SPSS statistical program. The stages of data analysis include:
1) Data Quality Test, including Validity Test (to measure the accuracy of the questionnaire in measuring what should be measured) and Reliability Test (to measure the consistency of the instrument);
2) Classical Assumption Test, which includes Normality Test (to check whether the data is normally distributed), Multicollinearity Test (to detect correlation between independent variables), and Heteroscedasticity Test (to detect inequality of variance of residuals);
3) Multiple Linear Regression Analysis, to test the simultaneous and partial influence of the independent variables (cultural, social, personal, psychological) on the dependent variable (purchase decision).

RESULTS AND DISCUSSION

Validity Test Results

The validity test is carried out to measure the extent to which the questionnaire instrument can measure what should be measured. Validity testing is done by comparing the Corrected Item-Total Correlation value or the Pearson Correlation value of each question item with the r table value. The decision-making criterion is if the Corrected Item-Total Correlation value (or r count) is greater than the r table value at a certain significance level ($\alpha = 0.05$) and degree of freedom (df = N-2), then the question item is declared valid.

Table 1. Validity Test Results

Variable	Indicator	T count	T table	Description
Cultural factors	X1	0,600	0,1603	valid
(X1)	X2	0,642	0,1603	valid
	X3	0,825	0,1603	valid
	X4	0,652	0,1603	valid
Social factors	X1	0,733	0,1603	valid
(X2)	X2	0,805	0,1603	valid
	X3	0,532	0,1603	valid
	X4	0,605	0,1603	valid
Personal factors	X1	0,604	0,1603	valid
(X3)	X2	0,726	0,1603	valid
	X3	0,682	0,1603	valid
	X4	0,673	0,1603	valid
Psychological factors	X1	0,691	0,1603	valid
(X4)	X2	0,740	0,1603	valid
	X3	0,791	0,1603	valid
	X4	0,718	0,1603	valid
Purchase decision	X1	0,697	0,1603	valid
(Y)	X2	0,631	0,1603	valid
	X3	0,798	0,1603	valid
	X4	0,746	0,1603	valid

Based on Table 1 above, over all the variables X1, X2, X3, X4, and variable Y can be declared valid because all variables have r count greater than r table, which is 0.1603. This means that the questions are relevant for measuring your research variables (cultural, social, personal, psychological factors, and purchasing decisions).

Realiability Test Results

The reliability test is carried out to measure the consistency and stability of the questionnaire instrument, namely how consistent the respondent's answer is if the same question is asked again at different times or to different groups of respondents. Reliability testing in this study used the Cronbach Alpha method. An instrument is said to be reliable if the Cronbach Alpha value is greater than 0.60 (Hair, J. F., Black, W. C., Babin, B. J., & Anderson, 2010).

Table 2. Reliability Test Results

Variable	Cronbach Alpha	N items	Description
Cultural factors (X1)	0,716	4	Reliable
Social factors (X2)	0,745	4	Reliable
Personal factors (X3)	0,795	4	Reliable
Psychological factors (X4)	0,894	4	Reliable
Purchase decision (Y)	0,787	4	Reliable

Source: SPSS output, 2025

Based on Table 2, it can be seen that all values of each variable have Cronbach Alpha> 0.60. Based on these results, it can be concluded that the questionnaire on each variable is declared reliable as a research measuring tool.

Classical Assumption Test Results Normality

Test Results

The normality test aims to determine whether the residual data in the regression model is normally distributed or not. A good regression model requires that the residual data be normally distributed (Sujarweni, 2015). Normality testing can be done with several methods, including through graph analysis (Histogram and P-P Plot) and the Kolmogorov-Smirnov non-parametric statistical test. The decision-making criteria in the Kolmogorov-Smirnov test are if the significance value (Asymp. Sig. (2-tailed)) is greater than the significance level ($\alpha=0.05$), then the residual data is normally distributed.

Table 3. Normality Test Results

Sample	Kolmogrov-Smirnov Test
150	0,200

Source: SPSS output, 2025

Based on the normality test results in Table 3 above using the one sample Kolmogrov Smirnov method, it shows that the residual value of the independent variable and the dependent variable on the number of samples (N) of 100 is 0.200. This means that the data from this study is normally distributed because the residual value is greater than the significance of 0.05.

Multicollinearity Test Results

The multicollinearity test aims to detect whether there is a very high or perfect correlation between the independent variables in the regression model. High multicollinearity can cause the estimated regression coefficient to be unstable and difficult to interpret (Ghozali, 2018). Multicollinearity testing is done by looking at the Tolerance and Variance Inflation Factor (VIF) values of each independent variable. The criteria generally used are:

✓ Tolerance value must be greater than 0.10.
✓ The VIF value must be smaller than 10.

If both criteria are met, then the regression model is declared free from multicollinearity problems. **Table 4**. Multicollinearity Test Results

Variable	Tolerance	VIF
Cultural factors (X1)	0,590	2,694
Social factors (X2)	0,725	2,379
Personal factors (X3)	0,718	2,392
Psychological factors (X4)	0,725	2,379

Source: SPSS output, 2025

From Table 4 above, it can be concluded that the regression model of this study does not occur multicollinearity, it can be seen that the tolerance value generated by X1 (Cultural Factors) is 0.590, X2 (Social Factors) is 0.725, X3 (Personal Factors) is 0.718 and X4 (Psychological Factors) is 0.725, where the four X variable values are greater than 0.10. Then for the Variance Inflation Factor (VIF) value, namely X1 of 2.694, X2 of 2.379, X3 of 2.392 and X4 of 2.379 where the value is less than 10, so it can be concluded that in this study there is no multicollinearity problem, meaning that there is no linear relationship in the independent variables, namely cultural factors, social factors, personal factors and psychological factors.

Heteroscedasticity Test Results

The heteroscedasticity test aims to test whether there is an inequality in the variance of the residuals in the regression model from one observation to another. A good regression model should not have heteroscedasticity problems or be called homoscedasticity, namely a constant residual variance (Ghozali, 2018). Heteroscedasticity testing can be done by several methods, including through scatterplot graph analysis and statistical tests such as the Glejser Test or Park Test. In this study, testing was carried out by analyzing the scatterplot graph and the Glejser Test. The Glejser test is performed by regressing the absolute value of the residual (ABS_RES) as the dependent variable with the independent variables. If the significance value of the independent variable on the absolute value of the residual is greater than the significance level ($\alpha = 0.05$), then the regression model is declared free from heteroscedasticity problems (Ghozali, 2018).

Table 5. Heteroscedasticity Test Results

Variable	B	Std. Error	Beta	t	Sig.
Constant	1,547	,667		2,322	,022
Cultural factors (X1)	-,050	,048	-,113	-1,048	,297
Social factor (X2)	,032	,036	,088	,906	,366
Personal factors (X3)	,033	,045	,071	,729	,467
Psychological factors (X4)	-,012	,039	-,030	-,305	,761

Source: SPSS Output, 2025

Based on Table 5, it shows that the Sig. Two Tailed variable cultural factors 0.297, social factors 0.366, personal factors 0.467 and variable production factors 0.761 the value is greater than 0.05, meaning that it can be concluded that in this study there is no heteroscedasticity problem.

Multiple Linear Regression T Test Results

According to (Sukmawati, 2018), partial test (t test) is used to determine whether each independent variable (cultural factors, social factors, personal factors, and psychological factors) individually or partially has a significant influence on the dependent variable (purchase decision). This test is carried out by comparing the significance value (p-value) of each independent variable with the significance level ($\alpha = 0.05$). If the significance value is <0.05, then the null hypothesis (Ho) is rejected and the alternative hypothesis (Ha) is accepted, which means that the independent variable has a partially significant effect on the dependent variable. In addition, the calculated t value can also be compared with the t table value.

Table 6. T Test Results (Coefficients[a])

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Constant	1,547	,667		2,322	,022
Cultural factors (X1)	,298	,081	,295	3,688	,000**
Social factor (X2)	,149	,061	,059	,813	,418
Personal factors (X3)	,244	,076	,233	3,220	,002**
Psychological factors (X4)	,254	,066	,278	3,854	,000**

Source: SPSS Output, 2025

Based on Table 6, the t test results above are to determine the effect of each independent variable partially (individually) on the dependent variable. Before concluding the accepted hypothesis, first determine the t table with a significant level of 5%: 2 = 2.5% (2-sided test) and degrees of freedom (df) n-k or 105-5 = 145. The explanation for each independent variable is as follows:

It is known that the significance value for the influence of Cultural factors (X1) on purchasing decisions (Y) is 0.000 < less than 0.05 and the t value is 3.688> greater than the t table value of 1.976 so it can be concluded that H1 is accepted, which means that there is a partial influence on the Cultural Factors variable (X1) on the variable (Y) King Fried Chicken Purchasing Decision. It is known that the significance value for the influence of Social Factors (X2) on purchasing decisions (Y) is 0.415> greater than 0.05 and the calculated t value is 0.813 < smaller

than the t table value of 1.976 so it can be concluded that H2 is rejected, which means that there is no partial influence on the Cultural Factors variable (X2) on the variable (Y) King Fried Chicken Purchasing Decision. It is known that the significance value for the influence of Personal Factors (X3) on purchasing decisions (Y) is 0.002 < smaller than 0.05 and the calculated t value is 3.220> greater than the t table value of 1.976 so it can be concluded that H3 is accepted, which means that there is a partial influence on the Personal Factors variable (X3) on the variable (Y) King Fried Chicken Purchasing Decision. It is known that the significance value for the influence of Psychological Factors (X4) on purchasing decisions (Y) is 0.00 < smaller than 0.05 and the t value is 3.854> greater than the t table value of 1.976 so it can be concluded that H4 is accepted, which means that there is a partial influence on the Cultural Factors variable (X4) on the variable (Y) King Fried Chicken Purchasing Decision.

F Test Results

According to (Sukmawati, 2018) , the simultaneous test or F test is used to determine whether all independent variables (cultural factors, social factors, personal factors, and psychological factors) together or simultaneously have a significant influence on the dependent variable (purchase decision). This test is carried out by comparing the significance value (p-value) F count with the significance level ($\alpha = 0.05$). If the significance value of F count <0.05, then the null hypothesis (Ho) is rejected and the alternative hypothesis (Ha) is accepted, which means that all independent variables simultaneously have a significant effect on the dependent variable. In addition, the calculated F value can also be compared with the F table value.

Table 7. F Test Results (ANOVA[a])

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	478,344	4	119,586	30,087	, 000[b]
Residual	576,329	145	3,975		
Total	1054,673	149			

Source: SPSS Output, 2025

Based on Table 7, the results of the F test calculation show that the Fcount value is 30.087 with Ftable with df1 = k-1 (df1 = 5-1 = 4) degree of numerator 4 and df2 = n-k (df2 = 105-5 = 145) degree of denominator 145, with a real level of 5%, then an F table of 2.434 is obtained, it means that F count (30.087)> f table (2, 434) and a significance value of 0.000 <0.05, then Ho is rejected and Ha is accepted. Based on the analysis, it can be concluded that simultaneously the variables of Cultural Factors, Social Factors, Personal Factors, and Psychological Factors have a positive effect on the Purchasing Decision of King Fried Chicken.

Results of the Coefficient of Determination (R²)

The Coefficient of Determination (R^2) is used to regulate how far the model's ability to explain variations in the dependent variable. The coefficient of determination is between zero and one. A small R^2 value means that the ability of the independent variables to explain the variation in the dependent variable is very limited. A value close to one means that the independent variables provide almost all the information needed to predict variations in the dependent variable (Sukmawati, 2018).

Table 8. Results of Coefficient of Determination (R²) (Model Summary)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,873[a]	,654	,638	1,99366

Source: SPSS Output, 2025

Based on Table 8 the coefficient of determination shows the R Square number with a value of 0.638. This shows that 63.8% of the influence that can be explained by the independent variables (Cultural Factors, Social Factors, Personal Factors, and Psychological Factors) on the dependent variable (Purchase Decision), while the remaining 36.2% is explained by other variables not tested in this study.

The Effect of Cultural Factors (X1) on Purchasing Decisions (Y)

The analysis results show that the Cultural Factor (X1) has a positive regression coefficient of 0.298 and a significance value (p-value) of 0.000. Because the significance value (0.000) is smaller than the significance level α

= 0.05, it can be concluded that Cultural Factors have a positive and significant effect on purchasing decisions for King Fried Chicken in Banda Aceh City. This finding is consistent with the theory of consumer behavior which states that culture is the most fundamental determinant of a person's desires and behavior (Kotler, P., & Keller, 2016). Cultural values, sub-cultures, and social class greatly influence the way individuals perceive and choose products. In Banda Aceh City, a strong cultural context, especially Islamic values and local wisdom (such as preference for halal food and cleanliness), is likely to be the main consideration for consumers in choosing places to eat, including fast food. Consumers tend to choose outlets that are considered in line with the norms and values adopted in their environment. Previous research by (Handoko, B. I. S., & Setiawan, 2021) also found that cultural factors affect consumers' willingness to pay and purchasing decisions. Therefore, King Fried Chicken that is able to adapt and represent local cultural values (for example, with halal guarantees, maintained cleanliness, or appropriate promotions) will be more easily accepted and chosen by consumers in Banda Aceh.

The Effect of Social Factors (X2) on Purchasing Decisions (Y)

Based on the results of the analysis, Social Factors (X2) has a positive regression coefficient of 0.149, but with a significance value (p-value) of 0.418. Because the significance value (0.418) is greater than the significance level $\alpha = 0.05$, it can be concluded that Social Factors do not have a significant effect on purchasing decisions for King Fried Chicken in Banda Aceh City. This result indicates that although social interactions such as the influence of family, friends, or reference groups may occur, their impact is statistically not strong enough to significantly influence the final decision to purchase King Fried Chicken by consumers in Banda Aceh. This finding is slightly different from the general view of consumer behavior theory that emphasizes the important role of social factors, where reference groups and families are often a strong source of information and endorsement (Solomon, 2018). However, in the context of fast food, especially for spontaneous or individual purchases, it may be that the influence of social circles is not as strong as other factors. Some research suggests that for relatively low-priced products and repeat purchases, decisions can be dominated by personal preferences or situational factors rather than explicit social recommendations. This may also be the case because fast food is very common, so buying decisions are based more on immediate needs or habit than social encouragement.

The Effect of Personal Factors (X3) on Purchasing Decisions (Y)

The results of the analysis show that Personal Factors (X3) has a positive regression coefficient of 0.244 and a significance value (p-value) of 0.002. Because the significance value (0.002) is smaller than the significance level $\alpha = 0.05$, it can be concluded that Personal Factors have a positive and significant effect on purchasing decisions for King Fried Chicken in Banda Aceh City. This finding supports the view that the unique characteristics of individuals are instrumental in shaping consumption preferences (Mowen, J. C., & Minor, 1998). Personal factors, which include age, occupation, economic situation, lifestyle, personality, and self-concept, collectively influence consumer choice. In Banda Aceh, consumers may choose King Fried Chicken because it suits their busy lifestyle and requires a practical fast food solution. Or, perhaps sufficient income makes them less price- sensitive and more concerned with convenience. A personality that tends to seek practicality or a preference for certain types of food can also be a driver.

The Effect of Psychological Factors (X4) on Purchasing Decisions (Y)

The analysis results show that Psychological Factors (X4) has a positive regression coefficient of 0.254 and a significance value (p-value) of 0.000. Because the significance value (0.000) is smaller than the significance level $\alpha = 0.05$, it can be concluded that Psychological Factors have a positive and significant effect on purchasing decisions for King Fried Chicken in Banda Aceh City. This finding is highly consistent with various consumer behavior theories that place psychological factors at the core of the decision process (Peter & Olson, 2010; Hoyer, MacInnis, & Pieters, 2018). Consumers' motivations to satisfy hunger or seek convenience, their perceptions of King Fried Chicken's taste, cleanliness, and value for money, as well as attitudes and beliefs formed from previous experiences or information received, all strongly influence purchase decisions. If consumers have a positive perception of the taste quality of King Fried Chicken's fried chicken, consider it clean and fast service, and have confidence that this brand is reliable, then they will be motivated to buy. According to (Romadhona, T., & Perdhana, 2022) that consumer purchasing behavior is a psychological and social process, including mental and physical activities, and a combination of internal and external factors influence and determine consumer purchasing behavior.

CONCLUSION

Based on the analysis, cultural, personal, and psychological factors positively and significantly influence the purchasing decision of King Fried Chicken in Syiah Kuala, Banda Aceh. This indicates that local values, lifestyle, and consumer perceptions of taste and service are the main drivers. In contrast, social factors were not found to be partially significant. However, simultaneously the four factors (cultural, social, personal, psychological) together significantly influence purchasing decisions.

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