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THE INFLUENCE OF MARKETING STIMULI ON PURCHASING DECISIONS MEDIATED BY CONSUMER CHARACTERISTICS (CASE STUDY: ACEH PROVINCE MSMES)

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ABSTRACT

This research aims to explain "The Influence of Marketing Stimuli on Purchasing Decisions Mediated by Consumer Characteristics (case study: MSMEs in Aceh Province)." The analysis technique used is the Path Analysis method, which is analyzed using SPSS version 20 software. The data type used is primary data obtained through an instrument questionnaire distributed to 100 respondents determined using purposive sampling techniques. The research results show that the Marketing Stimuli variable significantly influences Consumer Characteristics by 27.7%. The consumer characteristic variable (Y) on purchasing decisions (Z) is 11%. Marketing Stimuli and Consumer Characteristics affect the purchasing decision variable by 66.5%. In Marketing Stimuli and Consumer Characteristics variables on purchasing decisions, they significantly affect 98.9%.

Keywords: MSMEs, Marketing Stimuli, Consumer Characteristics, Purchasing Decisions, Path Analysis

INTRODUCTION

Today's micro businesses face unavoidable global competition, requiring them to ensure customer satisfaction and service improvement to survive in a competitive market. To achieve profit and customer satisfaction, many micro businesses have emerged to attract today's consumers. One strategy used is to build a customer value development plan, which can help understand the needs and expectations of consumers in detail. Customer satisfaction is critical, as satisfied customers tend to become loyal, while dissatisfied customers may switch to other shopping venues that better meet their needs (agesti et al., 2021).

Especially now that the world of marketing is developing very quickly, people in the era of globalization will take advantage of current developments. With the advancement of technology, getting what they want is more accessible. By having access to it, they can quickly get it (jurnal and mea, 2022). Because of this convenience, many choose this method to fulfill their desired needs (edyansyah et al., 2022). Because of these factors, business actors or companies are competing to attract customers with their products by using technological sophistication.

Purchasing decisions are influenced by consumer steps involving need recognition, information search, evaluation of alternatives, purchase decisions, and post-purchase behavior (munandar & chadafi, 2017). Consumers have considered several alternative options before purchasing at the purchase decision stage, and companies need to continuously develop their products to win customer attention and compete in the market (yenni, 2022). When consumers are interested in a particular product, they consider it carefully before making a final decision. Therefore, companies strive to create different effects to attract as many consumers as possible (jurnal and mea, 2022).

Small and medium enterprises (MSMEs) play an essential role in the Indonesian economy, both in the number of businesses and job creation (Dzikrulloh et al., 2022). Law No. 20/2008 states that "Micro Enterprises" are productive businesses by individuals or individual business entities that meet the stipulated criteria. "Small Enterprises" are effective economic businesses that stand alone by individuals or separate business entities, while "Medium Enterprises" are productive financial businesses that are not subsidiaries or branches of companies that have net worth or annual sales results by the regulations of Law No. 20 of 2008.

MSMEs (Micro, Small, and Medium Enterprises) are the foundation of the Indonesian economy with an economic system based on economic democracy or populist economy (Matriadi, 2023). This system sets Indonesia apart from other countries. MSMEs are central to Aceh Province's economy, providing significant

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employment opportunities (Annisa Fitri Pramono, 2020). UMKM di Provinsi Aceh mencakup sejumlah sektor, seperti perdagangan, pertanian, pertambangan, industri, perikanan, transportasi, dan peternakan (Kirilova 2020). Aceh Province, involving 23 districts/cities, 267 sub-districts, and 6,674 villages, with a population of 4,486,570, has 74,750 MSMEs (Sukri & Arisandi, 2017).

The existence of Micro, Small, and Medium Enterprises (MSMEs) in Aceh Province has a positive impact on Gross Regional Domestic Product (GRDP) through the production of goods and services, supporting non-oil and gas exports, increasing foreign exchange, and increasing community income (T. Sultan Mulia Nurrahman, 2017). In 2019, Aceh's economy, measured by GRDP at current prices, reached IDR164.21 trillion or US$11.61 billion, with a GRDP per capita of IDR30.70 million. GRDP without oil and gas amounted to IDR158.55 trillion or US$11.21 billion, with economic growth of 4.51%, a slight slowdown from the previous year.

Economic growth measured in terms of production showed that the water supply business field experienced the highest growth, at 27.25%. In terms of expenditure, imports recorded the highest growth. Kecamatan Baiturahman has the highest number of MSMEs, with 1,981 units in the trade sector, while Kecamatan Kuta Raja has the lowest number of MSMEs, with 363 units in the trade sector (Annisa Fitri Pramono dan Daska Azis,2020).

THEORY

Consumer Behavior

It studies how individuals, groups, and organizations select, purchase, use, and ultimately discard goods, services, concepts, or experiences to meet their needs and wants. Consumer behavior centers on how a product can meet customer needs and wants (Kotler, P., & Armstrong, 2016). The physical activities of consumers that can be observed and measured by others are called consumer behavior. In addition, consumer behavior can be defined as the dynamics of the interaction between Influence and consciousness, behavior and the environment in which humans interact with various aspects of their lives, and the actions they take during consumption. All environmental factors that influence these thoughts, feelings, and activities fall into this category (Jumawan & 2022).

Factors that influence consumer behavior

Consumer behavior is the study of how a person, group, or organization selects, purchases, uses, or stores fourteen goods and services and experiences to gain satisfaction in meeting needs and wants (Kotler, P., & Armstrong 2016).

The following model of consumer behavior is depicted here. An explanation is given of how customers decide to buy something:

Figure 1: Consumer Behavior Model According to Kotler & Keller

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The above framework, referred to as the "Buyer Behavior Model"(Kotler, P., & Armstrong, 2016), aims to illustrate how consumers decide to buy a product. The first figure of the model is referred to as marketing stimuli, which impact Consumer Psychology and Consumer Characteristics.

According to (Kotler P. & Armstrong, 2016), four measures can characterize price: affordability, compatibility with product quality, compatibility with benefits, and competitiveness.

Stages of Purchase Decision
According to (Kotler, P. & Armstrong, 2016), consumers must go through five stages of problem-solving to make a product purchase decision. These stages include product understanding, choice of alternative solutions, evaluation of alternatives, purchase, and post-purchase evaluation. The following figure shows how a purchase decision occurs:

a. Identification of the problem is a process in which the customer begins to feel and understand his needs due to external and internal factors.

b. Searching for Data Consumers usually do not have much time to search for information. When customers are convinced and interested in the product, they start looking for information about it.

c. Purchase Judgment Satisfying needs is the goal of any consumption process. After gathering information about each of the selected options, an evaluation must be made to choose one or more of the selected options.

d. The purchase decision. Consumers will decide which item they will buy after completing the evaluation process.

e. Consumer considerations: After making a purchase and experiencing the benefits and value of a product, buyers will evaluate it based on the benefits they feel.

Definition of MSMEs
MSMEs are autonomous and profitable commercial businesses carried out by individuals or business entities, not subsidiaries or branches of a corporation directly or indirectly owned, managed, or part of a medium or large business that can meet the community's needs. (Purwanto, 2019).

Research Hypothesis
So, in this study, the following hypothesis was formulated:

- H_{01}: There is no effect of marketing stimuli on consumer characteristics

- H_{a1}: There is an influence of marketing stimuli on consumer characteristics.

- H_{02}: There is no effect of marketing stimuli on purchasing decisions

- H_{a2}: There is an influence of marketing stimuli on buying decisions.

- H_{03}: There is no influence of consumer characteristics on purchasing decisions.

- H_{a3}: There is an influence of consumer characteristics on buying decisions.

- H_{04}: There is no mediation of consumer characteristics on the indirect effect of marketing stimuli on purchasing decisions.

- H_{a4}: There is mediation of consumer characteristics on the indirect effect of marketing stimuli on purchasing decisions.

METHOD
This study uses associative and quantitative research approaches. Associative research aims to determine the relationship between two or more variables (Sugiyono 2012). Quantitative analysis is based on the positivist

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philosophy that examines certain populations or samples and random sampling using tools to collect and analyze statistical data.

The sampling technique in this study is a nonprobability sampling technique, which is a technique that does not provide equal opportunities for each member of the population to be selected into a sample whose sampling is in the Aceh Province region.

According to (Sugiyono 2017), the Slovin formula is used to find the sample size capable of representing the entire population. This study uses the Slovin formula because the sample size must be representative to generalize the research results. Sample withdrawal also does not require a sample size table but only uses simple formulas and calculations.

The number of samples obtained from the calculation using the Slovin formula is 96 respondents. With this calculation, the number of pieces used in this study is 100 samples.

In this study, researchers used a questionnaire to collect data from respondents as a technique. The questionnaire is a data collection technique that gives respondents a series of questions or written statements to answer (Sugiyono, 2013). In this study, a questionnaire was used, which has a Likert scale index.

Path Analysis
Path analysis is a statistical analysis technique developed from multiple regression analysis. In Indonesian literature, this technique is called cross-analysis or path analysis. Path analysis is the use of regression analysis to estimate the relationship between variables, according to Ghozali (2018: 245), causality between variables that have been previously determined (causal model). The path coefficient, used in path analysis, shows how much Influence the independent variable has on the dependent. If the path coefficient is low and below 0.05, the path effect is considered low and can be eliminated (Sugiyono, 2018). The steps of path analysis, according to (2016), are as follows:

a. Designing a Path Analysis Model
Based on the theory used in this study, it is presented as the following path diagram:
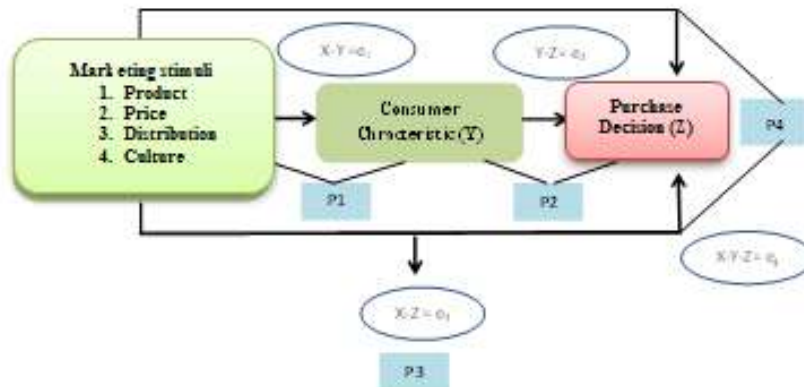
Figure 2: Path Analysis Results Framework

Dimana:
X: Marketing Stimuli

Y: Consumer Characteristics

Z: Purchase Decision

P_1, P_2, P_3 : Path Coefficient

e_1, e_2 : Residual Error

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The path coefficients ρ1, ρ2, and ρ3 are obtained based on the mediation path model above. The path coefficient indicates the magnitude of the relationship value between the variables under study, allowing us to know their relationship. However, consumer characteristics (Y), marketing stimulus (X), and purchase decisions (Z), while residual errors, indicate the presence of additional variables outside the independent variables that also affect the dependent variable.

B. STRUCTURAL EQUATION

Direct Influence:

$Y = \beta1\ X + e$

$Z = \beta1\ X + \beta2Y + e$

c. Calculating the Path Coefficient (p) of each Sub Structural

d. Calculate the path coefficient (p) of each structure using the help of computer software SPSS 20 software.

RESULTS

After conducting research and collecting data in the field from the respondents' answers, data were obtained about the business conditions of MSME owners about the Effect of Marketing Stimuli on Purchasing Decisions Mediated by Consumer Characteristics (Case Study: MSMEs in Aceh Province). With a sample of 100 respondents, the data obtained during the research will be presented as data analysis. The results of this study were obtained from a total of 100 respondents.

Path Analysis

According to Imam Ghozali (2016), path analysis is an extension of multiple linear regression analysis, or path analysis is the use of regression analysis to estimate the causal relationship between variables (causal models) previously determined based on theory.

a. Marketing Stimuli on Consumer Characteristics

Table 1: Equation Test Results 1 Variable X to Y (Hypothesis 1)

Model Summary[b]					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.533[a]	.284	.277	3.12337	2.249
a. Predictors: (Constant), Marketing Stimuli					
b. Dependent Variable: Consumer Characteristics					

Based on the R square value contained in the model summary table, it is 0.277. This shows that the effect of marketing stimuli (X) on consumer characteristics (Y) is 27.7%. At the same time, the remaining 72.3% is the contribution of other variables that are not included in the model.

b. Consumer Characteristics on Purchase Decision

Table 2: Test Results of Equation 2 of Variable Y to Z (Hypothesis 2)

Model Summary[b]					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.345[a]	.119	.110	1.82058	2.361
a. Predictors: (Constant), Consumer Characteristics					
b. Dependent Variable: Purchase Decision					

Based on the R square value contained in the model summary table, it is 0.199. This shows that the effect of consumer characteristics (Y) on purchasing decisions (Z) is 11%. At the same time, the remaining 89% is the contribution of other variables that are not included in the model.

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c. Marketing Stimuli on Purchase Decision

Table 3: Equation 3 Test Results X to Z Variables (Hypothesis 3)

Model Summary[b]					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.815[a]	.665	.661	1.12304	2.023
a. Predictors: (Constant), Marketing Stimuli					
b. Dependent Variable: Purchase Decision					

Based on the R square value contained in the model summary table, it is 0.665. This shows the Influence of marketing stimuli (X) on Purchasing Decisions (Z). The magnitude of the Influence of the independent variables on the dependent variable indicated by the total determination value (R Square) of 0.665 means that purchasing decisions are influenced by Marketing Stimuli and Consumer Characteristics only by 66.5%. The remaining 62.5% is explained by other factors not included in the model.

d. Marketing Stimuli and Consumer Characteristics on Purchase Decision

Table 4: Test Results of Equation 4 Variables X, Y to Z (Hypothesis 4)

Model Summary[b]					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.994[a]	.989	.989	1.12306	2.063
a. Predictors: (Constant), Marketing Stimuli, Consumer Characteristic					
b. Dependent Variable: Purchase Decision					

The magnitude of the Influence of the independent variables on the dependent variable indicated by the total determination value (R Square) of 0.989 means that purchasing decisions are influenced by Marketing Stimuli and Consumer Characteristics by 98.9%, the remaining 1.1% is explained by other factors not included in the model.

Substructures 1, 2, 3, and 4:

$$e1 = \sqrt{1 - R1} \qquad e2 = \sqrt{1 - R2} \qquad e3 = \sqrt{1 - R3} \qquad e4 = \sqrt{1 - R4}$$
$$e1 = \sqrt{1 - 0.284} \qquad e2 = \sqrt{1 - 0.119} \qquad e3 = \sqrt{1 - 0.665} \qquad e4 = \sqrt{1 - 0.989}$$
$$e1 = 0{,}716 \qquad e2 = 0.881 \qquad e3 = 0.335 \qquad e4 = 0.011$$

Based on the calculation of the effect of the error above, the effect of error e1 is 0.716, error e2 is 0.881, error e3 is 0.335, and e4 is 0.011. The results of the total coefficient of determination are as follows:

$$Rm^2 = 1 - (e1)^2 (e2)^2 (e3)^2 (e4)^2$$

$$Rm^2 = 1 - (0{,}716)^2 (0{,}881)^2 (0.335)^2 (0.011)^2$$

$$Rm^2 = 1 - (1{,}432)(1.762)(0{,}67)(0{,}022)$$

$$Rm^2 = 1 - 0{,}038$$

$$Rm^2 = 0{,}038$$

The total determination value of 0.038 means that variations influence 38% of the variation in purchasing decisions in Marketing Stimuli and Consumer Characteristics. At the same time, the remaining 62% is explained by other factors not included in the model.

Based on the analysis of the effect of Marketing Stimuli on Consumer Characteristics (X → Y), the significance value is 0.000 with a beta coefficient value of 0.438. The significance value of 0.000 <0.05 indicates that H01 is

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rejected and Ha1 is accepted. This result means that Marketing Stimuli positively and significantly affects Consumer Characteristics.

Based on the analysis of the effect of Consumer Characteristics on purchasing decisions (Y → Z), the significance value is 0.000 with a beta coefficient value of 0.181. Where 0.000 <0.05 indicates that H02 is rejected and Ha2 is accepted. This result means that Consumer Characteristics positively and significantly affect purchasing decisions.

Based on the analysis of the effect of Marketing Stimuli on purchasing decisions (X → Z), a significance value of 0.000 was obtained with a beta coefficient value of 0.352. Where 0.000 <0.05 indicates that H03 is rejected and Ha3 is accepted. This result means that Marketing Stimuli positively and significantly affect purchasing decisions.

The results of the path coefficient on the research hypothesis can be illustrated in the following figure:
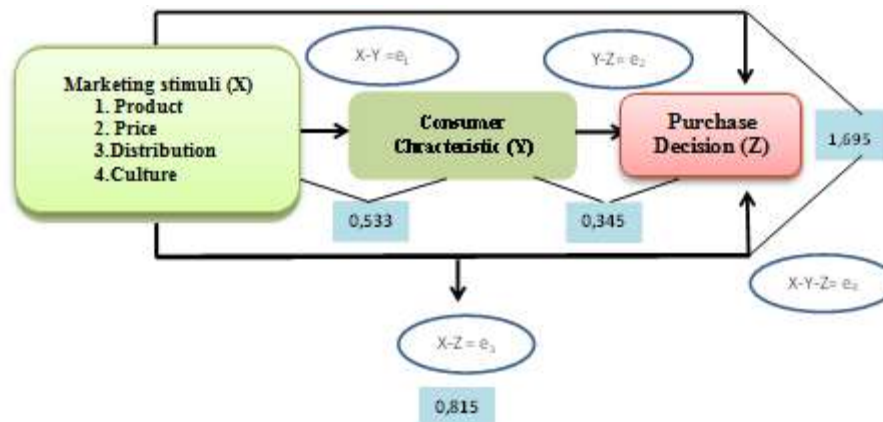

Figure 3. Path Analysis Result Framework

CONCLUSION

From the analysis and discussion regarding the study of the effect of Marketing Stimuli on purchasing decisions mediated by Consumer Characteristics. Researchers can draw the following conclusions:

1. There is a positive and significant effect of Marketing Stimuli (X) on Consumer Characteristics (Y) on MSME products in Aceh Province. Based on the results of the analysis, it is known that the significance value is 0.000 <0.005.

2. Consumer Characteristics (Y) positively and significantly affect purchasing decisions (Z) on MSME products in Aceh Province. Based on the results of the analysis, it is known that the significance value is 0.000 <0.005. This shows that Consumer Characteristic (Y) positively affects purchasing decisions (Z).

3. There is a positive and significant effect of Marketing Stimuli (X) on purchasing decisions (Z). Based on the results of the analysis, it can be seen that the significance value of the Marketing Stimuli (X) path to purchasing decisions (Z) is 0.000 <0.005. This shows that Marketing Stimuli (X) positively affects Purchasing Decisions (Z).

4. There is the mediation of Marketing Stimuli on the direct Influence of Consumer Characteristics on purchasing decisions. Based on the results of the analysis that has been carried out to test the effect of Consumer Characteristics which mediates the direct or indirect impact of marketing stimuli on purchasing decisions, it can be concluded that the significance value of the marketing stimuli path (X) on Consumer Characteristic (Y) on buying decisions (Z) is 0.989. This shows the effect of marketing stimuli (X) on Consumer Characteristics (Y) on purchasing decisions (Z). The magnitude of the Influence of the independent variables on the dependent variable indicated by the total determination value (R Square) of 0.989 means that purchasing decisions are

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directly influenced by Marketing Stimuli and Consumer Characteristics only by 98.9%. The remaining 1.1% is explained by other factors not included in the model.

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