

THE INFLUENCE OF REFERENCE GROUP ON BUYING DECISION IT MEDIATING BY CONSUMPTIVE BEHAVIOUR

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Abstract: iPhone is the object of this research because the iPhone's market share is still in 5th place in Indonesia, still below other smartphone brands. The dependent variable analyzed in this research is Buying Decision, the independent variable analyzed in this research is Reference Group. The sample used in this research was iPhone users consisting of 100 respondents. Sampling was carried out using the accidental sampling method. This research uses the Structural Equation Modeling (SEM) analysis method. Data analysis in this study used discriminant validity tests, reliability tests, model quality tests, multicollinearity tests and hypothesis tests with the help of SmartPLS 3 data processing software. The results of this research show that the Reference Group does not have a significant positive effect on Buying Decision. Reference Group has a positive and significant effect on Consumptive Behavior. Consumptive Behavior has a positive and significant effect on Buying Decisions. The results of the indirect influence from this research are that Reference Group has a positive and significant influence on Buying Decision through Consumptive Behavior as an intervening variable.

Keywords: Reference Group, Buying Decision, Consumptive Behavior.

1. Introduction

Smartphone always improving and develop with all their sophisticated innovations and features to become multi-purpose devices. As research by *Informatika et al., (2019)* explains that smartphone are multimedia devices that combine features, engines and digital finance such as credit. As needs develop, smartphone features and innovations also become more sophisticated. One of the smartphone brands that has entered Indonesia is the iPhone from the Apple brand. Even though the iPhone is in great demand by Indonesian consumers, Apple has not be able to become a market leader or top brand in market share in Indonesia based stat counter marketshare Indonesia 2022/2023. Based this case we found a problems that why Apple not be top leader brand in indonesia although we know that indonesian people looks have a consumptive behaviour for Iphone and many people excited to buy, is it cause environment or reference group?

The Purpose of this research are to know the answer of the formulation problems that's the influence of reference group to buying decision and consumptive behaviour, consumptive behaviour to buying decision and reference group to buying decision mediating by consumptive behaviour.

2. Literature Review

Buying Decision

Tirtayasa et al., (2021) define that Buying Decision is part of consumer behavior, namely the study of individuals in satisfying their needs and desires, through the process of integrating a combination of knowledge and experience in determining their choice of new products or products that have been consumed before. Previous research by Saputri & Setyawati, (2020),

which states that Reference Groups have a significant influence on Buying Decisions, is in accordance with research by Auliyanti et al., (2021) and Sarah & Artanti, (2020) with the same research results.

H1: Reference Group has a positive and significant effect on Buying Decision.

Reference Group

Sinambela et al., (2022) stated that a reference group is a group of individuals who are psychologically related to both internal and external groups. As in previous research revealed by Ridhayani & Johan, (2020) that the Reference Group has a significant positive effect on Consumptive Behavior, in accordance with research by Isnawati & Kurniawan, (2021) and Ayu & Dezianti, (2021) which stated similar research results.

H2: Reference Group has a positive and significant effect on Consumptive Behavior.

Consumptive Behaviour

Nur Ismail et al., (2021) defines consumptive behavior as the behavior of individuals who use or consume goods excessively that are not actually needed. These individuals consume goods that tend to prioritize wants over needs. Research by Sigar et al., (2021) which states that Consumptive Behavior has a significant effect on Buying Decisions according to research conducted by Indar Rahmani, (2019) and Sekar Dinny & Purwanto, (2022) with the same results.

H3: Consumptive Behavior has a positive and significant effect on Buying Decision.

Reference Group to Buying decision by Consumptive Behaviour

The higher the Buying Decision due to the influence of the Reference Group will increase even more with the presence of Consumptive Behavior in the individual. Groups that are active in influencing, high consumer behavior will encourage the creation of Buying Decisions. This opinion is supported by research by Sarah & Artanti, (2020) which states that Reference Groups have a significant influence on Buying Decisions, research by Ridhayani & Johan, (2020) which explains that Reference Groups have a significant influence on Consumptive Behavior and Dolly's research, (2022) states that Consumptive Behavior has a significant effect on Buying Decisions. Based on this description, the hypothesis proposed is:

H4: Reference Group has a significant effect on Buying Decision with Consumptive Behavior as a mediating variable.

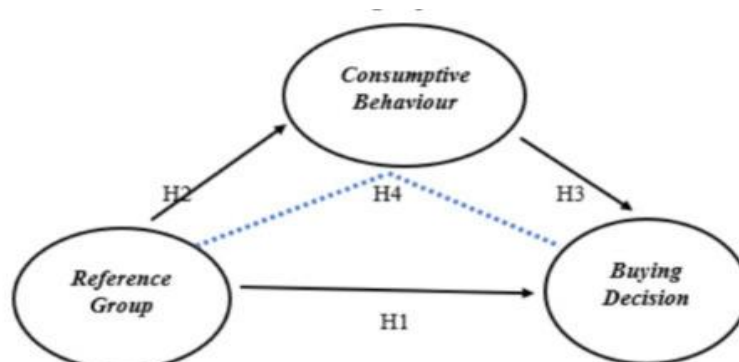


Figure. 1 Theoretical Framework

1. Method

Population

Population is the total number of analysis units whose characteristics will be assumed to be the research object. The target population of this research is all iPhone users whose number cannot be known.

Sample

The population in this study cannot be calculated, therefore the sample in this study uses the Rou Purba, Tusanputri & Amron, (2021) formula as follows:

$$n = Z^2 / (4(\text{Moe})^2)$$

$$n = [1.96]^2 / (4(0.1)^2)$$

$$n = 3.8416 / 0.04$$

$$n = 96.4 \text{ (97 respondents) or in } \sim 100 \text{ respondents.}$$

From the calculation results with the resulting moe of n being 96.4, it can be concluded that the minimum number of respondents that must be used in this research is 100.

Sampling Method

The sampling method used in this research is the accidental sampling method. To get 100 sample this research use questionnaires and observations.

2. Result And Discussion

Outer Model

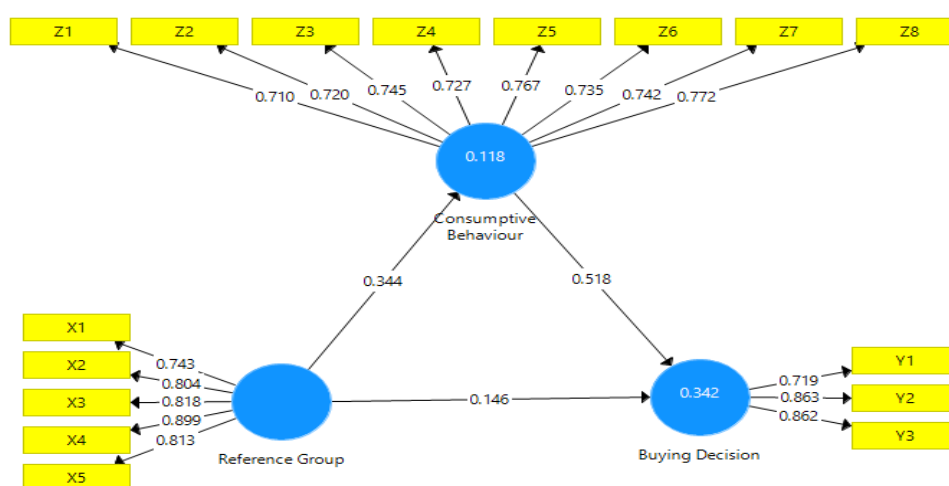


Figure. 2 Outer Model

A. Convergent Validity

The convergent validity results are in the good category because the outer loading value is >0.7 . The conditions that must be based are that the loading factor must be significant and its value must be greater than 0.5 and ideally it is 0.7.

B. Discriminant Validity

Cross Loading, AVE, VIF, Composite Reliability, Cronbach Alpha

Variabel	Indikator	Cross Loading			AVE	Outer VIF	Composite Reliability	Cronbach Alpha
Reference Group (X)	X1	0,743	0,274	0,263	0,667	1.955	0,909	0,874
	X2	0,804	0,216	0,241		2.228		
	X3	0,818	0,327	0,259		2.026		
	X4	0,899	0,299	0,293		3.788		
	X5	0,813	0,272	0,264		3.015		
Consumptive Behaviour (Z)	Z1	0,211	0,710	0,296	0,548	1.861	0,906	0,883
	Z2	0,056	0,720	0,408		1.978		
	Z3	0,360	0,745	0,482		1.829		
	Z4	0,227	0,727	0,493		2.121		
	Z5	0,293	0,767	0,430		2.515		
	Z6	0,169	0,735	0,351		2.046		
	Z7	0,259	0,742	0,316		2.137		
	Z8	0,348	0,772	0,493		1.870		
Buying Decision (Y)	Y1	0,100	0,357	0,719	0,668	1.447	0,857	0,757
	Y2	0,405	0,548	0,863		1.540		
	Y3	0,219	0,455	0,862		1.853		

The result that each indicator in the variable research has the largest cross loading on the variables it forms compared with the cross loading values on other variables. Based on results obtained, it is stated that the indicators used In this research, it has good discriminant validity arrange their respective variables. Also supported by the respective AVE values each variable is Customer Satisfaction, Customer Loyalty, Customer Retention > 0.5 . It can be stated that each variable has good discriminant validity.

Inner Model

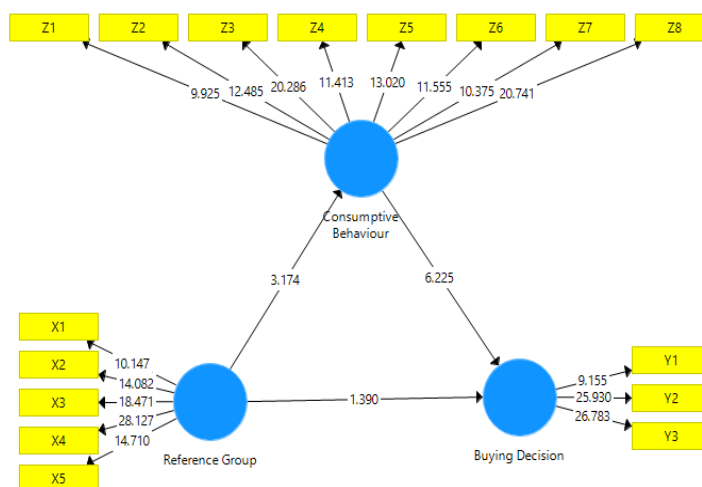


Figure. 2 Inner Model

Hasil Uji Path Coefficient

Konstruk	Original Sampel (O)	Sampel Mean (M)	STDEV	T-Statistic	P-Values
Reference Group (X) – Consumptive Behaviour (Z)	0,344	0,366	0,108	3,190	0,002
Reference Group (X) – Buying Decision (Y)	0,146	0,145	0,103	1,417	0,157
Consumptive Behaviour (Z) - Buying Decision (Y)	0,518	0,530	0,084	6,166	0,000

The largest path coefficient value shown in the big influence is Consumptive Behavior (Z) on Buying Decision (Y) with a value of 0.518. Then the Reference Group (X) on Consumptive Behavior (Z) has a moderate influence with a value of 0.344 and the one that has the smallest influence is the Reference Group (X) on Buying Decision (Y) with a value of 0.146. Based on this explanation, it can be concluded that the variables X to Y have a weak influence, but the variables X to Z and Z to Y have a moderate influence. This shows that Z's role as a mediating variable was successful.

Uji Goodness Of Fit

Variabel	Nilai <i>R-Square</i>
<i>Consumptive Behaviour</i>	0.118
<i>Buying Decision</i>	0.342

Based on table 4.25, it can be seen that the R-Square value for the Consumptive Behavior variable is 0.118 (11.8%) then the Buying Decision variable has a value of 0.342 (34.2%). The goodness of fit obtained is known from the Q-Square value.

Discussion

Testing hypothesis 1: Reference Group has a positive and insignificant effect on Buying Decision.

From the results of the hypothesis test that has been carried out with the results presented in table 4.27, it is known that the P-Values value which forms the influence of the Reference Group on the Buying Decision is 0.157, while the P-Values requirement that is accepted is <0.05 so that H1 is declared rejected in this study with a smartphone object with the iPhone brand.

Testing Hypothesis 2: Reference Group has a significant positive effect on Consumptive Behavior

From the results of the hypothesis test carried out with the data presented in table 4.27, it is known that the P-Values that form the influence of the Reference Group on Consumptive Behavior is 0.002, which means <0.05 , so it is declared feasible. Coupled with the positive T-Statistic value, it forms a significant positive influence on the Reference Group on Consumptive Behavior with the iPhone object.

Testing Hypothesis 3: Consumptive Behavior has a significant positive effect on Buying Decision

From the results of hypothesis testing carried out with the data presented in table 4.27, it is known that the P-Values that form the influence of Consumptive Behavior on Buying Decisions is 0.000, which means <0.05 , so it is declared feasible. Coupled with the positive T-Statistic value, it forms a significant positive influence on Consumptive Behavior on Buying Decisions with the iPhone object.

Testing Hypothesis 4: Reference Group through Consumptive Behavior has a significant positive effect on Buying Decision

From the results of the hypothesis test presented in table 4.29, it is known that the P-Values value is 0.006, which means >0.05 and is declared to meet the P-Values requirements for acceptance. With this, the Reference Group through Consumptive Behavior has a significant positive influence on the Buying Decision on the iPhone object.

The results of the Path coefficient test show that the influence of X through Z on Y has a high level of significance with a T-Statistic of 2.752, so it can be concluded that Hypothesis 4 is accepted.

3. Conclusion

From the results of the analysis and discussion in this research. So the following conclusions are obtained:

1. Reference Group does not have a positive and significant effect on the Buying Decision variable on the iPhone. This means that the lower the activity, credibility and experience of the Reference Group regarding the iPhone, the impact it will have on decreasing Buying Decisions. It could be that consumers are hesitant and choose other products based on other references too. Thus, the statement in hypothesis 1 is rejected.
2. Reference Group has a significant positive effect on Consumptive Behavior on the iPhone, this means that the higher the intensity of the Reference Group, the more Consumptive Behavior will increase. Thus the statement of hypothesis 2 is accepted.
3. Consumptive Behavior has a significant positive effect on the Reference Group on the iPhone, this means that the higher the intensity of Consumptive Behavior, the greater the Buying Decision. Thus the statement of hypothesis 3 is accepted.
4. Reference Group has a significant positive effect on Buying Decision through Consumptive Behavior as a mediating variable on the iPhone. This can be interpreted as meaning that the more frequently the Reference Group's intensity is active and credible, the more consumers will feel influenced and make it easier to make Buying Decisions. And the influence of the Reference Group plus Consumptive Behavior also indirectly influences the Buying Decision. Thus, the statement in hypothesis 4 is accepted.

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