


Analysis Of Internal And External Factors On Consumer Purchase Decisions At Teko Healthy Resto

Shery¹, Ngajudin Nugroho²

¹Program studi manajemen, Sekolah Tinggi Ilmu Manajemen Sukma, Indonesia

²Manajemen perusahaan, Politeknik Cendana, Indonesia

Article Info	ABSTRACT
<p>Keywords: Internal factors External factors Purchasing decisions</p>	<p>This study aims to examine internal and external factors on purchasing decisions at Teko Healthy Resto. The object of this research is Teko Healthy Resto consumers. The basis of the selection of this sample is the interview method. The data applied in this study are primary data, data obtained from questionnaires distributed to 30 respondents. According to the results and conclusions, the understanding shows that: (1) Consumers feel very impressed and they like the atmosphere in Teko healthy Resto suits them. (2) Perception of some consumers, Teko Healthy Resto is a restaurant selling a variety of food at a slightly expensive price, cleanliness of the place is maintained and a good place with sufficient facilities. (3) That most consumers visit Teko Healthy Resto are customers who already know Teko Healthy Resto. (4) Vegetarian food brings positive things to customers. This matter can once provide motivation for those who want to pay attention to the body. (5) Teko Healthy Resto can attract consumers with its design and stunning interiors. (6) Teko Healthy Resto, has a good level of social class. So it fits for today's lifestyle, namely young people. (7) Teko Healthy Resto has a well-known name in the audience. Consumers who have never visited also become curious. (8) The facilities provided by Teko Healthy Resto, Medan are sufficient 2satisfying. However, there are a few things to note again such as gloves and some food courts.</p>
<p>This is an open access article under the CC BY-NC license</p> 	<p>Corresponding Author: Shery PoliteknikCendana Medan Jl. Williem Iskandar No.261, SidorejoHilir, Kecamatan Medan Tembung, Kabupaten Medan, Sumatera Utara 20222 shery.chang00@gmail.com</p>

INTRODUCTION

The progress of the culinary industry in Indonesia is growing rapidly. In Medan, the growth of education and tourism has been increasing from year to year, triggering the growth of the food and beverage industry. The presence of restaurants, fast food restaurants, cafes, coffee shops which are increasing in number is proof of the tight competition in the food and beverage industry. Apart from going to shopping centers to shop, they usually also spend time at restaurants. Resto is a place or building that is commercially organized, which

provides good service to all consumers in the form of food and drinks. In addition, at this time more consumers go to restaurants to just drink and chat. Customers also see that there are many other opportunities and benefits that they get when they visit a place to eat or a restaurant, namely as a place to gather, socialize, exchange ideas, expand networks, and even become one of the places to talk about business.

According to (Armstrong, G., & Kotler 2017) purchasing decision is the buyer's decision about which brand to buy. Complex decision-making processes often involve multiple decisions. This decision involves a choice between two or more alternatives. From the two meanings above, what must be done with consumer purchasing decisions from a business unit is with the aim of attracting consumers to develop their business by making a profit.

According to (Edi Sucipto Tanady 2020), consumer purchasing decisions are influenced by how a purchase decision-making process is carried out. According to (Abdul 2021), a purchasing decision is a thought in which an individual evaluates various options and makes a choice based on a thought in which an individual evaluates various options and makes a choice of a product from many choices. It can be concluded that purchasing decisions are one of the stages of consumer behavior that underlies consumers to make purchasing decisions before post-purchase behavior and how individuals, groups, and organizations choose, buy, use, and how goods or services satisfy their needs and wants. Purchase decisions in this study are measured by indicators: decisions about product choices, decisions about brand choices, decisions about when to buy, and decisions about payment methods (Muharam 2017).

Indicators / Dimensions of Purchasing Decisions

According to Dwidienawati et al (2020: 104) traditionally purchasing decisions can be divided into 5 stages:

1. Identify a need
In the first stage, the customer must realize that they have a need for a product
2. Information search
Customers find information about products by searching information on the company's official website or internet articles or magazine or ask a friend.
3. Alternative evaluation
Customer compares the various options available and judge which one best suits their needs.
4. Buy The customer chooses the option they like best and buys it.
5. Post-purchase satisfaction or dissatisfaction.

Internal Factors in Purchasing Decisions

According to (Armstrong, G., & Kotler 2017) internal factors are factors that influence consumers in purchasing decisions that come from within the consumer. Consumers are looking for information related to products and brands that meet their needs.

Internal factor indicators

Personality

(Schiffman 2000), formulate personality as follows:

“personality is defined as those inner psychological characteristics that both determine and reflect how a person responds to his or her environment”

Motivation

Motivation is a need that is enough to encourage someone to move. A need becomes a motive if it is pushed to a sufficient level of intensity. Motivation comes from the Latin *movere* which means to move. A consumer is moved to buy a product because something moves him. The process of generating encouragement so that consumers are moved to buy is called motivation, while what motivates consumers to buy is called motive (Suryani 2008)

Perception

Perception is described as a process by which individuals select, organize, and translate stimulation into a coherent meaning with all world events.

Study

Learning can be viewed as a process where experience causes changes in knowledge, attitudes or behavior. This definition is very broad in that it reflects the positions of two major schools of thought regarding learning.

Attitude

Understanding of consumer attitudes is an important factor that influences consumer decisions.

External Factors Purchasing Decisions

According to (amstrong, gary & philip 2012) external factors are factors that can influence purchasing decisions that come from outside the consumer.

External factor indicator

1. Culture
(Sumarwan 2004) suggests the definition of culture is all values, thoughts, symbols that influence the behavior, attitudes, beliefs and habits of a person and society.
2. Social class
Simamora (2003:86) states that social class is not determined by a single factor such as income but is measured as a combination of work, income, education, wealth, and other variables.
3. Reference Group
Groups have opinions that can influence their members in buying something. Their interaction is often carried out individually, for example, by meeting face to face so that someone will be easily influenced by other people to buy something.
4. Family
(Sunarto 2006) family is the most important consumer purchasing organization in society, and it has become the object of extensive research. Two families can be distinguished in the buyer's life.

METHODS

This type of research is qualitative research. Internal factors are factors that come from within the consumer itself. Internal factors on purchasing decisions are: (1) Personality, (2) Motivation, (3) Observation, (4) Lesson, (5) Attitude.

External factors are factors that exist outside of the individual consumer in the form of culture, social class, reference group and family (Schiffman and Kanuk 2008).

The purchase decision is held in the process of making a purchase decision where the consumer actually buys. (Philip Kotler and Kevin Lane Keller 2007). Purchasing decision indicators are: Identifying a need, Searching for information, Evaluation of alternatives, Buying, Satisfaction or dissatisfaction after the purchase.

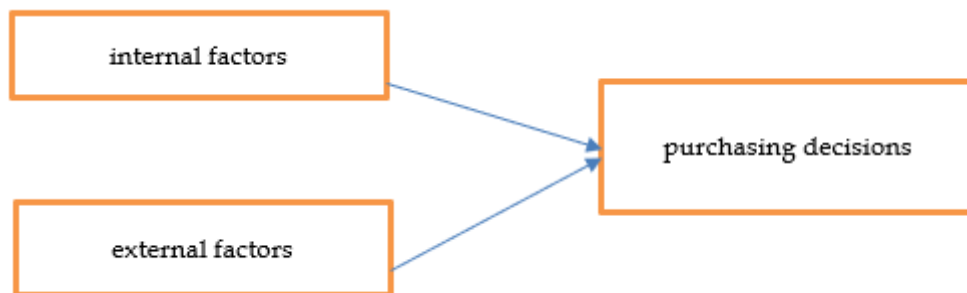


Figure 1. Thinking Framework

RESULTS AND DISCUSSION

After conducting interviews and checking the data obtained by several sources. The author found several findings, namely:

1. The service provided by Teko Healthy Resto, Medan is not satisfactory. Because, there are several customer complaints. Starting from the attitude of employees in serving customers who tend to be ignorant and don't smile when serving customers.
2. Employees at Teko Healthy Resto, Medan are less responsive in serving customer complaints, so that waiters feel reluctant and lazy to convey their complaints.
3. The security provided to customers is very satisfying. Starting from the availability of CCTV as well as the presence of a security guard outside so that customers feel safe when shopping and enjoying food.
4. TeKo Healthy Resto, Medan lacks empathy in responding to problems experienced by customers while shopping. So that customers are dissatisfied with the responses given by employees of Teko Healthy Resto, Medan regarding the problems they get.
5. Customers are satisfied with the facilities provided by Teko Healthy Resto, Medan. However, customers are dissatisfied with the appearance of employees at Teko Healthy Resto, Medan.

CONCLUSION

Based on the research conducted by the author, it can be concluded that Teko Healthy Resto, Medan can attract their consumers with

Internal factors. Consumers are very impressed and they like the atmosphere at Teko Healthy Resto according to them. The perception of some consumers, Teko Healthy Resto is a restaurant that sells a variety of food at a slightly expensive price, the cleanliness of the place

is maintained and the place is nice with sufficient facilities. That most consumers who visit Teko Healthy Resto are customers who are familiar with Teko Healthy Resto. Vegetarian food brings positive things to customers. This can once provide motivation for those who want to pay attention to the body.

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