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The Influence Of Cultural, Social And Personal Factors On The Interest In Purchase Intention Non-Subsidized Fertilizer At Toko UD. Sejahtera Bersama In Kecamatan Bahorok

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ABSTRACT

Fertilizer is a substance or material that is used in plants to improve physical, chemical, or biological characteristics in order to increase the availability of nutrients, which results in an increase in plant growth. There are two types of fertilizer in Indonesia: subsidies and non-subsidized. While subsidies are provided by the government, non-subsidized are those that are provided outside of government programs and do not qualify for subsidies. Non-subsidized fertilizers, although they have superior quality and technology compared to subsidized fertilizers, still face problems in terms of farmers' Purchase Intention, especially in Kecamatan Bahorok. The purpose of this study is to examine the effects of cultural, social, and private factors on the desire to purchase intention non-subsidized fertilizer at Toko UD. Sejahtera Bersama in Kecamatan Bahorok. Data collection using a questionnaire given to 90 respondents. The model used is multiple linear regression and is processed using SPSS. The results of this study indicate that cultural factors partially do not have a positive and significant influence, social factors partially do not have a positive and significant influence and personal factors partially have a positive and significant influence. The Adjusted R Square value of 0.541 means that Purchase Intention can be explained by cultural, social and personal factors by 52.5% and the remaining 47.5% can be explained by other variables not studied.

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1. INTRODUCTION

Indonesia is an agricultural country, with the majority of its population choosing to maintain their livelihoods through the agricultural sector. Especially in Kecamatan Bahorok, most people seek their livelihoods through the agricultural sector. The agricultural sector is one of the business sectors that has an important influence on the Indonesian economy [1]. In the agricultural sector, it requires support that supports successful production, one of which is fertilizer. Fertilizer is an important product in the world of agriculture because it is the main supporting factor in increasing agricultural productivity. The

existence of fertilizers in the right amount, type, quality, price, place, and time will determine the quantity and quality of agricultural products produced.

Non-subsidized fertilizers are intended to increase crops in quantity and quality. These fertilizers use more sophisticated and high-quality active ingredients. The latest technologies, such as gradual release technology or fertilizers with organic materials, allow for more precise and efficient nutrient delivery, which can significantly increase crop yields compared to subsidized fertilizers.

One of the shops in Kecamatan Bahorok that sells non-subsidized fertilizer is UD. Sejahtera Bersama. Although it has provided better quality fertilizer, sales of non-subsidized fertilizer in this shop show quite significant fluctuations. The quite large difference between the amount of stock available and the amount of monthly sales can be seen from sales data for the past year. For example, sales in January reached 96 sacks, while in October only 81 sacks.

Cultural factors greatly influence consumer behavior. Culture, subculture, and social class are important influences on consumer purchasing behavior [2]. Organic-based non-subsidized fertilizers are more easily accepted in environments with strong principles of sustainability and protection, such as environments that prioritize organic farming. These values encourage farmers to purchase goods that meet their principles even though they are more expensive. Based on the results of an initial pre-survey of 20 customers at Toko UD. Sejahtera Bersama, it was seen that most customers answered "yes" when asked whether cultural factors influenced their purchasing interest, indicating that culture does play a role in the interest in purchasing non-subsidized fertilizers.

In addition to cultural factors, social factors can also influence consumer purchasing behavior. Social networks, family, and reference groups can influence purchasing intentions, both directly and indirectly [3]. However, the results of the pre-survey showed that the majority of customers said that social factors, such as the influence of friends or family, were not significant in influencing their decision to purchase non-subsidized fertilizer. This shows that, although social and economic relationships can influence purchasing behavior, social factors are not too dominant in this regard.

The behavior that decides a consumer to buy the desired product is influenced by personal factors based on age, a person's job, a person's lifestyle, economic conditions and the personality of the consumer [4]. Because they have a larger income to invest in more sophisticated agricultural technology, farmers with higher incomes tend to buy more expensive non-subsidized fertilizers. The results of the pre-survey showed that most customers tend to buy fertilizers based on their current financial condition and recommendations from people they trust.

This study aims to determine the influence of cultural, social, and personal factors on the interest in buying non-subsidized fertilizers at the UD. Sejahtera Bersama Store in Kecamatan Bahorok. The results of this study are expected to provide useful insights to increase sales of non-subsidized fertilizers and support the success of farmers in increasing their agricultural output through the selection of the right fertilizers.

2. METHOD

2.1. Research Approach

This study is a study that attempts to determine the effect of independent variables on dependent variables. The research approach in this study uses associative quantitative research. According to Priyastama [5], quantitative research is a method that uses statistics and number in data collection and analysis that can be done. Sugiyono [6] stated that associative quantitative research is a study that aims to determine the effect or relationship between two or more variables. In this study, quantitative data were collected through survey techniques by distributing questionnaires to customers of UD. Sejahtera Bersama Store. The variables used in this study are Cultural Factors (X1), Social (X2), Personal (X3) and Purchase Intention (Y).

2.2. Population and sample

According to Sugiyono [7] population is a generalization area consisting of subjects or objects with certain qualities and characteristics to be studied, then conclusions are drawn by the researcher. In this study, the population studied were consumers who had purchased non-subsidized fertilizer at the UD. Sejahtera Bersama store within a period of one year, as many as 865 consumers.

According to Unaradjan [8], a sample is a portion of the number and characteristics of a population used as a data source and serves as a representation of the population as a whole. To collect the number of samples in this study, researchers used the probability sampling method. According to Sugiyono [6], the probability sampling method is a sampling method that provides an equal opportunity for each member of the population to be taken as a sample. While the sampling method uses simple random sampling (random sample). According to Sugiyono [6], it is random sampling without considering strata in the population. Researchers use the Slovin formula with a 10% error tolerance. Thus, the sample obtained in this study amounted to 90 respondents.

2.3. Data Collection Technique

The data collection technique in this study was by distributing questionnaires/surveys using Google Form to 90 respondents. In this study, researchers used a Likert scale to measure a person's attitude, opinion, or perception of a particular statement or object, where: Strongly Agree value = 5; Agree = 4; Neutral = 3; Disagree = 2; Strongly Disagree = 1.

3. RESULTS AND DISCUSSION

3.1. Description of Respondents Characteristics

The results of the questionnaire collected from 90 respondents include gender, age, and occupation of the respondents, as shown in tables 1, 2 and 3, and the characteristics will be discussed below.

3.1.1 Respondent Characteristics Based on Gender

Respondent characteristics based on gender can be seen in table 1 below:

Table 1. Gender

Gender	Number of Respondents	%
Laki-Laki	72	80%
Perempuan	18	20%
Total	90	100%

Source: data processed by the author, 2024

From the data in Table 1, it can be seen that respondents who buy non-subsidized fertilizers are predominantly male, 80%. Meanwhile, females are 20%. This shows that men have a greater interest in buying non-subsidized fertilizers.

3.1.2 Respondent Characteristics Age

Resspondent characteristics based on age can be seen in table 2 below:

Table 2. Age

Age Range	Number of Respondents	%
17 – 25	12	13,3%
26 – 35	20	22,2%
35 – 45	29	32,2%
46 >	29	32,2%
Total	90	100%

Source: data processed by the author, 2024

Based on table 2 above, it can be seen that the age of respondents is dominated by ages 35-45 and ages 46> as much as 32.2%, followed by respondents aged 17-25 as much as 13.3% and respondents aged 26-35 as much as 22.2%. This shows that ages 35-45 and ages 46> dominate the interest in buying non-subsidized fertilizers at the Toko UD. Sejahtera Bersama in Kecamatan Bahorok.

3.1.3 Respondent Characteristics Work

Respondent characteristics based on work can be seen in table 3 below:

Table 3. Work

Work	Number of Respondents	%
Petani	52	57,8%
Pedagang	15	16,7%
Wiraswasta	10	11,1%
IRT	5	5,5%
Guru	6	6,7%
Mahasiswa	2	2,2%
Total	90	100%

Source: data processed by the author, 2024

Based on table 3, it can be seen that the dominant respondent's job is a farmer as many as 52 people or 57.8%, followed by the respondent's job as a trader as many as 15 people or 16.7%, the respondent's job as an entrepreneur as many as 10 people or 11.1%, respondents with housewife jobs as many as 5 people or 5.5%, respondents with teacher jobs as many as 6 people or 6.7% and students as many as 2 people or 2.2%. This shows that consumers at the Toko UD. Sejahtera Bersama are dominated by farmers, because their daily work requires something called fertilizer.

3.2. Validity and Reliability Testing

3.2.1 Validity Test

According to Priyatno [9] validity testing is carried out to find out several specific things about a particular item in order to determine what the questionnaire wants to know. This type of validation is done to see how well the data is analyzed or validated.

Table 4. Validity Test (X1) Cultular Factors

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1.1	19.0444	15.009	.622	.848
X1.2	19.3111	13.925	.611	.851
X1.3	19.2333	14.069	.711	.832
X1.4	19.1222	13.974	.646	.843
X1.5	19.3556	13.176	.749	.824
X1.6	19.3778	14.260	.624	.847

Source: SPSS version 25.0 processing results (2024)

According to Table 4 above, it can be seen that the data in the variable "cultular factor", which is composed of 6 different statements, has a legitimate correlation $r_{hitung} > r_{tabel}$ (0.1745) because the adjusted Corrected Item-Total Correlation value is 0.1745.

Tabel 5. Validity Test (X2) Social Factors

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X2.1	18.7222	12.248	.594	.819
X2.2	18.7667	12.158	.627	.813
X2.3	18.7000	11.673	.658	.807
X2.4	18.5111	12.275	.602	.818
X2.5	18.7000	12.370	.566	.825
X2.6	18.7667	11.260	.663	.806

Source: SPSS version 25.0 processing results (2024)

According to Table 5 above, it can be seen that the data in the variable "social factor", which is composed of 6 different statements, has a legitimate correlation $r_{hitung} > r_{tabel}$ (0.1745) because the adjusted Corrected Item-Total Correlation value is 0.1745.

Table 6. Validity Test (X3) Personal Factor

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X3.1	26.7000	19.493	.633	.874
X3.2	26.6778	19.794	.624	.875
X3.3	26.2444	21.602	.575	.878
X3.4	26.3444	20.633	.640	.872
X3.5	26.3889	20.510	.667	.869
X3.6	26.4556	19.959	.724	.864
X3.7	26.4222	19.528	.718	.864
X3.8	26.3222	20.738	.680	.869

Source: SPSS version 25.0 processing results (2024)

According to Table 6 above, it can be seen that the data in the variable "personal factor", which is composed of 8 different statements, has a legitimate correlation $r_{hitung} > r_{tabel}$ (0.1745) because the adjusted Corrected Item-Total Correlation value is 0.1745.

Tabel 7. Validity Test (Y) Purchase Intention

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y1	27.5667	18.338	.697	.867
Y2	27.8333	18.163	.611	.875
Y3	27.9222	17.870	.699	.866
Y4	27.6000	19.748	.590	.878
Y5	27.9222	17.331	.688	.867
Y6	27.7778	17.591	.692	.867
Y7	27.9222	18.477	.600	.876
Y8	27.8222	17.429	.680	.868

Source: SPSS version 25.0 processing results (2024)

According to Table 7 above, it can be seen that the data in the variable "Purchase Intention", which is composed of 8 different statements, has a legitimate correlation $r_{hitung} > r_{tabel}$ (0.1745) because the adjusted Corrected Item-Total Correlation value is 0.1745.

3.2.2 Reability Test

The purpose of Uji Reliabilitas is to examine the data handling threshold for each variable in the study using the Cronbach's Alpha coefficient, which should be at least 0.60.

Table 8. Reability Test (X1) Cultular Factor

Reliability Statistics

Cronbach's Alpha	N of Items
.864	6

Source: SPSS version 25.0 processing results (2024)

Based on data from Table 8 above, it can be concluded that the variable "cultular factor" has a Cronbach's Alpha value more than 0.60, indicating that the data is trustworthy or accurate.

Tabel 9 Reability Test (X2) Social Factor

Reliability Statistics

Cronbach's Alpha	N of Items
.841	6

Source: SPSS version 25.0 processing results (2024)

Based on data from Table 9 above, it can be concluded that the variable "social factor" has a Cronbach's Alpha value more than 0.60, indicating that the data is trustworthy or accurate.

Tabel 10. Reability Test (X3) Personal Factor

Reliability Statistics

Cronbach's Alpha	N of Items
. 885	6

Source: SPSS version 25.0 processing results (2024)

Based on data from table 10 above, it can be concluded that the variable "personal factor" has a Cronbach's Alpha value more than 0.60, indicating that the data is trustworthy or accurate.

Tabel 11 Reability Test (Y) Purchase Intention

Reliability Statistics

Cronbach's Alpha	N of Items
. 885	6

Source: SPSS version 25.0 processing results (2024)

Based on data from Table 11 above, it can be concluded that the variable "purchase intention" has a Cronbach's Alpha value more than 0.60, indicating that the data is trustworthy or accurate.

3.3. Hypothesis Testing.

3.3.1 t-Test

t-test is used to analyze data and present the results of the hypothesis in a parsial manner using a 5% significance level. Significant testing using the following criteria:

Ha is approved but H0 is refused, if $t_{hitung} > t_{tabel}$ or Sig. $t < \alpha$

Ha is refused but H0 is approved, if $t_{hitung} < t_{tabel}$ or Sig. $t > \alpha$

Table 12. t-Test Result (Parsial)

Coefficientsa			
Model		***t***	***Sig.***
1	*(Constant)*	4.729	.000
	X1	-.319	.750
	X2	.735	.464
	X3	6.267	.000
a. Variabel Dependen: Minat Beli (Y)			

Source: SPSS version 25.0 processing results (2024)

Based on table 12 above, it can be shown that:

1) The Influence of Cultural Factors on Purchase Intention
   Results indicate that Ha is refused but H0 is approved, if t_{hitung} -0,319 < t_{tabel} 1,663 or Sig. t 0,750 > α 0,05, so Ha is refused but H0 is approved, Accordingly, the Cultural Factors not have a positive or significant impact on the Purchase Intention non-subsidized fertilizer at Toko UD. Sejahtera Bersama in Kecamatan Bahorok. This indicates that H1 in this study is not well-documented.
2) The Influence of Social Factors on Purchase Intention
   Results indicate that Ha is refused but H0 is approved, if t_{hitung} 0,735 < t_{tabel} 1,663 atau Sig. t 0,464 > α 0,05, so Ha is refused but H0 is approved, Accordingly, the Social Factors not have a positive or significant impact on the Purchase Intention non-subsidized fertilizer at Toko UD. Sejahtera Bersama in Kecamatan Bahorok. This indicates that H1 in this study is not well-documented.
3) The Influence of Personal Factors on Purchase Intention
   Results indicate that Ha is approved but H0 is refused, if t_{hitung} 6,267 > t_{tabel} 1,663 atau Sig. t 0,000 < α 0,05, so Ha is approved but H0 is refused, Accordingly, Personal Factors have a positive and significant effect on interest in buying non-subsidized fertilizer at UD Stores. Prosperous Together in Bahorok District. This shows that H1 in this study is supported

a. F-Test

Here are the results of a simultaneous analysis of the Cultural Factors, Social Factors, and Personal Factors on Purchase Interest, as shown in the table below:

Table 13. F-Test Result (Simultan)

Model		***F***	***Sig.***
	Regression	*33.751*	*.000[b]*
	Residual		
	Total		
a. Variabel Dependen: Minat Beli (Y)			
b. Predictors: (Constant), Faktor Budaya (X1), Sosial (X2), Pribadi (X3)			

Source: SPSS version 25.0 processing results (2024)

Table 13 shows that, F_{hitung} 33,751 > F_{tabel} 2,72 and sig. F_{hitung} 0,000 < 0,05, Accordingly, it can be said that together, the Cultural Factors, Social Factors, and Personal Factors have a positive and significant impact on on interest in purchase intention non-subsidized fertilizer in Toko UD. Sejahtera Bersama di Kecamatan Bahorok. This indicates that H4 supported in this study

3.4. Uji Koefisien Determinasi (R2)

Table 14. Determination Test

Model Summaryb				
Model	*R*	*R Square*	*Adjusted R Square*	*Std. Error of the Estimate*
1	.735[a]	.541	.525	3.32654
a. Predictors: (Constant), Faktor Budaya (X1), Sosial (X2), Pribadi (X3)				
b. Variabel Dependen: Minat Beli (Y)				

Source: SPSS version 25.0 processing results (2024)

According to Ghozali [10] the coefficient of determination (R2) is a measure of the model's ability to capture dependent variables. According to the R2 uji results in Table 14 above, the coefficient of determination (R2) is R = 0,735, this indicates a high correlation the Cultural Factors, Social Factors, and Personal Factors on *Purchase Intention* non-subsidized fertilizer in Toko UD. Sejahtera Bersama in Kecamatan Bahorok. *Adjusted R Square value* = 0,525 Accordingly, 52.5% of the Purchase Intention may be explained the Cultural Factors, Social Factors, and Personal Factors 52.5% and 47.5%, respectively, can be explained by the other variables outside of this study

4. CONCLUSION

Based on the findings of the study, the following conclusions can be drawn:

a. Cultural factors partially do not have a positive and significant effect on the Interest in purchase intention non-subsidized fertilizer at the Toko UD. Sejahtera Bersama in Kecamatan Bahorok.
b. Social factors partially do not have a positive and significant effect on the Interest in purchase intention non-subsidized fertilizer at the Toko UD. Sejahtera Bersama in Kecamatan Bahorok.
c. Personal factors partially have a positive and significant effect on the Interest in purchase intention non-subsidized fertilizer at the Toko UD. Sejahtera Bersama in Kecamatan Bahorok.
d. Cultural, Social and Personal Factors simultaneously have a positive and significant effect on the Interest in purchase intention non-subsidized fertilizer at the Toko UD. Sejahtera Bersama in Kecamatan Bahorok.

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