

The Effect of Psychographic Segmentation and Behavior on Purchase Decisions of Sedaap Brand Instant Noodles Among Oesapa Students Kupang City

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Abstract— The author conducted this research based on the problems that are often encountered in the research location, namely whether psychographic and behavioral segmentation affect the purchasing decisions of Sedaap brand instant noodles among students from Oesapa in Kupang City. Then the study aims to determine whether psychographic and behavioral segmentation influence the purchasing decision of the Sedaap brand instant noodles among students from Oesapa in Kupang City. The research that the author is doing here is a field research (Field Research) using Descriptive Statistics with the help of a table in the number of percentages. This research was conducted in boarding houses around the city of Kupang, and the sample of this study was 100 people as respondents. In collecting data the author uses a questionnaire. While in the discussion using the Multiple Linear Regression analysis tool. Variable Psychographic segmentation has a significant positive effect on purchasing decisions for instant noodles with the Sedaap brand among students from Kupang City, Behavioral segmentation has a significant positive effect on purchasing decisions for Sedaap instant noodles among students from Kupang City and Psychographic and behavioral segmentation simultaneously affects purchasing decisions for branded instant noodles. delicious among oesapa students in kupang city.

Keywords— Psychographic segmentation, behavioral segmentation, purchasing decisions.

I. PRELIMINARY

The current era of modernization is pushing for changes in human behavior in fulfilling their wants and needs. The increasing activity and busyness of the community, causes people to need a product that can be presented practically and instantly so that it is easy to consume. The rapid mobility of humans causes humans to no longer use rice as the main source of carbohydrates, which takes longer to cook, but to start switching to consuming instant noodles as a substitute for rice as a source of carbohydrates.

Instant noodle product as it is known is one of the fast food products which is getting more and more popular with the public because of its cheapness in terms of presentation. With the increasing number of instant noodle products on the market, it means providing flexibility for consumers to choose the brand that suits their wishes. Therefore, it is necessary for the company to analyze the consumer behavior of these products to find out their purchasing patterns. Mie Sedaap is an instant noodle brand produced by Wings Food and the second popular instant noodle product in Indonesia. Launched in 2003, thirty-one years after Indomie.

Apart from Indonesia, delicious noodles are also sold abroad, including Malaysia and Nigeria. Mie Sedaap as an instant noodle product that has a variety of flavors such as soto, curry, onion chicken, balado, etc. So this provides many choices for consumers to determine which one they like. Competition in the noodle industry in Indonesia, in 2011 Indofood Group as the largest producer spent an investment of Rp700 billion to build three instant noodle factories. Wings Group, through its three subsidiaries, has also spent enormous funds to increase its production capacity, the same thing was done by

ABC Group, Olagafood Group, Jangkar Mas Group, TPS Group, Rodamas Group, Medco Group, Siantar Top Group, Mayora Group and many others. Nationally, the noodle market share remains, dominated by Indofood Group through its brands Indomie, Supermie, Sarimi and Pop Mie.

However, since the last 10 years this dominance has continued to decline with the presence of Mie Sedaap belonging to the Wings Group, even the Mie Sedaap market has far left Supermie, Sarimie and Pop Mie and is now head to head with Indomie.

According to a CDMI survey, the Mie Sedaap market in three major cities in Indonesia, namely Surabaya, Semarang and Denpasar, has begun to stick to Indomie's position with a distance that is not too far away. Entering 2014 Indomie already has a precise strategy to make the distance even further with Mie Sedaap. The tighter the competition for instant noodle products, the better noodle producers choose to study consumer behavior so that their products can be accepted by consumers.

The diversity of consumers in meeting their daily needs can be influenced by various factors, both from consumers themselves and from outside consumers. Several factors that can influence buyer interest include psychographic segmentation, consumer behavior and also consumer decisions in choosing a product. Psychographic factors and consumer behavior are indicators that will influence the formation of consumer purchasing decisions to buy a product. The company's ability to create products that are innovative and in accordance with the wishes and behavior of consumers.

Psychographic (lifestyle) as a way to segment the market shows that psychographic (lifestyle) segmentation is becoming increasingly popular as a tool in marketing management

decision making. Lifestyle includes something that is more than just personality, a person's lifestyle or the value of one's actions, showing a person's overall pattern of reacting and interacting in the world. Student consumption patterns are influenced by lifestyle changes. Fast food is increasingly popular as a substitute for rice. One of those fast foods is delicious instant noodles. The considerations are practicality, cheap prices, always available in kiosks or in minimarkets, supermarkets and quite filling.

As a boarding house child, the main income comes from parental payments every month. Most of them do not have a fixed income. So here, consumer behavior is the things that underlie consumers to make decisions buying decision. When deciding to buy a product, of course, as a buyer, you always think about the goods to be purchased first. Starting from the price, quality or use and benefits of an item. The behavior of students in consuming delicious instant noodles is a common thing, considering that delicious instant noodles are products that are quite affordable for boarding children, practical and quite filling as a substitute for rice.

According to Wahyu Pamungkas (2003:87), college students (especially boarding students) are one of the favorite consumers of instant noodles because they use instant noodles as a means (a strategy to overcome needs while studying), as an option at certain times such as running out of budget, lazy to eat rice, have breakfast, dinner, or enjoy the taste sensations offered by instant noodles. The consumption choices of boarding students for instant noodles are a reflection of the lifestyle of products that are sensitive to the demands of the times. Consumption of instant noodles as a rational choice in keeping up with the times that are full of everything that is fast, practical, efficient, and economical. Sedaap instant noodles are one of the most popular types of noodles in Indonesia.

Instant noodles have become an internationally recognized food. Consumption of instant noodles continues to increase throughout the world, especially in Asian countries (Gulia et al., 2014). Based on data from the World Instant Noodles Association (WINA), the consumption of instant noodles in Indonesia reached 12.54 billion packs in 2018, when compared to previous years, WINA said consumption of instant noodles in Indonesia tends to decline. In 2014, consumption of instant noodles was 13.42 billion packs, in 2015 consumption of instant noodles decreased to 13.20 billion packs.

In 2016 it fell again to 13.01 billion packs and to 12.62 billion in 2017. Oesapa Village is a number of boarding houses for students from various universities that are quite potential in consuming instant noodle products, because students tend to choose products that are practical and don't have to bother anymore to cook, delicious noodles are packaged foods that are practical and according to the needs of young people. Based on this description, where the market is always dynamic and increasingly requires marketers to anticipate the marketing of their products.

Based on the results of previous research by Rosnaini Daga (2017) in the journal entitled "Analysis of Psychographic Segmentation and Behavior on Customer Decisions to Take Credit at Pt. Bank Rakyat Indonesia (Persero) Tbk. Unit Batua Raya Makassar" there is a conclusion from the journal stating

that psychographic and behavioral segmentation obtained a value of tcount greater than ttable, then this means that psychographic and behavioral segmentation have a significant positive effect on customer decisions to take credit at PT. Bank Rakyat Indonesia (Persero) Tbk. Makassar Coal Unit. The suggestion from the researcher stated, "For the next researcher to want to add some things not only in terms of the consumer market but more on the side of the producer market. Dan Fathawati, Moh. Hufron and Afi Rahmat Slamet (2017) in the journal entitled "Cultural, Social, Personal and Psychological Influence on Purchase Decisions of Instant Noodles Brand Mie Sedaap" there is a conclusion that cultural, social, personal, psychological variables have a simultaneous and partial effect on purchasing decisions Mie Sedaap instant noodles.

The suggestions from the journal. For further researchers, it is better to do research by adding independent variables such as brand image and price so that it can be known the extent of the role of each of these variables which is a better alternative in determining purchasing decisions and also increasing the number of respondents by increasing the population.

II. THEORETICAL BASIS

Segmentation

According to Assauri (2014:144), basically market segmentation is a strategy based on a consumer-oriented marketing management philosophy. By implementing market segmentation, marketing activities can be carried out more directed, and company resources in the field of marketing can be used more effectively and efficiently. According to Kotler and Susanto (2000:358) the basics of market segmentation are divided into four, namely:

- different geographic units, such as countries, states, regions, provinces, cities or RTs.
- Demographic Segmentation
Demographic segmentation consists of dividing the market into groups based on demographic variables such as age, gender, family size, family life cycle, income, occupation.
- Psychographic Segmentation
In psychographic segmentation, buyers are divided into different groups based on social class, lifestyle, and personality.
- Behavioral Segmentation
In behavioral segmentation, buyers are divided into groups based on their knowledge, attitude, use, or response to a product. Many marketers believe that these behavioral variables are the best starting point for market segment development.

Segmentation or market segmentation is a process of dividing a market into distinct groups of buyers based on different needs, characteristics, or behaviors that may require separate products or marketing mixes (Kotler & Armstrong, 2011). Segmentation can be thought of as the process of looking at the market creatively. Segmentation in this case can be said as the art of identifying and taking advantage of market opportunities so that the market must be viewed from a unique and different angle from competitors (Kotler et al., 2008). Companies need to do segmentation as the basis of a marketing strategy, because the market segment that will be

selected will determine the allocation of resources, design the right strategy and determine the type of product offered to consumers, which can be a differentiator from competitors.

Good segmentation allows companies to analyze the needs of specific consumer segments and focus their marketing strategy focuses exclusively on the needs of that segment (Barrena and Sanchez, 2009; Thach and Olsen, 2006). According to Schiffman & Kanuk (2007, pp.44–46) there are nine main categories of consumer characteristics that form the basis for segmenting, namely: geographic, demographic, psychological factors, psychographic characteristics (lifestyle), socio-cultural variables, characteristics related to usage, factors conditions of use, beneficiaries, and combined forms of segmentation such as demographic-psychographic profiles, geodemographic factors, values and lifestyles.

Behavioral Segmentation

Consumer behavior is the attitude shown by a person when buying, consuming, and disposing of a product or service. Consumer behavior according to Swastha (2002:6) says: "Studies on buying units and processes" exchange that involves the acquisition, consumption and disposal of goods, services, experiences and ideas". According to Kotler and Keller (2012:173), consumer behavior is defined as the study of how individuals, groups and organizations choose, buy, use and place goods, services, ideas or experiences to satisfy their wants and needs. Consumer behavior is the things that underlie consumers to make purchasing decisions. based on the explanation above which includes consumer behavior regarding product quality, product prices and consumer attitudes. Product quality, is a physical condition, nature and function of the product based on the level of quality that is adjusted to the satisfaction and needs of consumers.

Product quality dimensions include:

- Performance, is an assessment related to how a product can be presented and also displayed to customers. For example in food products is the taste of the food itself.
- Durability, is a characteristic that is closely related to the length of the product's durability. For example, in food or beverage products, it will usually be interpreted by the expiration date.
- Aesthetics, is a beauty in a product related to the five senses. For example from the product describe the value of beauty which is closely related to taste, aroma, and others.
- The product price is the amount of money that consumers must pay to the seller to get the goods or services they want to buy.

Consumer Attitude

Consumer attitude according to Kotler (2005) in Sangadji and Sopiha (2013: 194) defines attitude as behavior that shows what consumers like and don't like. Based on the explanation above, the researcher arrived at the understanding that consumer behavior is a process and activity when a person relates to the search, selection, purchase, use, and evaluation of products and services in order to meet the needs and desires of consumers in one's purchasing decisions in making purchases of goods or services that are expected.

Buying Decision

The decision-making process begins with a need that is trying to be fulfilled. Fulfilling this need is related to several alternatives so it is necessary to conduct an evaluation that aims to obtain a good alternative from consumers. According to Kotler (2014: 184) consumer purchasing decisions are the final decisions of individuals and households who buy goods and services for personal consumers. According to Kotler and Armstrong (2014), the purchase decision is the stage in the decision-making process where consumers actually buy. Purchasing decision is a problem solving process which consists of problem identification, information search, alternative evaluation, purchase decision, and post-purchase evaluation.

Problem Introduction

The consumer decision process, where the consumer is aware of a problem. At this stage, marketers need to understand the various things that consumers need or interest. Marketers need to research consumers to find answers to what is a perceived need or problem that arises, what causes it all to arise and how that need or problem causes someone to look for the product.

Information Search

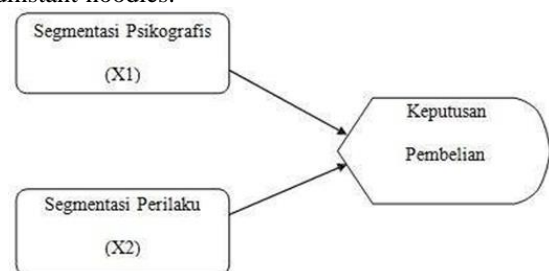
Where consumers want to find more information, but maybe not. If the consumer's drive and the product is satisfactory, it is likely that consumers will buy it. If not, the consumer can store the need in his memory or search for information related to the need.

Consumers can obtain information from several sources, namely: Personal sources: family, friends and neighbors Commercial sources: advertising, salespeople, agents, packaging, displays. Public sources: mass media and consumer appraisal organizations Source of experience: confectionery, inspection and use of the product.

Research Framework

Mie sedaap is an instant product that has a variety of flavors such as soto, fried sedaap, curry sedaap and others. So this provides many choices for consumers to determine which one they like. This delicious noodle product is accepted by consumers and can be influenced by several factors including psychographics and behavior.

To find out whether psychographic and behavioral segmentation affect the purchase decision of Sedaap brand instant noodles, it is necessary to use these variables more precisely to measure the influence of psychographic and behavioral segmentation on the purchase decision of Sedaap brand instant noodles.



Hypothesis

Hypothesis (H1): It is suspected that psychographic segmentation has a positive and significant effect on purchasing decisions for instant noodles with a delicious brand among students from the city of Kupang.

Hypothesis (H2): It is suspected that behavioral segmentation has a positive and significant effect on purchasing decisions for instant noodles with a delicious brand among students from the city of Kupang.

Hypothesis (H3): It is suspected that psychographic and behavioral segmentation simultaneously have a positive and significant effect on purchasing decisions for instant noodles of the Sedaap brand among students from Kupang City.

III. RESEARCH METHODS

Population

The population in this study were students in boarding houses around Oesapa who were selected as respondents in this study.

Sample

The sample that is suitable for this research is 100 respondents.

Data Collection Technique

Data collection techniques are used to determine data to complete the proof of the problem, so in this problem the researcher uses the questionnaire data collection method

Based on the results of the study, the authors present a description of the opinions of 100 respondents about indicators of consumer behavior/habits, activities, interests, opinions (opinions), and product values that can be selected in the table below.

Shows that the highest frequency of respondents' responses is in category 10 with a total of 41 respondents or a percentage of 41%, and the lowest frequency of respondents' responses is in categories 3, 4 and 7 with a total of 3 respondents or a percentage of 3%.

Frequency distribution of respondents' responses to the statement that I am satisfied with buying delicious noodle products because the price is in accordance with the quality of the product

Yakid	Frequency	Percent	Nilai Percent	Cumulative Percent
YANG MEMAWAB 1	4	4.0	4.0	4.0
YANG MEMAWAB 2	1	1.0	1.0	5.0
YANG MEMAWAB 3	1	1.0	1.0	6.0
YANG MEMAWAB 4	1	1.0	1.0	7.0
YANG MEMAWAB 5	14	14.0	14.0	21.0
YANG MEMAWAB 6	6	6.0	6.0	27.0
YANG MEMAWAB 7	9	9.0	9.0	36.0
YANG MEMAWAB 8	12	12.0	12.0	48.0
YANG MEMAWAB 9	18	18.0	18.0	66.0
YANG MEMAWAB 10	33	33.0	33.0	100.0
Total	100	100.0	100.0	

1. The constant value of 5.146 means that if the t value is 1.917 smaller and the significance level is 0.058 which is greater than 0.050 which means that there is no significant effect on purchasing decisions (dependent), then the hypothesis Ha (b1 = 0) is rejected and H0 (b1 = 0) accepted.
2. The value of psychographic segmentation is 0.144, meaning that if the t-value is 2.343 greater and the significance level is 0.021, which is smaller than 0.050, which means that there is a significant positive effect on purchasing decisions (dependent), then the hypothesis H0 (b1=0) is rejected and Ha (b1=0) accepted.
3. The behavioral segmentation value is 0.701, meaning that if the t-value is 10,830 greater and the significance level is 0.000, it is smaller than 0.050, which means there is a significant positive effect on purchasing decisions (dependent), then the hypothesis H0(b1=0) is rejected and Ha (b1=0) is accepted.

Based on the results of the hypothesis test of the psychographic segmentation variable (X1) on the purchasing decision variable (Y) shows that psychographic segmentation with a coefficient value of 0.144, has a significant positive effect on purchasing decisions for instant noodles of the Sedaap brand among students from the city of Kupang. The tcount for the psychographic segmentation variable is 2,343 while the value of ttable is 1,985. In addition, the significant value is 0.021 which is smaller than Alpha (α) 0.050. Because the value of tcount > t table or (2.343 > 1.985) and the value is significantly smaller than Alpha (α) 0.05 or (0.021 < 0.050), then Ho is rejected and Ha is accepted or it can be concluded that the psychographic segmentation variable influences the purchasing decision of the delicious brand of instant noodles among students from the city of Kupang.

IV. CONCLUSION

Based on the results of data analysis and discussion that has been described in previous chapters, with reference to the formulated hypothesis and 95% confidence level (α = 0.05), the authors conclude that:

1. Psychographic segmentation (X1) has a positive influence on decisions the purchase of delicious brand instant noodles among students of oesap kupang city (Y).
2. Behavioral segmentation (X2) has a positive influence on purchasing decisions for instant noodles of the delicious brand among students of oesap kupang city (Y).
3. The results of the F test state that the psychographic (X1) and behavioral (X2) segmentation variables simultaneously have a significant influence on purchasing decisions for the Sedaap brand of instant noodles among students from Kupang City (Y).
4. The results of the R2 test state that 64.3% of behavioral segmentation variables can be explained by psychographic segmentation variables and purchasing decisions, while the difference is 36.4% influenced by other variables not included in this study.

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