

Analysis Of Cultural And Social Influences On The Decision To Purchase Packaged Cooking Oil Mediated By Consumer Psychology (Gelugur Market Case Study)

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ABSTRACT

The purpose of the study is to analyze the cultural and social influence on the decision to purchase packaged cooking oil mediated by consumer psychology. Based on the identification of problems, several critical issues were found, such as the lack of cultural influence, social circumstances such as economic ability to influence purchasing decisions, and advertisements for oilita packaged cooking oil products that did not attract the attention of consumers. This study does not limit the age of buyers who are 20 years old and above. The sample was taken using the snowball sampling method with a total of 120 respondents. The data was analyzed using *Structural Equation Modeling* (SEM) using *the Smart Partial Least Squares* (PLS) method. The results of the study show that all variables, namely cultural and social, have a positive and significant influence on consumer purchase decisions and psychology. The hypothesis with the highest value is the influence of consumer psychology on purchase decisions with an original sample (O) value of 0.663 and a T-Statistic of 6.382. On the other hand, the hypothesis with the lowest value is the influence of culture on purchasing decisions with an original sample value (O) of -0.211 and a T-Statistic of 1.769 so that this hypothesis is not accepted. The conclusion of this study emphasizes that as an Indonesian citizen to use domestic products such as oilita packaged cooking oil in the development of daily life needs. The advice for companies that own oilita packaged cooking oil is that the company is expected to be able to provide even better innovation by providing information on the content in oil and its advantages through attractive advertisements such as on television and on social media.

Keywords :

Culture, Social, Purchasing Decision; Consumer Psychology

Introduction

People's interest in meeting their consumption needs is now increasingly diverse, especially in the purchase of packaged cooking oil, along with the increasingly advanced times and people's mindset that is increasingly modern along with the increasingly widespread availability of cooking oil in households, companies also have the opportunity to boost sales by providing more specialized services to consumers. This condition causes the need for The market for packaged cooking oil is increasing so that it increases competition in the Company by trying to make its products at the forefront among other products and can meet customer needs and desires.

To find out the number or percentage of cultural influence on consumer purchase decisions on Minyakita packaged cooking oil, the researcher made initial observations by distributing a questionnaire in the form of a G-form filled out by 50 respondents as respondents in the initial study. Here are the percentage influences of the Cultural variable (X1) on the decision to purchase packaged cooking oil.

Tabel 1.1 Percentage of Pre-survey of Cultural variables (X1)

No.	Statement Description	F		%	
		Ya	Tidak	Ya	Tidak
1	I bought packaged cooking oil because I was used to the product Minyakita Cooking Oil	32	18	64%	36%
2	I bought our oil-packaged cooking oil because it is close to where I live	38	12	76%	24%
3	I bought oilita packaged cooking oil because it was in accordance with economic capabilities	35	15	70%	30%

Source : Initial observation (2024)



The following is the percentage of influence of the Social variable (X2) on the decision to purchase packaged cooking oil.

Tabel 1.2 Percentage of Pre-survey Social variables (X2)

No.	Statement Description	F		%	
		Ya	Tidak	Ya	Tidak
1	I bought oilita packaged cooking oil because of a recommendation from My friend	37	13	74%	26%
2	I bought oilita packaged cooking oil because of my family's request	44	6	88%	12%
3	I bought oilita packaged cooking oil because I sell healthy food	42	8	84%	16%

Source : Initial observation (2024)

The following is the percentage influence of the Purchase Decision (Y) variable on the decision to purchase packaged cooking oil.

Table 1.3 Pre-survey Percentage of Purchase Decision Variables (Y)

No.	Statement Description	F		%	
		Ya	Tidak	Ya	Tidak
1	I bought oilita packaged cooking oil without much consideration	33	17	66%	34%
2	I always buy oilita packaged cooking oil for my needs household	36	14	72%	28%
3	I quickly made a decision to buy packaged cooking oil from minyakita	40	10	80%	20%



Source : Initial observation (2024)

The following is the percentage of influence of the Psychological variable (Z) on the decision to purchase packaged cooking oil.

Table 1.4 Percentage of Pre-survey of Psychological Variables (Z)

No.	Statement Description	F		%	
		Ya	Tidak	Ya	Tidak
1	I bought oilita packaged cooking oil because the advertisement was interesting	30	20	60%	40%
2	I bought oilita packaged cooking oil because the product provides information Clear content	31	19	62%	38%
3	I bought oilita packaged cooking oil products because of my belief in the product	38	12	76%	24%

Source : Initial observation (2024)

Based on this background, this cultural and social influence needs to be studied and proven academically through this thesis, so that it can become an idea of thinking in the decision-making made by consumers towards packaged cooking oil in the Rantauprapat gelugur market. so that data was obtained on how far Cultural and Social influences on the decision to purchase packaged cooking oil in the Rantauprapat retail market.

LITERATURE REVIEW

Culture

The Sanskrit term buddhayah, which means mind or intellect, is the origin of the word culture. The word "culture" in English comes from the Dutch



word "cultuur," which then means "culture," which means the totality of human activity's ability to transform and manage the natural environment. Indicators of cultural factors Culture, Subculture and Social Classes.

Social

Taufiq (2011) defines socialization as a process in which a person learns the culture of a group and their place in it in order to become a member. The socialization process is a continuous process that starts from birth and continues throughout life. A person can integrate into a group or community by gaining awareness of the beliefs, attitudes, talents, and roles that shape their personality. One of the agents of carrying out social activities is the family and then continued to the outside environment, namely friends and associations. Indicators of social factors are Reference Group, Family, Roles and Status.

Psikologis

The word psychology comes from the Greek word *psychologie*, which combines the phrases *logos* and *psyche*. *Logos* signifies science, and *psyche* signifies soul. So, the literal meaning of psychology is the science of the soul. The term "logos" is also often used to refer to logic or common sense. "Logos" refers to knowledge that is easy to understand and transmitted uniformly. For psychologists, the term "psyche" is a controversial topic. Since *psyche* and *soul* are abstract concepts whose existence is undeniable but whose form is difficult to identify, they remain difficult to explain.

RESEARCH METHODS

Research Approach

This research is an associative research. The approach of this research based on the data produced is quantitative research. Manullang & Pakpahan (2019) stated that the purpose of associative or causal research is to determine the causal relationship between independent and dependent variables.

Place and Time of Research

This research was carried out at Gelugur Market Jl. Gelugur Silandorung,



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Rantauprapat City, Labuhan Batu Regency, North Sumatra. This research was conducted from July 2024 - January 2025.

Population and Sample

Population

Population is all subjects and objects that are relevant to research. Each study must be able to define its population as the basis for research sampling.

Sample

The sample is a part of the population, including its size and composition.

The sample is "part of the population" in the phrase Sugiyono (2019).

Data Source

Most studies seek to collect accurate, traceable, and relevant data. The authors of this study used primary data.

Data Collection Techniques

This study uses a survey method to collect data using a list of questions, by sending a questionnaire in the form of a Google Form to respondents.

Research Variables and Operational Definitions

According to Manullang & Manuntun (2016), variables refer to characteristics or attributes that can be measured or assessed, and can have various values or differences. Variables are symbols or symbols that have numerical or categorical values that allow differences between one variable and another.

Data Analysis Techniques

Analisis Structural Equation Modeling (SEM)

To evaluate the data in this study, the Smart Partial Least Squares (PLS) approach was combined with Structural Equation Modeling 4 (SEM). Component- or variant-based SEM models called PLS can be used to assess a group of relationships that are difficult to measure at once.

Analisis Outer Model



In the outer model analysis, the validity of the construct and reliability of the instrument were tested. The construct validity test involves convergent validity and discriminant validity, while the reliability test uses Cronbach's Alpha and Composite Reliability methods.

Inner Model Analysis

The relevance of each path between variables is assessed through internal model analysis using path coefficients or t-values. Latent variables, or variables that cannot be assessed directly, can have causal relationships (cause and effect) that are predicted using this internal model, which serves as a structural model.

Hypothesis Testing

The hypothesis test is based on the path coefficients of the variables in the study. The significance of these influences is tested using the bootstrapping method.

Discussion

Culture does not have a positive and significant influence on the decision to purchase Minyakita packaged cooking oil in the Gelugur Rantauprapat market. This is evidenced by the original sample value (O) of -0.211, T-Statistics of 1.769, and P-Values of 0.077. The hypothesis that Culture has a positive and significant influence on purchasing decisions is not accepted.

Social has no positive and significant influence on the decision to purchase Minyakita packaged cooking oil in the Gelugur Rantauprapat market. This is evidenced by the original sample (O) value of 0.173, T-Statistics of 1.674, and P-Values of 0.094. The hypothesis that Social has a positive and significant influence on purchasing decisions is not accepted.

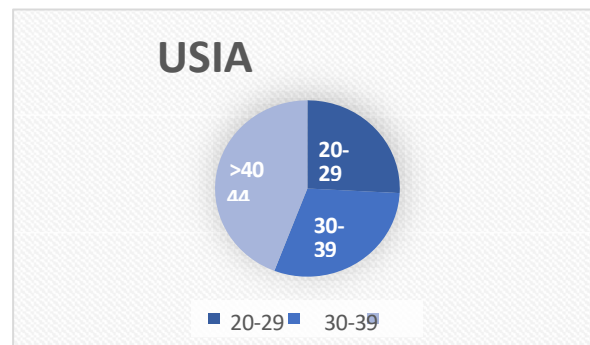
Coefficient of Determination (R²)

The capacity of the independent variable model to account for the variance of the dependent variable data is examined by the determination coefficient. When examining exogenous variables with varying measurements or number of observations, a modified R² can be used.



RESULTS & DISCUSSION

Description of the Object in the Research



Cooking oil, which is typically used for frying, is made from refined fats and is liquid at room temperature. Cooking oil, sometimes called cooking oil, is an oil or refined fat that is typically used for frying and can be made synthetically or by purifying vegetable or animal ingredients.

Characteristics of Research Respondents

This study used a sample of 120 consumers of oilita packaged cooking oil who came to shop at the oil seller shophouse in the Gelugur Rantauprapat market.

1. Respondent Characteristics by Gender

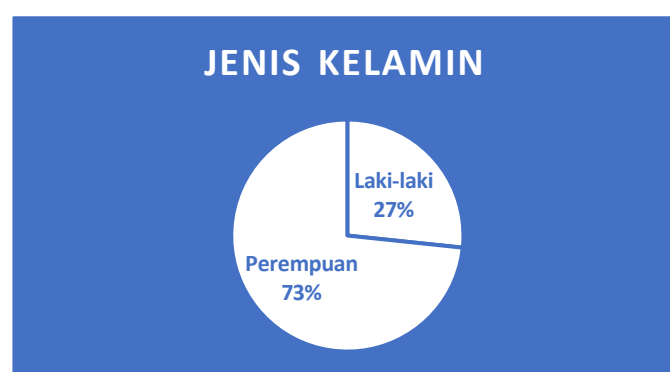


Figure 4.1 Characteristics of Respondents by Gender

Source: Research Results (2025)

Based on Figure 4.1 about the results of the characteristics of respondents/consumers of Minyakita packaged cooking oil from the gender table, it

is stated that of the 120 respondents who filled out the questionnaire, there were 32 male respondents or 27% while female 88 respondents or 73%. This shows that consumers who buy Minyakita packaged cooking oil are more female.

1. Respondent Characteristics by Age

Figure 4.2 Characteristics of Respondents by Age

Source: Research Results (2025)

Based on Figure 4.2 about the results of the characteristics of respondents/consumers of Minyakita packaged cooking oil from the age table of respondents above, it can be seen that of the 120 consumers who filled out the questionnaire, there were 31 respondents aged 20-29 years or 26%, while those aged 30-39 years amounted to 36 respondents or 30% and those over 40 years old were 53 respondents or 44%. This shows that consumers who buy Minyakita packaged cooking oil are more over 40 years old.

Analisa Structural Equation Modeling (SEM)
The SmartPLS 4.0 program, which has two main stages, namely *outer model* measurement and *inner model* measurement, was used in this study to analyze *Partial Least Square* (PLS) data.

Analisis Outer Model

Outer Model analysis, convergent validity is tested by looking at loading factor (outer loading) data to assess how well the indicator explains the related latent variables. The indicator is considered valid if the outer loading value exceeds 0,7.

Inner Model Analysis

In the inner model analysis, an evaluation is carried out on the significance of the path coefficient or t-values for each relationship between variables. The inner model predicts causal relationships between latent variables.

Hypothesis Testing

In hypothesis tests considering that the t-statistical value is greater than 1.96



shows statistical significance at the level of $\alpha = 0.05$, or if the P-value is less than 0.05. Cultural Influence on the Psychology of Minyakita Packaged Cooking Oil Consumers in the Gelugur Rantauprapat Market. The results of the study show that Culture has a positive and significant influence on the psychology of consumers of Minyakita packaged cooking oil in the Gelugur Rantauprapat market. This is evidenced by the original sample value (O) of 0.288, T-Statistics of 2.220, and P-Values of 0.026.

The H1 hypothesis that Culture has a positive and significant influence on consumer psychology is accepted.

1. Social Influence on the Psychology of Minyakita Packaged Cooking Oil Consumers in the Gelugur Rantauprapat Market. The results of the study show that Social has a positive and significant influence on the psychology of consumers of Minyakita packaged cooking oil in the Gelugur Rantauprapat market. This is evidenced by the original sample value (O) of 0.273, T-Statistics of 2.331, and P-Values of 0.020. The H2 hypothesis that shows that Social has a positive and significant effect on consumer psychology is accepted.

2. The Influence of Culture on the Purchase Decision of Minyakita packaged cooking oil consumers in the Gelugur Rantauprapat market The results of the study show that Culture does not have a positive and significant influence on the purchase decision of Minyakita packaged cooking oil in the Gelugur Rantauprapat market. This is evidenced by the original sample value (O) of -0.211, T-Statistics of 1.769, and P-Values of 0.077. The H3 hypothesis that shows that Culture has a positive and significant influence on purchasing decisions is not accepted.

3. Social Influence on Consumer Purchase Decisions of Minyakita packaged cooking oil in the Gelugur Rantauprapat market. The results of the study show that Social does not have a positive and significant influence on the decision to purchase Minyakita packaged cooking oil in the Gelugur Rantauprapat market. This is evidenced by the original sample (O) value of 0.173, T-Statistics of 1.674, and P-Values of 0.094. The H4 hypothesis that shows that Social has a positive and significant influence on purchasing decisions is not accepted.

4. The Psychological Influence of Consumers on the Purchase Decision of Minyakita packaged cooking oil consumers in the Gelugur Rantauprapat market The results of the study show that consumer psychology has a positive and significant influence on the purchase decision of Minyakita packaged cooking oil in the Gelugur Rantauprapat market. This is evidenced by the original sample value (O) of 0.663, T-Statistics of 6.382, and P-Values of 0.000. The H5 hypothesis shows that consumer



psychology has a positive and significant effect

5. Cultural Influence on Purchase Decisions Through the Psychology of Minyakita Packaged Cooking Oil Consumers in the Gelugur Rantauprapat Market. The results of the study show that Culture has a positive and significant influence on the purchase decision mediated by the psychology of consumers of Minyakita packaged cooking oil in the Gelugur Rantauprapat market. This is evidenced by the original sample value (O) of 0.191, T-Statistics of 1.993, and P-Values of 0.046.

6. The H6 hypothesis that shows that Culture has a positive and significant effect on purchase decisions mediated by consumer psychology is accepted.

7. Social Influence on Purchase Decisions Through the Psychology of Minyakita Packaged Cooking Oil Consumers in the Gelugur Rantauprapat Market. The results of the study show that Social has a positive and significant influence on the purchase decision mediated by the psychology of consumers of Minyakita packaged cooking oil in the Gelugur Rantauprapat market. This is evidenced by the original sample value (O) of 0.181, T-Statistics of 2.247, and P-Values of 0.025. The H7 hypothesis that shows that Social has a positive and significant influence on purchase decisions mediated by consumer psychology is accepted.

8.

CONCLUSION

Conclusion

The following will describe the conclusions in this study, namely:

1. Culture has a positive and significant influence on the psychology of consumers of Minyakita packaged cooking oil in the Gelugur Rantauprapat market
2. Social has a positive and significant effect on the psychology of consumers of Minyakita packaged cooking oil in the Gelugur Rantauprapat market
3. Culture does not have a positive and significant effect on the purchase decision of consumers of Minyakita packaged cooking oil in the Gelugur Rantauprapat market
4. Social has no positive and significant effect on the purchase decision of consumers of Minyakita packaged cooking oil in the Gelugur Rantauprapat market
5. Consumer psychology has a positive and significant effect on consumer decisions to purchase Minyakita packaged cooking oil in the Gelugur



Rantauprapat market

1. Culture has a positive and significant effect on consumer decisions to purchase Minyakita packaged cooking oil in the Gelugur Rantauprapat market through consumer psychology
2. Social has a positive and significant influence on consumer decisions to purchase Minyakita packaged cooking oil in the Gelugur Rantauprapat market through consumer psychology

Suggestion

After the conclusion, the following suggestions were produced in this study, namely: The company is expected to provide even better innovations, for example by providing information on the content in oil and its advantages compared to other products through advertisements such as on television and on social media that are interesting accompanied by an explanation of complete nutritional content information. as a good Indonesian citizen to use domestic products, love domestic products first such as Minyakita packaged cooking oil as our basic needs to support the Indonesian economy. In order to obtain more varied findings and study additional variables that can emerge from this study, future research is expected to provide an opportunity to observe other variables other than those observed in the study ini.

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