



The Influence of Consumers Behavior on *Wedang Uwuh* Tea Bag Purchasing Decision

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A B S T R A C T

Wedang Uwuh is a traditional drink typical of Yogyakarta made from various natural spices (ginger, second wood, nutmeg leaves, cinnamon leaves, clove handles, and other herbs). A large number of wedang uwuh industries in Yogyakarta cause fierce business competition. The study aimed to determine the influence of consumer behavior on the purchasing decisions of wedang uwuh Tea Bag, both partially and simultaneously. This research was a quantitative associative study with a descriptive approach. The sample selection used purposive sampling with Roscoe's theory, with a sample size of 50 respondents. Data were collected through interviews using a guided questionnaire. The influence of consumer behavior on purchasing decisions was analyzed using Multiple Linear Regression, Classical Assumption Tests, t-tests, F-tests, and Coefficient of Determination. The results showed that consumer behavior, including cultural, social, personal, and psychological factors, collectively influenced the purchasing decisions of brewed uwuh tea bags at CV Dewi Makmur. However, individually, cultural and personal factors had a significant influence on the purchasing decisions of brewed uwuh tea bags, while social factors and psychological factors did not have an impact on the purchasing decisions of wedang uwuh Tea Bags.

1. INTRODUCTION

1.1. Research Background

The purchase decision is the process that takes a consumer from detecting a need to generating possibilities and selecting a specific product and brand. The previous studies claimed that the marketing mix, which included products, promotion, pricing, and place, impacted consumers' buying decisions [1,2]. In addition, the variable halal labeling and consumer awareness significantly influenced fast food decisions [3]. The presence of consumers partly supports the success of a business, as consumers have needs, desires, and ever-changing demands for a product, thus satisfying them [4].

Consumer behavior is an action individuals or groups take to choose, purchase, or use a product or service according to their needs and preferences. A producer must be able to understand consumers. Understanding consumer behavior and the market environment is one of the benchmarks companies use to achieve success. Cultural, social, personal, and psychological factors influence consumer behavior when making purchasing decisions. Therefore, product marketing failures can be prevented by

understanding these consumer behavior factors. According to [5], consumers with complete information about the product they will buy will use it as an optimal value in purchasing decisions, including decisions about herbal drinks.

Wedang uwuh is a herbal drink from Yogyakarta, particularly in Imogiri District, Bantul Regency, famous for its royal tombs. The head of the Micro Business Division at the Department of Cooperatives, SMEs, Industry, and Trade of Bantul Regency stated, "many people in Bantul Regency started micro, small, and medium-sized businesses (SMEs) in the herbal industry to make wedang uwuh. The inhabitants of Bantul favor herbal enterprises that do not demand a significant capital commitment because wedang uwuh is not only simple to produce but also widely available".

CV Dewi Makmur was one of the SMEs who produced wedding uwuh in Bantul. They manufacture instant herbal beverages that were packaged in tea bags, one of the products is wedang uwuh Tea Bag. The presence of several producers in Bantul, Yogyakarta Special Region, creating wedang uwuh with varied brands and pricing resulted in intense competition, causing packaged wedang uwuh sales at CV Dewi Makmur to become unstable. The business's profitability would be impacted by



steady sales [6]. Thus, CV Dewi Makmur needed to examine how consumer behavior affected the choice to buy packaged wedang uwuh. This was accomplished to create the best marketing plans possible to draw customers in and increase sales

According to CV Dewi Makmur, the availability of packaged wedang uwuh was expected to be accepted by people of all ages, including the elderly, adults, and youths. As a result, the goal of producing packaged wedang uwuh was not only to compete for consumers and increase sales, but also to help the community and contribute to community empowerment via disseminating knowledge and skills. This would be accomplished by providing access to relevant wedang uwuh information and abilities.

1.2. Literature Review

1.2.1. Consumers Behavior

Consumer behavior is defined as the actions made by people, groups, and organizations in selecting, acquiring, consuming, or disposing of items or services to meet consumers' requirements and preferences [7]. Individual actions directly related to acquiring and consuming products or services, including the decision-making process before purchasing, are also called consumer behavior. Several factors influence consumer behavior in making purchasing decisions. The following are the factors that influence consumer behavior.

1.2.2. Cultural Factors

Cultural factors are all the values, symbols, and thoughts that influence the actions, attitudes, beliefs, and habits of individuals or groups. The elements of culture include culture, subculture, and social class [8]

1.2.3. Social Factors

Social factors are formal and informal relationships within a society where members share similar interests and behaviors to achieve common goals. Some elements of social factors include reference groups, family, roles, and status [7].

1.2.4. Personal Factors

Personal factors are a condition where someone can make decisions according to their desires without any influence from others. Several elements influence the decision-making process, such as age and stage in the life cycle, occupation, economic situation, and lifestyle [9].

1.2.5. Psychological Factors

Psychological factors exist within individuals and determine how they choose and consume a product. Four psychological factors influence purchasing decisions: motivation, perception, learning process, and trust [10].

1.2.6. Purchasing Decisions

The purchasing decision is the process by which consumers decide whether or not to purchase a thing, which begins with awareness of their wants and aspirations. Consumers will act to fulfill their needs and desires once they know them. [8]. Consumers go through five steps in the decision-making process before making a purchase: problem awareness, information search, alternative evaluation, purchase choice, and post-purchase behavior [10].

1.3. Research Objective

This study aimed to determine the influence of consumer behavior on the purchasing decisions of wedang uwuh at CV Dewi Makmur.

2. MATERIALS AND METHODS

2.1. Research Location and Object

This research was conducted at CV Dewi Makmur, located in Gg. Randhim, Tegal Kenanga, Tirtonirmolo, Kec. The research subject of Kasihan, Bantul, Yogyakarta Special Region is consumers who have purchased and consumed packaged wedang uwuh from CV Dewi Makmur at least once.

2.2. Analytical Methods

This study employed the quantitative associative method to determine the influence or relationship between two or more variables that can predict and explain a phenomenon [11]. This research also utilized a descriptive approach, which was used to describe or depict the object under investigation.

2.3. Population and Sample

The population in this study consisted of all consumers who had purchased and consumed packaged wedang uwuh from CV Dewi Makmur at least once. In this study, the researcher used a sample through non-probability sampling with purposive sampling [11]. This study used a sample of 50 respondents who had purchased and consumed packaged wedang uwuh from CV Dewi Makmur. This decision was based on the sample determination, according to Rascoe, which suggests that in research involving correlation or multiple regression analysis, the sample size should be at least 10 times the number of variables being studied.

2.4. Validity Test

The Questionnaire Validity Test is used as a measurement tool to assess the validity and reliability of a questionnaire. A questionnaire is considered valid if the questions within the questionnaire can express what is being measured [12]. In this study, the validity test used Corrected Item Total Correlation. This testing method was used to determine whether the criteria were valid. If the correlation between the scores of each question and the total score was significantly lower than 0.05 (5%), then each question could be considered good or valid. Conversely, if the scores of each question and the total score were significantly higher than 0.05 (5%) and were reported as poor, they were considered invalid [12].

2.5. Reliability Test

Reliability testing is a test that determines whether a questionnaire can be trusted or not. A questionnaire is considered reliable if the responses to a statement are consistent or stable over time. The Cronbach's alpha (α) statistical test measures reliability. A variable is considered reliable if it yields a Cronbach's alpha value > 0.60 ; otherwise, the data is unreliable [12].

2.6. Classical Assumption Tests

2.6.1. Normality Test

The normality test aimed to examine whether the dependent variable, independent variable, or both are normally distributed in a regression model. A good regression example is having a normal distribution of data or data points (plotting) that depict the actual data following a diagonal line [12].

2.6.2. Multicollinearity Test

The multicollinearity test aims to examine the regression model and identify correlations among independent variables. The multicollinearity test can be observed regarding tolerance and coefficient of variation. To detect symptoms of multicollinearity, the values of tolerance and VIF (Variance Inflation Factor) can be examined using SPSS software. The commonly used criteria are as follows: tolerance value > 0.1 or VIF value < 10. If these criteria are met, there is no multicollinearity. If there is a correlation, it is referred to as a multicollinearity problem. A good regression model should not have correlations among independent variables [12].

2.6.3. Heteroscedasticity Test

The heteroscedasticity test or non-uniform variance test was conducted to determine whether there were differences in the variance of the residual values for each independent variable of the regression. The heteroscedasticity test was performed using SPSS 25 by utilizing a scatterplot. A good regression condition is met when there is no clear pattern in the scatterplot and no points are scattered above and below the value of 0 on the Y-axis.

2.6.4. Multiple Regression Analysis

Multiple regression analysis is one type of development from simple regression analysis. The use of multiple regression analysis is to determine the influence of independent variables on the dependent variable. In this study, multiple linear regression analysis was used to determine the influence of Culture (X1), Social (X2), Personal (X3), and Psychological (X4) variables on the purchasing decision (Y). The results of multiple linear regression using SPSS program indicated that the multiple linear regression method in this study can be formulated as follows,

$$Y = \alpha + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + e$$

2.7. Hypothesis Test

2.7.1. Simultaneous Hypothesis Test (F- test)

Simultaneous testing (F-test) is a test that determines whether all independent variables together influence the dependent variable [12]. This test was conducted by comparing the calculated F-value with the critical F-value at a 5% significance level ($\alpha = 0.05$). The following test criteria verify the calculated F-value: If the calculated F-value $\geq$ the critical F-value: Accept H1 and reject H0. If the calculated F-value $\leq$ the critical F-value: Reject H1 and accept H0.

2.7.2. Partial Hypothesis Test (t-test)

A partial test is a test used to determine whether all independent variables have an influence on the dependent variable or not. The testing is conducted by comparing the t-value of each independent

variable with the critical t-value at a 5% level of significance ($\alpha = 0.05$). If the calculated t-value is greater than or equal to the critical t-value, then H1 is accepted and H0 is rejected. Conversely, if the calculated t-value is less than or equal to the critical t-value, then H1 is rejected and H0 is accepted.

2.8. Coefficient of determination

The determination coefficient test was conducted to measure the model's ability to explain the extent to which independent variables collectively (simultaneously) influence the dependent variable, which the value of the adjusted R-Squared can indicate. The determination coefficient value ranges between zero (0) and one (1), where $0 < R^2 < 1$. A determination coefficient (R^2) value approaching 1 indicates a strong ability of independent variables to explain the variation in the dependent variable. Conversely, if the determination coefficient (R^2) becomes smaller or approaches 0, it means that the ability and influence of independent variables on the dependent variable are very weak.

3. RESULT AND DISCUSSION

3.1. Results of the Research

3.1.1. Respondent Characteristics

Table 1. Respondent Characteristic

Respondent Characteristic	Category	Quantity	Percentage (%)
Age	≤ 25	13	26
	26-45	31	62
	≥ 46	6	12
Gander	Female	34	68
	Male	16	32
Education Levels	Elementary School	0	0
	Junior High School	2	4
	Senior High School	26	52
	University	22	44
Occupation	Students	3	6
	Civil Servants	8	16
	Entrepreneurs	13	26
	Housewives	20	40
	Others	6	12
Income	$\geq 1.000.000$	7	14
	1.000.000 - 2.500.000	13	26
	$> 2.500.000$	30	60

Table 1 shows that consumers aged 26-45 perceive the convenience of consuming herbal drinks such as packaged wedang uwuh as a suitable and easy choice to maintain their health. Adults usually experience certain changes as they age [13]. The products they consume are typically practical herbal products like packaged wedang uwuh. The respondents believe this convenient packaged wedang uwuh product can be consumed from a young age to old age.

Based on the data obtained from gender, it shows that women tend to be more interested in trying and purchasing packaged wedding uwuh from CV Dewi Makmur compared to men because women are quicker to recognize and choose products that have benefits and practical value. This aligns with the statement[14], which states that women have the highest role in the decision-making process.

In the respondent characteristics based on the level of education, the majority of respondents have a secondary level of education, which plays an important role in decision-making because an individual's level of knowledge influences their actions. Next, most respondents have occupations as housewives because housewives often become the primary decision-makers when purchasing products and services for the household. They are typically responsible for the daily tasks at home, including purchasing packaged wedang uwuh.

Most respondents have an income of > 2,500,000, which means that these respondents fall into the category of consumers of packaged wedang uwuh owned by CV Dewi Makmur. According to [15], the ability to make purchases of a product can be influenced by consumer income. The higher a person's income, the greater their ability to make significant purchases.

3.2. Validity and Reliability Test

The decision-making on the validity statement is based on the fact that the calculated value (r hitung) is greater than the table value (r tabel). For a sample size of 50 respondents ($N = 50$) with an alpha level of 0.05 ($\alpha = 5\%$), the table value (r tabel) obtained is 0.284 ($df = n-2$, $df = 50-2 = 48$). Then, based on the results of the reliability test, which consisted of 19 questions, it can be concluded that all questionnaire items are reliable.

3.3. Classical Assumption Tests

3.3.1. Normality Test

Based on the normality test using the normal probability plot method, it can be observed that the data is scattered around the diagonal line or follows the diagonal line. This indicates that the data between the dependent and independent variables have a normal distribution and meet the assumptions of the classical normality test.

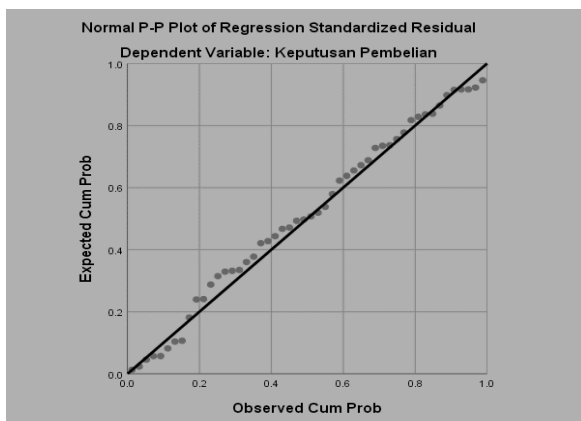


Fig. 1 Normality Test

3.3.2. Multicollinearity Test

The multicollinearity test examines the regression model and identifies correlations among independent variables. A good regression is one in which multicollinearity does not occur. The condition for the absence of multicollinearity is that the Tolerance value is greater than 0.1 and the Variance Inflation Factor (VIF) value is less than 10. The results of the multicollinearity test in this study can be seen in Table 2.

Tabel 2. Multicollinearity Test

Model	Coefficients	
	Tolerance	Collinearity Statistics VIF
1 (Constant)		
Cultural Factors	.813	1.230
Social Factors	.987	1.014
Personal Factor	.792	1.262
Psychological Factors	.953	1.049

a. Dependent Variable: Purchasing Decisions

Heteroscedasticity Test

Based on the results of the heteroscedasticity test, it can be observed that the scatter plot does not form a pattern. The scattered points are spread above and below the zero line and not clustered in one area. This indicates that there is no heteroscedasticity phenomenon occurring in the regression model.

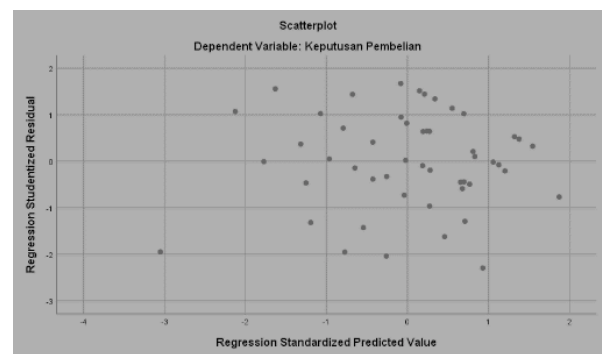


Fig. 2 . Heteroskedasticity Test

3.4. Multiple Regression Analysis

Table 3. Multiple Regression Analysis

Unstandardized Coefficients	Coefficients			
	Std. Error	Beta	t	Sig.
(Constant)	4.855	2.790	1.740	.089
Cultural Factors	.487	.166	.373	2.929 .005
Social Factors	.188	.141	.154	1.334 .189
Personal Factor	.408	.147	.359	2.784 .008
Psychological Factors	-.046	.131	-.349	.728
			.041	

a. Dependent Variable: Purchasing Decisions

The regression equation can be obtained based on the table of multiple linear regression results.

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + e$$

$$Y = 4.855 + 0.487X_1 + 0.188X_2 + 0.408X_3 - 0.046X_4 + e$$

- 1) The constant or α of the linear regression equation is 4.855, which means that if the cultural factor (X_1), social factor (X_2), personal factor (X_3), and psychological factor (X_4) have a value of 0 or are absent, the purchasing decision (Y) of packaged wedang uwuh at CV Dewi Makmur will continue to increase by 4.855.

- 2) The regression coefficient of the cultural factor (X1) is 0.487, indicating that each increase in the influence of the cultural factor (X1) by 0.487 will increase the purchasing decision (Y) by 0.487.
- 3) The regression coefficient of the social factor (X2) is 0.188, stating that each increase in the influence of the social factor (X2) by 0.188 will increase the purchasing decision (Y) by 0.188.
- 4) The regression coefficient of the personal factor (X3) is 0.408, stating that each increase in the influence of the personal factor (X3) by 0.408 will increase the purchasing decision (Y) by 0.408.
- 5) The regression coefficient of the psychological factor (X4) is -0.046, stating that each decrease in the influence of the psychological aspect (X4) by 0.046 will increase the purchasing decision (Y) by 0.046.

3.5. Hypothesis Test

3.5.1. Simultaneous Regression Coefficient Test (F-test)

Coefficient testing compares the calculated F value with the tabled F value at a 5% significance level. The tabled F value is obtained from k;n-k. The F-test results can be seen in the following table.

Tabel 4 Simultaneous Regression Coefficient Test (F-test)

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	130.325	4	32.581	7.708 .000 ^b
	Residual	190.200	45	4.227	
	Total	320.525	49		

a. Dependent Variable: Buying Decision

b. Predictors: (Constant), Psychological factors, social factors, cultural factors, personal factors

Based on the above table, it can be observed that the calculated F value of 7.708 is greater than the tabled F value of 2.81. Therefore, it can be concluded that H0 is rejected, and H1 is accepted. This indicates that the independent variables (X1, X2, X3, and X4) collectively significantly influence the purchasing decision of wedang uwuh (Y).

3.5.2. Partial Regression Coefficient Test (t-test)

Tabel 5. Partial Regression Coefficient Test (t-test)

Variable	t _{hitung}	t _{tabel}	Nilai Sig	Description
Cultural Factors	2.929	2,014	0,05	Significant
Social Factors	1.334	2,014	0,05	Not Significant
Personal Factor	2.784	2,014	0,05	Significant
Psychological Factors	-.349	2,014	0,05	Not Significant

$$t_{\text{tabel}} = \frac{\alpha}{2}; n-k-1$$

$$t_{\text{tabel}} = 2,014$$

- 1) Hypothesis Testing for Cultural Factors
H0: Cultural factor does not influence the purchasing decision of packaged wedang uwuh at CV Dewi Makmur.
H1: Cultural factor influences the purchasing decision of packaged wedang uwuh at CV Dewi Makmur.

Based on Table 5, it can be seen that the cultural factor variable has a calculated t-value of 2.929, which is greater than

the tabled t-value of 2.014. Therefore, H0 is rejected, and H1 is accepted. This indicates that the cultural factor significantly influences the purchasing decision of packaged wedang uwuh.

- 2) Hypothesis Testing for Social Factors
H0: The social factor does not significantly influence the purchasing decision of packaged wedang uwuh at CV Dewi Makmur.
H1: The social factor significantly influences the purchasing decision of packaged wedang uwuh at CV Dewi Makmur.

Based on the table, it can be observed that the social factor variable has a calculated t-value of 1.334, which is less than the tabled t-value of 2.014. Therefore, H0 is accepted, and H1 is rejected. This means that the social factor does not significantly influence the purchasing decision of packaged wedang uwuh.

- 3) Hypothesis Testing for Personal Factor
H0: The personal factor does not significantly influence the purchasing decision of packaged wedang uwuh at CV Dewi Makmur.
H1: The personal factor significantly influences the purchasing decision of packaged wedang uwuh at CV Dewi Makmur.

Based on the table, it can be observed that the personal factor variable has a calculated t-value of 2.784, which is greater than the tabled t-value of 2.014. Therefore, H0 is rejected, and H1 is accepted. This means that the personal factor significantly influences the purchasing decision of packaged wedang uwuh.

- 4) Hypothesis Testing for Psychological Factors
H0: The psychological factor does not significantly influence the purchasing decision of packaged wedang uwuh at CV Dewi Makmur.
H1: The psychological factor significantly influences the purchasing decision of packaged wedang uwuh at CV Dewi Makmur.

Table 5 shows that the psychological factor variable has a calculated t-value of -0.349, which is less than the tabled t-value of 2.014. Therefore, H0 is accepted, and H1 is rejected. This means that the psychological factor does not significantly influence the purchasing decision of packaged wedang uwuh.

3.6. Coefficient of Determination

Tabel 6 Coefficient of Determination

Model Summary				
	R	Adjusted R Square	Std. Error of the Estimate	
Model	R	Square	Square	Estimate
1	.638 ^a	.460	.407	2.055885

a. Predictors: (Constant), Cultural Factors Social Factors Personal Factors, Psychological Factors

b. Dependent Variable: Purchasing Decisions

The value of Adjusted R Square in this study is 0.407, indicating that the coefficient of determination is 40.7%. This coefficient of determination shows that the purchasing decision variable in the purchase of packaged wedang uwuh can be explained by the independent variables in this study, while the remaining 59.3% can be explained by other variables not examined in this study.

3.7. *The Influence of Cultural Factors on the Purchasing Decision of Packaged Wedang Uwuh*

Culture is the most fundamental determinant of desires and behavior. In this study, three variables within the cultural component contributed to its influence on purchase decisions, including culture, subculture, and social class. According to the multiple linear regression analysis and t-test, the cultural factor variable possessed a positive value, indicating that the personal component in the research region influences the increase in the purchasing decision of packaged wedang uwuh. Significantly, the unique aspect affected the purchase decision of packaged wedang uwuh at CV Dewi Makmur.

The calculated t-value was more than the tabulated t-value, when H0 was rejected and H1 was accepted, respectively, confirming this. This showed that customers have chosen and purchased packaged wedang uwuh due to modern cultural developments and their need for convenience [16].

3.8. *The Influence of Social Factors on the Purchasing Decision of Packaged Wedang Uwuh*

Based on the t-test analysis, the social factor variable does not have a significant partial influence on the purchasing decision of packaged wedang uwuh at CV Dewi Makmur. This is based on the calculated t-value being less than the tabulated t-value, indicating that H0 was accepted and H1 was rejected. The indicators within the social factor that contribute to its influence on the purchasing decision include reference groups, roles and status, and family [16].

3.9. *The Influence of Personal Factors on the Purchasing Decision of Packaged Wedang Uwuh*

In this study, the personal factor significantly partially influences the purchasing decision. The calculated t-value supported this $\geq$ the tabulated t-value, indicating that H0 was rejected and H1 was accepted. The personal factor's coefficient was positive, indicating that a rise in the personal component will affect a rise in the purchase decision. Age and life cycle, occupation, economic status, lifestyle, and other factors all fall under personal factors that influence purchase decisions [17].

3.10. *The Influence of Psychological Factors on the Purchasing Decision of Packaged Wedang Uwuh*

In this study, psychological factors do not significantly influence the purchasing decision of packaged wedang uwuh at CV Dewi Makmur. This is evidenced by the calculated t-value $\leq$ the tabulated t-value, indicating that H0 was accepted and H1 was rejected. In this study, the regression coefficient of the psychological factor is negative, indicating that an increase in the psychological factor will decrease the purchasing decision. This is because, in consuming packaged wedang uwuh at CV Dewi Makmur, respondents do not base their decision on beliefs or the perception of the product providing mental and physical refreshment. Instead, they value practicality, product popularity, and other benefits, including body warming. The indicators within the psychological factor include motivation, perception, learning processes, and lifestyle [18].

3.11. *The Influence of Consumer Behavior on the Purchasing Decision of Packaged Wedang Uwuh CV Dewi Makmur*

In this study, it is evident that consumer behavior significantly influences the purchasing decision of packaged wedang uwuh. This is based on the calculated F-value $\geq$ the tabulated F-value. Therefore, H0 was rejected, and H1 was accepted. The Adjusted R-Squared value indicated an influence of 40.7% on the purchasing decision, indicating a moderate level of influence. [11]. The remaining 59.3% was influenced by other variables not examined in this study. One variable influencing the purchasing decision is the marketing mix, which includes product, price, place, and promotion [19].

4. CONCLUSION

Consumer behavior towards the purchasing decision of packaged wedang uwuh at CV Dewi Makmur simultaneously influenced the purchasing decision. However, in partial terms, the cultural and personal factors had a significant influence, while the social and psychological factors did not have a significant influence on the purchasing decision of packaged wedang uwuh at CV Dewi Makmur.

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