



Purchase Decisions for Standard Needs at Puri Taman Sukawati Company



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Abstract

This study aims to find out and analyze the effect of Customer solutions, Customer cost, and Convenience on the psychological consumers of Toko Puri Taman Sukawati, and to find out and analyze the psychological influence of consumers on the purchasing decisions of consumers of Toko Sukawati Park Castle. The population used is customers who have purchased Puritaman basic necessities products domiciled in the Sukawati district, the number of which cannot be mentioned or calculated with certainty (infinite). The sampling technique used in this study is the purposive sampling technique. The number of sample members or sample size (sample size) set in this study was 95 respondents. Data collection was carried out using questionnaire tools. The analysis technique used is multiple regression analysis.

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1 Introduction

The human need for clothing will continue to increase from a primary or essential requirement to a social market. This is what makes the need for clothing in humans will continue just basic or basic needs markets will find it increasingly difficult to understand and analyze consumer needs and behavior, due to the variety of consumer desires and tastes, especially in the need for these clothes. This research was conducted on consumer purchasing decisions on clothing products. The object of clothing products is researched because phenomena related to consumer behavior are obtained which tend to keep shopping for clothes even though they are in the COVID-19 Pandemic situation.

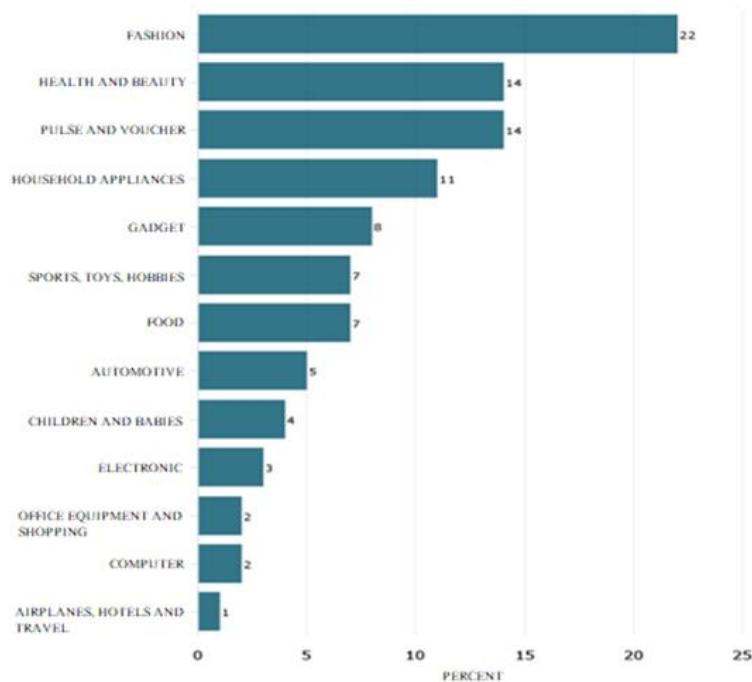


Figure 1. Consumer Transaction Level During the 2020 Pandemic
Source: Katadata Insight Center (KIC), 2021

Figure 1 shows that the most purchased products by consumers during the pandemic in 2020 were clothing (fashion) products with a total transaction of 22%. This data is in line with the results of the Kompas survey which stated that during the pandemic, the more sought-after product is casual and simple clothing because there is no urgent need to leave the house. Apart from casual clothing, sportswear is also one of the most sought-after during the pandemic. Consumers consider comfort, and an attractive appearance or clothing model to look at. This is because, even though they exercise at home, many consumers take part in zoom sessions of yoga and Zumba, so people can still see them online. So consumers tend to want outfits that still look cool. Based on the phenomena that have been described above, it can be seen that there is a pattern of changes in consumer behavior in meeting the clothing needs clothing that shifts into a social needs (Enneking et al., 2007; Hong & Yi, 2012; Cheung et al., 2014; Tsai et al., 2020).

The diversity of consumer behavior in fulfilling these daily needs can be influenced by several factors, both originating from consumers and outside consumers. According to Kotler (2012), consumer behavior is influenced by cultural, social, personal and psychological factors. Most of these factors cannot be controlled by marketers but must be calculated and considered carefully. One factor that is very influential in consumer behavior is the psychological factor. These psychological factors consist of motivation, perception, knowledge, as well as beliefs and attitudes. These psychological factors are very useful for companies and markets to identify the needs and desires of consumers for a required clothing product and is closely related to the consumer purchasing decision-making process. Consumer behavior in the process of making a decision to make a purchase will be colored by personality traits, age, income and lifestyle. According to Firmansyah (2021), consumers in making purchasing decisions have five stages, namely, problem recognition, information search, evaluation of alternatives, purchase decisions and post-purchase behavior.

The purchasing decision-making process involves three stages, including input, process, and output. The input stage affects the recognition of product needs and consists of two main sources, namely the company's marketing efforts (product, place, price, and promotion) and consumers' socio-external influences (family, friends, neighbors, social class, culture). The stages of the process focus on how consumers make decisions that include psychological factors (motivation, perception, learning, personality, and attitudes) that affect recognition of needs, search for alternatives before purchase and evaluate alternatives. The output stages are purchases and behavior after purchase (Firmansyah, 2021).

The psychological factor is the method used to recognize their feelings, collect and analyze information, formulate thoughts and opinions and take action (Irwan, 2019). From this argument, it can be interpreted that psychological factors are encouragement from a person who influences the choice of something for the product used, the desires that are made larger and the ease of use of such products in comparison with another. Based on research by Nurgianto et al. (2021), it was found that psychological factors consisting of Motivation, Perception, Attitudes and Learning simultaneously or partially have a significant positive effect on purchasing decisions. Irwan (2019), in his research, stated that psychological factors have a significant effect on the decision to buy fashion products. The results of a similar analysis in the studies of Lanipi et al. (2017); Pinem (2018); Hutauruk (2020), show that psychology has a positive and significant effect on buying decisions. This condition indicates that the higher the psychological level, the higher the buying decision of the public in shopping for basic needs. In contrast to the results of research by Pekerti & Briliana (2016), which states that psychological factors do not have a significant effect on purchasing decisions. The inconsistent results of previous studies have made it interesting to conduct research on psychological variables.

Psychological theory according to Firmansyah (2021), bases itself on individual psychological factors that are influenced by environmental forces. This psychological field is very complex in analyzing consumer behavior, because mental processes cannot be observed directly. Psychological processes, consisting of information processing, learning, changes in attitudes and behavior. These three factors add to the main interest of consumer research as a factor that also influences consumer behavior in making purchasing decisions (Firmansyah, 2021). Based on Hutauruk's (2020), research it can be influenced by three factors consisting of customer solution, customer cost, and convenience.

Customer solution can be interpreted that the product is not just goods/services, but whether the product/service can solve the problems faced by consumers. Customer solution is closely related to what products will be offered (Rusydi et al., 2021). Customer solution (correlated with product) is closely related to what product will be offered. The product that will be offered should be a solution needed by consumers (Azhar, 2019). Hutauruk's (2020), research, shows that there is sufficient statistical evidence to accept the hypothesis (H1) where customer solutions have a positive and significant effect on psychology. This condition indicates that the higher the customer solution, the higher the psychology of the community in shopping for basic needs in the city of Samarinda. This also shows that the higher the customer solution which is proxied by the availability of staple goods, available in large quantities and of good quality, the higher the psychological level formed. Similar research by Ali (2019), obtained results that customer solutions had a positive and significant effect on psychology so that in the end they could influence increased consumer purchasing decisions.

Customer costs can be interpreted that consumers will consider the costs and benefits that can be obtained at the price paid by consumers according to their needs and desires (Rusydi et al., 2021). customer cost (correlated with Price) is closely related to the pricing aspect, namely how much price is paid by producers to produce these goods and how much price must be paid by consumers (Azhar, 2019). The results of previous research by Rusydi et al. (2018); Azhar (2019), state that there is a significant positive effect of customer costs on consumer psychology which ultimately influences consumer purchasing decisions. In contrast to Hutauruk's (2020), research which shows that customer costs have a negative and insignificant effect on psychology. This condition indicates that the higher the customer cost, the lower the psychology that is not significant for the community in shopping for basic needs in the city of Samarinda in the COVID-19 pandemic situation.

Another factor that can affect consumer psychology is convenience. Convenience is a service that is able to please consumers because it is easy to obtain and is an effort to obtain it easily and comfortably (Rusydi et al., 2021). Convenience (correlated with Place) is closely related to the importance of the distribution network which will correlate with the ease with which consumers obtain these goods (availability of goods). Hutauruk's (2020), research found that convenience has a positive and significant effect on psychology. This condition indicates that the higher the convenience, the higher the psychology of the community in shopping for basic needs in the city of Samarinda in the COVID-19 pandemic situation. This also shows that the higher the convenience that is proxied by the proximity of shopping locations, and the higher the psychological security that is formed, so that the hypothesis that was originally

put forward is accepted or can be proven true. These findings are in line with the opinion expressed by (Kotler & Armstrong, 2008), that convenience is one of the elements that is able to form the marketing mix from the consumer side, meaning that consumers are willing to do so to have a perception or encouragement as a result of this convenience factor. The results of this study can confirm previous studies conducted by (Nagarkoti, 2014), where due to needs, consumers will be motivated to form intentions to fulfill needs in the easiest and most convenient way. Similar research by Rahmat (2021), states that there is a positive and significant effect of service convenience on consumer psychology. The higher the service offering exceeds customer expectations, the more satisfied the customer will be. Service convenience is also one of the strategies used by businesses to increase consumer ratings. Thus it can be concluded that service convenience can influence customer behavior in the shopping evaluation process, both during consumption and post-consumption. Service convenience is also one of the strategies used by businesses to increase consumer ratings. Thus it can be concluded that service convenience can influence customer behavior in the shopping evaluation process both during consumption and post-consumption (Hong & Yi, 2012; Cheung et al., 2014; Tsai et al., 2020; Lee & Kacen, 2008; Satriawan & Setiawan, 2020).

The focus of this research was conducted at the Puri Taman Sukawati Shop which is a company engaged in the sale of clothing or clothing needs, ranging from adult clothing to baby products such as baby and children's clothing, toys and other baby equipment. Its strategic location, which is in the Sukawati Art Market area and right in front of the Saraswati School, makes this shop very busy with visitors. Researchers are interested in choosing Puri Taman Sukawati Shop as the shop to be studied because the level of competition between these shops is very high considering that it is located close to the Sukawati Art Market, where this area is also a trading center in Sukawati District so this shop has several rivals selling products similar. This shop is full of visitors every day. but not all visitors make buying and selling transactions because of price differences with other shops near the Puri Taman Sukawati Shop. Many choices of similar products will certainly affect consumer psychology in deciding to buy (Hanaysha, 2018; Khalida et al., 2016; Lee & Kacen, 2008; Enneking et al., 2007). This is why Puri Taman Sukawati is a suitable location for this research topic. Another reason this research was conducted at the Puri Taman Sukawati Shop was because customer purchase data obtained which tended to decrease during 2019 to 2021. The consumer purchasing data at the Puri Taman Sukawati Shop can be seen in Figure 2 as follows.

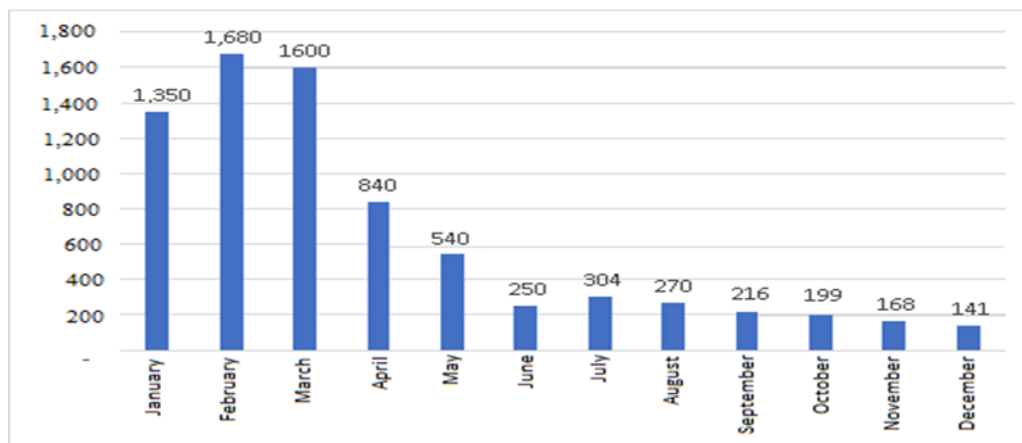


Figure 2. Consumer Purchasing Data At the Puri Taman Sukawati Shop
Source: Puri Taman Sukawati Shop, 2020

Figure 2 shows the number of consumer purchases at The Puri Taman Sukawati shop is decreasing every month during 2020, so it is interesting to do research related to the factors that influence product purchasing decisions at the Puri Taman Sukawati shop. Based on the background that has been described, and the inconsistent results of previous research, the purpose of this study was to determine and analyze the influence of customer solution, customer cost and convenience to consumer psychology at Puri Taman Sukawati Shop, as well as to find out and analyze the influence of consumer psychology on consumer purchasing decisions at Puri Taman Sukawati Shop. The research framework carried out in this study illustrates the influence of customer solutions, customer costs, convenience, psychology and buying decisions. The conceptual framework of this research is as follows.

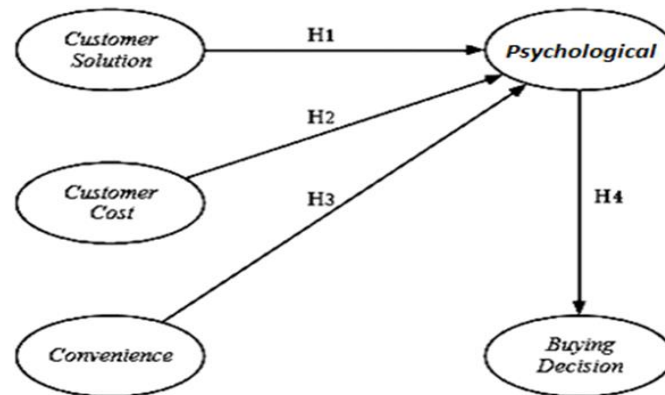


Figure 3. Conceptual Framework
Source: processed data, 2022

Referring to the conceptual framework and theory, the formulation of the hypothesis that is formed includes:

H1: customer solution has a positive and significant effect on psychological

H2: customer's cost influential in a manner positive and significant to psychological

H3: convenience influential in a manner positive and significant to psychological

H4: psychological effect positively and significantly to the decision consumer purchase (buying decision)

2 Materials and Methods

The associative method is used to analyze the effect of customer solutions on psychology, the effect of customer cost on psychology, the effect of convenience on psychology, and the effect of psychology on buying decisions. This research was conducted at the Puri Taman Sukawati shop which is located at Jl. First Lieutenant Nengah Duaji, Sukawati, Gianyar. The scope of this research is located in Sukawati District as one of the sub-districts that has a fairly high population density with a fairly high level of people's purchasing power as well. This is due to the existence of the Sukawati Art Market which is one of the tourist destinations in Gianyar Regency. People with high purchasing power are assumed to have a higher awareness of clothing needs as well.

The Purchasing Decision Indicator used in this study adapts and modifies the indicators from [Sholihat & Rummyeni \(2018\)](#), to suit this research. These indicators are the stability of a product, the habit of buying a product, giving recommendations to others and making repeat purchases. The psychology used in this study adapted and modified the indicators from [Pinem \(2018\)](#), to suit this research. These indicators are Motivation, Perception, Knowledge, Beliefs and Attitudes. Customer solution indicators used in research it adapts and modifies indicators from [Ekawati et al. \(2021\)](#), consisting of: packaging, quality, label, and brand. The customer cost indicator used in this study adapts and modifies the indicators from [Ekawati et al. \(2021\)](#), to suit this research. These indicators are: purchase cost, use cost, and post-use cost. The customer cost indicator used in this study adapts and modifies the indicators from [Ekawati et al. \(2021\)](#), to suit this research. These indicators are: Convenience of Purchase, Convenience of Use and Convenience of Post-Use.

The population used is customers who have purchased Puritaman staple products who are domiciled in the Sukawati sub-district whose number cannot be stated or counted with certainty (infinite). The sampling technique used in this study was the purposive sampling technique. the number of samples used in order to obtain valid results can be determined at least (5-10) x the number of indicators studied, so that the number of sample members or the sample size (sample size) specified in this study is 95 respondents with consideration of the sample size of 5 x the number of existing indicators (5 x 19 indicators = 95 respondents). Data collection was carried out using a questionnaire tool. Testing the hypothesis in this study using multiple linear regression analysis.

3 Results and Discussions

Data collection was carried out by distributing questionnaires to 95 consumers of Puri Taman Sukawati Shop. The distribution of questionnaires in this study was carried out from June 18 2022 to June 26 2022. Respondents in this study were determined by purposive sampling, namely using the consideration that respondents were at least 18 years old and above and at least had made purchases at Puri Taman Sukawati Shop more than twice in a year. within the last 1 year, the goal is that data collection is carried out on target and in accordance with the objectives of this study. The profile of the respondents in this study will describe the criteria of the 95 respondents based on gender, age, education and occupation. The following detailed identity data is presented in Table 1.

Table 1
Characteristics of Respondents

No	Variable	Classification	Amount(people)	Percentage
1	Gender		36	37.9
	Woman		59	62.1
	18 - 23		14	14.7
	24 - 29		58	61.1
2	Age	30-35	17	17.9
	(Year)	36 - 41	2	2.1
	> (more than) 42		4	4.2
	SMA/Equivalent		28	29.5
3	Education	Diploma	7	7.4
	final	S1 (Bachelor)	46	48.4
	S2 (Postgraduate)		14	14.7
	Student / Student		13	13.7
	Self-employed		14	14.7
	Government employees		8	8.4
	Private employees		52	54.7
4	Profession	Regional contract clerk	1	1.1
	IRT		2	2.1
	Contract		1	1.1
	BUMD employees		1	1.1
	BUMN employee		3	3.2

Primary Data, 2022

Table 1 shows that respondents who have visited and shopped at the Puri Taman Sukawati shop come from a variety of gender, age, education and occupation. The data shows that the dominant consumers who shop at Puri Taman Sukawati Shop are women. This is because women as housewives have a higher need for babies. The data provide information that the majority of the respondents' age range is between 24-29 years. This is because this age range is young adults who tend to be new to the household and have children, so they have a higher need for babies than other age ranges.

When viewed based on the work of the respondents, the data shows that the dominant respondents have jobs as private employees. Respondents who work as private employees tend to have a fixed income each month so respondents will have the ability to buy baby needs at the Puri Taman Sukawati Shop. The grouping of respondents based on education shows that the majority of respondents have final education at the Bachelor's level (S1). Respondents who have a higher education level tend to have better knowledge and information about quality baby products so they are able to purchase products at the Puri Taman Sukawati Shop (Dewi, 2018; Febriasari, 2017; Filieri et al., 2018; Fitriah & Budiyanto, 2020).

Table 2
Description Customer solution variable

Statement	Frequency of Respondents' Answers					Total Score	Average	Information
	1	2	3	4	5			
In my opinion, Puri Taman Sukawati Shop sells necessities baby with an attractive packaging design.	0	8	15	47	25	374	3.94	High
In my opinion, Puri Taman Sukawati Shop always sells baby products at affordable prices quality guaranteed as expected	0	6	22	46	21	367	3.86	High
In my opinion, Puri Taman Sukawati Shop always sells baby products with labels that have clear information	0	4	28	40	23	367	3.86	High
In my opinion, Puri Taman Sukawati Shop already sells products that are needed for babies have a good brand image	0	4	26	45	20	366	3.85	High
Average Variable Customer solution						1474	3.88	High

Primary Data, 2022

The results of the descriptive analysis as presented in table 2 show that the Customer solution variable as a whole obtains an average value of 3.88, which means that consumers assess Puri Taman Sukawati Store as having provided high customer solutions for consumers. The indicator that has the highest average value is the "packaging" indicator, with an average value of 3.94. This means that consumers consider Puri Taman Sukawati Store to have sold baby products with attractive packaging designs, so as to be able to form a high customer solution in the minds of consumers. The lowest average value is in the Customer solution variable, which is found in the "brand" indicator, with an average value of 3.85.

Table 3
Variable Description Customer cost

Statement	Answer Frequency					Total Score	Average	Information
	1	2	3	4	5			
In my opinion, the transaction costs incurred when shopping at the Puri Taman Sukawati Shop are enough according to the quality of the product provided	0	3	21	44	27	380	4.00	High
In my opinion, the cost that I spend is comparable to the function or the use of products purchased from Toko Puri Taman	0	2	28	42	23	371	3.91	High
In my opinion, the cost after using the product does not burden me with obtaining a product warranty from Puri Taman Sukawati Shop	0	4	32	46	13	353	3.72	High

Average Variable Customer cost	1104	3.87	High
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Primary Data, 2022

The results of the descriptive analysis as presented in table 3 show that the customer cost variable as a whole obtains an average value of 3.87, which means that consumers assess Puri Taman Sukawati Store as having provided customer costs with high value for consumers. The indicator that has the highest average value is the "Purchase cost" indicator, with an average value of 4.00. This means that consumers assess the transaction costs incurred when shopping at the Puri Taman Sukawati Shop in accordance with the quality of the products provided, so they are able to form customer costs with high value in the minds of consumers. The lowest average value is in the customer cost variable, which is found in the "post use cost" indicator, with an average value of 3.72. The results of the descriptive analysis as presented in table 4 show that the convenience variable as a whole obtains an average value of 3.93, which means that consumers assess Puri Taman Sukawati Store as providing convenience with high value for consumers. The indicator that has the highest average value is the "Convenience of Purchase" indicator, with an average value of 4.01. This means that consumers consider Puri Taman Sukawati Store to have provided a variety of clothing and baby equipment products that suit consumer needs, so as to be able to form convenience with high value in the minds of consumers (Amrullah & Agustin, 2016; Ariyanto et al., 2020; SISMAN & MUSKITA, 2021; Gama et al., 2018).

Table 4
Convenience Variable Description

Statement	Frequency of Respondents' Answers					Total Score	Average Information	
	1	2	3	4	5			
Puri Taman Sukawati shop provides a variety of products clothing and baby equipment that suits my needs	0	7	15	43	30	381	4.01	High
In my opinion, the products sold at Toko Puritaman Sukawati is convenient for users to use	2	7	17	43	26	369	3.88	High
In my opinion, the products from Puri Taman Sukawati Shop have good quality so the product lasts a long time	1	8	14	50	22	369	3.88	High
Average Convenience Variable						1119	3.93	High

Primary Data, 2022

The lowest average value for the convenience variable is in Table 4, which is found in the "Convenience of Use" and "Convenience of Post-Use" indicators, with an average value of 3.88. This shows that there are still a number of respondents who state that the products sold at the Puritaman Sukawati Shop are not comfortable to use and lack good quality so the product lasts a long time.

Table 5
Description of Psychological Variables

Statement	Answer Frequency					Total Score	Average Information	
	1	2	3	4	5			
I am motivated to make a repurchase at the Puri Taman Sukawati Shop because I feel satisfied shopping at Puritaman Sukawati Shop	1	6	14	51	23	374	3.94	High
I feel that Toko Puri Taman Sukawati has delivered friendly service compared to other stores	0	5	17	50	23	376	3.96	High
I know from other people that Puri Taman								

Sukawati Shop selling complete baby products	0	7	21	44	23	368	3.87	High
I believe that Puri Taman Sukawati Shop always sells products that are worth using children and parents according to their needs	0	0	32	43	20	368	3.87	High
I like the product model sold at Puri Taman Sukawati Shop	0	1	28	43	23	373	3.93	High
Average Psychological Variables						1859	3.91	High

The results of the descriptive analysis as presented in table 5 show that the psychological variable as a whole obtains an average value of 3.91, which means that consumers have good psychology at Puri Taman Sukawati Shop. The indicator that has the highest average value is the "Perception" indicator, with an average value of 3.96. This means that most consumers feel that the Puri Taman Sukawati Shop has provided friendly service compared to other stores, so they are able to form a good psychological attitude at the Puri Taman Sukawati Shop. The lowest average value is in the psychological variable, which is found in the indicators of "knowledge" and "trust", with an average value of 3.87. This indicator has obtained high scores from respondents but is still lower than the average values of other variables. This is because there are still some respondents who state that they do not know from other people that the Puri Taman Sukawati Shop sells complete baby needs products and there are still consumers who do not believe that the Puri Taman Sukawati Shop always sells products that are suitable for use for children and parents in accordance with his needs.

Table 6
Buying decision Variable Description

Statement	Frequency of Respondents' Answers					Total Score	Average Information	
	1	2	3	4	5			
I feel confident shopping at the Store Puritan Sukawati	3	12	16	40	24	355	3.74	Moderate
I feel used to buying products baby needs at Puri Taman Sukawati Shop	4	15	15	40	21	344	3,62	High
I am willing to recommend the Store Puritaman Sukawati to the closest relatives	4	13	21	40	17	338	3.56	High
I am willing to make a repurchase at the Puri Taman Sukawati Shop because i feel satisfied with the service	3	5	27	39	21	355	3.74	High
Buying decision variable average						1392	3.66	High

Primary Data, 2022

The results of the descriptive analysis as presented in Table 6 show that the buying decision variable as a whole obtains an average value of 3.66, which means that consumers already have a high purchasing decision at Puri Taman Sukawati Shop. The indicators that have the highest average value are the indicators of "Stability of a product" and "Repurchase", with an average value of 3.74. This means that the majority of consumers feel confident about shopping at Puritaman Sukawati and its Stores the majority of consumers are willing to make purchases again at the Puri Taman Sukawati Shop because I am satisfied with the service.

The lowest average value is in the buying decision variable, which is found in the "Providing recommendations to others" indicator, with an average value of 3.56. This indicator has obtained high scores from respondents but is still lower than the average values of other variables. This is because there are still some respondents who state that they are not willing to recommend the Puritaman Sukawati Shop to their closest relatives.

Table 7
Determination Coefficient Test Results

Regression Models	R Square	Adjusted R Square
1	0.774	0.767
2	0.675	0.671

Primary Data, 2022

The adjusted R2 value for regression model 1 is 0.767. this means that 76.7 percent of the psychological variation can be significantly influenced by the variables customer solution, customer cost and convenience while the remaining 23.3 percent is explained by other factors. The adjusted R2 value of regression model 2 is 0.671, which means that 67.1 percent of the buying decision variation can be significantly influenced by psychological variables while the remaining 32.9 percent is explained by other factors.

Table 8
Summary of t-test results (Hypothesis Test)

Variable	Regression Coefficient (B)	t	Significance	Information
Customer solutions (X1) → Psychological (Y1)	0.300	3,348	0.001	Significant Positive
Customer costs (X2) → Psychological (Y1)	0.330	2,616	0.010	Significant Positive
Convenience (X3) → Psychological (Y1)	0.695	7,619	0.000	Significant Positive
Psychological (Y1) → Buying decision (Y2)	0.966	13,895	0.000	Significant Positive

Primary Data, 2022

The results of the t-test calculation in Table 8 show that the regression coefficient value of the customer solution is 0.300, which is positive with a significance level of 0.001 less than 0.050. This shows that customer solution has a significant positive effect on psychology, so the first hypothesis is accepted. This has the meaning that the higher the consumer's customer solution at the Puri Taman Sukawati Shop, the higher the psychological state of the community in shopping for baby needs at the Puri Taman Sukawati Shop. Vice versa, the lower the customer solution of consumers at the Puri Taman Sukawati Shop, the lower the psychological state of the community in shopping for baby needs at the Puri Taman Sukawati Shop. This study supports the results of previous research by [Hutauruk \(2020\)](#); [Purwanti et al. \(2021\)](#); [Ali \(2019\)](#), obtained the result that the customer solution has a positive and significant effect on psychological so that in the end it can influence an increase in consumer purchasing decisions.

The results of the t-test calculation in Table 8 show that the regression coefficient value of the customer cost is 0.330, which is positive with a significance level of 0.010 less than 0.050. This shows that customer cost has a significant positive effect on psychology, so the second hypothesis is accepted. This has the meaning that the higher the consumer's customer cost at the Puri Taman Sukawati Shop, the better the psychology of the community in shopping for baby needs at the Puri Taman Sukawati Shop. Vice versa, the lower the consumer's customer cost at the Puri Taman Sukawati Shop, the lower the psychological state of the community in shopping for baby needs at the Puri Taman Sukawati Shop. This research supports the results of previous research by [Rusydi et al. \(2021\)](#); [Ekawati et al. \(2021\)](#).

The results of the t-test calculation in Table 8 show that the value of the convenience regression coefficient is 0.695, which is positive with a significance level of 0.000 less than 0.050. This shows that convenience has a significant positive effect on psychology, so the third hypothesis is accepted. This has the meaning that the higher the consumer convenience at the Puri Taman Sukawati Shop, the better the psychology of the community in shopping for baby needs at the Puri Taman Sukawati Shop. Vice versa, the lower the consumer convenience at the Puri Taman Sukawati Shop, the lower the psychological state of the community in shopping for baby needs at the Puri Taman Sukawati Shop. This study supports the results of previous research by [Hutauruk \(2020\)](#); [Ekawati et al. \(2021\)](#).

The results of the t-test calculation in Table 8 show that the psychological regression coefficient is 0.966, which is positive with a significance level of 0.000 less than 0.050. This shows that psychology has a significant positive effect on buying decisions, so the fourth hypothesis is accepted. This means that the better the psychological assessment of consumers at the Puri Taman Sukawati Shop, the higher the consumer purchase decision at the Puri Taman Sukawati Shop. Vice versa, the worse the psychological assessment of consumers at the Puri Taman Sukawati Shop, the less consumer purchasing decisions at the Puri Taman Sukawati Shop. This study supports the results of research conducted by [Irwan \(2019\)](#); [Lanipi et al. \(2017\)](#); [Pinem \(2018\)](#); [Hutauruk \(2020\)](#).

The results of the study show that there is a positive and significant relationship between customer solution, customer cost, convenience and psychological variables on purchasing decisions. This research adds a reference for further research regarding the topic of consumer behavior. Consumers who will decide to buy a certain item or product, usually consumers will first consider the item to be purchased, both in terms of price, quality, function, and how consumers make purchases, where in this study consumers consider factors Customer solution, customer cost, convenience and psychological in purchasing decisions. This research has implications for the Puri Taman Sukawati Shop as material for consideration and evaluation regarding consumer purchasing decisions at the Puri Taman Sukawati Shop and the factors that influence it. Puri Taman Sukawati Stores in improving consumer purchasing decisions should be able to see and consider the customer solution, customer cost, convenience and psychological factors because these can significantly influence consumer purchasing decisions at Puri Taman Sukawati Shops.

4 Conclusion

- Based on the results of the analysis and discussion that has been described, it can be concluded that customer solution has a positive and significant effect on psychology, customer cost has a positive and significant effect on psychology, convenience has a positive and significant effect on psychology, psychological has a positive and significant effect on buying decisions.
- Based on the results of the respondents' answers the lowest on the Customer solution variable, it is advisable for Puri Taman Sukawati Shop to sell more baby products that have a good brand image
- Based on the results of the lowest respondent's answer on variable customer cost, it is recommended for Puri Taman Sukawati Shop to provide prices that do not burden consumers, especially for product guarantees from Puri Taman Sukawati Shop
- Based on the results of the lowest respondent's answers on the Convenience variable, it is suggested for Puri Taman Sukawati Shop to always sell products that are comfortable for use by users and maintain good quality so that the products last longer.
- Based on the results of the lowest respondent's answers on the psychological variable, it is suggested for the Puri Taman Sukawati Shop to further promote the shop so that more people know that the Puri Taman Sukawati Shop sells complete products for babies and always sells products suitable for use for children and parents according to with his needs.
- Based on the results of the lowest respondent's answer on the purchasing decision variable, it is suggested for Puri Taman Sukawati Shop to Give present form discount for the customer which ready recommend Puritaman Sukawati Shop to my closest relatives.

Conflict of interest statement

The authors declared that they have no competing interests.

Statement of authorship

The authors have a responsibility for the conception and design of the study. The authors have approved the final article.

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