

ANALYSIS OF CONSUMER BEHAVIOR IN IMPROVING PRODUCT PURCHASE DECISIONS AT UD. NIAS BERSAMA

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ABSTRACT

This study aims to determine how the impact of consumer behavior increases product purchasing decisions at UD. Nias Bersama. The research method used in this study uses qualitative research methods. Collection techniques consist of interviews, observations, and documentation. The results of the study indicate that. Based on the results of the study, consumer behavior has been shown to play an important role in driving purchasing decisions through trust in products, positive emotional experiences, and the attractiveness of prices and promotions, although there are still obstacles in the form of relatively high prices compared to competitors and inconsistent product availability. To overcome these obstacles, UD. Nias Bersama implements a holistic strategy by setting competitive prices, managing product stocks reliably, improving service quality, differentiating, and implementing relevant and targeted promotions. This effort is in line with the concept of value creation and customer satisfaction in modern marketing theory so as to strengthen consumer purchasing decisions.

Keywords: *Consumer Behavior and Purchasing Decisions.*

ANALISIS PERILAKU KONSUMEN DALAM MENINGKATKAN KEPUTUSAN PEMBELIAN PRODUK PADA UD. NIAS BERSAMA

ABSTRAK

Penelitian ini bertujuan untuk mengetahui bagaimana dampak perilaku konsumen meningkatkan keputusan pembelian Produk pada UD. Nias Bersama. Metode penelitian yang digunakan dalam penelitian ini menggunakan metode penelitian kualitatif. Teknik pengumpulan terdiri dari wawancara, observasi, dan dokumentasi. Hasil penelitian menunjukkan bahwa. Berdasarkan hasil penelitian, perilaku konsumen terbukti berperan penting dalam mendorong keputusan pembelian melalui kepercayaan terhadap produk, pengalaman emosional yang positif, serta daya tarik harga dan promosi, meskipun masih terdapat hambatan berupa harga yang relatif tinggi dibanding pesaing serta ketersediaan produk yang belum konsisten. Untuk mengatasi kendala tersebut, UD. Nias Bersama menerapkan strategi holistik dengan menetapkan harga yang kompetitif, mengelola stok produk secara andal, meningkatkan kualitas pelayanan, melakukan diferensiasi, serta melaksanakan promosi yang relevan dan tepat sasaran. Upaya ini sejalan dengan konsep value creation dan customer satisfaction dalam teori pemasaran modern sehingga mampu memperkuat keputusan pembelian konsumen.

Kata Kunci: *Perilaku Konsumen dan Keputusan Pembelian.*

INTRODUCTION

In an era of globalization and increasingly dynamic business competition, understanding

consumer behavior has become a strategic aspect for companies in maintaining their presence in the market. Consumer behavior not only describes the process by which individuals select, purchase, use, and evaluate products but also reflects the psychological, social, and economic dynamics that influence purchasing decisions. According to Kotler and Keller (2021), consumer behavior is the study of the decision-making process of individuals or groups in selecting and using products or services to meet their needs and desires. A deep understanding of consumer behavior enables companies to design more targeted marketing strategies, especially in the context of increasingly fierce competition and rapidly changing market behavior.

Purchasing decisions are a crucial outcome of consumer behavior. This process involves stages ranging from need recognition to the actual act of purchasing a product. Every purchasing decision reflects a company's success in meeting consumer needs and desires (Sangadji & Sopiah, 2019). Therefore, purchasing decisions are viewed not only as economic transactions but also as indicators of the success of a company's marketing strategy in building customer trust and loyalty. In the building materials industry, consumer behavior plays a significant role because purchasing decisions are often based on rational considerations such as product quality, price, availability, and service, but are also influenced by emotional factors such as trust and previous experiences. One business operating in this sector is UD. Nias Bersama in Gunungsitoli City. This company is facing quite dynamic changes in consumer behavior due to increased access to digital information and the emergence of shopping alternatives through social media and online platforms. This phenomenon requires UD. Nias Bersama to continuously adapt to consumer preferences to remain competitive.

Initial observations indicate that consumers at UD. Nias Bersama now consider more than just price, but also product quality, service, and speed in meeting their needs. This situation indicates the need for a deeper understanding of the factors that influence consumer behavior in making purchasing decisions. Through this research, it is hoped that we can understand the extent to which consumer behavior influences product purchasing decisions, the inhibiting factors that arise, and the strategies that can be implemented to overcome them. Based on this background, this study is entitled "Analysis of Consumer Behavior in Improving Product Purchasing Decisions at UD. Nias Bersama." This study aims to analyze the influence of consumer behavior on purchasing decisions, identify inhibiting factors faced by the company, and formulate strategic steps that can be implemented to increase customer satisfaction and loyalty.

LITERATURE REVIEW

Consumer behavior is a fundamental aspect of marketing science, explaining how individuals or groups select, purchase, use, and evaluate products or services to meet their needs and desires. Kotler and Keller (2021) define consumer behavior as the decision-making process by individuals, groups, or organizations in selecting and using goods or services to satisfy their needs. Meanwhile, Firmansyah (2018) emphasizes that consumer behavior is closely related to the activities of searching, researching, and evaluating a product before making a purchase.

Consumer behavior is influenced not only by economic factors, but also by cultural, social, personal, and psychological factors (Kotler & Keller, 2019). Cultural factors include values, norms, and subcultures that shape individual mindsets and preferences. Social factors include family influences, reference groups, and social roles. Personal factors include age, occupation, lifestyle, and economic conditions, while psychological factors relate to motivation, perception, learning, and attitudes toward products. The combination of these factors determines consumers' final purchasing decisions.

According to Mowen and Minor in Firmansyah (2018), consumer behavior can be understood through three main components: cognitive, affective, and conative. The cognitive component relates to knowledge and beliefs about a product; the affective component reflects feelings and emotions toward the product; and the conative component reflects the tendency to act or make a purchase. These three components interact simultaneously to shape consumer attitudes and purchasing behavior.

Furthermore, consumer behavior can be categorized into two types: rational and irrational (Anang, 2018). Rational behavior is characterized by decisions based on real needs and logical considerations such as product quality, price, and benefits. Conversely, irrational behavior is influenced by emotions, prestige, or promotional inducements without considering actual needs. Understanding these two forms of behavior is important for marketers to tailor communication and promotional strategies to be more effective. The purchase decision is the final stage of the consumer behavior process, where an individual chooses one product from several available alternatives. According to Kotler and Keller (2019), the purchase decision process begins with marketing stimuli such as price, promotion, distribution, and environmental conditions, which are then processed psychologically to produce a final purchase decision. Sangadji and Sopiah, in Nainggolan (2019), state that the purchase decision is an integrative process that combines

knowledge and evaluation of various alternatives before making a choice.

Kotler (2021) explains that purchasing decisions are influenced by four groups of factors, namely: (1) cultural factors, including values and subcultures that shape consumer behavior; (2) social factors, including reference groups, family, roles, and social status; (3) personal factors, such as age, occupation, and lifestyle; and (4) psychological factors, including motivation, perception, learning, and attitudes. Each of these factors influences consumers' perceptions of products and determines their propensity to purchase. In the decision-making process, consumers typically go through five main stages: (1) need recognition, (2) information search, (3) alternative evaluation, (4) purchase decision, and (5) post-purchase behavior (Purboyo et al., 2021). These stages demonstrate that purchasing decisions do not occur spontaneously, but rather through a complex and gradual process. Therefore, companies need to understand these stages to design marketing strategies that can influence consumers at each decision stage.

Consumer behavior directly influences purchasing decisions. Consumers who have a positive perception of a product tend to exhibit strong affective attitudes and ultimately make a purchase (conative response). According to Kotler (2019), consumer behavior is a key predictor of the effectiveness of a marketing strategy. When companies deeply understand consumer needs and desires, purchasing decisions can be guided through appropriate strategies, such as pricing, attractive promotions, and satisfactory service. Several previous studies have strengthened this relationship. For example, research by M. Saleh et al. (2024) found that product availability, quality, and store environment significantly influence purchasing decisions in modern retail stores. Eferlin Gulo et al. (2025) also showed that perceptions of product quality, promotions, and after-sales service influence consumers' decisions to purchase electric motorcycles in Gunungsitoli City. These findings indicate that consumer behavior plays a significant role in shaping purchasing decisions and customer loyalty.

RESEARCH METHODS

This study employed a qualitative approach with descriptive methods. The qualitative approach was used to gain a deep understanding of consumer behavior in the product purchasing decision-making process at UD. Nias Bersama in Gunungsitoli City. The descriptive method aims to describe the phenomena that occur factually, systematically, and accurately based on field data obtained through interviews, observation, and documentation.

The subjects in this study were UD. Nias Bersama consumers who had purchased products more than twice. The research informants consisted of:

1. Owners and employees of UD. Nias Bersama, who provide information on service strategies and customer purchasing patterns.
2. Several regular and new consumers, who provide information about their experiences, considerations, and motivations in making purchases.

Informant selection was carried out using a purposive sampling technique, namely the deliberate determination of informants based on certain criteria relevant to the research focus (Moleong, 2021). To maintain the validity of the data, researchers use source and method triangulation techniques, namely by comparing the results of interviews, observations, and documentation to ensure the consistency and validity of the findings.

RESULTS AND DISCUSSION

Based on the results of interviews and observations, it was found that UD. Nias Bersama's consumer behavior is influenced by four main factors, namely:

Cultural factors, where people's habits in purchasing building materials are still dominated by local values such as trust in old sellers and recommendations from the surrounding environment.

1. Social factors, particularly the influence of family and colleagues, are powerful factors in determining purchasing decisions. Consumers often choose products based on experiences or recommendations from those closest to them.
2. Personal factors, such as income, occupation, and age, also influence the types of products purchased and their frequency. Consumers with middle to upper incomes prioritize quality over price.
3. Psychological factors, including motivation, perception, and attitude, significantly influence the final decision. Consumers are motivated by functional needs (product durability and quality) as well as positive perceptions of UD. Nias Bersama's service.

This finding aligns with Kotler and Keller's (2021) theory, which states that consumer behavior is influenced by cultural, social, personal, and psychological factors. In the context of UD. Nias Bersama, psychological and social factors appear to be more dominant than economic ones. The

research results show that the consumer purchasing decision process at UD. Nias Bersama occurs through five main stages, as explained by Kotler (2019):

1. Need recognition: Most consumers purchase because of a project or home improvement need.
2. Information search: Consumers obtain information through personal experiences and peer recommendations, not through digital media or advertising.
3. Alternative evaluation: Product comparisons are made based on price and quality, taking into account trust in the seller.
4. Purchasing decision: Consumers decide to purchase from UD. Nias Bersama due to the availability of goods and fast service.
5. Post-purchase behavior: Satisfied consumers show a tendency to make repeat purchases and recommend the store to others.

This shows that trust and service are the main determinants in decision making, not just the price aspect alone. From the results of interviews with consumers and employees, several factors were found that inhibit purchasing decisions, including:

- Lack of active promotion, both offline and online.
- The store layout is not optimally arranged, making it difficult for consumers to find certain products.
- Service is not yet uniform, especially during peak hours, due to limited number of workers.

These obstacles impact the customer experience and can decrease satisfaction if not addressed promptly. Despite this, most consumers still make purchases due to trust and close social relationships with business owners. Based on the results of field data analysis, efforts that UD. Nias Bersama can take to improve purchasing decisions include:

1. Improve customer service by providing training for employees to be more communicative and responsive to consumer needs.
2. Optimizing promotional strategies, both through social media and direct marketing (word of mouth).
3. Rearranging sales space and product displays to make them more attractive and easier for consumers to find what they need.
4. Maintaining product quality and availability, especially primary products such as cement,

iron, and paint, which are routine customer needs.

With these steps, UD. Nias Bersama is expected to maintain the trust of existing customers while attracting new ones. The findings of this study support Kotler & Keller's (2019) theory of consumer behavior, which states that psychological, social, personal, and cultural factors significantly influence purchasing decisions. In the context of UD. Nias Bersama, social and psychological factors are the primary determinants of consumer decisions. Trust in the seller and comfort in service foster ongoing loyalty.

These results also align with research by Eferlin Gulo (2025), which found that service quality and customer trust significantly influence purchasing decisions in the local retail sector. Therefore, it can be concluded that service strategies and good interpersonal relationships between sellers and buyers are key factors in improving purchasing decisions in small and medium-sized businesses in the region.

CONCLUSION

This study shows that consumer behavior plays a significant role in improving product purchasing decisions at UD. Nias Bersama. The most influential factors influencing purchasing decisions are trust in the seller, service quality, and product availability. Furthermore, social and psychological factors such as recommendations from the surrounding community and positive perceptions of the store also encourage consumers to make repeat purchases. The main obstacles identified include a lack of active promotions, suboptimal store layout, and limited service personnel during peak hours. Nevertheless, a good social relationship between sellers and consumers is a key factor in maintaining customer loyalty. UD. Nias Bersama is advised to improve the quality of service by providing training to employees to be more responsive to customer needs and optimize promotional strategies, especially through social media, to reach a wider consumer base.

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