

THE INFLUENCE OF CONSUMER MOTIVATION ON PURCHASING DECISIONS AT ICHIPS BANANA MSME

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Abstract

One of the halal-certified MSMEs in Madura is Ichips Banana which producing banana chips with various flavors since 2023. Its target market consists of Millennials and Z Generations, whose purchasing power fluctuates according to their lifestyle. Understanding the factors that drive these consumers to purchase is essential for designing more effective marketing strategies. This study aims to analyze the influence of rational motivation, emotional motivation, and purchase intention on purchasing decisions at Ichips Banana MSMEs. This research was studied from the perspective of consumers of Ichips Banana MSMEs. The method used is *Path Analysis*. The number of samples taken was 50 respondents. The results showed that emotional motivation and purchase intention significantly affect purchasing decisions. Additionally, buying interest can mediate rational motivation in purchasing decisions. Thus, Ichips Banana MSMEs can continue to improving marketing strategies through creative and attractive promotions, especially on platforms widely used by millennials and Z generations.

Keywords : *Consumer, Motivation, Purchase Intention, Purchase Decision, MSMEs*

INTRODUCTION

Micro, Small and Medium Enterprises are an important part of the trade sector which acts as the backbone of the economy (Camelia et al., 2024). MSMEs are spread in every region including on Madura Island with diverse characteristics and potential. The largest number of MSMEs in the food and beverage sector in the Madura region is 28,911 in Sumenep District, followed by 27,499 in Bangkalan, 14,288 in Sampang, and 13,823 in Pamekasan (Fatima & Amir, 2024). However, the relevant agencies noted that only 115 MSMEs in Sumenep and 77 MSMEs in Sampang applied for halal certification in 2024. This shows that the achievement of halal certification is still relatively low. (Destiarni & Qomariyah, 2023). Whereas having halal certification can provide benefits for producers, namely that their products can be widely marketed and become an added value for products, thereby increasing consumer confidence (Suprapti et al., 2024).



One of the halal-certified MSMEs in Madura is Ichips Banana MSME, which producing banana chips with various flavors. This MSME has been established since 2023 in Sumenep Regency. Although these MSMEs are relatively new, they have managed to obtain halal certification. The business owner stated that with halal certification, they can market their products more widely without worrying when the products are inspected. Within one year, Ichips Banana MSME managed to market its products throughout Madura and even expanded outside Madura. The target market of Ichips Banana MSME is the Millennials and Z generations. This generation tends to have a changing purchasing power. This generation tends to have purchasing power that changes according to their lifestyle so it is necessary to know how these consumers are encouraged to make purchases, so that business owner can design marketing strategies that are more targeted.

In terms of purchasing decisions for a product, consumers generally consider several factors such as product, price, promotion, and location. However, people's behavior in consuming products has changed. Consumers now not only consider this, where products, prices, promotions, and location are no longer the main considerations for them (Marlindawaty & Arislan, 2024). This change is caused by the rapid development of technology and globalization, which has made people's lifestyles more consumptive (Indrawan et al., 2022). Thus, consumer behavior has a dynamic nature or is always changing and moving all the time.

Consumer behavior in terms of making purchases is influenced by various factors. One of the factors that influence purchasing decisions is consumer psychology, especially motivation (Viora & Suyanto, 2020). Motivation is related to needs, an urge for needs to be felt so much that it creates a motivation that ends in fulfilling desires (Hermayanti & Susantiaji, 2022). Motivation or encouragement can make someone feel interested or have an interest in buying a product. This purchase interest indicates that the person is starting to be interested in exploring further, seeking information, until it ends in a purchase decision. High purchase interest can indicate that potential consumers have a great interest in the product being offered (Ummah et al., 2023).

Research related to motivation by Adiwinata et al. (2021), Jingga et al. (2023), Jaelani et al. (2023), show that consumer motivation affects purchasing decisions. This research is only limited to motivation in terms of products in general and does not focus on halal products. In addition, research Paramita et al. (2022) shows that buying interest affects purchasing decisions. However, research on consumer motivation and purchase intention on purchasing decisions for halal products is less explored. Thus, the novelty of this research is to analyze motivation and buying interest in purchasing decisions at Ichips Banana MSME that already have halal certification. This research will be studied from the perspective of consumers of Ichips Banana MSME, namely the Millennials and Z generations with a focus on the Madura region. This generation is known for their consumption behavior that tends to change and choose products based on values that

are in line with their lifestyle. Therefore, it is important to analyze the influence of consumer motivation and purchase intention on purchasing decisions. A deep understanding of consumer motivation, especially among the target market of Millennials and Z generations will certainly provide deeper insights into market behavior and for MSME players in designing more effective marketing strategies.

LITERATURE REVIEW

Consumer Behavior

Consumer behavior is an action that is directly involved in obtaining, determining products and services, including the decision-making process that precedes and follows these actions (Putri et al., 2021). According to Kotler & Armstrong (2010), consumer behavior is influenced by several factors including cultural, social, personal, and psychological factors. Psychological factors are awareness, motivation, learning, beliefs and attitudes (Hamida & Amron, 2022). Consumer purchasing decisions are driven by functional needs satisfied with product functions and emotional needs related to the psychological aspects of product ownership (Devina et al., 2021). One of the psychological factors that influence consumer behavior is motivation (Adiwinata et al., 2021).

Consumer Motivation

According to Setiadi (2019) motivation is defined as an individual's internal condition that encourages his desire to act in order to achieve the expected goal. Motivation is a condition in which a consumer is moved to make decisions in order to achieve goals (Putri et al., 2021). Meanwhile, consumer motivation is a condition in the person of an individual that encourages the desire to do activities in order to achieve a goal (Kalputri, 2021). With the motivation of a person, he will show a behavior or action directed at the goal of achieving satisfaction. In purchasing motivation is divided into rational and emotional motivation.

1. Rational motivation

Rational motivation is a purchase based on the reality shown by the product to consumers and is a product attribute that is functional and objective in its state, for example product quality, product price, availability of goods, efficiency of the use of these goods can be accepted (Nanda et al., 2022). Rational motivation is an impulse within a person by trying to consider all available alternatives and choosing alternatives that have many uses (Pratiwi et al., 2022). Purchase factors driven by rational motivation include timeliness of delivery, financial benefits, product reliability, time efficiency, increased profits, and product durability (Fajrina et al., 2021). In addition, rational motivation factors also include quality, product, usability, and product features (Adilah & Nurwidawati, 2023).

2. Emotional Motivation



Emotional motivation in purchasing is related to feelings, pleasures that can be captured by the five senses, for example, owning a certain item can increase social status, the role of the brand makes buyers show their economic status and is generally subjective and symbolic (Nanda et al., 2022). Emotional motivation is the urge to fulfill secondary and tertiary needs based on subjective and personal criteria such as pride, fear, feelings, and status (Pratiwi et al., 2022). Emotional motivation can be based on feelings of pleasure, pride, confidence, desire for popularity, security, fear, and various other factors (Fajrina et al., 2021). There are several aspects of emotional motivation according to Maslow's theory in Kotler & Keller (2009) including: physiological needs, security needs, social needs, ego needs, self-actualization needs.

Purchase Intention

Purchase intention is the tendency of consumers to buy something or take actions related to buying and is measured by the level of likelihood of consumers making purchases (Ummah et al., 2023). Purchase intention grows after consumers get a stimulus from the product they see, then the desire to try arises, until finally the desire to buy and own arises (Paramita et al., 2022). Thus, consumer purchase intention is related to behavior and can be classified as a cognitive component of consumer behavior about how individuals want to buy certain products (Pasaribu et al., 2023). Indicators for measuring purchase intention (1) decision to buy (2) recommend products to others (3) desire to buy (4) satisfaction (Najmudin et al., 2021).

Purchase Decision

Purchase decisions are related to attitudes that have been considered to buy certain products or services (Marlindawaty & Arislan, 2024). Consumers always make decisions in every aspect of life that involve choices between various alternatives to meet needs. When consumers have the intention to buy a product, consumers will go through phases that can influence the purchasing decision process and affect their post-purchase behavior (Hamida & Amron, 2022). In the purchase decision process, there are 5 stages which include the stages of need recognition, information search, alternative evaluation, purchase decisions, and post-purchase behavior (Masita et al., 2024).

Halal Product

Halal is a government guarantee for the population for halal products in circulation. Guaranteed halal products mean that the product has been produced from halal materials in production facilities that are not contaminated with unclean or haram materials (Ummah et al., 2023). Halal products include food and beverage products, cosmetics, body care, pharmaceuticals, chemical products, daily use products, to the tourism and hospitality sectors (Mahliza & Prasetya, 2021). Halal certification and halal awareness are one of the factors that also determine consumers' interest in buying halal products. Halal awareness is understanding what is good or allowed to be consumed and understanding what is bad or should not be consumed in accordance with the rules in

Islam (Fatmawati et al., 2023). Halal awareness is the level of understanding of Muslims in knowing issues related to the concept of halal (Nursyawal et al., 2023). Halal certification is the process of certifying products or services in accordance with the provisions of Islamic Sharia law issued by the Halal Product Guarantee Organization (BPJPH) (Sholihah & Setiawan, 2022). Halal certification is a guarantee that consumers get the product as desired and halal certification is also a condition of permission to include a halal label on product packaging (Ummah et al., 2023). The label is part of the product that serves to convey information related to composition and safe consumption methods. The halal label is a guarantee from an official institution that ensures the product is in accordance with halal provisions in Islam (Nursyawal et al., 2023).

Path Analysis

Path Analysis is a method that develops from multiple linear regression which is used to explore the direct and indirect effects between independent variables and dependent variables (Oktania & Anggraeni, 2024). Path analysis is used to determine whether or not there is a direct effect and indirect effect between exogenous variables and endogenous variables (Bali, 2022). The reason for using path analysis in this study is to describe and test the relationship between variables in the form of cause and effect. So that through this path analysis technique, it will be found which is the most appropriate and short path for an independent variable to the dependent variable (Mawardi, 2020). Path Analysis has the advantage of being able to test the causal relationship between variables in a model and pay attention to indirect effects between variables. However, path analysis also has limitations, namely difficulty in determining the right model and assuming the data used meets several assumptions (Sofwatillah et al., 2024)

Previous Research

Research conducted by Fajrina et al. (2021) resulted that there are four dominant buying motives that encourage or stimulate consumers to make food purchases at Delicious Kitchen including menu, quality, price, and appearance variables. Consumers disagree that a sense of pleasure is a driving factor in consumers making purchases. Research conducted by Ismoyowati et al. (2023) with multiple linear regression analysis methods. The results showed that consumer motivation has a significant effect on purchasing decisions at coffee shops for the millennial generation in Yogyakarta. An attractive atmosphere and interior are an attraction for consumers to come to coffee shops. Millennial consumers also think this atmosphere makes them more relaxed and able to release fatigue.

Research conducted Jingga et al. (2023) analyzed consumer motivation using multiple linear regression analysis methods. The results showed that consumer motivation has a significant effect on purchasing decisions at PT Aksara Sukses Makmur Medan. Motivation is measured by indicators of physiological needs, security, social, appreciation, and self-actualization using a Likert scale. In addition, service quality and consumer confidence also have a significant effect on purchasing decisions at PT. Aksara



Sukses Makmur Medan. While research Adiwinata et al. (2021) analyzed consumer motivation using the Structural Equation Modeling (SEM) method. The results showed that the motivation variable has a significant positive effect on coffee consumption behavior. In this study, the highest indicator of motivation is utilitarian motivation where consumers prioritize price, benefits, and practicality when consuming coffee.

RESEARCH METHOD

Location and Time of Research

This research was conducted at halal-certified MSMEs in Madura, namely Ichips Banana in Sumenep Regency. The selection of these MSMEs was carried out purposively with the consideration that Ichips Banana MSME already have halal certification and their marketing has covered all districts in Madura. In addition, this MSME product adapts to the target market, namely the millennial generation. Because of the large population of millennials and their purchasing power, they are attractive target consumers. This research was conducted for 4 months starting from September-December 2024.

Data Collection Methods

The type of data used in this research is quantitative data. The data sources in this study are primary data and secondary data. Primary data is data obtained directly during the data collection process (Shofiyah & Qadariyah, 2022). Primary data is obtained through filling out questionnaires by informants directly and through interviews with informants to support the truth of the data. The questionnaire was designed with a Likert scale of 1 to 5 where; 1 (strongly disagree), 2 (disagree), 3 (neutral), 4 (agree), and 5 (strongly agree). Meanwhile, secondary data is used as a basis for conducting research to support the information obtained (Desky et al., 2022). Secondary data in this study were obtained through related agencies, relevant literature studies, books, and websites.

Population and Sample

The population in this study are consumers who have made purchases at Ichips Banana MSME. In determining the sample, this study used a non-probability sampling technique with purposive sampling. Purposive sampling is a way of determining a sample that is determined deliberately on the basis of certain criteria or considerations (Sholihah & Setiawan, 2022). The sampling criteria for consumers as sources are consumers in the Madura Region who consume Ichips Banana products. The number of samples in this study were 50 respondents. Determination of the number of samples refers to the book from Roscoe terksit Research Methods for Business (1982) in (Budiono, 2020), namely the minimum sample used in multivariate analysis is 10 times the number of variables used. Thus, the minimum sample size in this study was 40 respondents from 4 variables multiplied by 10.

Data Analysis Method

The data analysis method used is path analysis by utilizing the help of SPSS Version 25 software. Path analysis is an extension of the regression model in various regression models or equations that can be estimated simultaneously, but provides a more effective way to find out the direct and indirect effect models (Budiono, 2020). Data analysis is carried out through several stages, the first stage is the research instrument test with validity and reliability tests, then the classic assumption test (normality, heteroscedasticity, multicollinearity), and the model feasibility test. The path analysis model is used to analyze the relationship pattern between variables with the aim of knowing the direct effect of the independent variable on the dependent variable and the indirect effect of the independent variable on the dependent variable through the moderator or intervening variable. The variables in this study consist of independent variables, namely rational motivation (X1) and emotional motivation (X2), the intervening variable is purchase intention (Z), and the dependent variable is the purchase decision (Y). The research model can be seen in Figure 1.

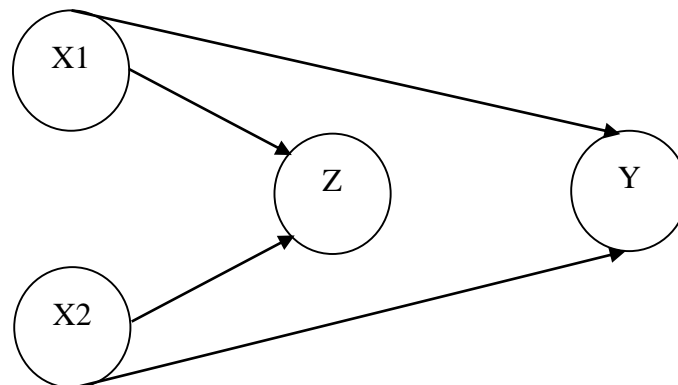


Figure 1
Path Analysis Model

The hypotheses proposed in this study are:

- H1: Rational motivation has a significant effect on buying interest in Ichips Banana MSME.
- H2: Emotional motivation has a significant effect on buying interest in Ichips Banana MSME.
- H3: Rational motivation has a significant effect on purchasing decisions at Ichips Banana MSME.
- H4: Emotional motivation has a significant effect on purchasing decisions at Ichips Banana MSME.
- H5: Rational motivation has a significant effect on purchasing decisions through purchase intention at Ichips Banana MSME.
- H6: Emotional motivation has a significant effect on purchasing decisions through purchase intention at Ichips Banana MSME.

RESULTS AND DISCUSSION

Research Instrument Test Validity Test

Table 1
Results of Validity Test Rational Motivation

		Correlations				
		MR1	MR2	MR3	MR4	X1
MR1	Perarson Correlation	1	.397**	.485**	.539**	.758**
	Sig. (2-tailed)		.004	.000	.000	.000
	N	50	50	50	50	50
MR2	Perarson Correlation	.397**	1	.599**	.324*	.770**
	Sig. (2-tailed)	.004		.000	.022	.000
	N	50	50	50	50	50
MR3	Perarson Correlation	.485**	.599**	1	.335*	.828**
	Sig. (2-tailed)	.000	.000		.017	.000
	N	50	50	50	50	50
MR4	Perarson Correlation	.539**	.324*	.335*	1	.695**
	Sig. (2-tailed)	.000	.022	.017		.000
	N	50	50	50	50	50
X1	Perarson Correlation	.758**	.770**	.828**	.695**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	50	50	50	50	50

** . Correlation is significant at the 0.01 level (2-tailed)

* . Correlation is significant at the 0.05 level (2-tailed)

Based on the results of the validity test of the rational motivation variable on each item with a significance level of 5% or 0.05, the sig value <0.05 indicates that each statement item is declared valid. This means that each statement instrument in the questionnaire can actually measure the variables to be studied.

Table 2
Results of Validity Test Emotional Motivation

		Correlations				
		ME1	ME2	ME3	ME4	X2
ME1	Perarson Correlation	1	.355*	.568**	.496**	.780**
	Sig. (2-tailed)		.011	.000	.000	.000
	N	50	50	50	50	50
ME2	Perarson Correlation	.355*	1	.613**	.430**	.729**

	Sig. (2-tailed)	.011	.000	.002	.000
	N	50	50	50	50
ME3	Perarson Correlation	.568**	.613**	1	.536**
	Sig. (2-tailed)	.000	.000		.017
	N	50	50	50	50
ME4	Perarson Correlation	.496**	.430**	.536**	1
	Sig. (2-tailed)	.000	.002	.000	
	N	50	50	50	50
X2	Perarson Correlation	.780**	.729**	.872**	.777**
	Sig. (2-tailed)	.000	.000	.000	.000
	N	50	50	50	50

** . Correlation is significant at the 0.01 level (2-tailed)

* . Correlation is significant at the 0.05 level (2-tailed)

Based on the results of the validity test of the emotional motivation variable on each item with a significance level of 5% or 0.05, the sig value <0.05 is obtained, which indicates that each statement item is declared valid. This means that each statement instrument in the questionnaire can actually measure the variables to be studied.

Table 3
Results of Validity Test Purchase Intention

		Correlations				
		MB1	MB2	MB3	MB4	Z
MB1	Perarson Correlation	1	.530**	.645**	.566**	.756**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	50	50	50	50	50
MB2	Perarson Correlation	.530**	1	.770**	.680**	.859**
	Sig. (2-tailed)	.004		.000	.000	.000
	N	50	50	50	50	50
MB3	Perarson Correlation	.645**	.770**	1	.807**	.940**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	50	50	50	50	50
MB4	Perarson Correlation	.566**	.680**	.807**	1	.902**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	50	50	50	50	50
Z	Perarson Correlation	.756**	.859**	.940**	.902**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	50	50	50	50	50

** . Correlation is significant at the 0.01 level (2-tailed)

Based on the results of the validity test of the purchase interest variable on each item with a significance level of 1% or 0.01, the sig value is obtained <0.01, which indicates

that each statement item is declared valid. This means that each statement instrument in the questionnaire can actually measure the variables to be studied.

Table 4
Results of Validity Test Purchase Decision

		Correlations				
		KP1	KP2	KP3	KP4	Y
KP1	Perarson Correlation	1	.587**	.609**	.539**	.825**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	50	50	50	50	50
KP2	Perarson Correlation	.587**	1	.570**	.501**	.792**
	Sig. (2-tailed)	.004		.000	.000	.000
	N	50	50	50	50	50
KP3	Perarson Correlation	.609**	.570**	1	.843**	.891**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	50	50	50	50	50
KP4	Perarson Correlation	.566**	.501**	.843**	1	.852**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	50	50	50	50	50
Y	Perarson Correlation	.825**	.792**	.891**	.852**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	50	50	50	50	50

**.

Correlation is significant at the 0.01 level (2-tailed)
Based on the results of the validity test of the purchase decision variable on each item with a significance level of 1% or 0.01, the sig value is obtained <0.01, which indicates that each statement item is declared valid. This means that each statement instrument in the questionnaire can actually measure the variables to be studied.

Reliability Test

Table 5
Results of Reliability Test

Reliability Statistics	
	Cronbach's Alpha
Rational Motivation	.755
Emotional Motivation	.799
Purchase Intention	.855



Purchase Decision	.858	4
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Source: Primary Data, Processed

A construct or variable is declared reliable if the Cronbach Alpha value > 0.60. Based on table 5, the Cronbach Alpha results for each variable, namely rational motivation 0.755 > 0.60, emotional motivation 0.799 > 0.60, purchase interest 0.855 > 0.60, and purchasing decisions 0.858 > 0.60, so it can be concluded that the statement instrument items for each variable are reliable.

Classical Assumption Test
Sub-Structure I

Table 6
Results of Normality Test for Sub-Structure I

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		50
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.98631610
Most Extreme Differences	Absolute	.112
	Positive	.080
	Negative	-.112
Test Statistic		.112
Asymp. Sig. (2-tailed)		.160 ^c
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Source: Primary Data, Processed

Based on the results of the data normality test in table 6 with the purchase intention variable as the dependent variable, the Asymp. Sig. (2-tailed) value of 0.160 or > 0.05. So it can be concluded that the data is normally distributed and the assumption of normality can be fulfilled.

Table 7
Results of Multicollinearity Test for Sub-Structure I

Coefficients ^a		
Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Rational Motivation	.577	1.734
Emotional Motivation	.577	1.734

a. Dependent Variable: Purchase Intention



Based on the multicollinearity test results in table 7, it shows that each variable in the model has a VIF value of less than 10 and a tolerance of more than 0.1. This shows that there are no signs of multicollinearity problems in the regression model in the path analysis.

Tabel 8
Results of Heteroscedasticity Test for Sub-Structure I

Model	Coefficients ^a			T	Sig.
	Unstandardized	Standardized			
	Coefficients	Coefficients	Beta		
	B	Std. Error			
1 (Constant)	5.090	1.666		3.055	.004
Rational Motivation	-.067	.120	-.102	-.559	.579
Emotional Motivation	-.151	.114	-.242	-1.327	.191

a. Dependent Variable: ABS_RES

Based on the results of the heteroscedasticity test in table 8, the sig value of the rational motivation variable is 0.579 and the emotional motivation variable is 0.191. The significance value exceeds the significance threshold $\alpha = 5\%$ or 0.05. Thus, it can be concluded that the regression model in the path analysis used does not experience heteroscedasticity problems.

Sub-structure 2

Table 9
Results of Normality Test for Sub-Structure 2

One-Sample Kolmogorov-Smirnov Test		
Unstandardized Residual		
N		50
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.22657644
Most Extreme Differences	Absolute	.119
	Positive	.084
	Negative	-.119
Test Statistic		.119
Asymp. Sig. (2-tailed)		.073 ^c
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Source: Primary Data, Processed

Based on the results of the data normality test in table 9 with the purchasing decision variable as the dependent variable, the Asymp. Sig. (2-tailed) value of 0.073 or > 0.05 . So it can be concluded that the data is normally distributed and the assumption of normality can be fulfilled.

Tabel 10
Results of Multicollinearity Test for Sub-Structure 2

Coefficients ^a		
Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Rational Motivation	.534	1.874
Emotional Motivation	.393	2.546
Purchase Intention	.418	2.391

a. Dependent Variable: Purchase Decision

Based on the multicollinearity test results in table 10, it shows that each variable in the model has a VIF value of less than 10 and a tolerance of more than 0.1. This shows that there are no signs of multicollinearity problems in the regression model in the path analysis.

Table 11
Results of Heteroscedasticity Test for Sub-Structure 2

Coefficients ^a					
Model	Unstandardized		Standardized	T	Sig.
	Coefficients		Coefficients		
	B	Std. Error	Beta		
1 (Constant)	1.533	1.094		1.401	.168
Rational Motivation	.091	.080	.219	1.131	.264
Emotional Motivation	-.168	.089	-.428	-1.897	.064
Purchase Intention	.036	.062	.128	.586	.561

a. Dependent Variable: ABS_RES

Based on the results of the heteroscedasticity test in table 11, the sig value of the rational motivation variable is 0.264, emotional motivation is 0.064, and purchase intention is 0.561. This significance value exceeds the significance threshold $\alpha = 5\%$ or 0.05. Thus, it can be concluded that the regression model in the path analysis used does not experience heteroscedasticity problems.

Hypothesis Test Sub-Structure I



Substructure 1 model path analysis testing was carried out to determine the direct effect of rational motivation and emotional motivation variables on purchase intention.

Tabel 12
Result of Determination Test for Sub-Structure I

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.763 ^a	.582	.564	2.02814

a. Predictors: (Constant), Rational Motivation, Emotional Motivation

Based on table 12, it can be seen that the R Square value is 0.582, it means that the contribution of the influence of rational motivation variables and emotional motivation to the purchase intention variable is 58.2% and the remaining 41.8% is explained by other variables outside this study. Furthermore, the calculation of the value of e1, e1 is a variant of the purchase interest variable that is not explained by the variables of rational motivation and emotional motivation. The value of e1 can be known by the formula $e1 = \sqrt{1-R2} = \sqrt{1-0.582} = 0.646$.

Table 13
Results of Path Analysis Sub-Structure I

Model	Coefficients ^a				
	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	-3.303	2.547		-1.297	.201
Rational Motivation	.357	.183	.242	1.948	.057
Emotional Motivation	.815	.174	.583	4.691	.000

a. Dependent Variable: Purchase Intention

1. The Effect of Rational Motivation on Purchase Intention

Based on table 13, it can be seen that rational motivation has a significance value of 0.057 or > 0.05 , meaning that rational motivation has no significant effect on buying interest.

2. The Effect of Emotional Motivation on Purchase Intention

Based on table 13, it can be seen that emotional motivation has a significant value of 0.000 or < 0.05 , meaning that emotional motivation has a significant effect on buying interest.

Sub-Structure II

Substructure 2 model path analysis testing was carried out to determine the direct effect of rational motivation, emotional motivation, and purchase intention variables on purchasing decisions.

Table 14
Result of Determination Test for Sub-Structure II

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.921 ^a	.848	.839	1.26594

a. Predictors: (Constant), Rational Motivation, Emotional Motivation, Purchase Intention

Based on table 14, it can be seen that the R Square value is 0.848, it means that the effect of rational motivation variables, emotional motivation, buying interest on purchasing decisions is 84.8%, while 13.2% is explained by other variables outside this study. Furthermore, the calculation of the value of e1, e1 is a variant of the purchasing decision variable that is not explained by the variables of rational motivation, emotional motivation, and purchase intention. The value of e2 can be found using the formula $e2 = \sqrt{1-R2} = \sqrt{1-0.848} = 0.389$.

Table 15
Result of Path Analysis Sub-Structure II

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	-1.825	1.618		-1.128	.265
Rational Motivation	-.163	.119	-.108	-1.374	.176
Emotional Motivation	.642	.131	.448	4.889	.000
Purchase Intention	.628	.091	.613	6.901	.000

a. Dependent Variable: Purchase Decision

1. The Effect of Rational Motivation on Purchasing Decisions

Based on table 15, it can be seen that rational motivation has a significance value of 0.176 or > 0.05, meaning that rational motivation has no significant effect on purchasing decisions. This is in line with the research results Gafiqi et al. (2024) which results in that rational motivation has no effect on purchasing decisions at the Zam- Zam store in Bima City. However, in research Fuadi et al. (2019) results in that rational motivation has a significant influence on purchasing decisions.



2. The Effect of Emotional Motivation on Purchasing Decisions

Based on table 15, it can be seen that emotional motivation has a significant value of 0.000 or <0.05 , meaning that emotional motivation has a significant effect on purchasing decisions. This is in line with research Pratiwi et al. (2022) which results in that there is a significant influence between consumer emotional motivation on purchasing decisions.

3. The Effect of Purchase Intention on Purchasing Decisions

Then, the purchase interest variable has a significant value of 0.000 or <0.05 , meaning that buying interest has a significant effect on purchasing decisions. This is in line with research (Hartati, 2021), (Kumala & Fageh, 2022) which found that buying interest has a significant effect on purchasing decisions. However, in research Meli et al. (2022) found that buying interest has no positive and insignificant effect on purchasing decisions. This shows that emotional motivation and purchase intention are factors that will influence a person's purchasing decision on Ichips Banana products.

Based on the results of substructure I and II, a path analysis model is obtained as follows::

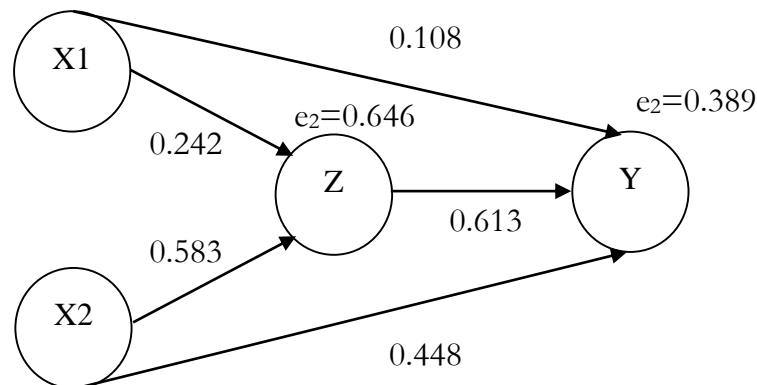


Figure 2
Result Path Analysis Model

The influence of rational motivation through purchase intention on purchase decisions

Based on Figure 2, it can be seen that the direct influence of rational motivation on purchase decisions is 0.108. Meanwhile, the indirect influence of rational motivation through purchase intention on purchase decisions is the multiplication of the beta value of rational motivation on purchase intention with the beta value of purchase intention on purchase decisions, namely $0.242 \times 0.613 = 0.148$. Based on the results of the calculation, it can be seen that the indirect influence value of 0.148 is greater than the direct influence value of 0.108. So it can be concluded that the variable rational

motivation can have a significant influence on purchase decisions indirectly through the intervening variable, namely purchase intention at Ichips Banana MSME.

The influence of emotional motivation through purchase intention on purchase decisions

Based on Figure 2, it can be seen that the direct influence of emotional motivation on purchasing decisions is 0.448. Meanwhile, the indirect influence of emotional motivation through purchase intention on purchasing decisions is the multiplication of the beta value of X2 against Z with the beta value of Z against Y, namely $0.583 \times 0.613 = 0.357$. Based on the calculation, it can be seen that the direct influence is 0.448 and the indirect influence is 0.357, which means that the indirect effect is smaller than the direct influence. So it can be concluded that emotional motivation can directly influence purchase decisions without intervening, namely purchase interest in Ichips Banana MSME.

CONCLUSION

Based on the results of the research that has been done, it can be concluded that emotional motivation and purchase intention have a significant influence on purchasing decisions. Meanwhile, rational motivation has no significant effect on purchase decisions. However, rational motivation can influence purchase decisions through the intervening variable, namely purchase intention. Meanwhile, emotional motivation can directly influence purchase decisions without intervening, namely purchase intention. Thus, Ichips Banana MSME can continue to improve marketing strategies through creative and attractive promotions, especially on platforms that are widely used by Millennials and Z generations.

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