



THE INFLUENCE OF CULTURAL FACTORS, SOCIAL FACTORS AND PERSONAL FACTORS ON THE DECISION TO USE FAKHIRAMA MAKE UP WEDDING SERVICES IN BIREUN DISTRICT

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ABSTRACT

This study aims to analyze the influence of Cultural Factors, Social Factors, and Personal Factors on the purchasing decisions of Wedding Fakhira Make Up services in Bireuen Regency. Data for this research were collected from 100 respondents and analyzed using the SPSS (Statistical Package for the Social Sciences) software. The results of the study indicate that cultural factors have a positive and significant impact on the purchasing decisions of Fakhira Make Up wedding services in Bireuen Regency. This suggests that an increase in cultural factors leads to an increase in consumer purchasing decisions. Social factors also have a positive and significant influence on purchasing decisions, indicating that an increase in social factors leads to an increase in consumer purchasing decisions. Similarly, personal factors have a positive and significant impact on purchasing decisions, indicating that an increase in personal factors leads to an increase in consumer purchasing decisions.

Keywords: cultural factors, social factors, personal factors, purchasing decisions.

INTRODUCTION

Progress and developments over time have brought changes from traditional bridal make-up to modified bridal make-up with the addition of accessories, clothing modifications, and changes in bridal make-up. These additions are usually done by changing and adding certain parts, for example changes to the clothes worn, adding facial make-up, and adding bridal accessories. This condition is also compounded by changes in people's lifestyles which are increasingly developing, marked by increasing competition in the field of cosmetology. The presence of various make-up businesses which are currently based on consumer needs at various events currently always use make-up services ranging from Graduations to other formal events.

One of the make up services in Bireuen Regency is Fakhira Make Up Wedding Services. Fakhira Make up Wedding Services provides services that have been established for several years and have many enthusiasts, especially in the Make Up services section.

The need for wedding services is currently very high and consumer behavior in determining and selecting wedding services is also very different, quite a few consumers before using wedding services, they will first look for information related to the level of previous consumer satisfaction and how the services provided by the wedding party the. The choice of wedding services depends on environmental habits and personal love for the products and services provided.

Apart from Fakhira Make Up, Bireuen Regency is also known for several other make up services such as Khairan Make Up. Khairan Make Up is also a make up service that is well known to the wider community both in Bireuen Regency and outside the area. Khairan make up also seems to be actively displaying the best content in order to attract consumers. The number of people interested in Khairan make up's services can also be seen increasing through the various comments submitted on every Khairan make up post via Instagram.



The large amount of competition has meant that the number of consumers using its services has decreased in the number of consumers using its services, this can be seen from the period 2017 to 2022. In 2022, the number of users of Fakhira Make Up's wedding services was 322 compared to the previous year which reached 375. This can be seen in the table below:

No	Year	Number of Consumers
1	2014	467
2	2015	523
3	2016	531
4	2017	429
5	2018	417
6	2019	402
7	2020	393
8	2021	375
9	2022	322
10	2023	401

Based on preliminary data obtained directly from Fakhira Make Up, it shows that the number of consumers from 2017 to 2024 has experienced fluctuations. It is necessary to study the causes of the decline in the use of Fakhira Make Up's wedding services in 2022, where Fakhira Make Up still offers lower offers than other wedding services. However, in 2023 Fakhira Make Up will be able to increase the number of wedding service users again. It is also necessary to pay attention to the surrounding culture rather than the life of the local community as well as the social environmental conditions of the community where the use of wedding services is currently something that is prioritized by newlyweds, consumers will look for and use wedding services that have current models and styles. This condition really depends on each individual consumer who has a special attraction to the results provided. This condition is in accordance with Santosa's

(2021) opinion that decisions about using services can be influenced by cultural, social and personal factors.

Based on observations made at Fakhira Make Up Wedding Services, it shows that many consumers use wedding services because of the advice and choice of family and close friends. However, there are also consumers who say that they chose Fakhira Make Up because they saw content on Fakhira Make Up's social media.

Apart from cultural factors and social factors, consumer decisions in using wedding services are also influenced by personal factors. Personal factors are a way of collecting and grouping the consistency of an individual's reactions to current situations (Lamb, 2021). A person's behavior in buying something is also influenced by the personality factors of the consumer concerned. Personal factors combine psychological makeup and environmental influences. Includes a person's character, basic traits, especially their dominant characteristics. Although personality is a useful concept in studying consumer behavior, some marketers believe that personality influences the types and brands of products purchased. Personal factors are a situation where a person has the characteristic of being able to determine his decisions according to his wishes without any coercion from other parties.

LITERATURE REVIEW

Marketing

Marketing is an activity that achieves company goals, carried out by anticipating the needs of customers or clients and directing the flow of goods and services to meet the needs of customers or clients from producers. According to Kotler and Keller (2019) marketing is the process by which companies



create value for customers and build strong relationships with customers, with the aim of capturing value from customers in return.

Buying decision

According to Kotler and Keller (2019) purchasing decisions are a process where consumers go through five stages, namely problem recognition, information search, alternative evaluation, purchase decisions, and post-purchase behavior, which begins long before the actual purchase is made and has a long-lasting impact after that.

Cultural Factors

Cultural factors are the habits of a society in responding to things that are considered to have values and habits, which can start from receiving information, their social position in society, and their knowledge about what they feel. Suprpto, et al. (2022) states that culture is a symptom of human behavior that are structured in order to maintain survival.

Social Factors

According to Rahmawaty (2020) social factors are an important factor that influences consumer behavior. Social factors that can influence consumer behavior are family and reference groups. Meanwhile, according to Putri (2022), social factors are a person's reference group consisting of all groups that have a direct or indirect influence on a person's attitudes or behavior which influences purchasing behavior.

Personal Factors

Personal factors are a way of collecting and grouping the consistency of an individual's reactions to current situations (Lamb, 2021). A person's behavior in buying

something is also influenced by the personality factors of the consumer concerned. Personal factors combine psychological order and environmental influences.

METHOD

Location and Research Subjects

This research was conducted in Bireuen Regency, and the subjects of this research were consumers who did Fakhira Make Up who used wedding services in 2023.

Population and Sample

The population in this research are consumers who use Fakhira Make Up services. In this study, the population taken was large and the number was not known with certainty (infinite).

Meanwhile, the sampling approach is carried out using accidental sampling, namely a technique for determining samples based on chance, or who happens to meet the researcher and meets the criteria as a sample and can be used as a sample or if the person is appropriate or suitable as a data source (Sugiyono, 2019).

Method of collecting data

This research uses primary data collection methods, namely data sources that provide information directly to data collectors (Sugiyono, 2019). The data collection technique is carried out by interviewing respondents with the help of research instruments (questionnaires), where respondents are asked to provide answers by marking on a check list (√) in the answer column provided.



RESULTS AND DISCUSSION

Table 1. Multiple Linear Regression Results

Coefficients ^a					
Unstandardized Coefficients					
Model	B	Std. Error		t	Sig.
1	(Constant)	1,020	0.495	2,058	,042
	Cultural Factors	0.288	0.071	4,086	,000
	Social Factors	0.211	0.061	3,443	,001
	Personal Factors	0.250	0.079	3,151	,002
a. Dependent Variable: Decision to use Wedding Services					

Based on Table 1 above, the equation in this research is written as follows:

$$Y = 1.020 + 0.288 X_1 + 0.211 X_2 + 0.250 X_3 + e$$

From the results of the multiple linear regression equation, it can be interpreted as a constant of 1.020, meaning that if the variables of cultural factors, social factors and personal factors are considered constant then the decision to use wedding services has a value of 1.020.

1. The regression coefficient for the cultural factor variable has a positive value of 0.288, indicating a positive relationship which means that every change in cultural factor causes the decision to use services to increase by 0.288.
2. The regression coefficient for the social factor variable has a positive value of 0.211, indicating a positive relationship which means that every change in social factors causes the decision to use services to increase by 0.211.
3. The regression coefficient for the personal factor variable has a positive value of 0.250, indicating a positive relationship which means that every change in

personal factors causes the decision to use services to increase by 0.250.

The Influence of Cultural Factors on the Decision to Use Fakhira Make Up Wedding Services in Bireuen Regency

The results of the research show that social factors have a positive and significant influence on the decision to use Fakhira Make Up wedding services in Bireuen Regency. Cultural factors are the habits of a society in responding to things that are considered to have values and habits, which can be started from receiving information, their social position in society, and knowledge about what they feel.

Culture is a comprehensive complex that includes knowledge, beliefs, art, law, morals, customs and other capabilities and habits that are mastered by individuals as members of society. In the context of understanding culture and its influence on consumer behavior, culture is defined as the totality of beliefs, values and habits learned by a particular group of people that help direct consumer behavior,

The research results are in line with research conducted by Marwati and Amidi (2018) which states that cultural factors have a significant influence on purchasing decisions. This shows that the more cultural factors increase, the more consumer decisions will increase in purchasing both products and services.

The Influence of Social Factors on the Decision to Use Fakhira Make Up Wedding Services in Bireuen Regency

The results of the research show that social factors have a positive and significant influence on the decision to use Fakhira Make Up wedding services in Bireuen Regency. The higher the relationship with friends, family



and parents, the higher the consumer's decision to make a purchase. Consumers purchase certain products based on awareness of membership in social classes involving lifestyles (shared beliefs, attitudes, activities and behavior) that tend to differentiate members of each class from members of other social classes.

The research results are in line with research conducted by Asmas and Tarmizi (2021) which states that social factors have a significant influence on purchasing decisions. The research results also concluded that Marwati and Amidi (2018) stated that cultural factors had a significant influence on purchasing decisions.

The Influence of Personal Factors on the Decision to Use Fakhira Make Up Wedding Services in Bireuen Regency

The research results show that personal factors have a positive and significant influence on the decision to use Fakhira Make Up wedding services in Bireuen Regency. Personal Factors are characteristics that have their own uniqueness from the desires of a customer. A person's behavior in buying something is also influenced by the personality factors of the consumer concerned. Personal factors combine psychological makeup and environmental influences. Includes a person's character, basic traits, especially their dominant characteristics. Although personality is a useful concept in studying consumer behavior, some marketers believe that personality influences the types and brands of products purchased. Personal factors are a situation where a person has the characteristic of being able to determine his decisions according to his wishes without any coercion from other parties.

The research results are in line with research conducted by Hudani (2020) which states that personal factors have a significant influence on purchasing decisions.

CONCLUSION

Based on the results of the research and discussion, the researchers put forward the following conclusions:

1. Partially, cultural factors have a positive and significant influence on the decision to use Fakhira Make Up wedding services in Bireuen Regency. This shows that the more cultural factors increase, the decision to use Fakhira Make Up wedding services in Bireuen Regency will also increase.
2. Partially, social factors have a positive and significant influence on the decision to use Fakhira Make Up wedding services in Bireuen Regency. This shows that the more cultural factors increase, the decision to use Fakhira Make Up wedding services in Bireuen Regency will also increase.
3. Partially, personal factors have a positive and significant influence on the decision to use Fakhira Make Up wedding services in Bireuen Regency. This shows that the more cultural factors increase, the decision to use Fakhira Make Up wedding services in Bireuen Regency will also increase.

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