

# ICONTES

## ABSTRACT BOOK

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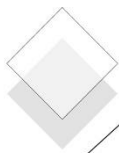
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## **Consumer Characteristics and Consumer Psychology Factors which Influence Buying Decision Process in Game Center “X” Bandung Indonesia**

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### **Abstract:**

“Game Center” is a term used in Indonesia for a small to medium size business of renting computer hourly to the consumer for playing games online. Their target market usually are students from junior high school to college students. There are many game center in Bandung, Indonesia. Students allowances were limited and subscribing internet has been very expensive to some students making this business attractive to them. The study conducted on Game Center “X” which has been established since 2014. The purpose of the study was to find which variables of consumer characteristics and consumer psychology have influence on consumer’s buying decision process using Multiple Regression Analysis. The finding could be used as the base for segmentation in developing marketing strategy for Game center ‘X’. Data were collected using questionnaires which developed from the Consumer Behavior model using 5 likert scale. The questionnaires were then distributed to 97 consumers who had played games in Game Center “X” (minimum twice since last week of the time the questionnaires were distributed) using Purposive Sampling Technique. Factor analysis was used to validate the data. Regression analysis was used to find the variables which influenced buying decision process. The result of the study showed that consumer’s characteristics influenced consumer’s buying decision process. The finding indicates that Game Center “X” should focus on groups of consumers where they make their social relationship and developed it’s marketing strategy based on those groups characteristics.

**Keywords:** Buying Decision Process, Consumer Characteristics, Consumer Psychology, Game Center, Multi Regression.

# Consumer Characteristics and Consumer Psychology Factors which Influence Buying Decision Process in Game Center “X” Bandung Indonesia

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**Keywords:** Buying Decision Process, Consumer Characteristics, Consumer Psychology, Game Center, Multi Regression.

## 1. Introduction

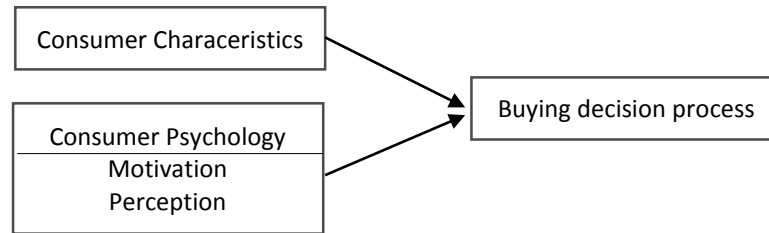
“Game Center” is a term used in Indonesia for a small to medium size business of renting computer hourly to the consumer for playing games on personal computers (PC) online. Their target market usually are students from junior high school to college students. There are many game center in Bandung, Indonesia. Students allowances were limited and subscribing internet has been too expensive to some students making this business attractive to them.

The study conducted on Game Center “X” which has been established since 2014. Game Center “X” has 46 PC which grouped for regular customer (36 PC) and VIP customer (10 PC). The games they rented were Dota 2, Point Blank and CSGO (Counter Strike).

## 2. Methodology

The purpose of the study was to find which variables of consumer characteristics and consumer psychology have influence on consumer's buying decision process using Multiple Regression Analysis.

The model of the study was developed based theoretical framework of consumer behaviour model [1][2], is described in Figure 1.



**Figure 1. Theoretical Framework**

10 operational variables [2] [4] were developed to be used in questionnaires. The variables are shown in Table 1 and Table 2.

**Table 1. Independent Variables**

Dimensions	Var	Operational Variables
Customer Characteristics	1	Socialize with friends from gaming community
	2	Have a gaming community and the community decide which game center to play in
Motivation	3	Using game center to achieve high rank in game
	4	Using game center to commune with friends
Perception	5	Game center have recent games
	6	Game center are cheap alternatives
	7	Game center is where I play games
	8	Game center location is near
	9	Game center has reasonable price
	10	Game center is where I can compete

**Table 2. Dependent variables**

Buying Decision Process	Search information
	Having criteria for selecting game center
	Always re-purchase

Data were collected using questionnaires which developed from the Consumer Behaviour model using 5 Likert's scale. The questionnaires were then distributed to 97 consumers who had played games in Game Center "X" (minimum twice since last week of the time the questionnaires were distributed) using Purposive Sampling Technique.

Factor analysis was used to see the construct validation of data. Regression analysis was used to find the variables which have effect on buying decision process.

### 3. Results and Discussion

Factor Analysis [3] was used to 10 variables developed. Using eigen values >1 we grouped the variables into 4 factors. Varimax rotation method was used to see more clearly about the distinction each factor loading to its factors. The selected four factors explain 73.7% of total variations. The grouping of the variables were shown in Table 3.

**Table 3. Grouping Variables and Variance Explained**

Factor	Factor name	Variables	Variance explained
1	Perception (location)	5,6,10	21.1
2	Perception (product)	7,8,9	19.8
3	Motivation	3,4	18.8
4	Customer characteristics	1,2	13.9

Table 3 shows that each of the variables has similar construct with the original one (Table 1 and Table 2).

Multiple Regression then used to see which of the variables has effect on buying decision process. The results of Multiple Regression model are shown in Table 3, Table 4 and Table 5.

**Table 3 Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.467 <sup>a</sup>	.218	.127	2.37095

**Table 4 Analysis of Variance**

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	134.888	10	13.489	2.400	.015
	Residual	483.441	86	5.621		
	Total	618.330	96			

**Table 5. Multi Regression Coefficients Result**

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1 (Constant)	6.502	2.994			2.172	.033
x1	-.680	.379	-.194		-1.794	.076
x2	1.078	.402	.315		2.678	.009
x3	-.305	.534	-.106		-.572	.569
x4	.639	.515	.228		1.241	.218
x5	-.506	.547	-.126		-.925	.358
x6	.465	.406	.136		1.146	.255
x7	-.223	.448	-.070		-.498	.620
x8	.725	.496	.223		1.463	.147
x9	.498	.399	.147		1.248	.215
x10	.480	.434	.128		1.106	.272

Dependent Variable: buying\_dec\_proc

Table 3 shows us that the regression model has R square value of 0.22 which could be concluded that the model could only explain 21.8% of buying decision process. The ANOVA in Table 4 shows that the model has linier relationship. The results from Multiple Regression's Coefficients in Table 5 shows that only x3 (Have a gaming community and the community decide which game center to play in) has a positive significant effect on buying decision process with buying decision process.

#### 4. Conclusion

The multiple regression result showed that the variable which has significant effect was the customer has already a gaming community and their decision on which game center to pick was based on collective decision. Therefore Game Center "X" should focus on groups of consumers where they make their social relationship and developed it's marketing strategy based on those groups characteristics.

The statistical result of the multiple regression model, however, showed that the model can only explain 21.8% of the phenomena. This could be resulted from the development of operational variables. The using full model of consumer buying behaviour is recommended in developing the operational variables so that more factors are considered into the regression model.

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