

Analysis of the Determinants of Consumer Behavior in Purchasing PE Goats in Purworejo Regency

Indah Purwaningsih¹, Hesti Respatiningsih^{2*}, Dewi Shanti Nugrahani³

¹⁻³ Sekolah Tinggi Ilmu Ekonomi Rajawali Purworejo, Indonesia,
e-mail : indahpurwaningsih555@email.com

*Corresponding Author : Hesti Respatiningsih

Abstract. The purpose of this study was to see how cultural, social, personal and psychological factors can shape consumer decisions in Purworejo Regency in purchasing PE goats. This study used a quantitative approach with a sample size of 110 respondents. Data analysis was carried out through multiple linear regression, t-test and F-test. The results showed that simultaneously the four factors had a significant effect on purchasing decisions for PE goats. However, partially, only social and psychological factors had a significant effect, while cultural and personal factors did not show a significant effect. This finding emphasizes the importance of a marketing approach that considers the influence of the social environment and psychological drives of consumers in purchasing decisions. The implications of this study indicate that an understanding of social and psychological factors can be utilized to strengthen product promotion and communication strategies in the PE goat farming sector.

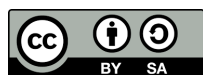
Keywords: Psychological Factors, Social Factors, PE Goats, Purchasing Decisions, Consumer Behavior.

1. Introduction

Purworejo Regency, Central Java Province, has great potential in the livestock sector, particularly in the development of Etawa Crossbred (PE) goats. PE goats are the result of a cross between Etawa goats from India and Kacang goats, with a 50% higher Etawah goat. PE goats have considerable potential to be developed as meat and milk providers (Widodo et al., 2012). These PE goats are now known as Kaligesing goats, known for their large body size and high price. Data on the PE goat population in Kaligesing District, released by the Purworejo Regency Statistics Agency (BPS) through the agricultural cluster in 2018, showed a total of 36,356 goats. This superiority makes PE goats one of the leading commodities in Purworejo, supported by geographical and climatic conditions that are conducive to goat farming development.

As a leading commodity, PE goats not only play a role in meeting the demand for meat and milk but also support the local economy. PE goat farming in Purworejo Regency has attracted considerable interest, including among the younger generation who are beginning to explore the livestock industry as a potential business opportunity. Furthermore, the high demand for PE goats, both for consumption and traditional purposes such as aqiqah and qurban, strengthens its position as a strategic commodity. However, behind this potential, breeders face the challenge of understanding the behavior of consumers, their primary target market. A deep understanding of consumer behavior is necessary for developing effective marketing strategies, especially in the face of increasingly fierce market competition.

Received: May 30, 2025;
Revised: June 30, 2025;
Accepted: July 12, 2025;
Online Available : July 14, 2025
Curr. Ver.: July 14, 2025



Copyright: © 2025 by the authors.
Submitted for possible open
access publication under the
terms and conditions of the
Creative Commons Attribution
(CC BY SA) license
(<https://creativecommons.org/licenses/by-sa/4.0/>)

Consumer decisions in purchasing PE goats are influenced by various interrelated factors. According to the theory of Kotler and Armstrong (2010:200), consumer behavior is influenced by cultural, social, personal, and psychological factors. Cultural factors include traditional values or customs prevailing in society, while social factors involve reference groups and social roles. Meanwhile, personal factors such as age, occupation, and lifestyle, as well as psychological factors involving perception, motivation, and attitude, also influence consumer decision-making patterns. Identifying these factors is an important step in understanding the dynamics of the PE goat market in Purworejo Regency.

Previous research by Irfan Safii et al. (2024) stated that cultural, social, and psychological factors partially influence purchasing decisions, while personal factors do not influence purchasing decisions for Jawarandu goats at the Wage Bumiayu Market. Meanwhile, previous research by Mira Shelviana et al. (2019) stated that cultural, social, personal, and psychological factors significantly influence purchasing decisions for Timlo Sastro Solo.

On the other hand, (Respatiningsih et al., 2021) found that consumer purchasing decisions are also influenced by the promotional mix, which includes advertising, sales promotions, personal selling, and direct marketing. These factors play a role in shaping consumer perceptions and interest in a product, which ultimately influences purchasing decisions. This study also shows that information consumers receive through various channels can influence brand purchasing decisions.

In their research, Susilawati & Sumarni (2022) found that cultural, social, personal, and psychological factors simultaneously significantly influence the decision to purchase hybrid corn seeds, with cultural factors being the most dominant. This suggests that purchasing preferences are influenced not only by rational aspects but also by social norms, lifestyle, and individual perceptions of the product being purchased. In the context of purchasing PE goats, these factors also play a role, particularly due to the influence of tradition in selecting livestock for aqiqah, sacrifice, or livestock investment.

Although extensive research has been conducted on consumer behavior in livestock purchasing, specific studies examining the determinants of consumer behavior in purchasing PE goats in Purworejo Regency are still very limited. This represents an important research gap to bridge, given that Purworejo Regency has unique market and consumer characteristics. For example, consumers in this region may have specific preferences and motivations influenced by local values, livestock culture, and local economic conditions. More in-depth research is needed to uncover the determinants that specifically influence consumer behavior in purchasing PE goats in Purworejo Regency.

This study aims to analyze the determinants of consumer behavior in purchasing PE goats in Purworejo Regency, using indicators according to Kotler and Armstrong (2010:200), including cultural, social, personal, and psychological factors. The results are expected to contribute to the development of more effective marketing strategies for both breeders and related businesses. Therefore, this research can serve as a foundation for supporting the development of a sustainable livestock sector in Purworejo Regency.

2. Theoretical Studies

a. Consumer Behavior

According to Kotler & Keller (2009), consumer behavior is the study of how individuals, groups, and organizations select, purchase, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and desires. Kotler and Armstrong (2010: 200) identify that consumer behavior is influenced by cultural, social, personal, and psychological factors. In this study, consumer behavior refers to the decision-making process in purchasing Etawa crossbred goats (PE).

b. Purchasing Decision

According to Kotler & Armstrong (2018), consumer purchasing decisions are decisions to buy the most preferred brand, but two factors can arise between purchase intention and purchase decision. Kotler and Keller (2016:194-201) describe five stages in the purchasing decision-making process, including problem recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior. In this study, purchasing decisions refer to the consumer process in deciding to buy Etawa crossbred goats (PE).

c. Cultural Factors

Suryani (2012) states that culture is a collection of all things consisting of knowledge, beliefs, art, laws, morals, customs, and other abilities, as well as habits held by each person as a member of society. Setiadi (2019) states that cultural factors have a significant influence in determining widely accepted behavior and influencing consumer actions when making purchases. Meanwhile, according to Hudani, A (2020), cultural factors have a significant influence on consumer purchasing decisions. This deep link between culture and consumer behavior reveals how cultural norms shape preferences and ultimately influence purchasing decisions. Ardiansyah (2022) also shows that local cultural values contribute to shaping preferences and the goat purchasing decision-making process. While these findings are important, the authors did not fully examine which aspects of culture function to change consumer preferences.

H1: Cultural factors have a significant positive influence on PE goat purchasing decisions in Purworejo Regency.

d. Social Factors

Social factors play a crucial role in determining consumer purchasing choices. In marketing, social factors include family, friends, and reference groups, which can shape a person's preferences and purchasing behavior. Research shows that social interactions can not only increase consumer awareness of certain products but also strengthen their confidence in making purchasing decisions. Veronica and Rustam (2021) suggest that social factors significantly influence purchasing decisions among consumers in Batam City. Similarly, Ardiansyah (2022) shows that social groups, such as family and community, also shape preferences and purchasing decisions for goats in traditional markets. These findings suggest that social norms and group dynamics can encourage consumers to purchase certain products.

H2: Social factors have a significant positive influence on purchasing decisions for PE goats in Purworejo Regency.

e. Personal Factors

Personal factors encompass various elements originating from the individual, such as age, occupation, income, lifestyle, and living situation. Each individual has characteristics that differentiate their purchasing decisions, which are influenced by their personal background. For example, someone with a high income might choose a premium product, while someone with a lower income might prefer a more affordable product. Research by (Poluan and Karuntu, 2021) shows that personal factors significantly influence the decision to visit tourist attractions in Tomohon City by out-of-town tourists. This emphasizes that individual characteristics such as age, occupation, and lifestyle can influence consumer preferences and decisions.

H3: Personal factors have a significant positive influence on PE goat purchasing decisions in Purworejo Regency.

f. Psychological Factors

Psychological factors also play a significant role in influencing purchasing decisions. These factors include consumer motivation, perception, beliefs, and attitudes toward a product. Motivations stemming from basic human needs can influence purchasing decisions. For example, the motivation to meet food or social needs can drive consumers to purchase a particular product. Furthermore, consumer perceptions of a product's quality and price also influence their decisions. (Febriana, Purwanti, and Setiawan, 2021) found that consumer psychological factors significantly influenced purchasing decisions at the Naga Cell Counter. This suggests that psychological elements such as motivation and perception play a crucial role in the consumer decision-making process.

H4: Psychological factors have a significant positive influence on PE goat purchasing decisions in Purworejo Regency.

H5: Cultural, social, personal, and psychological factors collectively significantly influence PE goat purchasing decisions in Purworejo Regency.

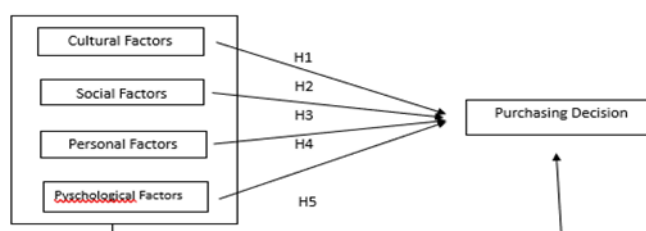


Figure 1. Framework of Thought

To measure the level of cultural factors, social factors, personal factors and psychological factors on purchasing decisions, the indicators used are as follows:

Tabel 1. Variable Indicators

| Variables | Conceptual Definition | Indicator | Reference |
|-----------------------|--|----------------------------|--|
| Purchasing Decision | Consumer influence from recognizing needs to making and evaluating purchases. | Recognition of Needs | <u>Syafirah, L, et al (2017).</u> |
| | | Information Search | |
| | | Alternative Evaluation | |
| | | Purchasing Decision | |
| | | Post-Purchase Behavior | |
| Cultural Factors | Values, norms, symbols, customs and language that influence consumer behavior. | Cultural Factors | <u>Setiabadi (2010)</u> |
| | | Social norms | |
| | | Customs and traditions | |
| | | Cultural symbols | |
| | | Language and Communication | |
| Social Factors | The influence of groups, family, and social status on purchasing decisions. | Reference Group | <u>Amirudin & Y, (2016)</u> |
| | | Family | |
| | | Role and Status | |
| Personal Factors | Individual characteristics such as age, occupation, economy, lifestyle, and personality influence purchases. | Age | <u>Poluan, J.G., & Karuntu, M.M. (2021).</u> |
| | | Work | |
| | | Economic Conditions | |
| | | Lifestyle | |
| Psychological Factors | Internal elements such as motivation, perception, knowledge, and attitudes influence purchasing decisions. | Personality | <u>Poluan, J.G., & Karuntu, M.M. (2021).</u> |
| | | Motivation | |
| | | Perception | |
| | | Knowledge | |
| | | Beliefs and Attitudes | |

Source: Data processed by researchers

3. Research Methods

This research falls into the explanatory research category. According to Sugiyono (2017), explanatory research is a research method that explains the relationships between studied variables and the influence of one variable on another. This study aims to gather information on how cultural, social, personal, and psychological factors influence PE goat purchasing decisions in Purworejo Regency.

The population used in this study was all consumers who purchased PE goats in Purworejo Regency, although the exact number is unknown. The researcher calculated the sample for this study using the Lemeshow formula, and a total of 96 respondents became the research sample. However, in practice, the researcher managed to collect data from 110 respondents. The sampling technique used was accidental sampling, namely selecting respondents who were found in locations relevant to the purchase of PE goats and met the research criteria. These criteria were having purchased PE goats in Purworejo Regency between January and March 2025, being a direct consumer not an intermediary, and being willing to provide information through the provided questionnaire.

Respondents will be recruited from locations commonly used for goat buying and selling, such as traditional livestock markets, goat farms, and livestock communities involved in purchasing PE goats. Data collection will be conducted through questionnaires distributed to respondents, as well as through literature review and documentation. Data analysis techniques used include multiple correlation, multiple regression, coefficient of determination, T-test, and F-test, processed using IBM SPSS version 25.

Tabel 2. Respondent Profile

| | Amount | Presentation |
|----------------------------------|--------|--------------|
| Gender: | | |
| Man | 81 | 73,64% |
| Woman | 29 | 26,36% |
| Age: | | |
| <20 | 6 | 5,45% |
| 21-30 | 61 | 55,45% |
| 31-40 | 10 | 9,09% |
| 41-50 | 20 | 18,18% |
| >50 | 13 | 11,82% |
| Income: | | |
| <Rp1.000.000,- | 34 | 30,91% |
| Rp1.000.000,- s.d Rp3.000.000,- | 61 | 55,45% |
| Rp.3.000.000,- s.d Rp5.000.000,- | 15 | 13,64% |
| >Rp5.000.000,- | 0 | 0,00% |
| Education: | | |
| Elementary School/Equivalent | 0 | 0,00% |
| Junior High School/Equivalent | 7 | 6,36% |
| High School/Equivalent | 85 | 77,27% |
| D3 | 1 | 0,91% |
| D4/S1 | 17 | 15,45% |

Source: primary data, 2025

4. Results and Discussion

Validity Test

Validity testing aims to ensure that the research instrument is truly capable of measuring what it should measure and reflects the actual conditions of the research object. Based on testing with 110 respondents and a significance level of $\alpha = 0.05$, the obtained r table value was 0.187. The test results indicate that all statement items in the questionnaire have a calculated r value greater than the r table. Thus, all statement items are declared valid and suitable for use in further research analysis.

Reliability Test

Reliability testing was conducted to measure the consistency of the results of each variable indicator in the questionnaire. An instrument is considered reliable if the Cronbach's Alpha value is >0.6 (Sugiyono, 2018). Based on the data processing results, all variables in this study had Cronbach's Alpha values above 0.6, namely:

Table 3. Reliability Test

| Variables | Cronbach's Alpha |
|-----------------------|------------------|
| Cultural Factors | 0.731 |
| Social Factors | 0.673 |
| Personal Factors | 0.747 |
| Psychological Factors | 0.824 |
| Purchasing Decision | 0.850 |

Source: data processed from SPSS

These values indicate that the research instrument has good internal consistency and reliability. Therefore, the questionnaire used is suitable as a measurement tool in this study.

Multiple Correlation Analysis

Multiple correlation analysis is used to identify how strong the relationship is between two or more independent variables with one dependent variable.

Table 4. Multiple Correlation Results

| Model Summary | | | | | | | | | |
|---------------|-------------------|----------|-------------------|----------------------------|-----------------|-------------------|-----|-----|---------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | R Square Change | Change Statistics | | | Sig. F Change |
| | | | | | | F Change | df1 | df2 | |
| 1 | .870 ^a | .757 | .748 | 1.891 | .757 | 81.774 | 4 | 105 | .000 |

a. Predictors: (Constant), Psychological Factors, Cultural Factors, Personal Factors, Social Factors

Source: data processed from SPSS

Based on the results of the SPSS analysis, it can be seen that the level of relationship between psychological factors, cultural factors, personal factors, and social factors on purchasing decisions calculated through the correlation coefficient is 0.870, which indicates a very strong relationship. Meanwhile, the simultaneous contribution or contribution of psychological factors, cultural factors, personal factors, and social factors to purchasing decisions is 0.757 or 75.7%, while 24.3% is determined by other variables.

Based on the table above, the probability value (sig.F change) is 0.000. Since the sig.F change value is <0.005, it can be concluded that H0 is rejected and Ha is accepted. This means that psychological factors, cultural factors, personal factors, and social factors are simultaneously and significantly related to goat purchasing decisions in Purworejo Regency.

Multiple Linear Regression Analysis

Multiple linear regression analysis was used to determine the direction and magnitude of the influence between the independent variables cultural, social, personal, and psychological factors on the dependent variable, purchasing decisions. The results of data processing using the SPSS application are presented as follows:

Table 5. Multiple Linear Regression Results

| Coefficients ^a | | | | | | |
|---------------------------|-----------------------|-----------------------------|------------|---------------------------|-------|------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | .678 | 1.393 | | .487 | .627 |
| | Cultural Factors | -.077 | .083 | -.068 | -.937 | .351 |
| | Social Factors | .581 | .109 | .426 | 5.307 | .000 |
| | Personal Factors | .098 | .091 | .081 | 1.085 | .280 |
| | Psychological Factors | .685 | .091 | .532 | 7.519 | .000 |

a. Dependent Variable: Purchasing Decision

Source: data processed from SPSS

Based on the data above, the coefficient values for each variable are as follows:

$$Y = 0.678 - 0.077 X_1 + 0.581 X_2 + 0.098 X_3 + 0.685 X_4$$

Based on the results of the regression equation, it can be explained as follows: The constant value of 0.678 shows that if all independent variables, namely cultural factors (X_1), social factors (X_2), personal factors (X_3) and psychological factors (X_4) are equal to zero, then the purchasing decision value (Y) remains at 0.678.

The regression coefficient of cultural factors (X_1) of -0.077 means that if the cultural factor increases by one unit, the purchasing decision (Y) will decrease by 0.077, assuming social, personal, and psychological factors remain constant. However, this effect is not statistically significant.

The regression coefficient of social factors (X_2) of 0.581 means that every one unit increase in social factors will increase the value of purchasing decisions (Y) by 0.581, assuming that cultural factors, personal factors, and psychological factors remain constant. This result shows a positive and significant influence on purchasing decisions.

The regression coefficient of personal factors (X_3) of 0.098 means that if the personal factor increases by one unit, then the purchasing decision (Y) will increase by 0.098, assuming cultural factors, social factors, and psychological factors remain constant. However, this effect is not statistically significant.

The regression coefficient of psychological factors (X_4) of 0.685 means that every one unit increase in psychological factors will increase the value of purchasing decisions (Y) by 0.685, assuming that cultural factors, personal factors, and social factors remain constant. This result shows a positive and significant influence on purchasing decisions.

Thus, from the results of the multiple linear regression analysis calculations, it can be concluded that the most dominant variable influencing purchasing decisions (Y) is the psychological factor (X_4), because it has the highest and most significant regression coefficient value.

Determinant Coefficient Test

Table 6. Determinant Coefficient

| Model Summary | | | | | | | | | |
|---------------|-------------------|----------|-------------------|----------------------------|-----------------|-------------------|-----|-----|---------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | R Square Change | Change Statistics | | | Sig. F Change |
| | | | | | | F Change | df1 | df2 | |
| 1 | .870 ^a | .757 | .748 | 1.891 | .757 | 81.774 | 4 | 105 | .000 |

a. Predictors: (Constant), Psychological Factors, Cultural Factors, Personal Factors, Social Factors

Source: data processed from SPSS

Based on the table above, it is known that the adjusted coefficient of determination (Adjusted R Square) is 0.748. This value indicates that cultural factors, social factors, personal factors, and psychological factors contribute 74.8% to the purchasing decision variable. Meanwhile, the remaining 25.2% is influenced by other factors outside the research model such as price and quality of goats, market location, promotion, previous purchasing experience, and seller reputation. These factors can be considered in further research to broaden the understanding of consumer behavior more comprehensively.

T-test

The T-test (Partial) is used to determine whether the independent variable partially has a significant influence on the dependent variable.

Table 7. T-test

| Coefficients ^a | | | | | |
|---------------------------|-----------------------|-----------------------------|------------|---------------------------|------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | Sig. |
| | | B | Std. Error | Beta | |
| 1 | (Constant) | .678 | 1.393 | | .487 |
| | Cultural Factors | -.077 | .083 | -.068 | .351 |
| | Social Factors | .581 | .109 | .426 | .000 |
| | Personal Factors | .098 | .091 | .081 | .280 |
| | Psychological Factors | .685 | .091 | .532 | .000 |

a. Dependent Variable: Purchasing Decision

Source: data processed from SPSS

Based on the calculation results using the SPSS application and with reference to a significance level of 0.05 and a sample size of 110 respondents, the degrees of freedom (df) are obtained from $n - k - 1 = 110 - 4 - 1 = 105$. Thus, the t-table value used is 1.98282.

1. The calculated t value for the cultural factor is $-0.937 < t$ table (1.98282) and the significance value is $0.351 > 0.05$. So it can be concluded that H_0 is accepted and H_1 is rejected, which means there is no partial influence between cultural factors on goat purchasing decisions in Purworejo Regency.
2. The calculated t value for social factors is $5.307 > t$ table (1.98282) and the significance value is $0.000 < 0.05$. So it can be concluded that H_0 is rejected and H_1 is accepted, which means there is a partial and significant influence between social factors on goat purchasing decisions in Purworejo Regency.
3. The calculated t value for personal factors is $1.085 < t$ table (1.98282) and the significance value is $0.280 > 0.05$. So it can be concluded that H_0 is accepted and H_1 is rejected, which means there is no partial influence between personal factors on goat purchasing decisions in Purworejo Regency.
4. The calculated t value for psychological factors is $7.519 > t$ table (1.98282) and the significance value is $0.000 < 0.05$. So it can be concluded that H_0 is rejected and H_1 is accepted, which means there is a partial and significant influence between psychological factors on goat purchasing decisions in Purworejo Regency.

F test

The F test is conducted to determine whether the independent variables together have a significant influence on the dependent variable.

Table 8. F Test

| ANOVA ^a | | | | | | |
|--------------------|------------|----------------|-----|-------------|--------|-------------------|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 1169.603 | 4 | 292.401 | 81.774 | .000 ^b |
| | Residual | 375.452 | 105 | 3.576 | | |
| | Total | 1545.055 | 109 | | | |

a. Dependent Variable: Purchasing Decision

b. Predictors: (Constant), Psychological Factors, Cultural Factors, Personal Factors, Social Factors

Source: data processed from SPSS

Based on the test results using the F test, the calculated F value was 81.774, while the F table value at a significance level of 5% with $df_1 = 4$ and $df_2 = 105$ was 2.46. because the calculated F (81.774) > F table (2.46) and the significance value was $0.000 < 0.05$, it was concluded that H_0 was rejected and H_1 was accepted. This means that simultaneously cultural factors, social factors, personal factors and psychological factors have a significant influence on goat purchasing decisions in Purworejo Regency.

The Influence of Cultural Factors on Purchasing Decisions

Based on the results of this study, cultural factors did not significantly influence purchasing decisions for PE goats in Purworejo Regency. This means that the first hypothesis, which stated that cultural factors have a positive and significant influence on purchasing decisions, was not supported by the research data. In other words, local customary values, norms, and traditions have not been able to become the primary drivers in consumers' decision-making process to purchase PE goats.

These findings indicate that consumers in Purworejo Regency tend to prioritize functional needs, such as aqiqah (aqiqah) or qurban (sacrifice), over local cultural customs or traditions when purchasing PE goats. Cultural factors such as family habits, customs, or societal norms are not dominant factors influencing purchasing behavior. This may be due to a more practical goat purchasing orientation based on actual needs, rather than simply following prevailing cultural values.

The results of this study align with the findings of Sri Kemala et al. (2023), who also found that cultural factors had no significant influence on purchasing decisions. This finding is also inconsistent with previous research conducted by Hudani, A (2020) and Ardiansyah (2022). Both studies concluded that cultural factors significantly influence consumer purchasing decisions, with local cultural norms and traditions considered to strongly shape preferences and decision-making processes. In the Purworejo context, purchasing decisions for PE goats are driven more by functional needs than by cultural influences such as customary values or family traditions. In the context of purchasing PE goats in Purworejo, cultural factors are not the primary determinant, and marketing strategies should emphasize functional and

social aspects over cultural ones.

The Influence of Social Factors on Purchasing Decisions

Based on the research results, social factors were proven to have a significant influence on purchasing decisions for PE goats in Purworejo Regency. This means that the second hypothesis, which states that social factors have a significant influence on purchasing decisions, is accepted. The social factors in question include the influence of family, reference groups (such as friends, neighbors, or livestock farming communities), and the consumer's social status. These results indicate that the greater the support or encouragement from the social environment, the more likely consumers are to decide to purchase PE goats. In this context, reference groups and family are often sources of information, motivation, and even shape preferences in choosing PE goats, whether for consumption, aqiqah, sacrifice, or livestock investment.

Empirically, the findings of this study align with those of Irfan Safii et al. (2024), who stated that social factors significantly influence goat purchasing decisions. Furthermore, these results are supported by the findings of Veronica and Rustam (2021), who found that social factors significantly influence consumer purchasing decisions, and Ardiansyah (2022), who explained that social groups and environmental norms play a role in influencing goat purchasing decisions in traditional markets.

The indicator that contributes most significantly to social factors is the influence of reference groups or farming communities on purchasing decisions. These reference groups can include friends, neighbors, or members of farming communities who frequently share experiences, information, and recommendations regarding the quality, price, and benefits of PE goats. Family support is also a crucial factor, particularly in purchasing decisions for traditional purposes such as aqiqah and qurban. Consumers' social status, such as membership in a particular community group, also influences preferences and purchasing decisions.

Thus, it can be concluded that social factors are the primary determinant of PE goat purchases in Purworejo Regency. This finding aligns with research by Irfan Safii et al. (2024), Veronica and Rustam (2021), and Ardiansyah (2022), all of which emphasize the importance of social factors in shaping consumer behavior, particularly in purchasing products closely linked to tradition and community. Effective marketing strategies in this sector should prioritize a community-based approach, strengthen social networks, and build trust through reference group recommendations.

The Influence of Personal Factors on Purchasing Decisions

Based on the research results, personal factors did not significantly influence PE goat purchasing decisions in Purworejo Regency. This means that the third hypothesis, which stated that personal factors significantly influence purchasing decisions, was not supported by the data. Personal factors include individual characteristics such as age, occupation, income,

lifestyle, and personality.

These findings indicate that consumers' personal characteristics are not a primary factor in their decision to purchase PE goats. Consumers from various age groups, occupations, and income levels can still decide to purchase goats based on practical needs, rather than differences in personal characteristics. Purchasing decisions are more influenced by specific needs, such as for religious purposes (aqiqah or qurban), which are universal, rather than by personal preferences.

The results of this study align with those of Irfan Safii et al. (2024), who also stated that personal factors did not significantly influence purchasing decisions for Jawarandu goats at the Wage Bumiayu Market. However, these results differ from those of Hudani A (2020) and Veronica & Rustam (2021), who concluded that personal factors, such as income and lifestyle, significantly influence purchasing decisions. This difference in results is likely due to differences in product and market characteristics. In the case of consumer products such as cosmetics or services, personal characteristics may be more influential in purchasing decisions, whereas for products like PE goats, decisions are more influenced by functional or religious needs.

Thus, the marketing strategy for PE goats should not focus too much on segmentation based on demographics or lifestyle, but rather emphasize functional benefits, moments of need (such as the Eid al-Fitr and Aqiqah seasons), and ease of access to the product.

The Influence of Psychological Factors on Purchasing Decisions

The research results show that psychological factors have a positive and significant influence on purchasing decisions for PE goats in Purworejo Regency. Therefore, the fourth hypothesis, which states that psychological factors significantly influence purchasing decisions, is supported by the research data. Psychological factors include consumer motivation, perception, knowledge, trust, and attitudes toward purchasing PE goats.

These results indicate that the greater the consumer's internal motivation, whether motivated by religious needs, perceived goat quality, or belief that the purchased goat will provide the desired benefits, the higher their likelihood of making a purchase. This factor is crucial, as purchasing decisions for PE goats often involve both emotional and rational considerations.

These findings align with research by Sri Kemala et al. (2023), which states that psychological factors significantly influence purchasing decisions in traditional markets. Furthermore, research by Febriana, Purwanti, and Setiawan (2021) also confirms that consumer perceptions and motivations significantly influence purchasing decisions, particularly for local products, which require confidence in the product's benefits. Research by Shelviana et al. (2019) also supports these findings by demonstrating that positive attitudes and perceptions increase consumer purchase intentions.

The most dominant indicators of psychological factors are motivation and perception. Consumers are motivated to purchase PE goats for religious purposes or livestock purposes, and perceptions of the goat's physical quality are a primary consideration before purchasing. Trust and past experiences also contribute to a positive attitude toward future transactions.

Thus, it can be concluded that psychological factors are a key determinant in PE goat purchasing decisions. Marketing strategies need to be directed at building positive perceptions, increasing consumer confidence in the goat's quality, and addressing emotional aspects related to religious values and long-term benefits.

5. Conclusions and Suggestions

Based on the results of research on the determinants of consumer behavior in purchasing PE goats in Purworejo Regency, it can be concluded that social and psychological factors have a positive and significant influence on purchasing decisions. These findings indicate that social environmental support such as family and reference groups, as well as internal consumer drives in the form of motivation, perception, and attitude, are the main considerations in the decision to purchase PE goats. Conversely, cultural and personal factors do not have a significant influence, indicating that customs and individual characteristics are not the main determinants in purchasing decisions. These results answer the research objective, namely to identify the most influential factors in the decision-making process for purchasing PE goats.

Based on these conclusions, it is recommended that business owners and livestock farmers focus their marketing strategies on strengthening social relationships with consumers and building positive product perceptions through emotional and rational approaches. This study only involved 110 respondents from Purworejo Regency, so the results obtained may not necessarily be representative of or applicable to consumers in other regions. Therefore, future research is expected to involve a larger sample and cover various regions with diverse social and economic characteristics. Furthermore, other variables such as price, service quality, and accessibility should be considered, which may also influence purchasing decisions. Future research is also recommended to use more complex analytical methods, such as Structural Equation Modeling (SEM) or Partial Least Squares (PLS), which can provide a deeper understanding of the direct and indirect relationships between variables and more comprehensively explain consumer behavior patterns in the context of PE goat purchases.

Acknowledgements

The authors would like to thank all parties who supported and contributed to the completion of this research, especially the supervisor and respondents. We also extend our gratitude to STIE Rajawali Purworejo and related institutions for their permission and assistance during data collection. This article is part of the final project for a Bachelor of Management degree, with the hope of contributing to the development of marketing science and consumer behavior in the livestock sector.

Bibliography

- [1] M. Amin and S. Y, "ANALISIS PENGARUH FAKTOR BUDAYA, FAKTOR SOSIAL, FAKTOR PRIBADI, DAN FAKTOR PSIKOLOGIS TERHADAP KEPUTUSAN PEMBELIAN INFINYCAL PT. INFINY NIAGA ABADI DI PEKANBARU," *Kurs: Jurnal Akuntansi, Kewirausahaan dan Bisnis*, vol. 1, no. 2, pp. 257–273, 2016. [Online]. Available: <https://ejournal.pelitaindonesia.ac.id/ojs32/index.php/KURS/article/view/274>
- [2] M. A. Ardiansyah, "PENGARUH FAKTOR BUDAYA, FAKTOR SOSIAL, HARGA TERHADAP KEPUTUSAN PEMBELIAN KAMBING DI ABS CENTER," in *Prosiding Simposium Nasional Manajemen dan Bisnis*, vol. 1, pp. 516–523, 2022. [Online]. Available: <https://proceeding.unpkediri.ac.id/index.php/simanis/article/view/1765>
- [3] D. A. Febriana, R. S. Purwanti, and I. Setiawan, "PENGARUH FAKTOR PSIKOLOGIS KONSUMEN TERHADAP KEPUTUSAN MEMBELI SMARTPHONE OPPO (Pada Counter Hp Naga Cell Sidareja)," *Business Management and Entrepreneurship Journal*, vol. 3, no. 3, pp. 87–94, 2021. [Online]. Available: <https://jurnal.unigal.ac.id/bmej/article/view/4919/0>
- [4] A. Hudani, "Pengaruh faktor budaya, faktor sosial, dan faktor pribadi terhadap keputusan pembelian," *E-BISMA (Entrepreneurship Bisnis Manajemen Akuntansi)*, vol. 1, no. 2, pp. 86–94, 2020. [Online]. Available: <https://media.neliti.com/media/publications/344696-pengaruh-faktor-budaya-faktor-sosial-dan-e8761f76.pdf>
- [5] S. Kemala, D. Permata, J. D. Indriani, and H. N. Muslimah, "Analisis Pengaruh Budaya, Sosial, Pribadi Dan Psikologi Terhadap Keputusan Konsumen Berbelanja Di Pasar Padang Luar," *JEMSI (Jurnal Ekonomi, Manajemen, dan Akuntansi)*, vol. 9, no. 6, pp. 2930–2941, 2023. [Online]. Available: <https://pdfs.semanticscholar.org/5438/28b107d4ca3115a70384a60ce3dd7f9bdb96.pdf>
- [6] P. Kotler and G. Armstrong, *Prinsip-Prinsip Pemasaran*, 13th ed., edisi Bahasa Indonesia. Jakarta: Erlangga, 2018.
- [7] P. Kotler and K. L. Keller, *Manajemen Pemasaran*, 13th ed. Jakarta: Erlangga, 2009.
- [8] Kurniawan, A. D. Nurdianto, and H. Respatiningsih, "PERAN BAURAN PROMOSI DALAM KEPUTUSAN PEMBELIAN," *SEGMENT Jurnal Manajemen dan Bisnis*, vol. 17, no. 1, pp. 93–106, 2021. [Online]. Available: https://scholar.google.com/citations?view_op=view_citation&hl=id&user=qRRAMGcAAAAJ&citation_for_view=qRRAMGcAAAAJ:RmcNAhKkducC
- [9] J. G. Poluan and M. M. Karuntu, "PENGARUH FAKTOR PRIBADI DAN FAKTOR PSIKOLOGIS TERHADAP KEPUTUSAN BERKUNJUNG WISATAWAN LUAR DAERAH PADA OBJEK WISATA DI KOTA TOMOHON PROVINSI SULAWESI UTARA," *Jurnal EMBA*, vol. 9, no. 1, pp. 23–33, 2021. [Online]. Available: <https://ejournal.unsrat.ac.id/index.php/emba/article/view/31718>
- [10] S. Putri, F. H. Saragih, T. Mahyuddin, and C. Gustiana, "FAKTOR-FAKTOR YANG MEMPENGARUHI KEPUASAN KONSUMEN TERHADAP SUSU KAMBING ETAWA," *Jurnal Bisnis Tani*, vol. 10, no. 1, pp. 7–14, 2024. [Online]. Available: <https://jurnal.utu.ac.id/jbtani/article/view/8936>
- [11] Safii, K. Khatimah, and I. Kirana, "PENGARUH PERILAKU KONSUMEN DALAM PEMBELIAN HEWAN TERNAK KAMBING JAWARANDU DI PASAR WAGE," *Jurnal Pertanian Peradaban*, vol. 4, no. 1, pp. 17–27, 2024. [Online]. Available: <https://journal.peradaban.ac.id/index.php/jpp/article/view/1869>
- [12] N. J. Setiadi, *Perilaku Konsumen: Konsep dan Implikasi untuk Strategi dan Penelitian Pemasaran*. Jakarta: Kencana, 2019.
- [13] M. Shelviana, M. D. Rahadhini, and E. Wibowo, "PENGARUH FAKTOR BUDAYA, SOSIAL, PRIBADI DAN PSIKOLOGI TERHADAP KEPUTUSAN PEMBELIAN KONSUMEN," *Jurnal Ekonomi dan Kewirausahaan*, vol. 19, no. 1, pp. 42–53, 2019. [Online]. Available: <https://www.researchgate.net/publication/364207254>
- [14] A. Sudrajat et al., "Produktivitas Induk Kambing Peranakan Etawah (PE) di Taman Ternak Kaligesing," *Jurnal Ilmu Ternak*, vol. 21, no. 1, pp. 27–32, 2021. [Online]. Available: <https://jurnal.unpad.ac.id/jurnalilmuternak/article/view/33390/15847>
- [15] Sugiyono, *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: Alfabeta, 2017.
- [16] Sugiyono, *Statistika untuk Penelitian*. Bandung: Alfabeta, 2018.
- [17] Susilawati and Sumarni, "Analisis Pengaruh Faktor Budaya, Sosial, Pribadi Dan Psikologis Terhadap Keputusan Pembelian Bibit Jagung Hibrida Pada Ud. Linda Jaya Gresik," *JUMANSI: Jurnal Ilmiah Manajemen dan Akuntansi Medan*, vol. 4, no. 2, pp. 93–101, 2022. [Online]. Available: <https://jurnal.itscience.org/index.php/jumansi/article/view/2255/1698>

- [18] Syafirah, L. Mananeke, and J. J. Rotinsulu, "PENGARUH FAKTOR-FAKTOR PERILAKU KONSUMEN TERHADAP KEPUTUSAN PEMBELIAN PRODUK PADA HOLLAND BAKERY MANADO," Jurnal EMBA, vol. 5, no. 2, pp. 245–255, 2017. [Online]. Available: <https://ejournal.unsrat.ac.id/index.php/emba/article/view/15551>
- [19] F. Veronica and T. A. Rustam, "PENGARUH KUALITAS PELAYANAN, FAKTOR SOSIAL DAN FAKTOR PRIBADI TERHADAP KEPUTUSAN PEMBELIAN PADA PT BILLINDO UTAMA DI KOTA BATAM," Scientia Journal, vol. 3, no. 3, pp. 1–9, 2021. [Online]. Available: https://forum.upbatam.ac.id/index.php/scientia_journal/article/view/3017
- [20] R. Widodo, A. V. Rachmawati, R. Chulaila, and I. G. Budisatria, "PRODUKSI DAN EVALUASI KUALITAS SUSU BUBUK ASAL KAMBING PERANAKAN ETTAWA (PE)," Jurnal Teknologi dan Industri Pangan, vol. 23, no. 2, pp. 132–139, 2012. [Online]. Available: <https://journal.ipb.ac.id/index.php/jtip/article/view/6146/4943>