

CHAPTER I

INTRODUCTION

1.1 Background

The concept of motivation may be as old as the civilization itself. This word or its equivalent almost exists in every language or culture. However, its conceptualization and use in the economy are absent until the second part of the twentieth century, when scholars began developing economic principles of limited resources optimization. The motivation concepts grew in many fields in its development, where they are required (Graham & Weiner in Bilson 2021) such as in psychology, economy, management, and sociology.

In the scope of Bengkulu city, consumer motivation on purchasing decisions at modern market in Bengkulu city are complicated decisions, considering that in Bengkulu city there are many various retail or shopping places ranging from traditional to modern retail. The number of shopping places available in Bengkulu city will more or less affect the way consumers think in making decisions to choose where they want to shop. Each retailer offers a variety of alternatives that make consumers more interested in studying which places to shop, starting from the price, service to quality offered (Kristiono, 2015).

The intention of perceptive consumer motivation on purchasing decision at modern market such as Indomaret, Alfamart, Alfamidi, MM, Swalayan 88, Go Mart and Pacceka Plaza must carry out marketing strategies to prevent consumers feel satisfied and comfortable with these shopping places therefore important for modern market to know what consumers motivation on purchasing decision at modern market. Furthermore, these shopping places adjust consumer desires in choosing products based on price, discount, service and product quality with consumer motivation so that modern market such as Indomaret, Alfamart, Alfamidi, MM, Swalayan 88, Go Mart and Pacceka Plaza can increase sales and new customers by retaining old customers.

According to Priansa (2017), literally motivation is accepted as giving a motive. Consumers have attitudes and behaviour because of their motives. The motive is related to the intent or purpose to be achieved. In general, the motive of consumers to buy or consume a product is in the interest of fulfilling their needs and desires. According to Guey et. al. in Priansa (2017), states that motivation refers to the reasons that underlie behaviour. Motivation is related to the strength and direction and the factors that influence a person to behave in a certain way. The term motivation can refer to a variety of goals that individuals share in the ways in which others try to change their behaviour. The three components of motivation are the direction in which one tries to do, the effort how hard one tries and the tenacity of how long one keeps trying.

Kotler and Keller (2016), model reveals that consumer decisions are influenced by two factors, namely external and internal factors. This model explains that a person's characteristics and all influences from outside the consumer are able to influence consumers in responding and determining product choices. Kotler and Keller (2016) divide external factors into two, namely marketing stimuli (product, price, distribution, and communication) and macro-environment (economics, technology, politics, and culture), while internal factors include cultural, social, personal and psychological. Observing the complexity of the factors that influence consumer preferences in deciding the use of goods and services, a course institution company must provide several choices of attributes in order to attract and meet customer satisfaction. In addition, the course institution must be able to understand and analyse the attributes that become consumer evaluations.

Consumer motivation is a condition in a person's personality that encourages the individual's desire to carry out activities in order to achieve a goal. With the motivation in a person will show a behaviour that is directed at a goal to achieve the goal of satisfaction. Motivation arises because of the needs felt by consumers. The need itself arises because consumers feel discomfort (state of tension) between what should be felt and what is actually felt. These perceived needs encourage a person to take action to fulfil these needs.

Almost in all cities in Indonesia there are shopping centres with various shapes and types that are easy to find in every corner of the city. This phenomenon indicates that consumer motivation on purchasing decision at modern market in Bengkalis city such as Indomaret, Alfamart, Alfamidi, MM, Swalayan 88, Go Mart and Pacceka Plaza and the like has become an integral part of the lifestyle of our society, especially those who come from the upper middle economic class conducted a study entitled "Consumer Motivation on Purchasing Decision at Modern Market in Bengkalis City ".

1.2 Formulation of the Problem

Based on the background above, it can describe the main issues related to the discussion, namely:

1. Do factors such as product, price, service and location affect consumer motivation on purchasing decision at modern market in Bengkalis city?
2. How do you compare consumer motivation on purchasing decision at modern market Indomaret, Alfamart and Pacceka in Bengkalis city?

1.3 Purpose of the Study

Based on the existing problems, the objectives of this research are:

1. To find out the factors that determine consumer motivation on purchasing decision at modern market such as: product, price, service and location.
2. To find out the comparison consumer motivation on purchasing decision at modern market between Indomaret, Alfamart and Pacceka in Bengkalis city.

1.4 Limitations of the Problem

When conducting this research, the researcher has limitations in conducting research. These limitations are as follows:

1. Dependent variable (bound) is consumer motivation on purchasing decisions

2. Independent variables (free) are modern market in Bengkalis city
3. The subjects in this study were the Bengkalis people who had shopped at modern market Indomaret, Alfamart and Pacceka in Bengkalis city
4. The sample used as the object of research is the entire community of Bengkalis City as many as 100 people, both women and men. Because the number of subjects in this study was determined to be 100 people, the entire population was used as the object of research.
5. The research location is modern market in Bengkalis city.

1.5 Significance of the Study

Based on this study, the author can divide the significant of the study into three part as follow:

1. Benefits for producers/companies
As a consideration and evaluation to improve, implement, and create competitive advantages through brand image, product packaging design, and store/retail atmosphere on Indomaret, Alfamart and Pacceka Plaza in Bengkalis.
2. Benefits for reader/society
As a means to gain insight and knowledge about the supporting a spectrs in marketing a business/industry retail.
3. Benefits for authors
To increase knowledge and insight about consumer preference, consumer behaviour, buying decision, consumer satisfaction in choosing a place to shopping, is one of the requirements forcontinuing education, and as a reference for conducting further study.

1.6 Writing System

In order for the writing of this thesis report to be systematic and neatly structured, a systematic report writing is required. The following is the systematics of thesis report writing:

CHAPTER 1: INTRODUCTION

This is an introductory chapter that describes the background, problem limitations, problem formulation, research objectives, research benefits, and research systematics.

CHAPTER 2: LITERATURE REVIEW

Put forward the theoretical basis and theoretical basis that will be used in the completion of both general and specific theoretical nature consisting of previous research and theoretical foundations.

CHAPTER 3: RESEARCH METHODS

This chapter describes the research implementation method, which consists of the location and object of research, types and sources of data, population and samples, sample collection techniques, data collection techniques, data processing techniques, data analysis methods, types of research, and definitions. Concept and operational variables.

CHAPTER 4: RESEARCH RESULTS AND DISCUSSION SUGGESTIONS

In this chapter the author will describe the discussion of the results of research analysis that has been carried out by means of observation, questionnaires, interviews, and other sources.

CHAPTER 5: CONCLUSIONS AND SUGGESTIONS

In this chapter the author will describe the conclusions obtained by the discussion and suggestions that will be submitted by the author.