

THE DETERMINANTS OF PURCHASING DECISIONS

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Abstract

The objective of this study is to ascertain the primary factors that impact consumer buying choices within the realm of online food delivery services. The research focuses on analyzing various factors, including trust, convenience, materialism, novelty seeking behavior, product visibility, positive online reviews, and frequency of use, as the primary determining variables. The employed approach entails conducting a Systematic Literature Review (SLR) to gather, assess, and integrate the findings of prior research. The research findings indicate that the combination of trust and convenience has a substantial influence on consumer buying choices. In addition, the intensity of purchase intentions is also influenced by materialism factors and novelty-seeking behavior. The presence of product visibility and favorable online reviews seems to moderate the connection between these factors and the intention to make a purchase. The presence of this regulating factor emphasizes the significance of product visual elements and customer testimonials in shaping purchasing choices. These findings offer profound understanding of the intricate dynamics involved in consumers' decision-making process when using online food delivery services. Theoretical implications highlight the significance of these determining variables, while practical implications offer guidance for service providers and restaurants to enhance marketing strategies and customer experience in order to bolster purchase intentions. This study significantly enhances our comprehension of the determinants that impact purchasing choices in the expanding age of online food delivery services.

Keywords: *Determinants, Decisions, Purchase*

INTRODUCTION

Purchasing decisions are influenced by certain elements, which are factors that affect consumers when they choose and buy a product or service. This process is intricate and subject to the influence of multiple interrelated factors. Psychological factors significantly influence purchasing decisions. Consumers' motivations, perceptions, attitudes, and lifestyles frequently exert influence on their behavior. Motivation compels consumers to actively pursue solutions or fulfillment for their needs and desires. In addition, consumer perceptions of products or brands significantly impact the decision-making process (Yuniaristanto et al., 2024). In addition to psychological factors, social factors also exert a substantial influence. Engagements with family, acquaintances, and social circles can have an impact on an individual's consumer choices. The viewpoints of individuals in close proximity to oneself frequently hold significant weight when making decisions regarding specific products or services. In addition, consumer preferences in selecting products or brands can be influenced by social norms and cultural values (Monroy-Gomez et al., 2022). The determinants of purchasing decisions are significantly influenced by economic factors. Price, fund availability, and overall economic conditions are significant factors that influence the consumer decision-making process. Discounts, promotions, and special offers can exert a significant influence on purchasing decisions (Isnayati & Rahardjo, 2021).

Technology and product innovation play a crucial role in shaping contemporary purchasing decisions. Consumers exhibit a greater inclination towards products or services that offer novel solutions or incorporate cutting-edge technology. The factors encompassed in this context may comprise novel functionalities, technological benefits, and enhanced user experience (Ramadhanty & Fikriyah, 2020). As globalization progresses, environmental and sustainability factors are gaining more importance in influencing purchasing decisions. Consumers are becoming more and more concerned about the ecological and societal consequences of the products or brands they buy. Consumer preferences can be influenced by concerns regarding the utilization of eco-friendly materials, sustainable production practices, and corporate social responsibility (Kurnianti et al., 2022). In general, the factors that influence purchasing decisions are the outcome of intricate interplays among psychological, social, economic, technological, and environmental elements. Gaining insight into these factors can assist companies in

formulating more efficient marketing strategies and approaching consumers more effectively. Studying the factors that influence purchasing decisions is essential due to the ever-changing consumer behavior and the constantly evolving business landscape. The underlying context of this issue encompasses various elements that collectively prompt the necessity to gain a more profound comprehension of the reasons and mechanisms behind consumers' purchasing choices (Subandrio & Anggila, 2023).

The advent of technology and the process of globalization have significantly transformed the manner in which consumers engage with products and brands. Technological advancements enable consumers to obtain extensive access to product information, user reviews, and opinions from diverse sources. Consumer perceptions of products can be influenced by this, leading to an increased level of complexity in the process of making purchasing decisions (Hasibuan et al., 2024). Social values and cultural trends have a substantial impact on shaping consumer preferences. Contemporary consumers are displaying a growing interest in sustainability, corporate social responsibility, and the ecological consequences of the products or services they acquire (Shi et al., 2023). Hence, it is imperative for companies to comprehend the impact of these factors on consumer buying behavior and incorporate these principles into their marketing strategies. Economic variables, including price volatility, economic ambiguity, and shifts in consumer income, are also significant components of the contextual issues. Fluctuations in the economy can impact the buying power of consumers, thereby influencing their purchasing choices. Conducting research on the factors that influence purchasing decisions can assist companies in adapting to economic fluctuations and formulating effective marketing strategies.

The global pandemic's uncertainty is a crucial aspect of the context for this matter. The pandemic has caused significant shifts in consumer behavior, including a rise in online shopping, changes in product preferences, and a focus on safety and health. To navigate these challenging times, it is crucial to have a comprehensive understanding of the factors that influence purchasing decisions (Puspita & Setyowati, 2019). In general, the context of the problem highlights the intricate and ever-changing nature of the consumer's decision-making process when it comes to purchasing. Thorough investigation into the factors that influence purchasing decisions is necessary to offer companies enhanced understanding of how they can modify marketing strategies to be more pertinent and adaptable to shifts in the business landscape and consumer conduct.

RESEARCH METHODS

This study employs the Systematic Literature Review (SLR) methodology as the primary approach for gathering, assessing, and integrating scientific literature that is pertinent to the research goals. The research process commences by formulating precise research inquiries that direct the exploration of information sources, including scientific journals, conferences, and other academic publications. The literature selection process was conducted meticulously, adhering to pre-established criteria for inclusion and exclusion. This ensured that the literature chosen met the necessary standards of quality and relevance (Zhu et al., 2018). During the process of literature analysis, researchers assess the methodology employed in chosen studies, arrange significant discoveries, and discern emerging patterns or relationships. By employing this methodical approach, researchers are able to circumvent any potential bias and deliver an impartial amalgamation of the existing literature. Furthermore, SLR enables researchers to discern disparities in viewpoints or disputes within the scientific literature, thereby enhancing comprehension of the multitude of perspectives on research subjects (Carter et al., 2022). The benefit of SLR resides in its meticulous methodology and organized procedures. This study aims to produce a clear and thorough report that encompasses a detailed explanation of the research approach, the findings from existing literature, and the analysis and understanding of the results. The expectation is that the results obtained from the systematic literature review (SLR) will have a substantial impact on the current comprehension of the research subject. Additionally, the SLR will help identify areas where knowledge is lacking and serve as a foundation for future research advancements or practical suggestions in the relevant field of study. The objective of this research is to conduct a comprehensive literature analysis using SLR and make a significant contribution to the advancement of knowledge in the selected research field (Putra & Millennia, 2021).

RESULTS AND DISCUSSION

Based on the SLR results of 7 journals that match the keywords searched, namely Determinants, Decisions, Purchases, the following results were obtained :

No.	Article Title	Writer	Research Findings/Results
1	Analysis of Determinant Factors for Purchasing Decisions at Starbucks Manado Town Square outlets	(Nelwan et al., 2019)	The findings from the research show that the most dominant factors in determining purchasing decisions at Starbucks Mantos outlets are service, price, location and facilities, respectively.
2	Analysis of Determinants of Purchasing Decisions with Purchasing Interest as a Mediating Variable	(Hidayat et al., 2022)	Product, price, place, promotion, people, and reputation have a moderate impact on decisions where interests function as mediation, and processes have an uncertain impact on decisions where interests function as mediation.
3	Determinants of Customer Purchasing Decisions Based on Trust and Convenience Through the Shopee Application	(Harun & Salmah, 2020)	The results of the research show several key findings. First, together, trust and convenience have a significant impact on customers' online purchasing decisions via the Shopee application. Second, when analyzed partially, individual trust turns out to have quite a large influence on customers' online purchasing decisions using the Shopee application. Third, when analyzed partially, convenience also has a significant impact on customers' online purchasing decisions via the Shopee application.
4	Determinants of Buyer Decisions on Shopee: Online Customer Reviews, Brand Image, and Promotions	(Bima et al., 2021)	The research results show that purchasing decisions at Shopee are influenced by considering previous online consumer reviews, as well as taking into account the brand image of the product to be purchased. Apart from that, promotions are no longer a factor to be taken into consideration by consumers when making purchases on Shopee.
5	Determinants of Online Purchasing Decisions on Instagram: Promotion Perspective, Convenience, Information Quality and Trust	(Dhia Zharfaningrum et al., 2020)	Research findings state that purchasing decisions via Instagram are more influenced by a high level of trust, the convenience provided by online media, and the quality of information conveyed by the seller. In this context, the quality of information is the dominant factor in the purchasing decision making process via the Instagram platform.
6	Determinants of purchasing luxury coun-	(Islam et al., 2021)	The results showed that materialism and novelty seeking behavior had a significant relationship

	terfeit products in social commerce: The mediating role of compulsive internet use		with compulsive internet use (CIU) and subsequently influenced attitudes towards counterfeit luxury goods. Additionally, product visibility and positive online reviews moderated the direct influence of the conceptual framework.
7	Determinants of customer purchase intention toward online food delivery services: The moderating role of usage frequency	(Hong et al., 2023)	Positive relationships between determinants such as social influence and performance expectancy, effort expectancy and performance expectancy - as well as the significant role of trust in effort expectancy and food safety risk perception were also identified. In addition, frequency of use significantly moderates the relationship between determinants and purchase intention.

Based on the findings of the journal literature review, it appears that the research has identified multiple important factors that influence the consumer's decision-making process when making a purchase. Trust, convenience, materialism, and novelty-seeking behavior are significant factors that influence consumers' attitudes towards purchasing. Furthermore, there are signs that the visibility of a product and favorable online reviews play a moderating role in the connection between these factors and the intention to make a purchase. This study demonstrates that consumer trust and transactional ease, coupled with a materialistic mindset and a desire for novelty, can be influenced by factors such as product visibility and positive online reviews, thereby impacting the strength of their intention to make a purchase (Monroy-Gomez et al., 2022). Research findings suggest that trust has a substantial impact on business expectations and perceptions of food safety risks. This suggests that consumers typically take into account the degree of food safety and confidence in business operations when making purchasing choices. Moreover, the study found that the frequency of service usage is a significant factor that affects the impact of these determinants on consumers' purchase intentions (Puspita & Setyowati, 2019).

The consumer purchasing decision process is influenced by multiple factors and intricate interactions that shape the consumer journey from recognizing a problem to evaluating the purchase afterwards. The dynamic process commences with a trigger or stimulus, which may originate from diverse sources such as pressing necessities, environmental factors, or marketing campaigns. This factor prompts consumers to become aware of the needs or desires that require fulfillment (Yuniaristanto et al., 2024). Consumers go through the stage of information search, during which they encounter dynamics resulting from the wide range of information sources that are accessible. The internet and social media offer a wealth of data, and dynamics arise from the act of organizing and evaluating information. The credibility of the source, the relevance of the information to one's needs, and the perspectives of other users all contribute to the dynamics of this stage. Peak dynamics occur during the alternative evaluation stage after gathering information. Consumers encounter difficulties when it comes to comparing and assessing products or services using different criteria, such as quality, price, brand, and features. Perceptions and attitudes, which are psychological factors, contribute to the intricacy of these evaluation dynamics. These dynamics result in significant fluctuations in consumer preferences (Islam et al., 2021).

The act of purchasing itself generates new dynamics, particularly in situations where economic and promotional factors exert significant influence. Consumer purchasing decisions can be influenced by discounts, special offers, and seller influence. Emotional and impulsive factors may also emerge, introducing complexity to the transaction process. During the post-purchase stage, consumer satisfaction or dissatisfaction plays a crucial role in influencing future choices and purchases. Consumer perceptions of a specific brand or product can be influenced by user reviews, recommendations from friends, and after-sales support (Hasibuan et al., 2024). The consumer purchasing decision process is a dynamic journey characterized by changing needs, continuously developing information, and social interactions, rather than a series of static stages. Comprehending these dynamics enables companies to develop adaptable marketing strategies, acknowledge the distinctiveness of consumer behavior, and grasp its impact on every phase of the purchasing process. The consumer purchasing decision process is characterized by intricate interactions among multiple factors, which offer insights into evolving needs, information advancements, and social engagements. Dynamic requirements significantly influence consumers' initiation of the purchasing decision process. Consumer preferences can evolve over time as a result of internal factors such as

shifts in lifestyle, social standing, or alterations in personal values. These dynamics pose challenges for companies in comprehending and addressing evolving consumer preferences (Harun & Salmah, 2020).

Continuously evolving information plays a dynamic role in the process of making purchasing decisions. With the continuous progress of technology and increasing internet availability, consumers now have an expanding range of information at their fingertips regarding products and services. This phenomenon fosters consumers who are better informed and possess a more discerning mindset, which in turn can impact the way they perceive a specific brand or product. Companies must adjust to this ever-changing environment by offering precise and pertinent information. Consumer purchasing decisions are greatly influenced by social interactions. Opinions, evaluations, and endorsements from relatives, acquaintances, or social circles can have an impact on the choices made when buying products or services. The significance of social media and review platforms in influencing consumer perceptions of a product or brand is underscored by this phenomenon. Companies must comprehend these dynamics and actively oversee brand image within the framework of social interactions (Hong et al., 2023). The consumer purchasing decision process is characterized by dynamic changes in needs, information, and social interactions. Companies that possess a comprehensive understanding of these dynamics and effectively adapt to them will be capable of cultivating more robust relationships with consumers, earning their confidence, and fulfilling their ever-changing expectations. This study offers comprehensive understanding of the determinants that impact consumer buying choices within the realm of online food delivery services. The research presented in this study offers valuable insights for service providers and restaurants in developing marketing strategies and enhancing customer experience to increase purchase intentions. These implications have both theoretical and managerial significance (Bima et al., 2021).

CONCLUSION

The aforementioned analysis of the determinants of buyer decisions affirms that factors such as trust, convenience, materialism, and novelty-seeking behavior exert a substantial influence on the consumer purchasing process in online food delivery services. Trust and convenience are significant factors that influence consumers' attitudes towards purchasing decisions. Additionally, materialism and novelty-seeking behavior impact the strength of purchase intentions. The study found that product visibility and positive online reviews act as moderating factors, enhancing the connection between these factors and the intention to make a purchase. Theoretical implications of these findings highlight the significance of these factors in influencing consumer behavior within the realm of online food delivery services. In practical terms, this conclusion suggests that service providers and restaurants should prioritize building trust, enhancing convenience, and promoting materialism and product innovation in order to boost consumer purchasing intentions. This research offers a comprehensive analysis of the intricacies involved in consumer buying choices amidst the continuous expansion of online delivery services. This research significantly contributes to the advancement of strategic marketing and enhanced customer experiences in order to meet consumer expectations and improve competitiveness within the online food delivery service industry.

ACKNOWLEDGEMENT

This article is a part of joint research and publication between Faculty of Economics and Business, Universitas Nasional, Jakarta and Faculty of Business, Economics, and Social Development, Universiti Malaysia Terengganu.

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