

**ANALYSIS ON PSYCHOLOGICAL AND SOCIAL FACTORS IN  
INFLUENCING THE MILLENNIAL'S DECISION IN CHOOSING  
RESTAURANTS.**

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### STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

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## ABSTRACT

### ANALYSIS ON PSYCHOLOGICAL AND SOCIAL FACTORS IN INFLUENCING THE MILLENNIAL'S DECISION IN CHOOSING RESTAURANTS.

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The purpose of the research is to find out whether psychological and social factors have an influence towards buying decision among Millennials. The independent variables for the research are psychological factors and social factors. The indicators used for psychological factors are motivation, perception, beliefs and attitudes, and learning. The indicators used for social factors are reference groups, family, and social roles and status. This research is quantitative research, and the type of study is causal explanatory study. The research uses questionnaire to collect the data. The sample taken was Millennials in Tangerang Selatan area. The questionnaire is distributed to 100 respondents. Multiple regression analysis was used for this research, as well as Chi-Square test per indicator. The result was both psychological and social factors influence significantly towards buying decision among Millennials, the influence is 0.550. Social factors influence buying decision by 0.633, and psychological factors influence by 0.691. The result of the Chi-Square test per indicators in influencing buying decision for social factors are as follows: reference groups 0.490, family 0.068, and social status 0.620. While for psychological factors: motivation 0.122, perception 0.567, beliefs and attitude 0.623, and learning 0.621.

*Keywords: Psychological Factors, Social Factors, Buying Decision, Millennials, Restaurant, Motivation, Perception, Beliefs and Attitudes, Learning, Social Status, Reference Groups*



## **DEDICATION**

I dedicate this works for beloved Indonesia and its growth.



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## TABLE OF CONTENTS

	Page
ABSTRACT.....	3
DEDICATION .....	5
CHAPTER 1 – INTRODUCTION .....	14
1.2 Research Problem .....	16
1.3 Research Objectives.....	16
1.4 Research Questions .....	16
1.5 Significance Of Study .....	17
1.6 Scope and Limitation .....	17
1.7 Thesis Structure.....	17
CHAPTER 2 - LITERATURE REVIEW .....	19
2.1 Framework of Thinking .....	19
2.2 Marketing .....	20
2.2.1 Consumer Behaviour.....	20
2.2.1.1 Social Factors.....	21
2.2.1.1.1 Reference groups .....	21
2.2.1.1.2 Family .....	22
2.2.1.1.3 Social Roles and Status .....	22
2.2.1.2 Psychological Factors .....	23
2.2.1.2.1 Motivation.....	23
2.2.1.2.2 Perception .....	24
2.2.1.2.3 Learning .....	25
2.2.1.2.4 Beliefs and Attitudes .....	26
2.3 Buying Decision.....	26
2.3.1 Need Recognition.....	26
2.3.2 Information Search.....	26
2.3.3 Evaluation of Alternatives.....	27
2.3.4 Purchase Decision .....	27
2.3.5 Post-Consumption Evaluation .....	27
2.4 Millennial.....	28
2.5 Restaurant .....	30
2.6 Differences with previous research.....	42

2.7 Research Model .....	32
2.8 Hypothesis.....	32
2.9 Previous Studies.....	33
<b>CHAPTER 3 – RESEARCH METHODOLOGY .....</b>	<b>43</b>
3.1 Research Process.....	43
3.2 Type of Research.....	44
3.3 Type of Data.....	44
3.3.1 Primary Data .....	44
3.3.2 Secondary Data .....	44
3.4 Research Instrument.....	45
3.5 Operational Variable .....	46
3.6 Population and Sample .....	50
3.6.1 Population .....	50
3.6.2 Sample.....	50
3.6.2 Sampling Method.....	50
3.7 Data Testing .....	51
3.7.1 Pre-Testing .....	51
3.7.2 Post-Testing.....	51
3.8 Validity and Reliability .....	51
3.8.1 Validity .....	51
3.8.2 Reliability.....	52
3.9 Data Analysis .....	53
3.9.1 Classical Assumption Test.....	53
3.9.2 Heteroscedasticity .....	53
3.9.2.1 Normality Test.....	53
3.9.2.2 Multicollinearity Test.....	54
<b>CHAPTER 4 – RESULTS AND DISCUSSIONS .....</b>	<b>55</b>
4.1 Respondent Characteristics .....	55
4.1.1 Age .....	55
4.1.2 Education Level .....	56
4.1.3 Occupation .....	56
4.1.4 Income Level .....	57
4.1.5 Gender.....	58
4.2 Result on Validity and Reliability test.....	58
4.2.1 Pre test result.....	58



4.2.1.1 Social factors – reference groups .....	59
4.2.1.2 Social factors - family .....	60
4.2.1.3 Social factors – social status .....	60
4.2.1.4. Psychological factors - motivation.....	61
4.2.1.5 Psychological factors – perception .....	61
4.2.1.6 Psychological factors – beliefs and attitude.....	62
4.2.1.7 Psychological factors – learning .....	62
4.2.2 Reliability test result .....	63
4.3 Post test result .....	63
4.3.1 Normality Test.....	63
4.3.2 Heteroscedasticity Test.....	64
4.3.3. Multicollinearity Test .....	65
4.3.4 Regression.....	65
4.3.4.1 ANOVA Result .....	65
4.3.4.2 Hypothesis Testing .....	66
4.3.4.3 Model Summary.....	67
4.3.4.4. Chi-Square Tests Per Indicator.....	68
4.3.4.4.1 Social Factors - Reference Groups .....	68
4.3.4.4.2 Social Factors – Family.....	69
4.3.4.4.3 Social Factors - Social Status.....	70
4.3.4.4.4. Psychological Factors - Motivation .....	71
4.3.4.4.5 Psychological Factors – Perception .....	72
4.3.4.4.6 Psychological Factors – Beliefs and Attitude .....	73
4.3.4.4.7 Psychological Factors – Learning .....	74
4.4 Discussion .....	75
4.4.1 Social Factors .....	75
4.4.2 Psychological Factors .....	77
CHAPTER 5 – CONCLUSIONS AND RECOMMENDATIONS.....	79
5.1 Conclusions.....	79
5.2 Recommendation .....	79
5.2.1 Millennial and Values.....	80
5.2.2. Millennial and Social Media.....	80
5.2.3 Millennial and Experience .....	80
5.2.4 Millennial and Self Definition .....	81
5.2.5 Millennial and Groups .....	81

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GLOSSARY .....	82
REFERENCES .....	83
APPENDIX A Questionnaire .....	87
APPENDIX B PRE TEST DATA .....	91
APPENDIX C POST TEST DATA.....	93
CURRICULUM VITAE .....	101

