

The Influence of Social Factors on Mobile Phone Purchasing Decisions Study on Guffy Cell Karangjati Consumers

Indah Sari Humendru & Tri Maryani*

Management, Sekolah Tinggi Ilmu Ekonomi Pariwisata Indonesia, Indonesia

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*Corresponding Email: trimaryani@stiepari.ac.id

Abstract

This study aims to analyze the influence of social aspects on mobile phone purchasing decisions at Guffy Cell, a retail store that sells various brands of mobile phones in Karangjati, Bergas District, Semarang Regency. The focus of this study is how the influence of family, peers, social status, and trends affect consumer preferences in choosing mobile phones. Data were collected through structured questionnaires distributed to 100 respondents and analyzed using multiple linear regression. The results showed that social dynamics significantly shape purchasing decisions, with friend recommendations being the most dominant factor. Social status and trends also have a significant impact, reflecting consumers' tendency to choose mobile phones that match their self-image and trend developments. Meanwhile, a family influence still contributes, although to a lesser extent. This research model explains almost 50% of the variability in purchasing decisions, as indicated by the R^2 value of 48.5%, indicating a substantial role for social elements in consumer behavior. These findings confirm that mobile phone purchasing decisions are not only based on price or technical features but are also influenced by the social environment. The implication is that business actors can optimize marketing strategies by utilizing communities, reference groups, and current trends to increase customer engagement and sales.

Keywords: Family Influence; Peer Influence; Social Status Trends; Consumer Behavior.

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INTRODUCTION

Consumer purchasing decisions are a complex process influenced by various factors, one of which is social factors. Social factors include the influence of family, friends, social groups, economic status, and culture that shape consumer preferences and decisions in purchasing a product (Kotler, P., & Keller, 2016). According to (Schiffman, LG, & Kanuk, 2018), social factors can influence individuals in identifying needs, evaluating alternatives, and determining the final decision in purchasing a product. In the context of purchasing a mobile phone, social factors can play an important role because decisions are often not only based on individual needs but are also influenced by recommendations from people around them (Solomon, 2020).

The development of information technology has increased people's need for mobile phones as a multifunctional communication tool (Kotler, P., & Armstrong, 2018). Research by Hawkins, D.I., & Mothersbaugh, (2019) shows that digital developments have increased the role of social media in shaping consumer opinions on technology products, including mobile phones. Although technical features, product quality, and price are important aspects of purchasing a mobile phone, social factors such as family opinions, friends' recommendations, trends on social media, and social status are often the main considerations for consumers in determining their choices (Hoyer, W.D., & MacInnis, 2018).

Guffy Cell, as one of the mobile phone stores in Karangjati, Bergas District, Semarang Regency, is an interesting research object in understanding the influence of social factors on purchasing decisions. This location was chosen because it is the center of mobile phone trading in the area and has a variety of consumers with different social backgrounds. In addition, the characteristics of consumers in semi-urban areas such as Karangjati can provide new insights into how social factors play a role in purchasing decisions compared to large urban areas (Peter, JP, & Olson, 2020). According to Setiadi (2019), purchasing decisions in semi-urban areas are often more influenced by direct interactions with family and friends than by formal marketing strategies.

Previous research has discussed the influence of social factors on consumer behavior in various contexts. Research by Santoso, B. & Kurniawati (2021) shows that the influence of family and friends significantly affects the decision to purchase electronic products. This study highlights how recommendations from family and friends are often the determining factor in purchasing decisions, especially in urban communities. Meanwhile, Dewi and Prasetya (2022) in his research found that social status influences consumer preferences in choosing a particular brand of cell phone. Consumers from certain social groups tend to choose brands that are considered to be able to improve their self-image in the eyes of the public. In addition, research by (Wijaya, R., Nugroho, S., & Lestari, 2023) emphasizes the importance of social communities in influencing purchasing decisions, especially through social media groups and online forums that discuss product specifications and reviews. According to Engel, JF, Blackwell, RD, & Miniard (2018), reference groups play a major role in technology product purchasing decisions by providing information and social validation of a particular brand or product.

Although many studies have discussed the influence of social factors on purchasing decisions, studies that specifically examine this phenomenon in a local context, such as in Guffy Cell Karangjati, are still limited. Social and economic characteristics in a region can influence the dynamics of consumer decision-making (Setiawan, A., & Wibowo, 2020). Consumers in these areas may have different preferences compared to consumers in urban areas, especially related to the influence of family, relationships between friends, and local trends in purchasing mobile phones (Sutrisno, B., & Widodo, 2019). Research Assael (2021) also shows that in small community environments, product preferences are often influenced by beliefs and opinions formed within tighter social networks. Therefore, this study aims to fill this gap by analyzing how social factors influence mobile phone purchasing decisions in local environments.

This study aims to analyze the relationship between social factors and mobile phone purchasing decisions of Guffy Cell Karangjati consumers. The main focus of this study is to identify the influence of social elements such as family and friend recommendations, social

status, and trends that are developing in society on consumer purchasing decisions. The results of the study are expected to provide insight for business actors in designing more effective marketing strategies by considering the social aspects that influence (Prasetyo, A., & Dewi, 2021).

In addition to practical contributions, this study is also expected to provide theoretical contributions by adding to the literature on the influence of social factors on consumer decisions. The findings produced can be a reference for academics and practitioners in understanding how social dynamics influence consumer behavior, especially in purchasing technology products such as mobile phones.

RESEARCH METHODS

This study uses a quantitative approach to analyze the relationship between social factors and cellphone purchasing decisions of Guffy Cell consumers in Karangjati, Bergas District, Semarang Regency (Sugiyono, 2019). The quantitative approach was chosen because it allows researchers to measure the influence of variables objectively using numerical data and statistical analysis.

The subjects of the study were consumers who had purchased mobile phones at Guffy Cell. The population in this study included all consumers who had purchased mobile phones at the store within a certain period (Siregar, 2017).

The sampling technique used is purposive sampling. Samples are selected based on certain criteria, namely:

1. Consumers who have purchased a mobile phone at Guffy Cell in the last six months.
2. Be at least 18 years old to be able to provide relevant answers to the questionnaire.

The number of respondents used in this study was 100 people, by the principle of representation for simple quantitative analysis.

The variables measured in this study consist of:

1. Independent variable (X) Social factors, which include:
 - a. Family influence
 - b. Influence of friends
 - c. Social status
 - d. Social trends or communities
2. Dependent variable (Y) Mobile phone purchasing decisions, measured through indicators such as purchase frequency, brand chosen, reasons for purchase, and satisfaction after purchase.

Table 1. List of variable indicators

Variables	Indicator
Family Influence (X_1)	Family Recommendations
	Family Opinion
	Role of Family
Peer Influence (X_2)	Friend Recommendation
	Peer Influence on Brands
Social Status (X_3)	The Importance of Social Status
	Reflecting Social Status
	Lifestyle
Social Trends or Communities (X_4)	Following the Trend
	Popularity Trends
	Influence of Social Community
Purchase Decision (Y)	Social Recommendations
	Purchase Satisfaction
	Influence of Social Factors

Data were collected using a structured questionnaire consisting of Likert-based statements on a 1–5 scale (1 = strongly disagree, 5 = strongly agree). The questionnaire was designed to explore respondents' perceptions of social factors and their purchasing decisions.

This study uses a descriptive-correlational survey design to describe the influence of social factors on consumer purchasing decisions.

The data that has been collected is analyzed using the following steps.

- a. Validity and Reliability Test. Cronbach's Alpha is used to ensure that the research instrument has an adequate level of reliability.
- b. Descriptive Analysis. To describe the characteristics of respondents and data distribution.
- c. Normality Test. To ensure that the data meets the assumptions of parametric statistical analysis.
- d. Multiple Linear Regression Analysis. The regression model used:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + e$$

Where:

1. Y = Purchase decision
2. X₁ = Family influence
3. X₂ = Influence of friends
4. X₃ = Social status
5. X₄ = Social trends
6. a = Constant
7. b = Regression coefficient
8. e = Error/residual

Hypothesis Testing

1. The t-test is used to see the significant influence of each independent variable on the dependent variable.
2. F-test to test the simultaneous influence of all independent variables on the dependent variable.
3. The coefficient of determination (R²) measures the extent to which the independent variable can explain the dependent variable.

Statistical Model. The analysis is conducted using statistical software, such as SPSS or other appropriate statistical software. The results of the analysis are then interpreted to answer the research objectives and test the formulated hypotheses. With this method, it is expected that the research can provide valid and reliable findings related to the influence of social factors on mobile phone purchasing decisions at Guffy Cell.

RESULTS AND DISCUSSION

Model Summary

The results of the regression analysis show that the R Square value is 0.485, which means that around 48.5% of the variability or differences in purchasing decisions (dependent variable Y) can be explained by the independent variables used in the research model, namely the influence of family (X₁), friends (X₂), social status (X₃), and social trends/communities (X₄).

Adjusted R Square of 0.463 indicates that the results of this model have been adjusted to the number of variables in the model, which means that this model is quite accurate in describing the relationship between the variables studied. The standard error of the estimated value of 0.72950 indicates that the predictions produced by this model have a relatively small estimation error, which indicates that this model is accurate in predicting purchasing decisions.

ANOVA test

The ANOVA test shows a value of F = 52.339 with a significance of p = 0.000 (p < 0.05), which means that the regression model is statistically significant. This means that the independent variables together have a significant effect on purchasing decisions (Y). These results confirm that social factors have a real relationship with purchasing decisions, not just

coincidence. Thus, this model can be used to explain variations in purchasing decisions based on social factors. The implication of this finding is the importance of considering social aspects in marketing strategies in order to influence consumer behavior more effectively and precisely.

Regression Coefficient

The following are the results of the regression coefficient analysis, which describe the contribution of each independent variable to the purchasing decision.

Table 2. Regression Coefficients

Variables	Coefficient (B)	Std. Error	Beta	t-value	Sig.
(Constant)	5.285	0.922	-	5,735	0.000
X ₁ (Family)	0.120	0.050	0.192	2.406	0.018
X ₂ (Friend)	0.825	0.293	0.935	2,816	0.006
X ₃ (Social Status)	0.692	0.157	1.277	4.392	0.000
X ₄ (Trends/Social Community)	0.300	0.101	0.351	2,968	0.004

Family Influence (X₁)Has a positive contribution to purchasing decisions with a value of $p = 0.018$ ($p < 0.05$). Although its contribution is smaller than other factors, the influence of the family remains significant, especially in terms of providing brand recommendations or where to buy a cellphone.

Peer Influence (X₂)It has a very significant influence with a value of $p = 0.006$ ($p < 0.05$) and provides the largest contribution with a coefficient of 0.825. This shows that consumers strongly trust friends' recommendations when choosing the desired brand and features of the cellphone.

Social Status (X₃)It has a very large and significant influence on purchasing decisions, with $p = 0.000$ ($p < 0.05$) and a coefficient of 0.692. This indicates that consumers tend to choose products that reflect their social status or self-image, such as choosing a cellphone from a well-known brand that is considered to be able to increase their status in the eyes of society.

Social Trends/Communities (X₄) Have a significant influence on purchasing decisions, with $p = 0.004$ ($p < 0.05$) and a coefficient of 0.300. Consumers tend to be influenced by trends in their society or social community and choose mobile phones that are popular or widely used by people in their community.

Reliability Statistics

Reliability analysis shows that all variables in this study have a good level of reliability, with a Cronbach's Alpha value of more than 0.7, which indicates that the questionnaire instrument used to measure these variables is consistent and reliable.

Table 3. Cronbach's Alpha

Variables	Cronbach's Alpha
Family Influence (X ₁)	0.781
Influence of Friends (X ₂)	0.767
Social Status (X ₃)	0.812
Social Trends/Communities (X ₄)	0.750
Purchase Decision (Y)	0.710

Discussion

The results of the study show that social factors (family, friends, social status, and social trends/communities) significantly influence consumer decisions when purchasing mobile phones at Guffy Cell Karangjati.

Family influenceAlthough the contribution of family influence is smaller than other variables, family still plays an important role, especially in providing recommendations or opinions regarding brands or places of purchase. In the context of Indonesian society's culture which tends to be collectivistic, family is often the main source of advice. For example, parents or siblings can influence young people's preferences in choosing a cellphone that suits the family's

needs or budget. Effective marketing strategies in utilizing family influence can include Special discounts for family purchases or product bundling. Emphasizing the value of togetherness in promotional materials. Providing products with features that are relevant to all family members, such as security settings for children.

Peer influence has been shown to be a dominant factor in purchasing decisions, especially in relation to the choice of brands and features of mobile phones. This emphasizes the importance of referral marketing and word of mouth. In a community of friends, positive recommendations tend to be trusted more than formal advertising. Marketing strategies that can be implemented include Providing incentives to consumers who successfully invite their friends to buy the product. Using influencers or figures in the group of friends as product ambassadors. Creating events or competitions that involve the experience of using the product, so that friends are more encouraged to recommend it.

Social status consumers tend to choose mobile phones that reflect their social status. Products with a strong and prestigious brand image are more in demand by consumers who want to show their status in the eyes of society. Social status is also closely related to the desire to have products that are identified with success, modernity, or exclusivity. Marketing strategies to attract social status-oriented consumers can include Emphasizing the impression of exclusivity through elegant product design, packaging, and advertising. Collaborating with famous fashion brands or designers to create special edition mobile phones. Connecting the brand with modern lifestyle trends.

Trends and social communities have a big influence on purchasing decisions. Consumers tend to choose products that are popular among their community. These trends are often driven by social media and digital platforms, which allow consumers to easily stay up-to-date. Relevant marketing strategies include Creating marketing campaigns that are relevant to current trends, such as advanced camera features to support the "selfie" lifestyle. Holding events or partnerships with specific communities, such as photography or technology communities. Utilizing platforms such as Instagram, TikTok, and YouTube to showcase the benefits of trending products.

Other factors in purchasing decisions;

- 1) Apart from social factors, it is possible that other factors such as price, technological features, and stock availability also have an influence.
- 2) Several respondents stated that price and features were important considerations after receiving social recommendations.
- 3) Further studies could examine the extent to which price and technological features play a role in purchasing decisions.
- 4) Through marketing strategies that adapt to these social factors, Guffy Cell can increase sales and customer loyalty.

This research provides strategic insights for Guffy Cell in designing social influence-based marketing. By optimizing promotions through family, friend referral programs, and trend-based marketing, product appeal can increase among consumers. Strengthening brand image is also an important factor in building customer trust.

In addition to increasing sales, this strategy allows Guffy Cell to build long-term relationships with customers, creating stronger brand loyalty. In an increasingly competitive market, a deep understanding of consumer behavior will give companies an edge in tailoring effective marketing strategies.

Implementing the right strategy not only increases customer satisfaction but also strengthens Guffy Cell's position in the local industry. With this approach, the company can be more adaptive to changing trends and customer needs so that it can maintain competitiveness and sustainable business growth.

CONCLUSION

This study shows that social factors, namely the influence of family, friends, social status, and social trends or communities, play a significant role in mobile phone purchasing decisions at Guffy Cell Karangjati.

The influence of friends is a dominant factor because consumers trust recommendations from their circle of friends more. Social status also plays an important role, where consumers tend to choose brands that reflect their self-image. Trends and social communities also influence choices, especially when following the development of popular brands. Meanwhile, the influence of family is significant but smaller than other factors.

In addition to social factors, price, technological features, and stock availability also influence purchasing decisions, although they are not the main focus of this study. In terms of reliability, all variables have a Cronbach's Alpha value above 0.7, indicating a good level of reliability.

This study emphasizes the importance of social elements in marketing strategies. Business actors can leverage social communities, reference groups, and current trends to increase product appeal and drive consumer purchasing decisions.

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