

Scale of Consumer Motivation on Business Performance in SMEs in Yogyakarta

Nina Fapari Arif¹, Fathi Habibatur Rahman², Siti Khusnul Rifani³ Ansri Jayanti⁴, Tasrim⁵

¹²³UPN Veteran Yogyakarta, ⁴STIE Makassar Maju, ⁵Universitas PGRI Yogyakarta,
e-mail: ¹nina.fapari@upnyk.ac.id, ²fathi.habibatur@upnyk.ac.id, ³siti.khusnul@upnyk.ac.id
⁴antimici07@gmail.com, ⁵asrilpalopo@gmail.com

*Nina Fapari Arif

ABSTRACT

Business Permanence is a series of integrated business activities so that a business can grow or survive in the face of challenges and competition. Business Performance is generally determined by financial and non-financial aspects. This research examines business performance from a non-financial aspect, namely from the consumer aspect. This research uses the Consumer Motivation Scale Theory approach. From this theory, it is classified into three scales, namely Economic, Hedonic, and Normative Purpose. These three scales become independent variables for business performance. The research object is UKM located around tourist attractions in Yogyakarta. Observation results show that these UKMs operate in the culinary, souvenir, accommodation and ornamental plants sectors. The population is consumers who visit these SMEs. The research sample was 50 respondents with sampling using the accidental random sampling method. The data analysis used is multiple linear regression. The results show variabel hedonic purpose which has the most dominant influence in influencing business performance, which is 47.8% greater than the other two scales, namely economic purpose of 38.1% and normative purpose of 41.4%. Meanwhile, the coefficient of determination (R²) shows an Adjusted R Square value of 0.837. This means that the ability of the independent variables (Economic, Hedonic and Normative) in influencing the dependent variable is 83.7%, the remaining 16.3% is influenced by other factors.

Keywords: *Economic, Hedonis, Normative, Business Performance.*

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I. INTRODUCTION

Business performance is the most crucial factor for business success in competition. According to Taouab (2019), there are four perspectives available to measure business performance: financial, customer, innovation and learning, and internal processes. SH. Chuang emphasized that the strategic component of business management in 2019 is business performance..

In order to assess the effectiveness of the strategies and capabilities put into place, business managers and entrepreneurs must measure business performance (D. Suma, 2021). Business performance has a complicated construction and can be understood broadly and generally..

SME performance is determined by target business segmentation. The ability to grow and survive SMEs is greatly influenced by the internal management of the business owner. Confidence in your abilities can increase business performance targets. This strong desire is the background to the success that business owners strive for. Successful entrepreneurs will turn challenges into opportunities.

In this paper the author tries to examine the business performance of SMEs which is influenced by consumer purchasing power using the Consumer Motivation Scale approach by looking at aspects of needs and desires in making decisions to purchase a product.

II. LITERATURE REVIEW

Business Performance

As part of their efforts to grow the company they manage, business managers incorporate business performance into every aspect of their operations. Three methods are used by Sanchez & Marin (G. Sanchez, 2015) to gauge SME performance: 1) in terms of business profits, or profitability; 2) in terms of business and employee performance accomplishments, or productivity; and 3) in terms of market factors, or evaluating the performance of SMEs based on market positioning, market segmentation, and product sales ability. Business development is heavily influenced by business performance..

Generally speaking, an organization's business performance can be divided into two categories: specific monetary performance, or performance that can be calculated in monetary terms, and non-monetary performance, or performance that cannot be calculated in monetary terms, like customer behavior or quality and popularity. Performance in terms of development and authority) (Y.W. Website optimization, 2016). According to O.S. Rizal (2017), the degree of collaboration,

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Consumer Motivation Scale Theory

This theory uses an ability scale to explain why consumers are motivated to consume goods. Understanding and forecasting consumer behavior helps to advance consumer research (MSI, 2014). The underlying motivations behind consumer consumption can be used to better understand patterns of consumption. Similar to behavior in general, consumption is motivated by its own goal (Bagozzi, 1993).

Over the past ten years, research findings have demonstrated that consumer behavior takes into account a variety of goals in addition to satisfaction, including normative and hedonic goals (Holbrook & Hirschman, 1982; Lindenberg & Steg, 2007). A scale was developed for the satisfaction, hedonic, and normative goals since they are all comprehensively multidimensional and each is represented by a number of distinct sub-goals (Barbopoulos & Johansson, 2016).

Consumer goals can vary from one situation to another, which has an impact on consumer considerations and evaluations of a decision (Barbopoulos & Johansson, 2017a), because consumers learn from experience in making decisions for their goals (Gutman, 1982). When consumers know their wants and needs, the information they receive can provide preferences regarding the products they like and the appropriate prices. Situational variables have not been a major concern in consumer behavior because they generally still focus on Personality traits or consumer values (Kahle, Beatty, & Homer, 1986). In 2010, Aluja, Kuhlman, and

Zuckerman. It is also challenging to evaluate changes across situations because judgments are also influenced by environmental factors specific to a given product, such as travel (Bello & Etzel, 1985) or sports activities or tobacco use (Sheth, Newman, & Gross, 1991). Thus, it is essential to categorize these diverse circumstances using a scale.

The Consumer Motivation Scale's (CMS) creation can be reviewed based on approaches from marketing science, economics and psychology. Currently it is more specific to integrative consumer motivation. The results of this review produced three main objectives, namely economic (profit), hedonic and normative. These objectives are identified, confirmed, explored into multidimensional objectives that are structured and divided into sub-sections. Profit consists of a subsection of economic objectives (profit) with the acquisition of affordability, excellence, and security. Comfort and stimulation are hedonic sub-goals. Ethics and social acceptance are the normative sub-goals of ethics (Barbopoulos, 2017).

1. Economic Purpose

Economic goals with a gain system are associated with the level of sensitivity to personal abilities (Lindenberg & Steg, 2007). When focused on profits, consumers are most sensitive to the combination of price and value obtained, while in-depth studies on social and moral aspects become less significant. Financial benefits have been addressed extensively in the equal price and anticipation decision hypothesis (Schoemaker, 1982), where consumer expectations, perceived value are proportional to the price paid.

Barbopoulos, 2017 assessed the categorization discrepancy between the sub-goals of enhancing value through returns and saving money in a literature review (Sweeney & Soutar, 2001). Acquisition goals can include sub-goals pertaining to cost reduction, value enhancement, and addressing risks to one's financial stability (Lindenberg and Steg, 2007). Studies have indicated that price can have an impact because consumers tend to believe that goods of higher price are of higher quality (Dodds, Monroe, & Grewal, 1991). Rising costs, however, may lessen the product's value to consumers who are price conscious. Thus, the weight assigned is

determined by which value is greater: putting quality above quantity at a low cost. According to a different viewpoint, the caliber of a.

Based on this classification of economic objectives (Barbopoulos & Johansson, 2016), three dimensions are formulated to measure this, namely value for money, quality and function. An in-depth study was carried out by adding security aspects related to financial security aspects. So the first hypothesis shows:

H1 : Economic Purpose influence Business Performance

2. Hedonic Purpose

Customers are encouraged to develop their feelings in a hedonic aspect, and they are very responsive to changes in their level of excitement and emotional state (Lindenberg and Steg, 2007). The nature of this goal is temporary and transitory.

According to achievement goal theory, hedonic elements include pleasure, excitement, and avoiding something (Lindenberg and Steg, 2007). These aspects ultimately serve to deflect attention away from unpleasant things. Studies and a marketing viewpoint indicate that hedonic experiences are unidimensional, ranging from the beautiful to the terrible (Batra and Ahtola, 1990). Though both are linked to prosperity, selecting a favorable option differs in inspiration from selecting a relaxing option, as demonstrated by Bello and Etzel (1985) (Ormel, Lindenberg, Steverink, and Verbrugge, 1999). Due to the fact that the intensity of triggers fluctuates depending on activities, environmental factors, and time background (Steerage and Landschulze, 2009).

Barpoulos distinguishes three categories – pleasure, arousal, and comfort – among the contrasts between excitement, avoidance, and pleasure. Arousal (high/low, respectively) is represented by the second category; valence (i.e., pleasantness-unpleasantness; Batra & Ahtola, 1990) is represented by the first. Consequently, the subsequent research hypothesis is:

H2 : Hedonic purpose influence business performance

3. Normatif Purpose

Over the last ten years, there has been an increasing number of researchers studying the relationship between consumption and ethical behavior (Chatzidakis, Hibbert, & Smith, 2007; Fairtrade International, 2013; OTA, 2011), but consumer

behavior and its models are still less relevant. often unethical (Sánchez-Fernández & Iniesta - Bonillo, 2007). Many environmental problems facing contemporary civilization are related to consumption (IPCC, 2013).

Normative goals prioritize societal factors over individual interests, in contrast to hedonistic and economic goals (profit). In contrast, normative goals align social standards and moral requirements (Dawes & Messick, 2000; Lindenberg & Steg, 2007). Therefore, the normative aim is to increase consumers' sensitivity to the goods they use, in line with their preferences but not in conflict with moral behavior. According to Tangey and Dearing (2002), this requires institutional assistance, moralization, or social punishment. It functions like a crocodile to the organization.

Normative goals can be connected to sub-goals about acting appropriately, maintaining a clean environment, and exhibiting model behavior, claim Lindenberg and Steg (2007). Therefore, motivation to act in line with one's own ideals and norms is the direct interpretation of normative goals (Schwartz, 1977; Stern, 2000). However, normative goals have two distinct dimensions; the first is moral norms (maintaining ideals that are deemed good and morally correct), and the second is norms, according to earlier exploratory research by Barbopoulos & Johansson, 2016. -social norms (gaining respect and status, feeling good about yourself in the eyes of others).

These two normative dimensions have different conceptions even though they have the same normative characteristics. Norms can be understood outwardly as relating to other people's ideas or following what is considered "normal" or inwardly as relating to one's beliefs, values, and moral obligations (Cialdini, Reno, & Kallgren, 1990). Consumers' sensitivity to socially relevant regulations can be demonstrated through their clothing choices, which reflect social norms (Bearden & Etzel, 1982); Moral norms, on the other hand, are behaviors that prove pro-environmental in practical contexts, such as the use of various modes of transportation (Lindenberg & Steg, 2007). Social standards and their influence on society.

Based on the explanation above, the third hypothesis is:

H3 : Normative objectives influence business performance

III. METHODS

This type of research is causality research. Researchers conducted a survey of SMEs in Yogyakarta whose business locations were in tourist attraction areas. The results of the researcher's observations show that the types of businesses found in the area around tourist attractions in Yogyakarta are culinary (all types of food and drinks), souvenirs, accommodation and ornamental plants. The survey was conducted to see the performance of SME businesses with non-financial aspects, in this case the scale of consumer motivation in making decisions to consume goods as an independent variable. The consumer motivation scale consists of 1) Gain Goals (Economic), 2) Educational Goals, 3) Normative Goals. All of the SMEs in this study were situated in Yogyakarta's tourist attractions. Purposive sampling, which included 50 participants, was used in this study under the condition that the company had been in operation for five years and had weathered the pandemic. Primary data is the research data source, and quantitative data is the data type. Questionnaires were given to respondents in order to collect data. A Likert scale with a scale of 5 (five) is the measurement scale that is employed. Respondents strongly disagreed with the statement item, with responses closer to 1 indicating strong disagreement and 5 strongly agreement. After the primary data has been gathered, it is examined for validity and reliability. Data analysis is then conducted using several:

Table 1. Operational Devention of Variable

Variabels	Defenition	Indikator	Item
Economic Purpose (Barbopoulos, 2017)	Consumers' willingness to buy by paying attention to the appropriateness of price and quality obtained	a. Obtaining value for money b. Quality c. Security	a. Consumers make purchases by looking at the price b. Consumers make purchases considering quality c. Consumers make purchases

			because the products are safe
Hedonic Purpose (Barbopoulos, 2017)	Consumers' willingness to buy is motivated to improve their feelings	<ul style="list-style-type: none"> a. Pleasure b. Stimulation c. Comfort 	<ul style="list-style-type: none"> a. Consumers make purchases because they feel happy about the product b. Consumers make purchases because they see the sales trend of a product c. Consumers make purchases because the products are comfortable
Normative Purpose (Barbopoulos, 2017)	Consumers' willingness to buy is motivated by ethical consumption for the environment	<ul style="list-style-type: none"> a. Appropriateness b. Moral Obligations c. Norma Sosial 	<ul style="list-style-type: none"> a. Consumers pay attention to the suitability aspect of a product. b. Consumers buy products because they see a moral responsibility towards local products c. Consumers make purchases because of social demands
Business Performance (Nguyen, 2021)	Integrated system for business process	<ul style="list-style-type: none"> a. Reputation b. Customer satisfaction with product c. Organizational Performance d. Innovation Performance 	<ul style="list-style-type: none"> a. Consumers make purchases because they see the store's reputation b. Consumers make purchases because they are satisfied with the products offered c. Consumers are satisfied with the service provided by the shop owner

d. Consumers like product innovation in terms of differentiation of products sold

Source: Data processed by researchers, 2023

IV. RESULTS

The first stage of data analysis is to test the instrument by looking at validity and reliability. These two measurement concepts are very important because researchers use analytical instruments. Data collected through observations and interviews need to be seen for their validity. To ascertain the validity of the distributed questionnaire, validity is investigated.

Determining the validity of the questionnaire that researchers use to measure and collect research data from respondents is the goal of the validity test. The information utilized as a tool for the research is accurate. If either P-Value < 0.05 or $r_{count} > r_{table}$ at a significant level (= 0.05) meets the validity requirement. Finding out how consistent the questionnaire is is the goal of the reliability test. When the Cronbach Alpha value is greater than 0.60, reliability is required (Jogiyanto, 2013). The table below shows validity and reliability.:

Tabel 2. Validity and Reability Result

Variabels	Items Number	Validity			Cronbach Alpha	Note
		Correlation (r _{count})	r _{tabel}	Validity		
Economic Purpose	Consumers make purchases by looking at the price	0,509	0,279	Valid	0,60	Reliable
	Consumers make purchases considering quality	0,398	0,279	Valid		
	Consumers make purchases because the products are safe	0,518	0,279	Valid		
Hedonic Purpose	Consumers make purchases because they feel happy about the product	0,526	0,279	Valid	0,806	Reliable
	konsumen melakukan Consumers make purchases because they see the sales trend of a product	0,688	0,279	Valid		

	Consumers make purchases because the products are comfortable	0,732	0,279	Valid		
Normative Purpose	Consumers pay attention to the aspect of appropriateness in a product	0,643	0,279	Valid		
	Consumers buy products because they see a moral responsibility towards local products	0,681	0,279	Valid	0,902	Reliable
	Consumers make purchases because of social demands	0,748	0,279	Valid		
Business Performance	Consumers make purchases because they see the store's reputation	0,878	0,279	Valid		
	Consumers make purchases because they are satisfied with the products offered	0,870	0,279	Valid		
	Consumers are satisfied with the service provided by the shop owner	0,899	0,279	Valid	0,902	Reliable
	Consumers like product innovation in terms of differentiation of products sold	0,872	0,279	Valid		

Source: Processed Primary Data, 2023

Based on the data above, all items are declared valid and overall show reliability. The next analysis is to test the hypothesis using the t test, to see the effect of the independent variable on the dependent variable. Can be seen in table 2 below:

Table. 3 Test t

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1,732	1,560		1,110	0,273
TOTAL_X1	0,381	0,117	0,309	3,247	0,002
TOTAL_X2	0,478	0,184	0,352	2,597	0,013
TOTAL_X3	0,414	0,182	0,314	2,269	0,028

Source: Processed Primary Data, 2023

The t test results above show:

1. Assess the significance of the influence X1 to Y is as big as $0,002 < 0,05$ and Calculated t value $3,247 > \text{table } t_{2,160}$, so it can be concluded that H1 accepted which means X1 influence on Y.
2. Assess the significance of the influence X2 to Y to Y is as big as $0,013 < 0,05$ and Calculated t value $2,597 > \text{table } t_{2,160}$, so it can be concluded that H2 accepted which means X2 influence on Y.
3. Assess the significance of the influence X3 to Y is as big as $0,028 < 0,05$ and Calculated t value $2,269 > \text{table } t_{2,160}$, so it can be concluded that H2 accepted which means X3 influence on Y

Next, a regression test is carried out to see the percentage influence of the independent variable on the dependent variable

Table 4. Regression analysis results

Variables	Business Performance	Note
Economic purpose	0,381	Influential
Hedonic Purpose	0,478	Influential
Normative Purpose	0,414	Influential
R ²	0,837 (83,7 %)	

Source: Primary Data Processed, 2023

The table above shows that the hedonic purpose variable which has the most dominant influence in influencing business performance is 47.8% greater than the other two scales, namely economic purpose at 38.1% and normative purpose at 41.4%. Meanwhile, the coefficient of determination (R²) shows an Adjusted R Square value of 0.837. This means that the ability of the independent variables (X1, X2 and X3) to influence the dependent variable is 83.7%, the remaining 16.3% is influenced by other factors.

Discussion

The research findings show that based on the Consumer Motivation Scale Theory perspective, the three scales that are the independent variables in this research are Hedonic Purpose which is the dominant factor in influencing the

business performance of SMEs in tourist areas in Yogyakarta. This shows that consumers who undertake tourism activities generally purchase SME products predominantly based on a hedonic scale. Where consumers pay more attention to aspects of pleasure, stimulation and comfort in purchasing products. The gain (economic) and normative aspects are quite influential, but what is dominant is the hedonic scale.

These results are in line with the study by Lindenberg & Steg, 2007 that the hedonic aspect is a condition where consumers are motivated to improve their feelings, and will be very sensitive to changes in pleasure and mood. The nature of this goal is relatively unstable and short term. Because it is short term, consumers (tourists) take advantage of the short moment of traveling to make purchases according to their wishes and budget. Consumers also think that the opportunity to return to tourist attractions cannot be predicted, so taking advantage of the moment is very important.

V. CONCLUSION AND SUGGESTION

Conclusion

The results of the research that has been carried out can be concluded:

1. Economic Purpose influences Business Performance with a significance value of $0.002 < 0.05$ and a calculated t value of $3.247 > t$ table 2.160
2. Hedonic Purpose influences Business Performance with a significance value of $0.013 < 0.05$ and a calculated t value of $2.597 > t$ table 2.160
3. Normative Purpose influences Business Performance with a significance value of $0.028 < 0.05$ and a calculated t value of $2.269 > t$ table 2.160

Suggestion

SMEs must innovate products and improve service systems for consumers so that business performance can continue to grow.

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