

## THE EFFECT OF PSYCHOGRAPHIC LIFESTYLE ON PURCHASE DECISIONS AT HANGING CAFES IN SOUTHWEST ACEH DISTRICT

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### ABSTRACT

The purpose of this study was to identify and analyze the effect of interest, opinion and activity on purchasing decisions at Cafe Hangouts in Aceh Barat Daya District. The object of this research is a psychographic lifestyle which includes interest, opinion and activity and purchasing decisions at Hangout cafes. The sample selection in this study was based on proportional random sampling, in this study 100 customers were selected who had visited the Nongkrong Cafe, Southwest Aceh. The analysis used in this research was multiple linear regression analysis. The results of this study indicate that partially interest and opinion have a positive effect. and significant to the Purchase Decision at the Cafe Hanging out in Southwest Aceh Regency. The results of this study indicate that partially activity has a positive and insignificant effect on purchasing decisions at Hanging Cafes in Southwest Aceh Regency. The results of this study indicate that the variables of interest, opinion and activity have a positive and significant effect on purchasing decisions at the Nongkrong Cafe, Southwest Aceh Regency.

Keywords : Psychographic Segmentation; Interest; Opinion, Activity; Purchase Decision

### INTRODUCTION

Purchase decision is a concept in buying behavior where consumers decide to act or do something and in this case make a purchase or take advantage of certain products or services (Balawera, 2013). Consumer purchasing decisions can be made if the product is in accordance with what consumers want and need. In making purchasing decisions, the first thing that consumers consider when choosing a product is to look at the product attributes.

Psychographic segmentation includes the process of making statements and collecting information from respondents to measure responses to answers related to approval and disagreement on statements that have been made. In a product, there must be elements of product attributes that can influence consumers in making purchasing decisions, namely product quality, price, brand, and features. This is the most important consideration for consumers before making a purchase decision on a product. Cafe Hangout which is one of the businesses engaged in the coffee sector which is becoming a trend in the people of Southwest Aceh.

Based on the results of initial observations made by researchers, it was found that the cause of income instability was caused by the lack of planned psychographic segmentation so that it influenced purchasing decisions who felt that the concepts presented in the Hangout Cafe were not in accordance with the interests, opinions and activities of customers, resulting in a lack of loyalty that led to income. become unstable.

The phenomenon of psychographic segmentation that has been applied in the Nongkrong Cafe, Southwest Aceh Regency, among others, is that the majority of customers come from the upper middle class community and have a luxurious lifestyle. The economy of the people who come from the lower middle class makes the segmentation less than optimal, the phenomenon that occurs is related to the lifestyle of the people who visit the Hanging Cafe, the majority of which are middle and upper class people who are the target market of the Hanging Cafe, thus making the segmentation designed to meet the criteria of interest, the opinions and activities of visitors.

Viewed from the point of view of interest, it can be said that people are less interested in visiting hangout cafes. This is because the concept of the Hangout Cafe in Southwest Aceh Regency makes people only able to visit the cafe when they have money, so that loyalty is not achieved optimally. Viewed from the point of view of opinion (opinion), many consumers still think that the Cafe Hanging out in Southwest Aceh Regency is a luxurious place so they don't often visit it as a place to spend time or work, so that the expected loyalty is not achieved from the point of view of activity. , The Hanging Cafe in Southwest Aceh Regency which sometimes provides live music and the majority of consumers who visit aim to spend free time with family and friends so that the atmosphere does not often occur so that there is a lack of consumer loyalty at the Hanging Cafe in Southwest Aceh Regency. So activities, interests, and opinions (AIO) are important components because they can influence purchasing decisions.

## LITERATURE REVIEW

### **Buying decision**

Purchasing decisions are individual activities that are directly involved in making decisions to make purchases of products offered by sellers. Understanding the purchase decision, according to Kotler & Armstrong (2016) is the stage in the buyer's decision-making process where consumers actually buy. Decision making is an individual activity that is directly involved in obtaining and using the goods offered.

Purchasing decision is a person's purchasing behavior in determining a product choice to achieve satisfaction according to consumer needs and desires which includes problem recognition, information search, evaluation of alternative purchases, purchase decisions, and behavior after purchase (Andriyani, Y., & Zulkarnaen, W. , 2017).

### **Segmentation Strategy (Segmenting)**

According to Swastha and Handoko (2011), market segmentation is defined as the activity of dividing heterogeneous markets into homogeneous market units. Basically, market segmentation is the process of dividing the overall market of a product or service into several segments.

### **Market Segmentation Variables**

According to Solomon and Elnora (2003:221), segmentation is the process of dividing a larger market into smaller parts based on one or more shared characteristics that are meaningful.

### **Psychographic Lifestyle**

According to Kasali in Dwi Ilham (2014) lifestyle is a pattern of money consumption that reflects a person's choice of various things and how to spend his time and money. While Mowen and Minor in Dwi Ilham (2014) define "lifestyle is how people live, how to spend their money, and how to accommodate time".

### **Interest**

Interest in some kind of object, event, or topic is the level of excitement that accompanies special or continuous attention to it (Engel et al, 1995). Interest is an active effort towards the implementation of a goal. The goal in general is the end point of the movement towards a direction, but the goal of interest is to carry out a goal. Interest is a form of focus on consumer preferences and priorities.

### **Opinion**

Opinion is an oral or written "answer" that people give in response to a stimulus situation in which some kind of "question" is asked (Engel et al, 1995). Opinion can be interpreted as the result of thinking work in laying out the relationship between one response to another, between one understanding and another and expressed in one sentence.

### **Activities**

Activities is an actual action such as watching a medium, shopping in a store, or telling a neighbor about a new service. Although these actions are usually observable, the reasons for these actions are rarely directly measurable (Engel et al, 1995). Activities are people who are easy or immobile and react and behave spontaneously. Activity is the identification of what consumers do, what they buy, and how they spend their time.

### **Conceptual Framework**

The conceptual framework in this study are: (Figure 1)

### **Hypothesis**

Based on the relationship between variables that have been described by the researcher, the following hypothesis can be drawn as described above, which indicates that purchasing decisions are influenced by a psychographic lifestyle consisting of interest, opinion and activity, the hypotheses that can be drawn up in this study are as follows: :

- H1 : It is suspected that there is a significant influence of interest on purchasing decisions
- H2 : It is suspected that there is a significant influence of opinion on purchasing decisions
- H3 : It is suspected that there is a significant effect of activity on purchasing decisions.
- H4 : It is suspected that there is a significant influence of interest, opinion and activity on purchasing decisions.

## **RESEARCH METHODOLOGY**

### **Research Location and Research Time**

The research location is the place chosen by the researchers to conduct research, namely the Hangout Cafe which is located at Jln. At-taqwa Keude Siblah Village, Blangpidie District, Southwest Aceh Regency, Aceh Province. Research time is the length of time required to conduct research. This research started from October 2020 to completion. While the object of this research is a psychographic lifestyle which includes interest, opinion and activity and purchasing decisions at Hangout cafes.

### **Population and Sample**

The characteristics of the population in this study were all customers at the Southwest Aceh Hangout Cafe. The samples in this study were 100 customers who had visited the Southwest Aceh Hangout Cafe.

#### **Data collection technique**

The data collection technique in this study used a questionnaire that was distributed to customers of Cafe Hangouts in Aceh Barat Daya Regency.

#### **Data Types and Sources**

This type of research is quantitative research, while the data sources used in this study are primary data.

#### **Test Research Instruments Validity Test**

According to Ghozali (2011: 52), the validity test is used to measure the validity or validity of a questionnaire.

#### **Reliability Test**

According to Ghozali (2011: 47) the reliability test is a tool to measure a questionnaire which is an indicator of a variable or construct. A questionnaire is said to be reliable or reliable if a person's answer to a statement is consistent or stable from time to time.

#### **Classic assumption test**

The classical assumption test used in this study is the normality test, multicollinearity test and heteroscedasticity test.

#### **Data analysis method**

The analysis used in this research is multiple linear regression analysis.

#### **Hypothesis test**

Hypothesis testing related to the ability of independent variables in predicting the dependent variable in using statistical analysis tools in the form of t-test and F-test.

### **RESULTS AND DISCUSSION**

#### **Validity test**

So the results for each item can be seen in the corrected item-total correlation column, and for the degree of freedom (df) =  $n-3$ , where  $n$  is the number of samples (Ghozali, 2006), meaning  $df = 100-3 = 97$ , with a level of 5% significance, the number in  $r$  table = 0.1975 (two-sided test) can be seen in Appendix 3.

#### **Reliability Test**

Based on the table 1, it can be seen that the results of the Croanbach alpha of the interest variable (X1) are  $0.788 > 0.60$ , opinion (X2) is  $0.744 > 0.60$ , activity (X3) is  $0.768 > 0.60$  and purchasing decisions (Y) of  $0.767 > 0.60$ . Thus, all items of the question variables above are reliable.

### **Classic assumption test**

#### **a. Normality test**

Based on Figure 2, the normal plot graph shows that the regression model is feasible to use in this study because the normal plot graph shows that the points spread around the diagonal line and the spread follows the direction of the diagonal line showing a normal distribution pattern, so that the regression model meets the assumption of normality. In addition, it is reinforced by the Kolmogrov-Smirnov test table where if  $\text{asymp (sig 2-tailed)} > 0.05$  is declared free from the normality test. (Table 2)

#### **b. Multicollinearity Test**

From the table 3, it can be seen that the tolerance value and VIF value indicate that there is no single variable that has a VIF value of more than 10 and the tolerance value also shows that there is not one independent variable that has a tolerance value of less than 10%. And this means that there is no correlation between the independent variables whose value is more than 90%. These results indicate that the resulting regression model does not occur multicollinearity.

#### **c. Heteroscedasticity Test**

From the picture 3, it can be seen that the points on the scatterplot graph spread randomly and are spread both above and below the number 0 on the Y axis. It can be concluded that there is no heteroscedasticity in the regression model, so the regression model is feasible to use to predict the dependent variable. based on enter the independent variable.

### **Multiple Linear Regression Analysis**

Based on the table 4, it can be seen that the coefficients of each variable and constant that are observed in this study are the coefficient of interest (X1) 0.399, the coefficient of opinion (X2) 0.246, the activity coefficient (X3) 0.080 and the constant 4.991. This means that the independent variable has an effect on the decision. Purchase (Y). The equation can be written as follows:

$$Y=4.991+0.399 X1+0.246 X2+0.080 X3+e$$

From these equations, it can be explained that the effect of interest (X1), opinion (X2) and activity (X3) on Purchase Decisions (Y) on Hangout Cafe consumers, Southwest Aceh Regency. From the analysis results show that:

- a. The constant ( $\alpha$ ) is 4.991, this means that if there is no effect (increase/decrease) in the value of the X1 and X2 variables, then 4.991 is 4.991
- b. The first coefficient is interest (X1) of 0.399, this means that if there is an increase in interest (X1) of 1, it will increase the Purchase Decision (Y) by 39.9%.
- c. The second coefficient is opinion (X2) of 0.246, which means every increase in opinion (X2) of 1, it will increase Purchase Decision (Y) by 24.6%.
- d. The second coefficient is activity (X3) of 0.080 which means every increase in activity (X3) of 1, it will increase Purchase Decision (Y) by 8%.

### Hypothesis Testing Results

#### a. t test

Based on the table 5, it can be seen that the value of tcount for interest (X1) is 5.625 and for opinion (X2) is 3.072 and for activity (X3) is 1.104. To find out the significance level partially at the 100% confidence level, hypothesis testing with t-test is carried out by comparing tcount with ttable. As follows :

#### a. Proof of interest variable hypothesis testing (X1)

Partially (t test) obtained from the tcount value in the multiple linear regression equation states that interest (X1) has a positive and significant (significant) effect on Purchase Decision (Y), because tcount is 5.625 and ttable (n-2,5% test two parties) = 1.98472 where tcount > ttable with significance value 0.001below 0.05. So the first hypothesis (H1) is accepted.

#### b. Proof of the opinion variable hypothesis (X2)

Partially (t test) obtained from the tcount value in the multiple linear regression equation states that opinion (X2) has a positive and significant (significant) effect on purchasing decisions (Y), because tcount is 3.072 and ttable (n-2, 5% test two parties) = 1.98472 where tcount > ttable with significance value 0.003below 0.05. So the second hypothesis (H2) is accepted.

#### c. Proof of activity variable hypothesis (X3)

Partially (t test) obtained from the tcount value in the multiple linear regression equation states that activity (X3) has a positive and insignificant (significant) effect on Purchase Decision (Y), because tcount is 1.104 and ttable (n-2.5% two-party test) = 1.98472 where tcount < ttable with a significance value of 0.272 above 0.05. So the third hypothesis (H2) is rejected.

#### **b. F Uji test**

Based on the table 6, it can be seen that the Fcount value is 36,153. while Ftable at 100% confidence level is obtained  $F_{table}(df_1=k, df_2=nk-1, 5\%) = 2.70$ , or in other words  $F_{count} > F_{table}$ . And it can also be seen from sig  $0.001 < 0.05$ . Hypothesis testing with the F test is carried out by comparing Fcount with Ftable, and the significance value. Thus, it means that simultaneously the variables of interest (X1), opinion (X2), activity (X3) have a significant effect on Purchase Decisions (Y) on Hangout Cafe consumers. Aceh Barat Daya District. So the fourth hypothesis (H4) is accepted.

### **Discussion**

#### **Effect of Interest (X1) on Purchase Decision (Y)**

The results of this study indicate that partially interest (X1) has a positive and significant effect on purchasing decisions (Y). This means that the hypothesis H1 (interest has a positive and significant effect on purchasing decisions.) is accepted.

#### **Influence of Opinion (X2) on Purchase Decision (Y)**

The results of this study indicate that partial opinion (X2) has a positive and significant effect on purchasing decisions (Y). This means that the hypothesis H2 (opinion has a positive and significant effect on purchasing decisions.) is accepted.

#### **Effect of Activity (X3) on Purchase Decision (Y)**

The results of this study indicate that partially activity (X3) has a positive and insignificant effect on purchasing decisions (Y). This means that the hypothesis H3 (activity has a positive and insignificant effect on purchasing decisions.) is rejected.

### **CONCLUSIONS**

Based on the results of data analysis that has been carried out in testing the influence of psychographic lifestyle (interest, opinion and activity) on purchasing decisions at Hanging Cafes in Southwest Aceh Regency, the conclusions that can be drawn are as follows:



1. The results of this study indicate that partially interest (X1) has a positive and significant effect on purchasing decisions at Cafe Nongkrong, Southwest Aceh Regency, here interest is very influential because visiting cafes has become a trend in the community, then supported by the food and beverage menu provided. the Cafe Hangout is more attractive both in terms of appearance and taste, then the cafe also has safe and comfortable facilities for relaxing in addition to having other support such as good internet facilities, a large parking area, clean toilets, and good interior layout and impressive exterior. so that it can affect consumer interest to come to the cafe.
2. The results of this study indicate that partial opinion (X2) has a positive and significant effect on purchasing decisions at Cafe Nongkrong, Southwest Aceh Regency, here opinion is influential because Cafe Hangout has been transformed into a meeting location with business partners, then there is a modern menu and a more elegant appearance of the food and drinks provided at the cafe. Thus increasing consumer opinion on how to describe the image and identity of the Hangout Cafe to others, so that it can influence the decision to come to the cafe.
3. The results of this study indicate that partially activity (X3) has a positive and insignificant effect on purchasing decisions at Cafe Nongkrong, Southwest Aceh Regency, here activity has no effect because live music is considered not always entertaining consumers, so the Cafe Hangout must consider activities that preferred by the majority of consumers. Then reviewing activities that are more interesting and in accordance with the purpose of visiting consumers to hangout cafes, so that they will contribute to increasing sales which can influence purchasing decisions.
4. The results of this study indicate that the variables of interest (X1), opinion (X2) and activity (X3) have a positive and significant effect on purchasing decisions at Cafe Hangouts in Aceh Barat Daya Regency. Here together interest, opinion, and activity influence purchasing decisions at Cafe Hangouts in Aceh Barat Daya Regency. This shows that if the interest, opinion and activity variables are considered and executed properly, the purchasing decision at Cafe Hangouts will also increase.

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**FIGURE AND TABLE**

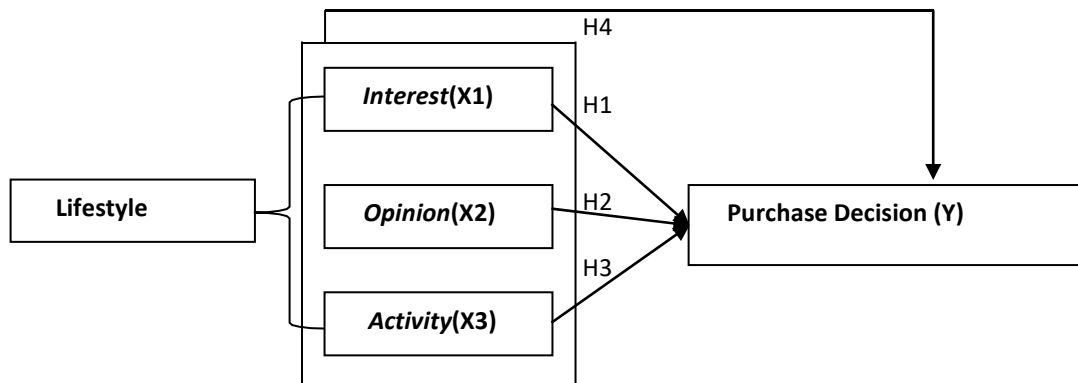


Figure 1. conceptual framework

Table 1. Reliability Test Results

Variable	Alpha	Limitation	Information
<i>Interest(X1)</i>	0.788	0.60	Reliable
<i>Opinion(X2)</i>	0.744	0.60	Reliable
<i>Activity(X3)</i>	0.768	0.60	Reliable
Decision Purchase (Y)	0.767	0.60	Reliable

Source: primary data, 2022 (processed)

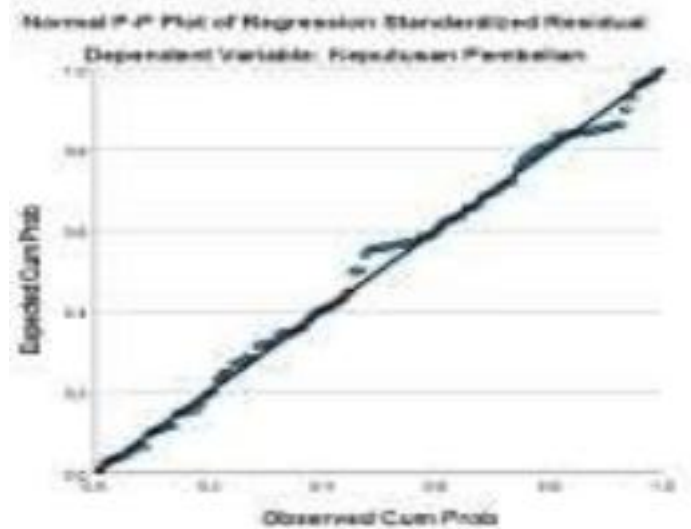


Figure 2. Normal PP Plot Of Regression Standardized Residual

Table 2. Normality Test Results

One-Sample Kolmogorov-Smirnov Test			
			Unstandardized Residual
N			100
Normal Parameters, b	mean		,0000000
	Std. Deviation		1.84168543
Most Extreme Differences	Absolute		0.075
	Positive		,064
	negative		-,075
Test Statistics			0.075
asyp. Sig. (2-tailed)c			,178
Monte Carlo Sig. (2-tailed)d	Sig.		,172
	99% Confidence interval	Lower Bound	,162
		Upper Bound	,182
a. Test distribution is Normal.			
b. Calculated from data.			
c. Lilliefors Significance Correction.			
d. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.			

Source: primary data, 2022 (processed)

Table 3. Multicollinearity Test Results (In the Coefficients Section)

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	<i>Interest</i>	,669	1,495
	<i>Opinion</i>	,608	1,645
	<i>Activity</i>	,637	1,569
a. Dependent Variable: Purchase Decision			

Source: primary data, 2022 (processed)

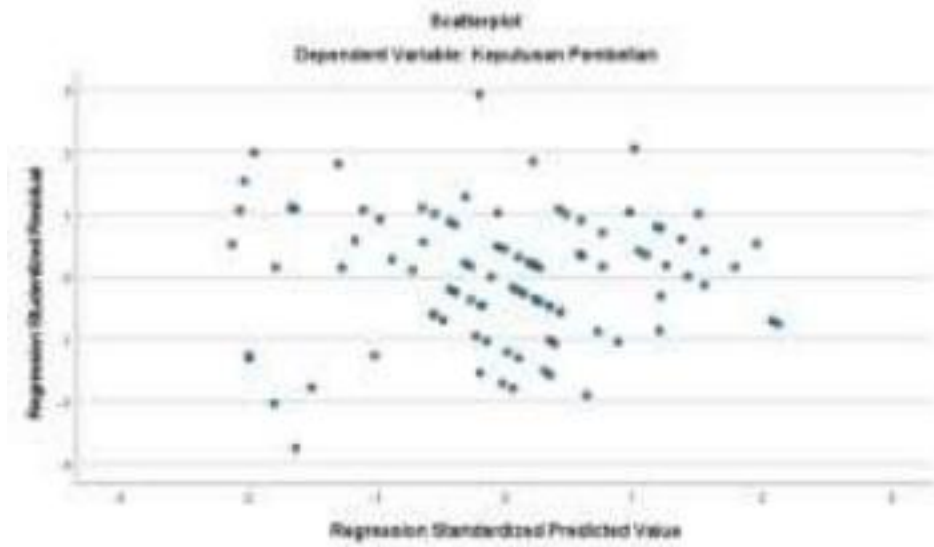


Figure 3. Heteroscedasticity Test Results

Table 4. Multiple Linear Regression Results Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,991	1,498		3,332	.001
	<i>Interest</i>	,399	,071	,481	5,625	.001
	<i>Opinion</i>	,246	0.080	,276	3.072	,003
	<i>Activity</i>	0.080	,073	,097	1.104	,272

Source: Primary Data, 2022 (processed)

Table 5. t test results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,991	1,498		3,332	.001
	<i>Interest</i>	,399	,071	,481	5,625	.001
	<i>Opinion</i>	,246	0.080	,276	3.072	,003
	<i>Activity</i>	0.080	,073	,097	1.104	,272

Source: Primary Data, 2022 (processed)

Table 6. F . Test Results

ANOVAa						
Model		Sum of Squares	df	mean Square	F	Sig.
1	Regression	379,371	3	126,457	36,153	.001
	Residual	335,789	96	3,498		
	Total	715,160	99			
a. Dependent Variable: Y						
b. Predictors: (Constant), X2, X1						

Source: Primary Data, 2022 (processed)