

# Analysis of Factors Influencing Cloth Diaper Purchase Decisions (A Study of Mothers in Medan City)

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## Abstract

This study aims to examine the influence of cultural factors, social factors, and personal factors on cloth diaper purchasing decisions. The study employs a quantitative methodology. The population of this study is mothers in the Medan city area. The study sample consists of mothers who have purchased and used cloth diapers on their children in Medan, with a total sample size of 100. The purposive sampling technique, is employed to get data from sample. Data collection is conducted using questionnaires. Statistical data analysis is performed using validity tests, reliability tests, normality tests, multicollinearity tests, heteroscedasticity tests, multiple regression analysis, coefficient of determination (R<sup>2</sup>), F tests, and T tests. The study findings indicate that cultural factors (X1) do not have a significant influence on purchasing decisions (Y). Social factors (X2) have a positive and significant influence on purchasing decisions (Y), and personal factors (X3) have a positive and significant influence on purchasing decisions (Y). Simultaneously, cultural factors (X1), social factors (X2), and personal factors (X3) have a significant combined influence on purchasing decisions (Y). Future research can be carried out involving a larger and more diverse sample, using more complex analysis techniques to obtain more generalizable results and can dig deeper into the factors and add specific factors that might influence the decision to purchase cloth diapers in the city of Medan or other regions in Indonesia.

*Keywords:* cloth diaper, cultural, personal, purchasing decisions, social.

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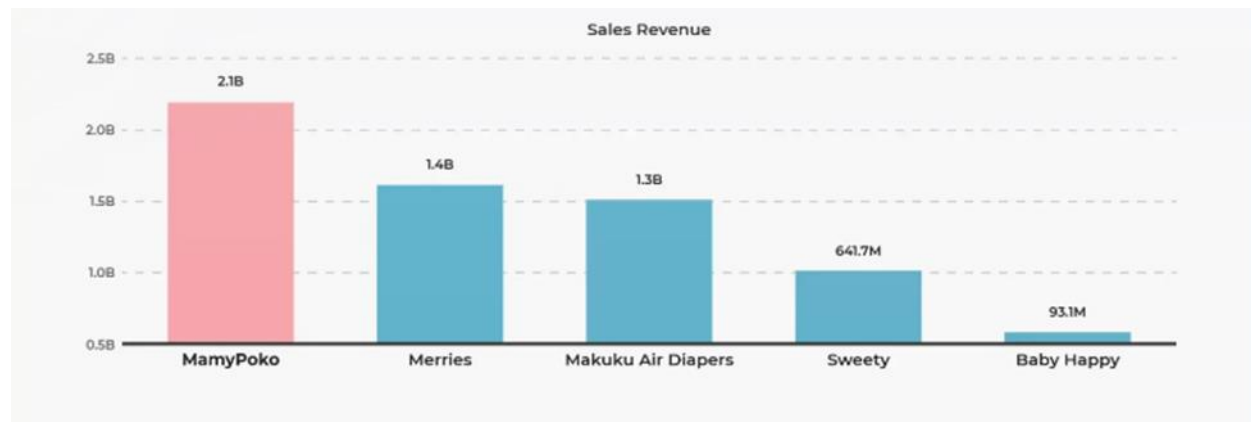
## 1. Introduction

According to the great Indonesian dictionary, diapers are diapers that are used only disposable and then thrown away. However, as the times go by, the development of existing technology proves that science and technology continue to develop and be innovative. Technology that continues to develop gives us easy access to various information, making it easier for us to work in various areas of our lives. Prominent technological developments in Indonesia include the development of information and communication technology such as the Internet and Mobile Phones (Nurbaiti et al., 2023). Social media provides great benefits in strengthening social relationships. The ease of access offered by social media allows people to carry out various activities quickly. In addition, communication patterns and interactions between individuals have also changed with the existence of social media. If in the past interaction was carried out directly, now, in the midst of the era of technology and information, many people prefer to communicate through social media without the need to meet in person (Rokan et al., 2020). Therefore, diapers are replaced by Cloth Diaper or commonly called clodi. This modern cloth diaper can be washed and reused. Cloth is also considered healthier for baby's skin and can dig out thigh rashes on diapers, this cloth is also easy to find in offline and offline stores in Medan City. This has an impact on the development of the decision to buy cloth diaper in Medan City. With the emergence of various types of Diapers, competition between business actors is getting tighter because business actors continue to look for markets and consumers and compete to attract consumers so that they do not fall behind and achieve the goals of their purchase decisions. Paying attention to purchasing decisions is essential because companies take purchasing decisions to develop marketing strategies, it is important to carry out a consumer decision-making process that involves steps such as identifying problems, finding solutions, evaluating alternatives, and selecting options. Large organizations often conduct in-depth research on consumer buying behavior to understand what people buy, where they shop, how the buying process is carried out, and how much they spend. When making a purchase, consumers usually consider their needs and wants carefully (Kotler & Armstrong, 2008). According to 2023 data from Future Market Insights, the baby diaper market is estimated to be worth \$70 billion in 2023 and reach \$120 billion by 2033. The growth rate during the forecast period was 5.5%. Research in 2019 by (Euromonitor International)

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estimated that the growth rate of regular baby diapers and disposable diapers is increasing by 10.8% from 2018 to 2023. And in 2023, the value is estimated to reach Rp 33.5 trillion (Kurniawati, 2017).



**Figure 1.** Chart of Top 5 Diaper Products: Kompas Dashboard April 1-30, 2023  
Source : CMI:2023

Based on figure 1 shown that the Compa Dashboard first reported that Mamy Poko's baliwa again won the competition for baby products in 2023 in April reaching 9,000 Mamy Poko sold out at the official Shopee store, with sales reaching nearly IDR 2.1 billion. Mamy Poko also has the highest diaper market share, which is 35.39% of the total baby diaper market. Next, Merries was ranked second best baby diaper with sales of IDR 1.4 billion. Mary's official store sells 8,000 diapers of mothers' choice. Marnes' diaper market share is 23.28%. In third place is Makuku Air diapers with a market share of 21.17% The product was sold 1.99 million times on Shopee, generating sales of IDR 1.3 billion. Fourth, Sweety Diapers are the fourth best baby diapers according to the Kompas Dashboard. Compass Dashboard which allows tracking brand performance in real time, monitors sales of 4.3 thousand Sweety products. In April 2023 sales, Sweety earned IDR 641.7 million. And its market share is around 10.77%. Then there is another brand, namely the Baby Happy brand, which managed to distribute 1.4 million diapers and achieved a turnover of IDR 93.1 million. Baby Happy brand has a percentage of 1.56%. However, in 2008, this cloth diaper entered Indonesia, which gave rise to local businessmen in Indonesia to make a local version of cloth diaper (Yayu, 2021). From one period to another, a country's ability to produce goods will increase due to production factors that are always increasing in both quantity and quality (Imsar et al., 2023). With the term cloth diaper, it is very famous as klodi. Cloth diapers are known to have excellent ventilation and do not contain dyes, making them semi-environmentally friendly. Comfortable, cool for babies, comfortable, and cost-effective. In some countries, used textiles are recycled into towels which is a logical way to reduce household pollution. Its biggest advantage is that it can be used for up to 6-8 months with repeated cleaning, sterilization, and drying (Babu et al., 2015).

But the use of cloth diapers has become less and less common in recent years. This is because in a preliminary survey in the field that children aged 1-11 months to 1-3 years in Medan City showed that 5-10% of toddlers or children are cloth diaper users and have succeeded in the purchase decision of mothers in Medan City and the remaining 90% are disposable diaper users. Although disposable diapers are more popular, many mothers are beginning to realize that there are possible adverse effects, such as the risk of urinary tract infections, exposure to diapers in babies that make the skin red and slightly bumpy and environmental problems due to diaper waste. As a result, some mothers in Medan City switched to cloth diapers to increase awareness of the importance of child health and a clean environment among the people in Medan City. Mothers began to choose cloth diapers because they wanted to maintain cultural heritage that prioritizes cleanliness and health, they also shared experiences and information about the benefits of cloth diapers and they felt that cloth diapers were more economical, cost-effective in the long term, children's skin health, and for the sake of an unpolluted environment. The story of the Prophet has the following hadith: "Then a woman asked the Prophet, "Ya Rasulallah, please explain to us if any of us are wearing clothes with Baiduya's blood on them. What did we just do?" Then the Messenger of Allah replied, "If any of you gets a baid on his clothes, then the treasurer rubs it and sprinkles it with water, then it can be used for prayer." (HR Asma Binti Abi Bakar). This hadist emphasizes the importance of washing clothes cleanly and correctly, this is also in line with the hygiene factor that mothers consider in choosing reusable diapers. Mothers may choose reusable diapers because they want to use diapers that are safe and do not contain chemicals that are harmful to their baby's health. Especially if it comes into contact with feces such as urine or baby feces. For example, if there is a stain on a cloth diaper, physically remove the stain first by rubbing the

affected area or dousing water until the stain is gone. Once the dirt is gone, put the reusable diapers in the washing machine for further cleaning. In this way, physical and legal uncleanness is removed thoroughly and cleanly from unclean clothing in accordance with the teachings of Hadith or the Qur'an (Maulida & Muslimah, 2021). sharia compliance of the Indonesian Muslim community in the context of halal inherent in their lifestyle (Iqbal Irfany, 2022). The results of the field survey in this study are supported by the theory of Kotler and Keller (2016) which identifies three variables that affect the decision to buy cloth diapers in women in the Medan area, namely cultural, social, and personal. Cultural factors are key elements that influence desires and behaviors, reflected in lifestyles, customs, and traditions in the demand for goods and services. Consumer behavior varies between individuals because cultures are not homogeneous. Cultural factors determine desires and behaviors, reflected in customs, traditions, and lifestyles in the demand for goods or services. Therefore, consumer behavior can differ from one individual to another due to the cultural inhomogeneity itself. In this study, it is in accordance with the fact in the field that respondents sometimes buy diaper cloth because of the tradition of their parents in the past, as explained by Tia's mother who bought and used cloth diapers for her child "the value of cultural values greatly affects my decision. As a Muslim mother, I believe that maintaining cleanliness is part of the teachings of Islam (Silalahi & Fachrurazi, 2018). The use of this diaper cloth is also commonly used in my family, and thank God until now it is safe to eat, I still apply its use to this day. In addition, sustainability is also an important value in Islam, and using a cloth diaper is a small step that I can take to protect the earth that Allah created. In addition, the recommendation to use clean cloth in Islam also strengthens my choice to use cloth diapers". However, this differs from what Mrs. Dina Amelia said about not buying cloth diapers due to cultural and environmental reasons that "Although my family is used to using cloth diapers, I prefer disposable diapers because they are more practical for me. I was not influenced by culture or tradition in my decision to buy Clodi. I prefer practical and modern products".

Buyer behavior is also influenced by social factors. Product purchase decisions are often influenced by social environments such as small groups, family, friends, as well as the role and social status of consumers. The closer the relationship with family, parents, and friends, the more likely consumers are to make a purchase (Hudani, 2020). According to the facts in the field from the interview, Nurmala's mother who bought cloth diapers from social media and also at the invitation of friends, said: "Family and my friends in the village greatly influenced the decision to buy Cloth Diaper for my son. We often exchange information about good and good quality brands. In addition, we also often share information about promos or discounts that apply". But different mother Rodia, who doesn't believe in invitations from friends or social media, saying that: "I often exchange information about Clodi with friends and family. However, in the end, I still left the purchase decision to myself. I don't want to buy Clodi because someone else recommends it, if I don't feel confident in the product myself."

In addition, personal characteristics also influence the purchase decision. Factors such as age, product life cycle stage, occupation, economic situation, lifestyle, and consumer personality also influence purchasing decisions (Bahari, 2019). Researchers who observed respondents to interview Lila's mother who bought cloth diapers based on her personality beliefs said that : "As a mother, of course I consider the comfort and safety of my child's skin in using cloth diapers. I also discussed features such as absorbency, durability, and lightness of care. In addition, the fact of price is also an important consideration for me in choosing a cloth diaper that suits my family budget". In contrast to Nisa's mother who did not choose to buy cloth diapers on the grounds that she was busy working, said: "I don't have much time to take care of my children at home because of work, so I prefer to use disposable diapers. Disposable diapers are more practical and easy to throw away. The results of previous studies showed that there was a gap in research related to independent variables or cultural factors (X1) that influenced purchasing decisions, such as significant cultural factors in rice purchase decisions in Tembilahan District. Therefore, cultural factors are the main factors that influence the values, perceptions, preferences, and behaviors of other important institutions. The influence of cultural factors is very broad in consumer behavior, because culture is the most basic factor that affects a person's desires and behavior (Febriani, 2020). It was found that there were differences in results, where cultural factors did not show an impact on the purchase decision at the New Ayam Bandung restaurant in the Megamas Manado area (Suawa et al., 2019). The results of previous studies showed that there was a gap in research related to social factor variables (X2) that affect purchase decisions. Social factors are made up of a variety of variables, and it can be concluded that ticket purchase decisions are not entirely influenced by current trends. Of the 100 respondents, 66 of them showed disagreement to strongly disagree with the statement (Widayanto et al., 2023). The results of the study show that partially, social factors have a significant influence on laptop purchase decisions among Bina Darma Palembang students (Ciswati & Septayuda, 2023). And previous research has shown a gap in research related to the vanabel personal factor (X3) that influences purchase decisions. Specifically, the analysis showed that there was a positive and significant influence between personality variables on laptop purchase decisions among Bina Darma Palembang students (Ciswati & Septayuda, 2023). Different results showed that personal factors did not have a

significant influence on the purchase decision at New Ayam Bandung Restaurant in the Megamas Manado Area (Suawa et al., 2019). Given the above, it is important to conclude that not all real situations always fit existing theories, as revealed through gaps in previous studies. Previous research has shown that cultural (X1), social (X2), and personal (X3) characteristics have a varied impact on purchasing decisions (Y). As a result, researchers highlight this topic for further research. The study utilizes previously identified parameters.

## 2. Literature Review

### 2.1. Purchase Decision

Making purchase decisions (Sari, 2020), buyers must choose from many options that require firmness and knowledge. Once the purchase decision process is complete, the buyer decides whether to buy or not. Customers will buy high-quality goods. Customers are not willing to buy inferior goods (Sani et al., 2022). Purchase decision refers to the process by which the buyer makes an actual purchase as part of the decision-making process. It is an individual activity related to the use of the purchased product (Zusrony, 2007). The purchase decision indicators include the stage of problem recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior (Zusrony, 2007). There are various factors that affect consumer behavior in the purchase process. According to the explanation of Kotler and Keller (2016) and according to there are 3 main aspects:

### 2.2. Cultural factors

Cultural factors have a positive relationship with the purchase decision of *lo'i me mbojo* in Bima City. Therefore, the *Ha* hypothesis that states that "Cultural Factors have a significant influence on the purchase decision of *lo'i me mbojo* in Bima City" can be agreed that cultural factors have a huge impact on consumer behavior, because culture is the most basic factor that affects a person's desires and behavior (Krystia & Ibnu, 2012). Researchers suspect that Cultural Factors play an important role and have a great influence on Purchase Decisions. Cultural indicators according to (Kotler & Gary, 2008) include:

#### - Cultural

Culture is the root of a person's desires and behaviors. Marketers are always trying to understand the changes in culture in order to find new products that are in demand.

#### - Sub-Culture

This includes factors such as nationality, beliefs, racial group, and geographic location. These sub-cultural diversity creates significant market groups, and service providers typically design products and marketing strategies that suit the needs of those consumers.

#### - Social Class

Social class is not only determined by one single factor, such as income, but is the result of a combination of work, income, education, assets, and other elements.

### 2.3. Social Factors

Social factors partially have a significant influence on laptop purchase decisions in Bina Darma Palembang students (Ciswati, 2023). Social factors also influence buyer behavior. Social environment is a place where people interact with each other and do things together with other people and their environment so that they form a person and influence a person's behavior. The social factors or environment in this study are the reference group, family, and social roles (Yafiz et al., 2020). Researchers suspect that Social indicators have a controlling effect on purchasing decisions. The following indicators according to (Kotler & Gary, 2008) which include

Reference Group refers to all groups that have an influence, either directly or indirectly, on an individual's purchasing behavior.

The family plays an important role as a consumer purchasing system in society. Family members are the main reference group that has great influence. In consumer life, there are two types of families that play a role in this process.

Social Roles and Status show a person's participation in various groups, families, and organizations. These groups become the main source of information that helps explain behavioral norms. A person's position in each group, of which he or she is a member, can be determined based on his or her role and status.

#### 2.4. Personal Factors

According to research by (Widayanto et al., 2023) as many as 71% of personal factors state that job needs affect ticket purchase decisions. Purchase decisions are also influenced by individual aspects such as age, product cycle stage, occupation, economic conditions, lifestyle, and consumer personality. Researchers conclude that personal factors have a positive and important impact on purchasing decisions. Indicators of personal factors according to (Kotler & Armstrong, 2008) include:

- Age and stages of the life cycle

The products a person buys change throughout his life. As babies grow and get older, their needs are different. Tastes in clothing, furniture, and leisure time also vary with age.

- Employment and economic environment

A person's job affects their consumption patterns. For example, workers typically buy work clothes, work shoes, and food boxes. On the other hand, corporate executives tend to buy high-priced clothes and travel by plane.

- Lifestyle

A person's lifestyle is his daily life that is expressed through his activities, interests, and opinions. Lifestyle represents the interaction of all humans with their environment.

- Personality and self-concept

Each individual has unique personality characteristics that affect his or her purchasing behavior. Personality is the psychological traits that characterize a person and give rise to relatively fixed and long-term responses to the environment. On the other hand, self-concept can be divided into two: the ideal self-concept (how you want to be seen) and the self-concept as others see you (how others see you).

### 3. Research Method and Materials

This study uses quantitative analysis. Several experiments were run to examine the information collected. First, data editing, handling data blanks, data coding, data categorization, and data archive compilation will be carried out, followed by statistical testing using the SPSS 22 Statistics application. The data of this study was analyzed using Multiple Regression Analysis steam. This research process will take place between March and May 2024. Participants in the law research are mothers from the Medan city area. This research refers to primary and secondary data sources. The answers given by the respondents function as primary data, then information related to cloth diapper is a secondary source of data. The data collection method by distributing the questionnaire is distributed through google forms through social media messages. The technique used in determining the sample in this study uses non-probability, precisely using purposive sampling. The sample determination technique is carried out with certain considerations with criteria or characteristics, namely married mothers who live in the city of Medan, mothers who have children under the age of 3 years, and mothers who buy Cloth Diaper products for use on children. Based on (BPS Medan, 2024) the data of housewives in Medan City in 2023 is around 383,485 people. Based on National Socio-Economic Research (Susenas), the percentage of women aged 15-49 years who give birth to children in 2 years is then facilitated and medical personnel according to the 2023 Medan City Characteristics reach 98.91%. Data from Susenas Research Day provides more detailed information about women who have married and given birth to children in the last 2 years (BPS Medan, 2024). So the number of housewives who have children under five is around 378,283 people. According to the Great Dictionary of Indonesian (KBBI), a sample is a collection of members from a small group that reflects the full group (population) In the investigation of mi, the researcher used the Slovin method. Here's the formula:

$$n = \frac{N}{1 + N(e)^2} \tag{1}$$

$$\begin{aligned} n &= 378.283/1 + 378,283 (0.1)^2 \\ n &= 378.283/1 + 378,283 (0.01) \\ n &= 378.283/ 1 + 3.782,83 \\ n &= 378.283/3.783,83 \\ n &= 99. 97 \end{aligned}$$

After using the Slovan formula, a significance of 0.01 (1%) was taken. The results of the sample calculation were obtained around 99.97 which was then rounded up to 100 mothers who bought Cloth Diapers for their children in Medan City.

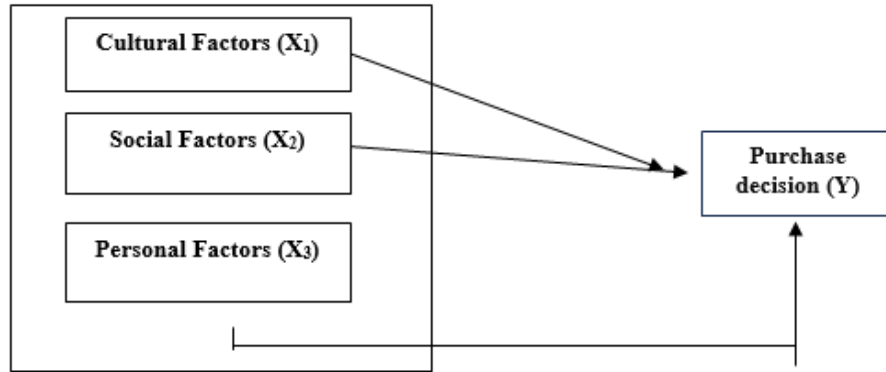


Figure 2. Framework of Thought

Have been arranged and the various ideas that have been described is a framework of thought that is then examined and researched in relation to the variables that are studied based on the theory that has been explained To make a hypothesis, one uses a connection variable.

#### 4. Results and Discussion

##### 4.1. Descriptive Statistics

The respondents of this study are consumers who have purchased cloth diapers and wear them on their children so that various factors that affect the purchase decision on cloth diapers are known. Based on the questionnaire, respondents were asked about their domicile (sub-district origin), mother's age, child's age, last education level, occupation, and income. Here are the summarized findings of the research shown on Table 1.

Table 1. Respondents by domicile (district origin)

No	Domicile (Origin of District)	Sum	Persentase
1	Medan Tuntungan	1	1.00%
2	Medan Johor	4	4.00%
3	Medan Amplas	4	4.00%
4	Medan Denai	1	1.00%
5	Medan Area	4	4.00%
6	Medan Kota	7	7.00%
7	Medan Maimun	2	2.00%
8	Medan Polonia	4	4.00%
9	Medan Baru	3	3.00%
10	Medan Selayang	6	6.00%
11	Medan Sunggal	11	11.00%
12	Medan Helvetia	3	3.00%
13	Medan Petisah	3	3.00%
14	Medan Barat	1	1.00%
15	Medan Timur	4	4.00%
16	Medan Perjuangan	10	10.00%
17	Medan Tembung	16	16.00%
18	Medan Deli	5	5.00%
19	Medan Labuhan	3	3.00%
20	Medan Marelan	5	5.00%
21	Medan Belawan	3	3.00%
<b>Totally</b>		<b>100</b>	<b>100.00%</b>

In the table 1, most of the 100 participants came from the areas listed. The highest number of respondents, namely 16 people from Medan Tembung. Information about respondents by maternal age will be presented on Table 2.

**Table 2.** Respondents by Mother's Age

<b>Mother's Age</b>	<b>Sum</b>	<b>Persentase</b>
21- 25	44	44.00%
26-30	37	37.00%
31-35	12	12.00%
>36	7	7.00%
<b>Total</b>	<b>100</b>	<b>100.00%</b>

In the table 2, it can be seen that the 100 respondents consist of four age groups categorized in the table above. Although the data in BPS is the age of married women and has children aged 15-49 years, the sample data obtained in this study is at least 21-25 years old with the largest number of respondents being 44 people. Information about respondents based on the age of the child is presented on Table 3.

**Table 3.** Respondents by Child Age

<b>Child Age</b>	<b>Sum</b>	<b>Persentase</b>
< 1	40	40.00%
1-2	39	39.00%
2-3	11	11.00%
> 3	10	10.00%
<b>Total</b>	<b>100</b>	<b>100.00%</b>

The table 2 and 3 presentation of the number of 100 participants is 4 age groups that are given categories, then the number of participants can be calculated, namely 40 participants who are at the age of <1 years and the phenomenon that occurs that:

- The age of children 1 year is a category of newborns up to 11 months of age. The motor and physical development of children at this age is still somewhat limited. Babies can't walk or sit independently yet, so they spend most of their time lying down or being carried. The need for diapers at this age is generally higher because of the frequency of bowel movements (bowel movements) and bowel movements (urination) that are more convenient
- The age of the child is 1-2 years, at this stage, toddlers begin to develop walking & running skills. They also began to show interest in exploring the surrounding environment. The need for diapers at this age begins to decrease along with the development of children's motor skills. Parents began to train their children to use the toilet.
- The age of the child is 2-3 years old, at this stage, toddlers are generally able to walk and swim smoothly. They also begin to master bladder control and bowel movements. The need for diapers at this age is decreasing and many children are already able to use the toilet independently.
- Children > 3 years old at this age, children can already use the toilet in the bathroom and need a little diaper.

Based on the data provided, it can be concluded that the age of the child has an influence on the behavior of using cloth diapers. Children aged < 1 year and 1-2 years are more likely to use cloth diapers compared to toddlers aged 2-3 years and > 3 years. Most respondents (79%) have a 2-year-old child. This shows that the age of the child has an influence on the use of cloth diapers. Younger children tend to use cloth diapers compared to older children. This can be explained by various factors, such as physical and motor development, family habits and traditions, as well as environmental awareness and cost. The following participants seen from the final education will be explained on Table 4.

As stated in table 4, some of the 68 participants have a high school/high school/high school education level. Information about respondents by occupation will be provided in the Table 5.

As stated in table 5, some of the participants were 63 people who worked as housewives. Information about partisipan views and earnings is presented in Table 6.

As stated in the table 6, it is indicated that if the participants are 100 participants out of a total of 40 people, most of them have an income of Rp. 1,000,000 to Rp. 2,000,000.

**Table 4.** Respondents Based on Last Education Level

No	Last Level of Education	Sum	Percentage
1	Primary School	2	2.00%
2	First High School	1	1.00%
3	High School Up	68	68.00%
4	Associate's Degree	6	6.00%
5	Bachelor	19	19.00%
6	Master	3	3.00%
7	Doctoral Degree	1	1.00%
<b>Totally</b>		<b>100</b>	<b>100.00%</b>

**Table 5.** Respondents by Job

No	Work	Sum	Percentage
1	Private officer	6	6.00%
2	Civil Service Officer	7	7.00%
3	Housewives	63	63.00%
4	Private	24	24.00%
<b>Totally</b>		<b>100</b>	<b>100.00%</b>

**Table 6.** Respondents by Income

No	Income	Sum	Percentage
1	< Rp. 1,000,000	14	14.00%
2	Rp. 1,000,000 s.d Rp, 2,000,000	40	40.00%
3	Rp. 2,000,000 s.d 3,000,000	21	21.00%
4	Rp. 3,000,000 s.d 4,000,000	12	12.00%
5	Rp. 4,000,000 s.d 5,000,000	5	5.00%
6	>Rp. 5,000,000	8	8.00%
<b>Totally</b>		<b>100</b>	<b>100.00%</b>

#### 4.2. Analysis of Research Results

##### 4.2.1. Validity Test

A significant test in validity was made by comparing the value of r calculation with r table, the research r table was 100, then  $df = n - 2$ ,  $100 - 2 = 98$  was 0.196. r calculates  $> r$  table, then it is said to be valid. Based on the results of the study, the results of all indicators on Variables (X1), Variables (X2) and variables (X3) are all valid so that all statement items are valid.

##### 4.2.2. Reliability Test

The reliability in this study shows that the variable (X1), variable (X2) and variable (X3) are 0.600 so the results are reliable.

##### 4.2.3. Classical Assumption Test

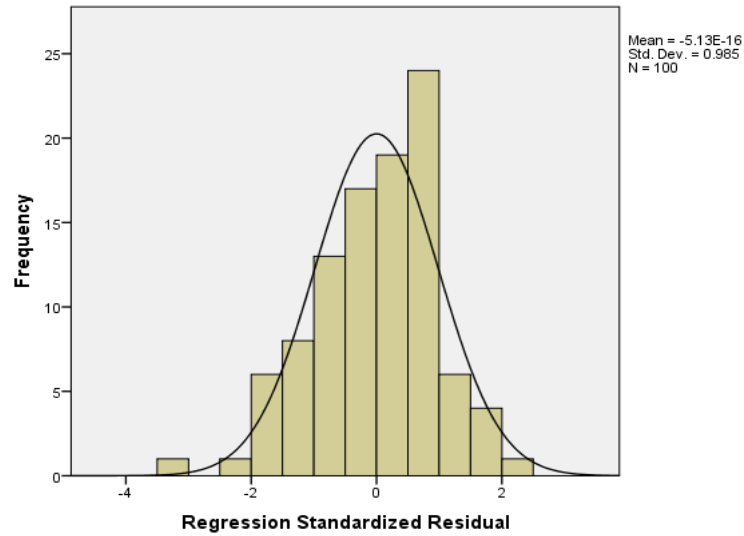
###### a. Normality Test

Figure 3 refers to the histogram graph in the form of an arch and does not tilt to the right or left, then the above results are obtained normally.

###### b. One-Sample Kolmogorov-Smirnov Test

Table 7 refers to the Sig value of Kolmogorov Smirnov of 0.200 Because the significance of Kolmogorov Smirnov's table is greater and 0.05, it can be concluded that the data obtained by the researcher is normal.





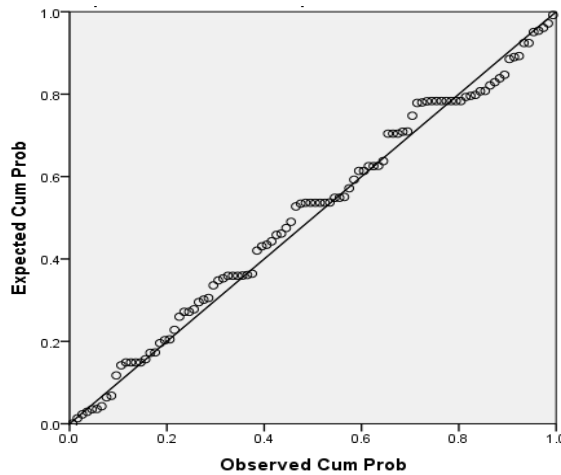
**Figure 3.** Histogram Chart Result  
Source: SPSS 22 Processing Data Output

**Table 7.** Results of the One-Sample Kolmogorov-Smirnov Test

	Unstandardized Residual
Asymp. Sig. (2-tailed)	.200 <sup>c,d</sup>

Source: SPSS 22 Processing Data Output

c. P-Plot



**Figure 4.** P-Plot Results  
Source: SPSS Processing Data Output Version 22

As stated in the Figure 4, the results of the regression model reached normality and can be applied practically and can be applied.

d. Multicollinearity Test

Table 8 reveals that the variables (X1), variables (X2), and variables (X3) show Variance Inflation Factor (VIF) values of 2.204, 2.134, and 1.517 variables (X1), respectively. variables (X2), and variables (X3) have Variance Inflation Factor (VIF) values of 2.204, 2.134, and 1.517 According to the table above, the tolerance value (X1) is

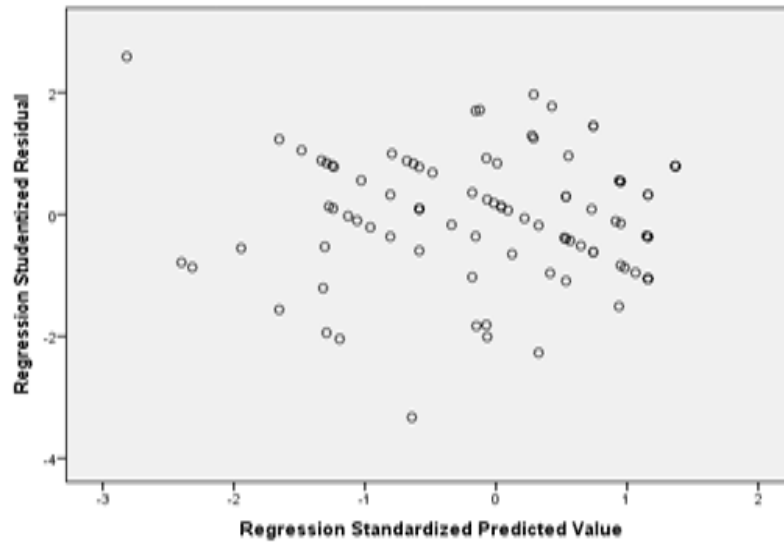
0.454, vanabel (X2) is 0.469, and vanabel (X3) has a transformation value of 0.659. Therefore, it was concluded that there was no X variable that had a tolerance of less than 0.10, no tolerance value, no multicollinearity, and in this study there was no relationship between the X variables investigated.

**Table 8.** Multicollinearity Test

Model	Collinearity Statistics	
	Tolerance	VIP
X1.TOT	.454	2.204
X2.TOT	.469	2.134
X3.TOT	.659	1.517

Source: SPSS Processing Data Output Version 22

e. *Heterocidity Test*



**Figure 5.** Scatterplot Results

Source: SPSS 22 Processing Data Output

Table 5 as shown that the circles in the scatterplot are scattered irregularly and do not form a clear distribution pattern above and below the number 0 in Y. From this analysis, it can be concluded that there is no significant inconsistency in the regression model. variable (X2), and variable (X3).

4.2.4. *Multiple Linear Regression Test*

**Tabel 9.** Multiple Linear Regression Test

Model	Unstandardized Coefficients	
		B
1	(Constant)	3.937
	Culture	0.125
	Social	0.338
	Private	0.318

Source: SPSS 22 Processing Data Output

As stated in the Table 9, the multiple linear regression equation can be obtained as follows:

$$Y = a + b_1 \cdot X_1 + b_2 \cdot X_2 + b_3 \cdot X_3$$

$$Y = 3.937 + 0.125 X_1 + 0.338 X_2 + 0.318 X_3$$

where:

- Y = Purchase Decision
- A = Constant
- X1 = Culture

X2 = Social  
 X3 = Private

The equation is stated:

A constant value of 3.937 indicates a positive influence on the impact of independent variables on Purchase Decisions (Y). Independent variables, including variables (X1), variables (X2), and variables (X3), can increase the purchase result (Y) by 3.937.

The variable (X1) has a positive effect on the Purchase Decision (Y), which is indicated by a regression coefficient of 0.125. An increase of one unit in variable (X1) increases the Purchase Decision (Y) by 0.125.

The variable regression coefficient (X2) is 0.338, indicating a positive influence on Purchase Decision (Y). If the variable value (X2) increases by one unit, the Purchase Decision (Y) increases by 0.338.

The variable regression coefficient (X3) is 0.318, indicating a positive influence on Purchase Decision (Y). An increase of one unit in the variable (X3) results in a rating of 0.318 in the Purchase Decision (Y).

4.2.5. Determination Coefficient Analysis Test

**Table 10.** Determination Coefficient Analysis Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.726 <sup>a</sup>	.527	.512	1.470

Source: SPSS 22 Processing Data Output

As stated in the table 10, the R Square is 0.527. So it can be seen that the variable (X1), variable (X2), and variable (X3) account for 52.7% of the purchase decision (Y). Meanwhile, the difference of 47.3% was influenced by other model factors.

4.2.6. The T Test

**Table 10.** T Test Results

Model	t	Sig.
X1.TOT	1.127	.263
X2.TOT	3.112	.002
X3.TOT	4.729	.000

Source: SPSS 22 Processing Data Output

According to table 10, each variable (individual) independent of the dependent variable can be viewed in the table t using the formula:

$$t\text{-table} = t(a/2; nk - 1)$$

$$a=5\% = t(0.05/2, 100-3-1).$$

The result is  $t(0.025; 96)$ , which shows that the value of the table is 1.984.

The findings are as follows:

- From the regression coefficient data, the value of variable (X1) is 0.125, so the impact is positive on the variable (Y). However, the statistical results t show that t calculation of the Cultural Factor (X1) is  $1.127 < 1.984$  then significance  $0.263, > 0.05$ . So  $H_0$  is accepted and  $H_a$  is rejected. This states that the variable (X1) does not have a significant impact on the variable (Y), although it is positive. In conclusion, X1 does not have a negative impact but has a positive impact on the overall Purchase Decision (Y).
- From the regression coefficient value data, for variable (X2) is 0.338, indicating positive for variable (X2) against variable (Y). In addition, the statistical t or t count and variable (X2) is 3.112, t table 1.984, significance 0.002,  $sign = 0.05$ . This makes it possible that an alternative  $H_a$  is obtained, the null hypothesis  $H_0$  is rejected. The decision, the variable (X2) has a good impact on the variable (Y).
- Based on data analysis, the value of the variable (X3) is 0.318, indicating the positive influence of the variable (X3) on the Purchase Decision (Y). In addition, the t-or t-variable statistics (X3) are 4.729, 1.984 and the sign

0.000 is 0.05. So the decision is that the alternative (Ha3) is accepted while H zero (Ho3) is rejected. But overall, vanabel (X3) has a good and significant impact on Purchase Decisions (Y).

#### 4.2.7. F Test

**Table 11.** Result of F Test

ANOVA <sup>a</sup>			
Model		F	Sig.
1	Regression	35,631	.000 <sup>b</sup>
	Residual		
	Total		

Source: SPSS 22 Processing Data Output

As shown in Table 11, there is an F value of 35.631 and a sign is 0.000. F calculates  $35.631 > 3.091$  and  $0,000 < 0.05$ , this shows that the null hypothesis (Ho-4) is rejected and the alternative hypothesis (Ha4) is accepted. This means that X1, X2, X3 together have a good and significant impact on the Purchase Decision (Y) of Cloth Diaper.

#### 4.3. Discussion

##### 4.3.1. The Influence of Cultural Factors on Purchase Decisions

From the results obtained, the first hypothesis states that vanabel (X1) has a positive but not significant influence on the Purchase Decision (Y) of Cloth Diaper. The Cultural Factor variable (X1) did not have a significant influence but remained positive on the Purchase Decision (Y) of Cloth Diaper. The hasil is consistent with the stated findings (Hamizar, 2010) which show that the X1 variable (culture) does not have a sigraphic impact on purchase decisions. The decision was obtained while (Ha) was rejected. This emphasizes that the decision to buy the Ambon Express daily newspaper is not influenced by cultural factors. This situation may occur because not all families support the use of cloth diapers due to the difficulties faced by mothers, such as the difficulty of cleaning diapers in public places that usually have dry toilet facilities.

The Influence of Social Factors on Purchase DecisionsFrom the results obtained, the X2 (social) variable had a positive impact on the variable (Y) cloth diaper. The results showed that the null hypothesis (Ho2) was rejected and the alternative hypothesis (Ha2) was accepted. This indicates that the Social Factor variable (X2) partially has a positive and significant influence on the Purchase Decision (1) cloth diaper. The results of this study are in line with research conducted by (Amellia et al., 2023) that Social Factors (X2) have a significant influence on Purchase Decisions (Y). This is possible because of a popular trend that is educated by social media about the importance of choosing diapers that are environmentally friendly and safe for the health of babies or children.

##### 4.3.2. Personal Influence on Purchase Decisions

From the results obtained, the X3 variable (personal factor) had a positive impact on the variable (Y) cloth diaper. So the results show that the null hypothesis (Ho3) is rejected and the alternative hypothesis (Ha3) is accepted. This states that the variable (X3) partially has a positive and important impact on the Purchase Decision (Y) cloth diaper. This research is in line with what was carried out (Indrawan, 2021) that the X3 (personal) variable positively affects the decision to buy Indomie in boarding house students of the Faculty of Economics at UNM because all mothers feel that cloth diapers are more economical, more comfortable, easier, healthier and environmentally friendly when used. The Influence of Cultural Factors, Social Factors and Personal Factors on Purchase Decisions

From the results, it was found that variable XI (cultural factors), variable X2 (Social Factors) and variable X3 (Personal Factors) together had a positive influence on variable (Y). This proves that the Ho-4 baliwa was rejected and the Ha4 was accepted. This shows that the variables Cultural Factors (X1), Social Factors (X2), and Personal Factors (X3) all have a good impact on the variable (Y). This is supported by the statement (Umadji et al., 2019) which found that cultural, social, and personal aspects all have a beneficial and significant influence on the decision to buy bread from a bakery. This is because 2 independent variables in this study that have a positive and substantial influence, namely the X2 variable (Social Factor) and the X3 variable (Personal Factor), are directly related to the purchase decision (1) cloth diaper. The X2 variable (Social Factor) is possible because of a popular trend educated by social media about the importance of choosing diapers that are environmentally friendly and safe for the health of babies or children that make mothers decide to buy cloth diapers. The Personal Factor (X3) is possible because all mothers feel that cloth diapers are more economical, more comfortable, easier, healthier and environmentally friendly when deciding to buy cloth diapers. Meanwhile, one independent variable does not have a positive and significant

influence, namely the X1 variable (Cultural Factors) which is directly related to the purchase decision (1) cloth diaper. This is possible because not all families support the use of cloth diapers for the reason that it is difficult for mothers, for example, when mothers bring their children who are on vacation, it will make it difficult for mothers to change and clean diapers in public places that tend to have dry toilets.

## 5. Conclusion

Based on the results of various tests carried out, it is concluded that: The variable X1 (Cultural Factor) has a coefficient of 0.125, which is positive. This mi shows that Cultural Factors (X1) have no influence but have a beneficial impact on the purchase decision (Y) of diaper cloth. Cultural Factor (X1) no positive and insignificant effect on Purchase Decision (Y), with t-calculated statistics of  $1.127 < t \text{ table} = 1,984$  and a sign value of 0.263, which is more than the significance level of 0.05. The X2 variable (Social Factors) has a regression coefficient of 0.338, which is positive. It can be concluded that the variable X2 (Social Factor) has a positive influence on the Purchase Decision (Y) of the cloth diaper. The t-calculated statistics of Social Factors (X2) were  $3.112 > t \text{ table} 1,984$  and sign  $0.002 < 0.05$ , indicating a substantial influence on Purchase Decisions (Y1). It was concluded that Social Factor (X2) had a beneficial and significant impact on Purchase Decision (Y). The X3 (Personal Factor) variable has a regression coefficient of 0.318, which is positive. It can be concluded that the variable X3 (Personal Factor) has a positive influence on the Purchase Decision (1) cloth diaper. The X3 variable (Personal Factor) has a great influence on the Purchase Decision (Y), as shown by the calculation of t or t statistics of  $4.729 > t \text{ table} 1.984$  and the mark value of 0.000, which is less than the significance level of 0.05. Thus, it can be concluded that X3 (Personal Factor) has a beneficial and significant impact on the Purchase Decision (Y). Variables X1 (Cultural Factors), X2 variables (Social Factors), and variables X3 (Personal Factors) can influence the purchase choice (Y) for cloth diapers by 52.7%, with the remaining  $100\% - 52.7\% = 47.3\%$  explained by other models, including price, promotion, venue, and product. Thus, the variable X1 (Cultural Factor), variable X2 (Social Factor), and variable X3 (Personal Factor) all have a positive and significant influence on Purchase Decision (Y).

Based on the conclusions and limitations of this study, the following suggestions are proposed: First, for mothers in the city of Medan, it is essential to consider all aspects when deciding to purchase cloth diapers, as these have been shown to be the best option for their children and significantly impact purchasing decisions. Second, future researchers are encouraged to explore this new area of study on cloth diapers further. By seeking out additional references and expanding research across various aspects, future studies can build upon the findings of this research and contribute to a more comprehensive understanding of the topic.

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