VISITOR PERSONALITY FACTOR ANALYSIS CAFE Q-TA RECOVERY IN INDRAGIRI HILIR DISTRICT

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Article Info

Abstract

Many factors make every buying decision that influence it. This study aims to determine the personality factors of visitors to Cafe Q-ta Tembilahan, Jalan Soebrantas Tembilahan. In this study the type of data used consisted of qualitative and quantitative data. Data collection techniques were carried out through interviews and submission of questionnaires. From the results of the study it was concluded that personality factors consisting of the variables Age and Life Cycle Stage, Occupation, Economic Situation, Lifestyle, Personality and Self-Concept significantly influence the t test, namely the tcount value is greater than the t table value or t count > t table of 2.011. There is a multiple linear regression $Y = 0.010 + 0.270\ X1 + 0.285\ X2 + 0.429\ X3 + 0.369\ X4 + 0.214\ X5 + \varepsilon$. And the influence is quite strong, namely the coefficient of determination is 70.4% and the correlation coefficient shows a value of 0.839 which means the level of influence between variables is in a very strong category. Then for the f test or simultaneous test, the Fcount value is 20.947, and the significance value is 0.000. This means that the variables Age and Life Cycle Stage, Occupation, Economic Situation, Lifestyle, Personality and Self-Concept together influence the Analysis of Personality Factors for Visitors to Cafe Q-ta Tembilahan Jalan Soebrantas Tembilahan.

1. INTRODUCTION

Background problem

Consumers always want to get products and services as well as satisfying needs that can meet their life needs. Most consumers in Indonesia who have more funds and behave in such a way, become a high consumption society in providing goods/products and there are even consumers who specifically go abroad to satisfy their needs and wants. Consumers have a position as a competitive force through their bargaining power. Bargaining power of consumers is very important because they have needs and wants. To meet these needs they also have the means of purchase (time and money), make choices and make buying decisions.

According to Cravens in the book Prasetijo and Ihalauw (2010: 4), companies that fail to understand consumer needs, wants, tastes and purchasing decision processes will experience failure in marketing and sales. Companies that do the opposite, namely understanding the needs, wants, tastes and purchasing decision processes of their consumers, are called customer *driven organization*. It means an organization that is driven by an understanding of its customers.

The most important thing is to know the customer. To get to know customers, companies must collect information and store it in a customer database and carry out marketing based on that data (Kotler, 2012). Knowing customers and understanding consumer behavior is not a simple matter. Customers may express their needs and wants but often they act in reverse. These customers may not understand their deeper motivations. They may respond to influences that change their mind at the last minute.

Tembilahan as the capital of one of the regencies in Riau is now developing a more modern lifestyle coupled with an increasing population. This development is inseparable from the influence of cultural and social aspects coming from abroad. With these changes and influences, it causes a shift and or change in the function of a cafe. Besides being a place to eat snacks, now Cafe is also as a place to hold special and personal meetings, gather, socialize, expand networks, and even become one of the places to perform prospecting *business* between executives, so the need for Café continues to grow. One of the favorite cafes in Tembilahan is Q-ta Tembilahan.

Café Q-ta Tembilahan is one of the cafes which can be visited by teenagers, adults and even parents. And of course from various circles and professions. Some of the visitors are business people who hang out there while discussing their business plans, some are immigrants from other cities or countries who happen to stay at hotels or guest houses located around the upper middle class shopping center. Where the roadside is strategically close to crowded areas, visitors are young people who have special meetings or family groups, and others.

Cafe Q-ta Tembilahan located in the city center of the strategic commercial area of the city of Tembilahan, namely Jalan Soebrantas. Apart from Cafe Q-ta Tembilahan, in Tembilahan city there are also other cafes such as Coffee Time Nusantara, Cafe Pondok Juice, and Cafe Geta and so on.

At Cafe Q-ta Tembilahan visitors can sit Indoor or Outdoor as well as levels 1 and 2 while listening to classical music of course while enjoying the special food of Cafe Q-ta Tembilahan. Inside the Cafe there is an entertainment stage which is usually used for events such as birthday celebrations and so on.

Cafe Q-ta Tembilahan sells a variety of variant menus not only selling light and heavy meals but also other drinks such as milkshake, tea and also other foods. Prices also vary, starting from Rp. 6000, - to Rp. 30.000,-

Apart from drinks at Cafe Q-ta Tembilahan also available food such as pastries and breads, the food that most buyers are Potato Donuts and Fried Potatoes. Visitors can also just sit back and relax *Searching* Internet, can also do meetingwith friends and business associates, or while completing Cafe Q-ta Tembilahan work also provides wi-fi technology in the cafe so that people can browse the internet without wires with their laptops and PDAs, because at the Q-ta Tembilahan café, apart from selling food and drinks, they also provide maximum service to meet sales strategies.

Cafe Q-ta Tembilahan also sells services such as a wifi hotspot with a fairly good speed, then music entertainment every Saturday night, and there are also electric terminals on each indoor table which are used for wifi hotspot users to plug in the charger. Therefore, that is the reason for driving visitors to come there. However, because there are many other cafes that are open with a similar menu and almost the same service, the number of visitors to Café Q-ta fluctuates every month, so the income earned also fluctuates.

Based on the reasons above, the researcher is interested in conducting research with the title **"Visitor Personality Factor Analysis Cafe Q-ta Recovery in Indragiri Hilir District"**

Problem Formulation

Based on the background that has been described above, the authors formulate the problem as follows: What are the Personality Factors of Cafe Q-ta Tembilahan Visitors in Indragiri Hilir Regency?

Research purposes

The research objective was to determine the personality factors of Cafe Q-ta Tembilahan visitors and to find out the personality factor variables of visitors who are more dominant in Cafe Q-ta Tembilahan in Indragiri Hilir Regency.

2. LITERATURE REVIEW

Marketing (*Marketing*)

Marketing is an organizational function and a set of processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders. (Kotler and Keller, 2016:6)

Marketing is a social and managerial process that is used by individuals, households and organizations to obtain their needs or wants by creating and exchanging products and value with other parties, the purpose of which is to meet individual and organizational needs, where needs are met by creating and exchanging products and value. (Simamora, 2016:1)

This definition proves that marketing management is in charge of influencing the time level and composition of demand to help the company achieve its goals.

Consumer behavior (*Consumer Behaviour*)

According to Schiffman and Kanuk (2014: 7), consumer behavior is the process that a person goes through in searching, buying, using, evaluating and acting after consuming goods, services or ideas that are expected to meet their needs. Consumer behavior is the actions directly involved in obtaining, consuming, and disposing of goods and services, including the decision processes that precede and follow these actions. So it can be said that consumer behavior is a study of how making result (*decision units*) whether individuals, groups or organizations, make purchasing decisions or make purchases of a product and consume it. From the definition of consumer behavior above, it can be revealed that consumer behavior is a process consisting of several stages, namely the Acquisition Stage (*acquisition*), Consumption Stage (*consumption*), Post-Purchase Action Level (*disposition*). This stage is to find out what consumers do after the product is used or consumed.

Understanding of consumers and consumption processes will generate a number of benefits, among them is the ability to help managers make decisions, provide marketing researchers with basic knowledge when analyzing consumers, help state legislatures and regulators create laws and regulations relating to the buying or selling of goods and services. And help consumers in making better decisions. In short, consumer behavior is studied in order to better understand what consumers buy, why, where, when and how often they buy. This knowledge is then used to create ways to satisfy or meet their needs and create good approaches to communicate and influence them. So those are all very basic studies in all marketing activities.

According to Danang Sunyoto (2012:251) consumer behavior *(consumer behavior)* can be defined as the activities of individuals who are directly involved in obtaining and using goods/services including the decision-making process in the preparation and determination of these activities.
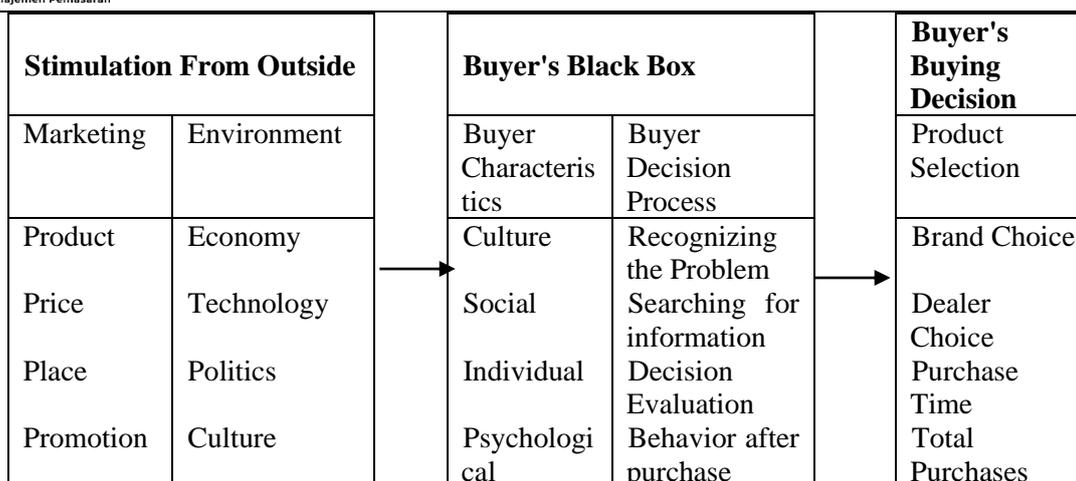
According to Setiadi (2013: 136) an understanding of consumers can be found in the definition of marketing (*marketing*) namely human activities aimed at satisfying the needs and wants of their target markets.

To understand and develop appropriate marketing strategies we must understand what consumers think (cognition) and consumers feel (influence), what consumers do (behavior) and where (events).around) that is able to influence and be influenced by what consumers think, feel and do.

Models of Consumer Behavior

Every day consumers make various purchase choices. Most large companies investigate consumer needs in detail, what consumers buy, where they buy, how and how much they buy, when and why they buy. The most important statement is how consumers respond to marketing stimuli (*marketing stimulate*) that can be done by the company in implementation of the product marketing system. Their starting point is the "Stimulus-Response" model as shown in the following figure:

Table 1. Model of Consumer Behavior

Stimulation From Outside		Buyer's Black Box		Buyer's Buying Decision
Marketing	Environment	Buyer Characteristics	Buyer Decision Process	Product Selection
Product	Economy	Culture	Recognizing the Problem	Brand Choice
Price	Technology	Social	Searching for information	Dealer Choice
Place	Politics	Individual	Decision Evaluation	Purchase Time
Promotion	Culture	Psychological	Behavior after purchase	Total Purchases

Source: Kotler (2012:221)

While other stimuli consist of events in the buyer's black box between external stimuli and purchase decisions from buyers, because consumer behavior will have a major influence on purchasing decisions.

Factors Influencing Consumer Behavior

Consumer satisfaction is strongly influenced by cultural, social, personal, and psychological factors of the buyer. Most of these factors cannot be controlled by marketers, but really must be considered.

a. Cultural Factors

Culture is an influencemost broadest and deepest on consumer behavior. Marketers must understand the role played by the buyer's culture, subculture, and social class.

1) Culture

Culture is the most important determinant of one's desires and behavior. lower beings are generally demanded by instinct, whereas in humans, behavior is usually learned from the surrounding environment. So that the values, perceptions, preferences, and behavior of someone who lives in a certain area can be different from other people who are in another environment. So it is very important for marketers to see this cultural shift in order to be able to provide new products that consumers want.

2) Sub-culture

Every culture consists of sub-cultures, the smallest sub-culture provides more specific identification and socialization for its members. Sub-cultures consist of nationalities, religions, racial groups, and geographic regions. Many sub-cultures make up important market segments and marketers often design products and marketing programs tailored to their needs.

3) Social Class

Social class is a relatively homogeneous and permanent division of society that is structured hierarchically and whose members share similar values, interests and behaviors. Social class reflects not only income but also other indicators like work, education, and housing. Social classes differ in terms of dress, manner of speaking, preferences in reactions and have many other characteristics.

b. Social Factors

Which consists of several parts, namely groups, families, roles and status.

1) Reference Group

According to Kotler and Keller (2016: 217), a person's reference group consists of all groups that have direct (face-to-face) or indirect influence. Against a person's attitude or behavior. Groups that have direct influence on a person are called membership groups. Some membership groups are primary groups, such as family, friends, neighbors and co-workers with whom a person interacts on an ongoing and informal basis. People also belong to secondary groups, such as religious groups, professions and trade associations which tend to be more formal and require less routine interaction.

Marketers try to identify the reference group of their customers. Reference groups influence a person's behavior in purchasing and are often used as a guide by consumers in behaving. Reference group members often become disseminators of influence in terms of taste. Always supervise the group both physical and mental behavior. Reference groups include, among others: labor unions, sports partners, religious associations, the arts, and so on.

2) Family

Family is an important role in consumer behavior. Consumers as family members who often interact with other family members whose behavior is indirectly influenced by the results of these interactions. The family influences the learning process, attitudes, perceptions and behavior of the people in it. Therefore, consumer behavior is directly or indirectly influenced by the family.

The orientation family consists of parents and siblings. From parents a person gets an orientation towards religion, politics and economics as well as personal ambition, self-esteem and love. Even if buyers no longer interact deeply with their families, family influence on buying behavior can still be significant. Family members can greatly influence purchasing behavior.

3) Roles and Status

A person's position in a group can be determined in terms of roles and status. Each role carries a status that reflects the value and self-concept of the buyer concerned.

c. Personality Factor

Personality is defined as the inner psychological characteristics that determine and reflect how a person responds to his environment. The emphasis in this definition is on the inner qualities or characteristics of the obligations, namely qualities, traits, traits, abilities to influence people and special temperaments that distinguish one individual from another. Personality tends to influence a person's choice of products. These characteristics influence the way consumers respond to marketers' promotional efforts, and when, where, and how they consume certain products and services. Therefore, identification to Specific personality characteristics related to consumer behavior are very useful in preparing a company's market segmentation strategy.

"However, we propose that personality be defined as those inner psychological characteristics that both determine and reflect how a person responds to his or her environment."

Personality is related to the deepest differences in characteristics in humans, which describe the unique characteristics of each individual that will influence the individual's response to their environment.

The basic traits of personality are divided into several things, namely:

1) Personality reflects individual differences because characteristics in that form individual personality is a unique combination of factors, so no two individuals are exactly the same. Personality is a useful concept because it allows us to classify consumers into different groups on the basis of one or more traits.

2) Personality is consistent and enduring. A personality has generally been seen since humans were children, this tends to consistently form personality when we grow up. Although marketers cannot change consumer personalities to suit their products, if they know, they can try to attract the attention of their target consumer groups through relevant traits that characterize the personality of that consumer group. Although consumers' personalities may be consistent, their consumption behavior often varies widely due to a variety of psychological, sociocultural, environmental, and situational factors that influence behavior.

3) Personality can experience changes in certain circumstances. Because there are various life events such as birth, death, and so on. A person's personality changes not only in response to sudden events, but also as part of the process of gradual maturation.

A buyer's decision is also influenced by individual characteristics such as age and life cycle stage, occupation, economic situation, lifestyle, personality and self-concept.

1) Age and life cycle stage (*age and life cycle stage*)

People change the goods and services they buy over their lifetime. Tastes in food, clothing, furniture, and recreation are often age related. Purchases are also shaped by the stages of the family life cycle, namely the stages that may be passed by the family according to the maturity of its members. Marketers often define target markets in terms of stages and life cycles and develop appropriate product and marketing plans for each stage.

The traditional family life cycle stages include unmarried people, and young couples with children. However, today marketers are increasingly catering to alternative non-traditional stages such as single couples, old married couples, childless and single parent couples, parents with adult children returning home, etc.

2) Occupation (*occupation*)

A person's occupation affects the goods and services purchased. For example, construction workers often buy lunch from catering who come to work. Business executive, buy lunch from a full *service restaurant*, while office workers bring their lunch from home or buy from the nearest fast food restaurant (Kotler, Bowen, Makens, 2014: 207).

Marketers try to identify groups of workers who have an average higher interest in the products and services they produce. A company can even specialize in producing the products needed by a particular job group. For example, unskilled workers tend to buy a lot of clothes for work, while office workers buy more suits and ties.

3) Economic Situation (*economic situation*)

A person's economic situation will affect product choices, for example Rolex is positioned for upper-class consumers while Timex is intended for middle-class consumers. A person's economic situation will influence product selection and purchasing decisions on a particular product. Price-sensitive marketers are constantly watching trends in personal income, savings and interest rates. If economic indicators point to a recession, marketers can take steps to quickly redesign, reposition, and re-price their products so they can continue to offer value to targeted customers. (Kotler, Amstrong, 2006:170).

4) Lifestyle (*life style*)

People belonging to the same sub-culture, social class, and occupation can have quite different lifestyles.

Lifestyle is basically a behavior that reflects what problems actually exist in the minds of customers who tend to mingle with various things related to consumer emotional and psychological problems (Setiadi, 2010:77). According to Kotler and Keller (2012: 192) lifestyle is a person's pattern of living in the world which is expressed in his activities, interests and opinions. Lifestyle shows the whole person in interacting with the environment. Lifestyle describes all of a person's patterns of reacting and interacting in the world. Analysis of consumer lifestyle refers to the relationship between personal characteristics and product brand selection. Consumer lifestyle is influenced by three factors, viz activities*, interest*, an opinion (AIO) :

(a) Activity*(activities)* i.e. how consumers spend their time.

(b) Interest*(interest)* is the level of desire or attention to the choices that consumers have.

(c) Opinions*(opinion)* is an answer in response to a stimulus where a kind of question is asked. Opinions are used to describe interpretations, expectations and evaluations.

Lifestyle describes the whole person who interacts with his environment. Lifestyle shows more on how individuals live life, how to spend money and how to use their time, therefore this is closely related to actions and behavior from birth.

Consumer lifestyles may change, but these changes are not caused by changing needs. In general it remains for life, having previously formedat time small. This change occurs because the values held by consumers can change due to environmental influences.

5) Personality and Self-Concept (*Personality and Self Concept*)

Each individual has its own unique characteristics. The collection of behavioral characteristics possessed by individuals and permanent properties is usually called personality. Personality is a pattern of behavior that is consistent and enduring. Therefore, personality variables are deeper than lifestyle.

Consumers have different personality characteristics that influence their buying behavior. Personality is an innate characteristic of human psychology (*human psychological traits*) which produces a response that is relatively consistent and long-lasting response to environmental stimuli.

Many marketers use the concept related to personality. A person's self-concept is also called self-image *(self image)*. The premise of self-concept is that what a person owns contributes to and reflects their identity. That, "we are what we have". So, to understand consumer behavior, marketers must first understand the relationship between the consumer's self-concept and what he has. Personality characteristics are also used as the basis for product positioning in the market.

d. Psychological Factors*(Psychological)*

One's choices in buying are also influenced by four important psychological factors, such as: motivation, perception, knowledge as well as beliefs and attitudes.

1) Motivation (*Motivation*)

An urgent need to direct someone to seek satisfaction of the need. Based on Maslow's theory, a person is controlled by a need at a time. Human needs are arranged according to a hierarchy, from the most urgent to the least urgent (psychological, safety, social, self-esteem, self-actualization needs). When the most urgent need has been satisfied, that need stops being a motivator, and the person will then try to satisfy the next most important need (Kotler, Bowen, Makens, 2014: 214).

2) Perception(*Perception*)

Perception is the process by which a person selects, organizes, and interprets information to form a meaningful picture of the world. People can form a variety of different perceptions of the same stimulus (Kotler, Bowen, Makens, 2003: 215).

3) Learning(*Learning*)

Learning is a process, which is always developing and changing as a result of the latest information received (may be obtained from reading, discussion, observation, thinking) or from actual experience, both the latest information received and personal experience act as feedback for individuals and provides a basis for future behavior in similar situations (Schiffman, Kanuk, 2014: 207).

4) Beliefs and attitudes(*Beliefs and Attitude*)

Beliefs or belief is a descriptive thought that someone believes in something. Beliefs can be based on genuine knowledge, opinion, and faith (Kotler, Armstrong, 2006: 144). Whereas *Attitude* or attitudes are evaluations, feelings of like or dislike, and tendencies that are relatively consistent from someone on an object or idea.

Attitudes are difficult to change. A person's attitude follows a pattern, and changing just one attitude may require adjustments that will make it difficult for other attitudes. So, companies usually match their products with existing attitudes and do not try to change those attitudes.

3. RESEARCH METHODS

Time and Time of Research

The research was conducted at Cafe Q-ta Tembilahan which is located on Jalan Soebrantas Tembilahan and the time of the research was carried out in 2023.

Types and Sources of Data

The type of data is in the form of qualitative data, namely in the form of information data regarding personality factors. Quantitative data, namely data in the form of numbers, including the number of visitors and so on. The data source is primary data, namely data obtained directly from the data source. And secondary data, namely the data available at the Cafe.

Population and Sample

The population is a generalization area consisting of objects or subjects which become a certain quantity and characteristic set by the researcher and then conclusions are drawn (Sugiyono, 2010:217). The population in this study is the population used by the author in collecting data, namely consumers who visit Cafe Q-ta Tembilahan, Jalan Soebrantas Tembilahan in 2023. In this study, the authors decided to sample consumers who visited Cafe Q-ta Tembilahan with a sample size ie 50 people, using the "*Simple Random Sampling*". Simple Random Sampling is a sample selection method in which the selection of respondents is taken at random who are directly encountered in the field.

Data Collection Method

The data collection method was obtained from direct interviews with company managers who were directly involved in this study (Interview). The data collection method was carried out by asking written questions in the form of a list of questions submitted to company managers and consumers which has to do with the variables examined by the author (Questioner).

Data Analysis

In this study, the data analysis method was used to see how the personality factors in visitors to Café Q-ta Tembilahan in Indragiri Hilir Regency used the SPSS program (*Statistical Product and Service Solution*) version 19.0 which is one of the computer applications for analyzing statistical data. The data analysis includes:

    a. **Uji Instrument**
       1) Validity test

2) Reliability Test

b. Multiple Linear Regression Analysis

To analyze the author's data using multiple linear regression analysis with the help of the SPSS program. For this reason, the authors use the multiple linear regression formula with the regression equation as follows:

$$AND = a + b_1x_1 + b_2x_2 + b_3x_3 + b_4x_4 + b_5x_5 + \varepsilon$$

Where
a = Constant
b = Regression Coefficient
X_1 = Age and Life Cycle Stage
X_2 = Jobs
X_3 = Economic Situation
X_4 = Lifestyle
X_5 = Personality and Self-Concept
Y = Personality Factor

ε = Interrupt Error

c. Hypothesis testing

Hypothesis testing aims to test the hypothesis that has been stated above and to find out the significant/not significant effect of the independent variable on the dependent variable. To prove the truth, among others, is the Determination Test, Partial Test (t) and F Test.

4. RESULTS AND DISCUSSION

a. Validity and Reliability Test

1) Validity test

From the results of the validity test, we can see that the Work Discipline and employee performance variables proposed by the researcher are valid. We can see that the coefficient value of each question item is below 5% or 0.05.

2) Reliability Test

The results of the reliability test are stated to be reliable with the calculation results having a reliability coefficient (*reliability*) above 0.60.

b. Multiple Linear Regression Analysis

Table 2. Multiple Linear Regression Test

Coefficientsᵃ

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	.010	2.368		.004	.996		
AgeAndLifeCycleStage	.270	.132	.198	2.045	.047	.718	1.392
Occupation	.285	.141	.214	2.022	.049	.601	1.663
EconomicSituation	.429	.197	.206	2.175	.035	.752	1.330
Lifestyle	.369	.166	.291	2.226	.031	.394	2.535
PersonalityAndSelfConcept	.214	.105	.226	2.031	.048	.541	1.848

a. Dependent Variable: PersonalityFactors

Source : Output SPSS 19.0 *for Windows*

The relationship between the independent variables and the dependent variable can be formulated into the following equation.

$$\mathbf{Y = 0.010 + 0.270X_1 + 0{,}285\ X_2 + 0{,}429\ X_3 + 0{,}369\ X_4 + 0{,}214\ X_5 + \varepsilon}$$

The regression equation above has the following meaning:

a. The constant value (a) is 0.010, indicating the meaning that if the value of X_1, X_2, X_3, X_4, X_5 value is 0, then the Personality Factor will remain at 0.010.

b. Regression coefficient for variable X_1 namely the variable Age and Life Cycle Stage of 0.270. The coefficient value indicates that Age and Life Cycle Stage have a positive effect on Personality Factors. This illustrates that when Age and Life Cycle Stage go up, the Personality Factor will go up.

c. Regression coefficient for variable X_2 namely work of 0.285. The coefficient value indicates that work has a positive effect on personality factors. This illustrates that when work goes up, the Personality Factor will go up.

d. Regression coefficient for variable X_3 namely the Economic Situation of 0.429. The coefficient value indicates that the Economic Situation has a positive effect on the Personality Factor. This illustrates when the Economic Situation rises, the Personality Factor will rise.

e. Regression coefficient for variable X_4 namely Lifestyle of 0.369. The coefficient value indicates that Lifestyle has a positive effect on Personality Factors. This illustrates when the Lifestyle goes up, the Personality Factor will go up.

f. Regression coefficient for variable X_5 namely Personality and Self-Concept of 0.214. The coefficient value indicates that personality and self-concept have a positive effect on personality factors. This illustrates that when Personality and Self-Concept go up, the Personality Factor will go up.

c. Hypothesis testing

1) The coefficient of determination

Table 3. Results of the Coefficient of Determination

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.839^a	.704	.671	1.42819	.704	20.947	5	44	.000	1.715

a. Predictors: (Constant), PersonalityAndSelfConcept, Occupation, EconomicSituation, AgeAndLifeCycleStage, Lifestyle
b. Dependent Variable: PersonalityFactors

Source : Output SPSS 19.0 *for Windows*

The table above shows that the value of adjusted R^2 of 0.704 this means that 70.4% of the Personality Factor variable is influenced by five explanatory variables, namely Age and Life Cycle Stage, Occupation, Economic Situation, Lifestyle, Personality and Self-Concept. The remaining 29.6% is influenced by other variables that are not equal in this research variable. And the correlation coefficient shows a value of 0.839 which means the level of influence between variables is in a very strong category.

2) Statistical Test t (Partial test)

Table 4. Partial Test Results (t test)

Model	Koef. Regression	Nilai t	Say
Age and Life Cycle Stage (X1)	0,270	2,045	,047
Work (X2)	0,285	2,022	,049
Economic Situation (X3)	0,429	2,175	,035
Lifestyle (X4)	0,369	2,226	,031
Personality and Self Concept (X5)	0,214	2,031	,048

Source : Output SPSS 19.0 *for Windows*

In accordance with the hypothesis proposed in this study, then based on the table above in detail the following tests are produced:

a) Age and Life Cycle Stage

The results of the analysis have a sig value of 0.047. The sig value is smaller than the probability value of 0.05, or the value of 0.047 <0.05, then H_1 accepted and Ho rejected. X variable$_1$ has a t count of 2.045 with a t table of 2.011. So t_{count} X_1 2,045 > t $_{table}$ 2,011. This proves that the variables Age and Life Cycle Stage are variables that have a partial effect on the Personality Factor Analysis of Cafe Visitors Q-ta Tembilahan Jalan Soebrantas Tembilahan.

b) Work

The results of the analysis have a sig value of 0.049. The sig value is smaller than the probability value of 0.05, or the value of 0.049 <0.05, then H_1 accepted and Ho rejected. X variable$_2$ has a t count of 2.022 with a t table of 2.011. So t_{count} X_2 2,022 > t $_{table}$ 2,011. This proves that the Occupation variable is a variable that partially influences the Personality Factor Analysis of Cafe Q-ta Tembilahan VisitorsJalan Soebrantas Tembilahan.

c) Economic Situation

The results of the analysis have a sig value of 0.035. The sig value is smaller than the probability value of 0.05, or the value of 0.035 <0.05, then H_1 accepted and Ho rejected. X variable$_3$ has a t count of 2.175 with a t table of 2.011. So t$_{count}$ X$_3$ 2,175 > t $_{table}$ 2,011. This proves that the Economic Situation variable is a variable that partially influences the Personality Factor Analysis of Cafe Q-ta Tembilahan Visitors Jalan Soebrantas Tembilahan.

d) Lifestyle

The results of the analysis have a sig value of 0.031. The sig value is smaller than the probability value of 0.05, or the value of 0.031 <0.05, then H_1 accepted and Ho rejected. X variable$_4$ has a t count of 2.226 with a t table of 2.011. So t$_{count}$ X$_4$ 2,226 > t $_{table}$ 2,011. This proves that the Lifestyle variable is a variable that has a partial effect on the Personality Factor Analysis of Cafe Q-ta Tembilahan Visitors Jalan Soebrantas Tembilahan.

e) Personality and Self-Concept

The results of the analysis have a sig value of 0.048. The sig value is smaller than the probability value of 0.05, or the value of 0.048 <0.05, then H_1 accepted and Ho rejected. X variable$_5$ has t count, namely 2.031 with t table 2.011. So t$_{count}$ X$_5$ 2,031 > t $_{table}$ 2,011. This proves that the variables of Personality and Self-Concept are variables that partially influence the Personality Factor Analysis of Cafe Q-ta Tembilahan Visitors Jalan Soebrantas Tembilahan.

3) F test (simultaneous)

Statistical F test is used to see whether the independent variables included in the regression model have an influence on the dependent variable. The results of the calculations can be seen in the following table:

Table 5. Simultaneous Test Results

ANOVA^b

Model		Sum of Squares	Df.	Mean Square	F	Sig.
1	Regression	213.632	5	42.726	20.947	.000^a
	Residual	89.748	44	2.040		
	Total	303.380	49			

a. Predictors: (Constant), PersonalityAndSelfConcept, Occupation, EconomicSituation, AgeAndLifeCycleStage, Lifestyle
b. Dependent Variable: PersonalityFactors

Source : Output SPSS 19,0 *For Windows*

Testing the hypothesis regarding the variables Age and Life Cycle Stage, Occupation, Economic Situation, Lifestyle, Personality and Self-Concept simultaneously in the table above obtained an F value$_{count}$ namely 20.947. And at a significant value of 0.000. Thus it can be compared that the significant value in the table above (0.000a) <0.05 then Ho is rejected and Ha is accepted, this means that the variables Age and Life Cycle Stage, Occupation, Economic Situation, Lifestyle, Personality and Self-Concept together same effect on Personality Factor Analysis of Cafe Visitors Q-ta Tembilahan Jalan Soebrantas Tembilahan.

5. CONCLUSION

There are several conclusions from the Personality Factor Analysis of Cafe Q-ta Tembilahan Visitors Jalan Soebrantas Tembilahan as follows:

a. There is a multiple linear regression Y = 0.010 + 0.270 X$_1$+ 0,285 X$_2$ + 0,429 X$_3$ + 0,369 X$_4$ + 0,214 X$_5$ + ε . The coefficient of determination is 70.4%, meaning that the Personality Factor variable is influenced by five explanatory variables, namely Age and Life Cycle Stage, Occupation, Economic Situation, Lifestyle, Personality and Self-Concept. The remaining 29.6% is influenced by other variables that are not equal in this research variable. And the correlation coefficient shows a value of 0.839 which means the level of influence between variables is in a very strong category.

b. In the t test or partial test all independent variables namely Age and Life Cycle Stage, Occupation, Economic Situation, Lifestyle, Personality and Self-Concept have a significant effect, because the value of t$_{count}$ greater than t value$_{table}$ or t$_{count}$> t $_{table}$ of 2.011.

c. In the f test or simultaneous test of the variable Age and Life Cycle Stage, Occupation, Economic Situation, Lifestyle, Personality and Self-Concept, the value F is obtained $_{count}$ namely 20.947. And at a significant value of 0.000. Thus it can be compared that the significant value in the table above (0.000a) <0.05 then Ho is rejected and Ha is accepted, this means that the variables Age and Life Cycle

Stage, Occupation, Economic Situation, Lifestyle, Personality and Self-Concept together same effect on Personality Factor Analysis of Cafe Visitors Q-ta Tembilahan Jalan Soebrantas Tembilahan.

6. ACKNOWLEDGMENTS

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