

BEHAVIORAL THEORY VIEWED FROM THE PERSPECTIVE OF CONSUMER BEHAVIOR TO BE APPLIED TO PRODUCER BEHAVIOR

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ABSTRACT

Human behavior is one of the fields of study that is very interesting to study that has no end. Because humans are actors of all life activities. All lines of life are controlled through human behavior both as individuals and groups. The author uses a systematic literature review method. Articles obtained through the search media Google Scholar, Scencedirect, Researchgate, Elsevier, and Schimago. The keywords used in the search are behavior, consumer behavior, behavior form, consumer, and producer. This research is to analyze behavioral theory viewed from the perspective of consumer behavior to be applied to producer behavior. The results showed that many social analysts do not believe that instinct is the source of social behavior. For example, William James, a psychologist, believes that although instincts are the things that influence social behavior, the main explanation tends to be habits, namely behavioral patterns that are acquired through repetition throughout a person's life. Here the author presents several behavioral theories based on the results of previous literature studies by considering articles that are still relevant in this literature review, among them Mc Dougall theory, Push Theory, Attribution Theory, Cognitive Theory, Theory "S-O-R", theory of reasoned action, theory of planned behavior, and theory of social capital.

Keywords: Behavioral, Consumer, Producer.

INTRODUCTION

Human behavior is one of the fields of study that is very interesting to study that has no end. Because humans are actors of all life activities. All lines of life are controlled through human behavior both as individuals and groups.

Consumer behavior which will later be used as an indicator to determine the behavior of producers, in order to improve business competitiveness. Because not many studies have been found on the behavior of producers.

Consumer behavior has a fairly large impact, both on a micro and macro scale, on the development of a business. Likewise, producers are expected to have a positive impact on consumers and stakeholders who are directly related to the interests of business actors. It is known that the producer is the source or origin of the production of a product.

If producer behavior can be studied with the concept of consumer behavior, of course, it can become a business development model and can be a relevant government guideline in the direction of business development, especially small and medium enterprises in rural areas related to the programs and policies that will be made.

This research is to analyze behavioral theory viewed from the perspective of consumer behavior to be applied to producer behavior.

LITERATURE REVIEW

Behavior

Behavior is an individual's response/reaction to a stimulus that comes from outside or from within himself (Notoatmojo, 2010). Behavior is an action that can be observed and has a specific frequency, duration and purpose whether consciously or not. Behavior is a collection of various interacting factors.

According to the Big Indonesian Dictionary, behavior is a person's reaction that appears in a movement or attitude (body movement or speech). Sarwono (1993) states behavior as something that is done by one individual with another individual and something is real. Unlike thoughts or feelings, behavior is something concrete that can be observed, recorded or learned. Behavior in a broad sense, namely behavior that is visible or invisible behavior.

Budiharto (2010) emphasizes the definition of behavior as the result of all kinds of experiences and human interactions with their environment. The form of behavior can be in the form of knowledge, attitudes and actions. Human behavior consists of psychological, physiological and social perspectives that are comprehensive. This point of

view is difficult to distinguish its influence and role on the formation of human behavior.

Consumer Behavior

Consumer behavior is essentially to understand why consumers do and what they do. Consumer behavior is a study of how an individual makes decisions to allocate available resources (time, money, effort, and energy). Consumer behavior is the study of the units and decision-making processes involved in receiving, using and determining goods, services, and ideas.

Consumer behavior is the study of how individuals, groups, and organizations select, purchase, use, and use goods, services, ideas, or experiences to satisfy their needs and wants. Consumer behavior is an action that is directly involved in obtaining, consuming, and spending a product or service, including the processes that precede and follow this action. Consumer behavior as the activities of individuals who are directly involved in obtaining and using goods and services, including the decision-making process in the preparation and determination of these activities.

Behavior Form

Basically the form of behavior can be observed, through attitudes and actions, however, this does not mean that the form of behavior can only be seen from the attitude and actions, behavior can also be potential, namely in the form of knowledge, motivation and perception. Bloom (1956), distinguishes it into 3 types of behavior, namely cognitive, affective, and psychomotor.

Human behavior occurs through a sequential process. Reveals that before people adopt a new behavior, within the person a sequential process occurs, namely:

1. Awareness, namely the person is aware of or knows the stimulus in advance.
2. Interest, ie people begin to be interested in the stimulus.
3. Evaluation (weighing whether or not the stimulus is good for him), this means that the respondent's attitude is even better.
4. Trial, people have started to try a new behavior.
5. Adoption, the subject has behaved in a new way according to his knowledge, awareness, and attitude towards the stimulus.

If the acceptance of a new behavior or the adoption of behavior through a process like this is based on knowledge, awareness, and a positive attitude, the behavior will become a habit or be lasting (Notoatmodjo, 2010). According to Bloom (1956), behavior is determined by 3 factors:

1. Predisposing factors are factors that can facilitate the occurrence of a behavior.
2. Supporting or enabling factors include all environmental characteristics and all resources or facilities that support or enable a behavior to occur.
3. Pushing or reinforcing factors are factors that strengthen the occurrence of behavior, including community leaders, friends or peer groups, regulations, laws, decrees from local or central government officials (Notoatmodjo, 2010).

Consumer

Consumers are literally defined as people or companies who buy certain goods or use certain services or something or someone who uses an inventory or a number of goods (Barakatullah, 2008). The Big Indonesian Dictionary provides the following understanding of consumers are users (industrial goods, food ingredients, etc.) as opposed to producers (Siahaan, 2005).

Producer

In the laws and regulations in Indonesia, precisely in Article 1 Point 3 of Law Number 1999 concerning consumer protection, it stipulates that a business actor is any individual or business entity, whether in the form of a legal entity or not a legal entity that is established and domiciled or conducts business activities within the jurisdiction of the Republic of Indonesia, either individually or jointly through agreements to carry out business activities in various economic fields.

Meanwhile, the Indonesian Economic Bachelors Association defines producers as business actors who make, produce, goods and/or services from other goods or services (raw materials, additional/auxiliary materials and other materials). Business actors in this category may consist of individuals or business entities. From the description of the background, it can be seen that behavior greatly influences individual or group decisions in making a decision. There are many researches or studies on consumer behavior in various scientific aspects. This is considered because consumer behavior is able to make a significant contribution to

producers in developing their business. On the other hand, producers also have a very important role in maintaining and providing for consumer needs in a sustainable manner and increasing business competitiveness. However, there is not much literature and studies that explore the behavior of producers.

RESEARCH METHODS

To answer the question above, the author uses a systematic literature review method (Triandini et al., 2019), on articles from previous research on behavioral theories that are still relevant to be used in the perspective of consumer behavior studies to be applied to producer behavior. Articles obtained through the search media Google Scholar, Scimedirect, Researchgate, Elsevier, and Schimago. The keywords used in the search are behavior, consumer behavior, behavior form, consumer, and producer. Then, the writer examines it further by identifying, selecting, assessing, and summarizing the findings from behavioral theories in general and consumer behavior theory in particular which are still relevant to be used in this paper.

Then a synthesis of the results that are relevant to the research topic is carried out, so that the facts that will be presented qualitatively become more comprehensive and balanced. This article will contain the concepts of behavioral theories in the perspective of the study of consumer behavior theory to be applied to producer behavior in order to improve business competitiveness. Because from the previous literature no one has studied the behavior of producers specifically as business actors.

RESULT

Behavioral Theory

Early theories that were considered capable of explaining a person's behavior focused on two possibilities:

1. Behavior is acquired from offspring in the form of biological instincts and is known as the "nature" explanation.
2. Behavior is not inherited but obtained from the experience during their lives is known as the "nurture" explanation.

The explanation of "nature" was formulated by British scientist Charles Darwin in the nineteenth century where in his theory it was stated that all human behavior is a series of instincts needed to survive (Mustafa, 2012).

Many social analysts do not believe that instinct is the source of social behavior. For example, William James, a psychologist, believes that although instincts are the things that influence social behavior, the main explanation tends to be habits, namely behavioral patterns that are acquired through repetition throughout a person's life. This gives rise to "nurture explanation" (Mustafa, 2012).

The behavior displayed by each individual is very diverse and unique. This diversity and uniqueness attracts the attention of experts to research human behavior. There are many theories that explain the determinants of human behavior. In these theories, experts present their opinions about how a behavior is formed and what factors influence it (Mahyarni, 2013). Here the author presents several behavioral theories based on the results of previous literature studies by considering articles that are still relevant in this literature review.

Mc Dougall Theory

According to Mc Dougall behavior is caused by instinct. Instinct is an innate behavior and instinct will change because of experience. Mc Dougall's opinion received a sharp response from F. Alport who argued that human behavior is caused by factors, including the people around him with their behavior.

Push Theory

This theory holds that the organism has certain drives or drives. With incentives it will encourage organisms to act or behave. Reinforcement is in the form of gifts that encourage behavior and some are in the form of punishments that can inhibit people's behavior.

Attribution Theory

This theory was put forward by Fritz Heider, this theory explains the causes of behavior whether the behavior is caused by internal dispositions (motives, attitudes) or external circumstances.

Cognitive Theory

A person's ability to think or the factor of his mindset will determine the decisions taken in determining his choice. It is also often referred to as a subjective expert utility model. In subjective expert utility, self-interest stands out.

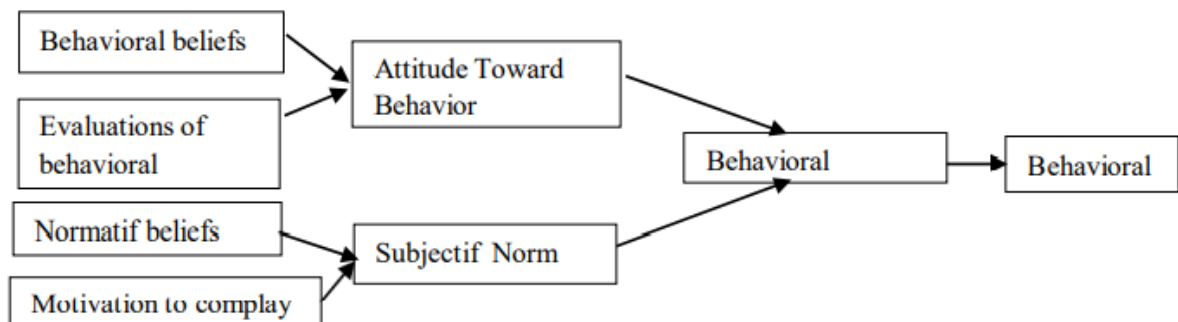
Theory "S-O-R"

This theory was developed by Skinner, a psychologist in Notoadmodjo (2010) formulating that behavior is a person's response or reaction to a stimulus (stimulus from outside). But in reality, the stimulus received by the organism is not always able to produce behavior, there are several other factors that play a role in the emergence of behavior, one of which is the intention to behave in a certain way from an individual. The intention itself will not appear without an influencing determinant.

Theory of Reasoned Action

Efforts to understand individual behavior is a central topic in the field of psychology. One of the widely used theories is the theory of reasoned action proposed by Fishbein and Ajzen (1975). This theory begins with studying attitudes which then develops into further studies on attitudes and behavior. This theory emerged because of dissatisfaction with traditional research on attitudes and behavior. The weakness of measurement that causes the low correlation between attitudes and behavior as expressed by Seymour Epstein through his two articles that attracted the attention of psychologists in 1979 and 1980. The following is a schematic depiction of the theory of reasoned action:

Figure 1. Theory of Reasoned Action



Theory of Planned Behavior

The theory of planned behavior is most widely used in research and studies of behavior. This theory was developed from the theory of reasoned action by including an additional variable, namely building perceived control behavior. Ajzen's theory of attitude toward behavior refers to the degree to which a person has a favorable or unfavorable evaluation of the behavior in question (Ajzen, 1991).

The relationship of attitude to behavior is an individual's belief in behavior that describes the subjective probability that the behavior in question will produce certain results and evaluation describes an implicit

judgment. Subjective norms refer to the perceived social pressure to perform or not perform the behavior (Ajzen, 1991).

Theory of Social Capital

Community empowerment will fail without realizing the importance of involving the cultural dimension and utilizing the role of social capital that grows in society. Social capital which contains trust, reciprocal exchange, social norms, and ethical values is the supporting foundation that will determine the development and sustainability of various business activities in various sectors of life.

At first the idea of social capital is just a metaphor that describes social bonds as capital. The central idea of social capital is that social networks are valuable assets. Networks provide the basis for social cohesion because they encourage people to cooperate with each other and not only with people they know directly in obtaining mutual benefits (Field, 2011:18).

CONCLUSION

The results showed that many social analysts do not believe that instinct is the source of social behavior. For example, William James, a psychologist, believes that although instincts are the things that influence social behavior, the main explanation tends to be habits, namely behavioral patterns that are acquired through repetition throughout a person's life. Here the author presents several behavioral theories based on the results of previous literature studies by considering articles that are still relevant in this literature review, among them Mc Dougall theory, Push Theory, Attribution Theory, Cognitive Theory, Theory "S-O-R", theory of reasoned action, theory of planned behavior, and theory of social capital.

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