AN INVESTIGATION OF THE DETERMINANT INFLUENCING INDONESIAN HOUSEHOLDS' DECISIONS TO CONSUME FAST FOOD

Herispon[*)1], Jenita[**)]

[*)]Sekolah Tinggi Ilmu Ekonomi Riau
Jl. HR. Soebrantas Km 12, No. 57 Panam, Tuah Karya, Tampan, Pekanbaru, Riau 28293, Indonesia
[**)]SUSKA Riau State Islamic University, Faculty of Sharia and Law
Jl. HR. Soebrantas Km 15, No. 155 Simpang Baru, Panam, Pekanbaru, Riau 28293, Indonesia

ABSTRACT

Background: In this day and age, hectic work schedules and daily routines have an impact on household consumption patterns and lifestyles. This is especially true in Indonesia and many other countries where people are shifting from preparing their own food to buying fast food.

Purpose: To determine the reasons why families eat fast food, examine those reasons, and calculate the direct and indirect consequences of those reasons.

Design/methodology/approach: Using a purposive sample approach and direct and online surveys, the study was carried out in 2023 on 1021 respondents in Pekanbaru City, Riau specifically, and Indonesia in general. Using the SEM-PLS analysis tool, a descriptive quantitative analysis method is used.

Findings/Result: The study's findings indicate that a variety of interrelated elements, including cultural, personal, psychological, social, economic, and place-related aspects, have an impact on households' intake of fast food. The elements that have an impact on household decisions to consume fast food are described together with their relationship and influence, based on multiple direction connections.

Conclusion: In summary Decisions on how much fast food to eat are heavily influenced by social and individual factors. This demonstrates how the decision to purchase fast food is influenced by factors such as household identity, social environment, and social media environment.

Originality/value (State of the art): Research can reveal a true picture of the interactions between variables that have not been seen in earlier studies, offering managerial implications and contributions to the formulation of policies that directly affect Indonesia's fast-food industry.

Keywords: household consumption, social environment, fast food, lifestyle, social media

[1]Corresponding author:
Email: herisponpiliang@gmail.com

INTRODUCTION

The competition between the fast food industry's growth and people's modern hectic schedules has led to a phenomenon in Indonesian households' overall food consumption patterns: a move away from cooking their own food and toward purchasing fast food. The phenomenon of fast-food restaurants expanding and developing is a component of the revolution in food consumption. Although the term "fast food" was still unknown to Indonesians until the late 1980s, fast food has been more widely available, particularly in large cities, since the early 1990s due to advancements in information and technology. According to Nilsen (2008), 69% of people in Indonesia consume fast food with different consumption patterns. 33% of respondents buy fast food as lunch, 25% buy it for dinner, 2% choose it as breakfast and 9% consider fast food as a snack. Fast food entrepreneurs in Indonesia have a chance to expand their business in this area of changing consumption trends. However, it also means that families have more time to spend together at home.

Fast food is a group of foods that are swiftly made, packaged and served. Fast food may be the solution for typical metropolitan dwellers with hectic work schedules, little free time, practical lifestyles, and shifting customer preferences (Anggraini et al. 2024). People in Indonesia are already familiar with a number of fast foods with international labels, including Kentucky Fried Chicken (KFC), McDonald's, Pizza Hut, A&W, Wendy's, Burger King, and Carl's Jr. In the meantime, regional goods come in the shape of light and medium meals or snacks like Nasi goreng, Sate, Soto, Bakso, Miso, Siomay, Seblak, Mie goreng, Mie rebus, Martabak and others. Fast food establishments are complemented by e-commerce platforms that offer a variety of delivery applications, making life easier for those who would otherwise have to leave the house (Chen, 2019).

Households used to have the option of cooking their own food, but owing to daily routines, such as work-related stress, regular office work, survey projects outside of the city, time limits, exhaustion, and others (Zyl, Steyn, and Marais 2010). Families must decide whether to accept or reject fast food services that they can buy straight from restaurants or through social media platforms like; Facebook, Instagram, WhatsApp, TikTok, YouTube, and others (Schiffman et al. 2010; Njagi, 2017; Kotler & Armstrong, 2018). There is proof that a household's decision to eat fast food is influenced by a number of interrelated factors, including lifestyle, social, economic, and demographic considerations (Black & Billette, 2015; Cornelsen et al. 2019; Bernarto et al. 2022). Moreover, a variety of food kinds, eating habits, and sociodemographic traits can forecast whether or not someone will choose to eat fast food (Steyn et al. 2011). Meanwhile, the decision to eat fast food is influenced by a number of factors, including flavor, accessibility to locations, quality, income, and personal preferences.

Fast food intake is influenced by social, environmental, personal, and food diversity variables, according to research on the topic (Fitzgerald et al. 2010), time constraints, comfort, taste, the influence of family and friends (Zyl et al, 2010), socio-demographic factors, household equipment, food diversity (Steyn et al. 2011), product characteristic factors, shopping behavior, culture, psychology and social environment (Ramya & Ali, 2016), cultural, personal, psychological, social factors (Njagi, 2017), safety factors, product price, nature of fast food, easy access, portability (Atinkut et al. 2018), factors such as limited time, pleasure, education, income, work, advertising, access (Saghaian & Mohammadi, 2018), factors: education, income, good debt, number of children, and also household status Liu & Li (2018), factors of price, quality, income, and taste (Holdford, 2018). Supported by survey results from (W&S Market Research, 2015) It has been reported in three countries (Indonesia, Vietnam, and Thailand) that the primary factors influencing fast food consumption in Indonesia are taste, presentation, brand, and price. In contrast, the considerations in Vietnam and Thailand include affordability, ease of access, and proximity to one's home. It was also clarified that the two factors are not independent of one another but rather have more intricate relationships. Specifically, the variables that affect fast food consumption are not independent agents influencing decisions about fast food consumption; rather, they act as interrelated factors influencing one another and causing decisions. Multiple factors may influence a decision to consume fast food at the same time (Bharucha, 2018; Mayasari & Chrisharyanto, 2018).

The fact that earlier research did not go into great detail about the links between the elements gives this researcher room to investigate more. Consequently, the goal of this research is to develop a model and framework that differ from those of other studies. The four primary components used by the model framework are cultural, personal, social, and psychological (Fitzgerald et al. 2010; Njagi, 2017), and two more factors, namely economy, and place (Atinkut et al. 2018; Saghaian & Mohammadi, 2018; Holdford, 2018), The elements that have been presented may exhibit a correlation with one another, as evidenced by the direct or indirect impact that each component has on decisions about household spending. The Cobweb theory can be used for this investigation based on the explanation given above and the presumptions stated (Septiana, 2017), where the network structure created by these elements will direct homes to consume fast food, according to the Cobweb theory, which uses a network pattern that creates a circle as its principle.

This study's primary focus is on accomplishing the following research goals: "Determine and examine in greater detail the causal relationships between the variables and direct or indirect impacts that lead to households consuming fast food". The investigated components are organized into a multifaceted model framework that explains the link and influence between factors that are connected in multiple directions and that affect the decisions made by households about the consumption of fast food. As a result, it appears that the variables influencing fast food, fast food companies, and household consumption decisions are closely related. Ultimately, the goal of this research is to contribute to policy creation and management implications that directly affect Indonesia's fast-food industry.

METHODS

Data gathering for the study took place in the Pekanbaru metropolitan region and throughout Indonesia in general during 2023. Primary data from direct questionnaires and online surveys accessible through links on Google Forms were used in this study. Purposive sampling is the respondents' selection method employed, the purposive sample approach makes sense in order to extract more detailed information (Puteri, 2023)**.** The example that was utilized was: 1021 participants took part in the survey, and the results (Singh, 2006; Neuman, 2014). Data was taken from a direct questionnaire given to

respondents (Frankel et al. 2012) who are in Pekanbaru, and an online questionnaire sent to respondents via social media. To predict the direct and indirect effects of variables in complex models, SEM analysis is used. The relationship between household consumption decisions and the six independent variables in the model include Culture, Personal, Psychological, Social, Place and Economic. SEM-PLS is used as an estimating model to determine how much culture, personal psychology, social place, and economics can influence family purchasing decisions. The model can be expressed in the following way:

$$CTR = b_0 + b_3PSG + e \quad \text{or}$$
$$x_1 = g_0 + g_3x_3 + z_1$$

$$PSL = b_0 + b_1CTR + b_4SCL + e \quad \text{or}$$
$$x_2 = g_0 + g_1x_1 + g_4x_4 + z_2$$

$$ECO = b_0 + b_3PSG + e \quad \text{or}$$
$$x_6 = g_0 + g_3x_3 + z_3$$

$$PLC = b_0 + b_6ECO + b_4SCL + e \quad \text{or}$$
$$x_5 = g_0 + g_6x_6 + g_4x_4 + z_4$$

$$HCD = b_0 + b_1CTR + b_2PSL + b_3PSG + b_4SCL + b_5PLC + b_6ECO + e \text{ or}$$
$$h_{HCD} = g_0 + g_1x_1 + g_2x_2 + g_3x_3 + g_4x_4 + g_5x_5 + g_6x_6 + z_5$$

Hypothesis: The theoretical review and previously reported research studies provide the basis for the formulation of the following research hypotheses: The degree to which these factors influence household decisions about fast food consumption is described by cultural, personal, psychological, social, location, and economic factors. This is because each of these factors is thought to be an independent predictor that influences the others in a reciprocal manner.

Culture

Culture is the set of social mores and behaviors that are transmitted from one generation to the next (Keesing, 2014). Whereas Plata et al. (2020) explain how values and beliefs shape culture (Kotler et al. 2005) and claim that the most important elements in the creation of culture are consumer behavior, values, perceptions, and tastes. Thus, culture affects people's lives on a wide range, both individually and collectively (Ramya & Ali, 2016; Njagi, 2017). General values will serve

as a representation of culture; these can be seen in the way that households consistently think and act in response to different situations in their environment. Individuals and groups of people's understanding of which cultural components support their utility functions and consumption decisions can be tied to culture (Stankevich, 2017; Herath, 2019; Hendrasto et al. 2024). H_1. Culture has a significant influence on personal factors. H_2. Culture has a significant influence on fast food consumption decisions.

Personal

A person's behavior shaped by life experiences can be explained by individual and personality factors (Awaan, 2015). A person's demands, interests, attitudes, jobs, worries, workplace culture, emotions, convictions, and guiding ideals can all be shown through their behavior (Lindzey et al. 1985). One's hobbies, routines, preferences, or dietary habits can either positively or negatively represent them to others (Keesing, 2014; Rahman et al. 2019; Santoso & Ardianti, 2023). On the other hand, a person's environment, circumstances, age, gender, and level of education can all have an impact on their particular behaviors. This choice is then manifested in actions or the acquisition of specific items (Fitzgerald et al. 2010; Njagi, 2017; Herath, 2019). H_3; Personal factors have a significant influence on fast food consumption decisions.

Psychological

A description of human behavior and activities that are closely related to the environment (Boeree, 2006). Individual psychological traits demonstrate how environmental processes and events can influence an individual's behavior (Sari et al. 2024), Thus, the application of psychology to an individual provides a platform for social interaction, communication, cooperation, competitiveness, and imitation behavior, as well as for the perception and production of values, qualities, and social attitudes (Thomas, 2011). However, someone will be psychologically drawn to deals or reductions when making purchases (Zhang et al. 2012; Ramya & Ali, 2016; Amalia et al. 2023). Thus psychological factors have an impact on cultural and economic values (Barrichello et al. 2019). H_4; Psychological factors have a significant influence on cultural factors. H_5; Psychological factors have a significant influence on fast food consumption decisions. H_6; Psychological factors have a significant influence on economic factors.

Social

A person's assessment of their social and personal ideas based on their comparison to others might help them actualize a positive or negative self-image (Workman et al. 2020). This implies that an individual might choose to reject or mimic the conduct they witness in order to compare it to that of others. A person may be stimulated and motivated by social factors to choose fast food or not, depending on their requirements, wants, or the advice of people in their social circle (Zyl et al. 2010; Rahman et al. 2019). As a result, social groups have an impact on product choices, either directly or indirectly (Ramya & Ali, 2016; Njagi, 2017). Nonetheless, access to a place, a person's personality, or their social standing could convince someone (Fitzgerald et al. 2010; Herath, 2019). However, a person's inclination toward a particular conduct can also be influenced by their surroundings (Zhang et al. 2012; Ramya & Ali, 2016; Stankevich, 2017; Herath, 2019; Wachyuni & Wiweka, 2020). H_7; Social factors have a significant influence on fast food consumption decisions. H_8; Social factors have a significant influence on personal factors. H_9; Social factors have a significant influence on place factors.

Place

The urge to own an object is influenced by various factors such as object clarity, object identity and arrangement, physical quality, accessibility, powerful impression, and originality and qualities (Lynch, 1981; Trancik, 1986). When it comes to consuming, households take into account factors including comfort, taste, originality, visual perception, cultural significance, and accessibility to venues that might meet demands (Zyl et al. 2010; Saghaian & Mohammadi, 2018; Atinkut et al. 2018). Including geographical area conditions (Dimara & Skuras, 2005; Meixne et al. 2014). Includes information about the product (Bharucha, 2018; Mayasari & Chrisharyanto, 2018). H_{10}; Place factors have a significant influence on fast food consumption decisions.

Economical

The correct product or service chosen by an individual can heighten their consuming passion and the activities they do to satiate their varied demands (Miller and EM 1993). In addition, features, quality, price, discounts, income, frequency of consumption, payment method, distance, time, enjoyment, and taste of the product are considered, as well as the cost-effectiveness and sacrifices a person makes to purchase a product (Research, 2015; Janssen et al. 2018; Atinkut et al. 2018; Holdford, 2018; Herath, 2019). However, economic aspects also consider the product's ease of consumption, accessibility, and desired location (Saghaian & Mohammadi, 2018; Atinkut et al. 2018). As a result, households will select each of the previously listed factors when deciding where to buy things for consumption (Terziev et al. 2017; Lapteva et al. 2018). H_{11}; Economic factors have a significant influence on fast food consumption decisions

H_{12}; Economic factors have a significant influence on choosing a place to buy fast food.

Additionally, it explains why the study model above has twelve direct influences and six indirect effects, allowing for the development of eighteen hypotheses in total. As stated by (Kock, 2013; Sholihin & Ratmono, 2013; The following theory regarding indirect impact can be created based on the presence of indirect influence, which will either strengthen or reduce the direct influence: $\eta_{HCD} = \xi_2*\xi_1 + \xi_1*\xi_3 + \xi_2*\xi_4 + \xi_5*\xi_4 + \xi_6*\xi_3 + \xi_{5*}\xi_6$. H_{1b}; $\xi_2*\xi_1$= Culture influences consumption decisions through personal mediation. H_{5b}; $\xi_1*\xi_3$= Psychology influences consumer decisions through cultural mediation. H_{7b}; $\xi_2*\xi_4$= Social influence on consumption decisions through personal mediation. H_{10b}; $\xi_5*\xi_4$= Social influence on consumption decisions through place mediation. H_{5c}; $\xi_6*\xi_3$= Psychological influence on consumption decisions through economic mediation. H_{11b}; $\xi_{5*}\xi_6$= Economic factors influence consumption decisions through the mediation of place.

It is clear that all of the previously covered topics (cultural, individual, social, psychological, economic, and locational factors) are connected, both directly and indirectly. These links can form an interconnected network resembling a spider web or Cobweb Theory (Septiana, 2017) It is known that cultural, personal, social, psychological, economic, and place factors have an impact on consumers' decisions to buy a product (fast food). This is essentially a person's pattern of behavior and fast food eating. The links that this structure will establish, both direct and indirect, between one element and numerous other factors are predictable (Figure 1).

RESULTS

Respondent Profile

Table 1 displays the findings from the mapping of 1021 fast food patrons across several Indonesian cities. The study's findings demonstrate that young people make the majority of fast food consumption decisions in households, and these decisions can be made at any time of day in the morning or the afternoon. day and at night as well. Most of the people who responded requested fast food for a snack or additional meal.
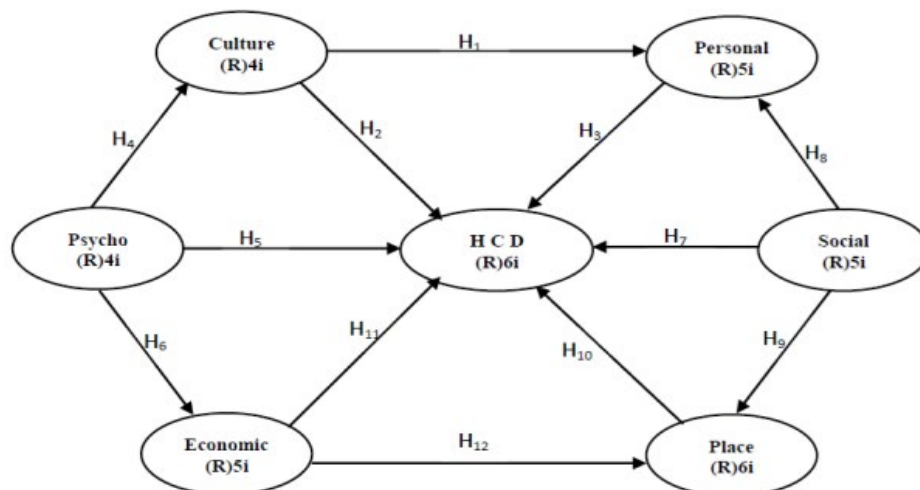

Figure 1. Research framework

Table 2. Validity and reliability

Latent Variables	Composite Reliability	Cronbach's Alpha	Average Variance Extracted (AVE)	Full Collinearity VIF'S
Culture, X1=ξ1	0.762	0.601	0,501	1.557
Personal, X2=ξ2	0.814	0.711	0.565	2.791
Psychology, X3=ξ3	0.768	0.618	0.550	2.526
Social, X4=ξ4	0.892	0.846	0.577	2.755
Place, X5=ξ5	0.833	0.758	0.568	2.535
Economic X6=ξ6	0.697	0.604	0.540	1.658
HCD, Y=η	0.875	0.826	0.571	2.655

Source: primary data processed, 2023, HCD= Household Consumption Decision

Measurement Model Fit

In order to predict more complex causal relationships between independent and dependent variables, SEM-PLS is used as a data analysis tool (Kock, 2013). Next, tests for model fit and quality indices, instrument validity (i.e., loading factor 0.061 on 1021 samples), reliability (i.e., composite reliability (CR) tolerance of 0.70, Cronbach's Alpha tolerance of 0.60, and average variance extracted = AVE tolerance of 0.50) are conducted. The data normality test is disregarded because SEM-PLS does not require normally distributed data (Kock, 2013; Sholihin & Ratmono, 2013; Hair et al. 2014).

Testing the validity and reliability of latent constructs through a series of measurement model evaluations, such as convergent validity, discriminative validity, indicator reliability, and composite reliability, is undoubtedly necessary to ensure that research instruments meet statistical requirements. Table 2 presents an overview of the findings from evaluating the validity and reliability of the model for every instrument included in the estimation model.

Data processing ensures that this is met by applying discriminant validity, demonstrating that a concept's measurement results can set it apart from others, and producing results that combine loading and cross-loading. The reliability of the scale used in this study is evaluated using the Cronbach alpha test. A variable is said to be reliable if the Cronbach alpha value > 0.60 exceeds the minimum value of 0.6 (Hair et al. 1998). Every variable in the model yields results that are higher than the cutoff value of 0.6. As a result, the measured construct may be dependable statistically. Composite reliability can be used to assess the degree of reliability and make sure the data generated by the research instrument exhibits adequate internal consistency. Composite reliability should be > 0.70, although a value of 0.60 is still acceptable (Hair et al. 1998), and the results show that the composite reliability for each variable has been met statistically. Next, Table 3 shows the path and influence of each independent variable on the dependent variable in the model.

Based on the results of the Table 3, there are eighteen pathways, with twelve direct effect pathways, including; CTR→HCD, CTR→PSL, PSL→HCD, PSG→HCD, PSG→CTR, PSG→ECO, SCL→HCD, SCL→PSL, SCL→PLC, ECO→HCD, ECO→PLC. One of the hypotheses in the model is not significant, namely the path between places on household consumption decisions (PLC→HCD). There are six indirect influence hypotheses, including four pathways where indirect effects can strengthen direct effects, namely pathways PSG→HCD via CTR, PSG→HCD via ECO, SCL→HCD via PSL, ECO→HCD via PLC, and there are two paths. Indirect effect pathways, which attenuate or reduce mediation effects, include pathways CTR→HCD via PSL and SCL→HCD via PLC. Although the mediation effect provided slightly reduces the direct effect.

The analysis model also demonstrates the influence of inter- and inter-variables, as evidenced by the determination coefficient, $R^2=0.098$. Culture in the weak category is influenced by psychological factors. $R^2=0.368$ social and economic factors influence accessibility factors or places in the quite strong category, $R^2=0.238$ psychological factors influence economic factors in the moderate category, $R^2=0.630$ that personal factors are influenced by cultural factors, and social factors are in the strong category, and $R^2=0.264$ indicates that factors influence simultaneously. Cultural and social factors influence personal factors in the strong category. Household decisions to consume Katgeori fast food are heavily influenced by cultural, personal, psychological, social, geographical, and economic factors.

Table 3. Result and Hypotheses

Hypotheses	Path	Direct Effect and Indirect Effect			Result	Explanation
		Coefficients	p-value	Effect size		
H1	CTR→HCD	0.068	0.015**	0.008	Significant	Supported
H2	CTR→PSL	0.215	<0.001***	0.118	Significant	Supported
H3	PSL→HCD	0.170	<0.001***	0.064	Significant	Supported
H4	PSG→CTR	0.313	<0.001***	0.098	Significant	Supported
H5	PSG→HCD	0.050	0.056*	0.006	Significant	Supported
H6	PSG→ECO	0.488	<0.001***	0.238	Significant	Supported
H7	SCL→HCD	-0.360	<0.001***	0.145	Significant	Supported
H8	SCL→PSL	0.664	<0.001***	0.512	Significant	Supported
H9	SCL→PLC	0.232	<0.001***	0.089	Significant	Supported
H10	PLC→HCD	0.005	0.435	0.000	Not Significant	Not Supported
H11	ECO→HCD	0.301	<0.001***	0.057	Significant	Supported
H12	ECO→PLC	0.493	<0.001***	0.278	Significant	Supported
H1b	CTR→HCD via PSL	-0,037	0.048*	0.004	Significant	Reduction
H5b	PSG→HCD via CTR	0.068	0.016**	0.022	Significant	Increasing
H5c	PSG→HCD via ECO	0.254	<0.001***	0.139	Significant	Increasing
H7b	SCL→HCD via PSL	-0.112	<0.001***	0.045	Significant	Reduction
H9b	SCL→HCD via PLC	0.067	0.011**	0.031	Significant	Increasing
H11b	ECO→HCD via PLC	0.240	<0.001***	0.178	Significant	Increasing

Note: CTR is Culture, PSL is Personal, PSG is Psychology, SCL is Social, PLC is Place, ECO is Economic, and HCD is Household consumption decision. Significant at p-value *≤ 0.10, **≤ 0.05, ***≤ 0.01., Effect size: ≤ 0.02 – 0.15 is weak, 0.15 – 0.35 is strong enough and ≥ 0.35 is strong

The analysis's findings demonstrate how cultural, individual, psychological, social, geographic, and economic factors all have an impact on a household's decision to eat fast food at the same time. These factors are described as follows:

First; Fast food consumption decisions made in households are significantly influenced positively by social, cultural, personal, psychological, and economic factors. These results shed light on the relationship between these variables, which have been tested for their direct impact on consumers' decisions to purchase fast food in a number of prior studies (Chun and N-O 2020; Saha et al. 2021; Slack et al. 2020; Xue et al. 2021; Zhong, 2020). One finding (the place factor and household consumption decisions) is not significant when analyzing the direct relationship between different factors influencing decisions about fast food consumption. This conclusion is pertinent to the responses of respondents who, in general, no longer inquire as to the best time and place to eat fast

food. Delivery assistance services bolster the idea that location is no longer the primary factor in a decision to purchase fast food. One significant finding that stands out from the rest is the predominance of social factors-specifically, the presence of motivation and stimulation from peers, family, coworkers, peers, socialites, and the environment as predictors of household decisions to purchase fast food. Fast food purchasing habits have been demonstrated to be significantly influenced by the rest of society. Decisions are influenced by social activities such as joining friends or peer groups, having a busy work schedule, and having limited time (Herath, 2019b; Njagi, 2017; Ramya and Ali, 2016; Stankevich, 2017; Zyl et al. 2010).

Second; Results from various empirical cases with various sociodemographic backgrounds in every society will undoubtedly differ greatly. Cases from developing nations like Indonesia provide unique insights as well. Cultural and economic factors have a moderating effect that amplifies the impact of psychological factors on the

decisions made by households about the consumption of fast food. According to psychoeconomic theory, households can be psychologically classified into two groups based on their choice to eat fast food: those who make careful decisions and those who make careless ones. If households are psychologically driven to purchase due to preexisting motivations, the economic and cultural factors that are emerging in their surroundings will serve to reinforce these motivations even more. They will locate fast food wherever it is and choose to purchase it based on their preferences. Even if someone has a psychological desire to choose to eat fast food, the financial situation is what motivates them to act on that desire (Atinkut et al. 2018; Bharucha 2018; Mayasari, 2018; Saghaian, 2018).

Third; Place has a stronger influence on household decisions about fast food consumption when it comes to social and economic factors. Business actors provide delivery services for fast food. There is a good chance that this finding is still true because of the implications this location has for delivery expenses, comfort, accessibility, etc. These results add to the body of knowledge about fast food consumer behavior. Previous studies focused on the direct impact of socioeconomic status on consumers' decisions to purchase fast food (Black, 2015; Cornelsen et al. 2019; Njagi, 2017).

Fourth; The study's intriguing conclusion is that personal characteristics have a negative mediating effect on the relationship between social and cultural factors and household consumption decisions. This discovery bears significance for the notion that while socio-cultural elements may encourage households to purchase fast food, a range of individual factors may mitigate this choice. Fast food consumption is frequently linked to social environments or lifestyle choices, but individual factors can override these influences for a variety of reasons, including choosing a healthier lifestyle or being more frugal. These results support earlier research showing that this individual factor differs from many other factors and can influence decisions made by households regarding the consumption of fast food in a favorable or negative way. The personal element is what primarily determines and sets one household apart from another's consumption patterns, regardless of the external factors that may impact it. Consequently, these results validate the presence of interconnected elements that influence households' choices to order fast food. These results corroborate the estimation results, which unequivocally demonstrate

the existence of interconnected direct and indirect influences between various factors that are taken into account when determining whether or not to purchase fast food. Numerous prior empirical investigations have explored the impact of interaction and mediation among various factors on shaping consumers' decisions regarding fast food (Bharucha, 2018; Mayasari, 2018).

Managerial Implications

In light of the research findings and the discussed debates, fast food entrepreneurs have various options for encouraging consumers to raise the quantity and frequency of their intake. The study's findings are consistent with the idea that cultural, individual, social, psychological, geographic, and economic aspects are interconnected and have a big impact, particularly on decisions about fast food intake in households. These elements will always change in tandem with an individual's hectic schedule, habits, and preferences. buyer.

The study's findings demonstrate that families' consumption of fast food is influenced by a variety of social environments, including social media, family, friends, coworkers, and socialite groups. It is also a result of routines and everyday activities, attitudes, and beliefs, as well as relaxation and enjoyment. The growth of the fast food industry has significantly boosted the local economy by creating more job possibilities, distributing money more evenly, opening up new tax revenue streams, and encouraging the establishment of new fast food businesses, among other things. Fast food owners have a number of options for increasing their sales volume and frequency of customer visits, such as tailoring flavors to customer preferences, innovating and varying products, providing easy accessibility and comfort while maintaining safety, promoting locally made goods, publishing content online via social media, and offering door prize to patrons.

CONCLUSIONS AND RECOMMENDATIONS

Conclusion

This study demonstrates a number of interactions and correlations between factors that affect whether or not a household chooses to eat fast food: Direct influence: Social and personal factors have a strong correlation, and place and economic factors have a strong

correlation. There is a significant correlation between psychological and cultural factors, as well as between psychological and economic factors. Household consumption decisions are strongly correlated with economic factors, and place factors are significantly correlated with social factors. Indirect influence, specifically: Economic variables may amplify the impact of psychological variables on decisions made by households regarding consumption. Economic factors can have a stronger impact on household consumption decisions due to factors related to location or accessibility, Psychological factors have a moderating effect that amplifies the impact of cultural and economic factors on household decisions about fast food consumption. Additionally, it was shown that social and economic factors could amplify the impact of location on fast food consumption decisions made by households, The discovery of the detrimental mediating effect of personal characteristics in the interaction between social and cultural factors and household consumption decisions is a novel finding. These results demonstrate the correlation between the variables that influence household decisions to eat fast food, concluding unequivocally that both direct and indirect influences can either strengthen or weaken such decisions.

Recommendations

Companies must take into consideration the demands and preferences of households in order to enhance the quantity, frequency, and consumption of fast food by households. Entrepreneurs in the fast food industry are able to identify the reasons why homes that had previously produced and developed food items of superior quality and customer-pleasing flavors have shifted to consuming fast food. The limitations of this research are focused on the city of Pekanbaru, using six main variables, namely cultural, personal, social, psychological, place, and economic. Suggestions for further researchers; can develop the variables and indicators used, other than those analyzed in this research.

CONFLICTS OF INTEREST: The author declares no conflict of interest.

REFERENCES

Amalia PA, Herdi S, Maulita M, Shanty Y, Syafei K. 2023. Consumers perception of omah maha hampers of college students entrepreneurship. *Indonesian Journal of Business and Entrepreneurship* 9(2):266–73. https://doi.org/10.17358/ijbe.9.2.266

Anggraini A, Arief D, Zenal A. 2024. Sustainable apparel product purchase decisions on indonesian gen z and millennial women consumers using theory of planned behaviour. *Indonesian Journal of Business and Entrepreneurship* 10(1):223–234. https://doi.org/10.17358/ijbe.10.1.223

Atinkut HB et al. 2018. Factors influencing consumers' choice of street-foods and fast-foods in China. *African Journal of Marketing Management* 10(November):28–39. https://doi.org/10.5897/AJMM2018.0572

Awaan AG, Muhammad N. 2015. Socio- economic determinants of fast food industry growth in Pakistan. *Food Science and Quality Management* 43:36–48.

Barrichello A et al. 2019. Consumer behavior in relation to breakdown of stock. *SADSJ – South American Development Society Journal* 5(April):108–26.

Bernarto I, Juliana J, Arifin D. 2022. What drives customer satisfaction ? : evidence from customer fast food restaurant Indonesia. *Jurnal Aplikasi Manajemen Dan Bisnis* 8(3):711–23. https://doi.org/10.17358/jabm.8.3.711

Bharucha J. 2018. Social media and young consumers behavior. *International Journal of Supply Chain Management* 7(December):72–81.

Black JL, Jean-Michel B. 2015. Fast food intake in Canada: differences among canadians with diverse demographic, socio-economic and lifestyle characteristics. *Canadian Journal of Public Health* 106(2):e52–58. https://doi.org/10.17269/CJPH.106.4658

Boeree CG. 2006. *Personality Theories ; BF Skinner*. Retrieved (http://www.ship.edu/~ cgboeree/perscontents.html).

Chen CY, Michel TP. 2019. Affect regulation and consumer behavior. *Forthcoming in Consumer Psychology Review* 2(January):1–94. https://doi.org/10.1002/arcp.1050

Chun SH, Ariunzaya N-O. 2020. The effects of fast food restaurant attributes on customer satisfaction, revisit intention, and recommendation using dineserv scale. *Sustainability* 12(18):7435.

Cornelsen L, Nicolas B, Steven C, Richard DS. 2019. Socio-economic patterning of expenditures on 'out-of-home'food and non-alcoholic beverages by product and place of purchase in Britain. *Social Science & Medicine* 235:112361.

Dimara E, Dimitris S. 2005. Consumer demand for informative labeling of quality food and drink products: A European Union Case Study. *Journal of Consumer Marketing* 22(2):90–100.

Fitzgerald A, Caroline H, Elizabeth N, Colette K. 2010. Factors influencing the food choices of irish children and adolescents : a qualitative investigation. *Helath Promotion International* 25(3):289–98.

Frankel JR, Norman EW, Helen HH. 2012. *How To Design And Evaluation Research in Education.* Eighth Edi. New York: McGraw Hill. Retrieved (https://saochhengpheng. files.wordpress.com/).

Hair JF, William CB, Barry JB, Rolph EA. 2014. *Multivariate Data Analysis.* Seventh Ed. Pearson New International Edition. Retrieved (https://www.worldcat.org/title/multivariate-data-analysis/oclc/900353065).

Hair JF, Rolph EA, Ronald LT, William C. 1998. Multivariate Data Analysis.

Hendrasto N, Fauziah C, Abdullah H, Evania H, Hafiz MR. 2024. the impact of knowledge about business model canvas (bmc) on entrepreneurial interest of young generation in JABODETABEK. *Indonesian Journal of Business and Entrepreneurship* 10(1):146–53.

Herath U. 2019a. Consumer behavior and attitudes in purchasing vegetables. *Agricultural Research & Technology: Open Access Journal* 2(May):1–7.

Herath U. 2019b. Consumer behavior and attitudes in purchasing vegetables. *Agricultural Research & Technology: Open Access Journal Know* 20(2):1–6.

Holdford D. 2018. *Consumer Behavior.* Virginia: Virginia Commonwealth University.

Janssen HG, Ian GD, Lucinda DR, Leonard S. 2018. Determinants of takeaway and fast food consumption : a narrative review. *Nutrition Research Reviews* (31):16–34.

Keesing RM. 2014. "Antropologi."

Kock N. 2013. "Using warppls in e-collaboration studies: descriptive statistics, settings, and key analysis results. *A & M International University, Texas, USA* 1(1):62–64. Retrieved (https://www.irma-international. org/chapter/using-warppls-collaboration).

Kotler P, Gary A. 2018. *Principles of Marketing, Seventeenth Edition.*

Kotler P, Veronica W, John S, Gary A. 2005. *Principles of Marketing.* Fourth Eur. Pearson Education Limited.

Lapteva, IP, Lyubov NT, Elena NG. 2018. Approaches to assessing factors of consumer behavior. *Social Statistic* 15(30–39).

Lindzey G, Calvin SH, John CL, Martin M. 1985. Introduction To Theories Of Personality.

Liu Y, Zhichao L. 2018. Determinants of housing purchase decision : an empirical study of the high education cohort in urban china. *Journal of Asian Architecture and Building Engineering* 17(2):299–305. Retrieved (https://www. tandfonline.com/ doi/pdf/10.3130/).

Lynch K. 1981. Good City Form.

Mayasari I, Handrix C. 2018. Motivational factors of collaborative consumption in the era of sharing economy. *Gajah Mada International Journal of Business* 20(3):331–53.

Meixner O, Rainer H, Yana P, Maurizio C. 2014. Consumer attitudes , knowledge , and behavior in the Russian market for organic food. *International Journal on Food System Dynamics* 5(November):11–120.

Miller RL, Roger EM. 1993. Intermediate Microeconomics Theory, Issues. 1–745.

Neuman WL. 2014. *Social Research Methods: Qualitative and Quantitative Approaches.* Seventh. London: Pearson New International Edition.

Nilsen AC. 2008. *Majalah appetite journey.* Retrieved (http:repository.usu.ac.id./appetite journey/docs/appetitejourney_39. Didownload 28 september 2014).

Njagi PG. 2017. Factors that influence consumption patterns of junk foods in fast food restaurants in Nairobi City County, Kenya.

Plata KMA et al. 2020. Organizational culture of fast-food restaurants in Batangas City. *Journal of Tourism and Hospitality Research* 17(1):43–70.

Puteri HE. 2023. Decision to adopt islamic banking : examining the effects of disposable income and islamic financial literacy. *Journal of Economics Finance and Management Studies* 6(8):3866–76.

Rahman FY, Lilik Noor Y, Megawati S. 2019. The influence of marketing mix and word of mouth towards brand image and usage of online bike usage. *Indonesian Journal of Business and Entrepreneurship* 5(3):287–98.

Ramya N, Mohamed A. 2016. Factors affecting consumer buying behavior. *International Journal of Applied Research* 2(10):76–80.

Ramya N, Mohamed A. 2016. Factors affecting consumer buying behavior factors affecting consumer buying behavior. *International Journal of Applied Research* 2(September):76–80.

Research, W&S M. 2015. Comparative report on healthy food study in Thailand, Indonesia and Vietnam in 2015.

Saghaian S, Hosein M. 2018. Factors affecting frequency of fast food consumption. *Journal of Food Distribution Research* 49(1):22–29.

Saha S, Abdullah AlMd, Ruhul K-md. 2021. Factors affecting fast food consumption among college students in South Asia: a systematic review. *Journal of the American College of Nutrition* 1–11.

Santoso EV, Retno A. 2023. The role of e-satisfaction on repurchase and e-wom intention on the costumers of food products by local micro and small businesses on the digital platforms. *Indonesian Journal of Business and Entrepreneurship* 9(1):118–28.

Sari K, Ujang S, Jono MM. 2024. The effect of tiktok social media influencer, brand image, and lifestyle on purchase intention of local skincare products. *Indonesian Journal of Business and Entrepreneurship* 10(1):181–90.

Schiffman LG, Kanuk LL, Wisenblit J. 2010. *Consumer Behavior*. Tenth Edition. Pearson.

Septiana E. 2017. Solusi umum model cobweb dalam menguji keseimbangan data permintaan dan penawaran beras di Indonesia [Skripsi]. Lampung: Universitas Lampung.

Sholihin M, Dwi R. 2013. *Analisis SEM PLS Dengan WarpPLS 3.0 Untuk Hubungan Non Linear Dalam Penelitian Sosial Dan Bisnis*. I. edited by Seno. Yogyakarta: Andi Offset.

Singh YK. 2006. *Fundamental of Research Methodology and Statistics*. New Delhi: New Age International Publishers.

Slack NJ. et al. 2020. Influence of fast-food restaurant service quality and its dimensions on customer perceived value, satisfaction and behavioural intentions. *British Food Journal*.

Stankevich A. 2017. Explaining the consumer decision-making process : critical literature review. *Journal of International Business Research and Marketing* 2(6):7–14.

Steyn NP, Demetre L, Johanna H N. 2011. Factors which influence the consumption of street foods and fast foods in south africa-a national survey. *Nutrition Journal* 10(104):1–10.

Terziev V, Vanya B, Svilen S, Marin G. 2017. Study of consumer behavior. *Knowledge International Journal* 20(December):465–71. https://doi.org/10.2139/ssrn.3138041

Thomas A, Neera S. 2011. Psychological contract and its relevance in fast-food industry. *Journal of Economics and Behavioral Studies* 3(6):337–344. https://doi.org/10.22610/jebs.v3i6.288

Trancik R. 1986. *Finding Lost Space :Theories Of Urban Design*.

W&S Market Research. 2015. Alasan kenapa orang indonesia memilih fast food. https://databoks.katadata.co.id/datapublish/2016/09/05/alasan-kenapa-orang-indonesia-memilih-fast-food [2020 Juni 9].

Wachyuni SS, Kadek W. 2020. The changes in food consumption behavior : a rapid observational study of covid-19 pandemic. *International Journal of Management, Innovation & Entrepreneurial Reserch* 6(2):77–87.

Workman J, Seung-hee L, Yuli L. 2020. Social media engagement, gender, materialism, and money attitudes. Pp. 1–4 in. ITAA Proceeding.

Xue J. et al. 2021. Purchasing intentions toward fast food: the mediating role of consumer attitudes toward fast food. *Journal of Food Quality* 2021. https://doi.org/10.1155/2021/9931083

Zhang QPB, Seetharaman, Chakravarthi N. 2012. The indirect impact of price deals on households purchase decisions through the formation of expected future prices. *Journal of Retailing* 88(1):88–101. https://doi.org/10.1016/j.jretai.2011.08.004

Zhong Y, Hee C M. 2020. what drives customer satisfaction, loyalty, and happiness in fast-food restaurants in China? perceived price, service quality, food quality, physical environment quality, and the moderating role of gender. *Foods* 9(4):460.

Zyl, Van, Steyn, Marais. 2010. Characteristics and factors influencing fast food intake of young adult consumers in Johannesburg , South Africa. *South African Journal Clinic Nutrition* 23(3):124–30.