FACTORS INFLUENCING CONSUMER PURCHASE DECISIONS ON MSMES IN BELITUNG

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Keywords:	Abstrak
Corporate Social Responsibility (CSR), social media marketing, store environment, perceived value, purchase decisions	*This study aims to determine analyzing the effect Factors Influencing Consumer Purchase Decisions on MSMEs in Belitung such as of Corporate Social Responsibility (CSR), social media marketing, store environment and perceived value. The population to be studied is all SMEs in Belitung and the sample in this study is 110 respondents from all SMEs in Belitung with data collection techniques using a questionnaire. Data analysis using the SPSS 25.0 application with various tests carried out such as validity tests, reliability tests, classical assumption tests, multiple linear regression analysis, hypothesis testing through T and F tests, and the coefficient of determination test was carried out. The results of the study found that Corporate Social Responsibility, Social Media Marketing, Store Environment and Perceived Value had a positive and significant effect on Purchase Decisions for SMEs in Belitung.*

INTRODUCTION

In the ever-increasing industrial development, many new businesses have emerged, both small and large scale. As a business actor, you must be able to survive with the conditions of technological progress that are currently increasingly sophisticated. Business actors must also be able to seize the opportunities that exist at this time.

The current business development has been characterized by various kinds of competition in all fields. Seeing these conditions causes business actors to be increasingly required to have the right strategy in meeting sales targets. The large number of business actors causes each business to be able to maintain its product so that it continues to be in demand. Business actors who have the right marketing

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strategy will make the company have the right direction and goals so that it can make consumers' purchase decisions to buy increase.

Belitung Island is one of the islands that prioritizes its tourism sector. Belitung Island is known as the Belitung Geopark which is Indonesia's 6th national geopark which is included in the UNESCO Global Geopark list in 2021. In addition, in 2022, Belitung will host the G20 Development Working Group (DWG) Summit. This has made the local government continue to develop its tourism sector with the aim of increasing the economy in Belitung. The efforts made are by supporting MSMEs in Belitung. In Indonesia, many Micro, Small and Medium Enterprises (MSMEs) are growing every year. The Ministry of Cooperatives and SMEs noted that the number of Micro, Small and Medium Enterprises (MSMEs) reached 65.47 million units in 2019. This number increased by 1. 98% when compared to the previous year which amounted to 64.19 million units. Belitung is a tourist area that is still developing and many types of Micro, Small and Medium Enterprises (MSMEs) are found. Based on data from the Cooperatives, UKM, Trade and Labor Office of the Belitung Regency, the number of active MSME actors in 2021 was 20,452 increase to 21,105 MSMEs in 2022. This shows that there is an increase in MSME actors in Belitung every year. So that every MSME actor must compete to increase consumers in getting to know and even buying products.

The Belitung Regency Trade and Labor SME Cooperative Service said that there are only 100 MSMEs in Belitung that have been oriented or entered into the digital ecosystem by 2022. MSMEs in Belitung who are included in the digital ecosystem include all sectors such as culinary, craft, fashion, and other sectors . Judging from the number of active MSMEs in Belitung, it is certainly still far from expectations that are oriented or enter into the currently developing digital ecosystem. In fact, with the current digital developments, it can support an increase in the number of purchases made by MSMEs. Because understanding consumer behavior is not easy because several factors can influence consumer behavior before making a purchase decision. In some cases,

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According to Albus (2012) cited in (Hanaysha, 2018) that Corporate Social Responsibility (CSR) is an important marketing strategy that can be used to develop a positive brand image. Corporate Social Responsibility (CSR) is the main strategy not only for the purpose of increasing profits, but also for protecting the environment. This can be seen in previous studies (Hanaysha, 2018)states that Corporate Social Responsibility (CSR) has a significant positive influence on purchase decisions in the Malaysian retail market.

According to (Kumar & Sharma, 2022) defining social media is learning more about a brand's products and services, following trends, providing feedback, leveraging customer service through social media, making purchases, knowing more about promotional campaigns and discounts, to join fan communities. According to Zahay (2015) cited in (Kristiawan & Keni, 2020), defines social media marketing as a business using social media channels to understand customers and engage them in a way that leads to the achievement of key marketing and business objectives. This can be seen in previous studies (Hanaysha, 2018) Social media marketing also plays an important role in influencing purchase decisions and consumer attitudes towards a brand.

Dunne and Lusch (2008) cited in (Wisman, 2015) mentions the store environment includes store planning, merchandising and visual communication which are interconnected with each other and work together synergistically to influence consumers in making purchase decisions. According to (Sumarwan, 2015) the physical environment of the store is a physical means that describes the consumer's situation which includes: location, decoration, aroma, light, weather, and other physical objects around the consumer. Therefore, it is important for retailers to create the right store image in the minds of customers through stimuli from the store environment so that they can attract consumers to make purchases. According to (Wisman, 2015) stated that the store environment is a store environment atmosphere that should feel comfortable and pleasant for visitors, thereby stimulating consumers to spend time shopping in the store. In previous research (Pasaribu, Ruth Felicia Angelika, 2019) in his research also states that the store environment has a positive effect on customer purchase decisions at PT.

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Matahari Putra Prima, Tbk Hypermart Sun Plaza Medan. Furthermore (Wisman, 2015) also states that the store environment has a positive effect on consumer purchase decisions.

Perceived value is the value felt by consumers for products that have been used, and this is an important concept that companies need to know, because basically consumers tend to maximize the value they get from the products they use with the constraints of cost, limited knowledge, mobility, and income. According to Zeithaml and Bitner in Tjiptono (2007: 296) cited in (Prasetyo, Stefanus Heri & Suseno, 2015) "Perceived Value is an overall evaluation of the usefulness of a product based on consumer perceptions of the benefits received compared to the sacrifices made." Perceived value can be said to be an important thing, because if a product is not able to generate value in that product, it will lose to its competitors' products. In previous research conducted by (Hanaysha, 2018) explained that perceived value has a positive influence on clothing purchase decisions in the Malaysian retail market. Then in line with previous research conducted (Prasetyo, Stefanus Heri & Suseno, 2015) states that perceived value has a positive effect on the purchase decision of an android smartphone.

The decision-making process as an important process that influences consumer behavior. Selection decision is the activity of determining product/service selection by consumers which generally consists of five stages: problem recognition, information search, evaluation of alternative purchase decisions and post-purchase behavior (Kotler, 2008) According to (Tjiptono, 2014) Explaining the purchase decision is the process of a consumer in identifying the problem, looking for information about a particular product or brand and evaluating how well each alternative is to solve the problem and then leads to a purchase decision. Consumer behavior is integration process in which knowledge is combined to evaluate two or more alternative behaviors and choose one. The result of this integration process is a choice (Peter, 2009). Understanding consumer behavior is not easy because several factors can influence consumer behavior before making a purchase decision. In some cases, consumers tend to spend less time thinking about buying low- or high-value products, as they

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consider satisfying more important needs. So the writer is interested in analyzing Corporate Social Responsibility (CSR), social media marketing, store environment, perceived value of consumer purchase decisions in SMEs in Belitung. With the series of descriptions above, the author takes the title "Factors Influencing Consumer Purchase Decisions on MSMEs in Belitung".

RESEARCH METHOD

This research is a quantitative descriptive research, because the data in this study are in the form of numbers and the analysis uses statistics. Quantitative descriptive research is a series of studies that are required to use numbers a lot. These data were obtained from questionnaires which would later be distributed to respondents to later be processed and analyzed to obtain scientific information. According to (Sugiyono, 2015) the definition of a quantitative research method is research based on the philosophy of positivism, which is used to examine certain populations or samples. The sampling technique is generally carried out randomly, data collection uses research instruments, data analysis is quantitative or statistical with the aim of testing the hypotheses that were previously set.

The population to be studied is all SMEs in Belitung and the sample in this study is 110 respondents from all SMEs in Belitung with data collection techniques using a questionnaire. Questionnaires or questionnaires are data collection techniques that are carried out by giving a set of questions or written statements to respondents to answer.

Data is an important factor in research, for that we need certain techniques in data collection. Data collection techniques used in this study were through questionnaires, interviews, observations, and literature studies. While the data analysis using the SPSS 25.0 application with various tests carried out such as validity tests, reliability tests, classical assumption tests, multiple linear regression analysis, hypothesis testing through T and F tests, and the coefficient of determination test was carried out.

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RESULTS AND DISCUSSION

The validity test was carried out by comparing the r count value with the r table degree for degree of freedom (df) = n – 2, then df = 108, then r table = 0.187 The following are the results of the validity test of each research variable.

Table 1 Test the Validity of Corporate Social Responsibility (CSR) Variables

Variable	Indicator	r count	r table	Information
Corporate Social Responsibility(CSR)	X1.1	0.666	0.187	Valid
	X1.2	0.742	0.187	Valid
	X1.3	0.736	0.187	Valid
	X1.4	0.668	0.187	Valid
	X1.5	0.750	0.187	Valid

Source: Primary data processed in 2023

Table 2. Test the Validity of Social Media Marketing Variables

Variable	Indicator	r count	r table	Information
Social Media Marketing	X2.1	0.732	0.187	Valid
	X2.2	0.676	0.187	Valid
	X2.3	0.781	0.187	Valid
	X2.4	0.644	0.187	Valid
	X2.5	0.700	0.187	Valid

Source: Primary data processed in 2023

Table 3. Test the Validity of Store Environment Variables

Variable	Indicator	r count	r table	Information
Store Environment	X3.1	0.785	0.187	Valid
	X3.2	0.839	0.187	Valid
	X3.3	0.713	0.187	Valid
	X3.4	0.793	0.187	Valid

Source: Primary data processed in 2023

Table 4. Test the Validity of Perceived Value Variables

Variable	Indicator	r count	r table	Information
Perceived Value	X4.1	0.827	0.187	Valid
	X4.2	0.819	0.187	Valid
	X4.3	0.831	0.187	Valid

Source: Primary data processed in 2023

Table 5. Test the Validity of Purchase Decision Variables

Variable	Indicator	r count	r table	Information
Purchase	Y1	0.829	0.187	Valid

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Decision	Y2	0.802	0.187	Valid
	Y3	0.735	0.187	Valid
	Y4	0.758	0.187	Valid

Source: Primary data processed in 2023

Based on the validity test data from table 1 to table 5, all of them have r count greater than r table (0.187). It can be concluded that all items are declared valid and all statement items in the research instrument can be declared feasible as instruments for measuring research data.

Table 6. Reliability Test

Variable	Alpha Cronbach	Critical Value	Information
Corporate Social Responsibility (CSR)	0.745	0.6	Reliable
Social Media Marketing	0.751	0.6	Reliable
Store Environment	0.788	0.6	Reliable
Perceived Value	0.765	0.6	Reliable
Purchase Decision	0.788	0.6	Reliable

Source: Primary data processed in 2023

Based on the data in table 6, it can be concluded that the Cronbach's Alpha value is above 0.6, so all variables are declared reliable and feasible for further testing.

Table 7. Kolmogorov-Smirnov test

		Unstandardized Residual
N		110
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.15711141
Most Extreme Differences	Absolute	.064
	Positive	.035
	Negative	-.064
Test Statistic		.064
Asymp. Sig. (2-tailed)		.200[c,d]

Source: Primary data processed in 2023

Based on table 7 it can be concluded that the model in the regression is normally distributed. This is indicated by a significance value or asymp sig (2-tailed) value greater than 0.05. This can be seen from the asymp sig (2-tailed) value of 0.200, which means 0.200 > 0.05.

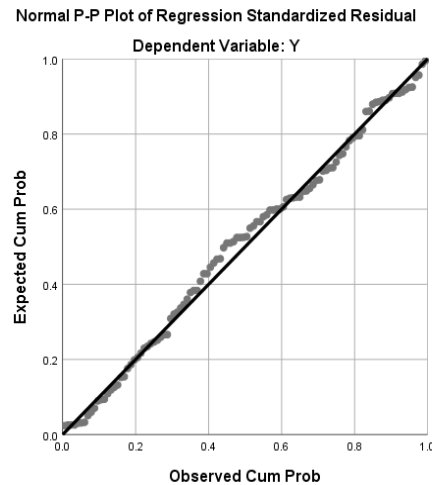*Patria Gantara[1], Ida Bagus Nyoman Udayana[2], Lusia Tria Hatmanti Utami[3]*

Figure 1 P-Plot

Source: Primary data processed in 2023

Based on Figure 1, the display of the normal plot graph can be concluded that the normal plot graph gives a normal distribution, it can be seen from the points that spread around the diagonal line and the distribution also follows the direction of the diagonal line and the distribution follows the direction of the diagonal line. These two graphs show that the regression model satisfies the normality test and is consistent with the Kolmogrov-Smirnov.

Table 8. Multicollinearity Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	4.395	.703		6.254	.000		
	X1	.337	.110	.486	3.065	.003	.126	7.963
	X2	.246	.118	.325	2.076	.040	.129	7.770
	X3	.371	.084	.447	4.396	.000	.306	3.270
	X4	.287	.107	.258	2.666	.009	.338	2.960

a. Dependent Variable: Y

Source: Primary data processed in 2023

Based on the results of calculating the tolerance value in the table 4.18 shows that the tolerance value of the independent variables is Corporate Social Responsibility (X1) 0.126, Social Media Marketing (X2) 0.129, Store

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Environment (X3) 0.306, Perceived Value (X4) 0.338 which means that the four variables have a tolerance of more than 0.1 which means means there is no correlation between the independent variables. The results of the calculation of the Variance Inflation Factor (VIF) independent variables, namely Corporate Social Responsibility (X1) with a VIF value of 7.963, Social Media Marketing (X2) with a VIF value of 7.770, Store Environment (X3) with a VIF value of 3.270, and Perceived Value (X4) with a VIF value of 2.960, which means that the four independent variables have a VIF value of less than 10. So it can be concluded that there is no multicollinearity between the independent variables in the regression model.

Table 9. Heteroscedasticity Test Results

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	-.003	.406		-.006	.995
	X1	-.092	.064	-.383	-1.442	.152
	X2	.119	.068	.457	1.743	.084
	X3	.038	.049	.132	.775	.440
	X4	.009	.062	.022	.137	.891

a. Dependent Variable: RES2

Source: Primary data processed in 2023

As shown in the table above, heteroscedasticity testing can be seen from the significant value of a variable, namely Corporate Social Responsibility (X1) with a significance value of 0.152, Social Media Marketing (X2) with a significance value of 0.084, Store Environment (X3) with a significance value of 0.440, and Perceived Value (X4) with a significance value of 0.891. It shows that the four variables have a significance value of more than 0.05. So from the Heteroscedasticity table it can be concluded that there is no heteroscedasticity.

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Table 10. Multiple Regression Test

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	Collinearity Statistics VIF
1	(Constant)	4.395	.703		6.254	.000		
	X1	.337	.110	.486	3.065	.003	.126	7.963
	X2	.246	.118	.325	2.076	.040	.129	7.770
	X3	.371	.084	.447	4.396	.000	.306	3.270
	X4	.287	.107	.258	2.666	.009	.338	2.960

a. Dependent Variable: Y

Source: Primary data processed in 2023

Interpretation of the multiple regression test:

In the table above the calculation of multiple regression tests using the computer program $Y=\alpha+\beta_1 X_1+\beta_2 X_2+\beta_3 X_3+\beta_4 X_4+e$. In table 4.20 multiple regression test calculations with Intervening variables as follows:

$$Y = 0.486X_1+0.325X_2+0.447X_3+0.258X_4$$

1. This equation shows that every time there is an increase in Corporate Social Responsibility (X1) it will be followed by an increase in Purchase Decision (Y) of 0.486 if other variables are assumed to be constant. The higher the Purchase Decision (Y), the better the Corporate Social Responsibility (X1).

2. This equation shows that every time there is an increase in Social Media Marketing (X2) it will be followed by an increase in Purchase Decision (Y) of 0.325 if other variables are assumed to be constant. The higher the Purchase Decision (Y), the better the Social Media Marketing (X2).

3. This equation shows that any increase in Store Environment (X3) will be followed by an increase in Purchase Decision (Y) of 0.447 if other variables are assumed to be constant. The higher the Purchase Decision (Y), the better the Store Environment (X3).

4. This equation shows that every time there is an increase in Perceived Value (X4) it will be followed by an increase in Purchase Decision (Y) of 0.258 if

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other variables are assumed to be constant. The higher the Purchase Decision (Y), the better the Perceived Value (X4).

Table 11. F test

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	294.250	4	73.563	52.926	.000[b]
	Residual	145.941	105	1.390		
	Total	440.191	109			

a. Dependent Variable: Y

b. Predictors: (Constant), X4, X2, X3, X1

Source: Primary data processed in 2023

Based on the table above, the F test results show that the Fcount obtained is 52.926 with a significance of 0.000 and Ftable at a significance of 0.05, namely k; nk or 4;110-4 = 4;106 so that the Ftable value is 2.46 . If the results of Fcount and Ftable are compared, then Fcount > Ftable (52.926 > 2.46) and significance <0.05 (0.000 <0.05). These results indicate that Ho is rejected and Ha is accepted, which means that there is a jointly significant influence between Corporate Social Responsibility (CSR), social media marketing, store environment, and perceived value on purchase decisions.

Table 12. T test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	4.395	.703		6.254	.000		
	X1	.337	.110	.486	3.065	.003	.126	7.963
	X2	.246	.118	.325	2.076	.040	.129	7.770
	X3	.371	.084	.447	4.396	.000	.306	3.270
	X4	.287	.107	.258	2.666	.009	.338	2.960

a. Dependent Variable: Y

Source: Primary data processed in 2023
Based on the table above it can be explained:

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1. Effect of Corporate Social Responsibility (X1) on Purchase Decision (Y). Hypothesis 1 states that Corporate Social Responsibility (X1) has a positive and significant effect on Purchase Decision (Y). In the table above it can be seen that the t value of the Corporate Social Responsibility (X1) variable is 3.065 while the t table value at a significance level of 5% (0.05) and df (110-2) is 1.982, which means t count > t table (3.065 > 1.982). Meanwhile, the significance value is 0.003 which means it is smaller than 0.05 (0.003 <0.05). This shows that the variable Corporate Social Responsibility (X1) has a positive and significant effect on Purchase Decision (Y).

2. Effect of Social Media Marketing (X2) on Purchase Decision (Y). Hypothesis 2 states that Social Media Marketing (X2) has a positive and significant effect on Purchase Decision (Y). In the table above it can be seen that the t value of the Social Media Marketing variable (X2) is 2.076 while the t table value is at a significance level of 5% (0.05) and df (110-2) is 1.982 which means t count > t table (2.076 > 1.982). Meanwhile, the significance value is 0.040 which means it is smaller than 0.05 (0.040 <0.05). This shows that the Social Media Marketing variable (X2) has a positive and significant effect on Purchase Decision (Y).

3. Effect of Store Environment (X3) on Purchase Decision (Y). Hypothesis 3 states that the Store Environment (X3) has a positive and significant effect on Purchase Decision (Y). In the table above it can be seen that the t value of the Store Environment variable (X3) is 4.396 while the t table value at a significance level of 5% (0.05) and df (110-2) is 1.982, which means t count > t table (4.396 > 1.982). Meanwhile, the significance value is 0.000 which means it is smaller than 0.05 (0.000 <0.05). This shows that the Store Environment variable (X3) has a positive and significant effect on Purchase Decision (Y).

4. Effect of Perceived Value (X4) on Purchase Decision (Y). Hypothesis 4 states that Perceived Value (X4) has a positive and significant effect on Purchase Decision (Y). In the table above it can be seen that the t value of the variable Perceived Value (X4) is 2.666 while the value of t table at a significance level of 5% (0.05) and df (110-2) is 1.982, which means t count > t table (2.666 >

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1.982). Meanwhile, the significance value is 0.009 which means it is less than 0.05 (0.009 <0.05). This shows that the variable Perceived Value (X4) has a positive and significant effect on Purchase Decision (Y).

Table 13. Determination Test

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.818[a]	.668	.656	1.179

a. Predictors: (Constant), X4, X2, X3, X1

b. Dependent Variable: Y

Source: Primary data processed in 2023

To determine the effect of the independent variables simultaneously on the dependent variable, it can be seen from the magnitude of the coefficient of determination which indicates the magnitude of the coefficient of determination of 0.656 which indicates that the independent variables jointly affect the non-large variable of 65.6%, the remaining 34.4% is explained by other variables not examined in this research model.

Based on the analysis and discussion, it can be concluded as follows:

1. The results of the study found that Corporate Social Responsibility had a positive and significant effect on Purchase Decisions for SMEs in Belitung. This means that the higher the Corporate Social Responsibility, the higher the Purchase Decision for SMEs in Belitung.

2. The results of the study found that Social Media Marketing had a positive and significant effect on Purchase Decisions for SMEs in Belitung. This means that the better the Social media marketing, the higher the Purchase Decision for MSMEs in Belitung.

3. The results of the study found that the Store Environment had a positive and significant effect on Purchase Decisions for SMEs in Belitung. This means that the better the store environment, the higher the Purchase Decision for SMEs in Belitung.

4. The results of the study found that Perceived Value had a positive and significant effect on Purchase Decisions for SMEs in Belitung. This means that

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the better the Social media marketing, the higher the Purchase Decision for MSMEs in Belitung.

5. The results of the study found that there was a jointly significant influence between Corporate Social Responsibility (CSR), social media marketing, store environment, and perceived value on purchase decisions.

Effect of Corporate Social Responsibility (X1) on Purchase Decision (Y).

The effect of Corporate Social Responsibility (X1) on Purchase Decision (Y) based on the partial test (t count) of the Corporate Social Responsibility variable (X1) is 3.065 while the value of t table is at a significance level of 5% (0.05) and df (110-2) of 1.982 which means t count > t table (3.065 > 1.982). Meanwhile, the significance value is 0.003 which means it is smaller than 0.05 (0.003 <0.05). This shows that the variable Corporate Social Responsibility (X1) has a positive and significant effect on Purchase Decision (Y). So it can be concluded that Ho is rejected and Ha is accepted, which means that Corporate Social Responsibility (X1) has a positive and significant effect on Purchase Decision (Y) "Proven". This is also seen based on the highest rating on the X1 statement. 1, namely UMKM in Belitung really care about the local community. With this statement, it proves that consumers make purchasing decisions due to MSME's concern for the local community. In addition, it is also in line with previous research, (Hanaysha, 2018) stated that Corporate Social Responsibility (CSR) has a significant positive influence on purchase decisions in the Malaysian retail market.

Effect of Social Media Marketing (X2) on Purchase Decision (Y).

The effect of Social Media Marketing (X2) on Purchase Decision (Y) is based on the partial test (t count) of the Social Media Marketing variable (X2) of 2.076 while the value of t table is at a significance level of 5% (0.05) and df (110-2) of 1.982 which means t count > t table (2.076 > 1.982). Meanwhile, the significance value is 0.040 which means it is smaller than 0.05 (0.040 <0.05). This shows that the Social Media Marketing variable (X2) has a positive and significant effect on Purchase Decision (Y). So it can be concluded that Ho is rejected and Ha is accepted, which means that Social Media Marketing (X2) has a positive and significant effect on Purchase Decision (Y) "Proven". This is also

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seen based on the highest rating on statement X2. 4, namely social media for SMEs in Belitung providing services tailored to consumer needs. This statement proves that consumers make purchasing decisions online because MSME social media is easy to use because it provides services tailored to consumer needs. In addition, it is also in line with previous research conducted by (Hanaysha, 2018) explaining that social media marketing has a positive influence on clothing purchase decisions in the Malaysian retail market. According to (Kristiawan & Keni, 2020) Social media marketing has a positive and significant influence on purchase decisions for local brand clothing.

Effect of Store Environment (X3) on Purchase Decision (Y).

The influence of the Store Environment (X3) on Purchase Decision (Y) based on the partial test (t count) of the Store Environment (X3) variable is 4.396 while the t table value at a significance level of 5% (0.05) and df (110-2) is 1.982 which means t count > t table (4.396 > 1.982). Meanwhile, the significance value is 0.000 which means it is smaller than 0.05 (0.000 <0.05). This shows that the Store Environment variable (X3) has a positive and significant effect on Purchase Decision (Y). So it can be concluded that Ho is rejected and Ha is accepted, which means that the Store Environment (X3) has a positive and significant effect on the "Proven" Purchase Decision (Y). This is also seen from the highest rating based on statement X3.3, namely employees serving consumer orders precisely and quickly. This statement proves that consumers make purchasing decisions by coming to the store directly because consumers are comfortable with the services provided by store employees. Customer orders are served precisely and quickly. In addition, it is also in line with previous research conducted by (Hanaysha, 2018) explaining that the store environment has a positive influence on clothing purchase decisions in the Malaysian retail market. Then (Pasaribu, Ruth Felicia Angelika, 2019) in her research also stated that the store environment has a positive effect on customer purchase decisions at PT. Matahari Putra Prima, Tbk Hypermart Sun Plaza Medan.

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The Effect of Perceived Value (X4) on Purchase Decision (Y).

The effect of Perceived Value (X4) on Purchase Decision (Y) based on the partial test (t count) of the Perceived Value variable (X4) is 2.666 while the t table value at a significance level of 5% (0.05) and df (110-2) is 1.982 which means t count > t table (2.666 > 1.982). Meanwhile, the significance value is 0.009 which means it is less than 0.05 (0.009 <0.05). This shows that the variable Perceived Value (X4) has a positive and significant effect on Purchase Decision (Y). So it can be concluded that Ho is rejected and Ha is accepted, which means that the Perceived Value (X4) has a positive and significant effect on the "Proven" Purchase Decision (Y). This is also seen from the highest rating based on statement X4. 3, namely consumers feel the benefits or advantages when buying products at UMKM in Belitung are better than other places. With this statement it proves that consumers make purchasing decisions because consumers feel the benefits or advantages when buying products at these MSMEs. In addition, it is also in line with previous research conducted by (Hanaysha, 2018) explaining that perceived value has a positive influence on clothing purchase decisions in the Malaysian retail market. Then in line with previous research conducted by (Prasetyo, Stefanus Heri & Suseno, 2015) stated that perceived value has a positive effect on the purchase decision of an android smartphone. With this statement it proves that consumers make purchasing decisions because consumers feel the benefits or advantages when buying products at these MSMEs.

The Effect of Corporate Social Responsibility (CSR), social media marketing, store environment, and perceived value on purchase decisions

The Effect of Corporate Social Responsibility (CSR), social media marketing, store environment, and perceived value on purchase decisions can be seen from the table above. The results of the F test show that the Fcount obtained is 52.926 with a significance of 0.000 and Ftable at a significance of 0.05, namely k ; nk or 4;110-4 = 4;106 so that the Ftable value is 2.46 . If the results of Fcount and Ftable are compared, then Fcount > Ftable (52.926 > 2.46) and significance <0.05 (0.000 <0.05). These results indicate that Ho is rejected and Ha is accepted, which means that there is a jointly significant influence between Corporate Social Responsibility (CSR), social media marketing, store environment, and perceived

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value on purchase decisions. This is in line with previous research conducted by (Hanaysha, 2018) explained that Corporate Social Responsibility (CSR), social media marketing, store environment, and perceived value have a positive influence on clothing purchase decisions in the Malaysian retail market.

CONCLUSION AND SUGGESTION

Based on the analysis and discussion, it can be concluded as follows:

1. The results of the study found that Corporate Social Responsibility had a positive and significant effect on Purchase Decisions for SMEs in Belitung. This means that the higher the Corporate Social Responsibility, the higher the Purchase Decision for SMEs in Belitung.

2. The results of the study found that Social Media Marketing had a positive and significant effect on Purchase Decisions for SMEs in Belitung. This means that the better the Social media marketing, the higher the Purchase Decision for MSMEs in Belitung.

3. The results of the study found that the Store Environment had a positive and significant effect on Purchase Decisions for SMEs in Belitung. This means that the better the store environment, the higher the Purchase Decision for SMEs in Belitung.

4. The results of the study found that Perceived Value had a positive and significant effect on Purchase Decisions for SMEs in Belitung. This means that the better the Social media marketing, the higher the Purchase Decision for MSMEs in Belitung.

5. The results of the study found that there was a jointly significant influence between Corporate Social Responsibility (CSR), social media marketing, store environment, and perceived value on purchase decisions.

Based on the above conclusions, further suggestions can be proposed that are expected to be useful for MSMEs in Belitung, namely:

1. It is better for MSME actors in Belitung to be active in supporting underprivileged communities. For example by providing jobs for underprivileged people to join and build these MSMEs.

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2. It is better for MSME actors in Belitung to increase promotion through their social media with updates on every social media that is popular with the community at this time.

3. MSMEs in Belitung should pay more attention to consumer comfort when visiting stores by providing comfortable lighting in the store.

4. It is better for MSME actors in Belitung to further improve and maintain the quality of existing products.

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