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## **The Influence of Psychological Factors on Consumer Purchasing Decisions in the New Normal Era with Age and Education Level as Moderating Variables**

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### ***Abstract:***

*The COVID-19 pandemic has brought significant changes to consumer behavior and the retail industry. As a result, businesses need to understand the impact of psychological factors on consumer purchasing decisions in the "new normal" era. This study focuses on a specific case study of Salon Deskhabeautylash, a beauty salon in Indonesia. This study aims to investigate the impact of consumer psychology factors on purchasing decisions in the "new normal" era, with age and education level as moderating variables. The research design employed in this study is quantitative research, and the population studied consists of individuals who have visited Salon Deskhabeautylash. A sample of 100 individuals was used in this study, and primary data was collected using a survey method with a questionnaire. The data analysis technique employed was multiple linear regression. Assumption tests, such as normality test, multicollinearity test, heteroscedasticity test, and linearity test, were performed. Moderated Regression Analysis (MRA) was used to test the moderating effect. The results indicate that the motivation, perception, knowledge, and attitude of Salon Deskhabeautylash consumers collectively influence purchasing decisions. Age strengthens the impact of motivation, perception, knowledge, and attitudes of Salon Deskhabeautylash consumers on purchasing decisions. Education level also strengthens the impact of motivation, perception, knowledge, and attitudes of Salon Deskhabeautylash consumers on purchasing decisions.*

**Keywords:** Age, Education Level, Psychological Factors, Purchase Decision.

### **1. Introduction**

The COVID-19 pandemic refers to an infection (SARS-CoV-2) of the lower respiratory tract (Ashour et al., 2020) first detected in Wuhan, China in late December 2019. Since then, the number of COVID-19 transmissions has been increasing globally every day. In March 2020, the World Health Organization (WHO) declared the COVID-19 outbreak a global pandemic (Mahase, 2020). The pandemic has greatly affected consumer psychology, thus impacting consumer

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purchasing decisions. During the COVID-19 pandemic, consumers prioritize meeting their most basic needs, such as food, hygiene, and health products (Despin, 2020).

Consumer behavior can be influenced by changes that occur in society, such as the Covid-19 pandemic, which has impacted consumer behavior towards salons. The pandemic has made consumers more cautious about avoiding crowds and taking measures to prevent the spread of the virus, such as wearing masks, washing hands, and maintaining social distancing. Consumers now prioritize the safety of salon services and the efforts made to prevent the Covid-19 pandemic. In the new normal, consumers of beauty salon services have more detailed considerations in determining the place and type of beauty salon services they use.

Kotler & Keller (2008) states that services are intangible, variable, and perishable products. Services in salons extend beyond hairdressing alone; nowadays, salons offer a range of treatments, including facials and other limb treatments. The salon industry in Semarang Regency has experienced rapid and substantial growth, with numerous renowned establishments providing excellent services. One such salon is Salon Deskhabeautylash, located in Glodogan, Harjosari, Kec. Bawen, Semarang Regency, Central Java 50661. This salon offers makeup, pedicure, manicure, hair styling, and eyebrow embroidery services. Despite its advantageous business location and top-notch service, it is not guaranteed that consumers will continue using the services of Salon Deskhabeautylash. Salon Deskhabeautylash is one beauty salon that has felt the impact of the pandemic and the change into the new normal. During the pandemic, Salon Deskhabeautylash experienced a significant decrease in customer visits by around 70%. The salon made several service adjustments to adapt to the new normal, such as requiring employees to wear masks, providing hand washing stations and hand sanitizers, arranging service schedules for certain customers, and requiring all employees to be vaccinated. These measures have paid off, as Salon Deskhabeautylash experienced an increase in the number of visitors during the new normal. This can be seen in Table 1 consumer visits of Salon Deskhabeautylash from 2020 to 2022.

**Table 1. Number of Deskhabeautylash Salon Visits**

Year	Number of Visits
2020	1650
2021	1155
2022	809

Source: Salon Deskhabeautylash Data Processed, 2023

Based on Table 1 above, it is evident that there have been fluctuations in the number of visits to Deskhabeautylash over the last 3 years. In 2020, the salon recorded 1650 visits, indicating a high demand from its customers. Subsequently, in 2021, the number of visits slightly decreased to 1155, but the salon continued to attract customers effectively. Finally, in 2022, the visits further declined to 809. The

fluctuation in customer visits at Salon Deskhabeautylash highlights the need for effective marketing strategies to ensure customer loyalty. As noted by Yuniati & Kharnoli (2013), consumers consider various factors when choosing beauty services. Kotler & Keller (2009) also identified several factors influencing consumer behavior in determining their buying interests, including Cultural Factors, Social Factors, Personal Factors, and Psychological Factors. Understanding and addressing these factors can help the salon maintain its customer base and enhance customer loyalty at Salon Deskhabeautylash.

Previous studies on consumer psychology and behavior found that several psychological factors influence consumer behavior differently (Durante & Laran 2016). Consumer behavior refers to the study of individuals or groups who are in the process of buying, using, and evaluating products and services to satisfy consumer needs (Rajagopal, 2020). Studying consumer behavior involves examining the emotional, mental, and behavioral responses of consumers that precede or follow the process (Kardes, Cline, & Cronley 2011). Changes in consumer behavior can occur for various reasons, including personal, economic, psychological, contextual, and social factors. The COVID-19 pandemic has impacted consumer behavior because it is a form of disruption experienced by individuals (Romadhon, 2022). The pandemic has disrupted social life as it threatens individual health, creates anxiety or worry, and causes changes in people's behavior (Leach, 1994).

According to Kanuk (2007), consumer psychology involves fundamental psychological concepts that affect individual consumption behavior patterns, such as motivation, perception, learning, and attitudes. Kotler & Armstrong (2004) state that a person's purchasing decisions are influenced by key psychological factors, including motivation, perception, knowledge, beliefs, and attitudes. These factors encourage consumers to utilize their experience and knowledge in making product purchasing decisions. Psychological factors also influence a person's purchasing decisions for service products, such as beauty salon services.

Consumer behavior is influenced by the knowledge they have, which is affected by age. As a person grows older, they gain more experience, which leads to more diverse knowledge and more considerations when making a decision (Bangma et al., 2017; Eberhardt et al., 2019; Queen et al., 2012). Age also plays a role in a person's maturity and decision-making skills. As individuals go through different phases of decision-making, they learn from their experiences, which helps them make better decisions as they grow older.

In addition to age, the level of education also impacts consumer psychology (Astari et al., 2015). According to National Education System Law No. 20 of 2003, education levels are determined based on the stage of development, goals, and abilities of students. Higher levels of education result in more mature psychological aspects that affect how a person thinks, acts, and behaves. Individuals with higher levels of education have better confidence in their decision-making abilities and

better perceptions of the factors that influence the decision-making process, including purchasing decisions.

The authors are interested in conducting research on the influence of psychological factors on purchasing decisions for Deskhabeautylash Salon services in the new normal period, with age and education level as moderating variables. Previous studies have shown that psychological factors, such as motivation, perception, and knowledge, influence consumer behavior. Age and education level are important variables that can moderate the influence of psychological factors on consumer behavior.

This research represents a continuation of a series of preceding studies (Adhim, 2020; Afandy, 2014; Fatimah & Hidayati, 2022; Natanael, 2020; Putri & Suhermin, 2022) that have investigated the impact of psychological factors on consumer purchasing decisions. Prior research has empirically demonstrated that variables such as motivation, perception, learning, and attitude collectively exert a statistically significant influence on purchasing decisions. These outcomes underscore the paramount importance of comprehending these psychological factors in shaping consumer behavior. Nonetheless, in order to delve more profoundly into the intricacies of the relationship between psychological factors and purchasing decisions, prior research (Fauzie et al., 2016) has posited that psychological factors, encompassing motivation, perception, learning, attitudes, and beliefs, jointly hold a substantial sway over purchasing decisions. The present study aims to accentuate that these psychological factors not only have individual impacts but also interplay with each other in a complex manner to configure consumers' purchasing decisions. By delving further into these dynamic interactions, this research endeavors to augment our comprehension of consumer behavior and its underlying drivers.

This study endeavors to extend beyond prior findings by incorporating moderating variables, namely age and education level, into its analysis. The inclusion of these moderating variables aims to elucidate how the relationship between psychological factors and purchase decisions may vary based on individual characteristics such as age and education level. By integrating these moderating variables, the researcher seeks to offer deeper insights into how psychological factors may manifest differently among distinct consumer groups. The anticipated outcomes of this study hold the potential to furnish valuable information for marketers and business practitioners, enabling them to develop more targeted and effective marketing strategies that account for the psychological disparities between diverse consumer groups, contingent upon their age and education level. Furthermore, this research may serve as a foundational step for future investigations, fostering a more profound comprehension of the multifaceted factors influencing consumer behavior within an increasingly intricate and diverse market landscape.

## **2. Theoretical Background**

### **Motivation on Purchasing Decisions**

The research conducted by Kaunang et al. (2015) shows that motivation has a significant effect on motorcycle purchasing decisions in Manado City. Similarly, the results of another study by Dewi et al. (2017) reveal that consumer motivation variables have a positive and significant effect on purchasing decisions at Toyota Innova Dealer Toyota Graha Antasari Samarinda. However, there are also different research findings. The research conducted by Harun (2020) suggests that there is no effect of motivation on purchasing decisions for consumers of Bakpia Pathok Kurnia Sari Jogjakarta. These varying results could be attributed to differences in the objects and characteristics of the research data sources, indicating the possibility of obtaining different outcomes for this study. Therefore, the hypothesis of this study is: Motivation has an impact on purchasing decisions (**H1**).

### **Perceptions on Purchasing Decisions**

Widiyati (2015) has shown that perception significantly influences purchasing decisions for reflexology services. This finding is also supported by Rudiyanto's (2019) study, which demonstrates that perception has a positive and significant effect on consumer purchasing decisions. However, the results of Rahmawati & Illiyin (2021) research show different findings, where there is no significant effect of consumer perception variables on purchasing decisions for Oppo Smartphone cellphones. The differences in research results concerning the impact of perception on purchasing decisions suggest the potential for varying outcomes in this study. The variations in research results could be due to differences in the objects and characteristics of the research data sources, indicating the possibility of obtaining different outcomes for this study. Therefore, the hypothesis of this study is: Perception has an impact on purchasing decisions (**H2**).

### **Knowledge on Purchasing Decisions**

The impact of knowledge on purchasing decisions has been studied by various researchers. Mudawaroch (2020) and Setyawati (2021) both found that knowledge has a positive and significant effect on purchasing decisions. However, Nirmala's research (2019) revealed different results, where knowledge did not have a significant influence on purchasing decisions among consumers of Es Teler 77 products in Surakarta City. These discrepancies in previous studies could be due to differences in the object and characteristics of the research data source. Therefore, it is important to investigate the influence of knowledge on purchasing decisions in a specific context. Based on this, the hypothesis for this study is: There is an impact of knowledge on purchasing decisions (**H3**).

### **Attitudes on Purchase Decisions**

Similarly, the role of attitudes in purchasing decisions has also been studied by various researchers. Mudawaroch (2020), Pawistri & Harti (2020), and Setyawati (2021), all found that attitudes have a positive and significant effect on purchasing

decisions. However, Dandel et al. (2018) revealed that attitude does not have a significant effect on consumer purchasing decisions. These differences in findings could be due to variations in the objects and characteristics of research data sources. Therefore, it is important to investigate the impact of attitudes on purchasing decisions in a specific context. Based on this, the hypothesis for this study is: There is an effect of attitude on purchasing decisions (**H4**).

#### **Age as a Moderating Variable**

Age has been identified as a key variable that can moderate the effect of different factors on purchasing decisions. Hermawati (2013) suggests that age, gender, and education level can affect purchase intention. Similarly, Mahendra & Ardani (2015) found that age, gender, income, education, and retail attributes significantly influence purchase intention. Lee et al. (2010) also indicates that age, gender, income, and education play a vital role in shaping purchase intentions.

Based on these findings, the following hypotheses are proposed:

**H5:** Age moderates the effect of motivation on purchasing decisions.

**H6:** Age moderates the effect of perception on purchasing decisions.

**H7:** Age moderates the effect of knowledge on purchasing decisions.

**H8:** Age moderates the effect of attitudes on purchasing decisions.

#### **Educational Level as Moderating Variable**

The level of education is an important factor that can moderate the impact of various variables on purchasing decisions. Gunawan Yahya (2012) analysis shows that age, education, occupation, income, and family size can contribute to purchasing decisions but are also influenced by other variables. Meanwhile, Mahendra & Ardani (2015) suggest that higher education levels can lead to better understanding, which in turn can serve as an indicator of behavioral intentions.

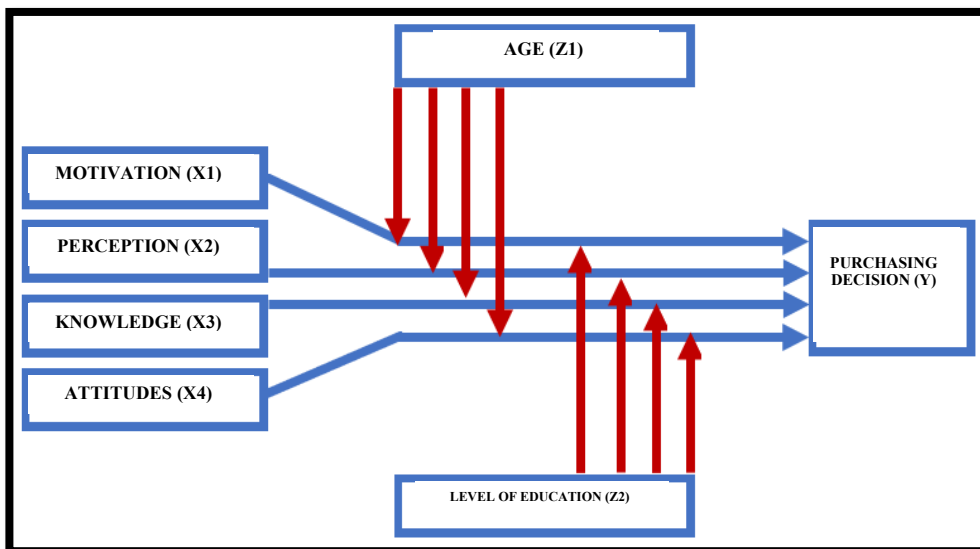
In light of these findings, the following hypotheses are proposed:

**H9:** The level of education moderates the effect of motivation on purchasing decisions.

**H10:** The level of education moderates the effect of perception on purchasing decisions.

**H11:** The level of education moderates the effect of knowledge on purchasing decisions.

**H12:** The level of education moderates the effect of attitudes on purchasing decisions.



**Figure 1. Research Framework**

### 3. Methodology

This study is a quantitative research that aims to examine the impact of various variables, including motivation, perception, knowledge, attitudes, age, and level of education, on purchasing decisions among consumers of Deskhabeautylash Salon. The target population is Deskhabeautylash Salon consumers, with a sample size of 100 people. Data will be collected using the Google Form application, which provides a convenient and efficient method for data collection.

The data analysis technique employed in this study is Multiple Linear Regression. Before conducting regression analysis, several classical assumption tests will be performed, including normality test, multicollinearity test, heteroscedasticity test, and linearity test. These tests are essential to ensure that the data meets the assumptions required for the regression model, and to identify any potential problems that need to be addressed before conducting regression analysis.

In addition, this study also aims to examine the moderating effects of age and level of education on the relationship between the independent variables (motivation, perception, knowledge, and attitudes) and purchasing decisions. To explore these moderation effects, Moderated Regression Analysis (MRA) will be employed. MRA is a useful technique that allows researchers to test whether the relationship between two variables varies depending on the value of a third variable (moderator).

Overall, this research method will enable the researcher to collect and analyze data effectively and provide valuable insights into the factors that influence purchasing

decisions among Deskhabeautylash Salon consumers, as well as the potential moderating effects of age and level of education on these relationships.

#### 4. Empirical Findings/Result

The data collection for this study included 100 female consumers of Deskhabeautylash Salon. This is due to the fact that the salon primarily targets women, as evidenced by the services provided. The age range of the respondents was between 16 and 41 years old. Based on this range, the respondents were categorized into three different age groups according to their developmental stages, with the majority falling into the transitional and young adult groups (72%).

**Table 2. Characteristics of Respondents**

	Intervals	Amount	%
Age Group	Adolescent Period(11-20 years)	27	27%
	Transition Period and Young Adults (21-40 years)	72	72%
	Mid-Adult/Midlife Period (41-65 years)	1	1%
Education	Middle School Equivalent	21	21%
	Equivalent High School	67	67%
	Diploma/Bachelor Degree	12	12%
Number of respondents who know Deskhabeautylash salons by year	2017	3	3%
	2018	1	1%
	2019	41	41%
	2020	27	27%
	2021	23	23%
	2022	5	5%
Intensity of Visits to Deskhabeautylash Salon Before the Covid 19 Pandemic	1 - 4 times	44	44%
	5 - 8 times	26	26%
	9 - 12 times	22	22%
	13 - 16 times	6	6%
	>16 times	2	2%
Intensity of Visits to Deskhabeautylash Salon During the Covid 19 Pandemic	1 - 4 times	68	68%
	5 - 8 times	27	27%
	9 - 12 times	3	3%
	13 - 16 times	0	0%
	>16 times	2	2%
Intensity of Visits to Deskhabeautylash Salon in the New Normal Period	1 - 4 times	33	33%
	5 - 8 times	53	53%
	9 - 12 times	9	9%
	13 - 16 times	1	1%
	>16 times	4	4%

The education level of respondents was categorized into three groups: junior high school/equivalent, high school/equivalent, and diploma/degree. The majority of Salon Deskhabeautylash users had a high school/equivalent education level, comprising 67% of respondents. While the salon was established in 2017, not all



respondents were aware of its existence at that time. This indicates that there is a variation in the length of time that respondents have known about Salon Deskhabeautylash, with an average of 2.19 years. Based on this average time, it can be concluded that the majority of customers are familiar with the services, quality, and benefits offered by Salon Deskhabeautylash.

The frequency of customer visits varied before the Covid-19 pandemic, during the pandemic, and in the new normal era. Before the pandemic, the average visit per person per year was 6.33 times, with the majority of customers using Salon Deskhabeautylash services more than once a year, indicating customer loyalty. However, the intensity of visits decreased during the pandemic by 2.44 times per person per year, from 6.33 times to 3.89 times. This was likely due to government policies limiting interactions between people to prevent the spread of the virus. In the new normal era, the average visit per person per year increased to 6.35 times, an increase of 2.46 times per person per year from the pandemic period. This can be attributed to the government's relaxation of social restrictions and the booming salon service business in the new normal. Additionally, the average visit during the new normal period was slightly higher than before the pandemic, with an increase of 0.02 times per person per year. This could be due to people's eagerness to use salon services after a long period of social restrictions.

### Validity and Reliability Test Results

Based on the test results, the validity test results were obtained as follows:

**Table 3. Results of the Research Instrument Item Validity Test**

Number of Item	rxv value	Valid/Invalid	Number of Item	rxv value	Valid/Invalid
Y1	0.726	Valid	X2.5	0.680	Valid
Y2	0.768	Valid	X3.1	0.695	Valid
Y3	0.751	Valid	X3.2	0.753	Valid
Y4	0.746	Valid	X3.3	0.475	Valid
X1.1	0.768	Valid	X3.4	0.667	Valid
X1.2	0.751	Valid	X3.5	0.611	Valid
X1.3	0.746	Valid	X4.1	0.659	Valid
X2.1	0.726	Valid	X4.2	0.630	Valid
X2.2	0.768	Valid	X4.3	0.726	Valid
X2.3	0.751	Valid	X4.4	0.768	Valid
X2.4	0.561	Valid	X4.5	0.751	Valid

Source: Primary Data Processed

Based on the test results, the reliability test results were obtained as follows:

**Table 4. Instrument Reliability Test Results**

Variable	Cronbach's Alpha	N of Items	Reliable/Unreliable
Y	0814	5	Reliable
X1	0.795	5	Reliable
X2	0814	5	Reliable
X3	0.760	3	Reliable
X4	0.792	4	Reliable

Source: Primary Data Processed

### Normality Test Results

Based on the test results, the following results were obtained:

**Table 5. Kolmogorov-Smirnov Normality Test Results**

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters <sup>a</sup>	Mean	.0000000
	Std. Deviation	.07495899
Most Extreme Differences	Absolute	.087
	Positive	.087
	Negative	-.063
Kolmogorov-Smirnov Z		.866
Asymp. Sig. (2-tailed)		.441
a. Test distribution is Normal.		

Source: Primary Data Processed

The normality test conducted on the data in this study indicates that the Asymp.Sig (2-tailed) value is 0.441, which is greater than the significance level of 0.050. This implies that the data is normally distributed and satisfies the regression requirements.

### Multicollinearity Test Results

From the tests that have been carried out, the following results are obtained:

**Table 6. Multicollinearity Test Results**

		Collinearity Statistics	
Model		Tolerance	VIF
1	X1	.161	6.225
	X2	.115	8.708

X3	.266	3.762
X4	.102	9.821

Source: Primary Data Processed

After conducting the tests, it can be observed that all variables have a Tolerance value exceeding 0.100 and VIF value less than 10. This indicates the absence of Multicollinearity symptoms and meets the prerequisite test for regression analysis.

### Heteroscedasticity Test Results

The results of the Heteroscedasticity test are as follows:

**Table 7. Heteroscedasticity Test Results**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-4.880	3.372		-1.447	.151
X1	1.001	1.127	.224	.888	.377
X2	-2.870	1.544	-.554	-1.859	.066
X3	.107	1.134	.019	.094	.925
X4	1.114	1.684	.220	.662	.510

Source: Primary Data Processed

After conducting the Heteroscedasticity test, it was found that the significance value for all variables is greater than 0.050. This indicates the absence of Heteroscedasticity symptoms and confirms that the regression assumptions are met.

### Hypothesis Test Results

**Table 8. Hypothesis Test Results**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	X1	.883	.024	.666	37.015	.000
	X2	.784	.039	.630	24.990	.000
	X3	1.030	.059	.771	17.571	.000
	X4	.982	.033	.748	29.457	.000

a. Dependent Variable: Y

The results presented in Table 8 from the hypothesis test indicate that the Motivation, Perception, Knowledge, and Attitude variables have a significant effect on purchasing decisions with a significance value of 0.000. This indicates that all variables partially influence purchasing decisions.

**Table 9. Moderation Hypothesis Test Results**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	X1Z1	.011	.005	.436	2.249	.027
	X2Z1	.039	.007	1.506	5.492	.000
	X3Z1	.046	.008	1.741	5.852	.000
	X4Z1	.028	.006	1.102	4.503	.000
	X1Z2	.044	.037	.222	1.205	.031
	X2Z2	.288	.052	1.442	5.522	.000
	X3Z2	.330	.056	1.601	5.857	.000
	X4Z2	.167	.045	.833	3.741	.000

a. Dependent Variable: Y

Source: Primary Data Processed

The results of the moderation test indicate that the significance values of the influence of the independent variables (Motivation, Perception, Attitude, and Knowledge) on purchasing decisions, moderated by the age variable, are all less than 0.050. This suggests that age is capable of moderating the impact of the independent variables on purchasing decisions. Similarly, the significance values of the influence of the independent variables on purchasing decisions moderated by the level of education variables also show less than 0.050. This indicates that the level of education is capable of moderating the influence of the independent variables on purchasing decisions.

## 5. Discussion

### The Effect of Motivation, Perception, Knowledge and Attitudes on Purchasing Decisions

The analysis reveals that consumers' purchasing decisions for Salon Deskhabeautylash are influenced by motivation, perceptions, knowledge, and attitudes. In other words, the higher the motivation, perception, knowledge, and attitude of consumers, the higher the likelihood of them buying Salon Deskhabeautylash services. This is consistent with the findings of previous studies by Dewi et al. (2017) & Kaunang et al. (2015).

Salon Deskhabeautylash consumers have a strong motivation to use various products offered by Salon Deskhabeautylash services. This motivation stems from both internal and external factors. For instance, consumers who want to have a better appearance take care of their hair, teeth, and face, which indicates their intrinsic motivation. On the other hand, consumers may also be influenced by external factors, such as imitating other people's hairstyles or following the latest trends.

Salon Deskhabeautylash provides various education programs to increase consumers' motivation to use their services.

Furthermore, the perception of Salon Deskhabeautylash also plays a vital role in consumers' decision-making process. A positive perception of the salon increases the likelihood of consumers using its services, as found by previous studies (Fatihudin et al., 2020; Ferrer, 2018; Rahmawati & Illiyin, 2021). Consumer perception of Salon Deskhabeautylash is formed through various processes, such as education and information provided by other parties, including social media, as well as through the publicity and displays of Salon Deskhabeautylash's products. To enhance consumers' perceptions, Salon Deskhabeautylash shows its commitment to health and safety protocols and uses products of leading brands, which are frequently publicized to the consumers.

The higher the level of consumer knowledge about Salon Deskhabeautylash, the greater the likelihood that they will choose to use its services. This finding is supported by research conducted by Mudawaroch (2020), Pawistri & Harti (2020), and Setyawati (2021). Salon Deskhabeautylash consumers typically possess knowledge about the salon and the products it offers. This includes information on how to access services, the time it takes to receive them, and the manner in which they are provided. In addition, consumers are knowledgeable about the products available at Salon Deskhabeautylash, including the types of products, their quality, and the associated costs. This knowledge plays a crucial role in motivating consumers to make decisions to use the salon's services.

To enhance consumer knowledge, Salon Deskhabeautylash engages in promotional activities that introduce the various products and services available at the salon. By providing sufficient information to customers and potential consumers, Salon Deskhabeautylash aims to increase consumer knowledge and facilitate informed purchasing decisions.

Another factor that affects consumer behavior is attitude. Research conducted by Mudawaroch (2020), Pawistri & Harti (2020), and Setyawati (2021) indicates that the more positive the consumer's attitude towards Salon Deskhabeautylash, the more likely they are to use its services. This positive attitude is typically based on the consumer's perceptions of the quality of the products and services provided by the salon. Such perceptions are usually formed through personal experience or through word-of-mouth recommendations from others.

Attitude is a comprehensive evaluation that allows a person to respond favorably or unfavorably to the object being evaluated. In the case of Salon Deskhabeautylash, consumers who have had positive experiences with its services and products are more likely to have a positive attitude towards the salon. This positive attitude then leads to the decision to use the salon's services, as consumers perceive them as beneficial.

To cultivate a positive attitude towards the salon, Salon Deskhabeautylash provides comprehensive information about its products and services to its customers. This approach aims to promote positive perceptions and attitudes among consumers, which in turn can attract potential customers and increase sales.

The "new normal" era is not simply a return to pre-pandemic living conditions. Purchasing power for goods and services is lacking, indicating a shift in consumer behavior patterns towards products. From an economic and business perspective, the new normal requires a shift towards all-digital and technology-dependent business models (Perdana et al., 2020).

Consumer behavior changes must be understood in the current cautious climate, where people are more discerning when choosing products. Marketing strategies in the new normal era must adhere to government health protocols, and businesses must focus not only on products, but also on providing a sense of security and comfort to consumers through the marketing mix's four elements: product, price, place, and promotion, all tailored to the current environmental conditions (Barokah et al., 2020).

Stakeholders and managers of tourist areas must understand the decision-making process. According to Schiffman & Kanuk (2008), the decision-making process is influenced by the external environment, consisting of the marketing mix and socio-cultural factors, and the psychological factors of the individual, ultimately resulting in their decision.

### **Effect of age and education as moderating variables**

#### **1) The Effect of Age as a Moderating Variable**

Age plays an important role in the use of salon services, as it affects the motivational factors, perceptions, knowledge, and attitudes that influence consumer decisions. Previous studies suggests that age determines a person's needs (Bazooband et al., 2017; Kazemi et al., 2018), and this phenomenon is observed among consumers of Salon Deskhabeautylash services, which are used by individuals aged between 16 to 41 years, each with different needs for salon products and services.

Customers aged 16 to 30 years have a tendency to seek changes in their appearance by utilizing salon services, while those over 30 are more concerned with maintaining and improving their appearance. This suggests that age is a factor that determines a person's motivation in using Salon Deskhabeautylash services, strengthening the influence of motivation on purchasing decisions.

The study also reveals that a person's age affects how they form perceptions of a phenomenon. As a person grows older, their thought process becomes more systematic and patterned (Raimo et al., 2022; Stephan et al., 2018). This is also evident among consumers of Salon Deskhabeautylash, where perceptions of the products and services provided differ according to age. Consumers under 30 years

old tend to focus on results and price, whereas those over 30 prioritize product safety for use.

To address these differing perceptions, Salon Deskhabeautylash has taken steps to pay attention to aspects of quality, price, and product safety. The salon offers various products of different qualities to cater to the needs of their diverse customers. By doing so, Salon Deskhabeautylash aims to build a positive perception among consumers, presenting their products and services as quality, affordable, and safe to use.

The study's findings suggest that age is a significant moderator in the relationship between knowledge and purchasing decisions among consumers of Salon Deskhabeautylash. As consumers get older, their knowledge and understanding of salon services and products increase, leading to more accurate decision-making processes. Given that Salon Deskhabeautylash serves customers of different ages, their experiences with salon services and knowledge levels differ, which influences their purchasing decisions. Some customers may have tried multiple salons before choosing Salon Deskhabeautylash, while others may have conducted research specifically on Salon Deskhabeautylash. Therefore, age is a natural variable that strengthens the impact of knowledge on consumer purchasing decisions for Salon Deskhabeautylash customers.

The study also found that age moderates the influence of attitudes on purchasing decisions. As people age, they tend to have clearer attitudes towards products and services, which influences their decision-making processes. Attitude is defined as a person's tendency to react to product offerings positively or negatively. In the case of Salon Deskhabeautylash customers, they receive offers for services and products, and the age of the consumer determines whether the offer will be accepted or not. Consumers consider whether the products and services offered are suitable for their age, and this determines their response to the offers and ultimately affects their purchasing decisions. New customers will respond with an attitude that reflects their perception of the fit between the products and services offered by Salon Deskhabeautylash and their age.

In summary, age is a critical variable in the decision-making process of Salon Deskhabeautylash customers. It moderates the effects of knowledge and attitudes on purchasing decisions, and thus, it is important for Salon Deskhabeautylash to tailor their services and products to meet the needs and expectations of customers across different age groups.

## 2) The Effect of Education Level as Moderating Variable

The study findings reveal that a person's level of education can moderate the impact of motivation on their purchasing decisions when it comes to using salon services. This implies that Salon Deskhabeautylash considers a customer's education level when providing their services because it often relates to the customer's profession

and their appearance preferences. Consumers with different education levels may have different preferences and considerations when it comes to using salon services, and this needs to be taken into account when providing services and products.

Moreover, the study findings also suggest that a person's level of education can moderate the impact of perception on their purchasing decisions. People with higher levels of education tend to have more accurate perceptions, as they have access to more knowledge and better ways of gaining knowledge. Higher education enables individuals to form a better understanding of a particular phenomenon, and this plays a vital role in shaping their perceptions. Therefore, Deskhabeautylash Salon needs to be mindful of a customer's education level to provide them with the right information and services that cater to their needs and preferences.

The study results indicate that education level plays a significant role in moderating the impact of knowledge and attitudes on purchasing decisions of Salon Deskhabeautylash consumers. According to Rashkovits and Livne (2013), education level not only enhances knowledge but also has a positive effect on psychological empowerment. Higher education levels are associated with increased critical thinking skills, a better understanding of environmental factors, and the ability to keep pace with the evolving trends and developments. Thus, consumers with higher education levels tend to possess greater psychological empowerment.

The findings suggest that consumers' education level has a crucial impact on their knowledge, which influences their purchasing decisions for Salon Deskhabeautylash products and services. Similarly, the study reveals that education level also has a moderating effect on attitudes towards Salon Deskhabeautylash products and services. Attitudes refer to the overall evaluation of a product or service, and they influence consumers' purchase decisions. Consumers evaluate Salon Deskhabeautylash products and services based on their experiences with them. The study shows that consumers with higher education levels tend to exhibit more rational behaviors when making purchase decisions, based on both their needs and other interests.

In conclusion, the study underscores the importance of education level in shaping consumer behavior and decision-making processes. Consumers with higher education levels exhibit greater psychological empowerment, which positively impacts their knowledge and attitudes towards products and services. This has significant implications for businesses like Salon Deskhabeautylash, as it emphasizes the need to understand consumers' education levels and their influence on their purchasing behavior.

## **6. Conclusions**

Based on the findings of the conducted research, it can be concluded that motivation, perception, knowledge, and attitudes collectively influence the purchasing decisions



of Salon Deskhabeautylash consumers. Moreover, age acts as a factor that strengthens the impact of motivation, perception, knowledge, and attitudes on these purchasing decisions. Similarly, the level of education also strengthens the influence of these psychological factors on the purchasing decisions of Salon Deskhabeautylash consumers. To attract potential consumers and foster customer loyalty, Salon Deskhabeautylash should implement effective strategies. Educating consumers about the products and services offered by the salon is crucial, as informed consumers are more likely to promote the salon to others. Utilizing tools such as flyers, digital posters, and other media can aid in conducting better education initiatives. Additionally, in the context of the new normal era, consumers remain conscious of Covid-19 transmission risks and are attentive to health protocols. In response, Salon Deskhabeautylash should develop service procedures that prioritize health protocols. This includes maintaining environmental cleanliness, ensuring the hygiene of all equipment used, and ensuring the health of all employees involved in the service process. By doing so, consumers will feel safe and comfortable when using the products and services provided by Salon Deskhabeautylash.

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