

ANALYZING THE INFLUENCE OF CONSUMER BEHAVIOR ON PURCHASE DECISIONS: EVIDENCE FROM YOUNG PAPUAN ENTREPRENEURS' CONSUMERS IN JAYAPURA CITY

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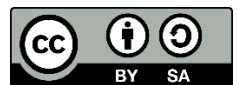
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Abstract: Consumer choices are never as rational as textbooks claim—they are tangled in culture, swayed by peers, and constrained by the price tag. This study investigates the determinants of purchase decisions in the context of young Papuan entrepreneurs in Jayapura City, focusing on the roles of cultural influence, social influence, and price affordability. A quantitative survey was conducted with 174 respondents who had made at least one purchase in recent months, and the data were analyzed using descriptive statistics, classical assumption tests, and multiple linear regression. Validity was assessed through Pearson correlations, while reliability was confirmed using Cronbach's Alpha. The results demonstrate that price affordability is the strongest predictor of purchase decisions, while cultural belonging and social trust also exert significant effects. The overall regression model was statistically significant ($F = 66.233$, $p < .001$), confirming that consumer behavior is shaped jointly by cultural identity, social dynamics, and economic considerations. These findings advance the understanding of consumer behavior by showing that purchasing is not merely an individual economic act but a collective, context-dependent process rooted in identity, trust, and affordability. The study carries practical and policy implications: entrepreneurs should embed cultural identity and community values in branding and product development, while policymakers can strengthen youth-led ventures through targeted support, subsidies, and digital engagement initiatives to expand market reach.



INTRODUCTION

As the capital of Papua, Jayapura City is witnessing a significant rise in young entrepreneurs who are playing an increasingly important role in driving local economic development. These individuals are motivated not only by the desire to generate income but also by the aspiration to build a new social and cultural identity, as entrepreneurship remains a relatively novel pathway within the Papuan community. A study of entrepreneurial intention among young papuan reveals that the entrepreneurial willingness of indigenous Papuan youth is shaped by a combination of personal characteristics, family encouragement, community solidarity, and access to relevant knowledge (Somisu, 2023). A complementary literature

review by Philander (2024) further confirms that many individuals in Papua—and, more broadly, in developing regions—view entrepreneurship not merely as a source of income, but as a viable and meaningful career choice driven by social support, self-efficacy, and educational exposure. This evidence underscores the growing recognition of entrepreneurship as a legitimate and sustainable career path among indigenous Papuans, reflecting both economic aspirations and the pursuit of social identity in a changing cultural landscape.

Despite this growing interest, the overall level of entrepreneurial intention in Jayapura is still relatively low compared to that observed in other regions of Indonesia. In addition, the increasing presence of non-Papuan migrants from western parts of Indonesia, many of whom establish themselves as entrepreneurs, has intensified competition for indigenous Papuan entrepreneurs, presenting both challenges and opportunities in today's market. The success of these emerging ventures is therefore closely tied to the entrepreneurs' capacity to understand and adapt to the behavioral tendencies of consumers in their communities. Therefore, developing a deep awareness and understanding of consumer needs, preferences, and cultural values is essential for indigenous entrepreneurs, as it enables them to strengthen their competitiveness, foster long-term customer loyalty, and secure the sustainability of their businesses in an increasingly dynamic and competitive environment.

This research aims to analyze the influence of consumer behavior on the purchase decisions of products marketed by young Papuan entrepreneurs in Jayapura City. Specifically, it focuses on examining how cultural influence in term of sosical norm and community solidarity, social influence, and price perceptions shape consumer preferences and purchasing patterns in relation to the products offered by young indigenous entrepreneurs. The study is centered on the food and beverage industry, which represents one of the most prominent sectors developed by young Papuan entrepreneurs in the local market. By exploring these factors, the study seeks to provide empirical evidence that can guide entrepreneurs in aligning their business strategies with consumer expectations and adapting more effectively to local market dynamics. In addition, the research aspires to contribute to the broader academic discourse on consumer behavior and entrepreneurship, with particular attention to indigenous communities in developing regions. At the practical level, it offers insights for strengthening entrepreneurial resilience, improving competitiveness, and fostering inclusive economic growth in Papua. By emphasizing the critical role of consumer-oriented strategies in sustaining entrepreneurial success, the study underscores the importance of empowering indigenous entrepreneurs not only as economic actors but also as agents of cultural identity and social transformation in their communities.

LITERATURE REVIEW

Consumer Behaviors and Purchase Decisions

Consumer behavior is defined as “the study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and desires” (Schiffman & Kanuk, 2010, p. 3). This concept encompasses various elements, including the psychological, social, and cultural influences that affect decision-making processes, as well as the specific behaviors exhibited during purchase and consumption (e.g., how consumers gather information and make choices among alternatives) (Khan 2023). Understanding consumer behavior is essential for

marketers to formulate effective strategies that resonate with their target audience and fulfill their needs.

The link between consumer behavior and purchase decision-making is crucial, as variations in behavior directly impact how consumers assess value, brand loyalty, and ultimately drive their choices. Empirical studies have highlighted the significance of cognitive and affective mechanisms in decision-making, particularly among young consumers. Recent evidence suggests that these consumers are increasingly leaning toward a cognitive decision-making approach due to the complexity and availability of information in emerging markets (Khan, 2023). Complementing this perspective, research employing validated scales and statistical modeling has shown that factors such as consumer ethnocentrism and perceived product quality play a significant role in influencing purchasing behavior across domestic and international contexts (Khan, 2023; Djaelani, 2021). These findings highlight the strong link between psychological mechanisms; such as cognitive reasoning and emotional responses that guide purchasing choices, cultural factors; including social norms and community solidarity that reinforce cultural influence, and quality perceptions; which interact with social influence and price affordability to shape value judgments, in shaping consumer behavior.

Indigenous Entrepreneurs

Indigenous entrepreneurs are individuals who come from Indigenous communities and conduct business grounded in cultural values, traditional knowledge systems, and communal responsibilities—often combining traditional and non-traditional offerings to fulfill both economic and socio-cultural goals (Cheteni and Umejese, 2024). Within this broader group, young indigenous entrepreneurs are increasingly recognized as important drivers of local economic development, particularly in regions where traditional knowledge and cultural identity strongly influence entrepreneurial practices. Scholars argue that indigenous entrepreneurship differs from conventional business models because it emphasizes the integration of cultural values, communal practices, and sustainable development (Adefila, 2024; Widowati & Wakid, 2024). Young indigenous entrepreneurs often leverage their cultural heritage, such as traditional ecological knowledge and social responsibilities, to create businesses that not only generate economic benefits but also promote cultural preservation and community cohesion (Yeh et al., 2021; Ezedum, 2022; Novriyandana et al., 2024). This entrepreneurial model prioritizes collective well-being and environmental sustainability over mere profit maximization, distinguishing it from mainstream entrepreneurial approaches (Yeh et al., 2021). Moreover, these businesses frequently operate within the framework of community-based initiatives, enhancing local participation and empowerment in economic decision-making (Novriyandana et al., 2024; Ezedum, 2022). Cultural influence, expressed through social norms and community solidarity, serves as a guiding force that shapes entrepreneurial practices, reinforces trust, and sustains the collective identity of indigenous communities.

Consumer Behavior; Cultural Influence (Social Norm and Community Solidarity) and Purchasing Decision)

Social norms within cultural influence are defined as culturally rooted expectations

and shared rules of behavior that shape how individuals think, act, and interact in a community, reflecting collective values and traditions that reinforce solidarity and identity (Hechter & Opp, 2001; Cialdini & Goldstein, 2004). Closely tied to these norms, community solidarity, defined as a shared sense of belonging and mutual support among members of a community, plays a crucial role in shaping social and economic interactions (Durkheim, 1893). This concept is grounded in cultural values that dictate how individuals relate to one another and their environment, reflecting the collective conscience that underlies mechanical solidarity in traditional societies. Ultimately, social norm and community solidarity function as a unifying force that strengthens social cohesion, guides collective action, and sustains the resilience of communities in the face of social and economic challenges.

Numerous empirical studies underscore how inclusive community dynamics—such as shared cultural values, mutual care, and normative behavior—foster trust and loyalty, which strongly influence purchasing decisions. For instance, social commerce research in Tehran shows that cultural expectations around product quality, sustainability, and ethical consumption shape consumer trust and buying choices (Dehnavi & Khoojine, 2025). A meta-analysis further confirms that both descriptive (what others do) and injunctive (what others approve of) norms significantly drive consumer decisions (Melnik, 2025). Likewise, foundational values such as reciprocity and shared humanity reinforce community solidarity and trust, steering cooperative consumer behaviors (Littman, 2022). Together, these findings highlight that purchasing decisions are not merely individual choices but are deeply embedded in social contexts where cultural norms, collective values, and trust-based relationships guide consumer behavior.

In the context of young Papuan entrepreneurs' consumers behavior, Sosial norm and community solidarity together is assumed to be a central driver of purchasing behavior, as buying from indigenuous businesses represents not only an economic choice but also an expression of cultural identity, pride, and mutual empowerment. Supporting young entrepreneurs is therefore perceived as strengthening community resilience and solidarity, which directly encourages consumers to prioritize these products over alternatives. Therefore, the hypothesis proposed is:

H1: Cultural factors—particularly sosial norm and community solidarity—have a significant effect on the purchase decisions of consumers buying from young Papuan entrepreneurs in Jayapura City.

Social Influence and Purchase Decision

Social influence is defined as the process whereby individuals' attitudes and behaviors are affected by the real or imagined presence of others (Hogg & Vaughan, 2010). Myers (2013) defines social influence as *“the ways in which people are affected by real and imagined pressures from others, including conformity, compliance, and obedience”* (p. 214). This emphasizes not only the presence of others but also the broader social pressures that guide behavior. Ultimately, social influence functions as a powerful driver of decision-making, shaping how individuals evaluate options, form preferences, and adjust their choices to align with group expectations, cultural norms, and communal values.

Social influence has become an important factor in understanding purchasing decisions (Gonçalves et al., 2024; Yang, 2024; Karimah et al., 2022). Buying choices are not

only about product features but also shaped by social dynamics at every stage, from recognizing a need to reflecting after purchase (Yang, 2024; Li, 2023; Gonçalves et al., 2024). Studies show that social media and digital influencers can guide consumer opinions and increase purchase intentions when they are seen as credible (Gonçalves et al., 2024; Yang, 2024; Karimah et al., 2022). Peer pressure and social proof also affect choices, often leading people to follow what their social groups prefer (Li, 2023; Yang, 2024). Research on electronic word-of-mouth (E-WOM) finds that trustworthy online reviews build brand trust and encourage purchases (Joudeh et al., 2024; Gonçalves et al., 2024; Li, 2023). Overall, shared experiences and recommendations show that social influence is a key driver in today's digital marketplace (Li, 2023; Yang, 2024; Gonçalves et al., 2024). Ultimately, social influence functions as a powerful mechanism that shapes consumer preferences, strengthens brand loyalty, and aligns purchasing behavior with community expectations.

In the context of young Papuan entrepreneurs' consumer behaviors, social influence is assumed to be particularly relevant, as purchasing decisions are often shaped by peer recommendations, family encouragement, and the growing impact of social media postings. These forms of influence build consumer confidence and increase the likelihood of trying new products introduced by young entrepreneurs. The visibility of positive feedback and endorsements across social platforms further amplifies this effect, encouraging repeat purchases and shaping brand perceptions. As a result, social influence is assumed a key factor that directly impacts how consumers decide what to buy from young Papuan entrepreneurs in Jayapura City.

H2: Social influence has a significant effect on the purchase decisions of consumer buying from young Papuan entrepreneurs in Jayapura City.

Consumer Behaviors: Price Affordability and Purchasing Decisions

The price of a product refers to the monetary value that consumers must give up in exchange for obtaining a good or service, and it is often considered the most flexible element of the marketing mix because it directly affects demand and profitability (Kotler & Armstrong, 2018). Affordability refers to the extent to which individuals or households have the financial capacity to obtain goods or services without experiencing undue economic burden, highlighting the relationship between price and consumers' ability to pay (Meen & Whitehead, 2020). Taken together, price affordability refers to the alignment between the price of a product and the consumer's purchasing power, determining whether a product can be accessed and sustained without imposing financial strain. Ultimately, price affordability functions as a critical determinant of consumer choice and market accessibility, shaping patterns of consumption, levels of product utilization, and the overall perception of value compared to alternative offerings.

The link between price affordability and purchasing decisions is evident in many studies on consumer spending patterns. Empirical research consistently shows that price is a critical factor influencing purchasing intentions across different sectors (Oktavia et al., 2024; Sumidartini et al., 2024; Rolansya et al., 2023). Consumers often decide based on price comparisons, perceived quality, and value for money (Mulyasari & Aminah, 2025). When faced with financial limitations, they tend to choose affordable alternatives that provide the best cost-benefit ratio. This highlights the need for businesses to set competitive prices while

maintaining product quality to encourage consumer interest (Mulyasari & Aminah, 2025). Studies across industries also reveal that affordable pricing can attract new buyers and build loyalty among existing customers (Oktavia et al., 2024; Sumidartini et al., 2024). In addition, consumer perceptions of price are shaped by marketing communication and brand reputation, showing the complex role of price affordability in purchasing behavior (Herlynda & Pramudita, 2024). This concludes that price affordability plays a central role in shaping consumer behavior, as it not only determines access to products but also strengthens value perception, satisfaction, and brand relationships.

In the context of young Papuan entrepreneurs' consumers, price affordability reflects the extent to which products or services offered are accessible to buyers with varying income levels, ensuring that these goods remain attainable without imposing financial strain. Consumers in Jayapura often face budget limitations, which means their purchasing choices are highly sensitive to pricing structures. Without the necessity of feeling obliged to support indigenous entrepreneurs, buyers are more likely to compare options across the market, especially when many competitors provide similar products. In such a competitive environment, price affordability is assumed to be an important factor influencing purchasing decisions, as consumers tend to prioritize value and cost efficiency over sentiments of support for indigenous businesses. Therefore, the hypothesis proposed is:

H3: Affordability of price has a significant influence on the purchase decisions of consumers buying from young Papuan entrepreneurs in Jayapura City.

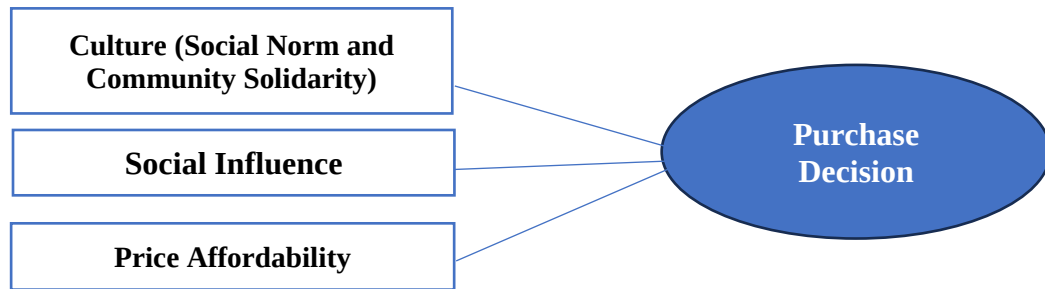
Interaction of Culture influence, Sosial Influence and Price Affordability

The interaction of cultural influence, social influence, and price affordability demonstrates that purchasing decisions are not formed in isolation but emerge from the combined effect of values, social dynamics, and financial considerations. Social norms and community provide the cultural foundation that encourages consumers to support indigenous entrepreneurs as an expression of collective identity and mutual empowerment solidarity (Hechter & Opp, 2001; Cialdini & Goldstein, 2004; Durkheim, 1893). These cultural drivers are reinforced by social influence, where peer recommendations, family encouragement, and digital endorsements shape perceptions, build confidence, and guide preferences (Myers, 2013; Gonçalves et al., 2024; Yang, 2024). At the same time, price affordability remains a decisive filter, as consumers often weigh solidarity and social encouragement against their purchasing power and financial constraints (Kotler & Armstrong, 2018; Meen & Whitehead, 2020). In contexts like Jayapura, where buyers frequently face budget limitations, affordability ensures that cultural pride and social pressures can translate into real purchasing actions without imposing economic strain (Oktavia et al., 2024; Sumidartini et al., 2024; Mulyasari & Aminah, 2025). Thus, the convergence of cultural norms, social influence, and price sensitivity underscores that consumer behavior among young Papuan entrepreneurs' customers is shaped simultaneously by identity, trust, and economic reality.

H4: Cultural influence, social influence, and price affordability jointly have a significant effect on the purchase decisions of consumers buying from young Papuan entrepreneurs in Jayapura City.

The hypotheses of this study are formulated and summarized within a conceptual framework that depicts the relationship between the examined factors and consumers'

purchasing decisions toward products offered by young Papuan entrepreneurs. This framework serves as a visual representation of how cultural influence, social influence, and price affordability interact to shape purchasing behavior. The conceptual framework is illustrated in the following diagram:



Picture 1. Conceptual Framework

METHODOLOGY

This study will use a quantitative approach to examine how consumer behavior influences the purchasing decisions of consumers who buy products from young Papuan entrepreneurs in Jayapura City. A purposive sampling technique will be used to select 174 respondents who have made at least one purchase in the last months. The sample size was calculated using Slovin's formula with a 5% margin of error to ensure sufficient accuracy for statistical analysis.

Data was collected using a structured questionnaire consisting of Likert-scale items. The questionnaire will cover four main variables:

- (1) Cultural Influence – measuring shared expectations of behavior, sense of belonging, trust, mutual support.
- (2) Social Influence –measuring peer, family, and media effects,
- (3) Price Affordability – measuring perception of value and financial capacity
- (4) Purchase Decision – measuring consumer preferences, loyalty, and buying behavior

All items will use a five-point Likert scale ranging from "strongly disagree" (1) to "strongly agree" (5). The data will be analyzed using SPSS version 30, with descriptive analysis, classical assumption tests, and multiple linear regression to identify the relationships between the variables. Instrument validity will be tested using Pearson correlation, and reliability will be measured using Cronbach's Alpha. Ethical principles will be followed, ensuring voluntary participation and confidentiality of all respondents.

RESULTS AND DISCUSSION

A descriptive analysis of the respondents was conducted to provide an overview of the research sample. The results show that the majority of consumers purchasing products from young Papuan entrepreneurs in Jayapura City were female, representing 57% of the total respondents, while males accounted for 43%. The largest age group was between 18–25 years old (62%), indicating that most participants were young adults who are highly engaged with local entrepreneurial products. In terms of educational background, 71% were undergraduate students and 18% were graduate students, with the remainder being senior high school graduates. Furthermore, the respondents' occupations were dominated by civil servant and

Country-Owned Enterprise (COE) (54%), followed by self-employed individuals (21%), and student (15%). This profile highlights that the sample is largely composed of young, educated, and economically active consumers who represent the primary market for products offered by young Papuan entrepreneurs in Jayapura City.

The analysis began with an evaluation of the validity and reliability of the research instrument through a pilot test involving 30 consumers. The validity of the instrument was assessed using the Pearson Product Moment correlation (r) to evaluate how well each questionnaire item measured its corresponding variable. According to Ghazali (2012), an item is considered valid if its correlation coefficient (r count) is positive and exceeds the critical r -value from the r -table. For a pilot sample of 30 respondents, the r -table value at a significance level of 5% ($n-2 = 28$) is 0.361. Based on the analysis, 48 out of 50 items showed r -values greater than 0.361, indicating that these items were statistically valid and appropriate for use in the full-scale survey. The remaining 2 items did not meet the required threshold and were excluded from the final instrument. These results confirm that the majority of the questionnaire items were capable of accurately measuring the constructs related to consumer behavior and purchasing decisions in the context of young Papuan entrepreneurs. The reliability of the instrument was evaluated using Cronbach's Alpha, where a value above 0.60 is considered acceptable, following the criteria set by Ghazali (2012).

Table 1. Reliability Testing of the Independent Variable: Culture

Reliability Statistics	
Cronbach's Alpha	N of Items
.916	12

Table 3. Reliability Testing of the Independent Variable: Price Affordability

Reliability Statistics	
Cronbach's Alpha	N of Items
.945	12

Table 2. Reliability Testing of the Independent Variable: Social Influence

Reliability Statistics	
Cronbach's Alpha	N of Items
.911	12

Table 4. Reliability Testing of the Dependent Variable: Purchase Decision

Reliability Statistics	
Cronbach's Alpha	N of Items
.918	12

The analysis revealed that the Cronbach's Alpha coefficient for the 48 questionnaire items exceeded 0.60, indicating that the items demonstrated consistent and reliable measurement. Thus, it can be concluded that all 48 items were both valid and reliable for continuing used in the study.

Prior to conducting the regression analysis, classical assumption tests were carried out to ensure the robustness and validity of the model. These tests included normality, multicollinearity, and heteroscedasticity, all of which were satisfied, thereby confirming the reliability of the regression results. Verifying these assumptions is essential, with one key requirement being that the data follow a normal distribution. The **normality** assessment was performed using the Kolmogorov-Smirnov test, as presented in the table below.

Table 5. Results of Normality Test Using the Kolmogorov-Smirnov Method

One-Sample Kolmogorov-Smirnov Test		Unstandardize d Residual
N		174
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	4.51922541
Most Extreme Differences	Absolute	.061
	Positive	.061
	Negative	-.060
Test Statistic		.061
Asymp. Sig. (2-tailed) ^c		.200 ^d
Monte Carlo Sig. (2-tailed) ^e	Sig.	.115
	99% Confidence Interval	Lower Bound .107
		Upper Bound .123

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

e. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 303130861.

The test results showed that all variables fulfilled the normality assumption, as evidenced by significance values exceeding 0.05. This indicates that the data are normally distributed and appropriate for parametric analysis. Consequently, the t-test and multiple linear regression can be carried out with assurance that the normality requirement has been met.

Another essential assumption for the analysis is the absence of **multicollinearity**. This was assessed by examining the Tolerance values and Variance Inflation Factor (VIF) results, as presented below.

Table 6. Results of Multicollinearity Testing Using the Glejser

		Coefficients ^a					Collinearity Statistics	
Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.	Tolerance	VIF
1	(Constant)	11.952	2.894		4.131	<.001		
	Culture (Social Norms and Community Solidarity)	.154	.073	.149	2.096	.038	.538	1.859
	Social Influence	.297	.068	.330	4.335	<.001	.469	2.131
	Price Affordability	.315	.060	.364	5.274	<.001	.568	1.759

a. Dependent Variable: Purchase Decision

The table indicates that all independent variables have tolerance values exceeding 0.1 and Variance Inflation Factor (VIF) values below 10. This confirms that multicollinearity is not present among the independent variables in the regression model, thereby supporting the reliability of the estimated coefficients.

An additional requirement in regression analysis is that the data should be free from heteroscedasticity. In this study, the presence of heteroscedasticity was examined using the Glejser test, with the results displayed in the table below.

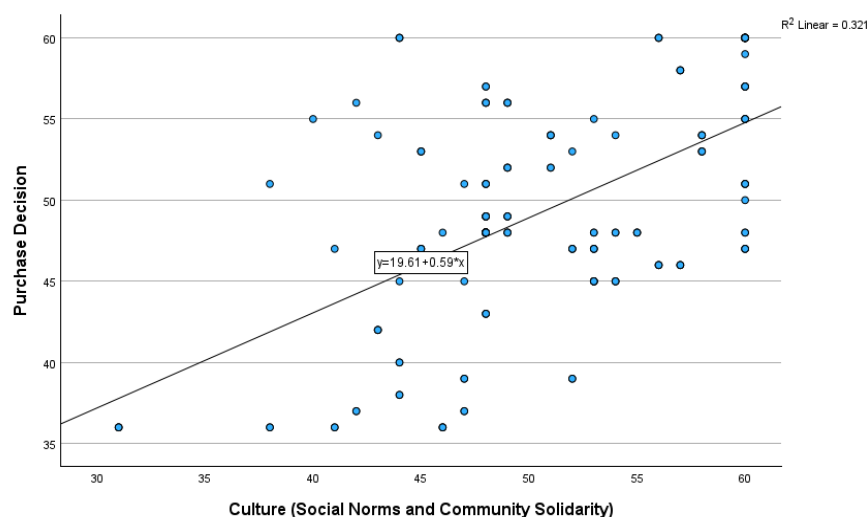
Table 7 . Results of Heteroscedasticity Testing Using the Glejser

		Coefficients^a				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	5.802	1.791		3.239	.001
	Culture (Social Norms and Community Solidarity)	-.052	.045	-.118	-1.136	.258
	Social Influence	-.013	.042	-.033	-.295	.768
	Price Affordability	.019	.037	.052	.515	.607

a. Dependent Variable: Abs_Res

The results of the Glejser test reveal that all independent variables have significance (Sig.) values exceeding 0.05. This suggests that the regression model does not exhibit heteroscedasticity, indicating that the residuals have constant variance and the homoscedasticity assumption is satisfied.

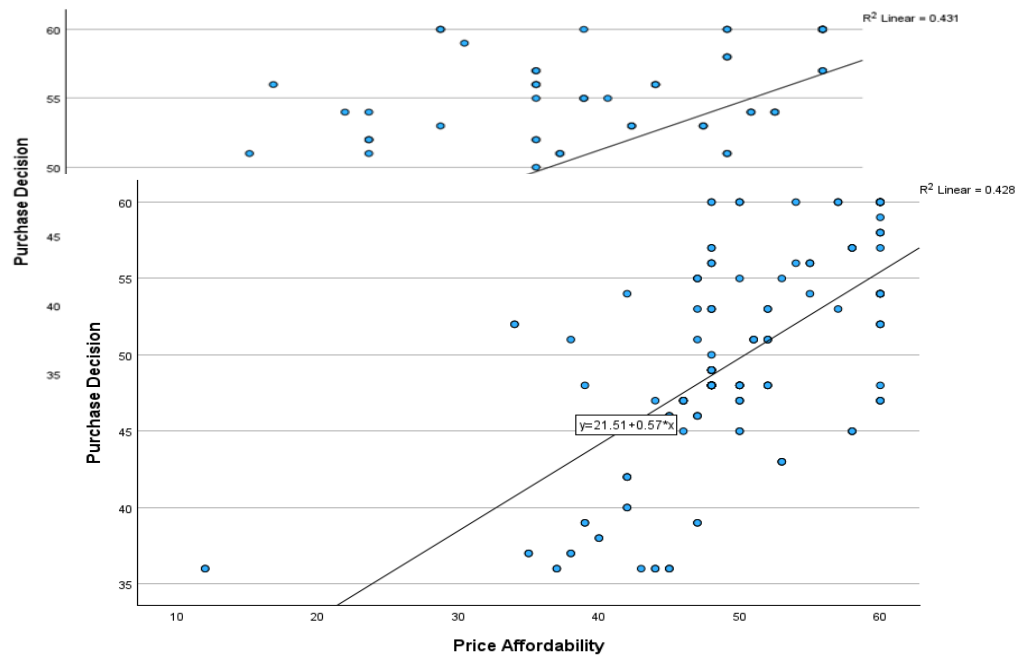
Statistical testing confirmed that the dataset satisfies all assumptions necessary for multiple linear regression analysis. Therefore, hypothesis testing can be carried out to examine whether the independent variables—culture (social norms and community solidarity), social influence, and price affordability—significantly affect the dependent variable, both individually (using the t-test) and collectively (using the F-test). The results of this analysis will offer valuable insights into the degree and nature of each factor's influence



on purchase decisions for products sold by young Papuan entrepreneurs in Jayapura City.

To confirm the appropriateness of applying regression analysis, a linearity test was

conducted through scatter plot analysis. Each scatter plot, comparing an independent variable with the dependent variable, was evaluated to observe the nature and direction of their relationships as illustrated below:



The scatter plot analyses in Figures 1–3 confirm that the linearity assumption for multiple linear regression is met. In Figure 1, the relationship between culture (social norms and community solidarity) and purchase decisions displays an upward linear trend, with data points distributed around the regression line $y=19.61+0.59x$ and an R^2 value of 0.321, indicating a moderate positive correlation. Figure 2 shows social influence against purchase decisions, where the points align closely with the regression line $y=21.33+0.59x$ and an R^2

Figure 4. Scatter Plot of Price Affordability and Purchase Decisions

value of 0.431, suggesting a stronger positive linear relationship. Figure 3 illustrates the relationship between price affordability and purchase decisions, with a regression equation $y=21.51+0.5x$ and an R^2 value of 0.428, again reflecting a clear positive trend.

In all three cases, the scatter plots show that as the independent variable increases, the dependent variable tends to increase proportionally, demonstrating that the data meet the

Coefficients ^a					
Model	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1					
(Constant)	14.992	2.854		4.131	<.001
Culture (Social Norms and Community Solidarity)	.154	.073	.149	2.096	.038
Social Influence	.297	.068	.330	4.335	<.001
Price Affordability	.315	.060	.364	5.274	<.001

a. Dependent Variable: Purchase Decision

linearity requirement for regression analysis. In line with the linearity test above, the analysis proceeded with the t-test to reassess the individual effect of each independent variable on purchase decisions.

The t-test results in the coefficients table show the significance of each independent variable in predicting purchase decisions. For culture (social norms and community solidarity), the t-value is 2.096 with a significance level of 0.038, which is below 0.05, indicating a statistically significant positive effect on purchase decisions. Social influence has a t-value of 4.335 and a significance of less than 0.001, showing a highly significant positive relationship, meaning greater social influence leads to higher purchase decisions. Price affordability records the highest t-value of 5.274 with a significance of less than 0.001, also indicating a highly significant positive impact, where more affordable prices are associated with increased purchase decisions. These results suggest that all three independent variables contribute meaningfully to the regression model.

The statistical findings confirm H1–H3, showing that cultural factors, social influence, and price affordability each have a significant effect on purchase decisions for products offered by young Papuan entrepreneurs in Jayapura City. These results are consistent with prior literature emphasizing that consumer decisions are shaped not only by individual preferences but also by cultural values, collective identity, and financial considerations. The scatter plot analyses support this, as all three independent variables demonstrated positive linear relationships with purchase decisions, underscoring the multidimensional nature of consumer behavior.

The role of cultural influence, reflected in social norms and community solidarity, aligns with theories by Durkheim (1893), Hechter and Opp (2001), and Cialdini and Goldstein (2004), which highlight how shared traditions and collective values guide behavior. Empirical findings such as Dehnavi and Khoojine (2025) and Melnyk (2025) also support the idea that norms and solidarity foster trust and loyalty, leading consumers to support indigenous businesses as an expression of cultural pride and mutual empowerment. At the same time, social influence plays a critical role, echoing the findings of Myers (2013), Hogg and Vaughan (2010), and recent studies (Gonçalves et al., 2024; Yang, 2024), which show that peer recommendations, family encouragement, and online endorsements strongly shape purchasing behavior.

Price affordability emerged as the strongest predictor of purchase decisions, confirming the arguments of Kotler and Armstrong (2018) and Meen and Whitehead (2020) that affordability determines access and consumer willingness to buy. This is consistent with empirical studies (Oktavia et al., 2024; Sumidartini et al., 2024; Mulyasari & Aminah, 2025) showing that consumers prioritize cost efficiency and value for money, particularly in contexts with budget limitations such as Jayapura. Together, these results demonstrate that cultural belonging, social trust, and affordability operate simultaneously, validating the proposed hypotheses and reinforcing that purchasing behavior is best understood as a collective and contextual process rather than an individual act.

Supporting the findings above, the F-test results are presented in the table below:

Table 9. Results of F-Test (ANOVA) for the Regression Model

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4129.718	3	1376.573	66.233	<.001 ^b
	Residual	3533.248	170	20.784		
	Total	7662.966	173			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Price Affordability, Culture (Social Norms and Community Solidarity), Social Influence

The ANOVA table shows that the regression model yields an F-value of 66.233 with a significance level (Sig.) of less than 0.001, which is far below the standard 0.05 threshold. This result confirms that the predictors—culture (social norms and community solidarity), social influence, and price affordability—jointly have a statistically significant effect on purchase decisions. In other words, the model as a whole is effective in explaining variations in purchase decisions for products sold by young Papuan entrepreneurs in Jayapura City.

The results of the F-test strongly support H4, confirming that cultural influence, social influence, and price affordability jointly have a significant effect on the purchase decisions of consumers buying from young Papuan entrepreneurs in Jayapura City. This finding is consistent with the literature, which emphasizes that consumer decisions are shaped by the interaction of values, social dynamics, and financial considerations rather than by isolated factors. Cultural norms and community solidarity provide the foundation for purchasing behavior, as consumers often view supporting indigenous businesses as an expression of identity and mutual empowerment (Hechter & Opp, 2001; Cialdini & Goldstein, 2004; Durkheim, 1893). These cultural drivers are strengthened by social influence, where peers, family, and digital networks play a decisive role in shaping perceptions, building trust, and guiding preferences, in line with the observations of Myers (2013), Gonçalves et al. (2024), and Yang (2024). At the same time, price affordability functions as a crucial economic filter, ensuring that solidarity and social encouragement translate into real purchasing behavior only when consumers perceive products as financially accessible (Kotler & Armstrong, 2018; Meen & Whitehead, 2020). This is particularly relevant in Jayapura, where limited purchasing power often constrains consumer choices, making affordability a necessary condition for cultural pride and social approval to influence actual transactions (Oktavia et al., 2024; Sumidartini et al., 2024; Mulyasari & Aminah, 2025). Taken together, these results affirm that purchase decisions in this context are multidimensional outcomes of cultural belonging, social trust, and economic feasibility, reinforcing the view that effective entrepreneurial strategies must address all three dimensions simultaneously.

SUGESTIONS

The findings of this study provide several important directions for entrepreneurial practice and policy formulation in Papua. Policies should actively promote the integration of

cultural values into entrepreneurial activities by encouraging branding that reflects Papuan identity, supporting collaboration with community leaders, and embedding local traditions in product development. This cultural approach does not merely enhance product uniqueness but also strengthens consumer trust and loyalty by appealing to a shared sense of belonging. In this way, entrepreneurship can become a medium for cultural preservation, where every product purchased reflects pride in local identity and the continuation of indigenous traditions.

Equally important is the role of social influence in shaping consumer behavior, which requires reinforcement through government and community programs. Initiatives such as partnerships with local influencers, community-based product showcases, and the development of digital platforms for sharing consumer experiences can play a transformative role. These efforts can expand market reach, generate positive word-of-mouth, and normalize the choice of supporting young Papuan entrepreneurs. When entrepreneurial activities are embedded in both community life and the digital sphere, local products gain legitimacy and visibility, enabling them to compete with mainstream alternatives while simultaneously strengthening social cohesion.

Finally, affordability must be addressed through targeted policy interventions that reduce production costs and improve efficiency without compromising product quality. Strategic measures such as subsidies for raw materials, improved access to infrastructure, and targeted assistance for youth- and women-led ventures will not only make products more accessible but also ensure business sustainability. By lowering economic barriers, these initiatives allow cultural pride and social encouragement to translate into actual consumer purchases. Collectively, these strategies enhance competitiveness, foster inclusive participation in the market, and position young Papuan entrepreneurs as vital contributors to regional development. Ultimately, by combining cultural preservation, social reinforcement, and economic accessibility, policies can transform local entrepreneurship into a driver of pride, empowerment, and sustainable economic growth in Papua.

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