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Analysis Of Social Environment, Consumer Perception, Psychology On Consumer Decisions To Use The Services Of PT. Pelindo Multi Terminal Branch Belawan North Sumatera With Consumer Behavior As An Intervening Variable

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Abstract

This study seeks to examine the impact of the social environment, customer perception, and psychological aspects on consumer decisions about the services of PT. Pelindo Multi Terminal Branch Belawan, with consumer behavior serving as an intervening variable. This study employs a quantitative methodology, utilizing primary data gathered via structured questionnaires from users of PT. Pelindo Multi Terminal services. We conducted data analysis via structural equation modeling (SEM) to examine direct and indirect correlations among variables. The study's results demonstrate that social environment, consumer perception, and psychological aspects significantly affect consumer behavior, which subsequently influences consumer decisions directly. Furthermore, consumer behavior serves as a mediator in the interaction between independent variables and consumer decisions, with psychological aspects exerting the most significant indirect influence. These findings underscore the significance of comprehending the interplay among social aspects, perceptions, and psychology in influencing consumer choices within the logistics services sector. This research offers a theoretical contribution by synthesizing social and psychological dimensions in consumer decision-making. In reality, these outcomes assist PT. Pelindo Multi Terminal Branch Belawan in enhancing service quality and customer loyalty by monitoring the factors influencing consumer decision-making.

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Keywords: social environment, consumer perception, psychological factors, consumer behavior, consumer decisions

INTRODUCTION

With the advancement of the logistics and port sector in Indonesia, PT Pelindo Multi Terminal, particularly at the Belawan branch, plays a pivotal role in facilitating the efficient distribution of commodities, both nationally and globally. Efficient and reliable operations are essential for the company's performance as a primary gateway for goods traffic. Consumer satisfaction is a crucial metric that signifies the quality of service and the efficacy of the company's operations (Salsabillah, 2022).

Nonetheless, obstacles to sustaining and enhancing consumer happiness persist. In light of accelerating technology advancements, firms must adapt to digital logistics systems and automation that influence the speed and precision of services. Furthermore, the environmental repercussions of port activities, including air pollution and industrial waste, are a problem, as they might influence public opinion of the company's reputation (Wasiman, 2021). Equally significant, the psychological factors of service consumers, including comfort, security, and trust, are crucial in influencing staff satisfaction levels (Aditi et al., 2022). Consequently, PT Pelindo Multi Terminal must design a thorough inventive approach to tackle these issues, ensuring sustainability and maximal customer pleasure.

The port sector in Indonesia, particularly in Belawan, North Sumatra, is seeing intense rivalry. In this context, customer happiness is a primary differentiator that can confer a competitive advantage to organizations. By delivering services that surpass client expectations, organizations can enhance their competitiveness in the market and appear superior to their rivals (Nasib, 2021). Comprehending the factors that influence client happiness is essential for firms to perpetually enhance service quality (Martin, 2021). This information allows firms to more effectively discern client demands and expectations, facilitating pertinent innovation and enhancements in service (Haryani et al., 2023). This guarantees that enterprises stay at the vanguard of transformation in the logistics and port sector, while addressing evolving market requirements (Daulay, 2021).

Moreover, customer satisfaction levels indicate a company's adherence to service standards and regulations pertinent to the port industry (Maulida Rizka & Siregar Nurafrina, 2023). Customer satisfaction may signify that a company operates efficiently and complies with governmental regulations, so preserving a favorable reputation with both the government and the broader population (Nurafrina Siregar, 2023b). Content

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customers directly help business expansion. By broadening its network of happy clients, a company can enhance its operational scale, facilitating chances for regional and worldwide service expansion, thereby reinforcing its standing in the global port industry (Nurafrina Siregar, 2023a).

Table 1. Pre-Survey Results of the Research

No.	Question	Yes Amount	% Yes	Number of No	% No
1	I see that PT Pelindo Multi Terminal really cares about consumer needs	11	36.7%	9	63.3%
2	I see the transformation carried out by PT Pelindo Multi Terminal has a positive impact	20	30.0%	21	70.0%
3	I am satisfied with the services provided by PT Pelindo Multi Terminal	10	33.3%	20	66.7%
4	I get accessibility to transaction data	12	40.0%	18	60.0%
5	I am Bang Fish Product because my idol in Progress Predator fish especially Channa	8	26.7%	22	73.3%

Moreover, consumer perception of value for money is essential (Prasetyo et al., 2023). Consumers evaluate not only the price paid but also the advantages and quality of service received by employees (Nur Fatiha Utami Nasution et al., 2023). If employees see that the service rendered aligns with the cost incurred, consumer satisfaction will rise. If employees see a discrepancy between price and quality, their contentment will diminish. The effects of these components cannot be dissociated from the influences of technology, social dynamics, and psychology (Siregar et al., 2024). Technological advancements facilitate straightforward access to information, enabling consumers to compare pricing and service quality more efficiently (Ramadhani et al., 2024). The environment influences consumer expectations, which may vary according to the region and socio-cultural setting of personnel (Ndraha et al., 2024).

In an increasingly competitive market, customers exhibit heightened sensitivity to price fluctuations and the value derived by employees from compensated services (Muammar Rifqi et al., 2023). If employees believe they are not obtaining value equivalent to their compensation, they will readily transition to alternative providers (Asman & Desy Surya, 2024). Consequently, a comprehensive understanding of these economic elements is crucial for service providers to formulate strategies that fulfill consumer expectations and enhance staff satisfaction sustainably (Syahrin Asman & Desy Surya, 2024). Environmental factors are crucial, as ports represent a sector with considerable potential to inflict adverse effects on the environment. Consumers are increasingly

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evaluating service quality based on environmental conservation policies, waste management practices, and corporate initiatives aimed at operational sustainability. Consumers consider not only operating efficiency but also the commitment of organizations like PT. Pelindo Multi Terminal to controlling their environmental impact.

The consumer view of PT Pelindo Multi Terminal's initiatives to address environmental concerns, including emission reduction, waste management, and the adoption of renewable energy, might directly influence staff satisfaction levels. A company's demonstration of environmental stewardship correlates positively with consumer satisfaction regarding its offerings. This factor enhances the company's reputation and fosters enduring trust and loyalty among service users.

Psychological variables significantly influence customer satisfaction. Emotional experiences, service perceptions, and customer expectations concerning service quality significantly impact employee satisfaction levels. Customers who perceive value, safety, and comfort while utilizing port services generally exhibit higher satisfaction levels compared to employees experiencing discomfort or emotional discontent during the service process.

Favorable experiences, like amicable contacts, attentive service, and a feeling of safety, can foster a robust emotional bond between consumers and the organization. If consumers perceive neglect, insecurity, or dissatisfaction with service quality, it might diminish overall satisfaction levels. Consequently, guaranteeing that every facet of the service fosters a pleasant emotional experience is crucial for PT Pelindo Multi Terminal in enhancing consumer happiness and loyalty.

RESEARCH METHODS

This research employs a quantitative methodology. This study utilizes a causal link, commonly referred to as a cause-effect relationship. Causal research is an investigation designed to ascertain the cause-and-effect relationship between independent and dependent variables. This study aims to elucidate the cause-effect relationship involving the examination of the social environment, customer perception, and consumer behavior psychology, with digital services serving as an intervening variable at PT. Pelindo Multi Terminal Branch Belawan, North Sumatra.

All individuals or businesses engaged in port operations and services, specifically the Goods Owner Company, Logistics Company, and Loading and Unloading Company, are encompassed in the population and research at PT. Pelindo Multi Terminal Branch Belawan, North Sumatra. The study's population comprises 532 clients who utilize

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consumer satisfaction services at PT Pelindo Multi Terminal Branch Belawan. The sample utilized in this study comprises consumers who render services to PT Pelindo Multi Terminal Branch Belawan, North Sumatra. The Hair technique calculates the quantity of representative samples by multiplying the number of indicators by a factor ranging from 5 to 10. The sample size in this study is calculated as Sample = number of indicators x 5 = 48 x 5 = 240 individuals.

This research will employ the Structural Equation Modeling (SEM) methodology utilizing the SEM-PLS version 3 analytical tool. Researchers utilize SEM-PLS to facilitate the processing and analysis of acquired data. Structural Equation Modeling (SEM) is a statistical modeling technique that is cross-sectional, linear, and universal in nature. It encompasses factor analysis, route analysis, and regression.

RESULTS OF DATA ANALYSIS AND RESEARCH

Outer Model Analysis

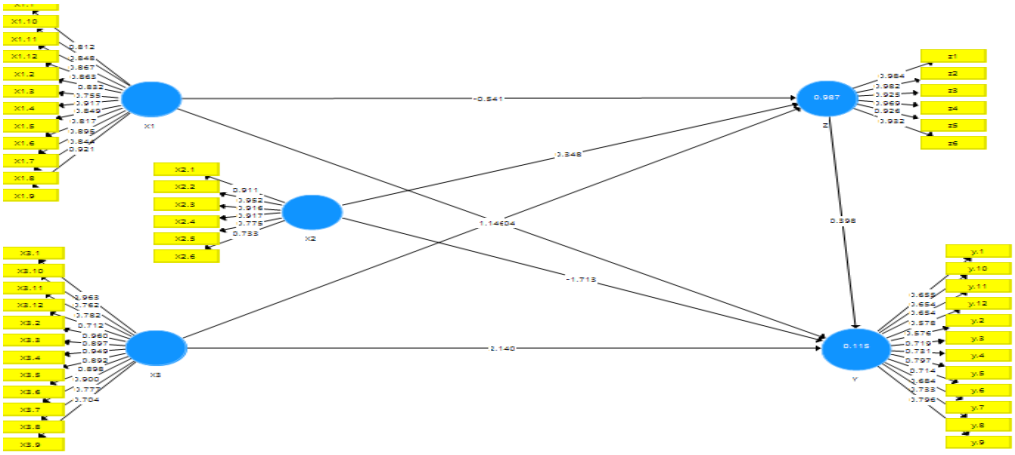


Figure 1. SEM-PLS Structural Research Scheme

The outcomes of the analysis conducted with SmartPLS 4.00 are illustrated in Figure 1; the outer model value between the concept and the variable has achieved convergent validity, as the indicator possesses a validity value beyond 0.5. Figure 4.1 illustrates the correlation values among the social environment, consumer perception, psychology, consumer choice, and consumer behavior variables, revealing that these values remain below 0.5, necessitating the exclusion of certain components from the model.

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Discriminant Validity

Table 2. Discriminant Validity

	Social Environment (X1)	Consumer Perception (X2)	Physiology (X3)	Consumer Decisions (Y)	Consumer Behavior (Z)
X1.1	0,812				
X1.10	0,848				
X1.11	0,867				
X1.12	0,863				
X1.2	0,832				
X1.3	0,755				
X1.4	0,917				
X1.5	0,849				
X1.6	0,817				
X1.7	0,895				
X1.8	0,844				
X1.9	0,921				
X2.1		0,911			
X2.2		0,952			
X2.3		0,916			
X2.4		0,917			
X2.5		0,775			
X2.6		0,733			
X3.1			0,963		
X3.10			0,762		
X3.11			0,782		
X3.12			0,712		
X3.2			0,960		
X3.3			0,897		
X3.4			0,949		
X3.5			0,892		
X3.6			0,898		
X3.7			0,900		
X3.8			0,777		

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X3.9			0,704		
y.1				0,755	
y.10				0,754	
y.11				0,754	
y.12				0,778	
y.2				0,876	
y.3				0,719	
y.4				0,731	
y.5				0,797	
y.6				0,714	
y.7				0,784	
y.8				0,733	
y.9				0,796	
z1					0,984
z2					0,982
z3					0,925
z4					0,969
z5					0,926
z6					0,932

Source: Data processed by SEM PLS 2024

According to the data in Table 1, each indicator in the research variable exhibits the highest cross-loading value on its corresponding variables in comparison to the cross-loading values on other variables. The results indicate that the indicators employed in this study possess strong discriminant validity in defining their respective variables. Discriminant validity can be assessed not just by cross-loading values but also by examining the Average Variance Extracted (AVE) for each indicator, which should exceed 0.5 for an effective model.

Table 2. Average Variance Extracted (AVE)

Variabel	(AVE)
Social Environment (X1)	0,727
Consumer Perception (X2)	0,759

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Physiology (X3)	**0,730**
Consumer Decisions (Y)	**0,582**
Consumer Behavior (Z)	**0,909**

Source: Data processed by SEM PLS 2024

According to Table 2, the AVE values for the social environment, consumer perception, psychology, consumer decisions, and consumer behavior variables exceed 0.5, indicating that each variable possesses strong discriminant validity.

Composite Reliability

Table 3 Composite Reliability

Variabel	Composite Reliability
Social Environment (X1)	**0,970**
Consumer Perception (X2)	**0,949**
Physiology (X3)	**0,970**
Consumer Decisions (Y)	**0,917**
Consumer Behavior (Z)	**0,984**

Source: Data processed by SEM PLS 2024

According to Table 3, the composite reliability values for all research variables exceed 0.6. The results indicate that each variable has achieved composite reliability, so concluding that all variables exhibit a high level of reliability.

Cronbach's Alpha

Table 4. Cronbach Alpha

Variabel	Cronbach's Alpha
Social Environment (X1)	**0,966**
Consumer Perception (X2)	**0,935**
Physiology (X3)	**0,966**
Consumer Decisions (Y)	**0,921**
Consumer Behavior (Z)	**0,980**

Source: Data processed by SEM PLS 2024

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According to Table 4, the Cronbach's alpha value for each research variable exceeds 0.7. This result indicates that each research variable has satisfied the stringent dependability criteria.

Inner Model Analysis

R-*Square*

Table 5 R-Square Test Results

Variabel	R Sqare	R Squae Adjested
Consumer Decisions (Y)	0,515	0,577
Consumer Behavior (Z)	0,987	0,987

Source: Data processed by SEM PLS 2024

The conclusion of the R-Square value test for Consumer Decisions (Y) indicates that the adjusted R-Square for the route model incorporating intervening factors is 0.577. The social environment, consumer perception, and psychological variables account for 57.7% of the explanation of consumer decisions. Consequently, the model is categorized as moderate. The R-squared value for the management of consumer behavior (Z) is the adjusted R-squared of the route model utilizing intervening variables, which is 0.987. The capacity of the social environment, consumer perception, and psychological variables to elucidate consumer behavior is 98.7%. This rating positions the model at an elevated tier.

Hypothesis Testing

Table 6 Hypothesis Test Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values	Information
Social Environment (X1) to Consumer Decisions (Y)	0,804	0,656	0,008	3,797	0,006	Significant
Social Environment (X1) to Consumer Behavior (Z)	0,541	0,544	0,092	5,853	0,000	Significant

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Consumer Perception (X2) to Consumer Decisions (Y)	1,713	1,476	1,004	2,706	0,009	Significant
Consumer Perception (X2) to Consumer Behavior (Z)	0,348	0,346	0,087	4,018	0,000	Significant
Phsikologi (X3) to Consumer Decisions (Y)	2,140	1,815	2,493	4,858	0,011	Significant
Phsikologi (X3) to Consumer Behavior (Z)	1,146	1,152	0,140	8,191	0,000	Significant
Consumer Behavior (Z) to Consumer Decisions (Y)	0,398	0,350	1,292	3,308	0,008	Significant
Social Environment (X1) -> Consumer Behavior (Z) -> Consumer Decisions (Y)	0,215	0,202	0,739	3,291	0,001	Significant
Consumer Perception (X2) -> Z -> Consumer Decisions (Y)	0,138	0,088	0,461	3,300	0,004	Significant
Phsikologi (X3 -> Consumer Behavior (Z) -> Consumer Decisions (Y)	0,456	0,448	1,548	2,295	0,000	Significant

Source: Data processed by SEM PLS 2024

The Influence of Social Environment on Consumer Behavior

The data analysis results indicate that the social environment exerts a positive and substantial influence on customer behavior on PT. Pelindo Multi Terminal Branch Belawan products, evidenced by a path coefficient of 0.541 and a P-value of 0.000 (<0.05). The findings of this investigation corroborate prior results. Previous studies (Durmaz & Gündüz, 2021)(Habib et al., 2021)(Rahmanov et al., 2021) have shown a considerable beneficial influence of the social environment on consumer purchase intentions, highlighting the essential role of social interaction in influencing preferences and purchasing decisions. The social environment encompasses diverse components, including social standards, perspectives from friends, family, or colleagues, and the impact of reference groups and communities pertinent to consumers (Widayat et al.,

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2022). The findings suggest that consumers are motivated not just by personal requirements or the functional advantages of a product but also by social perceptions and ambitions for recognition or approval within specific social groupings (Ringle, 2021). The impact of the social environment is evident in customers' prioritization of recommendations, evaluations, or testimonies from trusted individuals, whether through direct face-to-face interactions or indirectly via social media or digital platforms (Liu et al., 2024). Favorable social interactions can enhance the perceived quality or value of a product, hence intensifying the consumer's inclination to purchase. Conversely, adverse factors, such as criticism or unfavorable perceptions from the social milieu, can impede buying intentions.

The ramifications of these discoveries are extensive, particularly regarding marketing and corporate strategy formulation. Companies can harness the potential of the Social Environment by incorporating community-oriented strategies, such as targeted loyalty programs, influencer marketing initiatives, or crafting shareable consumer experiences on social media. Furthermore, a profound comprehension of consumer social dynamics might assist marketers in targeting more precise and pertinent market groupings. The variables of the Social Environment may encompass several elements, including the impact of friends or family on Consumer Decisions, as well as how conventions and values within specific social groups shape consumer preferences for products. For instance, if a specific social group perceives PT. Pelindo Multi Terminal's items as very beneficial or of superior quality, members of that group are likely to exhibit similar behaviors, such as utilizing or acquiring the product. This discovery offers significant insights for PT. Pelindo Multi Terminal Branch Belawan in developing more efficacious marketing tactics. PT. Pelindo Multi Terminal might enhance its social impact by gathering testimonies from contented customers or employing endorsers with sway in specific social circles. This strategy can generate a viral phenomenon that will draw in additional consumers. PT. Pelindo Multi Terminal can tailor promotions or marketing to align more closely with the social preferences of specific demographics. Special promotions for community groups, organizations, or associations that may impact consumer behavior in selecting the company's products. The social environment influences not only product purchasing decisions but also brand loyalty and selection. Consumers exposed to a social environment that endorses PT. Pelindo Multi Terminal products are more inclined to purchase the product and develop brand loyalty. The social elements influencing these consumer decisions can serve as a foundation for companies to establish enduring relationships with consumers.

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The Influence of Consumer Perception on Consumer Behavior

The data analysis results indicate that consumer perception positively and significantly influences consumer behavior regarding PT. Pelindo Multi Terminal Branch Belawan products, evidenced by a path coefficient of 0.348 and a P-value of 0.000 (<0.05). The findings of this study align with other research indicating that customer perception significantly influences consumer behavior. The findings of this study align with other research indicating that consumer perception significantly influences consumer behavior (Lakshmi & Himabindu, 2023)(Omar et al., 2021)(Chen et al., 2022). Perception, which denotes how customers interpret, appraise, and judge a product or service, is a crucial determinant in influencing consumer attitudes and behaviors (Brennan et al., 2021). Favorable opinions of products or brands typically motivate people to purchase, whereas unfavorable perceptions can significantly hinder the decision-making process [31]. Establishing favorable perceptions is an essential tactic for effectively shaping consumer behavior. This endeavor can be accomplished by offering high-quality products, ensuring a gratifying customer experience, and formulating marketing techniques that are pertinent and appealing to the target audience (Oyman et al., 2022). Favorable perceptions not only influence purchasing decisions but also enhance long-term consumer loyalty, thereby fortifying a company's market position.

The conclusions of this investigation yield significant insights for PT. Pelindo Multi Terminal Branch. In formulating marketing strategies and product development, Belawan must guarantee that the quality of its products and services consistently meets or surpasses consumer expectations. Superior products can enhance favorable consumer views, hence promoting behaviors advantageous to the organization. Furthermore, PT. Pelindo Multi Terminal must focus the cultivation of favorable attitudes through efficient communication. One method is to communicate explicit information regarding product advantages, benefits provided, and the additional value seen by consumers. This phase enhances perception and aids in refining consumer choices about the selection and utilization of offered products or services.

The Influence of Psychology on Consumer Behavior

The data analysis results indicate that psychological elements exert a positive and significant impact on consumer behavior concerning PT. Pelindo Multi Terminal Branch Belawan products. The path coefficient of 1.146 and a P-value of 0.000 (below the 0.05 significance threshold) indicate that psychological factors significantly influence customer behavior. This finding offers empirical proof that elements of consumer psychology,

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including motivation, perception, emotion, and attitude, are closely linked to consumer behavior regarding the company's products and services.

The findings of this study align with other research indicating that psychological factors significantly influence consumer behavior. Prior research by (Ayala Calvo & Manzano García, 2021) demonstrated that motivation and consumer perception directly affect purchasing decisions. Then, research by (Raza et al., 2020) demonstrated that the company's experience, marketing communications, and brand image significantly influence consumer psychology factors. These characteristics provide an emotional impact that affects consumers' perceptions of products and their purchasing decisions (Lugović-Mihić et al., 2021). Intense consumer motivation to fulfill certain needs or desires will prompt consumers to engage in actions, either by acquiring things or utilizing services (Yang et al., 2021). As shown in (Dai et al., 2021), positive emotions, including contentment and trust, are closely correlated with consumer loyalty to a specific brand or product.

To enhance organizational performance and customer happiness, PT. Pelindo Multi Terminal Branch Belawan might utilize this information to demonstrate to management the necessity of conducting further study to understand the desires, requirements, and emotional influences impacting customers. This comprehension can assist organizations in formulating marketing strategies and goods that align more closely with consumer tastes and expectations. Establishing a favorable perception should be paramount. Companies can achieve this by emphasizing product benefits, ensuring quality assurance, and offering pertinent additional value to consumers through efficient marketing strategies. Delivering a uniform and gratifying customer experience is a method to favorably impact consumer psychology. This can be achieved by delivering prompt, attentive, and cordial service, thereby ensuring that customers feel valued. Marketing methods that engage consumers emotionally, including narrative, visualization of product advantages, and testimonials from delighted customers, can foster deeper ties with them. Effective communication can enhance consumers' trust and emotional affiliation with the brand. Companies can utilize psychological factors to cultivate client loyalty via loyalty programs, rewards for devoted consumers, and appealing incentives or discounts. This not only fortifies consumer relationships but also enhances long-term client retention. Consumers are more inclined to embrace items or services that address their psychological demands, such as comfort, security, or social recognition. Consequently, organizations must synchronize their product creation with the psychological inclinations of their target market. Branding initiatives emphasizing trust,

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trustworthiness, and reputation can enhance the company's favorable image among consumers. Organizations must uphold brand integrity by ensuring consistent communication and delivering exceptional service.

The Influence of Social Environment on Consumer Decisions

The data analysis results indicate that the social environment exerts a positive and substantial influence on customer decisions for PT. Pelindo Multi Terminal Branch Belawan products, evidenced by a path coefficient of 0.804 and a P-value of 0.006 (<0.05). The findings of this study align with other research (Al-islam & Marah Manunggal, 2023)(Hosta & Zabkar, 2021)(M. Ali et al., 2023), indicating that social environment, brand trust, and brand image collectively exert a strong beneficial influence on consumer purchasing decisions. Social perception significantly influences customer decisions, with components such as social contact, brand repute, and brand identity impressions being crucial in the decision-making process (Liu et al., 2021). The social environment, encompassing influences from friends, family, communities, and reference groups, affects consumers' evaluations of products or services (L. Li et al., 2021). Brand trust, founded on experience, quality, and consistency, enhances consumer confidence in products, whereas brand image, associated with emotional and symbolic perceptions, adds allure that reinforces purchasing decisions. An efficient marketing strategy must account for both direct promotion and the cultivation and utilization of favorable societal views. This can be achieved through strategies such as partnering with influencers, providing testimonials from delighted customers, and enhancing brand identity that aligns with the societal values of the target audience. Moreover, sustaining consumer confidence in the brand by ensuring consistent product and service quality is a strategic measure to enhance loyalty and purchasing decisions.

The outcomes of this study suggest that the social environment encompasses impacts derived from interpersonal encounters, including those with family, friends, community groups, or prevailing community norms. The social environment frequently impacts individuals during consumer decision-making. This include impressions and attitudes developed via both direct and indirect contact with others. Consumers exposed to social groups or references endorsing products from PT. Pelindo Multi Terminal Branch Belawan may exhibit increased confidence in their purchasing decisions or utilization of the offered services. Moreover, the management of PT. Pelindo Multi Terminal Branch Belawan should contemplate enhancing engagement with communities or social groups pertinent to its target market. The management could contemplate augmenting social or

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community initiatives that engage consumers and relevant stakeholders in the communication and promotional processes. This can enhance emotional and social connections with current consumers. Furthermore, PT. Pelindo Multi Terminal Branch Belawan might use testimonials or endorsements from satisfied customers to influence the purchasing decisions of prospective clients who may be swayed by their social milieu. Socially-driven marketing tactics, including influencers or endorsements from individuals with social clout, can be an effective strategy.

The Influence of Consumer Perception on Consumer Decisions

The data analysis results indicate that customer perception significantly and positively influences consumer decisions about PT. Pelindo Multi Terminal Branch Belawan products, evidenced by a path coefficient of 1.713 and a P-value of 0.009 (<0.05). The research corroborates the findings of prior studies conducted by (Oyman et al., 2022)(Van Bussel et al., 2022)(Alrawad et al., 2023), demonstrating that consumer perception significantly influences purchase decisions. Favorable opinions of a product or brand generally promote consumer purchases, but unfavorable perceptions might markedly obstruct this process. This perception is shaped not only by the consumer's individual experience but also by numerous external influences, including marketing communication methods, social reviews, and brand image (Huettermann et al., 2023). Moreover, studies indicate that customer motivation profoundly affects purchasing decisions (Rauschendorfer et al., 2022). This motivation encompasses intrinsic motivations, like wants and desires, alongside outside influences, such as promotions or social recommendations. Favorable impressions more readily impact consumers with elevated motivation, expediting the buying decision-making process (Kitz et al., 2022).

This study has significant ramifications for marketing strategies and product development at PT. Pelindo Multi Terminal Branch, Belawan. PT. Pelindo Multi Terminal Branch Belawan must concentrate on enhancing the quality of its products and services to foster a more favorable consumer perception. High quality will foster consumer trust and incentivize purchase decisions. The corporation must design a communication plan to cultivate a favorable perception among consumers. A favorable perception will enhance the probability of consumers making purchasing decisions or utilizing the company's products. Consequently, PT. Pelindo Multi Terminal must prioritize cultivating a positive perception by enhancing product quality, facilitating effective communication, and ensuring a satisfactory customer experience to influence consumer choices regarding their products.

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The Influence of Psychology on Consumer Decisions

The data analysis results indicate that psychology exerts a positive and significant influence on consumer decisions for PT. Pelindo Multi Terminal Branch Belawan products, evidenced by a path coefficient of 2.140 and a P-value of 0.011 (<0.05). The outcomes of this study align with other research indicating that customer perception significantly influences consumer decisions. Perception, which denotes how consumers perceive, assess, and comprehend a product or service, is a crucial element in the decision-making process. Consumers frequently link favorable impressions to positive experiences, satisfactory product quality, and perceived advantages, which subsequently drive their selection and purchase of the product. Conversely, adverse views might significantly impede interest and obstruct purchasing decisions. Prior studies, as elucidated by (Saidjon & Bakhrom, 2021)(Armutcu et al., 2023)(X. Li et al., 2023), indicate that customer perception is shaped not just by individual experience but also by a multitude of external influences. These variables encompass marketing communications, endorsements or evaluations from third parties, brand perception, and promotional endeavors. Consumers that hold favorable opinions of a product exhibit more confidence in their selection, hence impacting their purchasing decisions (Di Crosta et al., 2021).

These findings yield multiple managerial consequences, including that organizations must comprehend the psychological demands of consumers, including self-confidence, comfort, and trust in the products or services provided. Companies can accomplish this by performing comprehensive market research to investigate the psychological variables that predominantly affect consumers' product selections. Considering the impact of psychology on consumer choices, PT. Pelindo Multi Terminal must guarantee that the perception of its products and services instills a sense of security, trust, and contentment in consumers. Strategic branding initiatives and communication tactics that emphasize product benefits might enhance this favorable perception. Marketing methods that engage consumers' emotions are generally more effective in establishing robust connections. Companies may employ narrative, endorsements from contented customers, or initiatives that emphasize the emotional advantages of the product, such as dependability or additional value. Delivering exceptional customer service enhances consumers' psychological perceptions of the organization. Delivering prompt responses and efficient solutions to consumer requirements or issues can enhance consumer trust in the organization. Companies must also create items that align with consumers' psychological inclinations. Consumers are

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more inclined to recognize and value things that provide comfort, convenience, or significant emotional worth. Establishing strong ties with consumers by addressing their psychological needs can enhance loyalty and retention. Implementing loyalty programs, acknowledging devoted clients, or offering pertinent incentives might be strategic measures.

The Influence of Consumer Perception on Consumer Behavior

The data analysis results indicate that customer behavior significantly and positively influences consumer decisions regarding PT. Pelindo Multi Terminal Branch Belawan items, evidenced by a path coefficient of 0.398 and a P-value of 0.008 (<0.05). The findings of this study align with those of studies conducted by (Saidjon & Bakhrom, 2021)(Uroh & Adewunmi, 2021)(Di Crosta et al., 2021), indicating that consumer psychology is significantly affected by experience, marketing communications, and the brand image established by the company. These characteristics generate an emotional impact that affects consumers' perceptions of products and their purchasing decisions. Additional research highlight that motivation is a vital psychological factor. Intense consumer motivation to satisfy certain requirements or desires will prompt individuals to engage in actions, such as acquiring things or utilizing services. According to (Alshebami, 2021), positive emotions, including contentment and trust, are closely correlated with consumer loyalty to a specific brand or product.

These findings hold significant implications for PT. Pelindo Multi Terminal Branch Belawan to further comprehend consumer behavior comprehensively. Guarantee that services remain consistently aligned with consumer requirements. Furnish clear and readily available information to consumers to cultivate trust. Deliver a tailored experience to cultivate enduring relationships with consumers. Consequently, proficient management of consumer behavior not only enhances the likelihood of consumers selecting PT. Pelindo Multi Terminal services but also bolsters client loyalty and the company's competitive edge.

The Influence of Social Environment on Consumer Decisions Through Consumer Behavior

The study's results demonstrate that the social environment exerts a positive and substantial impact on consumer decisions via consumer behavior, evidenced by a coefficient of 0.215 and a p-value of 0.001, which is below the significance threshold of 0.05. This conclusion suggests that the social environment, including the impact of

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friends, family, or reference groups, indirectly shapes consumer decisions by first affecting consumer behavior. This study corroborates the findings of research (Syaifullah, 2021)(Novirsari, 2022)(Nasib et al., 2024) indicating that the social environment significantly impacts purchasing decisions. In the context of electronic products, previous studies have revealed that social interaction, whether through discussion, recommendations, or shared experiences, plays an important role in shaping attitudes and consumer behavior before consumers decide to buy (Sari, 2020).

This study's findings suggest significant managerial implications for PT. Pelindo Multi Terminal to enhance consumer decision-making by leveraging the social environment and consumer behavior. Specifically, the company can amplify the impact of the social environment by employing endorsements and testimonials from satisfied customers. Word-of-mouth marketing and customer testimonial initiatives on social media can enhance the trust of prospective consumers. Creating interaction platforms, such as customer groups or corporate events, can enhance social connections among customers. This allows customers to share favorable experiences, which can then affect other behaviors and consumer choices. Marketing tactics that engage social groups, such as families or communities, can enhance the company's impact on consumer behavior. Campaigns that emphasize the utilization of items within familial or communal contexts can enhance the relevance and attractiveness of those products. To enhance consumer behavior that influences purchasing decisions, organizations can educate consumers about product advantages and benefits. Marketing collateral, such brochures, instructional films, or client seminars, might influence more favorable consumer behavior. Enhancing consumer trust in the company's products or services can be achieved by maintaining consistent service quality. An optimal customer experience enhances the probability of consumers endorsing services to others, hence reinforcing the impact of the social milieu. PT. Pelindo Multi Terminal can identify reference groups that significantly impact target customers. The company might collaborate with business associations, local communities, or specific institutions to enhance visibility and trust in consumer services.

The Influence of Consumer Perception to Consumer Decisions Through Consumer Behavior

The data analysis revealed that the indirect effect of customer perception on consumer decisions via consumer behavior was quantified at 0.138, with a P-value of 0.004. A p-value less than 0.05 signifies that this link is statistically significant. PT. Pelindo

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Multi Terminal, Belawan Branch. Prior studies, as indicated by (Sari, 2020)(Nasib et al., 2023)(Brennan et al., 2021), demonstrate that consumer perception significantly influences online purchasing decisions. Personal experiences and recommendations from others significantly influence customer behavior in product selection (Kitz et al., 2022). By leveraging the indirect correlation between consumer perception and purchasing decisions via consumer behavior, organizations can enhance competitiveness and cultivate customer loyalty. This strategy fosters sustainable corporate expansion and facilitates the establishment of enduring, reciprocal connections.

The conclusions of this study indicate that organizations must implement effective communication campaigns to enhance favorable perceptions of their products. This campaign can emphasize service excellence, corporate reputation, and product distinctiveness that set it apart from competitors. Moreover, storytelling-driven marketing tactics can effectively articulate the advantages and additional value provided by PT. Pelindo Multi Terminal products to consumers. Delivering clear, pertinent, and engaging information across diverse digital channels is a crucial measure for enhancing awareness and consumer perception. Secondly, customer experience must be well managed to foster favorable behavior. Delivering consistent and superior service will enhance favorable opinions and stimulate purchasing behavior. Enhancement of direct consumer involvement is essential through a proactive strategy, encompassing responsive customer service and instructional initiatives, such as seminars, webinars, or direct consumer engagements. Third, organizations must align favorable consumer views with measures that foster enduring loyalty. Loyalty programs can serve as a solution by offering exclusive incentives to customers who make frequent purchases or rewards to those who write favorable reviews or promote products to others. Moreover, overseeing aspects that affect consumer behavior is a crucial consideration. Companies can facilitate product accessibility via expanded distribution or partnerships with important allies. Data analysis can be employed to comprehend customer behavior patterns, enabling the customization of marketing strategies to align with consumer demands and preferences. It is essential to monitor and evaluate consumer perception to ascertain the efficacy of the adopted techniques. Periodic surveys or other methodologies can assess consumer perception, while key performance indicators (KPIs), such as the conversion rate from consumer behavior to purchasing decisions, can facilitate the evaluation of strategic success. Ultimately, organizations must perpetually innovate by conducting regular market research to comprehend the changing requirements of consumers. Companies

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may utilize the study findings as a framework to create new product features that correspond with consumer desires.

The Influence of Psychology on Consumer Decisions Through Consumer Behavior

The data analysis results indicate that psychology influences consumer decisions about PT. Pelindo Multi Terminal Branch Belawan products, with a correlation coefficient of 0.456 and a P-Value of 0.000 (<0.05). The study's findings align previous studies (Habib et al., 2021)(Hadi et al., 2024)(Zhao et al., 2021), indicating that consumer perception significantly impacts online purchasing decisions. Individual experiences and suggestions from acquaintances, such as friends or family, are regarded as the primary determinants of customer behavior in product selection (B. J. Ali & Anwar, 2021). Favorable opinions of products, bolstered by positive experiences and persuasive endorsements, enhance the probability of customers making purchasing decisions. Moreover, (Omar et al., 2021) underscored that psychological elements, such as motivation and learning, significantly influence customer behavior. Motivation, as an intrinsic impetus to fulfill wants, affects the degree of customer engagement in the decision-making process. Simultaneously, knowledge acquired from prior experiences or received information aids consumers in assessing products more impartially. These psychological elements directly affect purchasing decisions and indirectly influence consumer behavior through multiple methods. Ultimately, (Di Crosta et al., 2021) emphasized that customer behavior serves as a crucial mediating component in the correlation between psychological aspects and purchase decisions. This study highlights the significance of consumer behavior in digital marketing, where processes including information search, product appraisal, and buy intention are shaped by psychological aspects such as perception and attitude. Psychological considerations can more effectively influence purchasing decisions via the lens of customer behavior, particularly in a progressively competitive digital landscape.

The outcomes of this study suggest that organizations must prioritize enhancing the psychological dimensions of consumers, particularly by boosting motivation through pertinent marketing efforts that address consumers' emotional demands. Moreover, streamlining the information retrieval process, offering comprehensive product evaluations, and fostering a favorable customer experience might influence consumer behavior that enhances purchasing decisions. Enhancing consumer impression of product quality and reputation enables organizations to directly affect the psychological

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dimensions of consumers, hence reinforcing the connection between consumer behavior and purchasing decisions.

CONCLUSION

This study concludes that social environment, consumer perception, and psychological factors significantly influence customer decisions, both directly and indirectly, through consumer behavior. The social environment significantly influences perceptions and consumer behavior, particularly via social contact, norms, and group dynamics. Consumer perceptions of service quality and corporate reputation are significant factors in decision-making. Psychological elements, including motivation, trust, and attitude, significantly affect consumers' information processing and choice creation for firm services. Consumer behavior, as an intervening variable, enhances the correlation between independent factors and consumer decisions. A profound comprehension of customer behavior is essential for formulating successful marketing strategies that enhance the competitiveness of organizations in the logistics and terminal industries.

This study provides actionable recommendations for the administration of PT. Pelindo Multi Terminal Branch Belawan, advocating for the prioritization of customer relationship management through the improvement of service quality, enhancement of corporate image, and optimization of customer experience. This study theoretically advances the current literature on customer behavior and purchase decisions within the service sector. It is recommended that further research incorporate additional significant aspects, such as emerging services or technologies, and consider employing longitudinal research methodologies to examine behavioral changes over an extended duration.

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