The Effect of *Pester Power* Variables on Parents' Decision to Buy Ice Cream Brand Walls at Alfamart Sriwijaya - Mataram

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Abstrak. Penelitian ini dilakukan untuk melihat hubungan dari variabel pester power yang terdiri dari variabel pengaruh teman sebaya, emotional pestertering, persuasive pestering terhadap keputusan orang tua membeli es krim Walls. Pengumpulan data diperoleh dari kuesioner yang dibagikan kepada 101 responden yang diperoleh dengan metode accidental sampling. Responden merupakan orang tua dari anak usia 3- 9 tahun yang melakukan pembelian es krim Walls pada bulan Oktober sampai Desember 2021. Penelitian ini merupakan penelitian kuantitatif dan menggunakan SPSS 23 untuk mengolah data primer yang diperoleh dari jawaban responden. Dari hasil penelitian diperoleh bahwa seluruh variabel pester power berpengaruh dominan dalam mempengaruhi keputusan orang tua dengan cara Bersama-sama maupun masing-masing variabel, dari ketiga variabel yang diajukan variabel teman sebaya menjadi variabel yang dominan pengaruhnya.

Kata Kunci : Teman Sebaya*, Emotional Pestering*, *Pester Power*, Keputusan Konsumen.

Abstract. *The purpose of this study was to determine whether pester power which consists of peer influence variables, emotional pestering, persuasive pestering on parents' decisions to buy ice cream walls. Data collection was obtained from questionnaires distributed to 101 respondents obtained by the accidental sampling method. Respondents are parents of children aged 3-9 years who purchase ice cream walls from October to December 2021. This study is quantitative and uses SPSS 23 to process primary data obtained from respondents' answers. From the results of the study, it was found that all variables in the study had a significant influence on parents' decisions both simultaneously and partially and the Emotional Pestering variable became the dominant variable.*

Keywords: Peer Influence, Emotional Pestering, Pester Power, Consumer Decisions

Introduction

In the family a child is a family that has the full attention of parents so that it is able to influence parents to follow what their children want. The businessman has the idea of making children his target market with the aim of influencing parents and other family members is his goal to create a business to be bigger (Abbasi et al. 2020). Parents have a goal to make their children happy and this makes children have the power to persuade their parents to fulfill their wishes even though sometimes the children's desires are important or not. With the trend that occurs, children become more spoiled by their parents and children become stubborn and insist on wanting something (Askelson et al. 2019).

The ability of children to influence parents' purchasing decisions is called "Pester Power"(Armstrong 2015). Pester Power is defined as a situation that caused by a child who wants something repetitively for a specific product or service, which shows a child's struggle to change

a parent's thinking by whining and asking repeatedly and slightly to commit coercion and resist (Tehubijuluw and Permata sari, 2017); (Oktiani, 2020). *Pester Power* is defined as the behavior of a child who asks for something or a product/service that forces parents (Abbasi et al. 2020; Bakara 2013; Kumar and Sharma 2017; Tehubijuluw and Permata sari 2017). Pester *power* further describes a child's attempts to generate parental purchasing power by asking repeatedly and against the will of the parent to fulfill their desires (Bakara 2013; Dr Ravindra Ms Asha Chauhan 2019; Oktiani 2020).

Pester power is a way of whacking with the target market of children who are considered not to have the ability to buy goods with their own abilities, but children will whine, get angry and ranting on the parents so that the parents are affected to buy the desired goods for their child (Askelson et al. 2019). Nowadays children that aged between 4 to 12 years affect their parents directly and affecting the purchase demand of adults, this can be identified by marketers who then created a marketing strategy that aimed on increasing the influence of children with their distractions on their parents (Vel, Mathew, and Shirkhodaee, 2017).

The second study was conducted by Abbasi et al. (2020) children become important customers, they are able to influence their parents' buying decisions and make the purchase decision process more complicated. The variables in this study includes: peer influence, advertising influence, packaging and store layout, further it is explained in the study of Abbasi et al. (2020) mentioned that all variables in the study had a positive effect on the decision of parents to buy. The extent found in the previous study that was used as a reference in this study lies in the population taken from the previous study was that only parents made the purchase, but a child was not only able to influence their parents to make the purchases but also did not rule out the possibility of siblings, grandparents, uncles or their aunts. The research variables used in this study are focused on research of products with the FMCG category took place in minimarkets.

The third study was by Gunawan (2019) which aimed to determine the significant influence between pester power variables on the variables of parents' ability to buy their children toy products in Malang. Variables in this research was persuasive pester and emotional pester, from the research conducted variable persuasive pester has no influence on the decision of parents to buy toys while pester emotional variable had a significant impact on consumer decisions. Further research by Kumar and Sharma (2017) with research variables in the form of product attributes, advertising and shopping frequency on the emergence of pester power from children to encourage parents for buying the products. From the results of the study showed that attractive product attributes and accompanied by advertisements displayed on television will make a child will force his parents to buy the desired product, then according to (Kumar and Sharma 2017) the frequency of a child being invited by their parents to a store, the greater the child's desire to buy something and has implications for the decision of their parents to buy the product that their child wants.

From the three previous studies, there were several limitations that have arisen, namely: a population that is only limited to the elderly, and the object of research with FMCG products that were considered to be less focus on one product. The indicators offered in each study are different indicators with the results of the research will also be different. The gap in the study that occurred, in this study the researcher took one indicator of pester power which had a significant influence from each of the previous studies with the aims to see that there were significant empirical differences from previous studies with research that was currently carried out with more focus on one product. From the explanation above, the variables that made up pester power in this study include: peers, advertising, emotional pestering, were variables of pester power.

This study aimed to determine the variable influence of pester power on the decision of parents to buy a Walls' brand Ice cream at Alfamart at Jalan Majapahit Mataram.

Research Methods

Conceptual Framework and Hypothesis Development

Peer Influence On Parents' Decision to Buy Ice Cream Walls

Askelson et al. (2019); (Abbasi et al. 2020) explains that parents are more likely to buy products that worth the money. Children's mindsets are particularly vulnerable to being influenced by their peers in children in low-income families the child's demand will not affect the decisions of parents but not in well-off families then parents are likely to obey their child's wishes. Jain and Sharma (2016) identified that children are prone to peer influence, and they usually show a high tendency to make product choices and purchasing behaviors supported by their peers. The results of their study confirmed a positive correlation between the influence of peers and the intention to children's purchase and the influence of peers whose profanity is very large will cause children's behavior to whine, rant and even cry to their parents to buy the things they want. This condition indicates that peers were able to influence children to want something and interfere with parents to buy what they want and this situation showed that the first hypothesis can be worthy of being proposed. Then the first hypothesis can be put forward as follows:

H1: Peers positively affect parents' decision to buy ice cream at Alfamart.

The Effect of *Emotional Pestering* on Parents' decision to buy Ice Cream Walls

Emotional Pestering is an attitude that children have had since childhood, and is a type of disturbing trait from the child to the most basic parents, this attitude is a trick that children consider very influential for parents and the final result of parents will be affected by their children's wishes (Gunawan 2019). The emotional attitude that is usually shown by a child who disturbs his parents is like a child pouting in front of his parents, pouting and even winning in front of his parents and also in public so that their parents become embarrassed and influenced to buy what their child

wants. According to (Jhon 2014) *Emotional pester* is a child's strategy that is most often carried out by children where this strategy does not require further strategies because it is easy to adapt to any situation and the final result greatly influences the decision of consumers to buy what their children want. Then a second hypothesis can be put forward as follows:

H2: *Emotional Pestering* positively affects parents ' decision to buy ice at Alfamart

The Effect of Advertising on Parents' decision to buy Ice Cream Walls

Kumar and Sharma (2017) concluded the results of their research that advertising is very important in modifying the mind to make a purchase, recognition of the brand, and the choice of children towards the brand. Marketers see that what is happening right now is that advertising has the ability to shape child behavior as the target market today. The existence of children's behavior that tends to disturb their parents is an opportunity for marketers to create advertisements aimed at children. Lati, I. (2017) revealed that currently the driver spends a lot of budgets on ads that focus on targeted at children, in his research shows that children watching advertisements will tend to interfere with their parents to buy the products they see in the advertisements. Marketers consider that advertisements that appeal to children will cause brand awareness for children of the advertised products. The third hypothesis proposed is:

H3: Advertising has a positive effect on parents' decision to buy Ice Cream Walls at Alfamart

Research Design

This research is a descriptive quantitative research, in accordance with the explanation of Sugiyono (2018) which defined that quantitative descriptive research is research used to test hypotheses proposed in studies with populations and samples from populations to test the proposed hypotheses. Parents who shop by taking their children and buying Walls at Alfamart in Jl. Majapahit, the exact number is unknown. The population criteria were as follows: a) parents who bring their children when shopping, b) Make Ice Cream Walls Purchases for their children, c) the age of children who are invited to shop were in the range of 3-9 years old who shop in the range from October to December 2021. The sample in this study was 101 respondents obtained by using nonprobability sampling technique, namely snowball sampling. Snowball sampling is a technique for determining the initial sample that is small and getting bigger and bigger and the number is increasing or the number is getting bigger (Sugiyono 2018). The initial response in this study was to take data from respondents who made the purchase and the researcher asked the parents who had made the purchase to fill out the questionnaire that has been provided. Reliability and validity analysis is used to test instruments in research, multiple linear regression analysis is used to analyze the relationship between free variables and variables that dependent in the study. To test the hypothesis proposed the f test and the t test were used to prove them.

![SENTRALISASI - UNIVERSITAS MUHAMMADIYAH SORONG](https://ejournal.um-sorongac.id/index.php/sentralisasi)
Operational Definition and Measurement of variables

The variables in this study consist of bound variables and free variables, variables of pester power consisting of peer influences (X1), *Emotional Pestering* (X2) and advertising (X3) being free variables (X) the affecting the bound variable that is the decision of the parent to buy (Y).

The indicators in each variable are as follows: 1) The peer influence variable (X1) has the following indicators (Jain and Sharma 2016): a) children are likely to buy the same brand as their peers, b) children will think that buying the same thing as their peers is how they adapt to each other, c) the child's mind will be disturbed if he does not have the same one as his friend, d) the child will feel inferior if he does not have the same things as his friend.

Indicators of Emotional Pestering Variables (X2) (Gunawan 2019): a) the child will deliberately frown at the parents, b) the child will be deliberately angry with the parents, c) the child will cry in front of their parents d) the child will be silent and not talk to his parents.

Indicators of advertising variables (X3) include (Kumar and Sharma 2017) : a) Children will want a product after seeing the advertisement, b) Children's pester power will increase with the more often they see advertisements, c) Children will be affected by advertisements even though they are not intended for adults.

Indicators of parents' decision to buy Ice Cream Walls (Gunawan 2019): a) Parents make purchases for their children, b) Parents do not make purchases for their children.

Results and Discussion

Characteristics of Respondents

Table 1. Characteristics of Respondents

No	Characteristics of Respondents		Frequency	Presented
1	Gender	1. Man	51	50%
		2. Woman	50	49,5%
2	Number of Children	1. 1	42	41,6%
		2. 2	46	45,5%
		3. 3	9	8,9%
		4. 4	3	3%
		5. 6	1	1%
3	Age	1. 20-25 years	28	27,7%
		2. 26-30 years	34	33,7%
		3. 31-35 years	30	29,7%
		4. 35-40 years	7	6,9%
		5. >40 years	2	2,0%
4	Work	1. PNS	32	31,7%
		2. Private Employees	36	55,6%

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	3. Entrepreneurial	18	17,8%	
	4. Not working/ IRT	15	14,9%	
5 Income	1. Rp 2 -3 million	8	7,9%	
	2. 3.1 – 4 million	15	14,9%	
	3. 4.1-5million	26	25,7%	
	4. More than 5 million	52	51,5%	

Source: *Data* Processed,2022

Based on Table 1. it can be explained entirety that respondents are seen from the gender that respondents again become the most respondents with a frequency of 51 with a percentage of 50%. When viewed from age, the age of respondents in this study was respondents with a frequency of 34 with a percentage of 33.7%. In line with age, respondents with an average number of children 2 as many as 46 respondents with a presentation of 45.5%. Respondents' jobs were dominated by respondents with private employee jobs with a total of 36 and a percentage of 55.6%. The most income is respondents with a total income above Rp. 5,000,000 with a total of 52 respondents with a percentage of 51.5%.

Validity and Reliability Test

Before the study is carried out a questionnaire for this study, an analysis of validity and reliability must first be carried out to test the questionnaire to be used in the study. From the results of the analysis, the results of the reliability and validity test are obtained as follows:

Table 2. Validity Test

Variable	Indicator Variable	R Calculate	R table	Status
X1	X1.1	0.688	0.1956	Valid
	X1.2	0.448	0.1956	Valid
	X1.3	0.452	0.1956	Valid
	X1.4	0.403	0.1956	Valid
X2	X2.1	0.615	0.1956	Valid
	X2.2	0.486	0.1956	Valid
	X2.3	0.601	0.1956	Valid
	X2.4	0.411	0.1956	Valid
X3	X3.1	0.390	0.1956	Valid
	X3.2	0.540	0.1956	Valid
	X3.3	0.506	0.1956	Valid
And	Y1	0.461	0.1956	Valid
	Y2	0.617	0.1956	Valid

Source: *data* processed,2022

Table 2. Describes the results of the validity test which shows that all question items in the questionnaire distributed to respondents have a bacillus r count> r table can be stated that the overall indicators of the research variables are declared valid or valid as a measuring instrument.

Table 3. Reliability test

No	Variable	R table 5%	R count	Status
1	X1	0.195	0.440	Reliable
2	X2	0.195	0.206	Reliable
3	X3	0.195	0.652	Reliable
4	And	0.195	0.290	Reliable

Source: data processed, 2022

Table 3. Describes the results of the reliability test which shows the value of r counting > r table can be concluded that the variables in this study are said to be reliable or reliable.

Multiple Linear Regression Analysis

From the analysis of multiple linear regressions obtained the following output:

Table 4. Regression Coefficient

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Itself.
1	(Constant)	2. 856	1.287		2.996	.003
	Peers	.878	.527	.649	.161	.002
	Emotional Pestering	.437	.502	.851	.826	.002
	Advertisement	.187	.679	.278	.275	.037

a. Dependent Variable: parental decision

The output results of multiple linear regression from table 4 result in the following equation:

$$Y = 0.285 + 0.878\ X_1 + 0.437\ X_2 + 0.187\ X_3 \ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots..(1)$$

From the table values 4. Showing multiple linear regression results, the result of regression analysis is as follows: (1) regression analysis shows a constant value of 2,856 it indicates that if the variable is a friend peers, emotional pestering and advertising do not exist hence the decision of parents to buy Walls' ice cream of 2,856; (2). The regression coefficient for the peer influence variable is 0.878 and is positively marked this indicates that the peer influence is in line with the parental decision to buy Walls' ice cream. This condition suggests that if the peer variable increases assuming the overall other variable remains then the parents' decision to buy the Ice Cream will increase as well; (3) The regression coefficient for the peer influence variable is 0.478 and is positively marked this indicates that the influence of Emotional Pestering is in line with the

parents' decision to buy Walls' ice cream. This condition suggests that if the Emotional pestering variable increases assuming the whole of the other variable remains then the parents' decision to buy the Ice Cream will increase as well; (4) The regression coefficient for the advertising influence variable is 0. 187 and positively marked this showed that the influence of advertising in line with the parents' decision to buy Walls' ice cream. This condition shows that if the advertising variable increases assuming that the whole of other variables remains, the parents' decision to buy Ice Cream will increase as well

T Test

The t-test is used to see whether or not a free variable is significantly influenced on a bound variable individually or partially. Based on the results in Table 5, namely the t-test, the following values are obtained:

Table 5. T Test Results

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Itself.
1	(Constant)	2.856	1.287		2.996	.003
	Peers	.878	.527	.649	.161	.002
	Advertisement	.437	.502	.851	.826	.002
	Emotional Pestering	.187	.679	.278	.275	.037

a. Dependent Variable: parental disconnection

Table 5. Explaining about the results of the t test which shows the overall significance value of variable below 0.005 this can be interpreted to mean that each variable has a positive effect on the decision of parents to buy Ice Cream Walls. It can be explained that this condition showed the first hypothesis that states that pester power variables have a partial or individual influence on the decision of parents to buy Ice Cream Walls proven/admissibility.

F Test

The f test is used to calculate how much an independent variable affects a deoendent variable simultaneously.

Table 6. F Test Results

	Model	Sum of Squares	df	Mean Square	F	Itself.
1	Regression	1.742	3	.581	1.199	.001[a]
	Residual	46.951	97	.484		
	Total	48.693	100			

a. Predictors: (Constant), Emotional pestering, Advertising, Peers
b. Dependent Variable: Buying Decisions

Table. 6 shows the results of the f test showing a coefficient value of 51.141 with a significance value of 0.001. If the significance value of the value is less than 0.005 then the results of the f test show that together/simultaneously free variables have a positive effect on the completeness of parents buying Ice Cream Walls.

Coefficient of Determination

Table 7. Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	0.891[a]	0.877	0.947	0.696	1.345

a. Predictors: (Constant), Emotional pestering, Advertising, Peers

b. Dependent Variable: parental disconnection

Table. 5 shows the value of the coefficient of determination or R Square of 0.877 which can be explained that the variable of pester power affects the decision of parents to buy Ice Cream by 87.7% and the remaining 12.3% can be explained by other variables that were not present in the study.

Discussion

The purpose of this study was to find out the influence of the variables of pester power in influencing parents to buy by using 3 variables, namely: the influence of peers, emotional pestering and advertising. The results of the analysis of this study showed that peers, advertisements and *Emotional Pestering* positively influenced parents' decisions in making Ice Cream purchases at Alfamart in Jalan Majapahit. The output of SPSS is a form of how pester power from a child is able to stimulate the purchasing decisions of their parents, this shows that consumerism at the age of children has begun to develop.

This study confirms that peer and advertising variables are the dominant variables in the opinion. The findings of this study are in accordance with the research of Lati and Abrar (2017) which concluded that children today show that their time will be spent more to watch television, by watching an advertisement in a television program then children will get aware about a product that is considered to attract attention to them and the result they will be whining to their parents to buy the desired item.

In line with the research of Abbasi et al. (2020) which states that if the peer variable concludes that children will be affected by the television advertisement, they see every day and they tend to tell it to peers, this raises awareness of the desired product so that it will happen that they will whine to their parents. Similarly, (Jain and Sharma 2016) supports that peer influence

and children's advertising play a key role in developing disruptive forces. As a result, parents' purchasing decisions are heavily influenced.

Meanwhile, the third variable of this study, namely emotional pestering, shows a relationship with parents' decisions in buying decisions in line with research from Gunawan (2019) showing that Emotional Pestering is a variable that significantly influences parents' decisions in making purchases.

Conclusion

Children are becoming very important customers in this day and age; they are considered to be able to influence parents by disturbing parents and also other family members. The research that has been carried out is expected to contribute theoretically and practically. Theoretically, this study will give rise to new variables or factors that affect parents who make purchases due to variables from pester power. Peers show a positive influence on parents' decision to buy, Advertising also has a positive influence on parents' decisions this is due to the advertisements watched by children on television. they are expected to affect the child's behavior, with advertisements that attract children will be aware of the desired product so that there is a desire from the child to have, because the child's inability to buy, the child will whine and disturb parents to buy what they want. Furthermore, this research shows that the results of the research that parents' purchasing decisions are influenced by emotional child attitudes such as: crying, raging and screaming when you want something or called Emotional Pestering.

Practically, the results of this research are expected to be able to provide input for trading and service-based companies. Recently, children are spending more time on gadgets and television, this should be used as a basic by marketers to promote products that are in accordance with their children wishes. Marketers should display ads as attractively as possible with the aim of attracting the attention of children. Cartoon characters that the children like will help children remember a product so that it interferes and whines at their parents. Marketers should make pester power an opportunity and an advantage by targeting children for the products produced. This research is expected to be able to determine what information can make children influence parents to make purchases through their children's whining.

The first limitation of this study was that the sample size is limited to only parents, so in the next study other family members can also be used as samples because it's not just parents who are the target of children's influence. It should be in the upcoming research not only focus on one product alone that objects can be diverse. In addition, other variables that can also be used in subsequent studies.

Acknowledgement

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