

Service Decisions Based on Social, Psychological, and Trust Factors Using Positive Emotional Stimulus

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ABSTRACT

This study's goal was to identify the direct influence of social, psychological, and trust factors along with positive emotions on individuals' decisions to select physiotherapy services. At the Pain Relief Clinic Surabaya, subjects for physiotherapy were chosen. The decision to choose physiotherapy was a linked variable in this study; the independent variables were social, psychological, and trust aspects. Quantitative research employing survey techniques is the method used. Testing data tools, traditional acceptability tests, multiple linear regression tests, hypothesis testing, and deterministic analysis were all used in the data analysis. The results of the processed study show that psychological factors and trust have scientifically proved effects on decisions about physiotherapy services. Positive emotions have been shown to have a substantial impact on decisions for physiotherapy services based on social considerations and trust.

Keywords: social factors, psychological, trust and positive emotions.

INTRODUCTION

The level of competition in today's business world is becoming increasingly cutthroat and fraught with unpredictability, which compels managers of companies to be able to think in novel and inventive ways in order to consistently provide an advantage for their companies in comparison to those of their rivals. Businesses are obliged to not only manufacture high-quality items but also to sell such products at competitive pricing and make those products easily accessible to clients who have a requirement for them. Also, businesses need to conduct successful marketing operations, particularly directed toward customers. It is anticipated that by paying attention to marketing efforts, it would be possible to influence the decisions of consumers when they are making purchases. The customer's belief in a product is an important component in the buying decision that the customer makes. The presence of consumers has an effect on the ultimate objective of the firm, which is to achieve profits or profits through the purchase of a product accompanied by customer happiness, which will result in continuous purchases. This is the ultimate purpose of the company. In day-to-day life, consumers are confronted with an unending variety of wants. This is due to the fact that humans, in and of themselves, cannot be divorced from their needs and cannot be satisfied by their needs alone. It is precisely these wants of consumers that offer up prospects for commerce for those individuals who call themselves producers. The never-ending demands of customers will present a wealth of options for producers. Beginning with items that are less necessary and working up to more essential ones. As a result of rising consumer demand for a wide variety of goods, manufacturers are working harder than ever to satisfy

customer requirements. Because of this, producers are able to produce a wide range of different items, each of which can be customized in a number of different ways. The question of whether consumers would base their decisions on their wants or their necessities is posed by these advances, which creates a problem for consumers. Customers will be able to determine what aspects are appropriate for them, enabling them to make decisions that are in their best interests and to improve their quality of life. The success of the company's marketing efforts are backed by the company's success in selecting the appropriate product, a price that is affordable, a solid distribution channel, and efficient promotion. This activity needs to be handled in a way that is both effective and efficient in order for the company to not only choose a good combination, but also to coordinate the various aspects of the marketing mix in order to carry out marketing programs that are used to achieve marketing objectives. Consumer behavior discovered a great number of aspects that play a role in consumer purchasing decisions. There are three categories of these components: trust factors, social considerations, and psychological aspects. Consumer behavior refers to the challenges that someone faces when making decisions in their competitive environment, as well as their motivation to acquire and make use of goods and services. Consumer behavior is the process that a person goes through in searching for, purchasing, utilizing, evaluating, and acting after consumption of items, services, or ideas that are supposed to suit their requirements, as stated by Schiffman and Kanuk (2000: 86). Trust, social factors, personal factors, and psychological variables are the ones that are said to have the most impact on consumer behavior, as stated by Kotler (2002:183). Because of this, businesses are motivated to get an understanding of the elements that influence customer decisions regarding the acquisition of a product, which ultimately results in consumers acquiring the goods and services that are made available by the business. In an effort to boost sales, the company's primary focus is on the decisions that customers make while making purchases. As a result, businesses employ a wide variety of marketing strategies in the hope of convincing customers to purchase their wares. In order for the company's objectives to be successfully completed (Mranani et al., 2019). The development and advancement made in the field of science have the potential to make a significant contribution to the development made in the field of production, particularly in the sphere of industry. These kinds of situations can foster the development of new businesses and stimulate the expansion of established ones. The progression of time was followed by shifts in a variety of disciplines, including shifts in the economy, social trust, technology, and other fields (Sudarwanto, 2009).

According to Kotler (2005: 216), it is a trait that consists of detecting one's feelings, collecting and evaluating purchase decisions, and it is viewed from the perspective of a psychological perspective. According to Setiadi (2003:16), the specific purchasing process is comprised of the following sequence of events: the recognition of the problem of demands, the

search for information, the evaluation of alternatives, the purchasing decisions, and the post-purchase behavior. The following are the steps that can be described as part of the purchase decision: Problem Identification, Information Search, Assessment of Options During the Buy Decision Stage, and Post-Purchase Behavior are the Stages of the Purchasing Process. People do research ahead of time on previously available products, and consumer purchasing patterns are typically founded on perceptions regarding what is purchased and what benefits are offered by the product. It's possible that one of these elements will have a greater impact than the others. Trust, social dynamics, and consumer psychology all play a role in the formation of a product's typical consumption pattern among the general public. The consumers will then decide whether or not to purchase the product once they are aware of the product's necessity in their lives. It has been proven through a number of research that the emotions of consumers influence their purchasing decisions. Feelings that are relatively difficult to control but have a significant impact on behavior are referred to as emotions. According to Supranto (2011: 108), an emotion is a response to stimuli from both the outside and the inside of a person. This reaction corresponds to a characteristic feeling and idea, as well as a biological and psychological condition, and a series of tendencies that motivate oneself to act. In the meantime, according to Ujang (2011: 359), positive emotions are those that are capable of bringing about positive sentiments in the person who encounters them. These positive feelings can include things like love, affection, joy, joy, adoration, and so on. Before a person's mood even exists, a person's affective tendencies and reactions to a supporting environment, such as interest in goods, services supplied to consumers, or sales promotions, can give rise to positive feelings. Good emotions can also arise spontaneously. Pattipeilohy (2013) found that the results of his research showed that the emotions of consumers can become a mediating factor in the purchasing process. Positive emotions are those that, when experienced by a person, can lead to the development of positive feelings in that person. Individuals who consistently experience pleasant feelings are always able to make peace with challenging situations and are able to maintain control over themselves. As a result of this explanation, it is possible to grasp the concept that customers in this scenario are individuals who have good positive feelings to recover from an illness that they suffer, and as a result, they will come to the Pain Relief Clinic Surabaya with the sincere feeling that they are seeking treatment for healing. Because researchers are interested in investigating the factors that influence purchasing decisions in greater depth, the objective of this study is to determine the influence of social, psychological, and trust factors as a basis for decisions on choosing physiotherapy services in response to a positive emotional stimulus.

Research Conceptual Framework

The conceptual framework in this study may be summarized as follows, based on the theoretical underpinning, the connection between variables from prior research results:

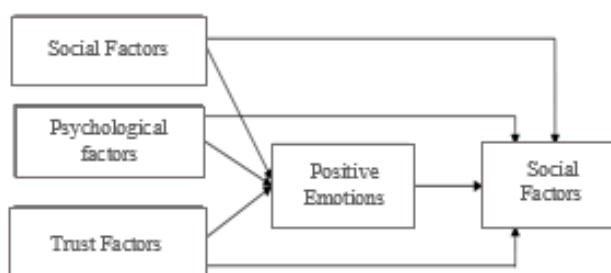


Figure 1 .Research Conceptual Framework

Research Hypothesis

The hypothesis in research is a temporary answer to the formulation of the problem in a study (Sugiyono, 2011: 223). Based on the framework that has been described, the research hypothesis is as follows:

- H1 : Social factors have a direct influence on the decision to choose physiotherapy services.
- H2 : Psychological factors have a direct effect on the decision to choose physiotherapy services.
- H3 : Trust factors have a direct effect on the decision to choose physiotherapy services.
- H4 : One such explanation is positive emotion is an intervening variable that influences social factors on the decision to choose physiotherapy services.
- H5 : One such explanation is positive emotion is an intervening variable influencing psychological factors on the decision to choose physiotherapy services.
- H6 : One such explanation is positive emotion is an intervening variable in the influence of Trust factors on the decision to choose physiotherapy services.

RESEARCH METHODS

Population and Sample Determination

The subjects of this study were those who sought out physiotherapy treatments at Pain Relief Clinic Surabaya. The population for the purpose of this study consisted of individuals who sought out physiotherapy services at Pain Relief Clinic in Surabaya. Purposive proportional sampling was applied throughout the whole sample procedure. Using this approach involves choosing participants from a pool of people who have been thoroughly screened by the researcher and whittled down depending on the sample's specific characteristics. (Soeratno and Lincolin, 1993). As part of the sample criteria, individuals or clients who received physiotherapy treatments at Pain Relief Clinic Surabaya were requested to participate in this study. 2003-published Malhotra approach was utilized to compute the number of samples to be included in this experiment. This approach recommends calculating the sample size by multiplying the total number of variables by five, or 5x the total number of variables. In order to establish a sample that was representative of the whole population, the researcher raised the total number of variables by six in this study. The

total number of observed variables was thus twenty, and the sample size could be estimated as six times twenty, or 120. During the course of this inquiry, a questionnaire was used to gather data. This was performed by distributing questionnaires to all respondents, who were clients of the Pain Relief Clinic in Surabaya who use physiotherapy treatments.

Data analysis technique

PLS (Partial Least Square), which is being modeled in this research analysis using the smartPLS 3.0 application, is a complete power analysis approach since it is not reliant on numerous assumptions. The modeling being done for this research analysis is utilizing PLS (Partial Least Square). After the data was obtained through a questionnaire that used a Likert scale, the data was then checked for validity and reliability. After that, descriptive analysis, normality testing, PLS regression, and hypothesis testing were carried out in the form of individual parameter significance tests (t test). The bootstrapping resampling approach is used in the process of hypothesis submission. The T statistic, sometimes known simply as the T test, is the one that is used here. The testing of the hypothesis in this research was done by looking at the current route coefficients and comparing the probability value of 0.05 with the Sig probability value. This choice formed the foundation for the testing of the hypothesis:

- 1 . If the probability value or t value is 0.05 less than or equal to the probability value *Sig* or ($0.05 \leq Sig$) then H_0 is accepted and H_a is rejected, meaning that it is not significant.
- 2 . If the probability value or t value is 0.05 greater than or equal to the probability value *Sig* or ($0.05 \geq Sig$) then H_0 is rejected and H_a is accepted, meaning it is significant.

RESEARCH RESULT

Convergent Validity Test Results

Table 1. Convergent Validity Test Results

Variable	Indicator	Outer Loading
Social factors (X1)	x1.3	0.608
	x1.4	0.859
	x1.5	0.779
Psychological (X2)	x2.1	0.759
	x2.2	0.756
	x2.3	0.704
Trust (X3)	x3 .1	0.659
	x3 . 3	0.706
	x3 . 4	0.770
Positive emotions (Z1)	x3 . 5	0.694
	Z1.2	0.716
	Z1.3	0.665
	Z1.4	0.736
Decision on choosing physiotherapy services (Y1)	Z1.5	0.719
	Y1.2	0.691
	Y1.3	0.753
	Y1.4	0.685
	Y1.5	0.730
	Y1.6	0.811

Source: primary data processed, 2022

As a result of the results of testing the validity of the independent variables, it is possible to draw the conclusion that the variables of social factors, psychological factors, Trust factors, positive emotions, and decisions on the selection of physiotherapy services have satisfied the requirements of the adequacy of the model, which means that the research data can be utilized for further analysis.

Discriminant Validity Test Results

Table 2. Discriminant Validity Test with Average Variant Extracted (AVE)

Variable	AVE	Information
social factors	0.572	Valid
Psychological	0.548	Valid
Trust	0.502	Valid
positive emotions	0.503	Valid
The decision to choose physiotherapy services	0.541	Valid

Source: primary data processed, 2022

According to the chart that was just shown, this shows the significance of AVE from the perspectives of social, psychological, and Trust elements, as well as pleasant feelings and the choice to choose physiotherapy services. It is clear that every construct (variable) have an AVE value that is greater than 0.5. This demonstrates that each of these constructs has a good validity value of each genuine indication of the questionnaire that was used to establish the influence of the dimensions of social, psychological, and Trust elements on positive emotions and the choice to pick physiotherapy services. It is possible to say that Pain Relief Clinic Surabaya is reliable.

cComposite Reliability Test Results

Table 3. Composite Reliability Test Results

Variable	Composite Reliability	Information
Social factors (X1)	0.797	Reliable
Psychological (X2)	0.784	Reliable
Trust (X 3)	0.801	Reliable
Positive emotions (Z1)	0.802	Reliable
Decision on choosing physiotherapy services (Y1)	0.854	Reliable

Source: primary data processed, 2022

It is clear from the table that each of these constructs or variables possesses a composite reliability value that is greater than 0.7. This indicates that the internal consistency of endogenous variables (such as positive emotions and decisions on selecting physiotherapy services) and exogenous variables (such as social, psychological, and Trust factors) has a high degree of reliability.

Reliability Test Results with Cronbach Alpha

Table 4 . Reliability Test Results with Cronbach Alpha

Variable	Cronbach's Alpha	Information
Social factors (X1)	0.611	Reliable
Psychological (X2)	0.587	Reliable
Trust (X3)	0.668	Reliable
Positive emotions (Z1)	0.672	Reliable
Decision on choosing physiotherapy services (Y1)	0.788	Reliable

Source: primary data processed, 2022

It is clear from the data shown in the table that each of the study variables has a Cornbach alpha value that is more than 0.7. Because of this, the findings may suggest that every study variable has satisfied the conditions for the Cornbach alpha value; hence, it is possible to draw the conclusion that all variables possess a high degree of reliability.

Evaluation of the Inner Model

Predicted parameters provide valuable information into the variables' relationships. The hypothesis will be evaluated using the inner weight output result. This subchapter also discusses path coefficient, quality of fit, and hypothesis test results.

a . Path Coefficient Test Results

Table 5 . Path Coefficient Test Results

Variable	Z	Y
Social factors (X1)	0.304	0.084
Psychological (X2)	0.133	0.220
Trust (X 3)	0.380	0.277
Positive emotions (Z1)	-	0.340
Services decision (Y1)	-	-

Source: primary data processed, 2020

According to the inner model scheme that has been presented in the table that is located above, it is possible to explain why the Trust influence (X3) on positive emotions (Z1) is indicated by the largest path coefficient value, which is 0.380, and the lowest influence of social factors (X1) on the decision to choose services physiotherapy (Y1) is 0.084. Both of these values can be found in the table. According to the description of these findings, it demonstrates that if the variables in this model have a path coefficient with a positive number, then it demonstrates that the influence between the independent variables and the dependent variable is stronger when the path coefficient value of one independent variable on the dependent variable is greater, and vice versa.

b . Model Goodness Test Results (Goodness of Fit)

Based on the data processing that has been done using the smart PLS 3.0 program, the R square value is obtained as follows:

Table 6 . Model Goodness Test Results (Goodness of Fit)

Variable	R-squared value
Services decisions (Y1)	0.564
Positive emotions (Z1)	0.444

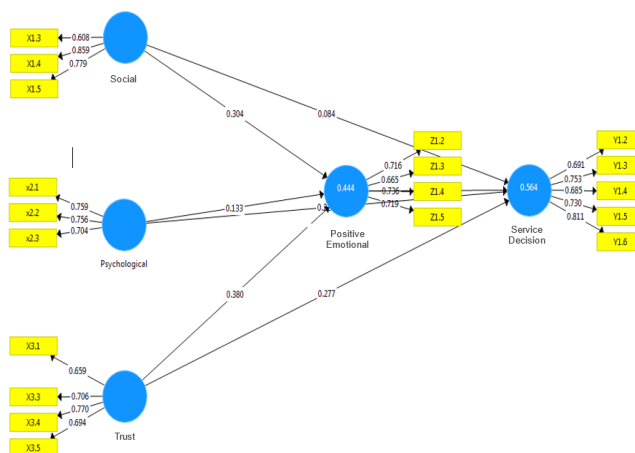
Source: primary data processed, 2022

The R square value for the decision variable for choosing physiotherapy services (Y1) can be seen to be 0.564 based on the data set that is shown in the table that is located above. The acquisition of this value explains that the percentage of social factors (X1) psychological factors (X2) and Trust factors (X3) and positive emotions (Z1) can be explained by the decision to choose physiotherapy services by 56.4%. Therefore, for the R square value of 0.444 that was achieved by the positive emotion variable (Y1), the acquisition of this value implies that positive emotions may explain 44.4% of the variance in the social (X1), psychological (X2), and Trust (X3) components. The value of the Q-square statistic may be used to determine the level of goodness of fit. The value of Q-square has the same significance as the square of the coefficient of determination (R square) in the regression analysis. In this context, a larger Q-square indicates that the model may provide a better or more accurate match with the data.

The results of the computation shown above provide a value of 0.758 for the Q-squared coefficient. This demonstrates that the research model can explain 75.8% of the amount of the research data's variety, while the remaining 24.2% can be explained by other elements that are not related to this research model. In light of these findings, it is possible to assert that the study model has a high degree of goodness of fit.

c . Hypothesis testing

The following model shows how social and psychological variables affect positive feelings and physiotherapy service selection. The following model does not need to be discarded since the construct correlation is greater than 0.5.



Picture 2. Structural Models Partial Least Square

Examining the statistical t values and p values may provide an approximation of the results of testing the structural model. If the p value is less than 0.005, it is possible that the study hypothesis might be considered validated (Yamin & Kurniawan, 2011: 54). A simulation is used in PLS to perform statistical testing on each postulated association between the variables. In this particular instance, the bootstrap approach was used to the data collected from the sample. The use of bootstrap sampling is also designed to reduce the impact of the issue of anomalous research data. The following are the findings of tests carried out using bootstrapping based on the PLS analysis:

Table 7. Statistical t test results and p value

Influence	T Statistics	P Value
X1 → Y	0.786	0.432
X2 → Y	2.125	0.034
X3 → Y	2.911	0.004
X1 → Z → Y	2.368	0.018
X2 → Z → Y	1.063	0.288
X3 → Z → Y	2.412	0.016

Source: primary data processed, 2022

Smart PLS was used to investigate the research model's premise on how social, psychological, and Trust factors affect positive emotions and physiotherapy service selection:

1 . Hypothesis Testing 1 : Influence of Social Factors on the decision to choose physiotherapy services

The findings of testing the first hypothesis demonstrate that social component factors and physiotherapy service choice have a positive path coefficient value with a t value of 0.786 less than 1.960 and a p value of 0.432 larger than 5% ($P > 0.05$). This data indicates that social variables impact the choice to use physiotherapy treatments, contradicting the initial hypothesis. Hypothesis 1 fails.

2 . Hypothesis Testing 2 : Psychological Effects on the decision to choose physiotherapy services

Testing the second hypothesis shows that psychological variables and the decision to use physiotherapy services have a positive path coefficient value with a t-value of 2.125 greater than 1.960 and a p-value of 0.034 less than 5% ($P < 0.05$). This finding supports the second hypothesis that psychology influences physiotherapy service selection. H2 is acceptable.

3 . Hypothesis 3 testing : Trust influence on the decision to choose physiotherapy services

Testing the third hypothesis demonstrates that Trust component factors and the choice to use physiotherapy services have a positive path coefficient value with a t-value of 2.911 bigger than 1.960 and a p-value of 0.002 lower than 5% ($P < 0.05$). This finding supports the third hypothesis that culture influences physiotherapy service choice. H3 is acceptable.

4 . Testing Hypothesis 4 : The Influence of Social Factors on the Decision to Choose Physiotherapy Services Through Positive Emotions

The fourth hypothesis demonstrates a positive path coefficient value with a t value of 2.368 between social component factors and positive emotion-driven physiotherapy service selection. This number exceeds the t table (1.960) and is 0.018 less than 5% ($P < 0.05$). According to the fourth theory, social influences indirectly affect physiotherapy choice via favorable feelings. H4 is acceptable.

5 . Testing Hypothesis 5 : Psychological Influence on the Decision to Choose Physiotherapy Services Through Positive Emotions

The fifth hypothesis demonstrates a positive path coefficient value with a t value of 1.063 between psychological factors and positive emotion-driven physiotherapy service selection. This number is less than t table (1.960) and p value of 0.288 is more than 5% ($P > 0.05$). This finding disproves the fifth hypothesis that good emotions indirectly impact physiotherapy service selection. Hypothesis 5 fails.

6 . Hypothesis 6 Testing : Trust Influence on the Decision to Choose Physiotherapy Services Through Positive Emotions

The sixth hypothesis demonstrates a positive path coefficient value with a t value of 2.412 between Trust characteristics and positive emotion-driven physiotherapy service selection. This result is bigger than t table (1.960) and p value of 0.016 is less than 5% ($P < 0.05$). According to

the sixth theory, culture indirectly influences treatment choice via favorable feelings. H6 is acceptable.

DISCUSSION

The Effect of Social Factors on the Decision to Choose Physiotherapy Services

The findings of the study indicate that the correlation coefficient of social factors has a positive value on the decision to choose physiotherapy services; however, social factors have been shown to have no effect on the decision to choose physiotherapy services, as evidenced by the findings of the t test that was carried out, which demonstrated that the t count is 0.786 at a 5% significance level of 0.432 ($P > 0.05$), indicating that the influence of social factors on the decision to choose physiotherapy services is not statistically significant. This first hypothesis test reaches the result that there is a positive and negligible impact of social variables on the choice to pick physiotherapy services. Because of this, the alternative hypothesis is rejected; nevertheless, the research does not succeed in proving the first hypothesis. In other words, the study does not prove the first hypothesis. The findings of this study do not provide credibility to the findings of earlier studies conducted by Dian Puspita Rini (2013) and Mercy (2014). Research conducted by Dian Puspita Rini (2013) found that social variables had a positive and significant influence on the Pizza Product Purchase Decision Process. The significance value for this finding was $0.000 < 0.05$, and the t count for this comparison was 4.076, which was more than the t table for this comparison by 1.984. The findings of the study that Mercy conducted in 2014 demonstrate that social factors have a considerable effect on purchase choices for Nokia mobile phone goods in Padang City, with t count 2.213 being bigger than t table 1.984. This was determined by comparing the two variables. It is possible to explain that social variables such as reference groups, family, roles, and status do not impact the choice to select physiotherapy services. Because this is the case, the decision to choose physiotherapy services is not influenced by social elements. The fact that customers often make their own way to Pain Relief Clinic Surabaya and decide on physiotherapy on their own will is one of the reasons why this treatment modality is so popular.

The Effect of Psychological Factors on the Decision to Choose Physiotherapy Services

The findings of the study indicate that a positive value may be attributed to the psychological correlation coefficient in terms of its influence on the choice to choose physiotherapy services. ($p < 0.05$), which indicates that the psychological impact on the choice to select physiotherapy services is considerable. As a result, the psychological influence on the decision to choose physiotherapy services is important. The fact that there is a positive and substantial psychological influence on the choice to pick physiotherapy services leads one to the conclusion that the alternative hypothesis should be adopted as a result of the test that was performed on the second hypothesis. To put it another way, the findings of this research

successfully disprove the second hypothesis. Previous research conducted by Dian Puspita Rini (2013), which demonstrated that psychological elements had a beneficial influence on the Pizza Product Purchase Decision Process, was supported by the findings of this study. Specifically, the results revealed that t count 5.352 was larger than t table 1.984. The findings of this study provide validity to findings from earlier studies conducted by Dwita Darmawati and colleagues (2007) and Mercy (2014). The findings of the study that was conducted by Dwita Darmawati and her colleagues in 2007 shown that psychological elements have a substantial impact on the choices that are made about purchases. Shar'e has a higher t count than the t table, which is 1.66, hence she wins. The findings of the study that was conducted by Mercy in 2014 indicate that psychological variables have a substantial effect on purchase choices for Nokia brand mobile phones in Padang City, as shown by the fact that t count 3.531 is bigger than t table 1.984. Psychological considerations play a role in the selection of physiotherapy services at Pain Relief Clinic Surabaya. The choice to choose physiotherapy services is impacted by psychological considerations. To put it another way, different phases of one's life, different employment and economic circumstances, different self-concepts, different lifestyles, and different values all play a role in the choice to choose physiotherapy services at Pain Relief Clinic Surabaya. One of the main reasons patients choose physiotherapy services at Pain Relief Clinic Surabaya in general is because they have no other option to cope with the effects of advancing age and the various phases of the life cycle. Therefore, the issues that are being encountered by customers need the use of health treatments. As a result, psychological elements play a role in the patients' decisions about the physiotherapy treatments they get at Pain Relief Clinic Surabaya.

The Effect of Trust Factors on the Decision to Choose Physiotherapy Services

Because the results of the t test conducted showed that the t count is 2.911 at a 5% significance level of 0.004 ($P < 0.05$), it can be concluded that the Trust influence on the decision to choose physiotherapy services is significant. The results of the analysis showed that the Trust correlation coefficient has a positive value on the decision to choose physiotherapy services. Because there is a positive and Trustly significant impact on the choice to select physiotherapy services, which means that the alternative hypothesis is accepted, the result drawn from the third hypothesis test is that the alternative hypothesis is correct. In other words, the third hypothesis was successfully shown to be correct by this investigation. The findings of this research back up findings from a previous study by Dwita Darmawati and colleagues (2007), which demonstrated that Trust influences had a major impact on consumer decision-making about purchases. Shar'e has a t count that is 0.021 points lower than the t table's 1.66 value. Culture has a role in both the choice to choose physiotherapy services and the selection of physiotherapy services offered by Pain Relief Clinic Surabaya. This also implies that all of the values, habits, perceptions, preferences, and behaviors that evolve in society have an impact on the choices that customers

make when selecting physiotherapy services at Pain Relief Clinic Surabaya. In other words, aspects of culture, subculture, and socioeconomic class serve as the foundation upon which customers at Pain Relief Clinic Surabaya base their decisions about the physiotherapy treatments they get.

CONCLUSIONS

Based on the results of data analysis and discussion, it can be concluded that the results of statistical computations yielded a t value for social variables of 0.786, which is less than 1.96 with a probability of 0.432 ($P > 0.05$), indicating that social factors do not influence the choice of physiotherapy services at Pain Relief Clinic Surabaya. Psychological factors influence the choice of physiotherapy services at the Pain Relief Clinic Surabaya, as shown by a t-value of 2.125, larger than 1.96, with a probability of 0.034 ($P < 0.05$). The statistical calculations yielded a culture t value of 2.911, larger than 1.96 with a probability of 0.004 ($P < 0.05$), indicating that culture influences the choice of physiotherapy services at Pain Relief Clinic Surabaya. Social variables impact physiotherapy service selection at Pain Relief Clinic Surabaya via good emotions with t count 2.368 and probability 0.018 ($P < 0.05$). Positive emotions do not affect physiotherapy service selection at Pain Relief Clinic Surabaya with t count 1.063 and probability 0.288 ($P > 0.05$). Trust effect on physiotherapy service selection at Pain Relief Clinic Surabaya via good emotions with t count 2.412 and probability 0.016 ($P < 0.05$).

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