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by Jurnal Ekombis Review

Submission date: 12-Jul-2022 01:39AM (UTC-0400)

Submission ID: 1869535059

File name: 11._Meilaty_Finthariasari,_Ratnawili,_Nurman_Halim.pdf (685.81K)

Word count: 5141

Character count: 27692



Purchasing Decisions: The Analysis Effect Of The Variables Life Style, Celebrity Endorser, And Brand Image

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How to Cite :

Finthariasari, M., Ratnawili, R. Halim, N., (2022). *Purchasing Decisions: The Analysis Effect Of The Variables Life Style, Celebrity Endorser, And Brand Image*. EKOMBIS REVIEW: Jurnal Ilmiah Ekonomi Dan Bisnis. Doi: <https://doi.org/10.37676/ekombis.v10i12>

ARTICLE HISTORY

Received [28 April 2022]

Revised [17 Juni 2022]

Accepted [23 Juni 2022]

KEYWORDS

Life style, celebrity endorser, brand image and purchasing decisions

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh Life Style, Celebrity Endorser dan Brand Image terhadap Keputusan Pembelian Produk Olahraga Adidas Brand di Kecamatan Gading Cempaka, Kota Bengkulu, baik secara parsial maupun bersamaan. Objek penelitian ini adalah konsumen atau pengguna produk olahraga merek Adidas di Kecamatan Gading Cempaka, Kota Bengkulu, dengan metode pengambilan sampel insidental. Jumlah responden dalam penelitian ini sebanyak 130 orang. Metode pengumpulan data menggunakan kuesioner dan kemudian data diproses menggunakan SPSS versi 24.

Penelitian ini menggunakan teknik multiple linear regression data analysis. Hasil penelitian ini dapat disimpulkan bahwa variabel life style memiliki pengaruh positif dan signifikan terhadap keputusan pembelian, celebrity endorser memiliki efek positif dan signifikan terhadap keputusan pembelian, brand image memiliki efek positif dan signifikan terhadap keputusan pembelian.

ABSTRACT

This study aims to analyze the influence of Life Style, Celebrity Endorser and Brand Image on Purchase Decisions for Adidas Brand Sports Products in Gading Cempaka District, Bengkulu City, both partially and simultaneously. The object of this research is consumers or users of Adidas brand sports products in Gading Cempaka District, Bengkulu City, with incidental sampling method. The number of respondents in this study were 130 people. The data collection method was using a questionnaire and then the data was processed using SPSS version 24.

This research used the multiple linear regression data analysis technique, the results of this research can be concluded that the life style variable has a positive and significant effect on purchasing decisions, celebrity endorsers have a positive and significant effect on purchasing decisions, brand image has a positive and significant effect on purchasing decisions.

BACKGROUND RESEARCH

The Indonesian behavior who easily absorb the latest fashion trends is a wide opportunity for fashion business people. The sportswear industry is part of the fashion industry, which started from cultural activities that became a lifestyle in urban areas (Handayani, 2003), then gave birth to products that support these activities for their own community, which then gave rise to the development of a business engaged in fashion.

The development of consumer perspectives and perceptions about fashion, how to dress supports the development of the market for clothing and fashion products. Consumers like to pay attention to fashion trends and accessories. This lifestyle results in high demand for fashion products. According to Sutisna (2001), lifestyle is broadly defined as a way of life that is identified by how other people spend their time (activities) in terms of work, hobbies, shopping, sports, and social activities as well as interests (interests) consisting of food, fashion, family, recreation and also opinion (opinion) consists of about themselves, social issues, business, and products. Lifestyle includes something more than just a person's social class or personality. Therefore, it can be concluded that lifestyle is a person's lifestyle which is expressed in his activities, interests and opinions in spending his money and how to allocate time (Finthariasari & Zetira, 2022). Likewise, the competition in the sports fashion market in Indonesia. This business is getting tighter with the existence of foreign and local brands that also enliven the sports fashion market in Indonesia which can cause differences in fashion tastes and lifestyles for each consumer, this difference must be readable by companies in order to create superior products that can attract consumers to buy, decide to buy the products offered so that they can compete with competitors (Oktarini et al., 2022).

The decision to buy can lead to how the decision-making process carried out (Ekowati & Finthariasari, 2020; Finthariasari, 2017; Finthariasari et al., 2020; Ratnawili et al., 2021). Based on the results of previous studies, there are many variables that influence it. Sports fashion is currently a lifestyle trend (life style), for sports lovers. One of the reasons is the celebrity endorser, who is one of the world-famous athletes Leonel Messi who is familiar to all levels of the Indonesian people with the fashion products he wears with the Adidas brand. Where football lovers always wear fashion products, such as when playing football, when traveling with family, watching football together, and so on.

The case is an athletes as celebrities as sports advertising stars is in great demand by producers because the messages conveyed by interesting sources, such as celebrities who are currently popular will get attention in marketing. Marketing without advertising is like someone who has a good product but is never offered to buyers (Widyatama, 2017). Consumers' perception of a negative product can turn into a positive one after they see an advertisement for the product. Someone is deciding to buy a product, consumers usually choose a product based on assessing a good brand image on a product. Simamora (2019), suggests that brand image is a number of beliefs about brands. Brand image plays an important role in consumer purchasing decisions. According to Schiffman and Kanuk (2008), brand image reflects the feelings that consumers and businesses have about the entire organization as well as individual products or product lines. The development of brand image in purchasing decisions is very important and a well-managed brand image will have positive consequences. Buyers have different responses to a company or brand image. Brand image is the public's perception of the company or its products. Image is influenced by several factors beyond the company's control. An effective image will affect three things, namely strengthening the character of the product and proposed values, then conveying that character in a different way so that it is not confused with competitors' characters, then providing emotional strength that is more than just a mental image. In order to function, image must be conveyed through every available means of communication and brand contact.

In recent years, sales of sports products have been dominated by two well-known brands, namely Adidas and Nike. However, the lifestyle of every consumer is always different, some feel prestigious by wearing the fashion products offered by Adidas which may for some consumers be more attractive and more stylish, some do not agree because they feel that other products such as Nike and others are considered superior and superior. style. Also based on research Rusniati and Gt. Rina Fariany (2016), in her research, life style influences purchasing decisions. However, in the research of Sweetly Jane Mongisidi, Jantje Sepang and Djurwati Soepeno (2019), life style has no effect on purchasing decisions.

Most studies state that celebrity endorsers or advertising stars influence purchasing decisions such as research conducted by Rizky Suci Febriyanti and Aniek Wahyuati (2016). However,

there is research that says that celebrity endorsers have no ⁵³ effect on purchasing decisions such as research conducted by Ira Ramadhani and Prameswara Samofa Nadya (2020), from this difference of opinion, so I am interested in researching consumers who buy Adidas products whether they decide to buy Adidas products because they admire them. and follow the star of the ad or not.

Regarding brand image, they all have their own brand image which makes them compete fiercely. In general, consumers are very concerned about the image of a prestigious brand to choose the product to buy. However, there are some who don't care and decide to buy a product based on the brand image. This is a problem for Adidas brand sports products in marketing their products. We can also find these problems in research conducted by Iis Miati (2020), in his research he says that brand image affects purchasing decisions. However, this ¹⁷ contrasts with the research conducted by Desy Irena Dewi Lubis and Rahmat Hidayat (2017), which states that brand image partially has no effect on purchasing decisions.

THEORETICAL

Lifestyle

Kotler (2002), ¹⁸ lifestyle is a person's pattern in the world which is expressed in his activities, interests and opinions. Lifestyle describes the whole person who interacts with his environment. According to Solomon (2011), lifestyle is the pattern of a person's life to understand the forces that must be measured using the main AIO dimensions of consumers: activities (work, hobbies, shopping, sports, social activities), interests (food, fashion, family, recreation), opinion (about themselves, social issues, business, products). Rio Budi Prasadja Tan (2009), revealed that before understanding the customer's lifestyle, the company must first understand the forces that shape the customer's life. Consumer behavior is largely determined by these forces, which work continuously and simultaneously within the customer. Understanding the lifestyle of customers is very useful in providing ideas for advertising so that companies get information about the lifestyles of their consumers in order to make a decision to visit their customers. Indicators of life style :

- Activity
- Interest
- Opinion

Celebrity Endorser

Asmai (2008), ³ Shimp (2003) argue that celebrity endorsers are using artists as advertising stars in the media, ranging from print media, social media, and television media. In addition, celebrities are used because of their celebrity attributes including good looks, courage, talent, grace, strength, and sexual attractiveness which often represent the attractiveness desired by the brands they advertise. The use of celebrity endorsers is expected to be able to represent.

Celebrity Endorser Indicators

According to Shimp (2003), the celebrity endorser indicator consists of 3 elements.

1. Celebrity Credibility regarding the expertise and credibility of the celebrity, expertise that refers to the star's knowledge of the product, credibility is the ability to attract the confidence of the audience to buy the product.
2. Celebrity suitability relates to the match between the star and the product being offered.
3. Celebrity attractiveness focuses more on the uniqueness, the expertise of the star in conveying messages such as personal testimonials.

Brand Image

According to Tjiptono (2008), ⁹ a brand is a name, term, sign, symbol/symbol, design, color, motion, or a combination of other product attributes that are expected to provide identity and differentiation

to competing products. Keller (2013), states that brand image is a perception about a brand that is described by brand associations that exist in consumers' memories. The purchase decision, is at the evaluation stage, consumers arrange brands in a set of choices and form a purchase value. Usually consumers will choose the preferred brand but there are also influencing factors such as the attitudes of others and factors of unexpected circumstances. Consumer purchasing decisions often have more than two parties from the exchange or purchase process, people who have a good perception of an item will also have an influence on purchasing decisions for these goods.

Brand Image Indicators

According to Keller (2013), brand image measurement can be done based on aspects of a brand, namely:

1. Strength
Strength in this case is the advantages possessed by a physical brand that is not found in other brands. The superiority of this brand refers to the physical attributes of the brand so that it is usually considered an advantage that does not exist in other brands or competing brands. Included in this strength group are the physical appearance of the product, the functioning of all product facilities, the price of the product, as well as the appearance of the supporting facilities of the product.
2. Uniqueness
Uniqueness is the ability to distinguish a brand from other brands. This uniqueness arises from product attributes that become a unique impression or differentiation between one product and another which gives consumers a reason that they should buy the product. Companies must be able to make their products unique and different from competitors' products.
3. Favorite
In order to choose which one is preferable and unique with regard to the brand, marketers must carefully analyze the consumer and the competition to decide the best position for the brand. Favorable refers to the ability of the brand to be easily remembered by consumers. Included in this favorable category are the ease with which the product brand is pronounced, the ability of the brand to be remembered by consumers, the ease of use of the product, the suitability of the consumer and the product, and the compatibility between the impression of the brand in the mind of the customer and the desired image of the company for the brand concerned.

Purchasing Decision

Purchasing decisions are individual activities that are directly involved in making decisions to make purchases of products offered by sellers. Understanding purchasing decisions, according to Kotler and Armstrong (2001), is the stage in buyer decision making where consumers actually buy. Decision making is an individual activity directly involved in obtaining and using the good offered. According to Schiffman and Kanuk (2008), the purchase decision is a decision to choose an action from two or more existing alternative choices. To carry out the purchasing decision process basically requires accuracy and accuracy in deciding to buy the product or service that consumers want.

Purchasing decision indicators according to Kotler and Armstrong (2008):

1. Product/service selection is the reason why consumers choose products/services to meet needs. Brand selection, namely how a brand positions itself in the form of consumers which
2. Includes a unique brand image of a product/service.
3. Timing time is one of the most important elements for consumers to buy a
4. Product/service. Choice of payment method or method, consumers must make a choice about the method or method of payment for the product purchased.

RESEARCH METHODE

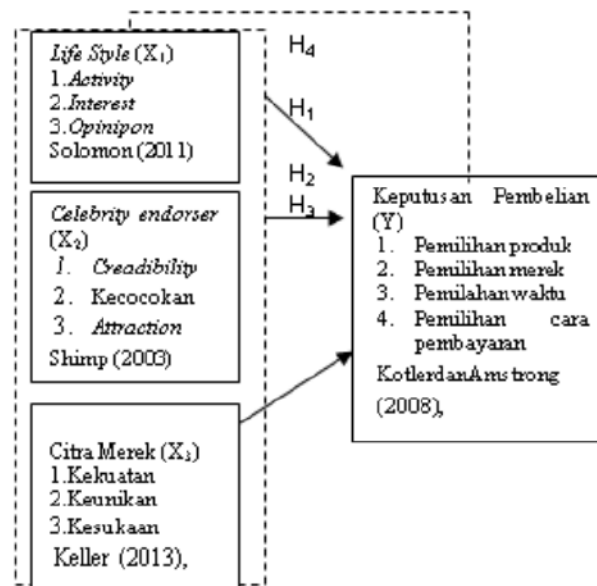
This research method is quantitative descriptive research. The population in this study is the people of Gading Cempaka District, Bengkulu City who use an unknown number of Adidas brand sports products. The sampling technique in this study is incidental sampling technique, the minimum number of samples in this study are:

Maximum sample = number of indicators x 10 = 13 x 10 = 130

The collected data was then processed using the SPSS version 24 analysis tool, by displaying the results of the regression test and research hypothesis testing.

Research framework

Picture 1. Research Framework



Y : Variabel Dependen Keputusan Pembelian

X₁ : Variabel Independen Life style

X₂ : Variabel Independen Celebrity endorser

X₃ : Variabel Independen Citra Merek

H₁ : Diduga adanya pengaruh yang signifikan antara X₁ terhadap Y

H₂ : Diduga adanya pengaruh yang signifikan antara X₂ terhadap Y

H₃ : Diduga adanya pengaruh yang signifikan antara X₃ terhadap Y

H₄ : Diduga adanya pengaruh yang signifikan antara X₁, X₂ dan X₃ terhadap Y

Research Instrument Test**1. Validity test****Table 1. Validity Test**

Variabel	Item Pernyataan	CITC	r tabel	Deskripsion
Life style	X1.1	.763	0.361	Valid
	X1.2	.555	0.361	Valid
	X1.3	.861	0.361	Valid
Celebrity endorser	X2.1	.748	0.361	Valid
	X2.2	.589	0.361	Valid
	X2.3	.701	0.361	Valid
Brand Image	X3.1	.601	0.361	Valid
	X3.2	.397	0.361	Valid
	X3.3	.505	0.361	Valid
Purchasing Desicion	Y1	.637	0.361	Valid
	Y2	.478	0.361	Valid
	Y3	.371	0.361	Valid
	Y4	.366	0.361	Valid

Source : data processing results (2022)

The table 1 above, it can be seen the value of Corrected Item Total Correlation or the value for each variable > 0.3 . This shows that the items from each questionnaire question for each of these variables are valid and feasible to be used in this study. This means that the items from each statement are able to measure and explain the variables appropriately.

10
Reliability Test

Table 2 Reliability Test

No	Variable	Cronbach's Alpha	Deskripsion
1	Life style	.850	Reliabel
2	Celebrity endorser	.811	Reliabel
3	Brand Image	.657	Reliabel
4	Purchasing Desicion	.661	Reliabel

52
Source : data processing results (2022)

The table 2 above shows the test results for each variable, it can be concluded that all variables show as a reliable measure with Cronbach's Alpha > 0.60 . This means that the research instrument (questionnaire) has reliable (consistent) results so that this instrument is suitable for use in research.

RESULT AND DISCUSION

Research Result

1. Respondents Response to Life Style Variable (X1)

Table 3 Respondents Response to Life Style Variable (X1)

No	Statements	Score					Tot	AVG
		SS	S	N	TS	STS		
1	I use some of my time to exercise and watch football.	18	43	52	10	7	445	3,42
2	My hobby is sports so I am interested in having Adidas brand sports products.	10	49	47	18	6	427	3,30
3	I think buying Adidas brand sports products makes me proud because these products are of very high quality.	22	32	51	21	4	437	3,36
Avg								3,36

Source : data processing results (2022)

2. Respondents Response to Celebrity Endorser Variable (X₂)**Table 4 Respondents Response to Celebrity Endorser Variable (X₂)**

No	Statements	Score					Tot	AVG
		SS	S	N	TS	ST		
1	Celebrity characters in Adidas brand sports product advertisements make me believe in Adidas products	21	33	53	17	6	436	3,35
2	I am interested in buying Adidas brand sports products because the celebrity who starred in it is Leonel messi who is an international soccer player.	12	45	49	20	4	431	3,32
3	In the Adidas sports product advertisement, I was very interested in buying it because of the expertise of the celebrity character who played it	22	41	2	13	2	458	3,52
Avg								3,39

Source : data processing results (2022)

3. Respondents Response to Celebrity Endorser Variable (X₃)**Table 5 Respondents Response to Celebrity Endorser Variable (X₃)**

No	Statements	Score					Tot	AVG
		SS	S	N	TS	ST		
1	In my opinion, Adidas brand sports products are products that have good quality.	18	34	53	18	7	428	3,29
2	In my opinion, Adidas brand sports products are unique regarding product variations that are different from others.	20	46	47	9	8	451	3,47
3	In my opinion, Adidas brand sports products are brands that are easy to pronounce.	16	52	44	14	4	452	3,48
Avg								3,41

Source : data processing results (2022)

4. Respondents Response to Celebrity Endorser Variable (Y)

Table 6 Respondents Response to Celebrity Endorser Variable (Y)

No	Statements	Score					Tot	AVG
		SS	S	N	TS	ST		
1	I buy Adidas brand sports products because they can make me confident.	22	33	57	14	4	445	3,42
2	Adidas brand sports products have superior quality.	16	45	53	10		445	3,42
3	I bought this adidas brand of sports product because this product follows the fashion trend that follows the times.	26	40	50	1	3	465	3,58
4	I bought this adidas brand of sports products because of the many payment methods to choose from.	7	4	3		7	455	3,50
Avg								3,48

Source : data processing results (2022)

Regression Analysis**Table 7 Result of Regression Analysis**

Model	Coefficients ^a				t	Sig.
	Unstand ⁴⁴ Coefficients		Standardized	Beta		
	B	Std. Error	Coefficients			
(Constant)	,265	,230		1,151	,252	
Life Style	,239	,067	,239	3,563	,001	
Celebrity Endorser	,204	,069	,206	2,970	,004	
Brand Image	,503	,082	,480	6,162	,000	

a. Dependent Of Variable: Purchasing Desicion

Source: Output SPSS 24,0

From the calculation of the results above, the regression equation is obtained as follows:

$$Y = 0,265 + 0,239 X_1 + 0,204 X_2 + 0,503 X_3$$

Based on the regression equation above, it ³⁸ can be explained as follows:

1. The constant value of 0.265 means that if the Life Style (), Celebrity Endorser (X2) and Brand Image (X3) variables are equal to zero, then the Purchase Decision variable will remain 0.265.
2. Regression coefficient of 0.239 means that if the value of the Life Style variable () increases by one unit, the value of Purchase Decision (Y) will increase by 0.239 assuming the celebrity endorser variable (X2) and brand image (X3) remains.
3. Regression coefficient of 0.204 means that if the value of the Celebrity Endorser variable () increases by one unit, the value of Purchase Decision (Y) will increase by 0.204 assuming the variable life style (X1) and brand image (X3) remains.
4. Regression coefficient of 0.503 means that if the value of the Brand Image variable () increases by one unit, the value of Purchase Decision (Y) will increase by 0.172 assuming the variable life style (X1) and celebrity endorser (X2) remains.

Coefficient Determination (R^2)

Table 8 Coefficient Determination (R^2)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,789 ^a	,622	,613	,39366

a. Predictors: (Constant), Citra Merek, Celebrity Endorser, Life Style

Source: Output SPSS 24,0

Based on the table above, it can be seen that the coefficient of determination Adjusted (R^2) obtained a value of 0.613 or 61.3% (Agus Tri Basuki and Nano Prawoto, 2016: 51). This value means that Life Style (X_1), Celebrity Endorser (X_2) and Brand Image (X_3) variables contribute 0.613 or 61.3% to Purchase Decision (Y) Users of Adidas brand sports products in Gading Cempaka district, Bengkulu City, while the rest of 0.387 or 38.7% influenced by other variables that are not included in this research model. Berdasarkan tabel di atas diperoleh nilai koefisien korelasi (R) = 0,789 atau 78,9% yang berarti ada hubungan antara variabel independent terhadap variabel dependent. Besar koefisien korelasi 0,789 yang berarti korelasi hubungan antara variabel independent (*Life Style* (X_1), *Celebrity Endorser* (X_2) dan *Citra Merek* (X_3) dengan variabel dependent Keputusan Pembelian (Y) adalah terjadi hubungan yang kuat.

Hypothesis Testing With t Test

Table 9 Results of Hypothesis Testing with t Test

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	,265	,230		1,151	,252
<i>Life Style</i>	,239	,067	,239	3,563	,001
<i>Celebrity Endorser</i>	,204	,069	,206	2,970	,004
Brand Image	,503	,082	,480	6,162	,000

a. Dependent Variable: Purchasing Decision

Source: Output SPSS 24,0

Through calculations performed using the SPSS program, the comparison between $(n-k-1) = 130-3-1 = 126$ (1,978) for each variable is as follows:

- Life Style, namely $> (3,563 > 1,978)$ and $(sig = 0.001 < 0.050)$, it states that there is an influence of Life Style on Purchase Decisions for Adidas product users in Gading Cempaka District, Bengkulu City.
- Celebrity Endorser, namely $> (2970 > 1.978)$ and $(sig = 0.004 < 0.050)$, it states that there is an influence of Celebrity Endorser on purchasing decisions of Adidas product users in Gading Cempaka District, Bengkulu City.
- Brand Image, namely $> (6,162 > 1,978)$ and $(sig = 0.000 < 0.050)$, it states that there is an influence of Brand Image on Purchase Decisions of Adidas product users in Gading Cempaka District, Bengkulu City.

Hypothesis Testing With F . Test

Table 10 Results of Hypothesis Testing with F . Test

ANOVA ^a					
32 Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	32,176	3	10,725	69,208	,000 ^b
Residual	19,526	126	,155		
Total	51,702	129			

14 a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Life Style , Celebrity Endorser , Brand Image

Source: Output SPSS 24,0

Based on the hypothesis test table with the F test above, it is obtained 69.208 with a value of 2.080, namely $(69.208 > 2.080)$ and $(\text{sig} = 0.000 < 0.050)$, so it can be concluded that simultaneously accepted means the Life Style variable (), Celebrity Endorser (X2) and Brand Image (X3) has a significant effect on Purchase Decision (Y) in users of Adidas brand sports products in Gading Cempaka sub-district, Bengkulu City.

CONCLUSIONS AND SUGGESTIONS

6 Conclusion

Based on the results of research that has been carried out on the influence of Life Style (), Celebrity Endorser (X2), and Brand Image (X3) on Purchase Decisions (Y) on users of Adidas brand sports products in Gading Cempaka District, Bengkulu City, it can be concluded as follows:

1. Life Style, Celebrity Endorser and Brand Image have a positive and significant effect partially and simultaneously on Purchase Decisions for users of Adidas brand sports products in Gading Cempaka District, Bengkulu City, this is evidenced by the results of the t test which has a significantly smaller value than standard of error and the value of this is greater than ttable, this proves that it is rejected and accepted. And the result of the f test which has a significant value that is smaller than the standard of error and the Fhit value is greater than Ftable This means that it is rejected and accepted.
2. Based on the correlation coefficient test that Life Style (), Celebrity Endorser (X2), and Brand Image (X3) provide a significant contribution and a large enough influence on Purchase Decision (Y) on users of Adidas brand sports products in Gading Cempaka District, Bengkulu City while the rest is influenced by other variables not included in this study.

26 Suggestion

Based on the results of the research, discussion and conclusions obtained, the following suggestions can be given:

Theoretical Suggestions

Based on the data obtained through research, there are theoretical suggestions that can provide benefits for those who need it.

1. It is recommended for further researchers to be able to find other sources regarding factors that influence purchasing decisions that have not been mentioned in this study and can develop the number of respondents so that they will produce better research and in accordance with improving the quality of further research.
2. Researchers found a relationship between life style variables. Celebrity endorser and brand

image on purchasing decisions so that further researchers are advised to conduct further research on each indicator variable of life style, celebrity endorser and brand image on purchasing decisions.

Practical Suggestions

Based on the findings obtained through the research, several practical suggestions are proposed which are expected to provide benefits to the parties concerned:

1. Respondents' responses to the life style variable have the lowest average of 3.30. It is recommended that it needs to be improved again, such as prioritizing products that better meet the lifestyle of the latest youth in choosing product styles in the future so that they are more loved by the Indonesian people in general and Gading Cempaka District, Bengkulu City in particular.
2. The Celebrity Endorser variable has the lowest respondent's response, which is 3.39. It is recommended for Adidas to collaborate with other well-known actors to attract consumers who have not made a purchase.
3. The Brand Image variable has the lowest respondent's response, which is 3.29, it is recommended for Adidas to be able to improve product quality with the solution perhaps increasing the price where buyers already believe in the Adidas brand so that it is hoped that they will not mind buying even though the price goes up but the product is better. quality.

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