



The Influence of Lifestyle and Product Quality on Consumer Purchasing Decisions at Bandung Distro Manna South Bengkulu

Jiri Tri Putra ¹⁾ ; Ermy Wijaya ²⁾ ; Yesi Indian Ariska ³⁾

¹⁾ Study Program of Management Faculty of Economic, Universitas Dehasen Bengkulu

²⁾ Department of Management, Faculty of Economic, Universitas Dehasen Bengkulu

Email: ¹⁾ jerytriputra@gmail.com ; ²⁾ ermy.wijaya@gmail.com ; yesiindian@yahoo.com

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ABSTRACT

The purpose of this study was to determine the influence of Lifestyle and product quality on consumer purchasing decisions in Bandung Distro Manna Bengkulu Selatan. The sample in this study were 65 consumers who shop at Bandung Distro Manna Bengkulu Selatan. The sampling technique is accidental sampling technique. Data collection using a questionnaire and the method of analysis used is multiple linear regression, determination test and hypothesis testing. The results of the Lifestyle analysis have a significant effect on consumer purchasing decisions at Bandung Distro Manna Bengkulu Selatan, this is evidenced by the results of the t test showing the tcount value is greater than ttable (6.256 > 1.669) and a significant value of 0.000 < 0.05 means H₀ is rejected and H_a is accepted. Product quality has a significant effect on consumer purchasing decisions at Bandung Distro Manna Bengkulu Selatan, this is evidenced by the results of the t test showing the tcount value is greater than ttable (4.477 > 1.669) with a significant value of 0.000 < 0.05 meaning H₀ is rejected and H_a is accepted. Lifestyle (X₁) and product quality (X₂) together have a significant effect on consumer purchasing decisions (Y) in the Bandung Distro Manna Bengkulu Selatan, this is evidenced by the F test showing the value of Fcount > Ftable (146.677 > 3.15) with a significant value of 0.000. The results of multiple regression have the equation $Y = 7.005 + 0.512 (X_1) + 0.295 (X_2) + e$, because the direction of the regression is positive, it means that if lifestyle and product quality increase, purchasing decisions at Bandung Distro Manna Bengkulu Selatan will also increase. Lifestyle is more influential than product quality on purchasing decisions because the lifestyle regression value of 0.512 is greater than the product quality regression value.

INTRODUCTION

According to Tjiptono (2015: 19), the condition that must be met by a company in order to be successful in competition is to try to achieve the goal of creating and retaining customers. In order for this goal to be achieved, each company must strive to produce and deliver the goods and services that consumers want at a reasonable price. Customers are consumers who make purchasing decisions for a product that is done repeatedly. Consumers who make purchasing decisions for a company can be maintained by providing products according to consumer desires.

Customers will choose the product to be purchased with many considerations to choose which product is good and according to their needs. One of them is to consider product quality and price. If a product has a low price with good product quality, consumers will make a decision to buy the product or an expensive price but has excellent product quality.

Bandung Distro Manna South Bengkulu is one of the clothing stores that sells various types of clothing for men with well-known models and brands. Bandung Distro Manna South Bengkulu always provides clothes that are always updated according to today's fashion style.

The phenomenon that currently occurs in Bandung Distro Manna South Bengkulu is that consumers who have a lifestyle follow the times, especially developments in social media. Consumers who want to buy clothes according to the models on social media, while in Bandung Distro Manna have not followed all the latest fashion models and styles. In addition, for product quality, it is still seen that some of the clothes sold are of poor quality because the clothes sold have cheap materials. This is also a complaint from consumers because for consumers who do not understand the material will make them mistaken in choosing clothes.

LITERATURE REVIEW

Lifestyle

Sumarwan (2015: 173) says that lifestyle is a person's pattern of life in the world which is expressed in his activities, interests and opinions. Lifestyle describes a person's entire pattern of action and interaction. Lifestyle describes more about a person's behavior, namely how he lives using his money and utilizing his time in everyday life. Lifestyle has a different meaning from personality.

Product Quality

Product quality according to Prawirosentono (2014: 6) is the physical condition, function, and properties of a product concerned that can satisfactorily meet consumer tastes and needs according to the value of money that has been spent. The degree of product quality in the market can be grouped into four levels, namely low, average, high and special. With the higher the quality of the product, the higher the profit obtained. With high quality, it allows companies to set high prices as well.

Purchase Decision

According to Engel (2015: 31), purchasing decisions are the process of formulating various alternative actions in order to make a choice on one particular alternative to make a purchase. Marketers need to know who is involved in buying decisions and what role each person plays for many products, it is quite easy to recognize who makes decisions.

METHODS

Analysis Method

According to Sugiyono (2016: 275) multiple regression is used to predict how the condition (ups and downs) of the dependent variable (criterion), if two or more independent variables as predictor factors are manipulated (increased and decreased in value). The general form of the multiple regression equation is as follows (Sugiyono, 2016: 192):

$$Y = a + b_1X_1 + b_2X_2 + e$$

Description:

Y = Purchase decision

X1 = Lifestyle

X2 = Product quality

a = Constant value

e = error

This multiple regression analysis is intended to determine the level of influence of each independent variable on the dependent variable quantitatively. The magnitude of the influence of each independent variable can be estimated by interpreting the partial regression coefficient b .

RESULTS

Multiple Linear Regression Analysis

Based on multiple linear regression estimation using the SPSS Version 21.0 For Windows program, the table below is obtained:

Table 1. Multiple Linear Regression Analysis Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.005	1.864		3.757	.000
	Lifestyle	.512	.082	.557	6.256	.000
	Kualitas produk	.295	.066	.399	4.477	.000

a. Dependent Variable: Keputusan pembelian

Sumber : Hasil Peneliti dan Diolah, 2023

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

$$Y = 7.005 + 0.512 (X_1) + 0.295 (X_2) + e$$

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

- The constant value of 7.005 means that if the Lifestyle (X_1) and Product quality (X_2) variables are equal to zero, the purchase decision variable will remain at 7.005.
- Regression Coefficient X_1 (Lifestyle), amounting to 0.512 means that if the value of the Lifestyle variable (X_1) increases by one unit, the value of the purchase decision (Y) will increase by 0.421 assuming the product quality variable (X_2) is considered constant.
- Regression coefficient X_2 (Product quality), equal to 0.295, means that if the value of the product quality variable (X_2) increases by one unit, the value of the purchasing decision variable (Y) will increase by 0.295, assuming the Lifestyle variable (X_1) is considered constant.

Coefficient of Determination (R^2)

To find out the percentage of the contribution of the influence of the independent variables Lifestyle (X_1) and Product quality (X_2) on the dependent variable Purchasing decisions (Y), then from computer calculations using SPSS 21.0, the coefficient of determination test can be seen in the table as follows:

Table 2. Value of the Coefficient of Determination (R^2)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.909 ^a	.826	.820	1.707

a. Predictors: (Constant), Kualitas produk, Lifestyle

Sumber : Hasil Peneliti dan Diolah, 2023

Based on the table above, it can be seen that the coefficient of determination R Square (R^2) obtained a value of 0.826 (Agus Tri Basuki and Nano Prawoto, 2016: 51). This value means that the Lifestyle and Product quality variables contribute 0.826 or 82.6% to the purchase decision at Bandung Distro Manna South Bengkulu while the remaining 0.174 or 17.4% is influenced by other variables that are not included in this research model.

Hypothesis Testing with the t Test

To test the effect of the independent variables partially on the dependent variable, the t test can be seen in the table as follows:

Table 3. Hypothesis Testing Results with t Test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.005	1.864		3.757	.000
	Lifestyle	.512	.082	.557	6.256	.000
	Kualitas produk	.295	.066	.399	4.477	.000

a. Dependent Variable: Keputusan pembelian

Sumber : Hasil Peneliti dan Diolah, 2023

1. The test results for variable X1 (Lifestyle) show the tcount value = 6.256 then compared with the ttable value with a level of significance set at 95% with a one-way calculation and $dk = n - k = 65 - 2 = 63$, the ttable value is 1.669. Then the tcount is greater than the ttable ($6.256 > 1.669$) with a significant value of $0.000 < 0.05$. Because the tcount > ttable value and the significance value is smaller than 0.05, H_0 is rejected and H_a is accepted. This means that X1 (lifestyle) has a positive and significant influence on purchasing decisions (Y).
2. The test results for variable X2 (product quality) show the tcount value = 4.477 then compared to the ttable value with a level of significance set at 95% with a one-way calculation and $dk = n - k = 65 - 2 = 63$, it is known that the ttable value is 1.669. Then the tcount is greater than the ttable ($4.477 > 1.669$) with a significant value showing a significance value of $0.000 < 0.05$. Because the value of tcount > ttable and the significance value is smaller than 0.05, H_0 is rejected and H_a is accepted. This means that X2 (product quality) has a positive and significant influence on purchasing decisions (Y).

Hypothesis Testing with the F Test

To test the effect of the independent variables partially on the dependent variable, the F test is used as follows:

Table 4. Hypothesis Testing Results with F Test

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	854.534	2	427.267	146.677	.000 ^b
	Residual	180.605	62	2.913		
	Total	1035.138	64			

a. Dependent Variable: Keputusan pembelian

b. Predictors: (Constant), Kualitas produk, Lifestyle

Sumber : Hasil Peneliti dan Diolah, 2023

The results of statistical calculations show F count = 146.677 while Ftabel ($df_1 = k - 1 = 3 - 1 = 2$, while $df_2 = n - k = 65 - 3 = 62$, $\alpha = 5\%$) is 3.15, meaning that Fcount > Ftabel ($146.677 > 3.15$) is obtained with a significant value of 0.000. Because the value of Fhitung > Ftabel and a significant value of $0.000 < 0.05$. Because the significance value is below 0.05, it shows that together X1 (lifestyle) and X2 (product quality) have a significant influence on consumer purchasing decisions (Y) at Bandung Distro Manna South Bengkulu.

DISCUSSION

The Effect of Lifestyle (X₁) on Purchasing Decisions (Y)

Lifestyle has a significant influence on consumer purchasing decisions at Bandung Distro Manna South Bengkulu. This can be seen from the results of hypothesis testing because the significant value is less than 0.05. This means that the more lifestyle increases, the consumer purchasing decisions at Bandung Distro Manna South Bengkulu will also increase.

The results of this study are in line with the opinion of Sumarwan (2016: 173) that lifestyle is a person's life pattern in the world which is expressed in his activities, interests and opinions. Lifestyle describes a person's entire pattern of action and interaction. Lifestyle describes more about a person's behavior, namely how he lives using his money and utilizing his time in everyday life. Lifestyle has a different meaning from personality.

Based on the results of research on the influence of lifestyle on consumer purchasing decisions in buying clothes at Bandung Distro Manna South Bengkulu that lifestyle has a very strong influence on consumer purchasing decisions at Bandung Distro Manna South Bengkulu. Someone buys clothes because consumers need them in their daily lives, besides that consumers also buy clothes because they are consumer needs.

Effect of product quality (X₂) on purchasing decisions (Y)

Based on the results of the study, it can be seen that there is a positive and significant influence between product quality on consumer purchasing decisions at Bandung Distro Manna South Bengkulu because the significant value is smaller than 0.05. This illustrates that the better the quality of clothing products sold by Bandung Distro Manna South Bengkulu, the higher the consumer purchasing decisions at Bandung Distro Manna South Bengkulu.

The product quality variable has a significant influence on purchasing decisions. This is because the product quality of the clothes sold by Bandung Distro Manna South Bengkulu is considered good by consumers because distro clothing is clothing that is of great interest to men, especially teenagers. The clothes sold at Bandung Distro Manna South Bengkulu have well-known brands and are well known for their quality in the community.

A product is something that can be offered to the market for attention, ownership, use, or consumption in such a way as to satisfy desires and needs. If the store can provide the goods needed and desired by consumers, then the product influences consumer purchasing decisions (Sudaryono, 2016: 9). The product concept commonly used by manufacturers is that consumers will like the highest quality, best performing and most innovative products. Thus, many other companies have to spend a lot of energy to create these products in order to meet market needs and be able to make continuous improvements to consumers.

CONCLUSION

1. Lifestyle has a significant effect on consumer purchasing decisions at Bandung Distro Manna South Bengkulu, this is evidenced by the results of the t test showing the tcount value is greater than the ttable ($6.256 > 1.669$) and a significant value of $0.000 < 0.05$, meaning that H_0 is rejected and H_a is accepted.
2. Product quality has a significant effect on consumer purchasing decisions at Bandung Distro Manna South Bengkulu, this is evidenced by the results of the t test showing the tcount value is greater than the ttable ($4.477 > 1.669$) with a significant value of $0.000 < 0.05$, meaning H_0 is rejected and H_a is accepted.
3. Lifestyle (X₁) and product quality (X₂) together have a significant effect on consumer purchasing decisions (Y) at Bandung Distro Manna South Bengkulu, this is evidenced by the F test showing the value of Fhitung > Ftabel ($146.677 > 3.15$) with a significant value of 0.000.
4. The multiple regression results have the equation $Y = 7.005 + 0.512 (X_1) + 0.295 (X_2) + e$, because the direction of the regression is positive, it means that if the lifestyle and product quality increase, the purchasing decision at Bandung Distro Manna South Bengkulu will also

increase. Lifestyle has more influence than product quality on purchasing decisions because the lifestyle regression value of 0.512 is greater than the product quality regression value.

Suggestion

1. It is recommended to Bandung Distro Manna South Bengkulu to pay more attention to fashion trends because clothes that are trending will affect a person's lifestyle in buying clothes.
2. It is hoped that Bandung Distro Manna South Bengkulu will maintain the quality of clothing products that are considered good by consumers.

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