Lifestyle, Brand Image, Product Attributes and How They Affect on Purchasing Decisions

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Abstract

This study aims to determine the effect of lifestyle, brand image, and product attributes on purchasing decisions on Samsung Smartphone products in East Surabaya. The sample was 97 respondents. The instrument was questionnaire. It used the IBM SPSS 25 software to analyzed data. TBased on the results of the regression analysis, the equation was $Y=3{,}314+0.389X1+0.026X2+0.137X3+e$. Then, the result of the test showed that the data is valid and reliable. It was also no multicollinearity, heteroscedasticity, and normally distributed. The T-test showed that the Lifestyle (X1) had a t-count value of 2.875 and significant 0.005. whereas product attributes (X3) which had a t-count value of 2.677 with significance 0.009, which meant that the X1 and X2 variables affected purchasing decisions, while the Brand Image (X2) variable had no effect on Purchase Decisions because it had t value of 0.368 with a significance of 0.713. The results of F test, showed that the X1, X2, and X3 variables had a simultaneous effect on purchasing decisions with the F count result of 35,439 with significance of 0.000. Then, the results of the determination test was 51.8%.

Keywords:
Lifestyle, Brand Image, Product Attributes, Purchasing Decision

1. Introduction

In the era of globalization, communication tools have become one of the topics that are most often discussed by the world community. With the rapid development of communication technology, there have been many innovations that are present and useful for humans, one of which is the smartphone. The rapid development of technology and the high population followed by the increase in the graph of smartphone users have made Indonesia a strategic market for smartphone manufacturers around the world. There are many smartphone users in Indonesia and each person also uses a smartphone for different purposes, some use a smartphone for hobbies, work, supporting social needs, to following trends. One of the smartphones circulating in Indonesia is Samsung. Samsung is a smartphone brand from South Korea and is the market leader for the smartphone industry in Indonesia and several other countries. Samsung's position as a market leader in the smartphone industry cannot be separated from their expertise in seeing and understanding the lifestyle of the Indonesian people. In addition to lifestyle, one of the factors driving Samsung's position as a market leader for the industry is the brand image that they have which is already well entrenched in the hearts of consumers. Consumers also see a certain side of the product. Where is the company's ability to add value to their products through the product attributes they have to add market value and increase the percentage of product success. Based on this background, researchers are interested in raising a research topic with the title "The Influence of Lifestyle, Brand Image, and Product Attributes on Samsung Smartphone Purchase Decisions (Study on the East Surabaya Community)"

Based on this background, the problems to be examined are Brand Image, and Product Attributes affect purchasing decisions either partially or simultaneously.

1.1. Empirical Review

1. Research conducted by Malonda Deisy, Joyce Lapian, and Yunita Mandagie. With the title "Brand Image Analysis, Product Price, and Quality on Purchase Decisions for Samsung mobile phones at all cellular outlets in the Manado IT center". The results showed that brand image, product price and quality simultaneously affected the dependent variable, namely purchasing decisions, but partially the product quality variables had a significant effect on purchasing decisions, while the brand image and price variables had no significant effect.

2. Research conducted by Debora Kaharu, and Anindhyta Budiarti, with the title "The influence of lifestyle, promotion, and product quality on purchasing decisions on Cosmic Products." The test results show that lifestyle, promotion, and product quality variables have a significant and positive influence to purchasing decisions.

3. Research conducted by Umamatul Mufarrohah and Tri Yuniati, entitled "The effect of product attributes, hedonic motifs, and utilitarian motifs on purchasing decisions at Caffe Coffee Toffee Surabaya. The results of this study indicate that product attribute variables have a significant effect on purchasing decisions. Means, the higher the level of product attributes, the higher the purchase decision. And the test results of hedonic motives and ultitarian motives also show a significant influence on purchasing decisions.

1.2. Theoritical Review

1. Consumen Behavior

   a. Definition of Consumer Behavior

   According to Kotler & Keller (2012),, consumer behavior is the study of how individuals, groups, and organizations select, buy, use, and utilize goods, services, ideas, or experiences to satisfy their needs and wants.

   b. Factors That Influencing Consumer Behavior

   According to Setiadi (2019) Factors that influence consumer behavior include the following:

   Cultural factors, including culture, sub-culture, and social class. Social factors, including reference groups and family. Personal factors include, work, economic circumstances, lifestyle, personality and self-concept. Psychological factors include motivation, perception, and the learning process.

2. Lifestyle

   a. Definition Of Lifestyle

   According to Setiadi (2015), Lifestyle can be broadly defined as the way people spend their time (activities), what they consider important in their environment (interests), and what they think about themselves and the world around them (opinions). Lifestyle also reflects a person's social status and how they spend their time and resources.

   b. Lifesyle Indicators

   According to Priansa (2017), there are 3 lifestyle indicators, namely Activity, Interest, and Opinion

3. Product Attributes

   a. Definition of Product Attributes

   According to Tjiptono (2015:103), Product attributes are product elements that are considered important by customers and serve as the basis for decision making. Product attributes include brand, packaging, guarantee (warranty), service, and so on.

   b. Indicators of Product Attributes

   According to Kotler & Armstrong (2012:225) A product is usually followed by a series of attributes that accompany the product including several things, which include product quality, product features, product style and design, packaging, and product labels.

4. Brand Image

   a. Definition of Brand Image

   According to Shciffman & Wisenblit (2018) "brand image is the desired outcome of effective positioning is a distict "position" (or image) that the brand accupies in cusnomer mind"

   b. Indicators of Brand Image

   According to Keller (2013:97) The main dimensions that make up the image of a brand include brand identity, brand personality, brand associations, brand attitudes and behavior, and brand benefits and advantages.

5. Purchasing Decision

   a. Definition of Purchasing Decision

   According to Morissan (2010) The purchase decision is the next stage after the intention or desire to buy, but the purchase decision is not the same as the actual purchase (actual purchase).

   b. Indicators of Purchasing Decision

   According to Kotler & Keller (2016) In his book entitled Marketing Management Global Edition, Kotler mentions that there are 4 indicators of purchasing decisions, including stability in a product, habits in buying products, providing recommendations to others to make repeat purchases.

1.3. Relationship between variables

1. Relationship between Lifestyle and Purchasing Decision

According to Morissan (2010) The purchase decision is the next stage after the intention or desire to buy, but the purchase decision is not the same as the actual purchase (actual purchase). And according to Priansa (2017), There are two main factors that affect a person's lifestyle, namely internal factors and external factors.

From these two theories, there is a relationship between purchasing decisions and lifestyle. Because the influence of a decision is something that has been intended in advance, where intention is a personal or internal characteristic or factor that exists in a person. And the hypothesis that can be concluded are :

H1 : Lifestyle has an influence on Purchasing Decisions

2. Relationship between Brand Image and Purchasing Decision

According to Morissan (2010) the purchase decision is the next stage after the intention or desire to buy, but the purchase decision is not the same as the actual purchase (actual purchase). Meanwhile Ferrinadewi (2011:165), defines brand image as a reflection of consumer memory of its association with the brand. because brand image is a reflection of a customer's memory and purchase decisions arise when there is an intention or desire to buy the product he needs. And he hypothesis that can be conclude are :

H2 : Brand Image has an influene on Purchasing Decision

3. Realtionship between Product Attributes and Purchasing Decision

According to Tjiptono (2015:103), Product attributes are product elements that are considered important by customers and serve as the basis for decision making. Product attributes include brand, packaging, guarantee (warranty), service, and so on. And According to Kotler & Armstrong (2012), Product attributes are the development of a product or service involving the benefits that the product or service will offer. Of course, a product that has the desired attributes will encourage the emergence of a desire to buy in this case is a purchase decision. And the hypothesis that can be concluded are :

H3 : Product Attributes has an influence on Purchasing Decision

4. Purchasing Decision

According to Morissan (2010) The purchase decision is the next stage after the intention or desire to buy, but the purchase decision is not the same as the actual purchase (actual purchase). And the hypothesis that can be concluded are :

H4 : Lifestyle, Brand Image, and Product Attributes simultaneously affect Purchasing Decisions.

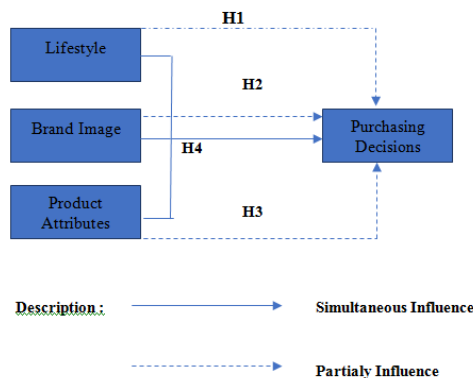### 1.4. Research Conceptual Framework

Figure 1: Research Conceptual Framework

2. Methodology

2.1. Research Approach

In this study, all the necessary data were collected using a survey approach using a questionnaire as an instrument of data collection carried out in this study

2.2. Research Location and Time Plan

The location of this research was carried out in the eastern Surabaya region covering the districts of Sukolilo, Mulyorejo, Kenjeran, Rungkut, Gubeng, Tambaksari, Tenggilis Mejoyo, and Gunung Anyar. This

research was conducted in the time span between May – July 2021. And for the overall time, if calculated from the beginning of the proposal writing, this research was conducted from March to June 2021.

1. Sample And Population
    a. Populations

    Sugiyono, in his book entitled Qualitative Quantitative Research states that, "Population is a generalization area consisting of objects/subjects that have certain qualities and characteristics determined by researchers to be studied and then drawn conclusions. Sugiyono (2011:80). And for the population in this study are Samsung Mobile users in the East Surabaya Region.
    b. Sample

    In this study, the sampling technique that researcher use is probability sampling by incidental sampling, which is a technique where the determination of the sample is determined by chance or anyone who happens to be met by the researcher and can be used as a sample, and if the person who happened to be met is suitable as a sample. data source. Calculation of the number of samples in this study using the Cochran formula and after the calculation, the number of samples obtained is 97 samples.

2. Research Variables

    According to Sugiyono (2013: 38) "Research variable is an attribute or nature or value of a person, object or activity that has a certain variation determined by the researcher to be studied and then drawn conclusions. The variables of this study consist of the independent variable and the dependent variable. The independent variable in this study is denoted by the letter X, and the dependent variable is denoted by the letter Y. The variables in this study are: Lifestyle (X1), Product Attributes (X2), Brand Image (X3) and Purchase Decision (Y).

3. Data types and sources

    The data used in this study is primary data. according to Sekaran & Bougle, (2017 : 130) primary data is data that "refers to information obtained directly (from first hand) by researchers related to variables of interest for certain purposes of the study". The data in this study were obtained through a questionnaire filled out by the research sample, namely the people of East Surabaya who had bought a Samsung brand smartphone.

4. Definition Of Operational Variables
    a. Lifestyle

    In simple terms, lifestyle is defined as the patterns and forces in which people live by spending their money and time (Keller, 2013:97). Lifestyle indicators are Activity (Activity), Interest (Interest), Opinion (Opinion).
    b. Brand Image

    According to Shciffman & Wisenblit (2018) Brand image is the desired result of effective positioning is the distinct "position" (or image) that the brand occupies in the customer's mind. Indicators include brand identity, brand personality, brand associations, brand behavior and attitudes, and brand benefits and advantages.
    c. Atribut Produk

    According to Tjiptono (2015:103), Product attributes are product elements that are considered important by customers and are used as the basis for making decisions, indicators include quality, product features, product style and design, packaging, and labels.
    d. Purchasing Decision

    According to Morissan (2010) The purchase decision is the next stage after the intention or desire to buy, but the purchase decision is not the same as the actual purchase (actual purchase). Indicators include stability, habits in buying products, providing recommendations to others, making repeat purchases.

5. Data Collection Technique

    In this study, data were collected through questionnaires given to respondents According to Sugiyono (2013 : 142) "Questionnaire is a data collection technique that is done by giving a set of questions or written statements to respondents to answer".

6. Measurement Scale Type

    In this study, the data measurement scale that the researcher uses is the Likert scale. Based on what Sugiyono (2013 : 93) said, "Likert scale is used to measure attitudes, opinions, and perceptions of a person or group of people about social phenomena"
    .
7. Data Analyze Technique

a. Validity Test

Validity test is used to measure the validity or validity of a questionnaire seen from the calculated r value. If r count r table, the instrument/question item is considered to have a significant correlation with the total score or is considered valid. However, if r count < r table then the correlation is considered low or invalid (Marzuki et al., 2020 : 62)

b. Realibility Test

Reliability was measured with the help of the SPSS 25 program which provides facilities to measure reliability with the Cronbach Alpha (α) statistic test. According to Nunally (1994) in Ghozali (2013:48) a construct or variable is said to be reliable if it gives a Cronbach Alpha value > 0.60

8. Classical Asumption Test

The classical assumption test is carried out so that the regression model used can provide representative results. Classical assumption test consists of:

a. Normality Test: The normality test aims to test whether in the regression model, the confounding or residual variables have a normal distribution.

b. Multilinearity Test: The multicollinearity test aims to test whether in a regression model there is a correlation between the independent variables.

c. Heteroscedasticity test: The heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from one observation residual to another observation

9. Hypothesis Test

a. T-test (Partial): The t-test statistic basically shows how far the influence of one explanatory or independent variable individually in explaining the variation of the dependent variable (Ghozali, 2013:99)

b. The F statistical test basically shows whether all independent or independent variables included in the model have a joint effect on the dependent or dependent variable (Ghozali, 2013:98).

10. Multiple Regression Analysis

According to Sunyoto (2014:139), Multiple regression analysis is an analysis used to determine the effect of two or more independent variables (X1,2,3……n) on the dependent variable (Y). This model is used because the researcher wants to know about lifestyle (X1), brand image (X2), and product attributes (X3) on purchasing decisions for Samsung mobile phones in East Surabaya.

11. Coefficient of Determination Test

The coefficient of determination ($R2$) essentially measures how far the model's ability to explain variations in the dependent variable is (Ghozali, 2013:97).

3. Result And Discussion

3.1. Result

1. Description of Research Result Data

The respondents are 97 people consisting of 36 men and 61 women. And consists of 28 people aged <20 years, 61 people aged 20-30 years, 8 people aged 31-40 years. Based on profession, the respondents consist of 24 private employees, 52 students, and 21 people who have other professions. For the domicile of the respondents, there are 4 people who live in Gubeng, 11 in Gunung Anyar, 25 in Mulyorejo, 11 in Rungkut, 30 in Sukolilo, 12 in Tambaksari, and 4 in Tenggilis Mejoyo.

2. Validity Test

The results of the validity test were carried out using 30 samples and in the calculations showed that all questions from the three variables of Lifestyle (X1), Brand Image (X2) and Product Attributes (X3) were valid with Pearson correlation values above rtable 0.361.

3. Realibility Test

Based on the calculation results, the Cronbach's alpha value for the Lifestyle variable is 0.880, Brand image is 0.643, product attributes are 0.835, and Purchase Decision is 0.842. From these results, all variables have results above 0.60, this shows that each question is able to obtain consistent and reliable data.

4. Classical Asumption Test

a. Normality Test

Figure 2 : Normality Test P-Plot

From the picture above, it can be seen in the normality p-plot curve that the points spread around the diagonal line and the distribution is not too far or wide. This states that the regression model is normally distributed..

b. Multikolinierity Test

Table 1. Multikolinierity test Result

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Lifestyle	0,690	1,449
	Brand Image	0,907	1,102
	Product Attributes	0,718	1,392

Source : IBM SPSS 25 Output

a. Dependent Variable: Purchasing Decision

From the table above, the tolerance and VIF results from the independent variables include: Lifestyle (X1) has a tolerance value of 0.690 and VIF 1.449, Brand Image (X2) has a tolerance value of 0.907 and VIF 1.102, and Product Attributes (X3) has a tolerance value of 0.718 and VIF 1.392 from these results, it can be concluded that, there is no correlation between the independent variables. This is evidenced by the tolerance value of none of the variables below 0.1 and the VIF value of the independent variable is not above 10, this means that this regression model does not have multicollinearity symptoms and can be used in research.

c. Heteroskedastisity Test

Table 2. Spearman Rho Heteroskedastisity Test Result

Variable	Sig	Description
Lifestyle (X1)	0,474	No Heteroskedastisity
Brand Image (X2)	0,828	No Heteroskedastisity
Product Attributes (X3)	0,993	No Heteroskedastisity

Source : IBM SPSS 25 Output

From table above, it can be seen that the results of the heteroscedasticity test in this regression model show the significance of each variable, including: Lifestyle (X1) 0.474, Brand Image (X2) 0.828, Product Attributes (X3) 0.993. Where there is no variable that has heteroscedasticity, as evidenced by the absence of variables that have a significance value below 0.05

5. Hypothesis Test
   a. Partial test (t test)

Table 3. T test Result

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,314	1,152		2,875	0,005
	Lifestyle (X1)	0,389	0,057	0,578	6,781	0,000
	Brand Image (X2)	0,026	0,070	0,027	0,368	0,713
	Product Attributes (X3)	0,137	0,051	0,224	2,677	0,009

Source : IBM SPSS 25 Output

Based on the results of the calculations on the t-test, it can be concluded that, Lifestyle and Attributes affect purchasing decisions because they have a t-count value above 1.985 and a significance below 0.05. While the Brand Image variable has no effect on purchasing decisions because it has a t count value that is less than t table and a significance above 0.05.

b. Simultaneous Test (F test)
After doing the F test on SPSS, it is known that the value of t count is 35.439, which means it is greater than the value of f table 2.70. And the result of the significance is 0.000 which means it is smaller than 0.05, it can be concluded that the variables of Lifestyle, Brand Image, and Product Attributes simultaneously affect the Purchase Decision Variable.

6. Multiple Regression Test
After testing the Multiple Linear Regression Analysis, the equation is obtained:
Y = 3.314 + 0.389X1 + 0.026 X2 + 0.137 X3 + e
Based on this regression equation, it can be seen that:
a. The regression coefficient value of the Lifestyle variable (b1) is 0.389, meaning that if the Lifestyle variable is increased by one unit, it will increase the Purchase Decision by 0.389.
b. The regression coefficient value of the Brand Image variable (b2) is 0.026, meaning that if the Brand Image variable is increased by one unit, it will increase the Purchase Decision by 0.026
c. The regression coefficient value of the Product Attribute variable (b3) is 0.137, meaning that if the product attribute variable is increased by one unit, it will increase the Purchase Decision by 0.137.

7. Coefficient of Determination Test
The Coefficient of Determination Test results show that the Adjusted R Square value obtained is 0.518. This means that the dependent variable of purchasing decisions can be explained by the independent variables of Lifestyle, Brand Image, and Product Attributes of 51.8%, the remaining 48.2% is explained by other variables outside of this research variable.

3.2. Discussion
Purchase decisions occur after the considerations made by someone. These considerations include many things, in this study for example, which discusses several variables that may have an influence on someone in making purchasing decisions such as Lifestyle, Brand Image, and Product Attributes. After testing based on the data obtained through the questionnaire, the research results showed that only the Lifestyle variable had an influence on purchasing decisions and this was in line with research conducted by Debora Kaharu, and Anindhyta Budiarti, with the title "The influence of lifestyle, promotion, and product quality on purchasing decisions on Cosmic Products."

And product attributes also have an influence on purchasing decisions after statistical testing using the IBM SPSS 25 program is also in line with previous research conducted by Ulamatul Mufarrohah and Tri Yuniati, entitled "The effect of product attributes, hedonic motives, and utilitarian motives on purchasing decisions at Caffe Coffee Toffee Surabaya. , while the brand image variable has no effect and this is in line with research conducted by Malonda Deisy, Joyce Lapian, and Yunita Mandagie. With the title "Brand Image Analysis, Product Price, and Quality on Purchase Decisions for Samsung mobile phones at all cellular outlets in the Manado IT center".

4. Conclusion And Suggestion

4.1. Conclusion

From the results of the above discussion, it can be concluded that

1. Lifestyle and product attributes affect purchasing decisions, while brand image has no effect. Which means H1 and H3 are accepted while H2 is rejected
2. Lifestyle is the variable that has the greatest influence on purchasing decisions among other variables.
3. Simultaneously, the variables of Lifestyle, Brand Image and Product Attributes affect purchasing decisions, which means H4 is accepted
4. The results of the coefficient of determination test show that the ability of the independent variable to explain the dependent variable is 51.8%, the rest is explained by other variables outside the study.

4.2. Suggestion

1. Suggestions For Samsung

Because the brand image variable shows no effect, then the Samsung company should pay more attention to what factors can improve the Samsung brand image in the eyes of customers so that purchasing decisions for Samsung products are getting bigger, and because lifestyle variables are the most dominant variables, Samsung should improve the use of its products in order to support the lifestyle of larger users such as hobbies, work, and others.

2. Suggestion for Academics

For academics and readers to expand research by considering other variables that influence purchasing decisions, for example location, price perception, brand satisfaction, brand trust, brand awareness, and promotion. In addition, further research can use different research techniques, for example by

qualitative. This difference will produce different data, which is expected to be more complete with observations and in-depth interviews.

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