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Lifestyle Analysis on Purchasing Decisions Through Price Perception as a Mediating Variable

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Abstract: Fashion is an inseparable part of daily appearance and style and every country has its own fashion and fashion is able to change the country's economy. The purpose of this study was to determine the effect of price perception on life style, to determine the effect of life style on purchasing decisions and to determine the effect of price perception in mediating the relationship between life style and purchasing decisions. The method used in this research is descriptive and associative method through quantitative approach. The population in this study were residents of Sukabumi City who use Uniqlo. The sample used in this study amounted to 200 people. The sample was taken based on Malhotra's theory, that a minimum communality of 0.5 must be estimated with a sample of at least 200. The research data used in this study include primary data and secondary data, namely observation, interviews, questionnaires, literature studies, and documentation. The results of this study *Lifestyle has a direct and significant effect on price perception on Uniqlo users in Sukabumi City. Price perception has a direct and significant effect on purchasing decisions for Uniqlo users in Sukabumi City. Price perception mediates the relationship between lifestyle and purchasing decisions for Uniqlo users in Sukabumi City.*

Keywords: Life Style, Price Perception, Purchase Decision

INTRODUCTION

In the current era of globalization, fashion trends are one of the needs of someone who wants to change their appearance because of the increasing needs of a person's lifestyle. So this is very influential on fashion brand products. Fashion manufacturers try to follow trends that develop not only on a national but also global scale. Fashion is experiencing rapid changes in trends, these changes make people's clothing trends increasingly changing (Hermawanto & Anggraini, 2020).

Fashion has become an inseparable part of daily appearance and style and every country has its own fashion and fashion can change the economy of the country. According to Euromonitor International, a market research provider, the fashion industry will experience a

7.5% increase in 2021-2022 to US\$1.84 billion in 2022 and a 6.1% growth in 2022-2023 to US\$1.95 billion in 2023 (International, 2022).

Changes in fashion behavior in this society have a significant impact on the fashion sector business in Indonesia, this can be seen by the increasing diversity of local and international brands with many fashion retail and distros popping up that offer various types of clothing categories. According to data from the Central Statistics Agency (BPS), in 2019 the clothing industry grew by 18.51%, the second highest. On the other hand, the development of the fashion industry in Indonesia is able to contribute around 18.01% or Rp 116 trillion (CNBC, 2019), including fast fashion. Competition between fast fashion brands, namely Zara, H&M and Uniqlo, is getting tighter. These three fast fashion brands are the most popular brands in Indonesia (Arman, 2020). This opportunity has resulted in the emergence of various clothing brands in Indonesia, both local and international brands, with this situation being able to result in competition for clothing brands for similar businesses that want to dominate the market.

Purchasing decision is a consumer action where consumers cooperate with the consumption of products or services needed (Rahmah, Asep & Deni, 2020). One of the purchasing decisions occurs because consumers already have a value for a brand. This value will represent how consumers remember brands with good, unique and strong values (Ramdan, et al, 2020). The process of making purchasing decisions is an important thing to do in achieving the desired goals (Rostianto et al, 2019). The purchasing decision process is the steps that consumers go through before finally actually purchasing a product to how their experience is after using the product (Mulia et al., 2019). Companies must be able to understand the consumer purchasing decision process, especially in online businesses they must be able to be extra in understanding what consumers want. Purchasing decisions can cause a decrease in sales levels. Consumers will buy and choose products based on the needs and lifestyle that arise in themselves. Everyone will buy and use fashion according to their wishes. In making purchases, consumers cannot be separated from considering various factors such as price perceptions, appearance and style, customer reviews, and customer trust in the product itself. Purchasing decisions drive how the decision-making process is. This encourages consumers to buy (Dewi, Nurul & Muslihat, 2022). The purchasing decision process is the steps that consumers go through before finally actually purchasing a product to how their experience is after using the product (Mulia et al., 2019).

Price perception is the perception of price regarding how price information is understood by consumers and made meaningful to them and in previous research conducted by (Rachmawati et al., 2019) can have a significant positive effect on purchasing decisions. Price perception is important because it has a direct effect on influencing consumer behavior in making purchasing decisions. In research (Kim et al., 2012) price perception shows that it does not have a significant influence on purchasing decisions.

A person's lifestyle affects a person's interest in a product so that it can lead to a desire to buy a product which will later lead to a purchase. Actually, lifestyle is a reflection of the problems that actually exist in the minds of customers which tend to be related to a person's emotions and psychology. It is related to self-concept (self concept) The individual believes that these products will allow them to express what image will attract people's attention.

The decline in the ranking of one of the well-known fashion brands in 2021, which caused it to lag far behind its competitors, is based on problems related to purchasing decisions, which shows that there are still problems related to making purchasing decisions for the brand, it is said that it is still not as expected. According to Samad & Wibowo (2016) basically that a decision in choosing a product or service is in the hands of consumers, because it is a process of assessing and accepting brand issues, consumers will consider other brands so that the results that consumers will choose are the brands they need or want. Consumers will make judgments in other ways about the brand to be purchased to gain confidence in the brand that consumers

want or need, such as the conditions and costs of the brand needed. Therefore, Fast Retailing companies are trying to survive in carrying out the strategy undertaken by well-known Fashion Brands, namely price perception. Factors that can influence purchasing decisions include lifestyle and price perception.

In previous research conducted by Oktavia & Harahab (2021), it can be concluded that lifestyle significantly influences purchasing decisions. Research (Hanifah & Suhermin, 2017) concluded that lifestyle has a positive and significant influence on purchasing decisions. The results of research conducted in previous studies conducted by studies on the effect of price on purchasing decisions have been conducted by (Setiawan et al., 2016). Price perception is important because it has a direct effect on influencing consumer behavior in making purchasing decisions. Although they use the independent variable price and the dependent variable purchasing decisions, the conclusions are different. (Setiawan et al., 2016) concluded that price has an effect on purchasing decisions. This contradicts research conducted by (Kurniawan & Astuti, 2012) that price has no effect on purchasing decisions. This study aims to determine the description and influence of *lifestyle*, *price perception*, on purchasing decisions for consumers of well-known fashion brands in Sukabumi City.

METHODS

The objects in this study are *lifestyle*, *price perception* and purchasing decisions. *The* population in this study were residents of Sukabumi City who were interested in making repeated purchases at shopee. This research uses quantitative research methods with *structural equation modeling* (SEM) data analysis techniques. Sampling in this study was conducted randomly or randomly through *probability sampling* techniques in each village used as a population in the study based on repeated purchase interest in shopee. Therefore, the sample used in the study was 200 residents of Sukabumi City who used a well-known Fashion Brand. This research uses AMOS 22 software. This research uses primary and secondary data collection methods. Primary data sources were obtained from observations, questionnaires and interviews obtained during the research. While secondary data was obtained from literature study, documentation and data analysis.

RESULTS AND DISCUSSION

Results

Researchers obtained 200 respondents who had filled out a questionnaire in this study. Below are the results of data processing that has been carried out by researchers.

Confirmatory Factor Analysis Test of Exogenous Constructs

1. Confirmatory Factor Analysis Results Exogenous Construct Lifestyle (X1)

Table 1. Results of Confirmatory Factor Analysis of Exogenous Constructs of Lifestyle

	Dimensio ns	Loading Factor	Standard Loading	Measurement Error	CR	AVE
X1.1		0,895	0,801	0,199		
X1.2	0,991	0,891	0,794	0,206		
X1.3		0,933	0,870	0,130		
X1.4		0,940	0,884	0,116	0,981	0,852
X1.5	0,980	0,912	0,832	0,168		
X1.6		0,940	0,884	0,116		
X1.7		0,928	0,861	0,139		
X1.8	0,969	0,933	0,870	0,130		
X1.9		0,935	0,874	0,126		
Total		8,307	7,670	1,330		

Source: Data processed by researchers, 2024

Based on the results of data processing, the loading factor value of 0.991 is obtained in the activity dimension, the interest dimension obtains a loading factor value of 0.980 and the opinion dimension with a value of 0.969. Based on the data in the table, it can be concluded that all indicators on the exogenous construct, namely the Lifestyle variable, are declared valid, this is based on all Loading Factor values in the validity test results showing a value of > 0.5 ,

Based on the test results, the *Construct Reliability* (CR) value ≥ 0.70 and the *Variance Extracted* (AVE) value ≥ 0.50 , where the *Lifestyle* variable can be declared reliable with a Construct Reliability (CR) value of $0.981 \geq 0.70$ and a Variance Extracted (AVE) value of $0.852 \geq 0.50$. This means that the lifestyle value has consistency from time to time.

2. Confirmatory Factor Analysis Results Endogenous Constructs Price Perception (X2), Purchase Decision (Y)

Table 2. Confirmatory Factor Analysis Results Endogenous Price Perception (X2) Constructs, Purchase Decision (Y)

Dimensions	Loading Factor	Standard Loading	Measurement Error	CR	AVE
X2.1		0,892	0,796		
X2.2	0,930	0,929	0,863		
X2.3		0,925	0,856		
X2.4		0,873	0,762	0,982	0,856
X2.5	0,933	0,955	0,912		

Source: Data processed by researchers, 2024

Based on the results of data processing, the loading factor value of the *perceived worth* dimension is obtained with a loading factor value of 0.989. Then followed by the *price evaluation dimension* which has a loading factor value of 0.933, and the *price acceptance* dimension with a loading factor value of 0.930. In the purchasing decision variable in the product choice dimension with a value at a loading factor of 0.998. Then followed by the dimension of brand choice which has a loading factor value of 0.987, the dimension of purchase time with a loading factor value of 0.963, the dimension of choice of distributor with a loading factor value of 0.949, the dimension of the number of purchases with a loading factor value of 0.913 and the dimension of the payment method with a loading factor value of 0.880 and accuracy in choosing a payment method with a value on the loading factor of 0.921. Based on this data, it can be concluded that all indicators on the exogenous construct, namely the Lifestyle variable, are declared valid, this is based on all Loading Factor values in the validity test results showing a value of > 0.5 ,

Based on the test results, the *Construct Reliability* (CR) value ≥ 0.70 and the *Variance Extracted* (AVE) value ≥ 0.50 , where the *price perception* variable can be declared reliable with a construct reliability (CR) value of $0.982 \geq 0.70$ and a variance extracted (AVE) value of $0.856 \geq 0.50$. Then, the purchase decision variable is declared reliable with a construct reliability (CR) value of $0.989 \geq 0.70$ and an extracted variance value (AVE) of $0.830 \geq 0.50$. This means, the lifestyle value has consistency from time to time.

Hypothesis Test

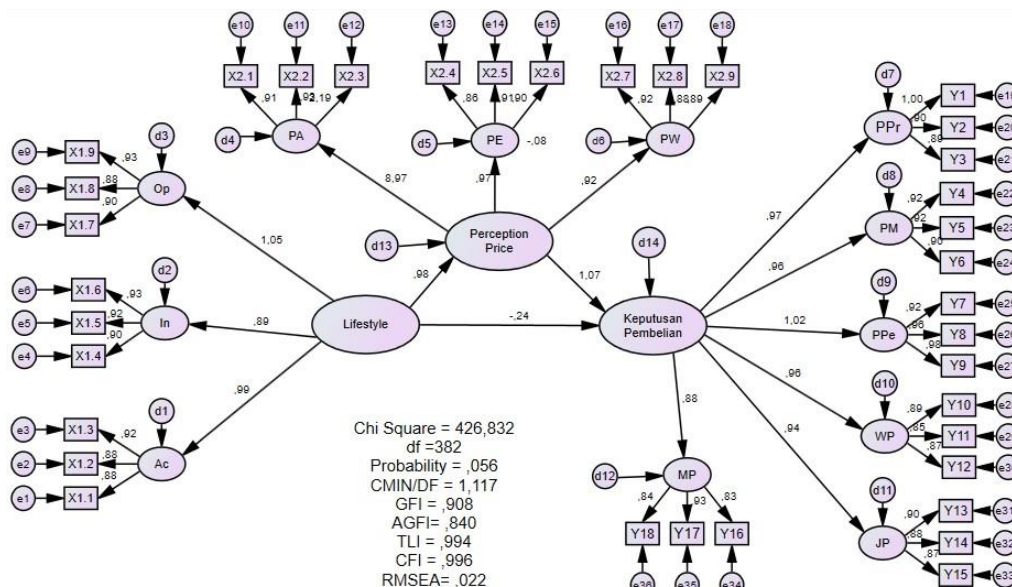


Figure 1. Overall Measurement Model

Based on the figure, the overall CFA model fit test for all constructs has a good level of fit. The estimation results of confirmatory factor analysis (CFA) can be seen by researchers using AMOS version 24 software which shows the Chi Square result of 426.832 with a probability value of $0.056 \geq 0.05$. The CMIN / DF value shows the result of $1.117 \leq 2.00$. The GFI value shows the result of $0.908 \leq 0.90$. The AGFI value shows the result of $0.840 < 0.90$. The TLI value shows a result of $0.994 > 0.95$. The CFI value shows the result of $0.996 > 0.95$. Then the RMSEA value shows $0.022 < 0.080$. Thus it can be concluded that the overall research model has met the criteria to be used further in the structural model analysis to test the hypothesis.

Table 3. SEM Hypothesis Testing

HYPOTHESIS TEST						
Hypothesis	Standard Estimate	Estimate	S.E.	C.R.	P	Conclusion
Lifestyle → Price Perception	0,983	9,442	2,179	4,334	***	Supported
Price Perception → Purchase Decision	0,989	0,117	0,029	4,095	***	Supported
Lifestyle → Purchase Decision	-0,237	-0,249	0,157	-1,589	***	Supported
Lifestyle → Price Perception → Purchase Decision		Mediation Test		Z VALUE = 2.953 > 1.97		Mediation Part
Testing Goodness of Fit (GOF) Results						
	Cut of Value	Results			Conclusion	
Chisquare	Expectedly Small	426,832			Fit	
Probability	$\geq 0,05$	0,05	6		Fit	
CMIN/DF	$\leq 2,00$	1,117			Fit	
RMSEA	$\leq 0,08$	0,022			Fit	
GFI	$\geq 0,90$	0,908			Fit	
AGFI	$\geq 0,90$	0,840			Marginal	
TLI	$\geq 0,95$	0,994			Fit	
CFI	$\geq 0,95$	0,996			Fit	
Effect Testing						
	Direct	Indirect			Total	

Source: Data processed by researchers, 2024 (using AMOS 22 software)

a. Hypothesis 1

The critical ratio (C.R.) value of the Lifestyle variable on Purchasing Decisions is $-1.589 < 1.96$ (t table with a significance level of 5% is 1.96) with the probability that appears is three stars (***) which means it has a value of 0.000 which is smaller than 0.05. So it can be seen that the Lifestyle variable has an insignificant influence on Purchasing Decisions. Based on this, it can be concluded that Hypothesis 1 cannot be accepted, namely "there is a significant influence between Lifestyle on Purchasing Decisions". This is in line with research conducted by Kurniawan & Astuti (2021) which states that Lifestyle has a negative and insignificant effect on Purchasing Decisions.

b. Hypothesis 2

The critical ratio (C.R.) value on the Price Perception variable on Purchasing Decisions is $4.095 > 1.96$ (t table with a significance level of 5% is 1.96) with the probability that appears, namely three stars (***) which means it has a value of 0.000 which is smaller than 0.05. So it can be seen that the Price Perception variable has a significant influence on Purchasing Decisions. Based on this, it can be concluded that Hypothesis 2 can be accepted, namely "there is a significant influence between Price Perception on Purchasing Decisions". This is in line with research conducted by Setiawan et al. (2016) suggests that price perception has a positive and significant effect on purchasing decisions.

c. Hypothesis 3

Based on the results of calculations that have been carried out using Daniel Sopier's sobel test, it can be seen that the results show a value of 2.953 or greater than the z table with a significance level of 5% or 1.97. For this reason, it can be concluded that hypothesis 3 can be accepted, namely "there is an effect of Price Perception in mediating the relationship between Lifestyle and Purchasing Decisions".

DISCUSSION

Hypothesis testing can be seen from the regression weight table in AMOS version 22 software. In the test results, it can be seen that the critical ratio (CR) value in hypothesis testing between lifestyle variables on price perception shows a value of $4.334 > 1.97$ (t table value at $\alpha = 5\%$). Based on the results of hypothesis testing, it shows that there is a significant influence between lifestyle on price perception. This is in line with research conducted by Fahira et al., (2022) and Azka et al., (2024) suggest that lifestyle has a positive and significant effect on price perception. Based on this, it can be interpreted that "The Uniqlo company in an effort to increase good price perception in Uniqlo users requires good lifestyle effectiveness which can be formed by several supporting dimensions, namely activity, interest, and opinion". To increase the effectiveness of a good lifestyle, a company must be able to create a lifestyle related to the dimensions of activity, interest and opinion such as increasing product strategies and innovations that give an attractive impression and a sense of comfort to Uniqlo products.

Hypothesis testing can be seen from the regression weight table in the AMOS version 22 software. In the test results table, it can be seen that the critical ratio (CR) value in hypothesis testing between the price perception variable and purchasing decisions shows a value of $4.095 > 1.97$ (t table value at $\alpha = 5\%$). Based on the results of hypothesis testing, it shows that there is a significant influence between price perception on purchasing decisions. This is in line with research conducted by Setiawan et al., (2016) which states that price perception has a significant effect on purchasing decisions. Based on this, it can be interpreted that "Uniqlo in an effort to attract buyer decisions for Uniqlo users must be able to create a price perception that can be felt by Uniqlo users, so that Uniqlo users will be interested in making purchasing decisions for Uniqlo products". A good price perception can be built by providing the best

product price according to quality and providing comfort at the price offered to consumers so that it can provide a good experience and satisfaction to consumers so that it can attract consumers to make purchasing decisions for the product or brand itself.

The results of this thesis research found that lifestyle on Uniqlo users in Sukabumi has no significant and indirect effect on purchasing decisions. This was found because lifestyle on purchasing decisions has a low value of 0.092 with a negative C.R of $-1.589 < 1.96$ (5% significance) which means it does not have a significant effect. Referring to this, it can be stated that lifestyle needs to synergize with price perception in improving purchasing decisions for Uniqlo users in Sukabumi City. In essence, lifestyle does not necessarily have an impact on purchasing decisions, but needs to be accompanied by an increase in price perception.

Referring to the results of this study, it was found that lifestyle has a significant effect on price perception and price perception has an effect on purchasing decisions. This finding indicates the importance of attraction to products arising from lifestyle so that it creates a price perception in Uniqlo users which in turn has an impact on purchasing decisions.

This can be seen from hypothesis testing from the regression weight table in AMOS version 22 software. In Table 4.4, it can be seen that the critical ratio (CR) value in hypothesis testing between lifestyle variables on purchasing decisions shows a value of $-1.589 < 1.97$ (t table value at $\alpha = 5\%$). Based on the results of hypothesis testing, it shows that there is no significant influence between lifestyle on purchasing decisions.

Then based on Daniel Soper's sobel test calculator which is used to test the effect of mediation in this study. It can be seen and known in the statistical data results t count shows a value of $2.953 > 1.97$ with a significance level of 5%. This shows that in this study price perception mediates the relationship between lifestyle and purchasing decisions.

Based on the information above, it can be seen that the mediating effect of price perception in the relationship between lifestyle and purchasing decisions is greater, namely 2.953 compared to the direct effect of lifestyle on purchasing decisions, namely -1.589. Based on this, it can be concluded that the relationship between lifestyle and purchasing decisions will be more effective if mediated by price perception. Based on this, it can be concluded that price perception is strong enough to mediate the relationship between lifestyle and purchasing decisions. To increase purchasing decisions for Uniqlo users, the company first builds a good price perception in the eyes of Uniqlo users, after that building a lifestyle carried out by Uniqlo will more effectively increase purchasing decisions.

CONCLUSIONS

Based on the research that has been done by researchers regarding the analysis of Lifestyle on Purchasing Decisions through Price Perception as a mediating variable, the following conclusions can be drawn:

Lifestyle has a direct and significant effect on price perception among users of the Famous Fashion Brand in Sukabumi City. This means that the Famous Fashion Brand in an effort to build a good price perception in the eyes of users of the Famous Fashion Brand requires good lifestyle effectiveness which can be formed by several supporting dimensions, namely activity, interest and opinion.

Price perception has a direct and significant effect on purchasing decisions for users of Brand Fashion Ternama in Sukabumi City. This means that Brand Fashion Ternama in an effort to create purchasing decisions for users of Brand Fashion Ternama must be able to create a price perception that can be felt by users of Brand Fashion Ternama, so that users of Brand Fashion Ternama will be interested in making purchasing decisions on Brand Fashion Ternama products.

Price perception mediates the relationship between lifestyle and purchasing decisions for users of well-known fashion brands in Sukabumi City. This shows that to increase

purchasing decisions for well-known fashion brands, companies first build a good price perception in the eyes of users of well-known fashion brands, after that the lifestyle activities created by well-known fashion brands will be more effective in attracting consumer purchasing decisions.

Researchers hope that this research on lifestyle analysis of purchasing decisions through price perception as a mediating variable can add information and can develop knowledge in the field of marketing management regarding lifestyle, price perception and purchasing decisions. The findings in this study indicate that price perception mediates the relationship between lifestyle and purchasing decisions and can provide a new perspective in business administration science, especially in the concentration of marketing management. Researchers hope that due to the limitations in this study, future research can expand the research subjects so that the results obtained can be more generalized and can add or use new theories, so that the theories used are more up to date and can keep up with the times, and can use other research methods so that the research results are more accurate and more varied.

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