

THE INFLUENCE OF SOCIAL AND LIFESTYLE FACTORS ON PRODUCT PURCHASE DECISIONS AT CENTRAL FASHION KISARAN, ASAHAN, NORTH SUMATERA

By Heni Subagiharti

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**THE INFLUENCE OF SOCIAL AND LIFESTYLE FACTORS ON
PRODUCT PURCHASE DECISIONS AT CENTRAL FASHION
KISARAN, ASAHAN, NORTH SUMATERA**

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ABSTRACT

This study aims to determine and analyze how much influence social factors and lifestyle on product purchasing decisions on the Central Fashion Range of Asahan. The study was conducted on 50 samples, where the determination of the sample used was accidental sampling. The results showed that social factors (X1), and lifestyle factors (X2) together had a positive influence on purchasing decisions on the Central Fashion Range. This can be seen from the results of the regression equation, where $Y = 0.336 + 0.280 X1 + 0.2686 X2 + e$. Based on the results of the F test it can be seen that social factors and lifestyle factors have a significant influence on product purchasing decisions with a significance level of 0,000 or 0%. Based on a partial test (t), all variables have a significant influence on purchasing decisions for fashion products with a significant level for social factors of 4.199 or 4.19%, and lifestyle factors of 4.523 or 4.52%; Of the 5 variables that influence purchasing decisions for Central Fashion Range Asahan products, the most dominant variable is the lifestyle factor variable because it has a tcount of 4.523 greater than the social factor, with the required significance.

Keywords: Social Factors, Lifestyle, Purchase, Decision, Central Fashion, Asahan

INTRODUCTION

Indonesian people like to pay attention to fashion trends and their accessories. Lifestyle like this results in high demand for fashion products. This situation encourages retail entrepreneurs to really understand what consumers want, now trying to develop their business en masse. The behavior of Indonesian people that easily absorbs the latest fashion trends is a great opportunity for fashion businesses. The clothing and accessories industry is part of the fashion industry that starts from cultural activities that become a lifestyle in urban areas, then gives birth to products supporting these activities for its community itself, which then led to the development of a business engaged in fashion, one of the things that became an indicator of the cause was that the marketing policies made by retailers were still ineffective in influencing their target consumers and stimulating or increasing planned and good purchases or impulsive. The stimulus that this retailer wants to give to his customers must keep abreast of the trends of his consumers.

Women as one of the objects and subjects of the development of trends and fashion, are potential marketing objects for fashion retailers. Nowadays women are classified into several groups, namely domestic workers and career women. Domestic worker women are domestic women who only work looking after children, do housework and do not earn their own income. To meet their material needs they depend on men as breadwinners. While career

women are women who have jobs, positions and income so that they have the ability to manage themselves financially.

Women who work as domestic workers or work in the informal sector are not too concerned about their appearance, because they do not have much contact with the outside world that requires them to look attractive and neat. Instead, career women who have to deal with the public need clothing and accessories to support their appearance. For career women who work in offices or who are associated with many people, the appearance of dress is the most important thing to consider so that the appearance looks more presentable and attractive. The products they need include clothing, accessories, bags, shoes and sunglasses.

Nowadays bags are one of the needs of career women. In various market brands or bag brands can be a choice for career women to carry out their work activities. As the development of fashion trends, bags have a variety of model shapes and colors. Some world-class designers such as Hermes, Gucci, Louis Vuitton, to Marc Jacobs launched bags for all needs. The price of bags offered by world-class bag designers varies with prices ranging from tens to hundreds of millions of rupiah.

Now this development in various business sectors is growing rapidly. This is evidenced by the many emerging new businesses. This ²² realized because of the increasing needs of the community for diverse products consumed both in terms of quality and quantity. This is done by the community to make it look more trendy and not outdated, especially by women. The availability of diverse products can be used in meeting the needs of a consumer. The company is always faced with a lot of competition. The competition occurs because of the many similar companies when carrying out their business activities, in addition to that many companies also take advantage of these market opportunities to benefit their companies. Companies usually implement marketing strategies for their products using the analytical references they make.

Analysis conducted by the company can be adjusted to the condition of the current business environment, both internal and external environment of the company. Companies that want to succeed in running a business will definitely do marketing research, The study of marketing management science states that good companies should conduct research for products that are launched into the market. This is done to identify the extent of the response of the public to a product that has been marketed, so they can know the weaknesses and strengths that shape the impressions and perceptions of the public or consumers of the product.

Now many businesses have emerged. One of them is Central Store as the object of this research. Central Store is one of the shops in Asahan Regency. The shop, located in downtown Kisaran, is engaged in selling clothing, bags, shoes, accessories and equipment for women and men. In addition, this shop has innovation and creativity in designing space to attract consumers to want to buy products at the venue. Almost every day many consumers come to the ¹⁴ore. This shop is also able to compete with boutiques or other stores in Asahan Regency. Based on the above phenomenon, the authors conducted a study entitled "The Effect of Social and Lifestyle Factors on Purchasing Decisions of Central Fashion Products in the Asahan Range".

METHODS

This study is a study of the total sample of all students of class IX in the second semester of MTS ²¹ Asahan in the 2018/2019 academic year with 48 students divided into 2 classes, namely class IX-A and class IX-B. Class IX-A and class IX-B each have 24

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students. This research is an experimental research with descriptive data analysis. This research data is quantitative data that is data in the form of students' understanding of mathematical concepts obtained through concept understanding tests conducted after the subject. The test instrument used is a test item that has been declared valid by a mathematician. After being tested the test results are measured by the level of test reliability. After calculation, $r_{11} = 0.8299$ is obtained so that the reliability of the test instrument is said to be high.

Data understanding of students' concepts is obtained from the results of formative test assessments conducted by students. Students are said to have finished learning if the value obtained (X) ≥ 65 of the maximum score. After the data is obtained, then a calculation is performed to find the percentage of students who have finished learning. Learning mathematics with a contextual approach is said to be effective if the learning can achieve indicators of success with at least 70% of students complete.

In this study the decision to purchase fashion products includes changes in consumer behavior arising from tastes. Most human behavior is the result of learning, a description of the thoughts adopted by someone about the description of fashion. Consumer confidence in fashion is what influences their purchasing decisions on fashion products, while consumer attitudes are evaluations, emotional feelings, and propensity for actions that are beneficial or unprofitable and last long on someone towards certain objects in buying fashion products

RESULTS AND DISCUSSION

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The validity test is used to test the accuracy of the measuring device to reveal the concept of the symptoms / items being measured. Questionnaire items are declared valid if the value $r_{count} > r_{table} (n-2)$. Complete validity testing can be seen in table 1 below:

Table 1 Validity Test Results

NO	Variable/Indicator	R_{count}	r_{table}	note
Social Factor (X_1)				
1	1	0,775	0,188	Valid
2	2	0,774	0,188	Valid
3	3	0,626	0,188	Valid
4	4	0,776	0,188	Valid
Lifestyle Factor (X_2)				
1	1	0,818	0,188	Valid
2	2	0,789	0,188	Valid
3	3	0,711	0,188	Valid
4	4	0,664	0,188	Valid
5	5	0,737	0,188	Valid
Descision (Y)				
1	1	0,690	0,188	Valid
2	2	0,845	0,188	Valid
3	3	0,822	0,188	Valid
4	4	0,614	0,188	Valid
5	5	0,710	0,188	Valid
6	6	0,752	0,188	Valid

Source : Primary Data Processed, 2019

In Table 1, it can be seen that the correlation between each indicator to the total construct score of each variable shows a significant result, and indicates that $r_{count} > r_{table}$. So it can be concluded that all question items are declared valid. The results of the reliability test in this study can be seen as follows:

Table 2 Reliability Test Results

Variable	Cronbach Alpha	Reliability Limits	Note
Social Factor	0,811	0,60	Reliabel
Lifestyle Factor	0,612	0,60	Reliabel
Purchase Decision	0,717	0,60	Reliabel

Source : Primary Data Processed, 2020

The results of the reliability test in Table 2 above show that the alpha coefficient of the variables studied shows mixed results and the variables produce a Cronbach Alpha value greater than 0. Thus it can be concluded that the measuring instruments used in this study are reliable. Based on the results of research involving 50 respondents, below the authors present the characteristics of the respondents which can be seen in the table below:

1. Respondent Education

Table 3. Classification of Respondents Based on Education Level

Education Level	Total	Percentage 100%
Senior High School	15	14
Bachelor	35	86
Total	50	100

Source : Primary Data Processed, 2020

The table of this research shows that the majority of the respondents' education level was undergraduate as many as 35 people or 86% while the rest were those who had high school education as many as 15 people or 13%. This study uses a linear regression analysis model to prove the research hypothesis. The statistical calculation in the multiple linear regression analysis used in this study to use the SPSS program where the processing results in this study are shown in the table as follows:

Table 4. Results of Multiple Linear Regression Analysis Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-.336	1.196		-.280	.780
Social factor	.280	.067	.326	4.199	.000
Lifestyle Factor	.286	.063	.342	4.523	.000
Purchase Decision	.352	.084	.319	4.165	.000

Dependent Variable: Purchase Decision

The regression equation model that can be written from these results in the form of a standard form regression equation is as follows:

$$Y = 0,336 + 0,280 X1 + 0,286 X2 + e$$

The regression equation can be explained as follows:

The variable regression coefficient X1 (social factor), X2 (lifestyle factor) is obtained as having a positive coefficient sign. This means that the influence of social factors and lifestyle factors will increase consumer purchasing decisions.

11 CONCLUSION

From the results of the research conducted in the previous chapter, the following conclusion can be drawn: (1) Regression equation, namely social factors and lifestyle factors, has a positive effect on product purchasing decisions. From the results of the regression coefficients obtained showed that lifestyle variables became the biggest factor influencing product purchasing decisions, (2) Of the two variables that influence purchasing decisions for fashion products in the Central Fashion Range, the most dominant variable is the lifestyle factor variable. Based on the results of the t test, lifestyle factor variables have a tcount (4,523) greater than social factors, with the required significance.

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