



Influence of Lifestyle and Prices Regarding Purchasing Decisions at UD Putra TS Majalengka

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Lifestyle is one of the driving factors for someone to make purchasing decisions. Apart from lifestyle, price and product quality are also influences in purchasing decisions. So it is very important for marketers to understand and study consumer behavior to create sales strategies. This research aims to determine the influence of lifestyle and price both partially and simultaneously on purchasing decisions at UD Putra TS Majalengka. The method used in this research is a descriptive and verification research method with a sample of 96 people who are consumers who come to the UD Putra TS Majalengka, and uses multiple linear regression analysis to determine the mathematical model, product moment (Pearson) correlation analysis, to calculate the level of the closeness of the relationship of determination analysis to determine the effect. To make data processing easier, the author uses SPSS for window software version 25.0. The results obtained show that lifestyle and price have a very strong and positive relationship with purchasing decisions, namely with a correlation of 0.801, while the magnitude of the influence on purchasing decisions is 64.2% as measured using the coefficient of determination formula. based on hypothesis testing, lifestyle and price together have a positive and significant effect on purchasing decisions. Because the value of $F_{count} (83.432) > F_{table} (3.09)$, so H_0 is rejected and H_a is accepted.

Keywords: Lifestyle; Price; Purchasing Decisions.

Gaya hidup adalah salah satu faktor pendorong bagi seseorang untuk membuat keputusan pembelian. Selain gaya hidup, harga dan kualitas produk juga memengaruhi keputusan pembelian. Oleh karena itu, sangat penting bagi pemasar untuk memahami dan mempelajari perilaku konsumen untuk menciptakan strategi penjualan. Penelitian ini bertujuan untuk mengetahui pengaruh gaya hidup dan harga baik secara parsial maupun simultan terhadap keputusan pembelian di UD Putra TS Majalengka. Metode yang digunakan dalam penelitian ini adalah metode penelitian deskriptif dan verifikatif dengan sampel sebanyak 96 orang yang merupakan konsumen yang datang ke UD Putra TS Majalengka, serta menggunakan analisis regresi linier berganda untuk menentukan model matematis, analisis korelasi product moment (Pearson) untuk menghitung tingkat keeratan hubungan, analisis determinasi untuk mengetahui pengaruhnya. Untuk mempermudah proses pengolahan data, penulis menggunakan perangkat lunak SPSS for Windows versi 25.0. Hasil yang diperoleh menunjukkan bahwa gaya hidup dan harga memiliki hubungan yang sangat kuat dan positif terhadap keputusan pembelian, yaitu dengan korelasi sebesar 0,801, sedangkan besarnya pengaruh terhadap keputusan pembelian adalah 64,2% yang diukur menggunakan rumus koefisien determinasi. Berdasarkan uji hipotesis, gaya hidup dan harga secara bersama-sama memiliki pengaruh positif dan signifikan terhadap keputusan pembelian. Karena nilai F hitung ($83,432$) $>$ F tabel ($3,09$), maka H_0 ditolak dan H_a diterima.

Keywords: Gaya Hidup; Harga; Keputusan Pembelian.

Facing an increasingly modern world in terms of progress in community life, there are many new needs in society that have high mobility in everyday life, resulting in many fashionable community lifestyles today. In terms of consumer needs, it has led to a modern lifestyle which will then determine the choices of goods and services that will be consumed and then will make someone change into a consumer. Consumers generally prefer creative and innovative products, thus requiring a company to be able to create a different product that can be seen in terms of the physical form and function of the product. In addition to price, lifestyle is one of the determinants for consumers to buy a product/service. This fact can be used as an opportunity by companies by determining the right segment to market products/services. Determining the market segments to be entered will determine the achievement of the company's targets. According to Mahanani (2018), the increasingly high lifestyle of society is also one of the influences for society to consider purchasing decisions for a product. Today's lifestyle is greatly influenced by modernization in various fields, thus encouraging society to make adjustments by following the developments that occur. Based on the background above, the author conducted research at UD Putra TS Majalengka, by taking the research title: " The Influence of Lifestyle and Price on Purchasing Decisions at UD Putra TS Majalengka ". Kotler and Keller (2019) state that the definition of lifestyle is "A person's pattern of life in the world expressed in their activities, interests, and opinions. Lifestyle describes the whole person in interacting with their environment. Lifestyle describes the whole pattern of a person in acting and interacting in the world." The definition of lifestyle according to Setiadi (2018) is as follows: "Expressing lifestyle as human interest in various goods is influenced by their lifestyle and the goods they buy reflect that lifestyle" According to Kotler (2021) said: "Lifestyle is broadly defined as a person's pattern of life in the world expressed in their activities, interests and opinions. Lifestyle describes the whole person interacting with their environment."

Meanwhile, according to Sumarwan (2022), it explains that: "Lifestyle is often described by a person's activities, interests and opinions (*activities, interests, and opinions*). And it describes a person's behavior, namely how they live, use their money and use the time they have." Based on the opinions expressed by these experts, lifestyle is a person's lifestyle pattern which is described by their activities, interests and opinions (*activities, interests, opinions*). Describes the whole person in interacting with their environment. A person's lifestyle is not permanent and changes quickly because it adapts to changes in their life. The factors that influence a person's lifestyle are factors that come from within the individual (internal) and factors that come from outside the individual (external). In this regard, Guiltinan & Paul, (20 20) stated that there are at least four reasons why price is an important issue in marketing, namely: All products, goods and services have a price . Decisions about prices are made more frequently than other decisions. From a budgeting perspective, meeting decisions have an impact on contribution margin. Decisions about pricing will have important implications for the types of advertising, sales promotion and distribution programs chosen. Purchasing decision according to Kotler (2021): "A purchasing decision is a decision taken by a prospective buyer regarding the certainty of buying or not" According to Mustafid and Gunawan (2018) a purchasing decision is "A reason about how consumers determine their choice to purchase a product that suits their needs, desires and expectations, so that it can cause satisfaction or dissatisfaction with the product which is influenced by several factors including family, price, experience, and product quality. "According to Wahyuni (2018) a purchasing decision is "The final choice made by consumers in fulfilling their desires or needs." According to Tjiptono (2022) a purchasing decision is "A process where consumers recognize their problems, seek information about certain products or brands and evaluate how well each alternative can solve their problems, which then leads to a purchasing decision. "According to Kotler & Armstrong, (2018) the purchasing decision process "Is a process where consumers go through five stages, namely problem recognition, information search, evaluation of alternatives, purchasing decisions, and post-purchase behavior, which begins long before the actual purchase is made and has a long-lasting impact after that. "The definition above explains that Purchasing decisions are part of the act of selecting two or more alternatives. A consumer in deciding something, is sometimes influenced by certain parties or other people. Companies in setting prices certainly have differences from each other. In small companies, for example, the price is determined by the owner who acts as top management, not by the marketing or sales department. Engel & et al, (2019) defines price as the amount of money (plus several products) needed to obtain a combination of products and services. Pricing is the most crucial and difficult among the elements in the marketing mix. Price is the only element in the various elements of the marketing mix that will generate profit for retailers, while other elements cost money (Kotler & Armstrong , 2018) . According to Saladin (2016), price is an amount of money as a means of exchange to obtain a product or service. Price It can also be said to be the determination of the value of a product in the minds of consumers.

Based on the description presented in the research background above, the author formulates the following problems: What is the consumer lifestyle at UD Putra TS Majalengka ? What are the prices at UD Putra TS Majalengka? What is the purchasing decision at UD Putra TS Majalengka? Is there an influence of lifestyle on purchasing decisions at UD Putra TS Majalengka ? Is there an influence of price on purchasing decisions at UD Putra TS Majalengka? Is there an influence of lifestyle and price on purchasing decisions at UD Putra TS Majalengka ?

The objectives of this study are as follows: To determine the lifestyle at UD Putra TS Majalengka , To determine the price at UD Putra TS Majalengka. To determine the level of purchasing decisions at UD Putra TS Majalengka. To determine how much influence lifestyle has on purchasing decisions at UD Putra TS Majalengka . To determine how much influence price has on purchasing decisions at UD Putra TS Majalengka . To determine how much influence lifestyle and price have on purchasing decisions at UD Putra TS Majalengka .

METHODOLOGY

The research method used in this study is descriptive and verification methods. The definition of both studies is as follows: descriptive research is research conducted to determine the value of independent variables, either one or more variables (*independent*) without making comparisons or relationships with other variables. While verification research is a study aimed at testing a theory and will try to produce a scientific method, namely the status of a hypothesis in the form of a conclusion, whether a hypothesis is accepted or rejected. Verification research is research used to test hypotheses using statistical calculations.

In this study, the descriptive method was used to determine and examine consumer opinions regarding prices and purchasing decisions at UD Putra TS Majalengka.

Meanwhile, the verification method is used to determine and examine the extent of the influence of lifestyle and price on consumer purchasing decisions at UD Putra TS Majalengka.

Population is a generalization area consisting of objects/subjects that have certain qualities and characteristics determined by researchers to be studied and conclusions drawn. The population of this study is consumers of UD Putra TS Majalengka the exact number of which is unknown. In a study, it is impossible to study all populations, in this case due to several factors, including limited costs, manpower, and time available so that researchers are allowed to take part of the specified population objects with the note that the part taken represents those not studied. then the sampling after being calculated using the formula from Wibisono Based on the calculation results, the number of samples studied was 96 respondents.

Data collection techniques are a procurement process for research purposes where the collected data is to test the formulated hypothesis. The data collection techniques that the author uses are:

Interview , As a direct communication technique with UD Putra TS Majalengka. This interview was conducted with the owner to obtain data regarding: company profile. Observation , observation is done by reviewing and conducting direct observation of the destination studied, namely the product of UD Putra TS Majalengka. The questionnaire is a data collection technique through the distribution of a set of written questions. The questionnaire contains questions and statements regarding the characteristics of respondents, respondent experiences, pricing and purchasing decisions at UD Putra TS Majalengka . Literature study , literature

study is an effort to collect information related to theories related to the problem of the variables studied, namely pricing and purchasing decisions.

Data analysis techniques in this research include normality tests, and hypothesis tests consisting of multiple regression coefficient tests, correlation coefficient tests, R2 model tests (coefficient of determination), t tests (partial tests) and F tests (simultaneous).

RESULT AND DISCUSSION

a. Descriptive Test Results

- b. The consumer lifestyle at UD Putra TS Majalengka Regency with a total score of 76.77 % is in the good category . This means that the lifestyle at UD Putra TS Majalengka Regency has been running well.
- c. Price assessment at UD Putra TS Majalengka Regency the total score of 77.87% is in the good category . This condition gives the impression that the price is perceived well by respondents, especially consumers of UD Putra TS, Majalengka Regency .
- d. The purchasing decision of UD Putra TS Majalengka Regency with a total score of 76.92 % is in the good category. This means that consumers of UD Putra TS Majalengka Regency are interested in making repeat purchases .

b. Normality Test Results

One-Sample Kolmogorov-Smirnov Test

		Lifestyle	Price	Buying decision
N		96	96	96
Normal Parameters ^{a,b}	Mean	23.0313	23.1458	19.2292
	Std. Deviation	2.67721	2.66351	2.49833
Most Extreme Differences	Absolute	.141	.207	.127
	Positive	.108	.100	.126
	Negative	-.141	-.207	-.127
Test Statistics		.141	.207	.127
Asymp. Sig. (2-tailed)		.125 ^a	.116 ^a	.101 ^a

- a. Test distribution is Normal.
- b. Calculated from data.

Based on the results of the normality test presented in Table 4.32, it can be seen that the significance value of the research variables is greater than $\alpha = 0.05$, namely 0.125 for the lifestyle variable , 0.116 for the price variable and 0.101 for the purchasing decision variable. Thus, it can be concluded that the three research variables are normally distributed, so they can be analyzed further.

c. Partial correlation coefficient test results

Correlations

		Lifestyle	Price	Buying decision
Lifestyle	Pearson Correlation	1	.507 **	.514 **
	Sig. (2-tailed)		.000	.000
	N	96	96	96
Price	Pearson Correlation	.507 **	1	.791 **
	Sig. (2-tailed)	.000		.000
	N	96	96	96
Buying decision	Pearson Correlation	.514 **	.791 **	1
	Sig. (2-tailed)	.000	.000	
	N	96	96	96

** . Correlation is significant at the 0.01 level (2-tailed).

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.801 ^a	.642	.634	1.51056

a. Predictors: (Constant), Price, Lifestyle

The results of the Pearson correlation calculation above can be interpreted as follows:

1. The relationship between lifestyle and purchasing decisions is 0.514 and is in the quite strong category. The direction of the positive relationship between lifestyle and purchasing decisions shows that an increase in lifestyle tends to be followed by an increase in purchasing decisions.
2. The relationship between price and purchasing decisions is 0.791 and is in the strong category. The direction of the positive relationship between price and purchasing decisions indicates that good prices in companies tend to be followed by increased purchasing decisions.

- The closeness of the relationship between the independent variables and the dependent variables simultaneously is shown by the value of $R = 0.801$. This figure shows a very strong closeness of the relationship between all independent variables X and the dependent variable Y.

d. Multiple Regression Coefficient Analysis

Regression Coefficient

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	.476	1,551		.307	.760
	Lifestyle	.141	.067	.152	2.106	.038
	Price	.669	.068	.714	9.916	.000

a. Dependent Variable: Purchase Decision

Through the results of data processing as described above, a prediction model for lifestyle and price variables on purchasing decisions can be formed as follows:

$$Y = 0.476 + 0.141X_1 + 0.669X_2$$

Based on the prediction equation above, the regression coefficient of each independent variable can be interpreted as follows:

- The constant of 0.476 means that if the lifestyle and price values are zero then the purchasing decision is 0.476.
- lifestyle regression coefficient of 0.141 states that every additional one unit of lifestyle score will increase purchasing decisions by 0.141, assuming the independent variable is a constant price.
- The price regression coefficient of 0.669 states that every additional one unit of price score will increase the purchasing decision by 0.669, assuming the independent lifestyle variable is constant.

e. Coefficient of Determination

Coefficient of Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.801 ^a	.642	.634	1.51056

a. Predictors: (Constant), Price, Lifestyle

Based on the calculations and output table above, it is known that the joint influence of lifestyle and price on purchasing decisions is 0.642 or 64.2%, while the remaining 0.358 (1-R²) or 35.8% is the large contribution of influence from other factors that were not studied (epsilon).

To determine the influence of the independent variable on the dependent variable partially, this is done by using the beta X zero order value in the SPSS output as follows:

Table 4. 1
 Partial Determination Coefficients

Coefficients ^a			
Model		Standardized Coefficients	Correlation
		Beta	Zero order
1	Lifestyle	.152	.514
	Price	.714	.791

Purchasing Decision

The following presents the results of the partial influence between the independent variables on the dependent variables using the beta X zero order formula:

- Lifestyle variable = $0.152 \times 0.514 = 0.078$ or 7.8 %
- Price variable = $0.714 \times 0.791 = 0.564$ or 56.4 %

From the partial calculation results above, it can be seen that the variable that has the most influence on the dependent variable is the price variable (X₂), at 56.4 % and followed by the lifestyle variable (X₁) at 7.8 %, so the total overall influence is 64.2 % and the remaining 35.8 % are other variables that were not studied.

f. Hypothesis Test Results

1. Simultaneous hypothesis testing

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	380,751	2	190,376	83,432	.000 ^b
	Residual	212.207	93	2.282		
	Total	592,958	95			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Price, Lifestyle

2.

3. Based on the output table above, it can be seen that the calculated F value is 83.432. This value will be compared with the F-table value. With $\alpha = 0.05$, $df_1 = 2$ and $df_2 = 93$, the F-table value is 3.09. From the values above, it is known that the calculated F value ($83.432 > F_{table} (3.09)$), so H_0 is rejected and H_a is accepted, meaning that product quality and price together have a positive and significant effect on purchasing decisions.

2. Partial Hypothesis Test

Partial Hypothesis Test Results (t-Test)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.476	1,551		.307	.760
	Lifestyle	.141	.067	.152	2.106	.038
	Price	.669	.068	.714	9.916	.000

a. Dependent Variable: Purchase Decision

Based on the above, it is known that the t-value for lifestyle is 2.106. This t-value will be compared with the t-table value in the t-distribution table, with $\alpha 0.05$ and $df (nk-1) 93$ for 2-party testing, the t-table value is 1.66140. Because the t-value (2.106) is greater than the t-table value (1.66140) and is in the H_0 rejection area, so that according to the hypothesis testing criteria, H_0 is rejected and H_a is accepted, which means that there is a positive and significant influence of lifestyle on purchasing decisions at UD Putra TS, Majalengka Regency.

Partial Hypothesis Test X_2 Against Y

The formulation of the partial hypothesis to be tested is as follows:

$H_0: \rho_{YX_2} = 0$ there is no positive and significant influence of price on purchasing decisions at UD Putra TS, Majalengka District, Tegal

$H_a: \rho_{YX_2} \neq 0$ there is a positive and significant influence of price on purchasing decisions at UD Putra TS, Majalengka Regency.

The level of significance (α) used in this test is 0.05 with the test criteria are reject H_0 and accept H_a if the calculated t value is greater than the t table value. Based on table 4.3 5 above, it is known that the calculated t value for price is 9.916. This calculated t value will be compared with the t table value in the t distribution table, with $\alpha 0.05$ and $df (nk-1) 93$ for 2-party testing, the t table value is 1.66140. Because the calculated t value (9.916) is greater than the t table value (1.66140) and is in the H_0 rejection area, so that in accordance with the hypothesis testing criteria, it is to reject H_0 and accept H_a , which means that there is a positive and significant influence of price on purchasing decisions at UD Putra TS, Majalengka Regency.

CONCLUSIONS AND SUGGESTIONS

Based on the results of research and discussion regarding the analysis of the influence of product quality and price on purchasing decisions at UD Putra TS, Majalengka Regency, the author draws the following conclusions:

1. There is no difference between the expected population and the data collected from the sample. From the sample calculation, the average lifestyle value is 76.77% of the expected criteria.
2. There is no difference between the expected population and the data collected from the sample. From the sample calculation, the average price value is 77.87% of the expected criteria.
3. There is no difference between the expected population and the data collected from the sample. From the sample calculation, the average value of the purchasing decision is 76.63% of the expected criteria.
4. There is a positive and significant influence of lifestyle on purchasing decisions at UD Putra TS, Majalengka Regency. Because the calculated t value (2.106) is greater than the t table value (1.66140) and is in the H_0 rejection area.
5. There is a positive and significant influence of price on repurchase at UD Putra TS, Majalengka Regency. Because the calculated t value (9.916) is greater than the t table value (1.66140) and is in the H_0 rejection area so that in accordance with the hypothesis testing criteria, it is to reject H_0 and accept H_a .
6. Product quality and price together have a positive and significant effect on purchasing decisions. Because the calculated F value ($83.432 > F_{table} (3.09)$), so H_0 is rejected and H_a is accepted.

Some suggestions and considerations presented based on this research include:

1. In maintaining consumer purchases, UD Putra TS Majalengka Regency should continue to make improvements and enhancements in innovating its products to increase consumer buying motivation, as well as maintain the prestige that has been built by UD Putra TS Majalengka Regency. The improvement is based on product quality that is in accordance with market desires or consumer desires. This can be done by continuing to pay attention to consumer behavior, developments in the era and styles that continue to change over time.
2. In terms of price, UD Putra TS Majalengka Regency needs to pay more attention to the factor of being able to compete with other companies by developing more efficient and effective ways to be able to compete better in the future, such as offering prices that are comparable to quality, prices that can compete with similar companies, so that purchasing decisions can increase.
3. For further researchers, it is recommended to expand the scope of the samples taken in the study, such as consumers of UD Putra TS, Majalengka Regency. In order to obtain broader information regarding the matter to be studied.

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