

THE EFFECT OF LIFESTYLE PERSONALITY FACTOR ON PURCHASING DECISIONS OF HERDI HARDCASE BANDUNG

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ABSTRACT

Each individual certainly has different needs. This becomes the basis of consumer behavior in making purchasing decisions for the goods they need. One of them is about lifestyle. This study aims to determine whether lifestyle personality factors influence purchasing decisions, especially for Herdi Hardcase Bandung products. This study uses a descriptive quantitative research method. The sample of this study is determined by purposive sampling. Data analysis techniques used are validity test, reliability test, classical normality test, linearity test, simple linear regression analysis, t test, and determinant coefficient (R^2) using SPSS v.26. The results of this study indicate that lifestyle personality factor has a significant effect on purchase decisions. The regression coefficient of the lifestyle variable is 26.245 and the significance is 0.003. So, the hypothesis in this research which states that lifestyle personality factor has a significant effect on the purchasing decision of Herdi Hardcase Bandung custom product is accepted. This research can be used as input for companies and future research that lifestyle has an influence on purchasing decisions.

Keywords: Consumer Behavior, Lifestyle, Personality Factor of Lifestyle, Purchasing Decision

ABSTRAK

Setiap individu tentunya memiliki kebutuhan yang berbeda-beda. Hal ini menjadi dasar perilaku konsumen dalam mengambil keputusan pembelian atas barang yang mereka butuhkan. Salah satunya adalah tentang gaya hidup. Penelitian ini bertujuan untuk mengetahui apakah faktor kepribadian gaya hidup mempengaruhi keputusan pembelian khususnya untuk produk Herdi Hardcase Bandung. Penelitian ini menggunakan metode penelitian deskriptif kuantitatif. Sampel penelitian ini ditentukan dengan purposive sampling. Teknik analisis data yang digunakan adalah uji validitas, uji reliabilitas, uji normalitas klasik, uji linieritas, analisis regresi linier sederhana, uji t, dan koefisien determinan (R^2) dengan menggunakan SPSS v.26. Hasil penelitian ini menunjukkan bahwa faktor kepribadian gaya hidup berpengaruh signifikan terhadap keputusan pembelian. Koefisien regresi variabel gaya hidup sebesar 26,245 dan signifikansi sebesar 0,003. Jadi, hipotesis dalam penelitian ini yang menyatakan bahwa faktor kepribadian gaya hidup berpengaruh signifikan terhadap keputusan pembelian produk custom Herdi Hardcase Bandung diterima. Penelitian ini dapat digunakan sebagai masukan bagi perusahaan dan penelitian selanjutnya yang mempengaruhi gaya hidup dalam keputusan pembelian.

Kata Kunci: Perilaku Konsumen, Gaya Hidup, Faktor Kepribadian Gaya Hidup, Keputusan Pembelian

INTRODUCTION

The number of competing items on the market is growing along with the times. Giving consumers a wide range of options for goods and services that might satisfy their demands. Every consumer surely has the right to choose the product according to his wishes (Kurniawan & Susanti, 2019). Humans certainly have many needs and also the desire to maintain their survival and fulfill the satisfaction that exists in humans. Human needs can be interpreted as a state of feeling a lack of satisfaction on a certain basis. According to Todaro (2002) in Indrianawati & Soesatyo (2017), consumption

is an activity in using goods and services that will later meet human needs.

Needs are divided into 3, there are primary, secondary, and tertiary needs. The meaning of primary needs is the most important needs such as clothing, food, and shelter. However, it is different from the middle and upper economic community who also prioritize tertiary needs in their daily activities where they always maintain their appearance in interacting with society. For high-income people, shopping has become their lifestyle and they will be willing to sacrifice something to get the product they like (Kurniawan & Susanti, 2019).

Circumstances and human nature certainly make each individual have different needs. This becomes the basis for consumer behavior in making purchasing decisions for the goods they need. According to Munandar (2012) in Somadi (2015), Apart from internal factors and the type of product, the buying decision-making process is also influenced by cultural, family and social factors. Because purchasing decisions are determined by self-factors, in making a consumer decision, surely there are considerations that exist in choosing a desired product in order to get satisfactory results. One of the considerations is about lifestyle.

Lifestyle has an influence on a person and this lifestyle determines what a person's consumption choices are (Areva et al., 2014). According to Kotler & Armstrong (2008: 170) in Nasution & Nio, (2019), a person's lifestyle can be calculated with the AIO statement approach. One of them is the AIO statement approach (Activities, Interests, Opinion), which is a measurement of a person's life pattern through 3 approaches which include activities, interests, and opinions on something that is already attached to that person. The personality element is one of several variables that might affect a person's lifestyle. The personality factor referred to here is a set of characteristics and individual behavior that determines the differences in the behavior of each individual. According to earlier research (David Muhammad et al., 2020) in Aryanti & Nurtantiono (2022) purchasing decisions are influenced by a variety of elements, one of them is personality. These factors can have an impact on how much a buyer will spend on things that fit his or her personality. This is because consumers want to acquire products that complement their personalities.

Lifestyle is one of the things for consumers to consider in making purchasing decisions. Because, one of the key factors in consumer behavior that affects how they behave when making purchases is their lifestyle. (Sari et al., 2014). A person's lifestyle is of course used as a reference for the Herdi

Hardcase Bandung company in attracting consumers. Herdi Hardcase Bandung is a company that produces cases/luggage for musical instruments and other items. Herdi Hardcase Bandung has its own USP, which is that it can be purchased according to the wishes of consumers (request by order), starting from requesting the color of the product, the product model, and so on. This is an attraction for consumers who want to have a product that is different from the products owned by other people and in accordance with the lifestyle of consumers.

As we know, Herdi Hardcase has a Unique Value Proposition (USP) in the form of products that can be requested by order where these products can be customized according to the wishes of consumers. Unique Value Proposition (USP) is the added value of a product compared to other products (Sari K., et al., 2023). This is what makes Herdi Hardcase different from other competitors in the same field. In addition, the product quality of Herdi Hardcase products is maintained because the products are handmade. Seeing this phenomenon, Herdi Hardcase needs to compete with other competitors who produce hardcase manufacturers. Hardcase manufacturers can be produced in large quantities and quickly. This usually makes the products they sell have a lower price. This is a concern for Herdi Hardcase in competing with the price of its products. Herdi Hardcase is quite worried about the competition with competitors who dare to offer low prices and has its own brand.

Even though Herdi Hardcase has many competitors that have lower prices, Herdi Hardcase's products are handmade so the quality is better maintained. In addition, Herdi Hardcase has the advantage that it can be requested by order. For these advantages, consumers prefer to buy Herdi Hardcase products because the products can be requested at will by consumers even it took affordable to normal prices. In this case, consumer behavior can be seen from how these consumers want to have different products from other people. This makes consumers want to buy Herdi Hardcase

products with requests that can fulfill their desires according to their lifestyle. Because, sometimes the things that we have can describe the lifestyle that we like. Lifestyle is usually determined by a person's personal factors so that the desire to buy goods that can represent a person's self-interests. And the unique thing is, sometimes someone wants to have a product that is different from the products owned by other people so that it has its own characteristics by buying rare products or products that can be customized according to their requests (custom). The lifestyle that grows from the consumer himself certainly grows from the personality factor he has, namely wanting to have a product that is in accordance with the wishes of the consumer. Besides that, the goods owned can represent a person's self so that the goods owned can be a supporter of one's lifestyle.

Seeing from this phenomenon, if a competitor in the same field as Herdi Hardcase Bandung dares to sell products at a lower price but consumers still buy Herdi Hardcase Bandung products, this raises a question in this research, namely the reasons why consumers still buy Herdi Hardcase Bandung products. After the researchers examined more deeply through interviews with the owner of Herdi Hardcase Bandung, as we know that Herdi Hardcase Bandung has the advantage of selling custom products that can be adjusted to consumer desires. Because the supporting answers here are custom products that can be adjusted to the wishes of consumers, this is related to the purchasing decisions of consumers who want to have goods that can be adapted to their lifestyle. This is related to the purchasing decisions of consumers who want to have goods that can be adapted to their lifestyle based on aspects of the consumer's personality in buying products that can be in line with their character because the supporting answers here are custom products that can be adjusted to the wishes of consumers.

Based on this background, researchers decided to do research with the title "**The**

Effect of Lifestyle Personality Factor on Purchasing Decisions of Herdi Hardcase Bandung".

CONCEPTUAL FRAMEWORK

Consumer Behavior

The definition of consumer behavior according to Schiffman and Kanuk (2008: 87) in Kapantouw & Mandey (2015) is a process carried out by someone in searching, buying, using, evaluating and acting post-consumption both on certain products and services that hope to meet consumer needs.

Lifestyle

According to Assael (1984) in Sari et al. (2014), a person's lifestyle can be characterized by their activities, hobbies, and thoughts about themselves and their environment. These factors together make up their lifestyle.

Factors Affecting Lifestyle

In Ummah & Rahayu (2020), factors that can influence shopping lifestyle are brand assessments, the influence of advertising, and also the personality of individuals.

a. Personality Factor on Lifestyle

The various characteristics and behaviors that make up a person's personality affect how they behave differently from other people (Saputra, 2020).

b. Relationship Between Personality and Lifestyle

Personality and way of life are closely related. Consumers who are classified as having a low-risk personality are less likely to lead a lifestyle that includes gambling or engaging in recreational activities (Saputra, 2020).

Lifestyle Dimension

According to Kotler & Armstrong (2008: 170) in Nasution & Nio (2019), lifestyle involves measuring the customer's main AIO (activity, interest and opinion) dimensions.

According to Prasetijo and Lhalauw (2004: 68) in Kapantouw & Mandey (2015) reveals AIO is:

- Activities, is what consumers do, what products consumers buy, and what activities they do to fill their time.
- Interests, is what are the preferences, preferences, and priorities in the consumer's life.
- Opinion, namely the way consumers see and feel in responding to global, economic and social issues.

Lifestyle Indicator

As for details regarding the dimensions of the AIO lifestyle and its indicators according to Kotler and Keller, (2009) in Somantri et al. (2020), namely:

- Activities: The role of the product in daily activities and the impact of the product on life.
- Interest: Interest in the product and individual priorities.
- Opinion: Views about products and trends.

Purchasing Decision

According to Kotler and Keller (2012) in Somantri et al. (2020), purchasing decision is a decision to make a purchase from two or more alternative choices. Before making a purchase, surely consumers go through several stages in deciding to buy by considering several factors.

Purchasing Decision Factor

According to Kotler, P & Armstrong (2008) in Kurniawan & Susanti (2019), several elements, such as the following, have an impact on how consumers make purchasing decisions:

- Social Factors
- Cultural Factors
- Psychological Factors
- Personal Factors

Purchasing Decision Dimension

As stated by Kotler and Keller (2009) in Somantri et al. (2020), there are five

dimensions in the consumer purchase decision concept, which are as follows:

- Problem Recognition
This analysis of wants and needs is primarily aimed at identifying unfulfilled and unfinished wants and needs.
- Information Search
Consumers who feel moved by their needs are encouraged to obtain more information about the product or service needed.
- Evaluation of alternatives
There are two stages in this stage, namely setting purchasing goals, assessing and selecting alternative purchases based on the purpose of the purchase.
- Purchase decisions
The buying decision here is a real buying process. So, after the stages have been passed, consumers can make a decision to buy or not.
- Post purchase behavior
Marketers must monitor customer satisfaction after purchase, actions, and product usage after purchase.

Purchasing Decision Indicator

Kotler (2009) in Somantri et al. (2020) said there are indicators of purchasing decisions based on their dimensions, such as:

- Problem Recognition: The level of consumer needs.
- Information Search: The level of information search according to consumer needs.
- Evaluation of Alternatives: Purchase response rate.
- Purchase Decision: Purchase decision level.
- Post Purchase Behavior: Repurchase motivation level.

The Relationship Between Lifestyle and Purchasing Decisions

Hawkins et al. (1995) in Fuad (2015) states that a person's lifestyle can influence their needs, behavior, and buying behavior. According to research by Mandey (2009) in Fuad (2015) lifestyle is part of consumer

behavior that can influence consumer actions in making purchases.

According to Engel et al (1995: 214) in Fuad (2015), there are several individual things that have an influence on purchasing decisions, namely motivation, resources, knowledge, attitudes, personality, lifestyle, and demographics. Thus, consumers in choosing a product will choose based on what is most needed and what suits them best, one of which is lifestyle.

Framework of Thinking

Image 1. Framework of Thinking



H1: Lifestyle (personality factor approach) significantly has an effect on purchasing decisions to Herdi Hardcase Bandung custom products.

METHOD

Research Type

This research uses a descriptive quantitative method. Sugiyono (2013) in Nasution & Nio (2019) states that a study technique known as the quantitative approach involves examining a predetermined population or sample, gathering data using research tools, and analyzing that data using statistics and mathematics in order to support the predetermined hypothesis. The researcher chose two variables for this study: the independent variable and the dependent variable. According to Sugiyono (2013) in Nasution & Nio (2019), the term "independent variable" refers to a variable that affects or changes a dependent variable, while the dependent variable is one of the variables that the independent variable influences. In this research, the lifestyle dimension (AIO) is the independent variable and the purchasing decision is the dependent variable.

This research uses a descriptive method approach because there are variables that will be examined and proposed to present a structured and accurate description of the facts and the relationship of each variable to be studied. According to Moch. Nazir (2011: 54) in Rukajat A (2018), The definition of a descriptive approach is one that can examine an object, a situation, what people were thinking, or a group of recent events. This research was conducted to find out whether lifestyle has an influence on purchasing decisions to Herdi Hardcase Bandung products and to test whether the predetermined hypothesis is accepted or rejected.

Sample

According to Sugiyono (2009) in Fuad (2015), the population's size and characteristics determine how a sample is defined and sampling must be representative of the population. This study used a purposive sampling technique. Sugiyono (2016) in Somantri et al. (2020) purposive sampling is a method for selecting a sample from a data source by figuring out the factors that are relevant to the objectives of the study.

To determine how many samples are needed, the Lemeshow formula is used. According to Lemeshow (1997) in Wahono & Leng (2022), this was done because researchers could not determine the exact number of the population who had purchased Herdi Hardcase Bandung products. Following are the results of sample calculations using the Lemeshow formula:

$$n = \frac{Z^2 \times p(1-p)}{d^2} \quad (1)$$

Information:

- n = The quantity of samples required
- Z = Normal (standard) table values with a certain alpha according to the value $\alpha = 5\% = 1.96$
- p = Highest estimate (50%)
- d = Alpha or sampling error = 10% (0.01)

$$n = \frac{1,96^2 \times 0,5 (1 - 0,5)}{0,1^2}$$

$$n = \frac{1,96^2 \times 0,5 (0,5)}{0,01}$$

$$n = 96,04$$

From the results of these calculations, it is obtained that the minimum sample that must be used in this study is 96.04 respondents. The rounding is done so that a minimum of 100 sample respondents.

Data Collection Techniques

a. Questionnaire

One approach of gathering data is through the distribution of questionnaires to the targeted respondents (Herlina, 2019). According to Sugiyono (2012: 6) in Lnu (2020), questionnaire or survey methods are used to obtain the required data from certain targets naturally and researchers carry out various ways of collecting data, including by distributing questionnaires.

This questionnaire was distributed to predetermined respondents. Researchers play the most important role in this research method. The type of questionnaire in collecting this data is a closed questionnaire in which respondents are asked to choose an answer according to their characteristics.

Table 1. Questionnaire Grid

Variable	Dimension	Indicator	Item Number
Lifestyle	Activity	<ul style="list-style-type: none"> The role of products in daily activity Product impact in life 	1 - 2
		Interest	<ul style="list-style-type: none"> Interest in the product

		<ul style="list-style-type: none"> Individual priorities 	
	Opinion	<ul style="list-style-type: none"> Views about products Trends 	5 - 6
Purchasing Decision	Problem Recognition	The level of consumer needs	7 - 8
	Information Search	The level of information search according to consumer needs	9 - 10
	Evaluation of Alternatives	Purchase response rate	11
	Purchase decision	Purchase decision level	12
	Post Purchase Behavior	Repurchase motivation level.	13 - 14

b. Interview

According to Slamet (2011) in Edi (2016), the definition of interviews is a method that is used to obtain information through social interaction activities between researchers and those being studied. This interview was conducted with the owner of Herdi Hardcase Bandung to find out more regarding the phenomenon that occurred and supporting data in the company Herdi Hardcase Bandung.

c. Literature Review

This research uses library research (library research). In obtaining research data, researchers collect and organize all sources from articles, previous research,

and books about the influence of lifestyle on purchasing decisions (Mahanum, 2021).

Data Sources

Primary

According to Sugiyono (2012: 137) in Lnu (2020), primary data sources are one of the data sources that are obtained directly by providing data to data collectors. The target respondents who have purchased products from Herdi Hardcase Bandung were given questionnaires containing the primary data in question. In addition, other supporting data regarding Herdi Hardcase Bandung was obtained through direct interviews with the owner of the company.

Secondary

According to Sugiyono (2012: 137) in Lnu (2020), the definition of secondary data sources is a source that indirectly provides data that is usually through other parties or documents such as articles, journals, and many more. The secondary data in question is supporting data regarding the influence of lifestyle on purchasing decisions obtained from journals, books, articles, and other literature.

The measurement instrument used by researchers in making questionnaire research, namely the 5-point of Likert Scale. The Likert scale is used to account for an individual's or group's viewpoint, attitude, and opinion towards a phenomenon. The following is a Likert Scale that will be used in this study:

Totally Disagree	: 1
Disagree	: 2
Doubtful	: 3
Agree	: 4
Totally Agree	: 5

Data Analysis Techniques

Validity Test

Validation is one of the processes carried out in a study to collect empirical data

so that it is useful in supporting the data generated by the instrument score. In other words, a measuring instrument's validity is determined by its capacity to account for the targets it is designed to measure. The validity test is intended to measure how carefully a test performs its function, whether the measuring instrument that has been made can really calculate what needs to be measured. So, the validity test measures whether each question/statement used in the research is valid or not (Darma, 2021).

The validity test criterion is to compare r count's value (Pearson Correlation) with the r table's value. This r count's value (Pearson Correlation) will be used as a benchmark that states whether the question items used are valid or not. The following are the requirements for the validity test:

- r count exceeds r table = The research instrument is considered to be valid.
- r count is lower than r table = The research instrument is deemed invalid.

Reliability Test

According to Darma (2021) The reliability test examines the variables by using questions, but the concept of reliability refers to how reliable and error-free the findings of a measurement are. The reliability test was carried out by comparing the level of significance with Cronbach's alpha value. The significant level/level used can be 0.5, 0.6, up to 0.7 depending on the needs of the research. The criteria for testing the reliability test are:

- The instrument is deemed reliable= The Cronbach's alpha value exceeds the significant level.
- The instrument is deemed unreliable= Cronbach's alpha is less than a significant level.

Classic Assumption Test

a. Normality Test

The normality test is one of the tests used to assess if the variables X and Y's studied data have a normal distribution

or not (Sufren, 2014). The normality test, sometimes referred to as the normalcy distribution test, can be used to determine whether the data's distribution is normal so that it can be used in parametric statistics.

In Prasetio (2012) research, it was stated that there is a basis for making a decision on the normality test, namely:

- The significance level is greater than 0.05 = The residual value is normally distributed.
- The significance value is lower than 0.05 = The residual value is not normally distributed.

b. Linearity Test

By looking for the regression line equation of variable X to variable Y, the linearity test is a data test for this research. In the research of Pande & Marheni (2015) It is stated that the linearity test has the objective of finding out if the relationship is linear or not significantly in two variables. According to Duwi Priyatno (2016: 106) in Wijoyo & Girivirya (2020), the purpose of a linearity test to a research is aimed to determine whether the two variables that will be carried out by the correlational statistical analysis procedure have a linear relationship or not. The decision-making of linearity test are:

- It is claimed that the two variables have a linear relationship. if the significance of the Deviation from Linearity is larger than 0.05.
- If the significance of the Deviation from Linearity is less than 0.05, the relationship between the two variables is classified as non-linear.

c. Simple Regression Analysis

According to Duwi Priyatno (2016: 47) in Wijoyo & Girivirya (2020), a linear equation is used in a linear regression study to determine the

relationship between the independent and dependent variables. It is also said that if a study uses one independent variable then it uses simple linear regression analysis, whereas if a study uses several independent variables then it uses multiple linear regression analysis. Because this study only involved one independent variable, this research uses a simple linear regression analysis.

Finding out whether the independent factors have an effect on the dependent variable is the aim of the analysis. So, based on the goals of this research, authors use simple regression analysis to discover the effect of lifestyle (personality factor) on purchasing decisions for Herdi Hardcase Bandung custom products. This simple linear regression equation is tested with the help of SPSS v.26 as follows:

$$Y' = b_0 + bX \quad (2)$$

Information:

Y'	=	Dependent variable predicted
b ₀	=	Constant
B	=	Regression coefficient
X	=	Independent variable

Hypothesis Test

a. Hypothesis Test (t Test)

According to Sugiyono (2007) in Kurniawan & Susanti (2019), the fundamental thing in making decisions for hypothesis testing is:

- When the significant value is less than 0.50, the alternative hypothesis is accepted. It indicates that the independent variable significantly has an impact on the dependent variable.
- When the significant value is more than 0.50, the alternative hypothesis is disproved. It indicates that the

independent variable significantly has an impact on the dependent variable.

b. Determination Coefficient (R^2)

To ascertain the good level of accuracy in the regression analysis, determinant analysis (R^2) is undertaken. The coefficient of determination coefficient is represented by the size of the coefficient of determination (R^2) between (0) and (1) (Kurniawan & Susanti, 2019).

Operationalization Variable

Table 2. Operationalization of Previous Research

No	Variable	Subvariable	Dimension/Indicator
1.	The dependent variable of this study are Lifestyle and Price, while the independent variable is the Purchase Decision (Pangestu & Suryoko, 2016)	This study has a multivariate relationship so there are no subvariables.	Lifestyle: a. Utilitarian b. Purchase Indulgence c. Life Luxuries d. Aspirational Luxuries Price: a. Price Affordability b. Compatibility with Price with Product Quality c. Price Competitiveness d. Price Compatibility with Benefits Purchase Decision: a. Trial Purchase b. Repeat Order c. Long-term Purchase
2.	The dependent variable of this study are Lifestyle, Price, and Product Quality, while the independent variable is the Purchase Decision	This study has a multivariate relationship so there are no subvariables.	Lifestyle: a. Activities b. Interest c. Opinion Price: a. Prices are affordable by the purchasing power of consumers. b. Conformity between price and quality. c. Prices are competitive with other similar

(Mokoago uw, 2016)	products
	Product Quality: a. Performance b. Features c. Durability d. Design Purchase Decision: a. The stability of buying after knowing the product information b. Decided to buy because of the most preferred brand c. Buy because it suits your wants and needs d. Bought because of recommendations from others
3.	The dependent variable of this study are Brand Image, Lifestyle, and Product Quality, while the independent variable is the Purchase Decision (Fauziah & Setiawan, 2022) This study has a multivariate relationship so there are no subvariables. Brand Image: a. The brand is known by the public b. Brand adds to the user's self-image c. Brands have characteristics that are different from other brands Lifestyle: a. Activities b. Interest c. Opinion Product Quality: a. Performance b. Features c. Reliability d. Suitability e. Durability, f. Usability g. Aesthetics, h. Perceived quality Purchase Decision: a. Problem recognition b. Information search c. Evaluation alternative d. Purchase decision e. Post purchase behavior

RESEARCH DISCUSSION AND RESULTS

General Description of the Research Object

Herdi Hardcase Bandung was established in 2000 in the Rancaekek area, Bandung, West Java. Herdi Hardcase Bandung is a business that produces containers of musical instruments that can be ordered by request (custom). In addition to producing musical instrument containers, Herdi Hardcase can also produce other containers such as containers of speakers, microphones, and other tools. Herdi Hardcase produces many types of containers such as hardcase, softcase, flightcase, and showcase.

a. Respondents Distribution by Gender

Table 3. Respondents Distribution by Gender

Gender	Frequency	Percentage (%)
Male	54	54%
Female	46	46%
Total	100	100%

The information on how respondents were distributed by gender in table 3. shows that as many as 100 people who have purchased Herdi Hardcase Bandung products who are respondents in this study, as many as 54 (54%) are male, while 46 (46%) are female.

It means that the distribution of respondents based on gender is more dominated by males than females in participating in filling out this research questionnaire.

b. Respondents Distribution by Age

Table 4. Respondents Distribution by Age

Age	Frequency	Percentage (%)
< 20 Years old	15	15%
20 – 30 Years old	66	66%
31 – 40 Years old	15	15%
> 40 Years old	4	4%
Total	100	100%

Data in table 4. regarding the distribution of respondents based on age shows that as many as 100 people who have purchased Herdi Hardcase Bandung products who are respondents in this study, mostly come from respondents aged 20-30 years old as many as 66 (66%), 15 (15%) of < 20 years old, 15 (15%) of 31-40 years old, and 4 (4%) more than 40 years old.

It means that the distribution of respondents based on age is dominated by people aged 20-30 years. These people certainly dominate because most of the customers who purchase Herdi Hardcase Bandung products come from teenagers to adults according to Herdi Hardcase Bandung's target buyers.

c. Respondents Distribution by Occupation

Table 5. Respondent Distribution by Occupation

Occupation	Frequency	Percentage (%)
Student	53	53%
Civil Servant	4	4%
Entrepreneur	6	6%
Musician	33	33%
Other	4	4%
Total	100	100%

Data in table 5. regarding the distribution of respondents by occupation shows that as many as 100 people who have purchased Herdi Hardcase Bandung products who are respondents in this study, most of them come from respondents who work as students as many as 53 (53%), 4 (4%) of civil servants, 6 (6%) of entrepreneurs, 33 (33%) of musicians, and 4 (4%) others.

It means that the distribution of respondents based on occupation is dominated by students. These people certainly dominate because most of the customers who purchase Herdi Hardcase Bandung products come from students according to Herdi Hardcase Bandung's target buyers and the participation

of this questionnaire was more accessible to students.

d. Respondents Distribution by Origin Region

Table 6. Respondent Distribution by Origin Region

Origin Region	Frequency	Percentage (%)
Jabodetabek	48	48%
Outside Jabodetabek	52	52%
Total	100	100%

Data in table 6. regarding the distribution of respondents based on regional origin shows that as many as 100 people who have purchased Herdi Hardcase Bandung products who are respondents in this study, most of them come from respondents whose origins are from outside Jabodetabek as many as 52 (52%), while from Jabodetabek there were 42 (42%).

It means that the distribution of respondents based on region is dominated by outside Jabodetabek. These regions certainly dominate because most of the customers who purchase Herdi Hardcase Bandung products come from outside Jabodetabek according to the production location of Herdi Hardcase Bandung which is located outside Jabodetabek, namely Bandung.

e. Variable X Description (Lifestyle)

Table 7. Variable X Data (Lifestyle)

No.	Variable X	Evaluation				
		T (5)	S (4)	RR (3)	TS (2)	STS (1)
1.	X1	40	53	7	0	0
2.	X2	57	42	1	0	0
3.	X3	65	32	3	0	0
4.	X4	55	42	3	0	0
5.	X5	56	41	3	0	0
6.	X6	56	40	4	0	0
Total		329	250	21	0	4

Percentage	54,83%	41,67%	3,5%	0%	0%
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Data in table 7. regarding that the majority of respondents chose very agreed responses to the lifestyle variable statement items. With a percentage of 54.83%, it demonstrates how lifestyle affects purchasing decisions.

f. Variable Y Description (Purchasing Decision)

Table 8. Variable Y Data (Purchasing Decision)

No.	Variable Y	Evaluation				
		SS (5)	S (4)	RR (3)	TS (2)	STS (1)
1.	Y1	75	23	2	0	0
2.	Y2	65	30	5	0	0
3.	Y3	82	17	1	0	0
4.	Y4	62	28	9	0	0
5.	Y5	63	32	5	1	0
6.	Y6	57	39	4	0	0
7.	Y7	72	28	0	0	0
8.	Y8	64	35	1	0	0
Total		540	232	27	1	0
Percentage		67,5%	29%	3,38%	0,13%	0%

From table 8., it shows that the majority of respondents chose responses that strongly agreed with the items in the purchase decision variable statement. With a percentage of 67.5%, it demonstrates how lifestyle has an impact on purchasing decisions.

Data Quality Test

a. Validity Test

This research utilizes the validity test of the Bivariate Pearson correlation analysis (personal moment product) with a significant

level of 5% to determine whether or not a statement item is appropriate or not to be used. r table's value with the formula $df = n - 2$ will become ($df = 100 - 2$) which is 98 so the r table is 0.1966 at a 5% level of significance. The statement is considered a valid statement if the r count is more than 0.1966. In the contrary, it is declared as invalid if the r count is less than 0,1897, the statement item is declared invalid. After conducting a validity test on variable X (lifestyle), each statement was declared valid because it had a personal correlation value that was more than 0.1966 so that all statement items could be used in research.

Table 9. The Validity of Variable X (Lifestyle) Test

Statement	Pearson Correlation	r table	Information
1	0,489	0,1966	Valid
2	0,508	0,1966	Valid
3	0,458	0,1966	Valid
4	0,431	0,1966	Valid
5	0,523	0,1966	Valid
6	0,522	0,1966	Valid

According to the findings of the validity test performed using the data in table 9., it shows that none of the items have a value less than 0.1966. Therefore, each indicator of variable X's assertion can be said to be valid. Next, test the validity of the variable Y (Purchasing Decision). Besides that, all items were declared valid because they had a calculated r value > 0.1966 so that all statement items could be used further in research.

Table 10. The Validity of Variable Y (Purchasing Decision) Test

Statement	Pearson Correlation	r table	Information
1	0,549	0,1966	Valid
2	0,598	0,1966	Valid

3	0,535	0,1966	Valid
4	0,472	0,1966	Valid
5	0,579	0,1966	Valid
6	0,598	0,1966	Valid
7	0,573	0,1966	Valid
8	0,562	0,1966	Valid

It can be seen from the test that has been performed with the data listed in table 10., it shows that there is no item which has a value less than 0.1966. So, the data can be concluded that every indicator of the Y variable statement is declared valid.

b. Reliability Test

The reliability test was carried out in this research using Cronbach Alpha coefficient. The instrument can be declared reliable if the coefficient has more than 0.6. whereas it can be declared as unreliable if the coefficient has less than 0.6.

After testing, the researcher indicates that for variable X (lifestyle), the Cronbach Alpha reliability value is 0.724. Therefore, since the Cronbach Alpha value is greater than 0.6, it can be claimed that the reliability test findings for variable X (Lifestyle) are considered to be reliable.

Table 11. The Reliability of Variable X (Lifestyle) Test

Cronbach's Alpha	N of Items
0,724	6

Furthermore, the reliability test on the variable Y (Purchasing Decision) is 0.826. The findings of the Y variable test (Purchasing Decision) are also regarded as reliable because the resulting Cronbach Alpha value is larger than 0.6.

Table 12. Test The Reliability of Variable Y (Purchasing Decision)

Cronbach's Alpha	N of Items
0,826	8

Classic Assumption Test

a. Data Normality Test

Image 2. Data Normality Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.80315640
Most Extreme Differences	Absolute	.130
	Positive	.072
	Negative	-.130
Test Statistic		.130
Asymp. Sig. (2-tailed)		.000 ^c
Monte Carlo Sig. (2-tailed)	Sig.	.062 ^d
	95% Confidence Interval	
	Lower Bound	.057
	Upper Bound	.067

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. Based on 10000 sampled tables with starting seed 926214481.

The significance value is 0.62 which is greater than 0.05. It means that the residual values are regularly distributed, according to the findings of the normality test in image 2.

b. Linearity Test

Image 3. Linearity Test

			Sum of Squares	df	Mean Square	F	Sig.
Y * X	Between Groups	(Combined)	162.384	8	20.298	2.672	.011
		Linearity	75.879	1	75.879	9.987	.002
		Deviation from Linearity	86.505	7	12.358	1.626	.138
	Within Groups		691.406	91	7.598		
	Total		853.790	99			

The linearity test findings in image 3 demonstrate that it is possible to draw this conclusion from the ANOVA Table. It is evident that the significant value in the column for "Deviation from Linearity" is 0.138, which is greater than 0.05. Therefore, it can be claimed that variable X (Lifestyle) and variable Y (Purchasing Decision) have a linear connection.

Hypothesis Test

a. Simple Linear Regression Test

An analysis that demonstrates the claim regarding the impact of Lifestyle Variable (X) on Purchase Decision (Y) is known as a simple linear regression analysis. At this testing stage,

the statistical calculations were carried out using SPSS v.26. In general, the simple regression equation has the following formula:

$$Y' = b_0 + bX \quad (3)$$

Information:

- Y = Dependent variable value
- b₀ = Constant (if X = 0)
- b = Regression Coefficient (increasing and decreasing values)
- X = Independent variable value

Image 4. Simple Linear Regression Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	26.245	3.525	7.444	.000	
	Lifestyle	.401	.130	.298	3.092	.003

a. Dependent Variable: Purchasing Decision

According to the findings of the image 4. 's simple linear regression analysis, it shows that the value of a (a constant number of Unstandardized Coefficients) = 26.245. According to this number, the consistent value of the Purchase Decision (Y) is 26.245 if there is no Lifestyle (X). Meanwhile, value b (regression coefficient number) = 0.401. This data indicates that the Purchase Decision (Y) will rise by +0.401 for every 1% increase in the Lifestyle level. The regression equation is $Y = 26.245 + 0.401X$, indicating that Lifestyle (X) has a positive impact on Purchase Decision (Y) given the positive regression coefficient value (+).

b. Regression Coefficient Test (t Test)

The t test was performed to carry out significant tests regarding the influence between variable X (Lifestyle) on variable Y (Purchasing Decisions) whether it really has an effect, with a significant value of 0.05 (5%). Ho is accepted if the significant value is greater than 0.05 and rejected if it is less than 0.05. To compute this test, t tables and t count comparisons are employed. The independent variable significantly affects the dependent

variable if the t count exceeds the t table. However, the independent variable significantly has an effect on the dependent variable if the t count is less than the t table. The hypothesis that will be used in this test is:

- Ho: Lifestyle (personality factor approach) isn't significantly influence Purchasing Decisions.
- Ha: Lifestyle (personality factor approach) significantly influences Purchasing Decisions.

In the calculations of this study, it is known that the significant level is 5% ($\alpha = 5\%$), $n = 100$, $k = 1$.

$$\begin{aligned} t \text{ table} &= \frac{\alpha}{2} : n - k - 1 \\ &= \frac{0.5}{2} : 100 - 1 - 1 \\ &= 0.025 : 98 \\ t \text{ table} &= 1.987 \end{aligned}$$

Image 4 illustrates the results of this calculation. The significant value is 0.003 less than 0.05, and the t count is 3.092 more than the t table is 1.987, as can be observed. Therefore, it can be said that Ho is rejected but Ha is accepted.

c. Determination Coefficient Test (R^2)

A test to determine if test results taken between 0 and 1 is the coefficient of determination. If a research produces a coefficient of determination that is close to 0 (zero), all independent variables have limited capability to explain dependent variables, while independent variables can almost always predict the variance of dependent variables if a study results in a coefficient determination close to 1 (one). Image 4's results from the simple linear regression test results above show the outcomes of this test. In the Model Summary table, it can be seen that:

Image 5. Determination Coefficient Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.298 ^a	.089	.080	2.817

a. Predictors: (Constant), Lifestyle

According to the calculations in image 5., the value of R^2 in the Model Summary table is 0.089 or 8.9%. So, consumer lifestyles have an influence of 8.9% on purchasing decisions for Herdi Hardcase Bandung products.

Discussion

According on the outcomes of the research done in relation to the topic of the influence of lifestyle (personality factor) on purchasing decisions of Herdi Hardcase Bandung custom products for people who have purchased Herdi Hardcase Bandung custom products which are processed using the SPSS v.26 program, the data obtained is the result of the Data Feasibility Test which consists of Test Validity and Reliability Tests, Classical Tests consisting of Normality Tests and Linearity Tests, and Hypothesis Tests consisting of Simple Linear Regression Tests, Regression Coefficient Tests (t Test), and Determination Coefficient Tests (R^2).

1. According to the outcomes of the Validity Test that has been carried out, there are no items that have a value of less than 0.1966 so that each indicator statement variable X is declared valid, whereas in variable Y (Purchasing Decisions) indicates that all items declared valid because it has a calculated r value > 0.1966 so that all statement items can be used further in research. Then, the Reliability value using Cronbach Alpha on variable X (Lifestyle) was 0.724, according to the reliability test results. Thus, it can be said that the results of the reliability test for variable X (Lifestyle) are declared reliable because the Cronbach Alpha value is > 0.6 . Then, the reliability test on the variable Y (Purchasing Decision) is 0.826. Thus, the results of the Y variable

test (Purchase Decision) are also declared reliable on the grounds that the resulting Cronbach Alpha value is > 0.6 .

2. In the data Normality Test which was carried out by taking it into account through the Kolmogorov-Smirnov Normality Test, the data was stated to be normally distributed or in other words the significance value was $0.62 > 0.05$. Additionally, testing reveals that the locations in the image with a regularly distributed and the distribution are around the diagonal line. For further calculations, the results of the Linearity Test that has been carried out are proven to be linear or have a relationship if the Deviation from Linearity value is > 0.05 . The Linearity Test was conducted and the result shows that the deviation from linearity is 0.138, which means that there is a linear relationship because it is greater than 0.05.
3. Based on the tests carried out using the Simple Linear Regression Test, it is shown that the constant value (a) is 26.245, while the constant value (b) is the regression coefficient +0.401. It is indicated that the Purchase Decision (Y) will increase by +0.401 for every 1% increase in the Lifestyle level (X). Since the regression coefficient is positive (+), it can be concluded that lifestyle (X) has a positive impact on purchase decisions (Y) so that the regression equation is $Y = 26.245 + 0.401X$. In addition, it is also proven that the Simple Linear Regression Test results are positive or have no adverse effects.
4. According to the outcomes of the t test by making a comparison between the significant value and 0.05 (5%), if the resulting significant value is < 0.05 (5%), H_0 is turned down and H_a is accepted. Testing the t test also makes a comparison between the calculated t value and the t table. H_a is approved if the t-arithmetic result exceeds the t-table,

while H_0 is accepted and H_a is rejected if the t-arithmetic result is less than the t-table. If the t-arithmetic result is greater than the t-table, H_a is accepted; if it is smaller than the t-table, H_0 is accepted and H_a is rejected. The Coefficients test shows that t count $3.092 > t$ table 1.987 and the significance value is $0.003 < 0.05$. That way, from this test it can be concluded that H_a is accepted and H_0 is rejected, which means that the influence of lifestyle personality factor significantly has an effect on purchasing decisions for custom Herdi Hardcase Bandung products.

5. The outcomes of the Coefficient of Determination Test in this study also showed that the R Square value = 0.089 or 8.9%. Thus, purchasing decisions are not negatively impacted by lifestyle (personality factor approach) with a result of 8.9%, while the remaining portion ($100\% - 8.9\% = 91.1\%$) is influenced by other variables not included in the Summary Model.

The data obtained from the questionnaire used in this study is valid and reliable so that the questions in this questionnaire have answers that are relevant to what is needed from this research, such as the dimensions of lifestyle and purchasing decision. The results of the data that has been processed say that lifestyle has a positive impact on purchase decisions. It can be seen that lifestyle has an important role in a person's decision-making process.

The Effect of Lifestyle Personality Factor on Purchasing Decisions

The outcomes of this research prove that lifestyle (personality factor) has an influence on purchasing decisions for custom Herdi Hardcase Bandung custom products. The results of this study are supported by previous research entitled "Analysis of the Influence of Brand Image, Product Quality, and Fashion Lifestyle on Purchasing Decisions of Thrift Shopping Fashion on Instagram" by Fauziah &

Setiawan (2022) which states that lifestyle has a significant effect on decisions Purchase Peacockoffie Semarang. In this research, it said that life is included in a category that can encourage service customer behavior in determining purchasing decisions at Peacockoffie Semarang. Through the approach of one of the factors that influence lifestyle, namely personality, it can be concluded that consumers make purchases that are tailored to their tastes so that the goods they buy can match the characteristics of these consumers. In addition, the results of the questionnaire on questions that support personality factors, namely "Herdi Hardcase products support my appearance so that my confidence increases when doing activities", shows that there are 55% of respondents who answered totally agree. Questions obtained from the dimension of interest in the lifestyle variable intersect with personality factors which show that consumers are happy to have custom Herdi Hardcase products because they can support consumer appearances so that they can increase consumer confidence when on the move. So, the personality factor in lifestyle has a significant influence on custom Herdi Hardcase Bandung products.

CONCLUSION

According to the study's findings, the lifestyle significantly affects the purchase decision. Lifestyle is indeed one of the things that makes consumers consider their purchasing decisions in buying the product they want, especially Herdi Hardcase Bandung products. This is demonstrated by the analysis' findings using the coefficient of determination technique (R^2), which indicate that the correlation between lifestyle and purchase decision is 0.089 or 8.9%, with the remaining percentage ($100\% - 8.9\% = 91.1\%$) being influenced by other factors which is not considered in this study. As previously mentioned, purchasing decisions are indeed influenced by several factors, namely social, cultural factors, and one of them is the lifestyle that is obtained from the

self-factor of a consumer. However, the researchers did not include factors other than lifestyle into the variables of this study. Besides that, the t count value was 3.082 greater than the t table 1.987, and the results of the significant values in the Coefficients table acquired a significant value of 0.003 is less than 0.05. Therefore, it can be inferred that H_0 is not approved whereas H_a is approved, indicating that variable X (lifestyle) has an impact on variable Y. (on Purchase Decision). A person's desire to buy what he needs is of course based on the lifestyle he lives. Not only what is in him, but also the possessions of that person so that they can support his lifestyle. So, the personality factor in lifestyle has a significant influence on custom Herdi Hardcase Bandung products.

Suggestion

As for suggestions that researchers can give on the results of research that has been done, among them are:

1. For Herdi Hardcase Bandung

Lifestyle variable significantly has influence on purchasing decisions for Herdi Hardcase Bandung products especially with personality factor approach. Therefore, the company Herdi Hardcase Bandung must be able to maintain its USP, namely that it can be purchased according to the wishes of consumers (request by order). This can still attract consumers to buy Herdi Hardcase Bandung products by adjusting the goods to their lifestyle (custom). In addition, companies need to maintain the quality of their products through this handmade manufacturing system and create more creative and innovative products for consumers in order to retain their customers.

2. For Future Research

Researchers hope that this research can be used as reference material and material for consideration as a reference in future research apart from obtaining from journals, books, and other existing

references. In addition, researchers hope that this research can become library documentation, especially in the study of consumer behavior by using variables other than those used in this research to examine purchasing decisions. Because, in addition to the variables that the author has used, there are other variables that will influence purchasing decisions.

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