

The Influence Of Lifestyle And Social Influence On Purchasing Decisions For Cargloss Retro Helmets

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Abstract

This study aims to determine the influence of lifestyle and social influence on purchasing decisions of retro cargloss helmets among cargloss retro helmet users in the Sirnagalih area, Bogor Regency. The type of research used is quantitative. The population in this study were consumers using retro cargloss helmets in the Sirnagalih area, Bogor Regency. The analysis used quantitative techniques with a total sample of 100 respondents. The instrument used in this study was a questionnaire. The results of the research instrument test used multiple regression analysis tests, t tests and f tests, which showed that lifestyle and social influence had a significant effect on purchasing decisions with the results of multiple regression analysis of $Y = 4.679 + 0.236 X_1 + 0.259 X_2$. The results of the lifestyle t test were obtained as large as t count $7.255 > t$ table 1.98 which means that H_0 is rejected and H_a is accepted, where there is an influence between lifestyle and purchasing decisions. While the social influence t test is t count $6.818 > t$ table 1.98 which means H_0 is rejected and H_a is accepted, where there is influence between social influence on purchasing decisions. And the results of the f test are obtained for f count $167.477 > f$ table 3.09 meaning that H_0 is rejected and H_a is accepted, where there is a simultaneous influence on purchasing decisions. Based on the results of these data, it can be concluded that lifestyle and social influence influence the purchasing decision of retro cargloss helmets for retro cargloss helmet users in the Sirnagalih area, Bogor Regency.

Keywords: Lifestyle; Sosial Influence; Purchase Decision.

Introduction

In the current era of globalization, company competition is fierce, each company must be able to meet customer expectations, as well as be able to build higher quality products, and strive to be different from competitors. Consumer actions and attitudes towards a product determine whether a product will succeed or fail (Firmansyah, 2018).

The main idea here is that every consumer behaves and perceives a product in a unique way. Manufacturers must understand how consumers behave towards goods or brands that are already available in the market, because this behavior forces them to always find new and innovative ways to influence consumer decisions in buying a product offered (Firmansyah, 2018).

The automotive industry is the fastest growing in Indonesia. The growing motorcycle sector in recent years is one of the fastest growing automotive businesses in Indonesia. According to statistics from the Central Bureau of Statistics, in 2018 there were 106,657,952 motorcycles, 112,771,136 motorcycles in 2019, and 115,023,039 motorcycles in 2020.

Helmets are one of the most common pieces of equipment used by motorcyclists when traveling far or near. In general, helmets have a very important function when riding a motorcycle because they can protect the rider's head from injury when falling. Helmets must meet DOT (Department of Transportation) or US Transportation Standards requirements in order to protect the head from impact.

Cargloss helmets feature a simple retro-style design that reflects the current trends of society. The classic style of Cargloss retro helmets makes them very popular among young people. In addition to featuring a retro design, the craze that emerged in 2018 was also triggered by the surge in sales of Cargloss helmets by 20% due to the President of the Republic of Indonesia, Joko Widodo, wearing a Cargloss Retro Helmet. Retro Cargloss helmets accounted for 70% of sales contribution.

Consumers in making a purchase decision basically have certain considerations. According to Kotler & Armstrong (2014), purchasing decisions are the stage in the buyer's decision-making process where consumers actually buy. Meanwhile, based on the opinion of Schiffman and Kanuk (2014), they announce that a purchase decision is defined as a choice from two or more alternative options.

Purchasing decisions are influenced by several factors, one of which is the social influence factor that can influence a person to make a helmet purchase decision. This is because humans are social creatures who always interact with their environment, be it family, friends or reference groups. This is in accordance with the opinion (Schiffman, and Kanuk, 2008) that social influence is a group of people who uphold equality or community respect and continue to socialize among them both formatively and informally.

Another factor that influences consumers in making purchasing decisions is lifestyle. Lifestyle has a close relationship with how a person determines purchasing decisions in this modern era, almost all people rely on a product to perfect their appearance. This makes a person or consumer more consumptive of Cargloss Retro helmet products when someone has a certain lifestyle, then that person will determine their consumption patterns and use products that match their lifestyle.

In buying helmets, consumers are not only concerned with their own safety but also their lifestyle which tends to follow the trend of society in general. Research conducted by Beby Halkirana Pradesty in 2017. Stating that Lifestyle (lifestyle) affects consumer purchasing decisions.

Problem Identification

The problem identification in this study is as follows:

1. Competition in the helmet business is tight, this makes producers required to be more observant of changes in habits in society.
2. In the increasingly fierce competition, manufacturers must be able to provide products that are able to support hobbies as well as habits that are in among the public.

Problem Formulation

The problem formulation in this research is as follows:

1. To what extent does Lifestyle influence the decision to purchase a Cargloss Retro Helmet?
2. To what extent does Social Influence influence the purchase decision of a Cargloss Retro Helmet?
3. To what extent do Lifestyle and Social Influence influence the Cargloss Retro Helmet Purchasing Decision?

Research Objectives

The research objectives in this study are as follows:

1. To find out the influence of Lifestyle on purchasing decisions for Cargloss Retro Helmets
2. To determine the influence of Social Influence on purchasing decisions for Cargloss Retro Helmets
3. To find out the influence of Lifestyle and Social Influence on purchasing decisions for Cargloss Retro Helmets

Research Methods

Data Type

The type of data used is quantitative data. Quantitative data is data in the form of numbers or quantitative data that is scaled or scored.

Data Source

The data sources used are primary data sources of data collected by researchers themselves directly from the first source and the purpose of collection is in accordance with the research objectives.

Data Collection Technique

The data collection technique used in this study is the observation method of activities to study a symptom and event through efforts to involve and record information systematically and the distribution of questionnaires, a technique or method of indirect data collection.

Population and Sample

In this study, the population used by distributing questionnaires to 100 consumer respondents who use cargloss helmets in the sirnagalih area of Bogor Regency using a sampling technique, namely simple random sampling, meaning that this technique is a sampling technique that provides equal opportunities or opportunities for each element or member of the population to be selected as a sample.

Research Variables

In this study there are two independent variables and one dependent which includes the following explanation:

X_1 is an independent variable, namely Lifestyle

X_2 is an independent variable, namely Social Influence

Y is the dependent variable, namely the Purchase Decision

Research Hypothesis

Hypothesis 1

H_{01} = there is no influence between lifestyle on consumer purchasing decisions

H_{a1} = there is an influence between lifestyle on consumer purchasing decisions

Hypothesis 2

H_{02} = there is no influence between social influence on consumer purchasing decisions

H_{a2} = there is an influence between social influence on consumer purchasing decisions

Hypothesis 3

H_{03} = there is no joint influence between lifestyle and social influence on consumer purchasing decisions

H_{a3} = there is a joint influence between lifestyle and social influence on consumer purchasing decisions

Research Findings

1. Validity Test

The questionnaires that have been distributed online, filled in and collected, then the results are analyzed using a validity test which aims to determine whether the instrument used is valid or not.

Tabel 1. Validity Test

| Variabel | Pernyataan | R - Hitung | R - Tabel | Keterangan |
|-------------------------------|------------|---------------|--------------|------------|
| <i>Lifestyle</i> (X_1) | X1.1 | 0,941 | 0,195 | Valid |
| | X1.2 | 0,950 | 0,195 | Valid |
| | X1.3 | 0,940 | 0,195 | Valid |
| | X1.4 | 0,944 | 0,195 | Valid |
| | X1.5 | 0,916 | 0,195 | Valid |
| | X1.6 | 0,813 | 0,195 | Valid |

| | | | | |
|------------------|------|-------|-------|-------|
| | X1.7 | 0,800 | 0,195 | Valid |
| | X2.1 | 0,958 | 0,195 | Valid |
| Sosial | X2.2 | 0,958 | 0,195 | Valid |
| Influence | | | | |
| (X2) | X2.3 | 0,958 | 0,195 | Valid |
| | X2.4 | 0,870 | 0,195 | Valid |
| | X2.5 | 0,814 | 0,195 | Valid |
| | X2.6 | 0,820 | 0,195 | Valid |
| | Y.1 | 0,897 | 0,195 | Valid |
| Keputusan | Y.2 | 0,894 | 0,195 | Valid |
| Pembelian | Y.3 | 0,818 | 0,195 | Valid |
| (Y) | Y.4 | 0,803 | 0,195 | Valid |

Source: SPSS Data Processing Results

In Table 1 of the data presented, it can be seen that all statement items have a value of $r_{count} > r_{table}$, so they can be declared valid.

2. Reliability Test

Reliability measurement can be done with the Cronbach's Alpha coefficient if the value is greater than 0.6 the questionnaire is reliable, and if it is smaller than 0.6 the questionnaire is not reliable (Ghozali and Latan, 2015).

Tabel 2. Reliability Test

| Variabel | Cronbach's Alpha | No Item | Keterangan |
|------------------|-------------------------|----------------|-------------------|
| Lifestyle | 0,959 | 7 | Reliabel |
| (X1) | | | |
| Sosial | 0,951 | 6 | Reliabel |
| Influence | | | |
| (x2) | | | |
| Keputusan | 0,861 | 4 | Reliabel |
| Pembelian | | | |
| (Y) | | | |

Source: SPSS Data Processing Results

In Table 2, from the data presented, it can be seen that each variable can be declared a variable and is suitable for distribution to respondents.

3. Correlation Analysis

Correlation analysis is used to determine the relationship between lifestyle (X1) and Social Influence (X2) on purchasing decisions (Y). Decision making is based on a significant value, if the significant value <0.05 then it is correlated, and vice versa if the significant value > 0.05 then it is not correlated.

Table 3. Correlation results of Lifestyle (X1) Relationship to Purchasing Decisions (Y)

| Model Summary | | | | | | | | | |
|---------------|-------------------|----------|-------------------|----------------------------|-------------------|----------|-----|-----|---------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Change Statistics | | | | Sig. F Change |
| | | | | | R Square Change | F Change | df1 | df2 | |
| 1 | .817 ^a | .668 | .664 | 1.74896 | .668 | 197.025 | 1 | 98 | .000 |

a. Predictors: (Constant), Lifestyle

Source: SPSS Data Processing Results

From the results of table 3 above, it can be seen that the Lifestyle variable (X1) has a relationship, with a value of $R = 0.817$ which is located in the interval range (0.80 - 1.00), and a significant value of 0.00. Proving that the Lifestyle variable (X1) has a very strong relationship with the decision to purchase a retro cargloss helmet.

Table 4. Correlation Results of Social Influence (X2) Relationship to Purchasing Decisions (Y)

| Model Summary | | | | | | | | | |
|---------------|-------------------|----------|-------------------|----------------------------|-------------------|----------|-----|-----|---------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Change Statistics | | | | Sig. F Change |
| | | | | | R Square Change | F Change | df1 | df2 | |
| 1 | .808 ^a | .654 | .650 | 1.78602 | .654 | 184.907 | 1 | 98 | .000 |

a. Predictors: (Constant), Social Influence

Source: SPSS Data Processing Results

From the results of table 4 above, it can be seen that the social influence variable (X2) has a relationship, with a value of $R = 0.808$ which is located in the interval range (0.80 - 1.00), and a significant value of 0.00. Proving that the social influence variable (X2) has a very strong relationship with the retro cargloss helmet purchasing decision.

Table 5. Correlation Results Lifestyle (X1) and Social Influence (X2) Relationship to Purchasing Decisions (Y)

| Model Summary | | | | | | | | | |
|---------------|-------------------|----------|-------------------|----------------------------|-------------------|----------|-----|-----|---------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Change Statistics | | | | Sig. F Change |
| | | | | | R Square Change | F Change | df1 | df2 | |
| 1 | .881 ^a | .775 | .771 | 1.44541 | .775 | 167.477 | 2 | 97 | .000 |

a. Predictors: (Constant), Social Influence, Lifestyle

Source: SPSS Data Processing Results

From the results of table 5 above, it can be seen that the two variables have a relationship with a value of $R = 0.881$ which is located in the interval range (0.80 - 1.00), and a significant value of 0.00. Proving that the Lifestyle (X1) and Social Influence (X2) variables have a very strong relationship to the decision to purchase a retro cargloss helmet.

4. Multiple Regression Analysis

This test is used to predict the value of the effect of two or more independent variables on one dependent variable, to determine whether there is a positive and significant influence simultaneously between lifestyle and social influence on purchasing decisions for retro cargloss helmets.

Table 6. Multiple Regression Results of Lifestyle Variables (X1) and Social Influence (X2) on Purchasing Decisions (Y)

| Model | Coefficients ^a | | | | | |
|-------|-----------------------------|------------|---------------------------|------|-------|------|
| | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. | |
| | B | Std. Error | Beta | | | |
| 1 | (Constant) | 4.679 | .565 | | 8.283 | .000 |
| | Lifestyle | .236 | .032 | .492 | 7.255 | .000 |
| | Social Influence | .241 | .035 | .462 | 6.818 | .000 |

a. Dependent Variable: Keputusan Pembelian

Source: SPSS Data Processing Results

$$Y = \alpha + b_1X_1 + b_2X_2$$

$$Y = 4,679 + 0,236X_1 + 0,241X_2$$

From this equation we can conclude that:

1. The value of α (constant) is 4.679 which means that if the lifestyle and social influence values are equal to zero, the purchasing decision is 4.679.
2. The regression coefficient value of the Lifestyle variable (X1) of 0.236 is positive, stating that each increase in one unit of lifestyle score will increase purchasing decisions by 0.236 by keeping the score of other variables constant.
3. The regression coefficient value of Social Influence (X2) is 0.241, which is positive, stating that each increase of one unit of social influence score will increase the purchasing decision by 0.241 by keeping the score of other variables constant.

5. Coefficient of Determination Analysis

The Coefficient of Determination (R²) is carried out to determine the presentation of changes in the non-independent variable (Y) caused by the independent variable (X). If R² is getting bigger, then the presentation of changes in the independent variable (Y) caused by the independent variable (X) is getting higher. If R² is getting smaller, the percentage of changes in the independent variable (X) is getting lower.

Table 7. Coefficient of Determination Analysis Results

| Model Summary | | | | |
|---------------|-------------------|----------|-------------------|----------------------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .881 ^a | .775 | .771 | 1.445 |

a. Predictors: (Constant), Social Influence, Lifestyle

Source: SPSS Data Processing Results

Based on the results of table 7 above, it shows that the R Square (R²) value = 0.775. Which means that the Lifestyle (X1) and Social Influence (X2) variables have contributed to the Purchasing Decision (Y) variable for consumers who use cargloss helmets in the Sirnagalih area of Bogor Regency by 77.5% and the remaining 22.5% is influenced by other factors outside of this discussion.

6. T test

The T test is intended to test whether partially the independent variables used in the study have a significant effect on the dependent variable.

Table 8. Partial T Test Results

| Coefficients ^a | | | | | |
|---------------------------|-----------------------------|------------|---------------------------|-------|------|
| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | B | Std. Error | Beta | | |
| 1 (Constant) | 4.679 | .565 | | 8.283 | .000 |
| Lifestyle | .236 | .032 | .492 | 7.255 | .000 |
| Social Influence | .241 | .035 | .462 | 6.818 | .000 |

a. Dependent Variable: Keputusan Pembelian

Source: SPSS Data Processing Results

The significance value of t (0.000) < 0.05. With the t value of each variable 7.255 and 6.818, the hypothesis is accepted. That there is a significant influence of lifestyle variables on purchasing decisions and there is also a significant influence of social influence variables on purchasing decisions.

7. F test

The F test is carried out to see the effect of all existing independent variables together on the dependent variable.

Table 8 Simultaneous Test Results

| ANOVA ^a | | | | | | |
|--------------------|------------|----------------|----|-------------|---------|-------------------|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 699.787 | 2 | 349.893 | 167.477 | .000 ^b |
| | Residual | 202.653 | 97 | 2.089 | | |
| | Total | 902.440 | 99 | | | |

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Social Influence, Lifestyle

Source: SPSS Data Processing Results

Table 4 shows the value of Fcount (167.477) > Ftable (3.09) with sig. 0.000 which means sig < 0.05. So the lifestyle and social influence variables have a positive and significant effect on purchasing decisions. This means rejecting Ho and accepting Ha.

Conclusion

Based on the results of data analysis and discussion of the influence of service quality and social influence on purchasing decisions using online food delivery services, the following conclusions can be drawn: 1. There is a positive and significant influence of lifestyle on purchasing decisions for retro cargloss helmets, according to the results of the t test obtained a significance value of 0.000 < 0.05. Then simultaneously with the value of Fcount (167.477) > Ftable (3.09) with sig. 0.000 This means that the decision to buy a cargloss helmet is widely used to fulfill the user's lifestyle and what is received even exceeds, the more increased or higher the decision to buy a retro cargloss helmet. 2. There is a positive and significant influence of social influence on the decision to purchase a retro cargloss helmet, according to the results of the t test obtained a significance value of 0.000 < 0.05. Then simultaneously with the value of Fcount (167.477) > Ftable (3.09) with sig. 0.000. This means that the greater the social influence experienced by consumers, the higher the decision to purchase a retro cargloss helmet. 3. A good lifestyle and a large social influence are able to increase purchasing decisions for retro cargloss helmets, according to the interpretation of the results of multiple regression analysis where if the lifestyle increases by 1 unit, the

purchasing decision will increase by 0.236 units, if the social influence increases by 1 unit, the purchasing decision will increase by 0.241 units assuming no other influencing factors.

Future researchers who want to raise research with similar topics are expected to add other variables that have not been included in this study. This research was conducted on limited respondents, namely consumers who use retro carless helmets in the Sirnagalih area of Bogor Regency, so this research has limited generalization, this research also has limited time and also the area where the research was conducted.

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