



THE INFLUENCE OF BRAND IMAGE AND LIFESTYLE ON THE DECISION TO PURCHASE BONIA BAGS AT THE LILI BONIA STORE IN KOTA TEBING TINGGI

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Abstract

This research aims to determine the influence of brand image and lifestyle on purchasing decisions for Bonia bags at the Lili Bonia shop, Tebing Tinggi City. The research method used is a quantitative method using SPSS version 25.00 which was collected from the results of distributing questionnaires to Bonia Bag consumers at the Lili Bonia Shop, Tebing Tinggi City. The analytical method used in this research is using instrument tests, namely validity and reliability tests. Classic assumption tests, namely normality test, multicollinearity test, heteroscedasticity test, multiple linear regression analysis, analysis of the coefficient of determination (R²), hypothesis tests, namely T test and F test. The results of SPSS in this research are that brand image influences purchasing decisions, lifestyle has no effect on purchasing decisions, brand image and lifestyle simultaneously influence purchasing decisions.

Keywords: *Brand Image, Lifestyle, Purchasing Decisions*

1. INTRODUCTION

One of needs that must be met filled with humans that is need physiological one of which that is fulfillment will need clothing. With development times, needs clothing No Again just get dressed but start shift become need *fashion*, where clothes and also accessories are mixed and matched such that appearance For come on stage interesting. The more modern, humans tend the more nature hedonistic so that For need *fashion* is human too want to come on stage more. Reality This make need man to existence product *fashion* always develop with following the current trend. The more development *fashion* become opportunity for company in motion in field said, the condition This result in Lots popping up product *fashion* with display product quality *fashion* with an affordable price.

Lili Bonia Shop is one of the shop that sells bag with brand famous and quite developing in Tebing Tinggi City with product bag main Bonia brand. Lili Bonia store first opened his shop in 2014 August in the city Tebing Tinggi. The types of products sold at Lili Bonia Store are quite varies including Bags, Watches and Shoes, from 3 types product the The brands sold at Lili Bonia Store are not only branded Lili Bonia because request consumers are varied, but product main thing for sale is Lili Bonia brand. According to Kotler & Keller, (2017) decision purchase consumer that is decision end individual and home the ladder that buys goods and services For consumption personal.

Purchasing decisions made by consumers at Lili Bonia Store Tebing Tinggi can seen from amount sales made by consumers in 6 months Lastly. At November 2023 total transactions made as many as 118 transactions next in the month December 2023 number transaction Keep going experience decline with amount transaction amounting to 112 transactions and in January 2024 the number transaction experience significant decrease with amount as many as 88 transactions, a

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decrease sale the significant occurs in the product with type bag If compared to with product other . Pre-survey results show that decision purchases made by consumers Enough low , thing This No in line with sufficient sales data high. Level decision purchases made by consumers Enough low caused by various one of the factors is image brand or *Brand Image* on a product . This is seen in research previously carried out by (Zahroh, 2023) with title The Influence of Brand Image on Purchasing Decisions Product Iphone with Lifestyle as Intervening Variables in New Districts that show that *Brand Image* influential to decision purchases made by consumers at a products . In improving interest buy consumer , image brand attached to the product own role important , According to (Astuti, Miguna, 2020) , Brand image can considered as type associations that come to mind consumer when they remember brand exclusive . Association can appear so just in form thinking or image exclusive related with a brand , same like We think about others.

Low purchasing decisions on a product or place can be caused by many factors, one of which is lifestyle. This is supported by research (Fitriani et al., 2022) that lifestyle influences purchasing decisions made by customers on a product or service. Meanwhile, according to Schiffman, I.G. & Kanuk, (2015), explains that lifestyle is often described by a person's activities, interests and opinions (activities, interests, and opinions). And more describes a person's behavior, namely how they live, use their money and use the time they have. Today's individual lifestyles include health, beauty, culinary, travel, and fashion (dressing) that are trending. However, the lifestyle of an individual can lead to purchasing decisions on a product because the more the product matches a person's lifestyle, the higher the purchasing decisions made on the product will be. From the results of the pre-survey, it can be concluded that the consumer lifestyle on Bonia bags has become a daily routine. So that the lifestyle that consumers have for Bonia bags can influence purchasing decisions, this is in accordance with research conducted by (Fitriani et al., 2022) that lifestyle influences purchasing decisions.

2. IMPLEMENTATION METHOD

Types of research used in study This is study quantitative . Nature of research This is development . Where, according to (Sugiyono, 2015) study development is research conducted with adopt variables , indicators , objects study from study previously with do addition variables used moment This . Nature of the research This is development . Research development is research conducted with adopt variables , indicators and tools same analysis with to do change objects and variables from study previously Sugiyono, (2015) . Research This is development from research conducted by (Zahroh, 2023) with title The Influence of Brand Image on Purchasing Decisions Product Iphone with Lifestyle as Intervening Variables in New Regency , development carried out in the form of change style previous life as intervening variables are carried out change become variable free . Difference study This with study previously in the form of change object research and period study .

. In research This population used is all over consumer Bonia bags at the Lili Bonia Tebing Tinggi Shop which are not known the amount . So that amount sample used in study This as many as 96 people. Data used in study This in the form of primary data obtained direct from respondents . According to Sugiyono, (2015) , primary data is data sources that directly provide data to data collector . As for the primary data in the research This from results questionnaires that are distributed in a way directly to consumer Bonia bag at the Lili Bonia Tebing Tinggi Shop. Data analysis techniques used in study This as following :

a. Classical Assumption Test

Multiple linear regression testing can be done after the model of this study meets the requirements, namely passing the classical assumption. The requirements that must be met are that the data must be normally distributed, do not contain multicollinearity, and heteroscedasticity. Therefore, before conducting multiple linear regression testing, it is necessary to first conduct classical assumption testing. The classical assumption test consists of normality test, multicollinearity test, and heteroscedasticity test.



b. Multiple Linear Regression Analysis

Multiple Linear Regression Analysis is used to measure the influence between more than one independent variable on the dependent variable. To determine the influence of the independent variables with the following equation:

$$Y = a + b_1X_1 + b_2X_2 + e$$

c. Hypothesis Testing

After obtaining the regression equation, it is necessary to carry out a hypothesis test to determine whether the regression coefficient obtained is significant. Next, the hypothesis is tested using the t-test (partial) and Path Analysis.

t-test

The t-test is intended to determine the level of significance of the influence of each independent variable on the dependent variable with the assumption that the other independent variables do not change. According to Sugiyono, (2015) , the criteria used are as follows:

- 1) If t count > t table, then it can be concluded that the independent variables have a significant effect on the dependent variable.
- 2) If t count < t table, then it can be concluded that the independent variable does not have a significant effect on the dependent variable.

F Test

The test conducted is by testing the parameter b (correlation test) using the statistical F test. To test the influence of independent variables simultaneously on the dependent variable, the F test is used. This F distribution is determined by the degrees of freedom of the numerator and denominator, namely k and (nk-1). For the F test, the criteria used are:

- 1) Ha is accepted if Fcount > Ftable, meaning that the independent variables together have a significant effect on the dependent variable.
- 2) Ha is rejected if Fcount < Ftable , meaning variable independently together does not have a significant effect on the dependent variable.

3. RESULTS AND DISCUSSION

Research result

Instrument Test

Measuring instrument in study normal named instrument research . According to The Greatest Showman (2015) Instrument study is a tool used measure phenomenon natural and also observed social . Testing instrument done using 2 tests , namely the validity test and the reliability test .

a. **Validity Test**

This test was conducted on 30 respondents, so $df = 30 - k = 28$, with $\alpha = 5\%$, the r table value obtained was 0.361 . (Ghozali, 2016) , then the calculated r value will be compared with the table r value as in table 1 below:

Table 1.
Validity Test Results

Purchase Decision (Y)			
Statement	r_{count}	r_{table}	Validity
1	0.553	0.361	valid
2	0.639	0.361	valid
3	0.828	0.361	valid
4	0.803	0.361	valid
Brand Image (X1)			

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Statement	r _{count}	r _{table}	Validity
1	0.634	0.361	valid
2	0.463	0.361	valid
3	0.570	0.361	valid
4	0.698	0.361	valid
Lifestyle (X2)			
Statement	r _{count}	r _{table}	Validity
1	0.677	0.361	valid
2	0.405	0.361	valid
3	0.409	0.361	valid
4	0.647	0.361	valid
5	0.386	0.361	valid
6	0.825	0.361	valid

Table 1 shows that all statement points regarding purchasing decisions, brand image, and lifestyle have a calculated r value that is greater than the table r value, so it can be concluded that all statements for each variable are valid.

b. Reliability Test

Reliability is the index that show to what extent a tool gauge can trusted or can reliable. According to The Greatest Showman (2015) A factor stated reliable If Cronbach Alpha more big from 0.6. Based on the results of data processing using SPSS 25.00, the following results were obtained:

Table 2.
Reliability Test Results

Variables	Cronbach's Alpha	Constants	Reliability
Purchase Decision (Y)	0.778	0.6	Reliable
Brand Image (X1)	0.713	0.6	Reliable
Lifestyle (X2)	0.723	0.6	Reliable

Based on the reliability test using Cronbach Alpha, all research variables are reliable because Cronbach Alpha is greater than 0.6, so the results of this study indicate that the measurement tool in this study has met the reliability test (reliable and can be used as a measuring tool).

Assumption Test Classic

a. Normality Test

Table 3. One Sample Kolmogorov Smirnov Test
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		96
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.27425286
Most Extreme Differences	Absolute	.061
	Positive	.061
	Negative	-.061



Test Statistics		.061
Asymp . Sig. (2-tailed)		.200 ^{c,d}
Monte Carlo Sig. (2-tailed) Sig.		.802 ^e
99% Confidence Interval	Lower Bound	.697
	Upper Bound	.907

- a. Test distribution is Normal.
 - b. Calculated from data.
 - c. Lilliefors Significance Correction.
 - d. This is a lower bound of the true significance.
 - e. Based on 96 sampled tables with starting seed 926214481.
- Source : Processed data (2024)

From the output in table 3 can known that mark significance (*Monte Carlo Sig.*) throughout variable as big as more from 0.05 then the residual value has been normal, so can concluded If all over variable normally distributed .

b. Multicollinearity Test

Multicollinearity test in study This seen from mark *tolerance* or *variance inflation factor* (VIF). The calculation mark *tolerance* or VIF with SPSS 25.00 program for windows can seen in Table 4 below :

Table 4. Multicollinearity Test Results Coefficients^a

Model	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
Brand Image	.727	1.376
Lifestyle	.727	1.376

a. Dependent Variable: Purchase Decision

Source : Processed data (2024)

Based on table 4 can known that mark *tolerance* from every variable show everything more big from 0.10 while VIF value of every variable show everything more small of 10. Based on results the above calculation can seen that mark *tolerance* for all variable free more big from 0.10 and all VIF values variable free also more small from 10 to No happen symptom correlation in variables free . So that can concluded that No existence symptom multicollinearity between variable free in the regression model .

c. Heteroscedasticity Test

Heteroscedasticity test aiming For test whether from the regression model happen inequality *variance* from residual one observation to other observations . A good regression model is homoscedasticity or No the occurrence heteroscedasticity . One of the method For detect There is or whether or not heteroscedasticity is with *Glejser test* , in glejser test , if variable independent significant in a way statistics in influencing variables dependent so There is indication happen heteroscedasticity . The results of data processing using SPSS 25.00 show results in table following :

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Table 5. Glejser Test Results Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
	B	Std. Error			
(Constant)	1,561	1,090		1,432	.155
Brand Image	-.033	.056	-.071	-.587	.559
Lifestyle	.002	.046	.006	.051	.960

a. Dependent Variable: ABS_RES

Source : Processed data (2024)

Based on table 5 obtained mark significance every variable more big from 0.05 to can concluded No there is symptom heteroscedasticity in the research model This .

Multiple Linear Regression Analysis

Testing multiple linear regression explain the magnitude role variable free to variable bound . Data analysis in study This use analysis multiple linear regression with use SPSS 25.00 for windows . Analysis of each variable explained in description following :

Multiple Linear Regression Results Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients Beta
	B	Std. Error	
(Constant)	8.265	1,926	
Brand Image	.424	.100	.449
Lifestyle	.067	.082	.087

a. Dependent Variable: Motivation Work

Source : Processed data (2024)

Based on results the so equality multiple linear regression which has formulation : $Y = a + \beta_1 X_1 + \beta_2 X_2 + \epsilon$, so obtained equation : $Y = 8.265 + 0.424 X_1 + 0.067 X_2$

Hypothesis Testing

t-test (Partial)

t- statistic test is also called the individual significance test . This test show how much Far influence variable independent in a way partial to variable dependent . In research this , hypothesis test partial done on every variable independent as in Table 7 below This :

Table 7. Partial Test (t) Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
	B	Std. Error			
(Constant)	2,829	2.498		1.133	.263
Compensation	.457	.109	.479	4.200	.000
Leadership	.307	.095	.367	3.221	.002

a. Dependent Variable: Motivation Work

Source : Processed data (2024)



a. Hypothesis Test of the Influence of Brand Image on Purchasing Decisions

From table 7, the t_{count} value is 4.256. With $\alpha = 5\%$, t_{table} (5%; $nk = 96-2 = 94$), the t_{table} value is 1.985. From this description, it can be seen that t_{count} (4.256) $>$ t_{table} (1.985), as well as the significance value of $0.000 < 0.05$, it can be concluded that the first hypothesis is accepted, meaning that *Brand Image* has an effect on purchasing decisions. The results of this study are in accordance with the results of research conducted by (Zahroh, 2023) with title The Influence of Brand Image on Purchasing Decisions Product Iphone with Lifestyle as Intervening Variables in New Districts.

b. Hypothesis Test of the Influence of Lifestyle on Purchasing Decisions

From table 7, the t_{count} value is 0.821. With $\alpha = 5\%$, t_{table} (5%; $nk = 96-2 = 94$), the t_{table} value is 1.985. From this description, it can be seen that t_{count} (0.821) $<$ t_{table} (1.985), and the significance value is $0.414 > 0.05$, so it can be concluded that the second hypothesis is rejected, meaning that lifestyle does not affect purchasing decisions. The results of this study do not match the results of research conducted by (Zahroh, 2023) with title The Influence of Brand Image on Purchasing Decisions Product Iphone with Lifestyle as Intervening Variables in New District.

F Test (Simultaneous)

This test basically shows whether all independent variables included in this model have a joint influence on the dependent variable. The results of the F test can be seen in the following table 8:

Table 8
Simultaneous Test Results (F)
ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	51,236	2	25,618	15,445	.000 ^b
Residual	154,253	93	1,659		
Total	205,490	95			

Purchase Decision

b. Predictors: (Constant), Lifestyle, Brand Image

Source: Processed data (2024)

From table 8, the calculated F value is 15.445. With $\alpha = 5\%$, dk numerator: $k=2$ dk denominator: $nk-1 = 93$. (5%; 2; 93) obtained an F table value of 3.09. From this description it can be seen that the calculated F (15.445) $>$ F table (3.09), and the significance value of $0.000 < 0.05$, it can be concluded that the third hypothesis is accepted, meaning that *Brand Image* and lifestyle have a joint (simultaneous) influence on purchasing decisions.

DISCUSSION

Based on results testing hypothesis that has been done, then stages furthermore is explanation connection between variables in research this, research previously And knowledge management so that can support statement Which Already There ispreviously. Explanation the result as following:

1. Influence *Brand Image* To Buying decision

Based on the results of the analysis of hypothesis 1, it can be seen that Brand Image influences purchasing decisions, the results of this study are in line with research conducted by (Wolff et al., 2022) entitled The Influence of Lifestyle, Price, and Brand Image on Purchasing Decisions for Iphone Brand Smartphone Products Among Millennial

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Women in Tahuna District which shows that Brand Image influences purchasing decisions. This result is due to the characteristics of respondents based on education, the majority of whom have Diploma III, Strata I and Strata 2 education with ages 20 to 35 years who pay close attention to the brand image of a product before making a purchase so that brand image can influence purchasing decisions. Furthermore, it is supported by the respondents' answers to the brand image variable which shows that the majority agree, which explains that brand image is a major consideration in making purchasing decisions. In research conducted by (Ganjar et al., 2024) the brand image of a product will be high if the product can establish a good relationship with consumers. In line with expert opinion (Astuti, Miguna, 2020), which states that brand image can be considered as a type of association that appears in the minds of consumers when consumers remember an exclusive brand. Associations can simply appear in the form of exclusive thoughts or images associated with a brand, just as we think of other people.

2. Influence Lifestyle To Buying decision

Based on the results of the analysis of hypothesis 2, it can be seen that lifestyle does not affect purchasing decisions, which is not in line with research conducted by (Wolff et al., 2022) entitled The Influence of Lifestyle, Price, and Brand Image on Purchasing Decisions for iPhone Brand Smartphone Products Among Millennial Women in Tahuna District. This is due to the educational characteristics of the majority of respondents who have a high education so they pay attention to brand image before making a purchase, but consumers are of the view that purchasing or using Lili Bonia Bags is a necessity, which cannot be stated as a lifestyle because purchasing Lili Bonia Bags is not done every day or every week. In research conducted by (Sari et al., 2024) consumer lifestyle on a product because of the reliability of the product itself so as to create loyalty and subsequent purchasing decisions. Not in line with the opinion of Schiffman, I.G. & Kanuk, (2014), explaining that lifestyle is often described by a person's activities, interests and opinions (activities, interests, and opinions), and more describes a person's behavior, namely how consumers live, use their money and use the time they have.

3. Influence *Brand Image* and Lifestyle towards Based Purchasing Decisions results analysis to hypothesis 3 can known that *Brand Image* and Lifestyle have a simultaneous influence on Buying decision . Brand image, or image brand , reflects perception consumer about a brands , including values , qualities , and excellence associated with with brand When the brand image is positive , consumers tend feel more believe self in choose product from brand said , because consumer feel that product the represent desired quality and value . While that , style life reflect pattern life , values , and preferences individuals who are direct influence choice consumer in various aspect life , including in matter consumption product . Consumer tend choose suitable product with style life consumers , good That products that reflect social status , interests , or need functional consumers . Products that are in line with style life consumer more Possible For chosen Because consumer feel that product the relevant and appropriate with identity consumers . When a brand image product or brand in line with style life consumer , decision purchase become more easy and tend to positive . Consumers feel that product the No only fulfil need functional consumers , but also supports image self and style life .

4. CONCLUSION

The test results to determine the Influence of *Brand Image* and Lifestyle on Purchase Decisions for Bonia Bags at Lili Bonia Store, Tebing Tinggi City. using multiple linear regression analysis with two independent variables and one dependent variable shows that:

- a. The first hypothesis is accepted, meaning *Brand Image* influence the decision to purchase a Bonia bag at the Lili Bonia shop in Tebing Tinggi City .

- b. The second hypothesis is accepted, meaning that lifestyle does not influence the decision to purchase Bonia Bags at Lili Bonia Shop, Tebing Tinggi City .
- c. The third hypothesis is accepted , meaning that *brand image* and lifestyle have a simultaneous influence on the decision to purchase Bonia bags at the Lili Bonia Store in Tebing Tinggi City .

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