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**THE INFLUENCE OF LIFESTYLE AND PROMOTION ON PURCHASING DECISION OF LOCAL COSMETIC PRODUCTS ON STUDENT IN JABODETABEK**

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**Abstract:**

This study aims to gain new knowledge and analyze the influence of lifestyle and promotion on purchasing decisions of local cosmetic products. This research was conducted in Jabodetabek. For six months starting from January 2021 to July 2021. The method used is a questionnaire survey method with the population used is students who have bought local cosmetic products and who live in Greater Jakarta. The sampling technique used is purposive sampling technique as many as 210 respondents. While the analysis technique of simple linear regression research. The hypothesis of this study shows that: (1) there is a positive and significant influence between lifestyle and purchasing decisions, this hypothesis is evidenced by  $t_{count} (2.213) > t_{table} (1.652)$  with a significance probability of  $0.028 < 0.05$ . (2) there is a positive and significant effect between promotion and purchase decisions, this hypothesis is evidenced by  $t_{count} (2.823) > t_{table} (1.652)$  with a significance probability of  $0.005 < 0.05$ . The simple regression equation obtained is  $= 41.334 + 0.296 X_1$  and  $= 38.500 + 0.418 X_2$ . The effect of lifestyle and promotion on purchasing decisions of local cosmetic products is obtained by the coefficient of determination of 2.3% and 3.7%, respectively.

**Keywords: Lifestyle, Promotion, Purchase Decision**

**Background**

women are increasingly aware of the importance of taking care of themselves so that making cosmetics has become a daily necessity. The Central Bureau of Statistics data records that the female population in Indonesia reaches 130 million people with productive age reaching 68%. With market demand that continues to increase, this makes business people start to look at businesses that are considered to be very potential businesses now and in the future. In the [katadata.co.id](http://katadata.co.id) article stated that the results of a survey on consumer shopping behavior during the pandemic through the



Katadata Insight Center (KIC) were 87.2% of respondents stated that they preferred to buy domestic products and only 12.8% of respondents preferred products with foreign brands. The article also states that respondents tend to choose domestic products, especially for food, beverages, personal care, facial care. Meanwhile, respondents who choose foreign products for gadgets and electronics.

Referring to data from the Central Statistics Agency (BPS) in the first quarter of 2020, the performance of the chemical, pharmaceutical and traditional medicine industries (including the Cosmetics sector) experienced good conditions, reaching 5.59% from the previous year. Also mentioned in the article [Kemenperin.go.id](http://Kemenperin.go.id) stated that the government noted that there were 797 large cosmetic industries and small and medium-sized cosmetic industries (IKM) in Indonesia, an increase from 760 companies in the previous year. There is

The very tight competition in the cosmetic business requires companies to always work hard so that the products produced are able to meet consumer needs and consumer desires. So we need a promotion strategy, marketing strategy, product innovation to product distribution in order to keep controlling the market.

In an article published on [industri.kontan.co.id](http://industri.kontan.co.id) stated that the cosmetic business is predicted to increase by 9% compared to the previous year. Therefore, cosmetic industry companies will intensify promotions to encourage sales of their products.

Until now, local cosmetic companies are popping up and competing to get consumers to use their products. It can be seen that the emergence of various new local cosmetic brands that make the company always observe changes in consumers in order to continue to meet the needs and desires of consumers so that consumers continue to make local cosmetic products as the main choice. These companies include: Dearme Beauty, Wardah, Emina, Luxcrime, etc.

According to research conducted by Anugrah (2011) there are several market segmentations that are carried out according to consumer markets, namely market segmentation by geography, market segmentation according to demographics and market segmentation based on buyer behavior. Developing market segmentation is done so that the company can determine the market segmentation that will be carried out. Consumer purchasing decisions are largely determined by the level of knowledge the consumer has based on the product to be selected. This will make consumers choose products that suit their needs, one of which is lifestyle. Companies engaged in local cosmetics make various efforts to make consumers switch to choosing local products as the main choice so that local business companies are able to compete and get maximum profit. However, it is not easy to make consumers' lifestyles always make local cosmetics their main choice. promotion in cosmetic purchasing decisions. Promotion is done to make consumers know the advantages of the product to be purchased and can compare one product with another (Hastuti & Anasrulloh, 2020). This is supported by research conducted by Laksono & Iskandar (2018) which says that promotion has a positive and significant effect on purchasing decisions.

Lifestyle functions as a person's motivation to support and maintain the lifestyle he is living. In addition, lifestyle can also change along with the decision-making process in choosing local cosmetic



products as a substitute for imported cosmetic products. Marketing strategies will be easier to use when companies are able to know the concept of consumer lifestyle (Apriyandani et al., 2017).

Some of the factors above are important for consumers to decide to buy local cosmetic products. Based on the background as well as the preliminary study described above, the researcher is interested in raising the title The Effect of Lifestyle and Promotion on Purchase Decisions of Local Cosmetics for Students in Jabodetabek.

## **THEORETICAL FRAMEWORK**

### **Lifestyle**

Lifestyle according to Laksono & Iskandar, (2018) lifestyle is a way for consumers to show their identity by involving emotional and psychological problems. According to (Kraft & Goodell, 1993) lifestyle is always related to nutrition, mental condition and environment.

In research conducted by (Anugrah, 2011).

### **Promotions**

According to (Aristo, 2016) Promotion is one of the efforts in marketing activities that is very important to improve the quality of product marketing. Promotions can make consumers who were originally not interested in buying a product can change their minds so that they will buy the product, this is what makes promotion one of the most important aspects of a marketing strategy. Promotion is able to stimulate consumer attitudes towards the demand for a product so that it is expected to increase the sales volume of a product (Arumsari & Khasanah, 2012).

According to (Dewi & Prabowo, 2018) the dimensions and indicators are as follows:

- 1 Advertising dimensions with indicators of product information.
2. Dimensions of sales promotion with product introduction indicators.
3. Dimensions of public relations with community indicators participate in marketing the product.
4. Dimensions of direct marketing with sales indicators through retail.

Promotion is one of the most important factors in supporting the success of a company in marketing its products. This requires companies to continue to innovate in promoting their products so that the products to be sold attract consumer purchases.

### **Purchasing Decision**

According to Kotler, (2014) something is done by consumers to determine whether or not to buy a product. Purchase decisions made by consumers are based on what they like (Kotler & Armstrong, 2008).

Basic knowledge of the product is important for every purchase decision because it can influence consumers to determine purchases, it has a different purchasing decision structure including (Oentoro, 2012):

1. Decisions about the type of product. This allows consumers to decide what kind of product they want to buy.



2. Decisions about the shape of the product. This type of decision concerns the shape of the product such as the size and quality of the product.
3. Decisions about brands. Consumers can choose the brand they will buy according to the quality they need and want.
4. Decisions about the seller. This type of decision concerns about whom and from where they will buy a product.
5. Decisions about the number of products. This type of decision determines how many products he will buy according to their needs and desires.
6. Decisions about when to buy. This type of decision concerns the time of purchase that will be made by consumers.
7. Decision on the method of payment. When they have decided what product they will buy, then consumers will determine the payment method they will use, whether in cash or credit.

Dimensions and indicators of purchasing decisions of a product made by consumers according to Kurniawan & Susanti, (2019) and developed by researchers as follows:

1. Dimensions of problem recognition with indicators of knowing the problem.
2. Dimensions of disbursement of information with indicators of finding the appropriate product.
3. Dimensions of alternative evaluation with indicators of choosing the appropriate product.
4. Dimensions of purchasing decisions with indicators of deciding to buy the product.
5. Behavioral dimensions after purchase with indicators of storing products

## METHOD

This study uses a quantitative approach. This research was conducted in the Greater Jakarta area which lasted for 6 months. Starting from January 2021 to July 2021.

The population of this research is students who live in Jabodetabek and who have bought local cosmetic products Dear Me Beauty. In addition, this study uses purposive sampling as a sampling technique with the criteria of consumers who have purchased Dear Me Beauty cosmetic products. The total sample that the researchers used was >200 respondents.

The variable used in this study is the purchase decision (Y) as the dependent variable. Lifestyle (X1) and Promotion (X2) as independent variables. The following is a grid of research instruments for each variable.

## RESULT

The researcher succeeded in obtaining data from 210 respondents who were accepted as samples with fulfilled criteria for the final test through questionnaires distributed to students who live in Greater Jakarta and who have purchased Dear Me Beauty cosmetic products. The respondent identity table is as follows:

Responden Profile			
		amont	Persentase
<b>Gander</b>	male	7	3,30%
	Female	207	96,70%
<b>Age</b>	17-20	14	6,70%
	21-24	187	89%
	25-29	9	4,30%
<b>Domicile</b>	Jakarta	98	46,70%
	Bogor	33	15,70%
	Depok	26	12,40%
	Tangerang	16	7,60%
	Bekasi	37	17,60%
<b>Total</b>		210	100%



Based on the results of data processing, the lifestyle variable obtained the highest score of 29 and the lowest score of 10. The variance ( $S^2$ ) was 11,643. The standard deviation ( $S$ ) is 3.412. The number of classes of intervals is 10. The length of the interval is 2.1. The highest frequency in the data obtained to measure lifestyle variables is 71 in the class interval 24-25 and with a frequency of 33.2%. Meanwhile, the lowest frequency in the data obtained to measure lifestyle variables, namely 0 is in the interval class 14-15 and with a relative frequency of 0%. The indicator that has the most influence on the lifestyle variable is the indicator that contains the statement "Dear Me Beauty cosmetic products are local cosmetic products that have good quality." And "Dear Me Beauty's local cosmetic products are products that are currently in great demand by women." With a percentage of 34.33%. The high percentage of this indicator compared to other indicators has an aryi and states that according to students in Greater Jakarta, Dear Me Beauty cosmetic products are local cosmetic products that have good product quality and are in demand by many women. While indicators with low percentages are indicators that contain the statement "I use this product because it suits me." And the adaptation indicator "I like the texture of this cosmetic product." that is equal to 32.73%. The low percentage of the adaptation indicator states that according to students in Jabodetabek they do not like the texture of the local cosmetic product Dear Me Beauty and do not like the texture of the product.

The promotion variable got the highest score of 30 and the lowest score was 12. The variance ( $V^2$ ) was 9.372. The standard deviation ( $S$ ) is 3.061. The number of classes is 10. The length of the interval is 2. The highest frequency in the data obtained to measure the promotion variable is 64 in the 7th interval class which is in the 24-25 interval class and with a frequency of 30.5%. While the lowest frequency in the data obtained to measure the promotion variable, namely 0 is in the class interval 14-15 and with a relative frequency of 0%. The indicator that contains the highest question is the indicator "Dear Me Beauty cosmetic products are local cosmetic products that have good quality." And "Dear Me Beauty's local cosmetic products are products that are currently in great demand by women." That is equal to 34.33%. The high percentage states that according to students in Greater Jakarta, Dear Me Beauty cosmetic products are local cosmetic products that have good product quality and are in demand by many women. While the lowest adaptation indicator is "I use this product because it suits me." And the adaptation indicator "I like the texture of this cosmetic product." that is equal to 32.73%. The low percentage of the adaptation indicator states that according to students in Jabodetabek they do not like the texture of the local cosmetic product Dear Me Beauty and do not like the texture of the product.

The purchasing decision variable has the highest score of 60 and the lowest score of 32. The variance ( $S^2$ ) is 44.400 and the standard deviation ( $S$ ) is 6.663. The number of class intervals is 10, the length of the interval is 3.1. The highest frequency in the data obtained to measure purchasing decisions is 39 in the class interval 47-49 and with a relative frequency of 18.6%. While the lowest frequency obtained to measure promotion of 1 is in the class interval 32-34 and with a relative frequency of 0.5%. The most influential indicator on the purchasing decision variable is the indicator "I received information about Dear Me Beauty cosmetic products through word of mouth." And "I bought Dear Me Beauty cosmetic products based on recommendations from people around me." that is equal to 26.6%. The high percentage states that students in Jabodetabek know about local cosmetic products, Dear Me Beauty, through word of mouth and recommended by people around them. While the indicator with the lowest score is "Dear Me Beauty cosmetic products create advertisements on various social media to provide information about products" with a percentage of 23.3%. This stated that students in Jabodetabek stated that Dear Me Beauty's local cosmetic products did not provide



information about products on various social media.

### **Normality test**

In the normality test, the three variables used were normally distributed. This is evidenced by the results of calculations where the significance level of purchasing decisions (Y) on lifestyle (X1) and promotions (X2) is 0.397. So, the Purchasing Decision variable (Y), in addition to the Kolmogorov Smirnov test, a normality test was also carried out with the Normal Probability plot which showed that the points representing the frequency distribution of the answers were not far and in line with the diagonal graph line.

### **Linearity test**

In testing the linearity between lifestyle variables and purchasing decisions has a linearity of 0.028 so that the variables are concluded to be linear. While the promotion variable on purchasing decisions has a linearity of 0.005 which can also be concluded as linear. Because it has a linearity value  $< 0.05$ , which means  $H_0$  is rejected and  $H_a$  is accepted and the data obtained is linear.

### **Simple Regression Equation**

Based on the results of the simple linear regression equation test above, it is known that there is a simple linear regression model that is  $= 41.334 + 0.296 X_1$ . The constant has a value of 41.334, meaning that if the variable  $X_1$  has a constant value, the dependent variable is worth 41.334. The regression coefficient of the  $X_1$  variable is 0.296 positive, which means that every increase in the  $X_1$  variable by one unit will increase the dependent variable by 0.296 assuming other variables are constant. This means that the  $X_1$  coefficient is positive, which means that there is an influence between the lifestyle variable ( $X_1$ ) and the purchasing decision variable (Y). Furthermore, on the Promotion variable ( $X_2$ ) a simple linear regression model is as follows:  $= 38,500 + 0.418 X_2$ . The constant is 38,500, which means that if the  $X_2$  variable has a constant value, the dependent variable is 38,500. The regression coefficient of the  $X_2$  variable is 0.418 positive, which means that every increase in the  $X_2$  variable is 0.418 with the assumption that other variables are constant. This states that  $X_2$  is positive, which means that there is an influence of the Promotion variable ( $X_2$ ) with Purchase Decision (Y).

### **Partial Significance Test (t Test)**

The results of the t test for the lifestyle variable ( $X_1$ ) on the Purchase Decision (Y) can be seen that the t value for  $X_1$  is 2.213. Furthermore, this value will be compared with the value of  $df = (N-k) = (210-6) = 204$  at a significance value of 0.05 so that the t-table value is 1.652. Because t arithmetic is 2.213 greater than t table and significant value for  $X_1$  is 0.028 less than 0.05 ( $0.028 < 0.05$ ) with a positive beta of 0.296, so  $H_0$  is rejected and  $H_i$  is accepted. It can be concluded that Lifestyle ( $X_1$ ) has a positive and significant effect on Purchase Decisions (Y).

Furthermore, for the promotion variable ( $X_2$ ) on purchasing decisions (Y) it can be seen that the t value for  $X_2$  is 2.823. Furthermore, this value will be compared with the value of  $df = (N-k) = (210-6) = 204$  at a significance value of 0.05 so that the t-table value is 1.652. Because the t count is 2.823 greater than t table and the significant value for  $X_2$  is 0.005 less than 0.05 ( $0.005 < 0.05$ ) with a positive beta of 0.418, so  $H_0$  is rejected and  $H_i$  is accepted. It can be concluded that Promotion ( $X_2$ ) has a positive and significant effect on Purchase Decision (Y).

### **Pearson Correlation Coefficient Analysis**



In this analysis, the significance of lifestyle variables on purchasing decisions is known that between Lifestyle (X) and Purchase Decisions (Y) the significance value is  $0.028 < 0.05$ , which means there is a significant correlation. Furthermore, it is known that between Promise (X) and Purchase Decision (Y) the significance value is  $0.005 < 0.05$ , which means that there is a significant correlation. If viewed based on the Correlations table from the results of the correlation test between lifestyle variables (X2) and purchasing decisions (Y) it can be seen that the correlation coefficient value (Correlation Coefficient) is 0.192 with a positive coefficient number and a significance value of  $0.028 < 0.05$ . So it can be concluded that there is a very weak and unidirectional significant relationship between the lifestyle variable (X1) and the purchasing decision variable (Y).

### **Coefficient of Determination Analysis**

The coefficient of determination ( $R^2$ ) of lifestyle on purchasing decisions obtained is .3%, which means that the purchasing decision variable (Y) explained by the lifestyle variable (X1) is 2.3%, while the remaining 97.7% is influenced by other variables. other than this regression model. Then the coefficient of determination ( $R^2$ ) on the promotion of purchasing decisions obtained is 0.037 or 3.7%, which means that the purchasing decision variable (Y) described by the promotion variable (X1) is 3.7%, while the remaining 96.3% is influenced by other variables outside this regression model.

### **DISCUSSION**

Based on the results of testing and calculations that have been carried out by researchers, it can be concluded that there is a positive and significant influence between lifestyle on purchasing decisions for local cosmetic products partially on students in Jabodetabek. Research conducted by Syafrida et.al in 2016 with the title "The Influence of Lifestyle, Halal Labels, and Prices on Wardah Cosmetics Purchase Decisions" which states that R Square ( $R^2$ ) is 0.291 or 29.1%. Then research conducted by Habibi (2014) argues that there is a positive and significant relationship between Lifestyle and Purchase Decisions. Therefore, the results of the research that the researcher has done state that this study succeeded in testing the hypothesis, which is the same as previous research. Previous relevant research is a support for conducting this research. The research that the researchers did showed that R Square ( $R^2$ ) was 0.023. So that the influence of lifestyle variables partially on purchasing decisions is 2.3% while the rest is influenced by other variables outside this variable. Simple regression equation =  $41.334 + 0.296 X_1$ . From the simple regression model equation above, it can be interpreted that if the lifestyle (X1) has increased by one point, the purchasing decision has increased by 0.296 at a constant 41.334. The X1 coefficient is positive, meaning that there is an influence between lifestyle on purchasing decisions. Based on these results, it can be interpreted that lifestyle influences purchasing decisions or the more marketers understand the lifestyles that consumers live, the better local cosmetic purchasing decisions made by students in Jabodetabek.

Furthermore, based on the results of testing and calculations that have been carried out by researchers, it can be concluded that there is a positive and significant influence between lifestyle on purchasing decisions for local cosmetic products partially on students in Jabodetabek. Research conducted by Lidya et.al in 2017 which is a supporter of this research entitled "Product quality, promotion strategy, and price influence on the decision to purchase Telkomsel sympathy cards in Manado city" which states that promotion has a positive and significant influence on purchasing decisions, similar to research conducted by several other researchers who stated that there was a positive relationship between promotions and purchase decisions. Therefore, the results of research conducted by researchers state that this study succeeded in testing the hypothesis, which is the same as previous researchers. Previous relevant research is support for researchers conducting this research. The research conducted shows that R Square ( $R^2$ ) is 0.037. So that the influence of lifestyle



variables partially on purchasing decisions is 96.3% while the rest is influenced by other variables outside of this variable. The simple regression equation =  $38.500 + 0.418X_2$ . From the simple regression model equation above, it can be interpreted that if the promotion ( $X_2$ ) has increased by one point, the purchase decision has increased by 0.418 at a constant 38.500. The  $X_2$  coefficient is positive, meaning that there is an influence between promotions on purchasing decisions. Based on these results, it can be interpreted that promotions affect purchasing decisions or the more marketers carry out promotions to improve the quality of marketing, the better local cosmetic purchasing decisions made by students in Jabodetabek.

## CONCLUSION

Based on theoretical studies, data analysis and descriptions of the results of studies conducted by researchers in Jabodetabek related to purchasing decisions for local cosmetic products. Draw conclusions and prove that the lifestyle and promotion hypothesis is acceptable. Researchers Conducting research on students in Jabodetabek from January 2021 to July 2021 received the following results: There is a positive and significant relationship between lifestyle and purchasing decisions for local cosmetic products for students in Jabodetabek. Simple regression equation =  $41.334 + 0.296 X_1$ . And there is a positive and significant relationship between lifestyle and purchasing decisions of local cosmetic products for students in Jabodetabek. Simple regression equation =  $38.500 + 0.418X_2$ .

In further research, it is recommended to go directly to the field so that the data obtained is more perfect and minimizes invalid data. In addition, it is recommended to add other variables so that it is possible to influence many things and have a strong influence.

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