

# Effect of Product Quality, Brand Image And Life Style Against Buying Decision

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## ABSTRACT

The research aims to analyze the effect of product quality, brand image and life style on consumer purchasing decisions at Metropolitan Mall Bekasi. The sample used in this study was 98 respondents clothing stores in Metropolitan Mall Bekasi. Probability sampling with accidental sampling approach is used as a sampling technique. Quantitative research methods with multiple linear regression analysis using SPSS analysis tool version 20.0. The results of this study indicate that product quality has a positive and significant effect on consumer purchasing decisions at Metropolitan Mall Bekasi. Brand image has a positive and significant influence on consumer purchasing decisions at Metropolitan Mall Bekasi. Life style has a negative and no significant influence on consumer purchasing decisions in Metropolitan Mall Bekasi. Product quality, brand image and life style have a positive and significant influence on consumer purchasing decisions at Metropolitan Mall Bekasi.

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## 1. Introduction

Fashion is a combination or blend of style or style to the design. Fashion is an acceptable option, favored, and is used by the majority of Masyarakat. Fashion create a sense of comfort and better at one time tertentu. Berdasarkan in the history of its development, fashion is a symbol of the cultural changes phase in a kelompok. Selain it, fashion can also be a measure to determine the social status and so forth. At the beginning of the year 1000 AD, in the European fashion classic style with the characteristic such as large-sized clothes. It is inseparable from the customs and culture of Europe at that time, which upholds the values kesopanan. Sedangkan in this modern era, almost every nation and country as were vying to create a trend that each masing. Umumnya,

Bekasi community famous for fashionable lifestyle, creative, innovative, and critical of a new goods and services. This fact also applies to everyday activities, especially in terms of choosing, buying and consuming goods and jasa. Keputusan purchases regardless of their lifestyle who want to get a quality product and in accordance with the lifestyle of modern society.

Metropolitan Mall Bekasi was built in 1993. The mall is the first middle-class mall in Bekasi City business center with the concept of one stop shopping center. Up to now, Metropolitan Mall Bekasi remains the choice for shopping and recreation of the citizens of Bekasi and East Jakarta. Variations tenant department stores, fashion, supermarket, cinema, children's playground, various tenant food and beverage, electronics stores, shops and many more gadgets to make Metropolitan Mall Bekasi can meet all the needs of the entertainment at the same shop for fashion family. Special, Metropolitan Mall Bekasi offers a wide range of fashion garments from some of the leading brands in the world.

In this study, there are several studies that underlie this research, including the study of Tampanatu (2014) found that lifestyle and product quality and significant positive effect both simultaneously and partially on purchasing decisions in Matahari Department Store MTC Manado. However study of Supriyadi et al. (2016) found that the quality of the product does not affect the purchase decision, but the brand image influence the decision of a research purchase. Umboh et al. (2015) found that life style does not affect the decision of a research purchase. Hayat (2012) found that the location and brand image significantly influence purchasing decisions.

Based on the initial survey, there are several phenomena that can be developed in this study. At the beginning of the survey researchers found that there are some consumers who would complain fashion products offered by some of the tenants in the Metropolitan Mall Bekasi. The product quality of clothes is in accordance with the price offered but only the upper class society who can afford it. Likewise, the brand image of all tenants clothes there, a lot of people from Bekasi who know the brands offered at Metropolitan Mall Bekasi are brands of clothes that well-known, such as a minimum, Arnold Palmer, Lee Cooper, Hava, Gaudi, Harry Martin, Accent, Hush Puppies, Polo, Osh Kosh B Gosh, and Executive.

Based on the research gap and the phenomenon which researchers have described the researcher is interested to do research with the title "The Effect of Product Quality, Brand Image and Purchase Decision Against Life Style".

## 2. Theoretical Basis

### 2.1. Buying Decision

Peter and Olson (2000) in Sangadji and Sophia (2013: 332) defines the consumer decision-making is a problem-solving process that is directed at the target. Furthermore Schiffman and Kanuk (2004: 547) defines a purchasing decision is the selection of two or more alternative purchase decision, meaning that one can make a decision, there must be some alternative options.

According Supriyadi et al. (2016) variables that can influence consumers in making purchasing decisions of a product, such as the quality of the product and brand image (brand image) of a product, so that consumers will remain loyal to the products produced by the company.

According to Kotler and Armstrong (2001) that the purchase decision is influenced by four factors, including the following:

- a. Cultural Factor
- b. Social factors
  - 1) Groups and social network
  - 2) Family
  - 3) Roles and status
  - 4) Personal factors
    - a) Age and life-cycle stage
    - b) Occupation
    - c) Economic situation
    - d) Lifestyle
    - e) Personality and self-concept

There are three indicators in determining purchase decisions (Kotler, 2012), namely: believe in a product, the stability in buying the product, and the speed in making decisions.

### 2.2. Product quality

According Goetdch and Davis (2002), "The quality of products is a dynamic condition related to goods, services, people, products, and environments that meet or exceed expectations" Then Assauri (2010: 24) defines the quality of the product is the thing to get the main concern of the company or the manufacturer, considering the quality of a product is closely related to the problem of customer satisfaction is the goal of the marketing activities of the company.

According to Husein (2000: 37), Consumers basically looked at the quality on 5 dimensions:

- a. Performance
- b. Features
- c. Durability
- d. Conformance
- e. Reliability

### 2.3. Brand Image

Tjiptono (2011: 112) defines brand image yakni description of the associations and consumer confidence to a particular brand. A number of quantitative and qualitative techniques have been developed to form, revealing the perception and consumer associations to a particular brand, such as: multidimensional scaling, projection techniques, and so on. Henslowe (2008: 45) defines the brand image is the impression gained by the level of knowledge and understanding of the facts about people, products, situation (image can defined as being: the impression gained According to the level of knowledge and understanding of facts, about people, products, situations).

Indicators that shape brand image according to Aaker and Biel (2009: 71) are:

- Image maker (Corporate Image), a collection of associations of perceived consumer against a company that makes a product or service. Include: the popularity, credibility, enterprise networks, as well as the user's own
- The image of the product / customer (product image), a collection of associations of perceived consumer of a good or service. Includes: attributes of the product, the benefits for consumers, as well as collateral.
- The image of the user (User Image), a collection of perceived consumer association of the users who use a product or service. Include: users themselves, as well as their social status.

#### 2.4. Life Style

Supranto and Limakrisna (2011: 25) defines a lifestyle show how people live, how they spend their money, how they allocate their time. Mowen and Minor (2002: 282) defines the lifestyle is to show how people live, how to spend the money, and how to allocate time.

According Sunarto, there are three indicators of a person's lifestyle is as follows (Mandey, 2009: 93):

- Activity (Activity) is what the consumer, what products are purchased or used, what activities are done in your spare time. Although these activities can usually be observed, the reason for such action can rarely be measured directly.
- Interest (Interest) is the event object, or topic in the level of excitement that accompanies the special attention and constantly to him. Interest can be a joy, interests and priorities in the consumer's life. Interest is what consumers consider to be interesting to take the time and spend money. Consumer interest in the personal factor in influencing the decision making process.
- Opinion (Opinion) are the views and feelings in response to global issues, local economic and social orally. Opinion is used to describe the interpretation, expectations and evaluation, as confidence about the intentions of others, the anticipation with respect to future events and weighing the consequences that reward or punish out of the way of alternative actions.

#### 2.5. Conceptual Framework and Hypotheses

Based on the description of the theoretical basis of the conceptual framework of this research can be described as follows:

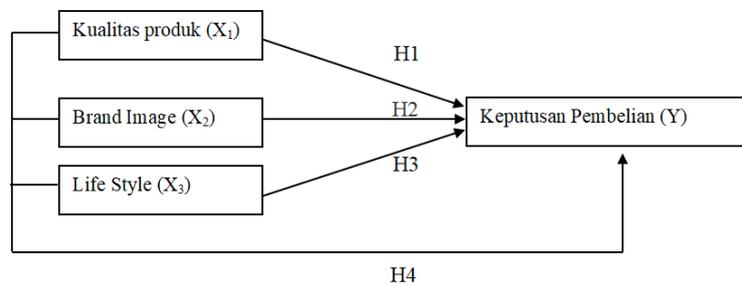


Fig 1. Conceptual Framework

### 3. Research Methodology

Objects in this study are all consumers of clothing that is in tenants Metropolitan Mall Bekasi, If the estimated consumers who come in daily clothes tenant about 200 people, then within a month to 6,000 person. With consumers using the formula slovin with prepositions level of 10%, the number of samples to 98 people. Probability sampling with accidental sampling approach is used as a quantitative research technique sampel. Method decision by linear regression analysis multiple uses analysis tool SPSS version 20.0. Testing data used are validity, reliability test, the classic assumption test, multiple linear regression analysis, coefficient of multiple determination (R<sup>2</sup>), equipped partial hypothesis testing t test and test simultaneously F.

### 4. Results and Discussion

#### 4.1. Research Result

##### 1) Test Reliability

Reliability test results can be seen in the following table:

**Table 1.**  
Reliability Test Results

No.	Research variable	Cronbach's Alpha	N of Items	Conclusion
1	Product quality	0.874	5	reliable
2	brand Image	0.796	3	reliable
3	Life Style	.788	3	reliable
4	Buying decision	0,836	3	reliable

The instrument has a high level of reliability if the value of the coefficient obtained  $> 0.60$  (Ghozali, 2011). So it can be concluded that all variables in this study can be expressed reliably, because the value of the variables above cronbachalpha 0.60. This means that if all the variables that exist in the study when it was measured back to the same respondents will be able to provide a relatively equal result.

## 2) Validity test

The validity of the test results can be seen in the following table:

**Table 2.**  
Validity of Test Results

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1.1	13.82	6,564	.748	.836
X1.2	14:11	7255	.700	.848
X1.3	13.96	7565	.657	.858
X1.4	13.95	7265	.676	.853
x1.5	13.96	6,885	.735	.839
X2.1	6.85	2,234	.634	.729
X2.2	6.89	2,163	.620	.742
X2.3	6.94	1,934	.668	.692
X3.1	6.89	1,936	.643	.697
X3.2	6.85	1884	.670	.666
X3.3	6.88	2,274	.579	.765
Y1	6.99	2,361	.683	.786
Y2	6.92	2,364	.676	.794
Y3	6.91	2,290	.734	.737

Rhitung value derived from the value corrected item-total correlation of each item statement auditor competence variables. From the analysis it can be seen that for auditor competence variable statement item rhitung value greater than  $r_{tabel}$ . Because of the correlation coefficient in the statement item value is greater than 0,339, it can be concluded that the overall point is valid or appropriate instruments / right to measure variables auditor competence.

## 3) Classic Assumption Test

### a. Normality test

Normality test aims to test whether a regression, or residual confounding variables normal distribution or not. A good regression model data distribution normal or near normal.

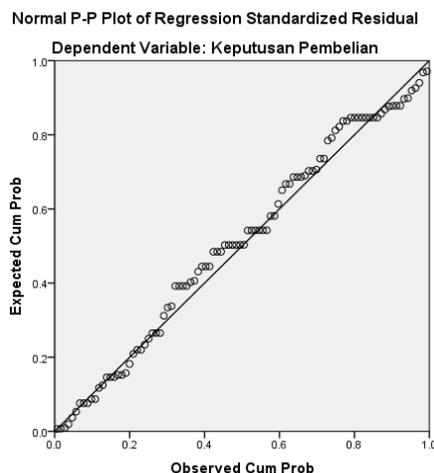


Fig 2. P-Plot Graphs

Based on Figure 2 above, then for normality test results data using PP Plot visible image data points that are spread around the diagonal line so that the data are normally distributed

b. Test Heteroskedasticity

Heteroskedasitas test aims to test whether the regression model occurred inequality residual variance from one observation to another observation. A good regression model is that not happen heteroskedasitas.

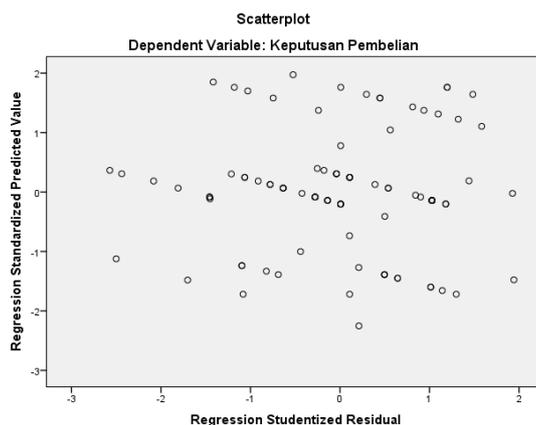


Fig 3. Grafik scatterplot

Based on Figure 3 above, there are no obvious patterns, as well as the points spread above and below the number 0 on the Y axis, then there is no heteroscedasticity.

c. Test Multicollinearity

Multicolinierity test aims to test whether the regression model found a correlation between independent variables (independent). This test is done by looking at the value of tolerance and variance inflation factor (VIF) of the results of analysis using SPSS. If the value of tolerance value > 0.10 or VIF < 10 then concluded not happen multikolinieritas.

Table 3. Test Results Multicollinearity

Model		Collinearity Statistics	
		tolerance	VIF
1	(Constant)		
	Product quality	.100	8002
	brand Image	.126	7.922
	Life Style	.142	7.050

Based on Table 3 above is known that value tolerance value > 0.10 or VIF < 10 then concluded not happen multikolinieritas.

4) **Test Coefficient of Determination**

The result of the coefficient of determination can be seen in the following table:

**Table 4.**  
Determination Test Results

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.923a	.852	.847	.28753

a. Predictors: (Constant), Life Style, Brand Image, Quality Products  
b. Dependent Variable: Purchase Decision

Table 4 above describes the results obtained figures model analysis summary R of 0.923. This shows that there is a fairly strong relationship between Life Style, Brand Image, Quality Products to the purchase decision.

5) **Test F**

The results of F test (simultaneous test / simultaneous) can be seen in the following table:

**Table 5.**  
F Test Results  
ANOVA<sup>a</sup>

Model		Sum of Squares	df	mean Square	F	Sig.
1	Regression	44 637	3	14 879	179 966	.000b
	residual	7772	94	.083		
	Total	52 408	97			

a. Dependent Variable: Purchase Decision  
b. Predictors: (Constant), Life Style, Brand Image, Quality Products

Based on the table above can be explained that the value of F hitung 179,966 > F table of 2.70 with a significance level of 0.000, which is less than 5%, so it can be concluded that Life Style, Brand Image, Quality Produk berpengaruh positive and significant impact on purchase decision.

6) **t Test**

The results of the t test (partial / separately) can be seen in the following table:

**Table 6.**  
T Test Results

Model	Coefficients unstandardized		standardized Coefficients	t	Sig.	
	B	Std. Error	beta			
1	(Constant)	-.115	.159		-.727	.469
	Product quality	.911	.141	.814	6478	.000
	brand Image	.242	.119	.228	2.036	.045
	Life Style	-.125	.114	-.115	-1093	.277

a. Dependent Variable: Purchase Decision

Based on the results of statistical tests that have been done, then the parameters for equations that have been formulated as follows:

$$Y = -0.115 + 0.911 + 0,242X_2 + -0,125X_3$$

Based on Table 6 above can be explained that influence the quality of products on purchase decisions of 0.911 (91.1%), hitung 6,478 > t table 1,986, with 0,000 signifikansisebesar value. This proves that the quality of the product positive and significant impact on consumer purchasing decisions in Metropolitan Mall Bekasi.

The results are consistent with the results of Tampanatu (2014) found that style life and product quality and significant positive effect both simultaneously and partially on purchasing decisions in Matahari Department Store MTC Manado. However not in line with the results of Supriyadi et al. (2016) found that the quality of the product does not affect the purchase decision.

Based on Table 6 above can be explained that the brand image influences on purchase decisions amounted to 0,242 (24.2%), 2,036 > t table 1,986, with 0,045 signifikansisebesar value. This proves that the brand image take effect positive and significant impact on consumer purchasing decisions in Metropolitan Mall Bekasi.

The results are consistent with the results of Supriyadi et al. (2016) who found that the brand image influence on purchase decisions

Based on Table 6 above can be explained that the influence of lifestyle on purchasing decisions by -0.125 (-12.5%),  $t=1.093 > 1.986$  t table, with a value of 0.277 signifikansisebesar. This proves that life styleberpengaruh and no significant negative influence consumer purchase decisions in Metropolitan Mall Bekasi.

The results are consistent with the results of Umboh et al. (2015) found that life style does not affect the purchase decision.

## 5. Conclusion

The conclusion of this study: 1) Quality of products positive and significant impact on consumer purchasing decisions in Metropolitan Mall Bekasi; 2) Brand image positive and significant impact on consumer purchasing decisions in Metropolitan Mall Bekasi; 3) Life style egatif and no significant impact on consumer purchasing decisions in Metropolitan Mall Bekasi; and 4) Quality of products, brand image and lifestyle positive and significant impact on consumer purchasing decisions in Metropolitan Mall Bekasi

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