

## The Influence of Lifestyle and Social Groups on Purchase Decisions with *Trend* as Moderating Variables

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### ABSTRACT

**Keywords:** This study aims to determine the effect of lifestyle and social groups on purchasing decisions with *Trend* as a moderating variable. This research is a quantitative research. The sampling technique used was the saturated sampling method and the non-probability sampling technique with the criteria of high school motorcycle customers who would be the research sample. The data analysis technique used is validation test, reliability test, classical assumption test, multiple linear regression test, coefficient of determination, hypothesis testing and interaction test (MRA). The results showed that lifestyle had a positive effect on purchasing decisions with a  $t$ -count of  $(0.3259) > t$ -table of  $(0.2787)$ , with a significant value of  $0.02 < 0.05$ . And the results of social group variables do not have a positive effect on purchasing decisions, with a  $t$ -count of  $(0.834) < t$ -table of  $(0.2787)$  and a significance value of  $0.409 > 0.05$ . This study uses the moderating variable with the interaction method (MRA) to obtain the results that *Trend* is not able to moderate the influence of lifestyle on purchasing decisions with a significant value of interaction variable between lifestyles  $0.128 > 0.05$  which means *Trend* is not able to moderate lifestyle on purchasing decisions. And *Trend* is not able to moderate social groups on purchasing decisions with a significant value of social group variables of  $0.237 > 0.05$ , which means that *Trend* variables are not able to moderate social group variables on purchasing decisions.

**Keywords:** Lifestyle, Social Group, Purchase Decision, *Trend*

### INTRODUCTION:

Market demand includes part of the emergence of market competition factors. In order to achieve a broad market share, it is necessary to increase the competitiveness of business actors. There are various efforts that can be carried out to attract agar customers market competition can be won by that company. Among the ways is to develop a good marketing strategy and provide a competitive advantage. Marketing aims to satisfy and meet the wants and needs of target customers in a better way than its competitors. Marketers or companies always see that there are customer trends that indicate new marketing opportunities so that the competition can be won.

Current technological developments can be seen from the increasing number of types of transportation, including air, sea and land transportation. This means of transportation is really needed to support individual activities. It can even be said that individual activities can be delayed if they are not supported by means of transportation in them. Almost all the demands of families who have private vehicles include motorcycles, bicycles or cars. With the increasing number of vehicles on the streets and the high level of congestion and the price of fuel oil which continues to rise, causing other people to want alternative means of transportation or vehicles that tend to be energy efficient and simple.

Yamaha Nmax motorcycles carried out production for the first time in January 2015 which included two-wheeled automotive types with *automatic scooter* engines and their marketing began in February 2015. This newest premium scooter from Yamaha appears to be *sporty*, *luxurious*, and *modern*. Includes a number of elements that do not appear to blend together due to the color difference of the lower body and side body parts causing the Yamaha Nmax to appear *modern*.

The Nmax design is implemented for consumers who like large scooters, and consumers who drive long distances or like touring. Because this Nmax is made so that drivers who travel farther are more comfortable. This scooter also offers a *gar riding position* selected can be easy. Can be active style by *positioning* the foot on the back side of the footrest, even *cruiser riding position*, which is a position that allows the legs to work stretch out because of the wide footing and so that the feet do not get tired.

According to (& A. Kotler, 2014) explains that purchasing decisions are the stages of the decision process in which consumers actually buy products, namely a number of stages carried out by consumers before a decision to purchase a product is made.

## **LITERATURE REVIEW:**

### **1. Marketing Management**

(Philip And Kevin Lane Keller Kotler, 2016) Marketing management a is science and art to select target markets and reach , deliver and retain customers by superiorly delivering, generating, and disclosing customer value. According to (Manullang, PDM, & Hutabarat, 2016) Marketing management is a process to plan, analyze, control and carry out marketing activities which include services, goods and ideas on the basis of exchanges intended to be produced producer responsibility and consumer satisfaction. Based on the elaboration it has been concluded that marketing management is a way of investigating, organizing, implementing, and controlling the approved process, this affects whether or not marketing works for the purpose of meeting needs and desires that result in the satisfaction of prospective buyers.

### **2. Lifestyle**

(Hurriyati, 2015) explains "Lifestyle is a measure of human activity related to things, how time is spent , their interest in things that are called important , various views of both themselves and someone others and the basic character that is passed in the phase of life (life-cycle), education , income, and where he lives.

According to (Suprihhadi, 2017) lifestyle is broadly interpreted as a way of life that is identified by how other people use their time as seen from hobbies , work, sports, shopping, and social activities as well as interests (interests) including fashion, food, recreation , family, including opinion ( opinion) includes self- related, business , social , and product issues. Lifestyle includes things that are more than social personality and social class. From some of these meanings, it can be concluded that lifestyle is part of our needs, where secondary human needs can change according to the times or someone who wants to change his life.

### **3. Social Groups**

According to (Wibowo1 & Riyadi2, 2017) Social groups are groups of individuals with direct or indirect influence on individual behavior or attitudes . explained \_ (Kotler and Keller, 2009) that social groups have an impact on members in at least 3 ways consisting of , introducing individual lifestyles and behaviors , giving rise to comfort pressures that can have an impact on their product choices, as well as influencing self-concept and attitude. Referring to the existing understanding , it can be concluded that a social group is a person or a group with influence on a person's behavior and creates references to norms and values that can become a view of how individuals behave and think .

## **METHODOLOGY:**

### **A. Types of research**

This research is classified as explanatory research with a quantitative approach. (Sugiyono, 2017) The method used by this researcher includes the level of the variable being studied and the effect on the dependent variable and the independent variable. The causal relationship for this study is to reveal the influence of lifestyle and social groups on the decision to purchase an N-Max motorbike (Case study to customers of Bulian Motor Jl. KFTandean Tebing Tinggi) .

### **B. Method of collecting data**

According to Hamdi and (Baharuddin, 2012) Quantitative data collection techniques are questionnaires, interviews, tests, observations along with data collection techniques, namely:

#### **1. Questionnaire or questionnaire**

The questionnaire includes a written set of questions that are formulated so that the answers are recorded by the respondent, generally the answers are disclosed openly (Silalahi, 2014) In conducting a questionnaire, it usually contains questions related to research. Answers received by researchers on the basis of the problems contained in this study. In order to know the answers from the respondents, a scale was used . The scale used by researchers is the Likert Scale, which is to see attitudes, individual perceptions of existing phenomena . According to (Sugiyono, 2017) the Likert scale is used to estimate someone's response to an existing phenomenon. Social phenomena have been specifically determined by researchers which are then called research variables.

#### **2. Interview**

There were interviews in this study to obtain data or information on issues related to a particular object or other people ( Silalahi , 2014) . The interview used by the researcher was carried out with Bulian motorbike consumers in February 2022, where the data known to the researcher was based on the results of interviews with the Bulian Motor shop Jl. KFTandean Tebing Tinggi.

#### **3. Observation or Observation**

Using research in order to get guidelines, observations, observations that are being directly observed. Observations in this study were made at the Bulian Motor store, JL.KFTandeann Tebing Tinggi.

**RESEARCH RESULTS AND DISCUSSION:**

**A. Data analysis**

**1. Instrument Test**

**a. Validity test**

Validity testing uses SPSS Version 26.00 with criteria based on the calculated r value as follows:

- 1) If  $r \text{ count} > r \text{ table}$  or  $-r \text{ count} < -r \text{ table}$  then the statement is declared valid.
- 2) If  $r \text{ count} < r \text{ table}$  or  $-r \text{ count} > -r \text{ table}$  then the statement is declared invalid.

n test was carried out on 30 respondents, then  $df = 30 - 2 = 28$  with  $\alpha = 5\%$ , the r table value was 0.3610 (Ghozali, 2016: 463), then the calculated r value will be compared with the r table value as in table 1 below:

**Table 1. Validity Test Results**

<b>Buying decision</b>			
<b>Statement</b>	<b>r count</b>	<b>r table</b>	<b>Validity</b>
1	0.1000	0.3610	Valid
2	0.1000	0.3610	Valid
3	0.1000	0.3610	Valid
4	0.1000	0.3610	Valid
<b>Trends</b>			
<b>Statement</b>	<b>r count</b>	<b>r table</b>	<b>Validity</b>
1	0.895	0.3610	Valid
2	0.973	0.3610	Valid
3	0.935	0.3610	Valid
<b>Lifestyle</b>			
<b>Statement</b>	<b>r count</b>	<b>r table</b>	<b>Validity</b>
1	0.1000	0.3610	Valid
2	0.1000	0.3610	Valid
3	0.1000	0.3610	Valid
<b>Social Groups</b>			
<b>Statement</b>	<b>r count</b>	<b>r table</b>	<b>Validity</b>
1	0.799	0.3610	Valid
2	0.891	0.3610	Valid
3	0.954	0.3610	Valid

Source: Data processed from attachment 3 (2022)

Table 1 shows that all statement points, both purchase decisions, lifestyle (X1) and social group variables (X2) and *Trend variables* (Z) have a higher r count than r table values, so that it can be concluded that all statements respectively variable declared valid.

**b. Reliability Test**

Reliability is an index that shows the extent to which a measuring instrument can be trusted or can be relied upon. According to Sugiyono (2013: 64) a factor is declared reliable if the *Cronbach Alpha* is greater than 0.6. Based on the results of data processing using SPSS 26.00, the following results are obtained:

**Table 2. Reliability Test Results**

<b>Variable</b>	<b>Cronbach Alpha</b>	<b>Constant</b>	<b>Reliability</b>
Buying decision	0.859	0.6	reliable
<i>Trends</i>	0.872	0.6	reliable
Lifestyle	0.889	0.6	reliable
Social Groups	0.854	0.6	reliable

Source: Processed data (2022)

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

**2. Classic assumption test**

The testing of the classical assumptions with the SPSS 26.00 program carried out in this study included:

**a. Normality test**

The normality test aims to test whether in the regression model, confounding or residual variables have a

normal distribution (Ghozali, 2016: 154). Data normality testing can be done using two methods, graphics and statistics. The normality test for the graphical method uses the normal probability plot, while the normality test for the statistical method uses the *one sample Kolmogorov Smirnov test*. The normality test using the graphical method can be seen in the following figure:

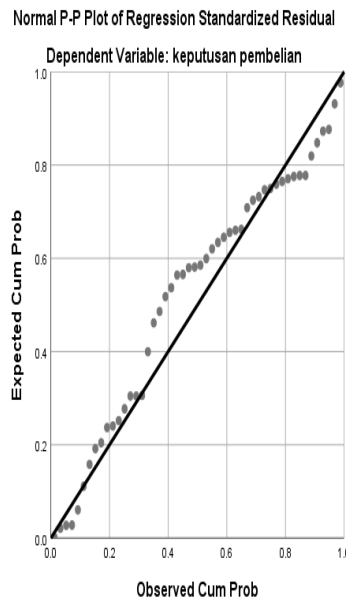


Figure 1. Normal P Plot

Data that is normally distributed will form a straight diagonal line and residual data plotting will be compared with the diagonal line, if the residual data distribution is normal then the line that describes the actual data will follow the diagonal line (Ghozali, 2016: 154). The test results using SPSS 26.00 are as follows:

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

		Unstandardized Residuals	
N		50	
Normal Parameters <sup>a,b</sup>	Means	.0000000	
	std. Deviation	3.19207676	
Most Extreme Differences	absolute	.146	
	Positive	.095	
	Negative	-.146	
Test Statistics		.146	
asymp. Sig. (2-tailed)		.009 <sup>c</sup>	
Monte Carlo Sig. (2-tailed)	Sig.	.220 <sup>d</sup>	
	99% Confidence Intervals	LowerBound	.209
		Upperbound	.230

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. Based on 10000 sampled tables with 2000000 starting seeds.

Source: data processed from (2022)

From the *output* in table 3 it can be seen that the significance value (*Monte Carlo Sig*) of all variables is 0.220 if the significance is more than 0.05, then the residual value is normal, so it can be concluded that all variables are normally distributed.

**b. Multicollinearity Test**

The multicollinearity test aims to determine whether there is a correlation between the independent variables

in the regression model. The multicollinearity test in this study was seen from the *tolerance value* or *variance inflation factor* (VIF). The calculation of the tolerance value or VIF with the SPSS 26.00 program for windows can be seen in table 4 below:

**Table 4. Multicollinearity Test Results**  
Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Collinearity Statistics	
		B	std. Error	tolerance	VIF
1	(Constant)	12,783	2,875		
	Style life	.396	.121	.963	1,039
	Group social	.167	.200	.927	1,078
	trend	-.155	.190	.914	1,094

a. Dependent Variable: purchase decision

Source: Data processed from (2022)

Based on table 4, it can be seen that the tolerance value of the Lifestyle variable (X1) is 0.963. The Social Group Variable (X2) is 0.927, all of which are greater than 0.10, while the VIF value of the Lifestyle variable (X1) is 1.039, the Group variable social group (X2) of 1,078 where all are less than 10, based on the calculation results above it can be seen that the *tolerance value* of all lifestyle variables and social groups is greater than 10 and the VIF value of all lifestyle variables and social groups is also less than 10, so there are no correlation symptoms in the independent variables. So it can be concluded that there are no symptoms of multicollinearity between the independent variables in the regression model.

**c. Heteroscedasticity Test**

The heteroscedasticity test aims to test whether from the regression model there is an inequality of variance from the residuals of one observation to another. A good regression model is one that has homoscedasticity or does not have heteroscedasticity. One way to detect whether or not heteroscedasticity is with the *Glejser test*, in the *glejser test* if the independent variable is statistically significant in influencing the dependent variable then there is an indication of heteroscedasticity. Conversely, if the independent variable is not statistically significant in influencing the dependent variable, then there is no indication of heteroscedasticity. This is observed from the significance probability above the 5% confidence level (Ghozali, 2016: 138).

The results of data processing using SPSS 26.00 show the results in the following table:

**Table 5. Glejser Test Results**  
Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		
		B	std. Error	Sig.
1	(Constant)	5,382	1,576	.001
	Style life	-.185	.067	.008
	Group social	-.177	.110	.113
	Trends	.089	.104	.398

a. Dependent Variable: abs\_res

Source: Processed data (2022)

The results of the *Glejser test* showed a significant value of the lifestyle variable (X1) of 0.008, the Social Group variable (X2) of 0.113, and the *Trend variable* (Z) of 0.398. It can be seen that there was no heteroscedasticity test.

**3. Multiple Linear Regression Testing**

Multiple linear regression testing explains the large role of lifestyle variables and social groups on purchasing decisions. Data analysis in this study used multiple linear analysis using SPSS 26.00

**Table 6. Multiple Linear Regression Results Coefficients <sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients
		B	std. Error	Betas
1	(Constant)	12,783	2,875	
	Style life	.396	.121	.431
	Group social	.167	.200	.112
	Trends	-.155	.190	-.111

a. Dependent Variables : decision purchase  
Source: Processed data (2022)

Based on these results, the multiple linear regression equation has the formulation:  $Z = a + b_1 X_1 + b_2 X_2 + \epsilon$ , so the equation is obtained:  $Z = 0.136 + X_1 0.406 + X_2 0.087$

The description of the multiple linear regression equation above is as follows:

- The constant value (a) of 12,783 is positive, the predictive value of the average purchase decision is that it will still increase by 12,783 units even though the lifestyle and social group variables are zero.
- The regression coefficient value of the lifestyle variable ( $b_1$ ) of 0.396 indicates the large role of the lifestyle variable (X1) in purchasing decisions assuming social group variables (X2), meaning that if the variable factor X1 increases by 1 value unit, it is predicted that purchasing decisions will increase by 12,783 unit value with the assumption that the social group variable (X2) is 0.167.
- The regression coefficient value of the X2 variable ( $b_2$ ) is 0.167 indicating the large role of the social group variable (X2) in purchasing decisions assuming the lifestyle variable (X1). This means that if the social group variable factor (X2) increases by 1 unit value, it is predicted that purchasing decisions will increase by 12,783 value units assuming the lifestyle variable (X1) is 0.396.

**B. Coefficient of Determination ( $R^2$ )**

The coefficient of determination is used to see how much the contribution of the independent variables is to the dependent variable. The greater the value of the coefficient of determination, the better the ability of the independent variable to explain the dependent variable. If the determination ( $R^2$ ) is greater (closer to 1), then it can be said that the influence of variable X is large on purchasing decisions.

The value used in viewing the coefficient of determination in this study is in the *adjusted R square column*. This is because the value of the adjusted R square is not susceptible to the addition of independent variables. The value of the coefficient of determination can be seen in table 7 below:

**Table 7 Coefficient of Determination Model Summary <sup>b</sup>**

Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	.476 <sup>a</sup>	.227	.176	3.29452

a. Predictors: (Constant), trend, lifestyle, social groups

b. Dependent Variable: purchase decision

Source: Processed data (2022)

Based on table 7, it can be seen that the value of the adjusted R square is 0.176 or 17.6%. This shows that lifestyle variables (X1) and social group variables (X2) can explain purchasing decisions while the remaining 82.4% .

**C. Hypothesis test**

**1. t test (Partial)**

The t statistical test is also known as the individual significance test. This test shows how far the independent variable partially influences the dependent variable. In this study, partial hypothesis testing can be performed on each independent variable as shown in table 8 below:

**Table 8 Partial Test (t)  
Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients Betas	t	Sig.
	B	std. Error			
1 (Constant)	12,783	2,875		4,446	.000
Style life	.396	.121	.431	3,259	.002
Group social	.167	.200	.112	.834	.409
Trends	-.155	.190	-.111	-.816	.419

a. Dependent Variable: purchase decision

Source: Processed data (2022)

- a. Test the hypothesis of the influence of lifestyle variables on purchasing decisions.

The form of hypothesis testing based on statistics can be described as follows:

Decision making criteria:

- 1) Reject the hypothesis if  $t_{count} < t_{table}$  or  $-t_{count} > -t_{table}$  or Sig value  $> 0.05$
- 2) Accept the hypothesis if  $t_{count} \geq t_{table}$  or  $-t_{count} \leq -t_{table}$  or Sig value  $< 0.05$

From table 4.15, it is obtained that the t value is 0.3259 with  $\alpha = 5\%$ ,  $t_{table}$  (5%; df = n-2 = 50-2 = 48) it is obtained that the  $t_{table}$  value is 0.2787. From this description, it can be seen that  $t_{count}$  (0.3259)  $> t_{table}$  (0.2787), as well as with a significance value of 0.02  $< 0.05$ , it can be concluded that the first hypothesis is accepted, meaning that lifestyle variables (X1) influence purchasing decisions.

The results of this study are in accordance with the results of previous studies.

- b. Hypothesis test of the influence of social group variables (X2) on purchasing decisions.

The form of hypothesis testing based on statistics can be described as follows:

Decision making criteria:

- 1) Reject the hypothesis if  $t_{count} < t_{table}$  or  $-t_{count} > -t_{table}$  or Sig value  $> 0.05$
- 2) Accept the hypothesis if  $t_{count} \geq t_{table}$  or  $-t_{count} \leq -t_{table}$  or Sig value  $< 0.05$

From table 4.15, the  $t_{count}$  value is 0.834 with  $\alpha = 5\%$ ,  $t_{table}$  (5%; df = n-2 = 50-2 = 48) the  $t_{table}$  value is 0.2787. From this description it can be seen that  $t_{count}$  (0.834)  $< t_{table}$  (0.2787), and a significance value of 0.409  $> 0.05$ , it can be concluded that the second hypothesis is rejected, meaning that the social group variable (X2) has no effect on purchasing decisions.

## 2. Interaction test (MRA)

Moderating variables are variables that affect the direct relationship between the independent (free) variable and the dependent (bound) variable. Moderating variables are independent variables that can strengthen or weaken the relationship between the other independent variables and the dependent variable.

By using the following equation:

$$Y = a + \beta_1 x_1 + \beta_2 x_2 = \beta_3 x_1 x_3 + \beta_4 x_2 x_3 + e$$

**Table 9. Interaction Test Results (MRA)  
Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients Betas	t	Sig.
	B	std. Error			
1 (Constant)	10,842	2,284		4,746	.000
lifestyle	1016	.414	1.106	2,453	.018
social groups	-.432	.545	-.290	-.793	.432
moderating1	-.057	.037	-.783	-1,549	.128
moderating2	.056	.047	.619	1,198	.237

a. Dependent Variable: purchase decision

- a. It is known that the significant value of the interaction variable between lifestyles is 0.128  $> 0.05$ . It can be concluded that lifestyle variables are not able to mediate the effect of lifestyle on purchasing decisions.
- b. It is known that the significant value of the social group variable is 0.237 ( $> 0.05$ ). It can be concluded that the social group variable is not able to mediate the influence of social groups on purchasing decisions.

**Table 10. Coefficient of Determination**  
**Model Summary**

Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	.510 <sup>a</sup>	.260	.194	3.25918

a. Predictors: (Constant), moderating2, lifestyle, social groups, moderating1

It is known that the r square value is 0.194, which means that the influence of lifestyle variables and social groups on purchasing decisions is 19.4% .

### CONCLUSIONS, PROPOSALS, RECOMMENDATIONS:

In this study, it aims to answer the research objectives, namely to find out how lifestyle and social groups influence purchasing decisions with *Trend* as a moderating variable (a case study on customers of Bulian Motor dealers). The results of testing the hypothesis using multiple regression analysis with two independent variables and one dependent variable and one mediating variable show that:

1. According to the data obtained from the results of this study, it shows that there is a positive influence between the lifestyle variable (X1) on the purchase decision variable (Y). which means that the first hypothesis in this study is accepted because there is a positive influence between the lifestyle variable (X1) on the purchase decision variable (Y).
2. According to the data obtained from the results of this study, it shows that there is a negative influence between social group variables (X2) on purchasing decisions (Y). which means the second hypothesis in this study was rejected because there is a negative influence between social group variables (X2) on purchasing decisions (Y).
3. According to the data obtained in this study, it shows that *Trend* (Z) cannot mediate the relationship between lifestyle variables (X1) and purchase decision variables (Y). which means the third hypothesis in this study was not accepted because it could not have a positive influence on the purchasing decision variable.
4. According to the data obtained in this study, it shows that *Trend* (Z) cannot mediate the relationship between the social group variable (X2) and the purchase decision variable (Y). which means the fourth hypothesis in this study is not accepted because it cannot have a positive influence on the purchasing decision variable (Y).

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