

THE INFLUENCE OF FASHION TREND , PROMOTION AND LIFESTYLE ON DECISIONS TO PURCHASE OF TOKOPEDIA ONLINE PRODUCTS (Case Study on Generation Z in Rembang City)

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ABSTRACT

this study was to determine the effect of *fashion trends* , promotions and lifestyle on purchasing decisions for Tokopedia *Online products* (Case Study in Generation Z in Rembang District). Data collection techniques were carried out in this study through questionnaires. The data source used in the research conducted was primary data sources obtained from research instruments in the form of questionnaires filled out by respondents who distributed the questionnaires directly to consumers of Tokopedia's *online products* . The population of this study consisted of all consumers who had purchased and used Tokopedia *online products* in Rembang District. The sampling technique that is often used in research uses *convenience random sampling* , namely a sampling technique based on coincidence, that is, anyone who coincidentally or incidentally meets the researcher can be used as a sample . Based on the results of the study, it shows that promotion and lifestyle have a significant positive effect on purchasing decisions and *fashion trends* have a significant negative effect on purchasing decisions.

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1. INTRODUCTION

The presence of technology and information that is growing rapidly allows one to know developments globally. Social media has become an inseparable part of almost everyone's daily life activities. The current development of globalization has resulted in technological advances developing very rapidly and giving birth to social media among the public which encourages a person to tend to want to show himself by being the " *center of attention* " or the center of attention (Mufidah and Wulansari, 2018). Existing technological developments have made the business world develop very rapidly, social networking and the internet provide quick and easy access for the public to obtain electronic system information or what is known as e-commerce which is already being recognized by the public. The existence of *e-commerce* is considered to be able to provide convenience for entrepreneurs to sell their products online *e-commerce* is a trading activity that includes various activities such as distribution, marketing, sales and purchase of products by using and utilizing the internet network. *e-commerce* or *marketplace* is a digital technology that is widely used in the field of marketing which has a very large role.

2. METHODS

The type of data used in this research is subject data, namely the type of data in the form of opinions, attitudes, experiences or characteristics of a person or group of people or research subjects or respondents (Sugiyono, 2018).

Sources of data used in the research conducted came from primary data sources obtained from research instruments in the form of questionnaires filled out by respondents. According to Sugiyono (2018) primary data sources are data sources that directly provide data to data collectors. In the research conducted, primary data can be obtained by distributing questionnaires directly to consumers of Tokopedia online products.

Data analysis in the research that will be conducted uses multiple linear regression analysis techniques or (multiple regression). Linear regression analysis was used to examine the influence of fashion, promotion and lifestyle trends on the decision to purchase Tokopedia online products. The multiple linear regression model is as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

Information:

Y : Purchase decision

- α : Constant
 X_1 : Fashion Trends
 X_2 : Promotion
 X_3 : Lifestyle
 β_1 : Fashion trend regression coefficient
 β_2 : Promotion regression coefficient
 β_3 : Lifestyle regression coefficient
 e : Standard Error

a. Partial Test (t test) Right Side

Partial regression testing is intended to see whether the individual variables have an influence on the dependent variables assuming the other independent variables are constant.

Testing is carried out according to the hypothesis proposed, namely:

$H_0: \beta_1: \beta_2: \beta_3 < 0$, This means that there is no significant positive effect partially between the independent variables, namely the influence of *fashion trends* (X_1), promotion (X_2), lifestyle (X_3) on the dependent variable namely the purchase decision (Y).

$H_a: \beta_1: \beta_2: \beta_3 > 0$, This means that there is a partially positive effect between the independent variables, namely the influence of *fashion trends* (X_1), promotion (X_2), lifestyle (X_3) on the dependent variable, namely purchase decision (Y).

In determining the hypothesis test, it can be done by looking at the significance value (sig). Based on the significant value (sig) as follows:

- 1) If the significance value (sig) < probability 0.05, then there is an influence of the independent variable (X) on the dependent variable (Y) or the hypothesis is accepted.
- 2) If the significance value (sig) > probability 0.05, then there is no effect of the independent variable (X) on the dependent variable (Y) or the hypothesis is rejected.

b. Test of Determination (Test R^2)

The determination test shows how much the independent variables in the model can explain the dependent variable. The determination test used in this study is to use the R^2 determination. The interpretation of the results of the coefficient of determination R^2 is:

- 1) If the coefficient of determination R^2 gets closer to one, it means that the independent variables provide almost all of the information provided to predict the dependent variables.
- 2) If the coefficient of determination R^2 gets closer to zero, the independent variable on the dependent variable gets smaller.

3. RESULT AND DISCUSSION

Instrument Test

Reliability Test

From the results of the reliability test, all Cronbach Alpha values were obtained > 0.70 as in Table 1, as follows:

Table 1. Reliability Test Results

Variable	Cronbach Alpha	Standard	Information
Trend Fashion (X_1)	0.803	0.70	Reliable
Promotion (X_2)	0.921	0.70	Reliable
Lifestyle (X_3)	0.713	0.70	Reliable
Purchase Decision (Y)	0.936	0.70	Reliable

Based on the results of the reliability test in Table 1 above, it can be seen that all variables are said to be reliable, because the *Cronbach Alpha value* is more than 0.70.

Validity test

Testing the validity of using bivariate correlation is done by calculating the *Total Correlation (Corrected Item)*. This analysis uses a way of correlating each 660 indicator score with the total score of the construct. The data is declared valid if the results of the correlation are the *Pearson Correlation* numbers for each indicator where the numbers are significant at the 0.05 level (Ghozali, 2018). The results of the validity test can be seen in Table 2, as follows:

Table 2. Validity Test Results

Statement Items	Pearson Correlation	Significance	Information
Trend Fashion			
1	0.628	0.000	Valid
2	0.638	0.000	Valid
3	0.608	0.000	Valid
4	0.684	0.000	Valid
5	0.491	0.003	Valid
6	0.700	0.000	Valid
7	0.534	0.001	Valid
8	0.640	0.000	Valid
9	0.662	0.000	Valid
Promotion			
1	0.867	0.000	Valid
2	0.693	0.000	Valid
3	0.719	0.000	Valid
4	0.784	0.000	Valid
5	0.836	0.000	Valid
6	0.766	0.000	Valid
7	0.606	0.000	Valid
8	0.746	0.000	Valid
9	0.510	0.002	Valid
10	0.867	0.000	Valid
11	0.759	0.000	Valid
Lifestyle			
1	0.493	0.000	Valid
2	0.752	0.000	Valid
3	0.455	0.006	Valid
4	0.440	0.007	Valid
5	0.545	0.001	Valid
6	0.647	0.000	Valid
7	0.674	0.000	Valid
8	0.450	0.006	Valid
9	0.495	0.003	Valid
Purchase Satisfaction			
1	0.654	0.000	Valid
2	0.700	0.000	Valid
3	0.726	0.000	Valid
4	0.807	0.000	Valid
5	0.681	0.000	Valid
6	0.752	0.000	Valid
7	0.831	0.000	Valid
8	0.816	0.000	Valid
9	0.865	0.000	Valid
10	0.867	0.000	Valid
11	0.877	0.000	Valid

Based on the results of the validity test in Table 2, it was found that the variable *trand fashion* with 9 statements, promotion with 11 statements, lifestyle with 11 statements, purchasing decisions with 11 statements.

Hypothesis Testing

The test results can be seen in Table 3 below:

Table 3. Hypothesis Test Results

Variable	B	Sig	Information
<i>Trend Fashion</i>	-0.407	0.009 _	Ha: rejected

Promotion	0.574	0.000	Ha: accepted
Lifestyle	0.351	0.018	Ha: accepted

Based on Table 3 above, the hypothesis testing is obtained, as follows:

1. The results of the first hypothesis, *Tran Fashion (X₁)* has a negative effect on Purchase Decision (Y).

Based on the results of multiple linear regression tests performed between variables *trend fashion* as a variable X_1 and purchasing decisions as a Y variable, with a beta coefficient of -0.407 and a significance value of 0.009, it can be concluded that the beta coefficient is negative and the significance value is less than 0.05. Thus, the first hypothesis which states that *fashion* has a significant positive effect on purchasing decisions is rejected.

2. The results of the second hypothesis, *Promotion (X₂)* has a significant positive effect on Purchase Decision (Y)

Based on the results of multiple linear regression tests conducted between promotion variables as variable X_2 and purchasing decisions as a Y variable, with a beta coefficient value of 0.574 and a significance value of 0.000, it can be concluded that the beta coefficient value is positive and the significance value is less than 0.05. Thus, the first hypothesis which states that promotion has a significant positive effect on purchasing decisions is accepted.

3. Third hypothesis, *Lifestyle (X₃)* has a significant positive effect on Purchase Decision (Y)

Based on the results of multiple linear regression tests conducted between lifestyle variables as variable X_3 and purchasing decisions as a Y variable, with a beta coefficient of 0.351 and a significance value of 0.018, it can be concluded that the beta coefficient is positive and the significance value is less than 0.05. Thus, the third hypothesis which states that lifestyle has a significant positive effect on purchasing decisions is accepted.

4. CONCLUSION

Based on the results of the study, it can be concluded that the variable is *fashion trend* has a significant negative effect on purchasing decisions, promotion variables have a significant positive effect on purchasing decisions and lifestyle variables have a significant positive effect on purchasing decisions. The results of the determination test obtained an *Adjusted R Square value* of 0.294 or 29.4%, so it can be concluded that the variables of fashion, promotion and lifestyle can explain purchasing decisions by 29.4% and 70.6% explained by other factors that can influence on purchasing decisions.

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