
**ANALYSIS OF LIFESTYLE, PRICE DISCOUNT AND PRODUCT QUALITY ON
IMPULSIVE BUYING IN ISSUE CLOTHING STORE****Oleh****Bunyamin¹⁾, Manda HM²⁾ & Andi Hadidu³⁾****^{1,2,3}Manajemen, Sekolah Tinggi Ilmu Ekonomi YPUP****Email: ¹bunyaminypup@gmail.com, ²manda.vpup@gmail.com &
³hadidu.vpup@gmail.com****Abstract**

Frequently consumers make purchases without deliberation even though the goods that have been bought are not necessarily used, this action is called impulsive buying. This study aims to analyse the influence of Lifestyle, Price Discounts, and Product Quality on Impulsive Purchases. The method used is quantitative. The sampling technique is using the Non-Probability Sampling method with the Accidental Sampling technique. The sample used was 147 consumers at the Issue clothing store in Makassar City. Data analysis used multiple linear regression with data processing using SPSS version 21. The results showed that lifestyle, price discounts, and product quality partially and simultaneously had a positive and significant effect on impulsive buying.

Keywords: Lifestyle, Price Discounts, Product Quality & Impulsive Buying

INTRODUCTION

Information and communication technology is developing very rapidly, where the ease of internet access by all people in the world makes it easy to obtain and find out the necessary information so that all buying and selling activities can be carried out easily which has an impact on the marketing strategy model that the company needs to do so that its products are still accepted by consumers (Haq & Fahmi, 2020).

Various marketing strategies have developed so rapidly and have become the spearhead of every company to market their products to get maximum profit. Marketing has a noticeably important contribution to the continuity of a business. A business with only standard product outcomes can be in demand by consumers because the company's marketing strategy is very dependable, on the other hand, a business with satisfactory quality products can experience less than optimal sales if the right marketing strategy is not carried out for consumers (Lestari, Sari, & Hafidzi, 2020).

Competition among producers has a positive impact on creating a quality product

with added value so that it looks different from competing products to attract consumer interest, given that product quality is the advantage of a product and promotion as a means of information about a product. So that producers need to pay attention to several aspects to win the competition, including paying attention to the quality of a product so that the possibility of consumers in making purchasing decisions is even greater. In addition to product quality, promotional factors are also fundamental because, with information, consumers will know more about the advantages and disadvantages of these products (Eryanawati & Ismunandar, 2020).

Shopping is an activity that is difficult to separate from human behaviour, starting from shopping for necessities of life, shopping for personal needs, and others, including shopping for fashion products. Moreover, with the support of internet developments that have increasingly incited buying interest, making it easier for consumers to choose and make purchases offline or online. Interest in fashion products has become a trend among people,

especially teenagers, when they see a product that is difficult to find, they will buy the product even though they did not plan to buy beforehand, which is often referred to as impulse buying (Wijaya, Hufron, & Slamet, 2017).

Thus, it can be said that most consumers when shopping tend to make impulse buying. In the impulse buying process, prospective buyers directly lead to a certain product and then make purchases quickly. Impulse buying behaviour arises unconsciously when individuals conduct activities related to money and lifestyle. For example, when someone strolls in a shopping centre or mall whose purpose is just taking a walk or filling spare time and then sees a product with the latest model or sees a discount on a certain product, finally decides to buy even though when leaving there are no plans to buy. Based on the phenomena and daily observations that researchers do, it is found that people buy fashion products and accessories often. They often buy the same fashion products as their friends or intending to be compared with their friends' belongings to see which one is trending. (Lestari, Sari, & Hafidzi, 2020).

Based on the description above, it can be understood that unplanned purchase decisions or impulse buying are a phenomenon that cannot be avoided and can occur when it is following the conditions of the consumer. Based on the results of observations at the Issue clothing store, it shows that there are unplanned purchases made by consumers. This is shown by some consumers making some purchases that were not thought of before, but when they shop at the store, they make several purchases.

LITERATURE REVIEW

1. Impulsive Buying

Impulsive buying is buying made outside of an existing shopping list without being planned by consumers spontaneously and without thinking about risks (Ratnasari, 2015). Implicit buying can be said to be a sudden, strong, persistent urge to buy something

directly, without paying much attention to the consequences, this opinion is following the research concept put forward by (Engel, 1995) in (Japrianto & Sugiharto, 2011) defines impulse buying as the act of buying a hijab that is made without being planned or a purchase decision is made while in the store.

Impulsive buying is often experienced by someone when shopping at shopping centres. According to (Utami, 2010) impulsive purchases are buying that occur when consumers see a certain product or brand, then consumers become interested in getting it, usually because of an attractive stimulus from the store. According to (Mowen & Minor, 2001) explains "impulsive buying of goods occurs when consumers experience, sometimes a powerful desire, to buy goods suddenly without any prior plans".

Earlier research on impulsive buying as done by (Putra, Syahnur, & Hasan, 2017), (Kusnawan, Diana, & Tjong, 2019) states that people tend to make impulsive purchases without prior rationality. This concurs with the findings (Astari & Nugroho, 2018) concluding that some impulsive buying motivation occurs because of need and perception.

2. Lifestyle

A person's lifestyle in spending money creates a new social status, nature, and characteristics for an individual. Lifestyle is also used by market segmentation because it provides a broad view of the daily life of consumers (Aziz, 2015).

Lifestyle is an integrated system of attitudes, values, interests, opinions, and behaviour. Lifestyle is a way of life for individuals who are identified by how people spend their time, what they consider important in their lives and what they think about the world around them. Lifestyle is a concept that is more contemporary, comprehensive, and more useful than personality (Sathish & Rajamohan, 2012).

A person's lifestyle is a function of individual characteristics or traits that have

been formed through the interaction of the environment of people who are not wasteful (thrifty) before becoming extravagant after hanging out with exorbitant people. A person's lifestyle affects buying behaviour and can decide many individual consumption decisions (Pagalea & Uta, 2012).

Earlier research on the influence of lifestyle (Apriyandani, Yulianto, & Sunarti, 2017) and (Laksana, 2014) shows that lifestyle has a significant effect on buying decisions.

3. Price Discounts

In general, the producers in deciding the price level of each product or service produced have several goals and aims to be achieved from each policy taken. Clear selection between the purpose of pricing and the target of pricing in each pricing policy, of course with the main goal of making it easier for management to analyse and evaluate each policy taken, so that based on the results of analysis and evaluation conducted, management will immediately make/ decide new policies to correct mistakes/ shortcomings of various predetermined price policies (Yusuf et al., 2018).

Discounts are savings offered to consumers from the normal price for a product, which is stated on the product label or packaging. There are several forms of discount, namely (Kotler & Armstrong, 2011):

- a. Cash Discount
- b. Quantity Discount
- c. Functional Discount
- d. Seasonal Discount
- e. Allowance

Also said that the promotion of discounted prices provides several advantages including it can trigger consumers to buy in copious quantities, anticipate competitor promotions, and support trade in large quantities. Several indicators that can be used to measure the discount variable consist of three indicators (Belch & Belch, 2009):

- a. Can trigger consumers to buy in copious quantities.
- b. Anticipating competitors' promotions

- c. Supports trading in larger quantities
- d. Make repeat purchases

Discounts are price cuts given by sellers to buyers as appreciation for certain activities from buyers that are pleasant for sellers (Sudrajad, Putri, & Putri, 2017). There are several types of discounts, such as (a) Quantity discount, which is a price discount given to encourage consumers to buy in larger quantities, to increase the overall sales volume. In practice, quantity discounts are not always in the form of cash discounts, but added units received for the same amount of payment (bonus or free goods) given to consumers who buy in copious quantities. (b) The seasonal discount is a discount that is given only at certain times. Seasonal discounts are used to encourage consumers to buy goods that will be needed for some time to come. (c) Cash discount is a discount given to buyers for payments in a period and they make payments on time. (d) Trade discounts, which are discounts given by producers to distributors (wholesalers and retailers) who engage in the distribution of goods and the implementation of certain functions, such as sales, storage, and record-keeping.

4. Product Quality

Quality is an important thing that must be endeavoured by every company if the cultivated product wants to compete in the market to satisfy the needs and desires of consumers. Product quality is the ability of a product to conduct its functions including, durability, reliability, accuracy of ease of operation and repair, as well as other valuable attributes. To improve product quality, a company can implement a "Total Quality Management (TQM)" program. In addition to reducing product damage, the main goal of total quality is to increase consumer value. (Habibah & Sumiati, 2016) concluded that product quality is all goods and services related to consumer desires, which are superior to the product being sold according to the expectations of the customer.

States that a product is something that can be obtained through an exchange to satisfy a need or desire. This definition can classify the members of a product, namely, goods, services, ideas, information, digital products, society, places, experiences and events, real or financial property, and organizations (Ferrel & Hartline, 2011).

(Pride & Ferrel, 2010) in their book says that product quality refers to the overall characteristics of a product that describes product performance as expected by customers in fulfilling and satisfying customer desires. In this case, there are quality dimensions in it, namely (1) the level of quality; is the number of qualities owned by a product. This explains that the quality of a product is difficult to explain unless the product is compared with other products. (2) consistency of quality; refers to the extent to which a product has quality at the same level for a long time. Consistency means giving consumers the quality they expect every time they buy a product.

METODOLOGY

The design in this study uses quantitative research methods, namely research methods based on the philosophy of positivism, used to examine specific populations or samples. The sampling technique was conducted by accidental sampling. The population in this study was an unknown number of buyers at the Issue clothing store in Makassar City. The sampling method is to use the Non-Probability Sampling method with the Accidental Sampling technique, namely by collecting data that only takes part of the population elements or characteristics that exist in the population. So, the number of samples needed in this study was 147 consumers who made purchases at the Issue clothing store.

Data collection techniques used in this study were observation, questionnaires, and documentation. Data processing was computerized using several statistical data processing software, namely Statistical Product

and Services Solution (SPSS) version 20. The regression model used in this study was multiple linear regression analysis.

RESULTS AND DISCUSSION

Table 1. Characteristics of Respondents Based on Gender

No	Gender	Frequency	Percentage
1	Male	85	73%
2	Female	62	27%
	Total	147	100%

Based on the results of table 1, it can be seen from 147 respondents, consisting of eighty-five people or 73% male respondents and sixty-two people or 27% female respondents.

Table 2. Characteristics of respondents by age

No	Age	Frequency	Percentage
1	15-17 years	72	59
2	18-20 years	54	33
3	21-23 years	21	8
	Total	147	100%

Based on table 2, the biggest customers at the Issue clothing store are at the age of 15-17 years, as many as seventy-two respondents. Then at the vulnerable age of 18-20 years, there were fifty-four respondents, while at the age of 21-23 years there were only twenty-one respondents. This cannot be separated from the clothing styles that are more towards teenagers, which most of the shops offer.

a. Validity

Table 3. Validity test

Dimension	R_{table}	R_{count}	Criteria
Lifestyle	0,32	0,852	Valid
Price Discount	0,32	0,864	Valid
Product Quality	0,32	0,719	Valid
Impulsive Buying	0,32	0,736	Valid

Based on the results of the validation test using the assumption of valid data if the value of $R_{count} > R_{table}$ and if valid then the dimension can be stated as a measuring tool for further data processing. In this study, it can be concluded that in testing the validation that is

conducted for each statement item on each variable shows validity because the value of $R_{count} > R_{table}$ is obtained. Where the R_{hit} value is 0.852 for lifestyle variables of 0.864, a discount of 0.719, and an impulsive purchase of 0.736.

b. Reliability

Table 4. Reliability test

Dimension	Cronbach's N of	Alpha
Lifestyle	0,850	8
Price Discount	0,817	8
Product Quality	0,836	9
Impulsive Buying	0,721	9

The purpose of the reliability test is to identify questions that can be used from time to time by using a standard value, namely, Cronbach alpha > 0.06 , so that the results obtained are realistic. Based on the results of these tests, a regression value of 0.850 was obtained for the lifestyle variable, a discount of 0.817, product quality of 0.836, and an impulsive variable with a regression value of 0.721

c. Multiple Regression Analysis

Table 5. Multiple Regression Analysis test

Coefficient ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	8.352	3.122	.392	2.967	.000
Lifestyle	.281	.196	.374	4.301	.000
Discount	.236	.115	.495	3.285	.000
Product quality	.339	.238		3.314	.000

Based on the table, the regression equation is as follows: $y = 8,352 + 0.281 X_1 + 0.236 X_2 + 0.339 X_3$, meaning that 8,352 is a constant value, if it is assumed that it has not changed or is equal to 0, then the level of sales is 8,352. Lifestyle variable (X_1) if it is increased by 1 unit, there will be an impulsive purchase of 0.281. an increase of 1 unit of discount variable (X_2), the impulsive purchase increases by 0.236, and the product quality variable (X_3)

is increased by 1 unit, the impulsive purchase rate is 0.339.

d. Coefficient of determination

Table 6. Coefficient of determination test

Model Summary ^b					
Model	Unstandardized Coefficients		Standardized Coefficients	Std. Error of the Estimate	Durbin-Watson
	R	R-square	Adjusted R Square		
1 Lifestyle Discount Product quality	.758	.716	.714	1.2530	1.739

Based on the results of the analysis, it was stated that R_2 was 0.716 or 71%. This means that as many as 71% of the dependent variable can be explained by the independent variable. Meanwhile, 29% is influenced by other variables.

d. T test

Table 7. T-test

Coefficient ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	8.352	3.122	.392	2.967	.000
Lifestyle	.281	.196	.374	4.301	.000
Discount	.236	.115	.495	3.285	.000
Product quality	.339	.238		3.314	.000

The t_{hit} value for the lifestyle variable was 4.301 with a significance of 0.001. This shows that $t_{count} (4.302) > t_{table} (2.116)$. This means that partially the lifestyle has a positive and significant effect on the occurrence of impulsive purchases at the Issue clothing store.

The t_{hit} value for the discounted variable is 3.285 with a significance of 0.001. This shows that $t_{count} (3.285) > t_{table} (2.074)$. This means that partially discounted prices have a positive and significant effect on the occurrence

of impulsive purchases at the Issue clothing store.

The t_{hit} value for the product quality variable is 3,314 with a significance of 0.001. This shows that $t_{count} (3.285) > t_{table} (2.089)$. This means that partially discounted prices have a positive and significant effect on the occurrence of impulsive purchases at the Issue clothing store.

e. F test

Table 8. F-test

ANOVA ^b					
Model	Sum Of Squares	Df	Mean Square	F	.Sig
Regression	278.574	3	143.996	12.874	.000
1 Residual	548.763	37	9.752		
Total	764.598	40			

The results of the analysis show that the F_{hit} value is 12,874 and the F_{table} value is 2.78, which means that the F_{count} value $> F_{table}$, with a significance value of $0.000 < \alpha 0.05$. This means that the variables of lifestyle, price discounts, and product quality simultaneously have a positive and significant effect on the occurrence of impulsive purchases at the Issue clothing store.

DISCUSSION

The results of the analysis show that lifestyle has a significant influence on the occurrence of impulsive buying by consumers at the Issue clothing store. This can be seen from the increasingly rapid and trendy development of fashion clothes, where the clothing models used by consumers can be interpreted as social status in the eyes of society. Besides that, cutting prices also make a significant contribution in terms of purchases, because most people are extremely interested in the concept of discounted prices offered by clothing stores. Product quality is, of course, a major consideration for consumers when they want to buy at a store.

CONCLUSION

Lifestyle, discounts, and product quality have a positive and significant effect on the simultaneous occurrence of impulsive buying at the Issue clothing store. Partially, the variables of lifestyle, discounts, and product quality also have a positive and significant effect on impulsive purchases that occur at the Issue clothing store.

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HALAMAN INI SENGAJA DIKOSONGKAN