THE INFLUENCE OF LIFESTYLE ON PURCHASING DECISIONS FOR SKINTIFIC SKIN CARE

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Abstract

Lifestyle is a pattern or way individuals express, ideals, habits, opinions, with their environment in a unique way, which symbolizes the status and role of individuals for their environment. The development of the skin care industry in recent years has increased significantly. The demand for skin care products is increasing in Aceh, especially among students of the Faculty of Economics and Business, Malikussaleh University, one of the popular skin care brands today is skintific. With the existence of a lifestyle, female students' activities to buy skintific skin care because interest and interest are the main factors in the opinion of using skin care for skin care to increase self-confidence. This study aims to determine the relationship between lifestyle dimensions, Activity, Interest and Opinion. The approach used was quantitative by distributing questionnaires to 155 female students at the Faculty of Economics and Business, Malikussaleh University. Primary data collection and analysis were carried out through multiple linear regression using SPSS 25. Which shows that the variables Activity, Interst and Opinion have a positive effect on purchasing decisions.

Keywords: Lifestyle, Activity, Interest, Opinion, Purchasing decisions and Skintific skin care.

1. INTRODUCTION

Along with the times, the world of beauty is also growing quite rapidly, awareness of appearance is quite important today both women and men. Beauty is very broad in meaning, it can be interpreted that body and facial skin care or just decorative or makeup on the face is very important for everyone. Currently there are many beauty products on the market, along with that various companies in the field of beauty began to emerge. With the increasing number of companies in the beauty field, distributors seem to be competing so that their beauty products can be accepted by the market and have loyal consumers. The topic of this research is the influence of lifestyle on purchasing decisions for skintific skin care conducted on female students of the Faculty of Economics and Business, Malikussaleh University. Lifestyle greatly influences purchasing decisions because lifestyle is related to the development of the current era, which is a pattern of habits and preferences owned by individuals in living their daily lives. Malikussaleh University Faculty of Economics and Business students tend to have an active, dynamic, and appearance-oriented lifestyle. Looking beautiful according to them is the most important asset, initial capital, and a factor that supports the confidence they have, so it must be maintained and cared for as their initial capital to socialize and mingle with others. So they want to get skin care products that suit their lifestyle to look fresh and attractive to increase their self-confidence. According to Kotler and Keller (2018) Lifestyle is a person's pattern of life which is expressed in his activities, interests and opinions so that it describes the whole person who interacts with his environment.

Lifestyle is a pattern or way individuals express, ideals, habits, opinions, with their environment in a unique way, which symbolizes the status and role of individuals for their environment. Lifestyle can be used as a window into the personality of each individual. Every individual has the right and freedom to choose which lifestyle he lives, be it a luxurious lifestyle (glammour), a hedonic lifestyle, a healthy lifestyle, a simple lifestyle. according to Ziemnowicz (2009), the concept of lifestyle values and activities is closely related to the tastes and personal characteristics of consumers, measurements regarding lifestyle can be made to organize consumers

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into market segments with certain lifestyles, to measure lifestyles. Psychographic analysis used to view market segments is defined as the measurement of AIO (Activity, Interest and Opinion):

According to Engel (1994) Activty is a real action that moves and reacts and behaves spontaneously. Activities identify what they buy, and how they spend their time. Activity as an action or action that a person takes such as shopping, telling friends about new products, and other actions. According to T. Ramayah et al (2010) Activity is a way for individuals to spend their money and time doing what they want to do for fun and excitement. This activity is the behavior of consumers who buy Skintific Skincare products which are considered attractive, beneficial for facial skin health. Malikussaleh University student, Faculty of Economics and Business, is very familiar with Skintific skin care products which have become a daily necessity. According to T.Edyansyah et al (2022) Interest or interest is a form of focus on consumer preferences and priorities for objects. Interest is the attention given to certain objects such as who interests him in his immediate environment, what interests him in the house, interest in fashion and fashion interests as a representation of himself (Plummer, 1974). Interest (interest) as a degree of pleasure that accompanies special and sustained attention to the Skintific Skin care object in which female students are very interested in beauty products and facial skin care products that suit their needs, so that consumer personal factors influence the consumer decision-making process. In this case, it shows that the interest of Malikussaleh University, Faculty of Economics and Business students about Skintific Skin care products is very large with a sense of confidence when using a product.

According to Kotler and Keller (2018) Opinion is the views and feelings of consumers in responding to global, local, economic and social issues. According to Bastari and Silalahin (2019) Opinion is a response or view or the result of a person's thinking in explaining or responding to something but it is not objective and the truth is uncertain. Opinions are used in describing interpretations, expectations and evaluations such as beliefs about the intentions of others. Every consumer's opinion of a product is different, so this gives rise to different assessments or opinions about the product. In this Opinion variable based on consumer statements about Skintific skin care products related to consumer confidence in skin care products. According to Kotler and Armstrong (2018) a purchase decision is a buyer's decision about which brand to favor, but two factors can arise between the purchase intention or purchase decision. Meanwhile, according to Tjiptono and Chandra (2016) purchasing decisions are a series of processes that start from consumers recognizing their problems, looking for information about certain products or brands and evaluating these products or brands on how well each of these alternatives can solve their problems, which then a series of processes leads to a purchase decision.

According to Sciffman and Leslie (2010) Decisions are actions taken by consumer marketers to make decisions in the form of product selection, brand selection, depending on the conditions and number of purchases to measure purchasing decisions, it is possible for factors such as awareness, level of impact and motivation of purchasing decisions. Purchasing decision is the process of deciding or choosing a product, both goods and services that will be used to meet consumer needs to have it, or it can be concluded that purchasing decisions are a decision-making process that starts with identifying a problem, evaluating it and deciding on a product that meets needs.

2. IMPLEMENTATION METHOD

2.1 Location and Object of Research

This research was conducted at the Malikussaleh University Bukit Indah campus which is located at Blang Pulo, Muara Satu District, Lhokseumawe City, Aceh. The object of this research is a student of the Faculty of Economics and Business, Malikussaleh University who uses Skintific facial skin care.

2.2 Population and Sample

Population according to Sekaran (2016) refers to the entire group of people, events, or things of interest that the researcher wants to investigate. This is an interesting group of people, events, or things. Furthermore, according to Ghozali (2018) population is the sum of all objects or individual units of interest in research. The population in this study were female students of the Faculty of Economics and Business, Malikussaleh University who used Skintific facial skincare. According to Sekaran (2016) Samples are part of a population consisting of several members selected from it. In other words, some but not all, population elements of the sample to determine the size of the sample can be done statistically or based on research estimates, besides that it should also be noted that the selected sample must be representative, meaning that all characteristics of the population should be reflected in the selected sample. The sample should meet the desired criteria, the most appropriate number of sample members used in research depends on the desired error rate.

In this study using Non probability sampling in the form of purposive sampling, which is a sampling technique with certain considerations or criteria. The sample criteria selected in this study are: People who have bought and used (involved in purchasing decisions) Skintific skin care products and are at least 17 years old, which is considered mature and can understand the contents of the questions from the questionnaire well.Based on Roscoe, 1975 in sekaran 2016 which states that the right sample size is more than 30 and less than 500 and Hair et al. (2010) which says that the sample size is at least 5 times the number of indicators, while the indicators in this study were 29 indicators X 5 = 145 samples, to anticipate invalid or non-return questionnaires, the researcher added 10 respondents. So in this study the number of samples used was 155 respondents

3.3 Data Analysis Methods

This study uses multiple linear regression with the following equation model:

$$Y = \alpha + b_1X_1 + b_2X_2 + b_3X_3 + e$$

Description:
Y   = Purcase Decision
α = Constanta
X_1 = Activity
X_2 = Interest
X_3 = Opinion
b_1 = Activity regression coefficient
b_2 = Interest regression coefficient
b_3 =Opinion regression coefficient
e   =Standard Error

3. RESULTS AND DISCUSSION

3.1 Test validity

The validity test is used to determine whether a questionnaire is valid or not. A questionnaire is said to be valid if the questions or statements on the questionnaire are able to reveal something that will be measured by the questionnaire (Ghozali, 2018). The validity test is carried out by looking for the value of rtable, the formula for determining the value is Df = n - 2, which means that n is the number of respondents, which is 155. So that Df = 155 - 2 = 153. If you look at the rtable, the value of Df = 153 with a significance level of 5% is 0.1577. The provisions of the validity test assessment are as follows:
1.   If rcoun t> rtable, then the questionnaire items are valid and suitable for use.
2.   If rcount < rtable, then the questionnaire items are invalid and not suitable for use.

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Validity Test Results

No	Question Indicators	Rcalculate Value	Rtabel value	Information
1.	Purchase Decisions (Y)			
	1. Y1	0,728	0,1577	Valid
	2. Y2	0,833	0,1577	Valid
	3. Y3	0,773	0,1577	Valid
	4. Y4	0,750	0,1577	Valid
	5. Y5	0,686	0,1577	Valid
	6. Y6	0,484	0,1577	Valid
2.	*Activity* (X_1)			
	1. X1.1	0,440	0,1577	Valid
	2. X1.2	0,580	0,1577	Valid
	3. X1.3	0,650	0,1577	Valid
	4. X1.4	0,526	0,1577	Valid
	5. X1.5	0,557	0,1577	Valid
	6. X1.6	0,654	0,1577	Valid
	7. X1.7	0,532	0,1577	Valid
	8. X1.8	0,473	0,1577	Valid
3.	Interest (X_2)			
	1. X2.1	0,601	0,1577	Valid
	2. X2.2	0,629	0,1577	Valid
	3. X2.3	0,614	0,1577	Valid
	4. X2.4	0,555	0,1577	Valid
	5. X2.5	0,697	0,1577	Valid
	6. X2.6	0,545	0,1577	Valid
	7. X2.7	0,557	0,1577	Valid
4.	Opinion (X_3)			
	1. X3.1	0,411	0,1577	Valid
	2. X3.2	0,429	0,1577	Valid
	3. X3.3	0,337	0,1577	Valid
	4. X3.4	0,485	0,1577	Valid
	5. X3.5	0,252	0,1577	Valid
	6. X3.6	0,422	0,1577	Valid
	7. X3.7	0,482	0,1577	Valid
	8. X3.8	0,493	0,1577	Valid

Source: Processed primary data (2023)

From these results it can be seen that each element or question from the questionnaire on the Purchasing Decision variable (Y) has a value of rcount> rtable, so that each element of this questionnaire can be said to be valid and of course suitable for use in research.

3.2 Reliability Test

A variable can be said be reliable if it provides a cronbcah alpha (α) value > 0,6. The following is reliability test of each variable X and Y which can be seen below (Ghozali, 2018):

Reliability Test Results

Variabel	Cronbach Alpha	Standar	Description
Activity (X1)	0,670	0,6	Reliabel
Interest (X2)	0,693	0,6	Reliabel
Opinion (X3)	0,625	0,6	Reliabel
purchase decision (Y)	0,810	0,6	Reliabel

Source: Processed primary data (2023)

It can be seen that all variables, namely the Activity (X1), Interest (X2), Opinion (X3), and Purchase Decision (Y) variables can be said to be reliable because the value of Cronbach alpha of each variable has a value> 0.6.

3.3 Multiple Linear

Multiple linear regression analysis is used to measure the influence between more than one predictor variable (independent variable) on the dependent variable. The results of the multiple linear regression test can be seen in the table below:

Regression Test Result

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	20,704	3,813		5,430	,000
Activity (X1)	,046	,061	,061	2,757	,045
Interest (X2)	,051	,060	,068	2,840	,040
Opinion(X3)	,114	,078	,125	3,326	,014

Source: Processed primary data (2023)

Based on the table above, it shows that the multiple linear regression equation in this study is as follows:

$Y = 20.704 + 0.046 X1 + 0.051 X2 + 0.114 X3$

From the multiple linear regression equation above, it can be explained as follows:

1. The value of the constant is 20.704, which means that if the variables Activity (X1), Interest (X2), and Opinion (X3) are assumed to be zero, the Purchasing Decision is 20.704.
2. The coefficient value of Activity (X1) is 0.046 so that it can be interpreted that if Activity (X1) is increased by 1 unit value, it is predicted that the Skintific Skincare Purchasing Decision (Y) will increase by 0.046.
3. The Opinion (X3) coefficient value is 0.114 so that it can be interpreted that if Opinion (X3) is increased by 1 unit of value, it is predicted that the Skintific Skincare Purchasing Decision (Y) will increase by 0.114.

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3.3 Hypothesis Testing
3.3.1 Partial Test (t Test)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	20,704	3,813		5,430	,000
Activity (X1)	,046	,061	,061	2,757	,045
Interest (X2)	,051	,060	,068	2,840	,040
Opinion(X3)	,114	,078	,125	3,326	,014

Source: Processed primary data (2023)

Based on the table above, it can be concluded that the hypothesis results of this study are as follows:
1. It is known that the significance value for the Activity variable (X1) on Purchasing Decisions (Y) is 0.045 <0.05 and the value of the tcount is 2.757> ttable 1.9759, so it can be concluded that H1 is accepted, which means that Activity has a significant effect on purchasing decisions.
2. It is known that the significance value for the Interest (X2) variable on Purchasing Decisions (Y) is 0.040 <0.05 and the value of the tcount is 2.840> t table 1.9759, so it can be concluded that H2 is accepted, which means that Interest has a significant effect on purchasing decisions.
3. It is known that the significance value for the Opinion (X3) variable on Purchasing Decisions (Y) is 0.014 <0.05 and the value of the tcount is 3.326> t table 1.9759, so it can be concluded that H3 is accepted, which means that Opinion has a significant effect on purchasing decisions.

4.3.2   Koefisien Determinasi

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,151[a]	,663	,643	2,432

Source: Processed primary data (2023)

Based on the table above, it shows that the Adjusted R^2 value is 0.643, which means that if it is emphasized, it is worth 64.3%. This shows that Activity, Interest and Opinion influence Purchasing Decisions by 64.3% while the remaining 35.7% is influenced by other variables not examined in this study.

4. CONCLUSION

1. Activity has a significant effect on purchasing decisions for Skintific skin care for students of the Faculty of Economics and Business, Malikussaleh University and stated that hypothesis 1 is accepted. Students use Skintific skin care to raise their self-confidence when doing daily activities such as participating in social activities, meeting with many people.
2. Interest has a significant effect on purchasing decisions for Skintifc skin care for students of the Faculty of Economics and Business, Malikusaleh University and hypothesis 2 is accepted. Students recognize Skintific skin care from campus activities by surrounding friends so that they are interested in using this skin care because it has many variants that are suitable for us to choose according to our skin needs.
3. Opinion has a significant effect on skin care purchasing decisions for students of the Faculty of Economics and Business, Malikusaleh University and stated that hypothesis 3 is accepted. This

proves that students use Skintific skin care for facial skin needs to be healthier and with a beautiful healthy face, students will rebuild their self-image so that self-confidence returns.

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