

International Journal of Management Progress

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Citation in APA Style:

Hardin, LM Mustari, W. S. (2019). The Effect of Achievement Motivation, Fear of Success on the Performance of Farming Women in Ngkaringkaring Village, Baubau City. *International Journal of Management Progress*, 1(1), 10–21.

<https://doi.org/https://doi.org/10.35326/ijmp.v1i1.407>



The Influence of Culture and Lifestyle on Purchasing Decisions of Women's Clothing at Matahari Department Store, Palopo City

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Abstract: This study aims to determine, the influence of culture and lifestyle on purchasing decisions for women's clothing at Matahari Department Store Palopo City, cultural influences on purchasing decisions for women's clothing at Matahari Department Store Palopo City, and the influence of lifestyle on purchasing decisions for women's clothing at Matahari Department Store. Palopo City. The method used is multiple regression analysis method with a sample size of 30 respondents. The focus of the research determined by the researcher was only on women's clothing products, so the researcher only chose female respondents. The characteristics of the respondents analyzed in this study were based on age and occupation. The research data was obtained by distributing questionnaires to respondents. The results showed that the t value of cultural variables was 3.446 with a significant level of 0.002. Because $3.446 > 2.051$ and $0.002 < 0.05$, the hypothesis is accepted. This shows that the cultural variable (X_1) has a positive and significant effect on purchasing decisions. While the t value of the lifestyle variable (X_2) is 2.537 with a significant level of 0.017. Because $2.537 > 2.051$ and $0.017 < 0.05$, the hypothesis is accepted. This shows that lifestyle variables have a positive and significant effect on purchasing decisions. The simultaneous test results show that the cultural variables (X_1) and lifestyle (X_2) together have a positive effect on purchasing decisions (Y) as evidenced by the calculated F value of 17.055 with a significant level of 0.000, where $F \text{ count} > F \text{ table}$ ($17.055 > 3.35$) with a significance level less than 0.05 ($0.000 < 0.05$).

Keywords: Culture, Lifestyle, Purchase Decisions

1. Introduction

Women are very potential consumers when it comes to fashion. Fashion is a general term for a popular style or practice especially in clothes, shoes or accessories. But usually the style in question tends to focus on the style of society's dress at a certain time period. It is undeniable that the market demand for women's clothing with various characters continues to increase from time to time. The more abundant the long lines of women who enjoy fashion, the more the women's clothing business is mushrooming. There are more and more boutiques and clothing stores and are always full of enthusiasm. Not only is it busy in the real world, but this business is also booming in cyberspace. This is because internet facilities are increasingly friendly and accessible to some people.

The clothing industry is becoming a very large industry and caters to many people who are passionate about fashion. The rapid development of fashion certainly brings good and bad impacts. Over time, clothing is not only used to cover and protect the body, but clothing is

also used as a symbol of status, position, or the level of position of a person wearing it. Today's clothes have changed into lifestyle needs. This is an example of changes in consumer behavior that are happening today. Changes in the meaning of clothes make people increasingly look for clothes that are in trend, especially for women. The women are very concerned about their appearance from toe to head. Women always match the clothes they use to carry out their activities both in terms of color, size and model choices.

Talking about clothes, of course, will not be separated from culture and lifestyle. According to Kotler in Purwanti and Santoso (2013) culture is the most basic determinant of desires and behavior. Culture begins with habits. While lifestyle is a person's way of living and is one of the factors that influence consumer behavior. Lifestyle reflects something behind a person's social class and describes how they spend their time and money. An advanced lifestyle will encourage someone to always follow the times or trends. For the sake of being someone who is modern or contemporary, someone will really pay attention to their style of dress. In fulfilling clothing needs, a place or location is needed where women can choose and buy the clothes they want.

In a previous research conducted by Pratiwi and Mandala (2015) in a journal entitled the influence of cultural, social, personal, psychological, and marketing mix factors on the purchase decision of embroidered kebaya at Jegeg Ayu Boutique in Kuta. The purpose of this study was to determine the influence of culture, social, personal, psychological, and marketing mix on the purchase decision of embroidered kebaya at Jegeg Ayu Boutique in Kuta. The results of this study indicate that cultural factors have a positive effect on the purchase decision of embroidered kebaya at Jegeg Ayu Boutique in Kuta. Social factors have a positive effect on the decision to buy embroidered kebaya at Jegeg Ayu Boutique in Kuta. Personal factors have a positive effect on the decision to buy embroidered kebaya at Jegeg Ayu Boutique in Kuta. Psychological factors have a positive effect on the decision to buy embroidered kebaya at Jegeg Ayu Boutique in Kuta.

Suprayitno et al (2015) in a journal entitled the influence of cultural, social, personal and consumer psychological factors on purchasing decisions at Gado-Gado Boplo Restaurant (case study: Gado-Gado Restaurant Boplo Panglima Polim South Jakarta). The results showed that cultural factors influence purchasing decisions and have a positive direction, as evidenced by the regression coefficient of 0.119, the t value is greater than the t table ($2.258 > 1.96$), and the significance value is $0.026 < 0.05$. 3) Social factors influence purchasing decisions and have a positive direction, as evidenced by the regression coefficient of 0.358, the t value is greater than the t table value ($4.736 > 1.96$) and the significance value is $0.000 < 0.05$. 4) Personal factors influence purchasing decisions and have a positive direction, as evidenced by the regression coefficient of 0.156, the t value is greater than the t table ($2.301 > 1.96$), and the significance value is $0.024 < 0.05$. 5) Psychological factors influence purchasing decisions and have a positive direction, as evidenced by the regression coefficient of 0.164, the t value is greater than the t table value ($2.747 > 1.96$), and the significance value is $0.007 < 0.05$. 6) Cultural, social, personal, and psychological factors influence purchasing decisions.

Based on the foregoing, the formulation of the problem in this study: (1) How is the influence of culture and lifestyle on purchasing decisions for women's clothing. (2) How does culture influence women's clothing purchasing decisions. (3) How does lifestyle influence women's clothing purchasing decisions.

2. Literature Review

2.1. Consumer Behavior

Consumer behavior is defined as the study of buying units and the exchange process involving the acquisition, consumption, and disposal of goods, services, experiences and ideas. According to Winardi (Sunyoto; 2013), consumer behavior can be formulated as behavior aimed at people in planning, buying and using economic goods and services. According to Kotler & Armstrong in Pradesty (2017), consumer behavior is the study of how individuals, groups and organizations choose, buy, use, and how goods, services, ideas, or experiences satisfy their needs and desires. Consumer behavior is an activity that is closely related to the process of purchasing a good or service. Schiffman and Kanuk in Ristiana (2016) define consumer behavior as behavior shown by consumers to find, buy, use, evaluate, and spend products and services that they hope will satisfy their needs. Meanwhile, Engel et al in Puspitarini (2013) stated that consumer behavior is an action that is directly involved in obtaining, consuming and consuming products and services, including the decision process that precedes and follows this action.

2.2. Cultural Factors

Culture plays an important and profound role in shaping consumer buying behavior. Culture can equip a person with a sense of identity and acceptable behavior in society, especially it can be seen from attitudes and behaviors that are influenced by culture. As well as clothes, appearance, communication, language, food and eating habits, relationships, beliefs, and so on which often include everything that consumers do unconsciously choose because their cultural values, customs and their rituals have been integrated into their daily habits. day. Kotler and Armstrong in Ashoer and Bahari (2017) define culture as a set of values, beliefs, habits, desires and behaviors that are learned by the surrounding community, from family, or other formal institutions as a code of conduct. Kotler and Keller in Dewanto et al. (2018) define cultural factors as a state of cultural value systems, customs, and the way of life of the community that surrounds a person's life, members in the same culture have the same language of instruction, patterns and imitation and they share the same values. Culture is the main character of society which differentiates it from other cultural groups. Culture is a collection of basic values, perceptions, desires and behaviors that are learned by a member of society from family and other important institutions.

Cultural factors provide the most extensive and profound influence on consumer behavior. Marketers must recognize the role played by cultures, sub-cultures and social class. Culture refers to ideas, symbols that have meaning to communicate, value, interpret and evaluate as members of society and can be seen from the beliefs, views and habits of consumers towards a product. The higher public trust in a product, the higher the consumer's decision to make a purchase.

2.3. Lifestyle

Lifestyle describes a person's behavior, namely how to live, use money and take advantage of the time he has. Sutisna in Dewi et al (2014) states that lifestyle is broadly defined as a way of life that is identified by how people spend their time (activities), what they consider important in their environment (attraction), and what they think about themselves and also. the world around him (opinion). According to Minor and Mowen in Ristiana (2016), lifestyle is showing how people live, how to spend money, and how to allocate time. Meanwhile, according to Kotler and Keller in Aziz (2015), lifestyle describes a person's entire self who interacts with his environment, which means that the lifestyle reflects how a person really is.

For example, a woman who reflects herself as a socialite, in her daily life, tends to use luxury items, participate in many charities, and participate in prestigious organizations. Each individual can choose the lifestyle he wants.

A person's lifestyle is a pattern of life in the world that is expressed by one's activities, interests and opinions. Lifestyle describes a person as a whole who interacts with the environment. Lifestyle in principle is how a person spends time and money. There are people who like to find entertainment with their friends, there are those who like to be alone, some who travel with their family, shop, do dynamic activities, and some have spare time and money for socio-religious activities. Lifestyle can influence a person's behavior, and ultimately determine one's consumption choices.

2.4. Lifestyle Measurement

Pradesty (2017) to determine the lifestyle of consumers can use psychographic measurements that contain questions designed to assess the lifestyle of the target market, personality characteristics and demographic characteristics. Lifestyle is one way of classifying consumers psychographically. According to Mowen in Fuad (2015) psychographics means describing (graph) consumer psychology (phsyco). Psychographics are often defined as measuring AIO (activity, interest, opinion).

1. Activity

Reynolds and Daren in Vici (2018) suggest that activity are real actions such as watching a medium, shopping at a store, or telling neighbors about a new service. Fuad (2015) activity asks consumers to identify what they do, what they buy and how they spend their time. Activity is a characteristic of consumers in their daily life. With the existence of consumer activity, the company can find out what activities its target market can carry out, making it easier for companies to create strategies and the information obtained. Consumer activity can be measured through indicators of hobbies, work, social events, holidays, entertainment and association membership.

2. Interests

The definition of interest according to Reynolds and Daren in Vici (2018) is the object of events, or topics in the level of excitement that accompanies special or continuous attention to him. Interest is what consumers find attractive for spending time and money. Interest is a consumer's personal factor in influencing the decision-making process. Every company is required to always understand the interests of its customers, it can make it easier for companies to create ideas in order to influence the buying process in its target market. By understanding consumer interest which consists of family factors, companies can recognize the relatively dominant roles between husband, wife and children that influence buying products and services. Solomon in Fuad (2015) reveals that interests consist of family, household, work, community groups, recreation, fashion, food, media and achievements.

3. Opinion

The definition of opinion according to Reynolds and Daren in Vici (2018) is an oral or written answer that people give in response to a stimulus. Opinion is the opinion of each consumer that comes from their own person. Opinions are used to describe interpretations, expectations, and evaluations such as beliefs about the intentions of others, anticipation regarding future events, and weighing the consequences that reward or punish the course of alternative actions. Mowen in Fuad (2015) states that opinions can consist of consumers themselves, social, economic, and educational issues. The economy can and is changing rapidly. The effects can be profound and require a change in the marketing strategy of each company. Political issues can also influence consumer purchasing decisions. Consumers in

the same country usually have the same political environment, but politics can also affect business opportunities at the local and international levels. Some business firms have become very successful by studying the political environment and devising strategies that take advantage of the opportunities associated with changing the political dimension.

2.5. Purchase Decisions

Schiffman and Kanuk in Dewanto et al (2018) explain that a decision is a selection of two or more options. So in other words, alternative options must be available when someone makes a decision. According to Suharno and Sutarso in Aziz (2015), a purchase decision is a stage where the buyer has made his choice in purchasing a product and consuming it. Purchases themselves physically can be made by consumers or through other people. Consumers use information to make decisions, by involving three important cognitive processes, namely: first, the translation of relevant information from the environment to create personal knowledge, then consumers combine all the information that has been obtained before evaluating products, and consumers recall product knowledge for the interpretation process. In purchasing, consumers are directly involved in making purchasing decisions for the products offered by the seller. The purchasing decision-making process carried out by consumers goes through a variety of complex processes against a variety of alternative choices that are influenced by various factors. These factors also differ for each consumer.

According to Kotler and Keller in Pradesty (2017) when buying products, in general consumers follow the consumer purchasing process such as problem recognition, information search, alternative evaluation, purchase decisions, post-purchase behavior. These five stages represent the general process that moves consumers from product or service introduction to purchase evaluation. This process is a guide for studying how consumers make decisions.

H₁: It is assumed that culture and lifestyle simultaneously have a positive effect on women's clothing purchasing decisions.

2.6. Cultural Relations and Purchasing Decisions

Culture is one of the factors that influence consumer purchasing decisions. According to Kotler in Santoso and Purwanti (2013) cultural factors have a broad and deep influence on purchasing behavior. Marketers must recognize the role played by cultures, sub-cultures and social class. Culture refers to ideas, symbols that have meaning to communicate, value, interpret and evaluate as members of society and can be seen from the beliefs, views and habits of consumers towards a product. The higher public trust in a product, the higher the consumer's decision to make a purchase. Hawkins et al in Puspitasari (2016) in Simamora revealed that culture influences behavior through boundaries called norms. In addition, culture provides a social framework that is more comprehensive than social class. Culture consists of patterns of behavior, symbols, thoughts, and values. Culture influences all forms of reason, decision mediator, and decision barrier. Setiadi in Santoso and Purwanti (2013) each culture consists of smaller subcultures that provide more special characteristics and socialization for its members. Subcultures consist of nationalities, religions, racial groups and geographic areas. When subcultures become large and affluent enough, companies often design marketing programs specifically to serve them. Many subcultures make up important market segments, and marketers often design products and marketing programs tailored to their needs. John Suhari's research in Pratiwi and Mandala (2015) proves this by showing that culture has a direct effect on purchasing decisions. In addition, Suprayitno et al. (2015) stated that culture has a positive influence on purchasing decisions.

H₂: It is assumed that culture has a positive effect on women's clothing purchasing decisions

2.7. Relationship Between Lifestyle and Purchasing Decisions

In addition to culture, lifestyle has an influence on consumer purchasing decisions as evidenced by the research conducted by Pradesty (2017) which suggests that lifestyle has a positive and significant effect on purchasing decisions. Lifestyle is the dominant variable affecting purchasing decisions. In addition, research conducted by Puranda and Mediawati (2017) states that lifestyle variables have a positive relationship and have a strong enough influence on purchasing decision variables. Another statement regarding lifestyle put forward by Mandey in Fuad (2015) states that lifestyle is part of consumer behavior that can influence consumer action in making purchases. Consumer purchasing decisions are inseparable from their lifestyle who wants to buy products that are useful and have good quality. The diversity of consumers in meeting their needs is influenced by lifestyle characteristics which are measured based on activities where a person carries out activities to fulfill their needs such as work, hobbies, shopping, entertainment, sports, and one's interests based on the desire for the desired product, as well as one's opinion or view of the product. which will be purchased so that it can influence consumer decision behavior. According to Assael in Lestari (2017), lifestyle is a lifestyle that is identified by how people spend their time (activities), what is important for people to consider their environment (interests), and what people think about themselves and the world around them (opinion). Lifestyle can be a group identity. However, the lifestyle will be very relevant to marketers' efforts to sell their products. First, the broad trend of lifestyle, such as changing the buying role of men to women, thus changing buying habits, tastes and behavior. Purchasing decisions are alternative choices regarding what to buy, whether to buy or not, when to buy, where to buy and how to pay for it.

H₃: It is assumed that lifestyle has a positive effect on purchasing decisions for women's clothing

3. Methodology

This research will be conducted at Matahari Department Store Palopo City. When the research was conducted for approximately 2 months from March to April 2020. The data collection techniques used were observation, interviews and questionnaires. The samples in this study were 30 people. With multiple linear regression analysis methods and descriptive analysis. Furthermore, Wati (2018: 90) in Hardin, A.M. Azizu, Wa Ode DP Sari (2020: 60-61) states that the sampling technique is a method or method used to determine the number and members of the sample. Each member is, of course, a representative of the population that is selected after being grouped based on similarity of characters. The sampling technique used must also be tailored to the objectives of the study. The sampling method can be broadly grouped into 2 (two) groups, namely probability sampling and nonprobability sampling. Methods of data analysis using 2 (two) tests, namely the instrument test (validity and reliability test) and hypothesis testing (test with t, F statistics and coefficient of determination) with multiple linear regression approach and using SPSS version 21 (Hardin, LM Mustari, WODDP Sari, 2019: 16). Data analysis in this study used the multiple linear regression equation model using SPSS version 22 (Hardin *et al* 2019: 6).

4. Results and Discussion

In this study, the age of the respondents was dominated by the age of 20-30 years with the work being dominated by Student. This is due to the location of the Matahari department store which is in the city center, to be exact, the Palopo City Modern Market, where besides being

used as a shopping center it also functions as a means of refreshing and relaxing so that it is visited by many young people.

In this study, multiple linear regression analysis was used to determine the influence of culture (X_1), Lifestyle (X_2), on purchasing decisions (Y).

4.1. Simultaneous Test (F test)

This test is conducted to determine the significance of all independent variables together or simultaneously to the dependent variable. Provided that if the probability < 0.05 and if F count $> F$ table then the hypothesis is accepted. And vice versa if the probability > 0.05 and if F count $< F$ table then the hypothesis is rejected.

Table 1. The Results of the F test (ANOVA)

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	154,428	2	77,214	17,055	,000 ^b
Residual	122,238	27	4,527		
Total	276,667	29			

a. Dependent Variable: Buying decision

b. Predictors: (Constant), Lifestyle, Culture

Source: Processed Data (2020)

Based on the F test in table 18 above, it can be seen that F counts for 17.055 with a significant level of 0.000, where F counts $> F$ table ($17.055 > 3.35$) with a significance level less than 0.05 ($0.000 < 0.05$). Thus, cultural variables (X_1) and lifestyle (X_2) together have a positive effect on purchasing decisions (Y).

4.2. Partial test (t test)

The t test is used to determine whether the regression model the independent variable (X) partially has a significant effect on the dependent variable (Y) with a significant level of 5% (0.05).

Table 2. T test Results (Coefficients)

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	8,562	5,081		1,685	,104
Budaya	,437	,127	,500	3,446	,002
Gaya Hidup	,365	,144	,368	2,537	,017

a. Dependent Variable: Buying decision

Source: Processed Data (2020)

a) Cultural variables

The t value of cultural variables is 3.446 with a significant level of 0.002. Because $3.446 > 2.051$ and $0.002 < 0.05$, the hypothesis is accepted. This shows that cultural variables have a positive and significant effect on purchasing decisions.

b) Lifestyle variables

The t value of the lifestyle variable is 2.537 with a significant level of 0.017. Because $2.537 > 2.051$ and $0.017 < 0.05$, the hypothesis is accepted. This shows that lifestyle variables have a positive and significant effect on purchasing decisions.

Thus the two hypotheses are accepted, namely the cultural variable influences the decision to buy women's clothing at the Misnati Batus Banner Stand and the lifestyle influences the purchase decision for women's clothing at the Misnati Batus flag.

Statistical calculations in multiple regression analysis in this study using the help of SPSS version 22. Based on the results of multiple regression analysis, it can be written in the form of a regression equation in the form of Standardized Coefficients, the equation is:

$$Y = 8,562 + 0,437 (X_1) + 0,365 (X_2)$$

Where:

a = Constant

X₁ = Culture

X₂ = Lifestyle

Y = Purchase Decision

The regression equation can be explained as follows:

- A constant value of 8.562 can be interpreted that if the cultural and lifestyle variables are considered zero, then the purchase decision at the Misnati Batusit Banner Stand will be 8.562.
- The value of the beta coefficient on the cultural variable (b₁) is 0.437, which means that each one-unit increase in the cultural variable (X₁) will result in an increase in purchasing decisions by 0.437 units.
- The beta coefficient value on the lifestyle variable (b₂) is 0.365 which means that each one unit increase in the lifestyle variable (X₂) will result in an increase in purchasing decisions by 0.365 units.

Based on this equation, it can be explained that the beta coefficient value of the cultural variable (X₁) has a positive value, meaning that if the cultural variable (X₁) increases, the purchase decision also increases. Conversely, if the cultural variable (X₁) decreases, the purchasing decision also decreases. The beta coefficient value of the lifestyle variable (X₂) also has a positive value, meaning that if the lifestyle variable (X₂) increases, the purchase decision will also increase. Conversely, if the lifestyle variable (X₂) decreases, the behavior of purchasing decisions also decreases.

4.3. Analysis of the coefficient of determination (R^2)

The coefficient of determination (R^2) is used to measure how much the contribution of culture and lifestyle to the purchasing decision variable. If the Coefficient of Determination (R^2) is greater (close to one), the better the ability of X to explain Y where $0 < R^2 < 1$. Conversely, if it is smaller (close to zero), it can be said that the effect of the independent variable is small on the dependent variable. This means that the model used is not strong enough to explain the effect of the independent variables under study on the dependent variable.

Table 3. Test Results of the Coefficient of Determination (R^2)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,747 ^a	,558	,525	2,128

a. Predictors: (Constant), Lifestyle, Culture

Source: Processed Data (2020)

The result of regression calculation shows that the coefficient of determination (R square) is 0.558. This indicates that the cultural variables (X₁) and lifestyle (X₂) contribute or contribute 55.8% to the purchase decision (Y) of women's clothing at the Misnati

Batusitanduk. While the remaining 44.2% is influenced by other variables that are not in this study.

Based on the F test conducted, it was found that cultural variables (X_1) and lifestyle (X_2) together had a positive effect on purchasing decisions (Y). Partially it shows that cultural variables have a positive and significant effect on purchasing decisions and lifestyle has a positive effect on purchasing decisions for women's clothing at the Misnati Batusitanduk. This indicates that culture and lifestyle have an influence on purchasing decisions made by consumers. This is in accordance with Kotler's opinion in Santoso and Purwanti (2013) which states that cultural factors have a broad and deep influence on purchasing behavior. Marketers must recognize the role that cultures, subcultures, and social class play. Culture refers to ideas, symbols that have meaning to communicate, value, interpret and evaluate as members of society and can be seen from the beliefs, views and habits of consumers towards a product. According to Mandey in Fuad (2015), lifestyle is part of consumer behavior that can influence consumer action in making purchases. Consumer purchasing decisions are inseparable from their lifestyle who wants to buy products that are useful and have good quality.

This is also reinforced in previous research from Pratiwi and Mandala (2015) in a journal entitled the influence of cultural, social, personal, psychological, and marketing mix factors on purchasing decisions for embroidered kebaya at jegeg ayu boutique in Kuta. The purpose of this study was to determine the influence of culture, social, personal, psychological, and marketing mix on the purchase decision of embroidered kebaya at Jegeg Ayu Boutique in Kuta. This research was conducted at Jegeg Ayu Boutique Kuta, the sample was taken as many as 108 respondents with a purposive sampling method. Data collection by distributing questionnaires using a 5-point Likert scale, to measure 18 indicators. The analysis technique used is multiple linear regression analysis. The results of this study indicate that cultural factors have a positive effect on the purchase decision of embroidered kebaya at Jegeg Ayu Boutique in Kuta. Social factors have a positive effect on the decision to buy embroidered kebaya at Jegeg Ayu Boutique in Kuta. Personal factors have a positive effect on the decision to buy embroidered kebaya at Jegeg Ayu Boutique in Kuta. Psychological factors have a positive effect on the decision to buy embroidered kebaya at Jegeg Ayu Boutique in Kuta. Finally, the marketing mix has a positive effect on the decision to buy embroidered kebaya at Jegeg Ayu Boutique in Kuta.

In another study from Pradesty (2017) in a thesis entitled the influence of lifestyle and consumer attitudes on the decision to purchase Revlon lipstick in students of the Faculty of Economics and Business, University of North Sumatra. The population in this study were students of the faculty of economics and business at the University of North Sumatra who were still active in 2013-2016 who had used Revlon lipstick. The analysis method used is descriptive analysis method and multiple regression analysis method. This type of research is associative research, and the data used are primary data and secondary data obtained through documentary studies and questionnaires whose measurements use a Likert scale. The data were processed statistically with the SPSS for windows program, namely the t test model, the F test, and the coefficient of determination (R^2). The results of this study indicate that simultaneously lifestyle and consumer attitudes have a positive and significant effect on the decision to purchase Revlon lipstick in students of the Faculty of Economics and Business, University of North Sumatra. Partially, each lifestyle variable and consumer attitudes have a positive and significant effect on purchasing decisions. Lifestyle is the dominant variable influencing the decision to purchase Revlon lipstick in students of the faculty of economics and business, University of North Sumatra. The value of Adjusted R Square is 0.569, which means that the variability of the dependent variable which can be explained by the lifestyle

and consumer attitudes is 56.9%, while the remaining 32.4% can be explained by variables not examined in this study.

This research includes new research that combines cultural and lifestyle factors in one study, this is both an advantage and a weakness in this study. The advantage is that because this research includes new research, this research can add insight or knowledge, especially about culture and lifestyle in consumer purchasing decisions. The drawbacks of this study are the limited materials or references used in this study so that the theories in this study are limited, especially cultural variables.

5. Conclusion

Based on the results of the research and discussion that has been stated in the previous chapter, it can be concluded that: (1) The results of the analysis using multiple linear regression indicate that culture and lifestyle simultaneously influence the decision to buy women's clothing at Matahari Department Store. This can be seen from the F count of 17.055 with a significant level of 0.000, where $F \text{ count} > F \text{ table}$ ($17.055 > 3.35$) with a significance level less than 0.05 ($0.000 < 0.05$). Thus hypothesis one in this study is accepted; (2) Cultural variables have a positive and significant effect on purchasing decisions for women's clothing at Matahari Department Store. It can be seen that the t value of cultural variables is 3.446 with a significant level of 0.002. Because $3.446 > 2.051$ and $0.002 < 0.05$, the hypothesis is accepted; (3) Lifestyle variables have a positive and significant effect on purchasing decisions for women's clothing at Matahari Department Store. This can be seen from the t value of the lifestyle variable is 2.537 with a significant level of 0.017. Because $2.537 > 2.051$ and $0.017 < 0.05$, the hypothesis is accepted.

Based on the results of the research, discussion and conclusions obtained, the following suggestions can be given: (1) It is hoped that Matahari Department Store will pay more attention to cultural factors, especially on sub-cultural indicators in order to further improve consumer purchasing decisions, because sub-culture is a value system based on life experience and consumer circumstances such as nationality, religion, racial group and geographic area; (2) For further research, in order to develop this research by looking for other factors that can influence purchasing decisions made by consumers, which later can be useful for marketers and gain insight, especially in marketing management.

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