



The influence of brand image lifestyle and price on purchasing decisions of voopo brand vape products

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ABSTRACT

The purpose of this study is to find out how brand image, lifestyle and price influence consumers' decisions to buy Voopo brand vape products. The type of research used is quantitative. The sampling method used was simple random sampling which amounted to 100 consumers of MAG Vape Store Karawang. Data analysis using SPSS version 25 by performing classical assumption tests, multiple linear regression tests, hypothesis tests and determination coefficient tests. Based on all the tests that have been conducted to determine the influence of brand image on purchasing decisions, it is known that there is a positive and significant influence between brand image on purchasing decisions with a calculated t value of 2.631 greater than t table 1.984, and a sig value of 0.01 smaller than 0.05. Based on all the tests that have been conducted to determine the influence of lifestyle on purchasing decisions, it is known that there is a positive and significant influence between lifestyle on purchasing decisions with a calculated t value of 2.999 greater than t table 1.984, and a sig value of 0.00 smaller than 0.05. Meanwhile, regarding the effect of price on purchasing decisions, the sig result is greater than 0.05, which is 0.457 and the calculated t value of 0.747 is smaller than t table 1.660, so this shows that the price in this study has no effect and is not significant on purchasing decisions. And from the results of the F test it is known that simultaneously there is an influence of brand image, lifestyle and price on purchasing decisions.

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INTRODUCTION

The era of globalization has a considerable influence on marketing and fosters new challenges in today's marketing profession, especially in small and medium industries. Small businesses face various challenges and obstacles such as low quality of human resources, level of productivity, low quality of products and services, lack of information technology, production factors, inadequate facilities and infrastructure, aspects of funding and financing services, business climate has not been supported, and coordination of coaching has not been good, however, there are opportunities that can be utilized by Small and Medium Enterprises (SMEs) in their business activities, Such as the

government's commitment, the availability of diverse natural resources and others (Candra et al., 2019).

This increasingly advanced technology encourages companies to make technological innovations in terms of smoking with new products, namely electronic cigarettes or electric vaporizers commonly called vapes. Electronic cigarettes are an innovation from a form of conventional cigarettes to modern cigarettes. Electronic cigarettes were first developed in 2003 by SBT Co Ltd, a Beijing-based company now controlled by Golden Dragon Group Ltd. In 2004, Ruyan took over the project to develop the emerging technology. Officially absorbed Ruyan SBT Co., Ltd., and their name was changed to SBT Ruyan Technology & Development Co., Ltd. The way e-cigarettes work is to convert liquid into vapor that resembles smoke like smoking. Electronic cigarettes are considered as a helper for those who are addicted to cigarettes to stop smoking. Vape is an electronic cigarette that is so popular among millennials today. Unlike tobacco cigarettes in general which are identical to parents as users, vape or electronic cigarettes are more targeting young people as users (Tanjaya et al., 2019).

The circulation of electronic cigarettes in Indonesia is increasingly widespread and easy to reach because of its low price. Despite reaping pros and cons, vaping is increasingly spreading and increasingly favored by the public, especially among young people because vaping itself is referred to as a healthier alternative to smoking (Shodikin & Rahmawan, 2021). In addition, people consider that electronic cigarettes are safer than conventional cigarettes. Chairman of the Indonesian Lung Doctor Association (PDPI) Agus Dwi Susanto said that conventional and electronic cigarettes are equally dangerous. Both contain nicotine which can cause addictive effects or addiction. When used continuously, its long-term impact can trigger cardiovascular disease, lung cancer, and other dangerous diseases. The results of the 2021 Global Adult Tobacco Survey (GATS) conducted by the Indonesian Ministry of Health on 9,165 respondents showed that e-cigarette consumption in Indonesia increased 10 times, from 0.3 percent in 2011 to 3 percent in 2021. (Kemkes.go.id, 2022). Vape is designed to meet the needs of nicotine without tar content like those in cigarettes. The vapor produced by vape can be said to be more environmentally friendly than the smoke produced by cigarettes (Firdaus et al., 2022).

Electronic cigarettes have now become a new phenomenon among millennials in Indonesia. The increasing number of vape users makes the vape business one of the promising business choices (Lupano et al., 2020). MAG Vape Store is one of the vape stores in Karawang Regency, precisely located at ruko dharmawangsa 1 block D No. 8 DA, Sukamakmur, West Karawang District. MAG Vape Store sells various types of vapes, MAG Vape Store also serves vapor services to provide service and convenience for customers if there is a problem with consumer vape.

Purchasing decisions are the stage in the buyer's decision-making process where consumers actually buy. Decision making is an individual activity that is directly involved in obtaining and using the goods offered (Pratiwi, 2018).

Purchasing decisions are the final actions taken by consumers on a product or service they want, purchasing decisions can also occur due to many factors that affect these actions (Lubis & Hidayat, 2018). According to experts, purchases can be made based on several sub-decisions such as, brand, dealer, quantity, time, and payment method (Adha, 2020). Purchasing decision is a process by which consumers recognize the problem, find information about a particular product or brand and evaluate how well each alternative can solve the problem, which then leads to a purchase decision (Ilhamalimy & Mahaputra, 2021).

Purchasing decisions can also be influenced by other factors such as product differentiation offered by manufacturers, attractiveness or good brand image, and consumer perception of products or services. What is able to underlie the purchase decision occurs in the product or service desired by consumers, in this case the purchase of Voopo vape and there are still several other supporting factors (Sutriyani, 2020).

Every e-cigarette company must have a brand image on the vape product to be made. Products are a complex trait both palpable and intangible, including packaging, color, price, prestige of the company and retailer, which is accepted by the buyer to satisfy his wants and needs. If a product has good quality, many consumers will decide to buy the product. Therefore, if the company wants its products to be sold in large quantities so that it gets a lot of profits, it must improve the quality of its products (Hamdalah, 2019). Brands can provide great benefits for producers and consumers. Brands are also able to add value to consumers. Image and confidence in the product that causes consumers to want to associate and buy it, so consumers do not hesitate to pay a high price to get products with certain brands (Amilia & Asmara, 2018). Consumers are willing to pay higher for a product because of the inherent brand which is a guarantee of consistency of quality and certain values believed to be contained in it, without the brand consumers become less secure from bad possibilities beyond expectations (Rizki, 2021).

Brand image is related to attitudes in the form of beliefs and preferences towards a brand. Consumers who have a positive image of a brand, will be more likely to make purchasing decisions (Aspan et al., 2018). Brand image refers to the memory scheme of a brand, which contains consumer interpretations of the attributes, advantages, uses, situations, users, and characteristics of the marketers and/or characteristics of the makers of the product/brand. Brand image is what consumers think and feel when hearing or seeing the name of a brand. A positive consumer brand image of a brand is more likely for consumers to make purchases. A better brand is also the basis for building a positive company image (Fauzi & Asri, 2021).

Brand image is an image or impression generated by a brand in the minds of its customers. The placement of the brand image in the minds of consumers must be done continuously so that the brand image created remains strong and can be received positively. When a brand has a strong and positive image in the minds of consumers then the brand will always be remembered and the possibility of consumers to buy the brand in question is very large (Nurhayati, 2018). Brand image can be measured by the advantages of the brand that are physical and not found in other brands. This brand advantage refers to physical attributes over other brands. Included in this strength group include: the physical appearance of the product, the functioning of all facilities of the product, the price of the product, and the appearance of supporting facilities of the product concerned (Wowor et al., 2021).

Lifestyle is also one of the factors that can influence consumer purchasing decisions (Amri & Prihandono, 2020). Lifestyle is one part that goes hand in hand with the modernization era. Modern lifestyles have mushroomed throughout society. Smoking is one of the lifestyles among young people. Related to the development of an increasingly modern era and the rising price of conventional cigarettes causing the use of vapor (electronic cigarettes) is getting higher among young people. Smoking using vape is now a habit or a new trend among smokers.

There are two values in lifestyle, outer directed is the lifestyle of consumers who if in buying a product must be in accordance with traditional values and norms that have been formed while inner direct is consumers who buy products to have something and do not think too much about cultural norms that develop (Yunus, 2022).

Price is also a variable that influences purchasing decisions on a product. Price is the amount of money needed to obtain a certain amount of goods and services or a combination of the two (Setiawan & Surjaatmadja, 2021). If the price set is right and in accordance with consumer purchasing power, then the selection of a particular product will be dropped on the product. Price is the only element of the marketing mix that provides income or income for the company (Dyatkika & Firdaus, 2022).

This research is to resolve the phenomenon that influences the purchase decision of Voopo brand vape products. Consumer diversity in meeting their needs is also influenced by lifestyle characteristics and a person's opinion or view of the product to be purchased so that it can influence consumer decision behavior (Astuti & Hasbi, 2021). Consumer purchasing decisions are inseparable

from the lifestyle of those who want to buy useful and good quality products. In addition, prices and brands follow each other, where big and well-known brands and have good quality there must be prices that are quite expensive too, but that does not have a big effect because consumers are more concerned with what the product provides.

Previously, in 2020, a study was conducted entitled *The Influence of Brand Image, Hedonic Lifestyle and Price on Purchasing Decisions for Santriwati at Ma'had Mamba'ul Qur'an Munggang Atas Mojotengah Islamic Boarding School in Wonosobo* by Dani Khoerinisa Setyaningsih. The difference between this study and previous research is in terms of subject, object, number of respondents and the final result of the study. In the previous study, the subject of the study was a student of the Ma'had Mamba'ul Qur'an Munggang Atas Mojotengah Islamic Boarding School in Wonosobo with a sample of 75 respondents and the object of research was the Rabbani hijab. In the results of previous studies there is no known simultaneous influence between independent variables on dependent variables, while in this study simultaneous data analysis will be carried out. Furthermore, the subjects in this study were consumers of MAG Vape Store Karawang totaling 100 people and the object in the study was the Voopo brand vape product. Based on the description that has been stated above, researchers are interested in conducting research with the theme "The Influence of Brand Image, Lifestyle and Price on the Purchase Decision of Voopo Brand Vape Products".

RESEARCH METHOD

This study uses a quantitative approach that emphasizes aspects of measuring social phenomena objectively. Quantitative research is research used to find answers to problems by carefully measuring certain variables, widely used especially to make theories in a scientific field. In this study there are three independent variables namely brand image, lifestyle, price and one dependent variable namely purchasing decisions. The population in this study is customers at MAG Vape Store Karawang. In determining the number of samples, the technique of nonprobability sampling used is purposive sampling, which is a sampling technique with certain considerations. The sample in this study amounted to 100 people, namely customers who had transacted at MAG Vape Store Karawang.

The data collection technique used in this study is a literature study carried out by collecting articles, relevant theories, and other literature related to this research. Then researchers use questionnaires as a set of questions containing questions about the variables studied and addressed to respondents who have been selected to be answered, then from the answers to each question the score is determined using a Likert scale.

Quantitative data analysis using the SPSS program. After the data is collected, data analysis is carried out by grouping data based on the variables studied, performing calculations to answer the problem formulation, performing calculations to answer the problem formulation, and performing calculations to test hypotheses. The purpose of hypothesis testing is to establish a basis so that it can collect evidence in the form of data in determining the decision whether to reject or accept the truth of statements or assumptions that have been made. Hypothesis testing can also provide confidence in objective decision making.

RESULTS AND DISCUSSIONS

Data Description

In this study, data was obtained by distributing questionnaires to respondents who were consumers of MAG vape store Karawang, totaling 100 respondents. The questionnaire contains 30 statements divided into 4 variables. In this study, the description of the data is presented according to the characteristics respondents along with answers from questionnaires. The number of male respondents was 89 people with a percentage of 89% and female respondents were 11 people with a

percentage of 11%. Respondents aged less than 20 years as many as 24 people with a percentage of 24%, aged 20-30 years as many as 67 people with a percentage of 67%, while respondents aged over 30 years as many as 9 people with a percentage of 9%.

Validity Test

The criterion in the validity test is that if the r value is calculated $> r$ table and is positive, then the questionnaire item is valid. If r counts $< r$ tables, then it can be said that the questionnaire is invalid. Based on the results of the tally of 30 questionnaire statements, all of them were declared valid. So that all statements of the instrument can be used to measure this research. It is known that the calculated r values for the variable statements of brand image, lifestyle, price and purchasing decision show r count $> r$ table (0.196).

Reliability Test

Reliability testing is a method for assessing questionnaires as a measure of a construct or variable. A questionnaire is considered reliable if responses to statements are consistent or stable over time with an alpha cut-off value of 0.60 using Cronbach's Alpha formula. It is known that the Cronbach Alpha value of the variables Brand Image (X1) is 0.880, Lifestyle (X2) is 0.885, Price (X3) is 0.697, Purchase Decision (Y) is 0.787. All variables that have been tested have values above 0.60. So it can be concluded that all variables in this study are declared reliable.

Multiple Linear Analysis Test

The multiple linear regression test in this study aims to determine the magnitude of the influence of brand image, lifestyle and price on purchase decision. The results of multiple linear regression analysis can be seen in the following table:

Table 1. Multiple linear regression analysis test results

Model	Coefficients ^a		Beta	t	Sig.
	Unstandardized Coefficients	Standardized Coefficients			
	B	Std.Error			
1 (Constant)	4.768	2.561		1.862	.066
Brand Image	.316	.120	.300	2.631	.010
Lifestyle	.373	.124	.368	2.999	.003
Price	.091	.122	.067	.747	.457

a. Dependent Variable: Purchase Decision

Source: Processed research data, 2023

A constant value of 4.768 means that if brand image, lifestyle and price are considered zero (0) then the purchase decision variable is 4.768. Then the value of the brand image coefficient is 0.316, meaning that if there is an increase or increase in the level of the brand image variable by 1 unit, the purchase decision variable will increase by 0.316. The value of the lifestyle coefficient is 0.373, meaning that if there is an increase or increase in the level of the brand image variable by 1 unit, the purchase decision variable will increase by 0.373. While the value of the coefficient of price is 0.091, meaning that if there is an increase or increase in the level of the brand image variable by 1 unit, the purchase decision variable will increase by 0.091.

Determination Coefficient Test (R^2)

The coefficient of determination (R^2) is used to measure how much the model is able to explain variations in related variables. The coefficient of determination test in this study was used to see how much the level of influence of the independent variable on the dependent variable simultaneously (simultaneously). The following are the results of the coefficient of determination test used to find how much influence brand image, lifestyle and price have on purchasing decisions.

Table 2. Test Results of coefficient of determination (R²)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.866 ^a	.750	.734	1.67201

a. Predictors: (Constant), Brand Image, Lifestyle, Price

b. Dependent Variable: Purchase Decision

Source: Processed research data, 2023

It is known that the value of the double coefficient of determination (adjusted R²) of 0.734 this value shows that the purchase decision is influenced by the variables brand image, lifestyle and price 73.4% while the rest (100% - 73.4% = 26.6%) or 26.6% is influenced by other variables that were not studied in this study.

Hypothesis Test

Hypothesis testing is the science used to test the truth of a statement statistically and draw conclusions whether to accept or reject the statement. Provisional statements or assumptions made to be tested for truth are called hypotheses. The purpose of hypothesis testing is to establish a basis so that it can collect evidence in the form of data in determining the decision whether to reject or accept the truth of statements or assumptions that have been made.

T Test (Partial)

The partial T test is a test to show the influence of one independent variable in the model dependently. If the significant value is less than 0.05 (sig < 0.05), it can be concluded that the independent variable partially has a significant effect on the dependent variable.

The test was carried out in 2 directions with a confidence level of 95% and a significant level of influence of the relationship of independent variables individually on the dependent variable was carried out. Where the level of significance is determined at 5%, to find out the value of t table, the formula degree of freedom (df) = n-k-1 is used. (df) = 100-3-1= 96, then t table of 96 is 1.984.

Table 3. T test results

Model	Coefficients ^a		Beta	t	Sig.
	Unstandardized Coefficients	Standardized Coefficients			
	B	Std. Error			
1 (Constant)	4.768	2.561		1.862	.066
Brand Image	.316	.120	.300	2.631	.010
Lifestyle	.373	.124	.368	2.999	.003
Price	.091	.122	.067	.747	.457

a. Dependent Variable: Purchase Decision

Source: Processed research data, 2023

It is known that the t-value of the brand image variable count is greater than the t-value of the table (2.631 > 1.984) with a significance value below 0.05 which is 0.010, then H01 is rejected and Ha1 is accepted. Then the calculated t value of the lifestyle variable is greater than the table t value (2.999 > 1.984) with a significant level below 0.05 which is 0.003, then H02 is rejected and Ha2 is accepted. While the calculated t value of the price variable is greater than the table t value (0.747 < 1.984) with a significant level above 0.05 which is 0.457, then H03 is accepted and Ha3 is rejected.

F Test (Simultaneous)

The f test is used to determine the influence between brand image, lifestyle and price on purchasing decisions together using the calculated f value. If the significance value < 0.05 or f count > f table then there is a simultaneous influence between the independent variable on the dependent variable

but if the significance value > 0.05 or f calculate $< f$ table, then there is no simultaneous influence between the independent variable on the dependent variable.

Table 4. F Test results

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	818.137	3	272.712	24.688	.000 ^b
	Residual	1060.453	96	11.046		
	Total	1878.590	99			

a. Dependent Variable: PURCHASE DECISION

b. Predictors: (Constant), BRAND IMAGE, LIFESTYLE, PRICE

Source: Processed research data, 2023

It is known that the F value is calculated $> F$ table ($24.688 > 2.70$), and the significance value is $0.000 < 0.05$, thus it can be concluded that the variables of brand image, lifestyle and price simultaneously influence and are significant on purchasing decisions.

Based on the data analysis that has been done, it can be seen that there is a positive and significant influence between brand image on purchasing decisions partially with a calculated t value of 2.631 greater than t table 1.984, and a sig value of 0.01 smaller than 0.05. Furthermore, from the partial data analysis that has been carried out, it can be seen that there is a positive and significant influence between lifestyle on purchasing decisions with a calculated t value of 2.999 greater than t table 1.984, and a sig value of 0.00 smaller than 0.05. Meanwhile, from the T (partial) test that has been done, it is known that the price has no effect and is not significant on the purchase decision because the sig result is greater than 0.05, which is 0.457 and the calculated t value of 0.747 is smaller than t table 1.660.

Based on the results of the F test (simultaneous) obtained a calculated f value of $24.688 > f$ table 2.70 and a significance value of $0.000 < 0.05$ which means that there is a simultaneous influence between brand image, lifestyle and price on purchasing decisions.

CONCLUSION

Based on the discussion above, several conclusions can be drawn, including brand image is a factor that cannot be separated from consumers' purchasing decisions to buy Voopo brand vape products. Voopo's brand reputation in the e-cigarette industry supports and motivates consumers to buy Voopo brand vape products. Lifestyle is one that can influence the purchase decision of the Voopo brand vape. The wider this lifestyle trend, the more purchases of Voopo brand vape are made by consumers. Price in this study had no effect on consumers' purchasing decisions. Voopo brand vape consumers do not mind the expensive or cheap price. They tend to look at the brand reputation of the product and follow today's lifestyle trends. As can be seen in this study there are still many shortcomings therefore need to be corrected and made more complete to make it more useful for future studies. The brand image of a brand has an influence in influencing consumer purchasing decisions. In this case, it is expected that every brand must be able to compete by creating a positive and good brand image in the community so that later it is expected to be able to increase sales of a product from the brand, Lifestyle is a trend among today's young people. The use of vape is proven that the purchase decision of one of them is also influenced by lifestyle. It is hoped that the nature of the development of the era with this lifestyle is able to provide good values for all of us. The price in this study does not affect consumer purchasing decisions, therefore it is expected that each brand of vape is able to show its quality to compete for consumer interest. It is suggested that future studies try to use a larger population while still associating brand image, lifestyle, and price with purchasing decisions. Future researchers should be able to use additional variables to continue their research and become increasingly aware of the factors that have the greatest impact on consumer behavior.

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