Jurnal Mantik
Volume 4, Number 2, Aug 2020, pp. 1439-1445 E-ISSN 2685-4236
https://iocscience.org/ejournal/index.php/mantik

The Influence of Price, Lifestyle and Quality of Service on Purchase Decisions at PT. Astra International, Tbk Gatot Subroto Medan Auto 2000 Branch

Hendry[1], Clara Clarissa Naulie[2], Kevin[3], Button Jeksona Siahaan[4], Riadi Hutapea[5]

[12345]Management, Faculty of Economics,
[12345]Universitas Prima Indonesia, Jl. Sekip Jl. Sikambing No.simpang, Sei Putih Tim. I, Kec. Medan Petisah, Kota Medan, Sumatera Utara 20111

Email: claraclarissa14@yahoo.com[2]

ARTICLEINFO

Article history:
Received: 12/07/2020
Revised: 22/08/2020
Accepted: 30/09/2020

Keywords : Price, Lifestyle, Quality of Service, Purchase Decision

ABSTRACT

The purpose of doing this research is to determine the reduction in purchasing decisions that exist at PT. Astra International, Tbk Gatot Subroto Medan Auto 2000 branch caused by Price, Lifestyle and Quality of Service. The theory to support research is the theory according to experts related to Price, Lifestyle and Quality of Service. 1327 consumers used as population andThe sample in this study amounted to 93 customersout of 30 respondents to do the validity test. The results showed that price, lifestyle and service quality simultaneously and partially had a significant effect on purchasing decisions at PT. Astra International, Tbk, Auto 2000 Gatot Subroto Medan branch with a determination coefficient of 22.6% and the remaining 77.4% is the influence of other independent variables not examined in this study such as financial compensation, etc.

1. Introduction

Companies that are formed have one main goal, namely to develop the company to be bigger so that the company can generate the highest profit. This is what underlies PT. Astra International, Tbk was formed. PT. Astra International, Tbk is an automotive company that distributes several car brands including Toyota brand cars. PT. Astra International, Tbk established various branches spread almost all over Indonesia and among them are in the city of Medan. For the city of Medan itself, PT. Astra International is better known as the Auto 2000 showroom which is the official dealer for Toyota brand cars.

From the unit sales data from 2016 to 2019, it can be seen that Toyota car sales have decreased from year to year. This is due to the growing number of competitors and the increasing number of cars offering different designs, specifications and prices. In addition, one thing that influences consumers in buying a product is the price of the product. The price offered by the company for a car that has a CC of 1000 is considered higher than its competitors where the price has a large difference. This is very bad for the company's sustainability because consumers will prefer products that offer cheaper prices.

Lifestyle can also affect a person's purchasing decisions, where if a person's lifestyle is high, that person will try to buy the product even though that person does not need the product. However, along with the development of the era that presents online motorcycle taxis, one of its services is offering a ride by car. This has an impact on the lifestyle of consumers who find it easier to use online taxis compared to their own vehicles

In addition, service quality is one of the important influences in shaping consumer decisions in deciding to use a product where customers will be more interested in buying a car at the company if the customer feels the service provided is very good. However, there are often customer complaints submitted to companies where customers feel that the employees at the 2000 Auto Showroom are giving bad service. Lack of friendly sales counter and salesman ignorance about the advantages of cars offered to consumers makes consumers feel less confident about buying the products offered by this Auto 2000 employee.

Accredited "Rank 4"(Sinta 4), DIKTI, No. 36/E/KPT/2019, December 13th 2019.

2. Literature Review

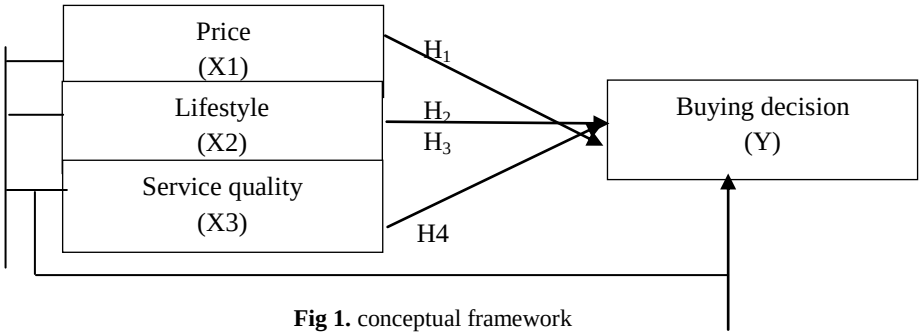

Fig 1. conceptual framework

2.1 Research Hypothesis

The hypothesis is a temporary answer to the research problem, until it is proven through the collected data.

The hypothesis of this study are:

H1: Price affects the Purchase Decision at PT. Astra International, Tbk Gatot Subroto Medan Auto 2000 branch

H2: Lifestyle influences purchasing decisions at PT. Astra International, Tbk Gatot Subroto Medan Auto 2000 branch

H3: Service Quality affects the Purchasing Decision at PT. Astra International, Tbk Gatot Subroto Medan Auto 2000 branch

H4: Price, Lifestyle and Service Quality influence the Purchasing Decision at PT. Astra International, Tbk Gatot Subroto Medan Auto 2000 branch.

2.2 Place and time of research

The research was conducted at PT. Astra International, Tbk Auto 2000 branch located at Jalan Gatot Subroto No.220, Sei Sikambing C. II, Kec. Medan Helvetia, Medan City. The research was conducted from September 2019 to December 2019.

2.3 Approach, Type and Nature of Research

The research approach used is a quantitative approach because this research has a clear and regular flow. This type of research is descriptive quantitative research and the nature of this research is explanatory research

2.4 Population and Sample Research

The population in this study were customers at PT. Astra International, Tbk Gatot Subroto Medan Auto 2000 branch in 2019, amounting to 1327 customers. The sampling technique in this study used simple random sampling which was carried out using the Slovin formula with a standard error of 10% so that the sample in this study amounted to 93 customers. out of 30 respondents to do the validity test.

3. Research Method

According to Manulang and Pakpahan (2014: 87), the data collection techniques used in this study were questionnaires, documentation and interviews.

Table 1
Operational Definition of Research Variables

Variable	Operational definition	Indicator	Measurement
Price (X1)	Price is the only element of the marketing mix that generates sales revenue, while the other element is only the element of cost. Source: Assauri (2017: 223)	1. Purchasing power of consumers 2. Willingness of consumers to buy 3. Position of the product in the customer's lifestyle 4. Product benefits for consumers Source: Tjiptono and Diana (2016: 226)	Likert scale
Lifestyle (X2)	Lifestyle is a description of consumer behavior related to how he lives, uses his money and uses the time he has Source: Priansa (2017: 185)	**1.** Outer Directed **2.** Inner Directed **3.** Need Driven Source: Hasan (2013: 72)	Likert scale
Quality of Service (X3)	Service quality is the level of excellence expected and control over	*1. Tangibles* *2. Reliability*	Likert scale

Accredited "Rank 4"(Sinta 4), DIKTI, No. 36/E/KPT/2019, December 13th 2019.

Variable	Operational definition	Indicator	Measurement
	that level of excellence is to meet consumer desires. Source: Priansa (2017: 92)	*3. Responsiveness* *4. Assurance* *5. Empathy* Source: Sudarso (2016: 97)	
Purchase Decision (Y)	Purchasing decision is an integration process that combines knowledge to evaluate two or more alternative behaviors, and choose one of them. Source: Sangadji and Sopiah (2013: 121)	1. Decisions about product types 2. Decisions about product form 3. Decisions about brands 4. Decision about the seller 5. Decisions about the number of products Source: Sunyoto (2014: 283)	Likert scale

3.1 Validity test

According to Sugiyono (2014: 105), the validity test is carried out to meet the level of suitability and speed of measuring instruments (instruments) in assessing an object of research. The instrument is said to be valid if it is able to measure exactly what it wants to measure and want. The criterion states that if the correlation value is equal to more than 0.3 then the question item is declared valid.

3.2 Reliability Test

According to Sugiyono (2014: 110), "The reliability test is carried out to see whether the measuring instrument used shows consistency in measuring the same symptoms." The criterion states that if the correlation value is equal to more than 0.6, the question item is declared reliable

3.3 Normality test

According to Ghozali (2013: 160), the normality test aims to test whether in the regression model, confounding or residual variables have a normal distribution. There are 2 tests in the normality test, namely graphical analysis by lookingResidual normality is to look at the histogram graph and see the normal probability plot that compares the cumulative distribution of the normal distribution. and alsoStatistic analysis by looking at the resultsKolmogorof Smirnov's (KS) non-parametic statistical test. In this test, the guidelines used in making significant decisions are above 0.05

3.4 Multicollinearity Test

According to Ghozali (2013: 105-106), the multicolonierity test aims to test whether the regression model finds a correlation between independent (independent) variables. Criteria for indicating multicolonierity is the Tolrance value <0.10 or the same as the VIF value> 1

3.5 Heteroscedasticity Test

According to Ghozali (2013: 139-143), the heteroscedasticity test aims to see whether in the regression model there are variable inequalities from the residuals of one observation to another. If from an observation there are different variants, it is called heteroscedasticity. In other words, this test is intended to see the square distance of the distribution points to the regression line. There are 2 tests for the heteroscedasticity test, namelysee the scatterplot graph between the predictive value of the dependent variable, namely ZPRED and the SRESID residual. Scatterplot chart criteria are If there is no clear pattern, and the points spread above and below the number 0 on the Y axis, then there is no heteroscedasticityand also the statistical test chosen was the Glejser test. The Glejser test criterion is if the independent variable is statistically significant to affect the dependent variable, there is an indication that heteroscedasticity occurs.

4. Result and Discussion

4.1 Multiple Linear Regression Analysis

According to Santoso (2018: 369) states that, "In multiple regression, there is one dependent variable and two or more independent variables." Multiple linear regression analysis is a common statistical method used to examine the relationship between a dependent variable and several independent variables.

The multiple linear regression equation is as follows:

$Y = a + b1X1 + b2X2 + b3X3 + e$

4.2 Determination Coefficient Testing (R2)

According to Ghozali (2013: 97), the coefficient of determination (R2) essentially measures how far the model's ability to explain variations in the dependent variable. The coefficient of determination is between zero and one. The small value of R2 means that the ability of the independent variables to explain the variation in the dependent variable is very limited. A value close to one means that the independent variables provide almost all the information needed to predict the variation in the dependent variable.

4.3 Simultaneous Hypothesis Testing (Test F)

According to Ghozali (2013: 98), "The F statistical test basically shows whether all the independent or free variables included in the model have a joint influence on the dependent or dependent variable." To find out whether the proposed hypothesis is accepted or rejected, it is done by comparing Fcount with Ftable at the 5% confidence level (α = 0.05) provided that if Fcount <Ftable then H0 is accepted and Ha is rejected

4.4 Partial Hypothesis Testing (t test)

According to Ghozali (2013: 98), "The t statistical test basically shows how far the influence of one explanatory / independent variable individually in explaining the variation of the dependent variable." To find out whether the proposed hypothesis is accepted or rejected, it is done by comparing t count with t table at the 5% confidence level (α = 0.05) provided that if t <t table then Ho is accepted and Ha is rejected

Table 2
Validity Test Results

Questioner	Price (X1)		Lifestyle (X2)		Quality of Service (X3)		Buying decision	
	Pearson Correlation	Significant	Pearson Correlation	Significant	Pearson Correlation	Significant	Pearson Correlation	Significant
1	0.628	0,000	0.749	0,000	0.743	0,000	0.753	0,000
2	0.685	0,000	0.790	0,000	0.504	0.004	0.598	0,000
3	0.780	0,000	0.764	0,000	0.806	0,000	0.712	0,000
4	0.688	0,000	0.842	0,000	0.772	0,000	0.854	0,000
5	0.442	0.014	0.534	0,000	0.452	0.012	0.473	0.008
6	0.637	0,000	0.849	0,000	0.645	0,000	0.555	0.001
7	0.455	0.012			0.520	0.003	0.598	0,000
8	0.772	0,000			0.755	0,000	0.421	0.021
9					0.730	0,000	0.878	0,000
10					0.443	0.014	0.549	0.002

The results obtained from the instrument questionnaire test of the variables of Price, Lifestyle, Service Quality and Purchase Decisions have a value greater than 0.361 and a significance value less than 0.05. Thus it can be concluded that all questions from the variables Price, Lifestyle, Service Quality and Purchase Decisions used are valid

Table 3
Reliability Test Results

Variable Name	Cronbach's Alpha	N of Items
Price	0.780	8
Lifestyle	0.850	6
Service quality	0.837	10
Buying decision	0.833	10

Obtained the reliability value of each instrument from the variables Price, Lifestyle, Service Quality and Purchase Decisions is greater than Cronbach Alpha 0.60 so it can be concluded that all variables are reliable and can be used for research.

Table 4
Descriptive Statistics Test Results

	N	Minimum	Maximum	Mean	Std. Deviation
Price	93	8.00	27.00	17,4086	4,81446
Lifestyle	93	8.00	29.00	20,9677	3,77766
Service quality	93	11.00	26.00	17,7312	3,90969
Buying decision	93	22.00	37.00	30.3118	3,80783
Valid N (listwise)	93				

It can be seen that the amount of data used is as many as 93 people who are consumers of PT. Astra International, Tbk Auto Branch 2000, the price variable has a minimum value of 8 and a maximum value of 27 with an average of 17.4086 and a standard deviation of 4.81446. The lifestyle variable has a minimum value of 8 and a maximum value of 29 with an average of 20.9677 and a standard deviation of 3.77766. The service quality variable has a minimum value of 11 and a maximum value of 26 with an average value of 17.7312 and a standard deviation of 3.90969. The purchase decision variable has a minimum value of 22 and a maximum value of 37 with an average value of 30.3118 and a standard deviation of 3.80783

Accredited "Rank 4"(Sinta 4), DIKTI, No. 36/E/KPT/2019, December 13th 2019.

4.5 Normality test

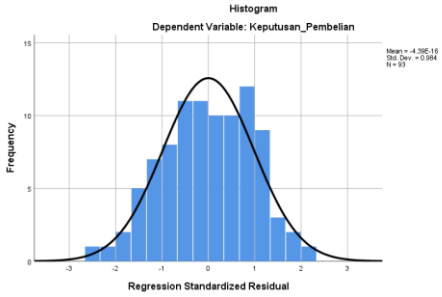

Fig 2. Normality Test Results with Histogram Graph

In Figure 2 above, it can be seen that the line is a bell, not going left or right. This shows that the data is normally distributed and meets the assumptions of normality

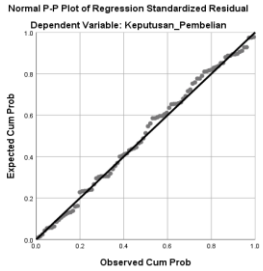

Fig 3. Results of Normality Test with Probability Plot Method

The results show that the data spreads around the diagonal lines and follows the direction of the diagonal lines. This explains that the regressed data in this study have a norm distribution.

Table 5
Results of the One-Sample Kolmogrov-Smirnov Test for Normality

		Unstandardized Residual
N		93
Normal Parameters[a,b]	Mean	0.0000000
	Std. Deviation	3,29396963
Most Extreme Differences	Absolute	0.060
	Positive	0.038
	Negative	-0,060
Statistical Test		0.060
Asymp. Sig. (2-tailed)		.200[c,d]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.

It shows that the KS value obtained is 0.051 with a significant 0.200, because the significant value obtained is greater than 0.05, this means that H1 is accepted, meaning that the residual data is normally distributed

4.6 Multicollinearity Test

Table 6
Multicollinearity Test Results

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Price	0.998	1,002
	Lifestyle	0.929	1,077
	Service quality	0.93	1,075

a. Dependent Variable: Purchase Decision

Based on the calculation of the Tolerance value it also shows that there is no independent variable that has a Tolerance value less than 0.10 and the calculation results of the Variance Inflation Factor (VIF) value

Accredited "Rank 4"(Sinta 4), DIKTI, No. 36/E/KPT/2019, December 13th 2019.

also show that there is not one independent variable that has a VIF value of more than 10. So it can be It is concluded that there is no multicollinearity between the independent variables in the regression model

4.7 Heteroscedasticity Test

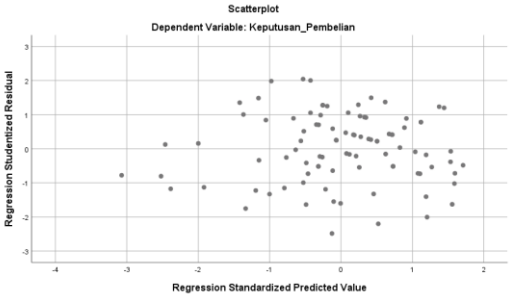

Fig 3. *Results of Heteroscedasticity Testing*

In Figure 3, you can see the scattered points that do not form certain patterns and are scattered both above and below the number 0 on the Y axis and based on this image there is no heteroscedasticity so that the regression model is suitable

Table 7
Glejser Test Results

Model		t	Sig.
1	(Constant)	2,321	0.023
	Price	0.633	0.528
	Lifestyle	0.733	0.465
	Service quality	-1,975	0.051

a. Dependent Variable: abs

The results of the heteroscedasticity test, the regression coefficient value of each independent variable in the regression model, this residual absolute value is not statistically significant (sig> 0.05), so it can be concluded that heteroscedasticity does not occur.

Table 8
Multiple Linear Regression Test Results

Model		Unstandardized Coefficients		Standardized Coeffiecent	t	Sig
		B	Std. Error	Beta		
1	(Constant)	23,094	2,541		9,089	0,000
	Price	-0,204	0.073	-0.258	-2,816	0.006
	Lifestyle	0.330	0.096	0.327	3.44	0.001
	Service quality	0.218	0.093	0.223	2.35	0.021

a. Dependent Variable: abs

Purchase Decision = 23.094 - 0.204 Price + 0.330 Lifestyle + 0.218 Quality of Service

Table 9
Result of Hypothesis Determination Coefficient Analysis Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.502[a]	0.252	0.226	3,34903

a. Predictors: (Constant), Quality of Service, Price, Lifestyle
b. Dependent Variable: Purchase Decision

explains the value of the correlation or relationship (R) between price (X1), lifestyle (X2) and service quality (X3) with purchase decisions (Y), namely the Adjusted R Square of 0.226 which implies that the influence of independent variables (price, style life and service quality) to the dependent variable (purchase decision) amounted to 22.6%. This shows that the independent variable is only able to explain the variation of changes in the dependent variable by 22.6% while the remaining 77.4% is explained by other variables (consumer perceptions, consumer motivation, etc.) which are not used in this study.

Table 10
Simultaneous Hypothesis Testing Results

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	335,735	3	111,912	9,978	.000[b]
	Residual	998,222	89	11,216		
	Total	1333,957	92			

a. Dependent Variable: Purchase Decision

Accredited "Rank 4"(Sinta 4), DIKTI, No. 36/E/KPT/2019, December 13th 2019.

b. Predictors (Constant), Quality of Service, Price, Lifestyle

In Table 10, the output shows that F count> F table 9.978> 2.71), then H1 is accepted, meaning that because F count is greater than F table and significant does not exceed 0.05, it can be concluded that there is a significant simultaneous positive effect between prices , lifestyle and service quality on purchasing decisions on PT. Astra International, Tbk Gatot Subroto Medan Auto 2000 branch

Table 11
Hypothesis Testing Results Partially

Model		Unstandardized Coefficients		Standardized Coeffiecent	t	Sig
		B	Std. Error	Beta		
1	(Constant)	23,904	2,541		9,089	0,000
	Price	-0,204	0.073	-0.258	-2,816	0.006
	Lifestyle	0.330	0.096	0.327	3,440	0.001
	Service quality	0.218	0.093	0.223	2,350	0.021

a. Dependent Variable: Purchase Decision

The results of statistical testing with SPSS on variable X1 (price) obtained the value-t count = -2.816 then the t table is with df = 90, the significance level of 5% (0.05) the two-sided test is 1.98667. Because the value-t count <-t table (-2.816 <-1.98667) and significant 0.006 <0.05, then H0 is rejected and H1 is accepted, the price partially has a negative and significant effect on purchasing decisions atPT. Astra International, Tbk Gatot Subroto Medan Auto 2000 branch.

The variable X2 (lifestyle) obtained tcount = 3,440, t count> t table (3,440> 1,98667), and significant 0.001 <0.05. then H0 is rejected and H1 is accepted, meaning that lifestyle partially has a positive and significant effect on purchasing decisionsPT. Astra International, Tbk Gatot Subroto Medan Auto 2000 branch

The variable X3 (service quality) obtained tcount = 2.350, t count> t table (2.350> 1.98667), and significant 0.021 <0.05. then H0 is rejected and H1 is accepted, meaning that service quality partially has a positive and significant effect on purchasing decisions onPT. Astra International, Tbk Gatot Subroto Medan Auto 2000 branch

5. Conclusion

1) The price variable has a negative and significant effect on purchasing decisions.
2) Lifestyle variables have a positive and significant effect on purchasing decisions.
3) Service quality variables have a positive and significant effect on purchasing decisions.
4) The variable price (X1), lifestyle (X2) and service quality (X3) simultaneously affect the purchase decision.

6. References

[1] Assauri, S. (2015). Marketing Management (Second). Rajagrafindo Persada.
[2] Ghozali, Imam. 2013. Research Methods. Jakarta: Publisher Diponegoro University.
[3] Hasan, Ali. 2013. Marketing And Choice Cases. First Printing. Yogyakarta: CAPS
[4] Priansa, DJ (2017). Integrated Marketing Communication (First). CV Pustaka Setia.
[5] Sangadji, EM and S. (2013). Consumer Behavior: A Practical Approach Accompanied by the Association of Research Journals, Publisher Salemba.
[6] Sudaryono. (2016). Marketing Management Theory and Implementation. First Printing. Yogyakarta. CV. Andi Offset
[7] Sunyoto, D. (2014). Basic Concepts of Marketing Research & Consumer Behavior (First). CAPS.
[8] *Sugiyono*. 2016. Administrative Research Methods Equipped With R & D Methods. Twenty-Three Prints. Bandung: Alfabeta.
[9] ----------. 2015. Qualitative and Quantitative Research Methods R & D. Twenty-Two Prints. Bandung: Alfabeta.
[10] Tjiptono, Anastasia Diana. (2016) Essence and Application Marketing, 1st edition, Yogyakarta: CV Andi Offset
[11] Wibowo. 2016. Performance Management. Ed, 5, Tenth Printing. Jakarta: PT. Rajagrafindo Persada

Accredited "Rank 4"(Sinta 4), DIKTI, No. 36/E/KPT/2019, December 13th 2019.