

Decision of Purchase Based on Life Style and Brand Image through Interest in Buying Personal Care Products in PT Easton Klaeris Indonesia Branch of Padang

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Abstract - This study aims to explain the effect of life style and brand image on purchasing decisions for personal care products. The analytical method uses descriptive and quantitative approaches in which data collection uses questionnaires. This questionnaire was delivered to respondents by interview. The sample size is 100 respondents. The results showed that life style simultaneously had no effect on purchasing decisions, brand image simultaneously had a positive and significant effect on purchasing decisions, buying interest influenced life style in a persial manner and had a significant effect. Brand image influenced buying interest in a persial manner and had a significant effect. Purchasing interest has a positive and significant influence on purchasing decisions, the influence of intervening buying interest on life style variables shows no significant effect and buying interest on brand image variables shows a higher influence. Thus it is recommended that marketers use brand image to build purchasing decisions and buying interest as a support for building customer mind shares.

Keywords : life style; brand image; buying interest; purchase decisions

1. INTRODUCTION

Technological sophistication makes it easy for companies to both manufacturing, trading and services to sell their names and companies to the world wide. On the other hand, the development of technology raises competition between companies will be more stringent. The company should have power in the face of its competitors. But not so with PT Easton Kaleris Indonesia They do not utilize the existing situation by not creating advertisements in both print and social media they only expect promotion from their marketing team, they do not form a brand Yaang can lift their brand name in the eyes of consumers. Imagery is the perception and trust of consumers to goods or services that reinforce brand loyalty and increase repurchase. Brands play an important role in contributing to influencing consumers to make purchase decisions. Good brand determination will create a strong brand image for consumers, because the brand that is already attached to the consumer's heart is the most valuable asset for the company. Consumers who are accustomed to using certain brands tend to have consistency over brand image. Brands are symbols or signs that help customers identify products. Brand image also has a very important role for customer satisfaction. Brand image relationships with consumer satisfaction are influenced by satisfactory product experience. Consumers

who are satisfied with a brand will continue to re-purchase because they believe and are satisfied so that the consumer is not easily tempted by the promotion of the competitor. Life style is seen from psychological is the expression and the attractiveness of a person to his social environment. The purchase of personal care products arises when a consumer experiences a very strong boost because they already care about their bodies, want to look youthful and always fragrant, they are more likely to replicate what else becomes a trend Good for his idol and the average community who use it. Based on the purpose of this research is: To test and analyze the influence of life style and brand image of the purchase decision of personal product Caremerek Vivelles in PT. Easton Kaleris Indonesia, To test and analyze the interest of buy to intervene purchase decisions Prouk personal care brand Vivelles in PT. Easton Kaleris Indonesia, To test and analyze a buy interest effect on purchasing decisions of the Persona care brand Vivelles products at PT. Easton Kaleris Indonesia? To test and analyze the interest of buy the life style to purchase decisions of personal care brand Vivele products in PT. Easton Kaleris Indonesia? To test and analyze the interest of buying brand image to purchase decisions of personal care brand Vivelles products in PT. Easton Kaleris Indonesia?

2. LITERATURE REVIEW

2.1. Purchase Decision

The purchase decision is also said when the consumer after conducting his evaluation of his interests and needs then make a product purchase process and round the Baucalis to drop the option to properly buy a particular product . Decision making activities also mean that individual activities do directly to acquire and use and also determine the process of development decisions. Consumer behaviour is further influenced by the satisfied or not the satisfaction of a product. If the consumer is satisfied then he will present the loyalty to buy the product again. The purchase decision making process is very varied. There are simple and complex adapulas.

2.2. Life Style

Lifestyle is the ability to set the pattern of life to understand and measure the dimensions of activity that it does, interests and opinions. Judging in terms of work, hobbies, shopping, sports and social activities we can categorize as activity dimensions (activity), while fashion, recreation, family and food parts of the Interes dimension (interest). For about of themselves, the social problems, business and product dimensions of the opinion.

The application of a different lifestyle TIPISD with personality, because the lifestyle of how to use the money. Personality depicts consumers more to an interal perspective, which demonstrates the characteristics of their mindset, feelings and perception of something. Lifestyle or better known life style especially in daily life has an impact on the behaviour of purchasing every product that it needs.

2.3. Brand Image

According to (Kotler & Keller, 2009) called the brand is a name, term, marking as well as a symbol or emblem, design, color, motion or a combination of other product attributes that used to identify the identity and

3. RESEARCH METHODS

3.1. Population and Samples

The population used in this research is the whole Kalanagn society that comes shopping product personal care brand Vivelles from PT Easton Kaleris Indonesia. The samples used in this study were users of the Vivelles brand of product Persoe in Padang. Sampling is carried out by the Quota Sampling technique, which is the technique to determine the sample of the population that have certain criteria up to the desired number of (Sugiyono, 2008). The criteria used by researchers in this study were respondents who used Personal care brand Vivelles products. Samples of 100 Consumers who used personal care brand Vivelles products in Padang.

differentiation To competitors ' products. Brand as a name, logo, and symbol that distinguishes a product or service from its competitors based on certain criteria.

Based on the research and refers to the element of the brand image above, it can be analogoed to the following statement: Brand image fece Mask and Eau de Toilette have a consumer memory is a brand of personal care products, has a suitable design With its name character, Life style refers to the classification of consumers, while purchasing decisions as an option and ready to make purchases or the use of an item.

According to Kotler (2005:69) The brand image of a product appears together until it is hard to distinguish and judged by its users. The way to overcome it by creating a distinctive design that differs from competitors and can also be applied by creating ads that involve celebrities will create a strong appeal.

2.4. Buy Interest

A buying interest is a desire that arises in the consumer of a product as the impact of the observation and the disagreement of the consumer or individual to a product. Durianto (2013:58) reveals that buying interest is the desire to have a product, the buying interest will arise when a consumer has been affected to the quality and quality of a product, information about the product, while Simamora (2011:106) said that the interest in buying against a produly arises because of the belief in a product that is accompanied by the ability to purchase the product, otherwise the value of the purchase of a product may also occur by the influence of the person Trusted by potential customers. Buying intent can also arise when a consumer feels very interested in a variety of information about products acquired through advertising, the person's experience and the urgent need of a product.

3.2. Data Analysis Methods

Data analysis begins with tabulation continued with validity test, reliability and pathway analysis. The test is then continued with the Regression test to test the influence of the purchase decision variables based on life style and brand image through buy interest.

4. RESEARCH AND DISCUSSION RESULTS

Based on simultaneous research (together) life style variables and brand images have significant effect on the interest in purchasing personal care Vivelles products. This indicates that the model is well worth it to use.

Hypothesis 1
Tabel 1

Pengujian Secara Simultan (Anova) Pada Hipotesis Pertama

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	1,700,203	2	850,102	59,719	0,000
Residual	1,380,787	97	14,235	-	-
Total	3,080,990	99	-	-	-

Then a partial test is done i.e. the T-count value on both examined variables has a value greater than the T-table value. For product quality variables have a value of Thitung of 21.378 and for the variable brand image, the T-count value of 98.194. While the magnitude of the T-table value on the real level of $\alpha = 5\%$ is 1.9847 so the T-count value of $>$ T-table for all the exogenous variables are examined. Therefore, the exogenous variables that

include life style and brand image variables partially affect consumer interest in the use of personal care Vivel products so that the Trimming method does not need to be done in the first hypothesis This. From the two exogenous variables, the brand image variable contributes the greatest contribution to the buying interest in using the personal care Vivel product which is 98.194 and is followed by a life style variable of 21.378.

Tabel 2

Pengujian Secara Parsial (Uji t) Pada Hipotesis Pertama

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1,19,120	39,528		-30,136	0,0033
	life style	0,1972	0,0922	0,1503	21,378	0,0350
	brand image	14,194	0,1446	0,6902	98,194	0,0000

Thus the life style variable and brand image significantly affects the buying interest in using the personal care brand Vivel products, while to know how much the influence of the exogenous variable (life style and brand image)

The simultaneous influence of endogenous variables (buying interest) can be seen from the value of the coefficient of determination listed in table 3 below:

Tabel 3

Koefisien Determinasi Pada Hipotesis Pertama

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin- Watson
1	0,7429	0,5518	0,5426	37,729	18,846

The results of the analysis showed a coefficient of determination (R^2) value of 55.18% indicating the model's ability to describe variations in the buy interest variable while the remaining 44.82% is described by other variables not included in the model. By using the analysis results contained in table 2 and table 3 can be determined the value of the path coefficient for each variable. To determine the value of the path coefficient, can be seen from the value of Standardized Coefficients Beta in each free variable so that it can be formed a structural model of the analysis results of the hypothesis I test, while the value of regression errors In the analysis of this path is e_1 . The magnitude of the E_1 value is the root of $(1 - R^2)$ or the root of $(1 - 0,5518) = 0,6695$. This means that the amount of variance that cannot be explained by life style and brand image to buy interest variations is 66.95%. The structural models are:

$$Y = 0,1503 YX_1 + 0,6902 YX_2 + 0,6695 e_1$$

Hypothesis 2

Ho: Simultaneously there is no significant influence of variable life style and brand image to the level of purchasing decisions of personal care brand Vivel products in Padang City through buying interest as Intervening variables.

Ha: Simultaneously there is a significant influence of variable life style and brand image of the purchase decision of user personal care brand Vivel product in Padang City through buying interest as Intervening Variable.

The decision making criteria is:

- H0 is acceptable if $F_{\text{calculate}} \leq F_{\text{table}}$ at $\alpha = 5\%$
- H0 rejected ($H1_{\text{accepted}}$) if $F_{\text{count}} > F_{\text{table}}$ at $\alpha = 5\%$

Tabel 4
Pengujian Secara Simultan (Anova) Pada Hipotesis Kedua

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	547,648	3	182,549	114,847	0,000
	Residual	152,592	96	1,590	-	-
	Total	700,240	99	-	-	-

While to know the partial influence of each of the exogenous variables (life style and brand image) to the decision of purchasing personal care brand Vivelles products in Padang City through a purchase interest as intervening variables in the hypothesis The II model, will be used Test T. Detailed test statistical analysis details (Test T) can be seen in the table below. Partially, the second hypothesis test shows that among the tested

variables there appears to be an insignificant variable to the purchasing decision. The results of the analysis showed that life style variables did not significantly affect the endogenous variables studied. Where $0.7346 > 0.05$ so as to suit test criteria for partial testing, it can be said that the life style variables do not significantly affect the purchase decision variables.

Tabel 5
Pengujian Hipotesis Kedua Secara Parsial (Uji t) Sebelum Dilakukan Metode *Trimming*

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	88,672	13,813		64,194	0,0000
	life style	-0,0107	0,0315	-0,0171	-0,3400	0,7346
	brand image	0,2403	0,0682	0,2451	35,224	0,0007
	minat beli	0,3315	0,0339	0,6953	97,692	0,0000

While for the other two variables (life style variables and buying interests) have a value of *T*hitung which is greater than the latter so that it can be said that both variables significantly affect the purchase decision. In accordance with the requirements of *Trimming* method will be applied if a variable or some exogenous that the path coefficient is not significant by removing the variables

from the model. Furthermore the remaining models, again will be processed with the analysis of the path without the inclusion of an insignificant exogenous variable (in this research is the variable life style). The following results are obtained as shown in the following Table 6 after the *Trimming* method is applied.

Tabel 6
Pengujian Hipotesis Kedua Secara Parsial (Uji t) Setelah Metode *Trimming* Diterapkan

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	86,115	11,534		74,659	0,0000
	brand image	0,2397	0,0679	0,2444	35,308	0,0006
	minat beli	0,3290	0,0330	0,6901	99,685	0,0000

After the re-analysis is repeated, from Table 6 above shows that the exogenous variables consisting of brand image and buying interest significantly positively affect the decision factor of the user's personal care brand Vivelles product. Among the 2 exogenous variables, the

buying interest factor has the most significant influence on the purchase decision of the product user's personal care brand Vivelles compared to the brand image factor where the effect is positive.

Tabel 7
Koefisien Determinasi Hipotesis Kedua Setelah Dilakukan Metode *Trimming*

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin- Watson
1	0,8842	0,7818	0,7773	12,550	19,601

The results of the analysis showed a coefficient of determination (R²) value of 78.18% which means the ability of the model to explain the variable variation of the purchase decision while the remainder of 21.82% is described by another variable not included in the model. The value of the path coefficient for the variable brand image and the buying interest by looking at the Standardized Coefficients Beta value of each variable so that it can be formed a structural equation. As for the

value of regression errors in analysis of this path is E₂. The magnitude of the E₂ value is the root of (1 – 0,7818) = 0.4671. This indicates that the number of variances that cannot be described by the brand image variable and the buying interest in the variation of the customer purchase decision is 46.71%. The shape of the 2nd structural model is:

$$Z = 0,2444 ZX_2 + 0,6901 ZY + 0,4671 e_2$$

Tabel 8
Perhitungan Pengaruh Langsung (*Direct Effect*), Pengaruh Tidak Langsung (*Indirect Effect*) dan Pengaruh Total (*Total Effect*)

Pengaruh Antar Variabel	Pengaruh Kausal		Pengaruh Total
	Langsung	Tidak Langsung	
life style Keputusan pembelian(X ₁ Y)	0,1503	-	0,1503
brand image Keputusan pembelian (X ₂ Y)	0,6902	-	0,6902
Life style minat beli (X ₁ Z)	-0,0171	0,1037	0,0866
brand image minat beli (X ₂ Z)	0,2444	0,4763	0,7207
Keputusan pembelian minat beli (YZ)	0,6901	-	0,6901

It can be known dimension of the brand image variable is more dominant affecting the buying interest in using personal care brand Vivel product compared with life style dimensions. The decision factor to use the personal care brand Vivel product is more dominant influenced by the brand image when compared with life style factor, while most influence the purchase decision in using personal care brand products Vivel of three exogenous variables that are studied life style, brand image and the most dominant buying interest is a buy interest factor when viewed from direct influence but if the review from the total influence side is variable Brand image. Compared with the direct influence of the variable exogenous (life style and brand image), indirect influence through intervening variables that buy interest has a higher influence.

Thus, the influence of buying interest intervening has a major role in determining the level of purchasing decision of one consumer to personal care brand Vivel product. Therefore the results of this study are more emphasized on the indirect influence of the exogenous variables that are researched rather than direct influences.

5. DISCUSSION

For hypotheses obtained the estimated life style variables have a significance value of 0.7346 > 0.05) indicating that the life style variable has no significant effect on the purchasing decision. This means there is no significant influence of life style variables on the purchase decision of personal care brand Vivel products. For hypotheses the result of a Brand Image variable estimate has a significance value of 0.0007. The significance value is small from $\alpha = 0.05$ indicating that the Brand Image variable has a significant effect on the purchase decision. In Test partial life styleinfluential positively and significantly towards the interest of buying users of personal care brand Vivel products. The results of the analysis of the research for this hypothesis show that partial life style is a real effect on buying interest. The life style variable is an exogenous variable and the buy interest variable is an endogenous variable so the obtained value The coefficient of the path of a free variable (exogenous Varicobell) where the coefficient is as direct magnitude. From the results of the data processing that the life style variables contribute or direct influence on

the interest of buying in using personal care Vivelle products only amounted to 15.03%.

In partial test Brand Image affects positively and significantly towards the interest of buying users of personal care brand Vivelle products. The results of the analysis of the research for this hypothesis show that a partial Brand Image has a real impact on buying interest. The Brand Image variable is an exogenous variable and the buy interest variable is an endogenous variable resulting in the value of the path coefficient of a free variable (exogenous varicose) where the coefficient is the direct magnitude of the variable.

From the results of the data processing that the Brand Image variable contributes or direct influence to the interest of buying in using personal care Vivelle products only amounted to 69.02%. For hypotheses obtained a purchase interest variable estimation has a significance value of 0.00 which means the variable interest buy significantly affects the purchase decision. Based on the test result determination in the first equation gained an exogenous influence on the buying interest of 55.18% and the remaining 44.82% is explained by other variables that are not included in this study.

To see the influence of the exogenous variables used in research, namely life style and satisfaction of the purchase decisions of personal care products, especially the brand Vivelle, obtained a result of 78.18%. This explains that the purchase decision level can be described as variable brand image and buy interest while the rest is influenced by other variables not researched in this study.

Among the two exogenous variables, the buying interest satisfaction factor is the most significant variable to the consumer buying decision where the resulting influence is positive. It is indicated that the company PT Easton Kaleris Indonesia always strives to understand the customer's desire and needs to the needs of good personal care products but in terms of price can be reached by all layers Community.

From the research results, it is obtained that the brand image factor contributes or directly affects the purchase decision on the personal care product of 69.01% while the indirect influence through buying interest as a Intervening variable To purchase decisions on personal care products by 47.63% so that the total impact given by the Brandimage variable to the purchase decision is 72.07%. Compared with the direct influence of the exogenous variables, indirect influence through the buy-out intervening variable has a greater influence. Thus, the influence of intervening variable buying interest cannot be ignored by the role so that the results of this research emphasize more on the indirect influence of the life style dimension.

6. CONCLUSION

- Life style has no effect on purchasing decisions. A constantly changing lifestyle will not affect the

decision of the buyer's personal Carea product that will follow the increasingly advanced and modern times.

- Brand Image is influential and significant to the purchase decision. The meaning of personal care products has been known by the public and the product has good image in the middle of society or customers
- The interest rate of purchasing user Personal Care brand Vivelle products is influenced by a partial life style factor and has a noticeable effect on buying interest.
- The interest rate of purchasing user Personal Care brand Vivelle products is also influenced by the brand image factor partially and significantly.
- The results showed a significant buying interest factor affecting the purchasing decision as a partial user of the personal care Vivelle product.
- Compared to the direct influence of life style and Brand image and indirect influence through intervening variables that buy interest has a higher influence. This means that the influence of intervening in buying interest has a significant role in determining the level of purchasing decisions of personal care Vivelle products in particular.
- Personal Care Vivelle products in particular a product with a brand that they have considered positive, the customer will maintain it so that the purchase decision creates. Judging by the indirect influence through the purchase interest intervening variables have a greater influence, where the buying interest will be a large contribution member to the decision of the purchase of personal care Vivelle products.

7. ADVICE

- To improve the satisfaction of users of personal care Vivelle products, the company is expected to continue to innovate by updating its products and using the latest technology in the product. The Vivelle party is expected, besides always improving the quality of its products.
- To increase the interest of the buying user of personal care products, PT. Easton Kaleris Indonesia should be able to increase empathy in delivering the product. This is because the empathy factor has an indirect influence on purchasing decisions through buying interest as a intervening variable.
- To increase the decision to purchase personal care brand Vivelle products, PT Easton Kaleris Indonesia is expected to continue working to maintain service services provided by the company against the users of personal care products.
- It is expected that the company PT Easton Kaleris Indonesia to be able to maintain and improve the quality of its products already owned today. With good quality, customers/consumers will feel satisfied

when using so as to improve the positive image in the eyes of the users and will eventually create a high purchase decision.

8. REFERENCES

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