

The Influence of Lifestyle and Consumer Attitudes on Purchase Decisions through Customer Satisfaction at Cafe Brogul Makassar

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ABSTRACT

This study aimed to analyze the lifestyle and consumer attitudes towards purchasing decisions through customer satisfaction at the Brogul café in the city of Makassar. This research is quantitative. The selection of research sites was carried out by purposive sampling, namely, choosing research locations intentionally by considering specific aspects, namely Cafe Brogul Makassar as a fostered MSME of the Indonesian Women's Empowerment Forum (FPPI). The data analysis method used in this study used quantitative descriptive analysis methods. This study's data instrument testing consisted of validity and reliability. The data analysis technique in this study consisted of Normality Test, Model Suitability Test, and Hypothesis Testing. Based on the analysis and discussion above, it can be concluded that, among others, Lifestyle and Consumer Attitudes have an influence on Customer Satisfaction, Lifestyle and Consumer Attitudes have a positive and significant impact on Purchase Decisions, the greater the effect of customer satisfaction, the greater the purchase decision

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I. Introduction

The culinary business in Indonesia is growing and is becoming an influential driving force for the economy. The advanced culinary company is marked by the increasing number of cafes that have sprung up, according to the tastes of the market share—coupled with the lifestyle and fondness of young people socializing at the Café (Khairunnisa & Jamiat, 2021). With the advancement of technology and information, culinary business people are faced with increasingly diverse consumer desires, so it becomes a must to meet these consumers' needs. Culinary business people must understand what attributes affect consumers when visiting cafes and need to study consumer behavior towards culinary arts to improve competitiveness and quality (Auger et al., 2010).

According to Bawono et al. (2018), Products are as follows: "A product is anything that can be offered to a market for attention, acquisition, use or consumption that can satisfy a want or need." The definition of a product, according to Keren & Sulistiono (2019), is as follows: "A producer's subjective understanding of 'something' that can be offered as an effort to achieve organizational goals through fulfilling consumer needs and desires, following the competence and capacity of the organization as well as the purchasing power of the market."

The dynamic condition associated with products that meet or exceed customer expectations is product quality. Product quality is a product's capacity to accomplish its functions. These capabilities include the product's longevity, dependability, precision manufacturing, user-friendliness, and ease of maintenance and repair (Salmah, 2019). In addition to quality products, prices also determine the decision to buy culinary products so that customers get satisfaction. It can also be of good quality and attractive appearance to satisfy new buyers and then decide to buy them at a commensurate price (Bawono et al., 2018; Chaerudin & Syafarudin, 2021).

Obviously, the company's management plays a crucial part in this situation. According to Woo et al. (2015), the philosophy of management contains the following five concepts: 1) Production idea, one of the oldest business concepts, is the production concept. This notion asserts that people seek readily available, inexpensive things in huge quantities. Managers of production-oriented organizations prioritize obtaining high production efficiency, low prices, and widespread distribution. When a corporation seeks to extend its market, marketers often use the production idea. 2) the product concept, according to the product concept, people prefer items with the best quality, performance, or innovation aspects. The aim of this organization's management is the creation of exceptional products and their ongoing improvement. A product cannot be successful without the proper price, distribution, advertising, and sales; 3) the selling principle assumes that consumers and businesses will not purchase enough of the organization's items if left unchecked. Because the company must engage in aggressive sales and marketing; 4) the marketing concept, the marketing concept emphasizes buyer requirements. Marketing is centered on satisfying customer demands with products and things associated with their creation, delivery, and consumption; and 5) the holistic marketing concept. The holistic marketing concept is predicated on designing, developing, and implementing marketing programs, processes, and activities with awareness of their scope and interconnection.

In addition, price is a price mix decision regarding strategic and tactical policies, such as the price level of the discount structure, payment terms, and the degree of price discrimination among various customer groups. Price describes the amount of rupiah a consumer spends to obtain a product, and the price should be affordable to consumers (Auger et al., 2010).

In addition, Jasmani and Sunarsi (2020) describe customer satisfaction as the fulfillment of a customer's requirements, aspirations, and expectations through the consumption of a product. Consumer satisfaction can alter over time, according to Nabella (2021), a dynamic process involving individual judgments of product or service performance for customer satisfaction. The increasingly tough competition in which more and more producers are involved in satisfying consumer demands and aspirations compels businesses to prioritize customer happiness (Haudi et al., 2020; Astiningrum, 2018). In delivering products to clients and attaining company objectives through optimal product sales, each organization uses marketing activities as benchmarks.

The attitude of the consumer is one of the fundamental components of purchasing behavior. According to Zuniarti et al. (2021), an attitude is a taught propensity (a state of being susceptible to influence) to respond consistently to an object, both positively and negatively. Attitude is intimately linked to belief (belief) and behavior (behavioral). According to Wolok (2019) and Khairunnisa & Jamiat (2021), attitude is an expression of feelings (inner feeling) that indicates whether a person is happy or unhappy, likes or dislikes an object, and agrees or disagrees with it. The object in question can be a brand, service, retailer, specific behavior, and others. Consumer attitudes can be used as a source of information to assist companies in preparing appropriate and acceptable products for consumers or customers of Cafe Brogul Makassar.

II. Method

This research is quantitative. The selection of research locations was carried out by purposive sampling, namely, choosing research locations intentionally by considering specific aspects, namely Cafe Brogul Makasar as an MSME fostered by the Indonesian Women's Empowerment Forum (FPPI). There are three types of variables in this study, namely exogenous variables consisting of Lifestyle variables and Consumer Attitude variables, intervening variables, namely Purchase Decisions, and Endogenous Variables, namely Customer Satisfaction variables. This study uses a Likert scale to scale the respondent's attitudes. This study utilized Questionnaires, Observations, and Documentation for data gathering. This study utilizes both primary and secondary data types.

The data analysis method used in this study uses quantitative descriptive analysis methods to answer the first objective: knowing consumer behavior in purchasing coffee at Kopi Exelco. The results of the answers from the questionnaire are then made into a simple tabulation which is grouped based on the same answers and then presented based on the number of respondents. The percentage results were then analyzed descriptively. Meanwhile, a statistical calculation is carried out to determine the level of consumer satisfaction and determine which attributes need to be improved to answer the second objective, namely the Customer Satisfaction test. Testing the data

instrument in this study consisted of validity and reliability tests. The data analysis technique in this study consisted of Normality Test, Model Suitability Test, and Hypothesis Testing.

III. Result

Data processing results are used as the basis for data analysis and answers to the proposed researchers' hypotheses. Based on the title and formulation of the research problem, the first independent variable is lifestyle (X1), the second independent variable is consumer attitudes (X2), the dependent variable is purchasing decisions (Y), and the intervening variable is customer satisfaction (Z). The calculation and rate of return from the results of distributing questionnaires to respondents can be seen in the following table:

Table 1. Sample and Questionnaire Return Rate

Description	Amount	Percentage
Distributed Questionnaire	120	100%
Returning Questionnaire	120	100%
Questionnaire that can be used	120	100%

The table above shows that the number of questionnaires distributed to respondents was 120 sheets; of the 120 questionnaires that were returned, there were no incomplete questionnaires in the filling, meaning that 120 questionnaires could be used.

The validity test helps determine consumer attitudes toward an indicator (manifest variable) in measuring the latent variable. According to Faadilaj (2018), the validity test is used to determine the feasibility of a question in interpreting a variable. A value is said to be valid; it can be seen from the loading factor of each indicator. Some researchers use the criteria for convergent validity of 0.70, which is considered good, but convergent validity of 0.50-0.60 is still acceptable for early-stage research. The results of the validity test in this study are presented as follows:

Table 2. Research Variable Validity Test Results

Variable Indicator	Estimate	Decision
LS1	0.659	Valid
LS2	0.685	Valid
LS3	0.628	Valid
LS4	0.649	Valid
LS5	0.606	Valid
Variable Indicator	Estimate	Decision
CA1	0.650	Valid
CA2	0.638	Valid
CA3	0.796	Valid
CA4	0.634	Valid
CA1	0.650	Valid
Variable Indicator	Estimate	Decision
CD1	0.601	Valid
CD2	0.680	Valid
CD3	0.741	Valid
CD4	0.609	Valid
CD1	0.601	Valid
Variable Indicator	Estimate	Decision
BD1	0.673	Valid
BD2	0.721	Valid
BD3	0.772	Valid
BD4	0.670	Valid
BD5	0.729	Valid

BD1	0.673	Valid
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This study's validity test uses the Ms. Excel application to determine if the Pearson bivariate correlation or product-moment may be used; if $r_{count} > r_{table}$, then the instrument or question indicator has a significant correlation with the total score or is pronounced valid. If r_{count} is less than r_{table} , the question instrument or indicator does not have a substantial correlation with the total score and is deemed invalid. Based on table 2, it can be observed that the loading factor value is greater than 0.50, allowing the question items to be utilized as constructs for all variables in this study that are greater than 0.50; it can be inferred that the variable is valid and may be used for further data analysis.

Reliability Test

According to Sarjono and Julianita (2015), the reliability test is used to measure the consistency of the manifest variable in measuring its latent construct. A construct has good reliability if it has a construct reliability (CR) value of at least 0.70. The following is the formula used to determine to construct reliability:

$$\text{Construct reliability} = \frac{(\text{Estd.loading})^2}{(\text{Estd.loading})^2 + \sum \epsilon_j^2}$$

The results of reliability testing in this study are presented as follows:

Table 3. Reliability Test Results

Variable	N	Construct Reliability	Decision
Lifestyle	120	0.807	Reliable
Consumer Attitude	120	0.775	Reliable
Customer Satisfaction	120	0.754	Reliable
Buying Decision	120	0.838	Reliable

Cronbach's alpha test will be compared to the minimum permissible value for the reliability coefficient to determine the validity of more than two alternative responses. According to the assessment criteria for the reliability test, if the reliability is less than 0.6, it is deemed unsatisfactory, 0.7 is acceptable, and > 0.8 is deemed satisfactory. If Cronbach's alpha is greater than 0.6, then the research instrument is dependable. If Cronbach's alpha is less than 0.6, the research instrument is untrustworthy. Given that the construct reliability value for the aforementioned variables is greater than 0.70, it can be concluded that they are reliable.

According to Sujarweni (2018), the normality test is a test to measure whether data has a normal distribution to be used in parametric statistics. The normality test compares the data with normally distributed data with the same mean and standard deviation as the data. The results of normality testing in this study are presented as follows:

Table 4. Research normality test results

Variable	min	max	skew	c.r.	kurtosis	c.r.
BD5	3.000	5.000	-.837	-3.744	.335	.749
BD4	3.000	5.000	-1.044	-4.670	.104	-.233
BD3	3.000	5.000	-1.525	-6.818	1.372	3.067
BD2	3.000	5.000	-1.405	-6.282	.969	2.167
BD1	3.000	5.000	-1.089	-4.872	.006	.013
CD1	3.000	5.000	-1.289	-5.762	.683	1.528
CD2	3.000	5.000	-1.077	-4.816	.162	.361
CD3	3.000	5.000	-1.041	-4.657	.027	.061

CD4	1.000	5.000	-1.311	-5.864	1.578	3.530
CA1	3.000	5.000	-1.198	-5.357	.441	.986
CA2	3.000	5.000	-.857	-3.832	-.258	-.578
CA3	1.000	5.000	-1.363	-6.097	3.210	7.177
CA4	2.000	5.000	-1.050	-4.694	.682	1.524
LS1	3.000	5.000	-1.832	-8.191	2.250	5.032
LS2	3.000	5.000	-1.183	-5.292	.249	.558
LS3	3.000	5.000	-.455	-2.034	-1.350	-3.019
LS4	3.000	5.000	-.733	-3.277	-.585	-1.307
LS5	3.000	5.000	-1.029	-4.602	.040	.089
LS6	3.000	5.000	-.834	-3.730	-.551	-1.233
Multivariate					2.141	2.009

In the output above, the critical ratio (CR) is between -2.58 and 2.58, proving that the variable is ordinarily univariate. While the value of multivariate kurtosis obtained is 2.141 with a CR value of 2.009. So it can be concluded that the data are typically distributed multivariate.

Prior to verifying the hypothesis, the model's appropriateness is evaluated. According to Wahyuni et al. (2019), the measurement model is a component of the SEM model, which consists of explanatory latent variables (constructs) and manifest variables (indicators). The purpose of this test is to examine how precisely manifest variables can explain existing latent variables. This study's testing foundation is as follows: 1) If an indicator explains the existence of a latent variable (construct), then there is a relationship between the two. Because the latent variable does not have a specific value, the test is carried out by the indicators that make it up; 2) Calculate the covariance of the sample to determine the relationship between indicators and constructs. From these calculations, a sample covariance matrix will appear; and 3) Performing calculations using the maximum likelihood estimation procedure will produce an estimation covariance matrix. Then compare the sample covariance matrix with the estimated covariance matrix. This comparison test is also known as the goodness of fit test. There are several test tools in the model suitability test (goodness of fit):

Testing with this tool will compare the sample covariance matrix and the estimate. One of the goodness of fit test tools in this testing tool is the chi-square (χ^2) which is also the primary tool for testing the measurement model. The chi-square test aims to determine whether the sample covariance matrix is different from the estimated covariance matrix. The chi-square test will be equipped with several test tools such as GFI (Goodness of Fit Index), AGFI (Adjusted Goodness of Fit Index), and RMS (Root Mean Residual).

In AMOS, it is also called baseline comparisons. This test will compare a particular model with the null model, which is a model that understands that all indicators (observed variables) are not correlated with others. The test tool is chi-square, but the calculation will be compared (relatively) with the null model (baseline model). The test tools in this test are NFI (Normed Fix Index), CFI (Comparative Fit Index), IFI (Incremental Fit Index), RFI (Relative Fit Index), AFGI (Adjusted Goodness of Fit Index), and TLI (Tucker Lewis Index).

This test is practical for comparing complex models with simple models (parsimony or concise). The test tools in this test are RMSEA (Root Mean Square Error of ApKoximation), AIC (Aikake Information Criterion), ECVI (Expected Cross Validation Index), and HOETLER.

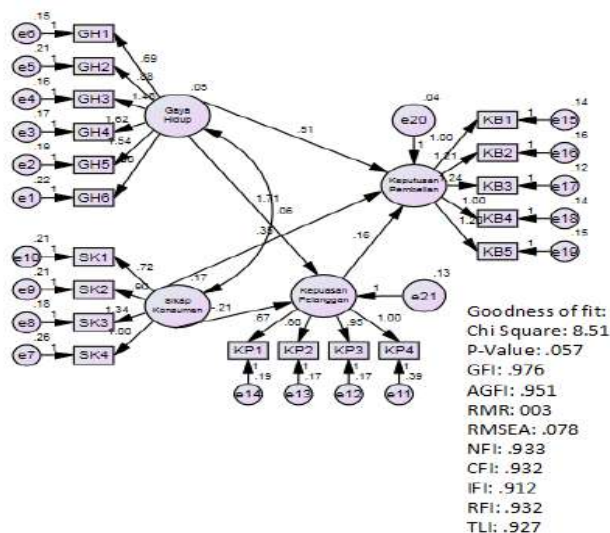


Fig. 1. Path Analysis Research Model

Table 5. Results of Testing the Level of Conformity (Goodness-of-fit Model)

Goodness-of-Fit Measurement	Suggested Acceptance Limit	Score	Indication
Chi-Square	Low Chi-Square χ^2 with df 1	8.51	Good Fit
P-value	Minimum 0.05 above 0.05	0.057	Good Fit
GFI	>0.90 or close to 1	0.976	Good Fit
AGFI	> 0.90 or close to 1	0.951	Good Fit
RMR	Below 0.05	0.003	Good Fit
RMSEA	Below 0.080 or above 0.05	0.078	Good Fit
NFI	> 0.90 or close to 1	0.933	Good Fit
CFI	> 0.90 or close to 1	0.932	Good Fit
IFI	> 0.90 or close to 1	0.912	Good Fit
RFI	Range 0 to 1	0.932	Good Fit
TLI	> 0.90 or close to 1	0.927	Good Fit

According to the aforementioned conformity level test findings, the exogenous construct has satisfied the criteria for goodness of fit. The probability value shows that the value falls below the significance threshold of 0.052 or the 0.05 threshold. The results of the test indicate that the null hypothesis asserts that there is no acceptable difference between the estimated sample covariance matrix and the estimated population matrix. The primary requirement is to examine the chi-square value of 7.54, which is less than the comparison chi-square, df 1, and the other absolute fit criteria indices seen in the GFI value of 0.976, AGFI value of 0.951, and RMR value of 0.003. NFI = 0.933, CFI = 0.932, IFI = 0.912, RMSEA = 0.078, and TLI = 0.927 are indicative of incremental fit indices-based criteria. Therefore, the endogenous construct utilized in this research can be accepted.

In this work, the SEM (Structural Equation Modeling) method and AMOS 22 software were used to test hypotheses. The rationale for hypothesis testing decisions was a comparison of the p-value with a 5 percent significance threshold (alpha 0.05). If the p-value is less than 0.05, the null hypothesis (H_0) is rejected, indicating that one variable influences another. The results of hypothesis testing using the SEM method are summarized below:

Table 6. Summary of Hypothesis Testing Results

Hypothesis	Kob Analysis			Estimate	CR.	Sig	Decision
H_{a1}	Lifestyle	→	Customer Satisfaction	1.710	2.771	0.09	H ₁ accepted
H_{a2}	Consumer Attitude	→	Customer Satisfaction	0.806	2.872	0.006	H ₂ accepted
H_{a3}	Lifestyle	→	Buying Decision	0.509	2.463	0.015	H ₃ accepted

H_{a4}	Consumer Attitude	→	Buying Decision	0.549	2.464	0.014	H ₄ accepted
H_{a5}	Customer Satisfaction	→	Buying Decision	0.616	2.508	0.011	H ₅ accepted

Based on table 6, the p-value (significance) for the first hypothesis (Ha1) is $0.009 < \alpha 0.05$ (C.R. $2.771 > t_{table} 1.972$). So Ha1 is accepted while Ho1 is rejected, which means there is a significant influence between lifestyle on customer satisfaction. The regression coefficient of 0.710 leads to a positive direction, which means the greater the influence of lifestyle, the greater customer satisfaction.

For the second hypothesis (Ha2) of $0.006 < \alpha 0.05$ (C.R. $2.872 > t_{table} 1.972$). So Ha2 is accepted while Ho2 is rejected, which means there is a significant influence on consumer attitudes towards customer satisfaction. The regression coefficient of 0.806 with a positive direction means that the stronger the influence of consumer attitudes, the greater the customer satisfaction.

For the third hypothesis (Ha3) of $0.015 < \alpha 0.05$ (C.R. $2.463 > t_{table} 1.972$). So Ha3 is accepted while Ho3 is rejected, which means there is a significant influence between lifestyle on purchasing decisions. The regression coefficient of 0.509 with a positive direction means that the stronger the influence of lifestyle, the greater the purchase decision.

For the fourth hypothesis (Ha4) of $0.014 < \alpha 0.05$ (C.R. $2.464 > t_{table} 1.972$). So Ha4 is accepted while Ho4 is rejected, which means that there is a significant influence on consumer attitudes towards purchasing decisions. The regression coefficient of 0.549 with a positive direction means that the stronger the influence of consumer attitudes, the greater the purchase decision.

For the fifth hypothesis (Ha5) of $0.011 < \alpha 0.05$ (C.R. $2.508 > t_{table} 1.972$). So Ha5 is accepted while Ho5 is rejected, which means that there is a significant influence between customer satisfaction on purchasing decisions. The regression coefficient of 0.616 leads to a positive direction, which means the greater the influence of customer satisfaction, the greater the purchase decision. The following is a table of Standardized Total Effects (direct influence):

Table 7. Standardized Total Effect

Variable	Lifestyle	Consumer Attitude	Customer Satisfaction	Buying Decision
Customer Satisfaction	0.672	0.178	0.000	0.000
Buying Decision	0.398	0.288	0.122	0.000

Based on table 7, it can be seen that the standardized total effect (direct influence) of lifestyle on customer satisfaction is 0.672. Consumer attitudes towards customer satisfaction are 0.178. At the same time, the standardized total effect (direct effect) for a lifestyle on purchasing decisions is 0.398. Consumer attitudes towards purchasing decisions are 0.288. Customer satisfaction with purchasing decisions is 0.222. The following is a regression equation formed from the table above:

Model I

$$\text{Customer Satisfaction} = \text{Lifestyle} (0.672) + \text{Consumer Attitude} (0.178)$$

The value of the determinant coefficient for the model I is 0.850, which means that customer satisfaction can be explained by lifestyle and consumer attitudes of 85%.

Model II

$$\text{Purchase Decision} = \text{Lifestyle} (0.398) + \text{Consumer Attitude} (0.288) + \text{Customer Satisfaction} (0.222)$$

While the value of the determinant coefficient for model II is 0.908, meaning that purchasing decisions can be explained by lifestyle, consumer attitudes, and satisfaction of 90.8%.

Table 8. Standardized Indirect Effect

Variable	Lifestyle	Consumer Attitude	Customer Satisfaction	Buying Decision
Buying decision	0.340	0.371	0.000	0.000

Table 8 shows that the standardized indirect effect on purchasing decisions, namely lifestyle, has an indirect effect on purchasing decisions of 0.340. Consumer attitudes have an indirect influence on purchasing decisions of 0.371.

IV. Discussion

Physical cues associated with the surrounding environment and the individual's circumstances influence consumer impressions. By understanding consumer behavior based on their views, a firm may determine the best way to ensure customer satisfaction at all times; ultimately, satisfied customers will promote positive word of mouth, which will have a favorable effect on the company.

Another variable not examined in this study but is significant is the quality of the products in the Café. Companies that survive in the current era of global competition must also pay attention to the benefits consumers get after buying or using these goods or services because this is one of the factors in assessing customer satisfaction. The advantages of the benefits provided will ultimately result in future opportunities to re-purchase or provide recommendations to others to make purchases. Product quality has a direct impact on product performance; consequently, quality is closely related to the value and purchasing decisions of consumers; in a narrow sense, quality can be defined as "free from damage"; quality refers to the product's ability to perform its function, including durability, reliability, accuracy, ease of use, and repair. Quality must be judged in terms of buyer perceptions or responses; quality is a competitive advantage. According to the findings of Pohan et al. (2021), product quality influences consumer satisfaction significantly after price. Similarly, according to Astiningrum (2018), product quality, pricing, and customer value have a major impact on customer satisfaction.

The level of satisfaction is determined by the disparity between perceived performance and expectations. Customers can experience one of three distinct satisfaction levels. If the performance falls short of expectations, the customer is dissatisfied; if it meets expectations, the client is satisfied; if it exceeds expectations, the customer is satisfied, happy, or delighted (Rachmawati & Andjarwati, 2019). After purchase, the level of consumer pleasure with a product will manifest as behavior. If buyers are pleased with the goods, they may purchase it again in the future. Additionally, pleased customers tend to recommend the product to their friends and family. A unhappy consumer laughs differently, may seek out additional information on the purchase, and may even disparage the product to his family members.

The findings of this study demonstrate that the requirements and aspirations of consumers are highly diverse and subject to change due to the factors that influence their purchasing decisions. Therefore, a marketer must comprehend consumer behavior to ensure the effectiveness and efficiency of marketing actions. According to studies undertaken by Fadhili et al., among others, numerous theories of consumer behavior have been proposed by specialists (2020). The environment can influence consumer behavior, which consists of activities made by individuals, groups, or organizations during the decision-making process of acquiring and utilizing economic goods and services.

Understanding customer behavior is not simple, but rather sophisticated and intricate. This is due to the enormous number of variables that affect it, and their tendency to interact with one another. However, if this can be accomplished, a company that provides goods and services will earn significantly greater profits than its competitors, as it will be able to deliver greater customer pleasure by knowing consumer behavior.

Thus, it may be concluded that numerous factors influence customer behavior. According to Solihin et al. (2020), internal characteristics such as 1) motivation, 2) personality, 3) expenditure, 4) attitude, and 5) customer perception influence consumer behavior. In addition to internal environmental factors, exterior influences individually have a significant impact on consumer purchasing behavior. External environmental factors that influence consumer behavior, according to

Setiadi (2003), include 1) reference group, 2) social class, 3) culture, and 4) communication. Swastha and Handoko (2000) add, "External environmental factors that influence consumer behavior include 1) culture (culture) and distinctive culture, 2) socioeconomic class, 3) social group, reference group, and 4) family."

Consumptive behavior among the younger generation can be described as an instantaneous phenomenon; not appreciating a process before a specific achievement occurs and not being accompanied by good financial planning will trigger shopaholic behavior that can harm them in the future, especially for many students who still rely on their parents to pay for their groceries. The findings of the independent research organization Provetic support this. Based on a poll of 7,757 individuals conducted online. This research institute discovered that 38% of them continue to use their parents' money to make purchases. This is certainly tied to lifestyle, which is the primary determinant in goods purchases.

Consumptive conduct is the consumption of commodities that are truly unnecessary or unnecessary (especially regarding the response to the consumption of secondary goods, namely goods that are not really needed). Consumption happens because individuals have materialistic impulses and a strong desire to acquire items regardless of their requirements. The majority of purchases are motivated by the need to satisfy a desire for pleasure. Indeed, no clear definition exists for the term consumptive. However, consumptive is typically used to describe the conduct of consumers who purchase non-essential products and services for which the value of money exceeds the value of production. Two of the many factors that influence consumer behavior are lifestyle and financial literacy.

Lifestyle reveals how individuals spend their money and allocate their time. Therefore, one might deduce that a person's lifestyle is their pattern of activities, interests, and spending and time management practices. The primary aspects that shape a person's lifestyle are demographic and psychographic. For instance, demographic variables are based on education level, age, income level, and gender, whereas psychographic elements are more complex due to the fact that their constituent indicators are consumer attributes.

In a negative light, the consumerist lifestyle will have the following effects: (1) A wasteful lifestyle will cause social jealousy because people will buy all the things they want without considering whether the price of the goods is low or expensive, or whether the goods are needed or not, so that those who cannot afford will be unable to follow such a pattern of life; (2) A wasteful lifestyle will reduce the opportunity to save because people will spend more money than they set aside for savings; and (3) People will consume more goods without considering their future needs.

V. Conclusion

Based on the analysis and discussion above, it can be concluded that, among others, Lifestyle and Consumer Attitudes have an influence on Customer Satisfaction, Lifestyle and Consumer Attitudes have a positive and significant influence on Purchase Decisions, the greater the influence of customer satisfaction, the greater the purchase decision. The magnitude of the influence of Lifestyle on Purchase Decisions is 0.340, while Consumer Attitudes have an indirect effect on Purchase Decisions of 0.371.

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