

INFLUENCE LIFESTYLE, PRODUCT QUALITY AND PRICE PERCEPTIONS ON PURCHASE DECISIONS IN THE COMPANY JUNK FOOD IN LABUAN BAJO (KFC)

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Abstract: *This study was conducted to examine the effect of lifestyle, product quality and price perception on Kentucky Fried Chicken in Labuan Bajo, either partially or simultaneously. The method used in this research is the explanatory method, with data collection techniques through questionnaires. The sampling technique used was purposive and proportional sampling. The sample is 105 people who are consumers who have bought/consumed KFC Labuan Bajo products. The analysis technique used is quantitative. Quantitative analysis using validity test, reliability test, classic assumption test, correlation coefficient, coefficient of determination, simple and multiple regression analysis, and significance test (t test and F test). The results of data analysis show that Lifestyle (X1) and Product Quality (X2) have a positive and significant effect on purchasing decisions, while Price Perception (X3) has no effect on purchasing decisions. Lifestyle (X1), quality of life (X2) and price perception (X3) have a significant simultaneous effect on Consumer Purchase Decisions (Y) for KFC products in Labuan Bajo. This shows that if Lifestyle, Product Quality and price perceptions are improved together, it will increase Consumer Purchase Decisions.*

Keywords: *Lifestyle, Product Quality, Price Perception and Purchase Decision.*

PRELIMINARY

The development of tourism has been so rapid and there is a very global phenomenon involving millions of people, both the community, the tourism industry and the government at no small cost. The development of the tourism industry has undergone various changes, both changes in patterns, forms and nature of activities, the encouragement of people to travel, ways of thinking, as well as the nature and development of tourism itself. There are so many tours in Indonesia, one of which is culinary tourism. The motivation in this type of culinary tourism is not only to please and pamper the stomach with a variety of special dishes from tourist destinations, but interesting experiences become the motivation.

Recent research conducted by *Qraved.com*, a leading restaurant search and reservation site notes that there has been a shift in trend where more and more Indonesians have the habit of eating at restaurants. From 2013, there were 380 million visits by Indonesians to restaurants and a total cost of USD 1.5 billion. The splendor of eating habits at this restaurant is also supported by the growth of middle and upper class restaurants of up to 250% in the last five years (Source: *www.tribunnews.com*. Accessed June 23, 2022).

This proves that Indonesians prefer fast food restaurants compared to other places, which was also carried out by Master Card in the middle of 2015. A MasterCard survey entitled *Consumer Purchasing Priorities* shows that 80% of Indonesians prefer to eat at fast food restaurants. The rest is 61% foodcourt and 22% middle class cafe. From the survey, we can see that the Indonesian people are consumptive towards fast food. Moreover, it is supported by the existence of fast food restaurants spread across several parts of

Indonesia. (Source *www.kompasiana.com*. Accessed June 23, 2022).

Kentucky Fried Chicken restaurant is one of the pioneers of the first ready-to-eat food in Indonesia. The people of Labuan Bajo are already familiar with KFC fast food compared to other fast food companies such as McDonald, Texas, AW, and other fast food restaurants.

Table 1. Fast Food Restaurants

BRAND	TBI 2022	
MC Donald's	30.7%	TO P
KFC	30.5%	TO P
HokBen	10.8%	TO P
Burger King	9.6%	
Pizza Hut	5.2%	

* Online and offline categories

Data source: *www.topbrand-award.com*. Accessed June 23, 2022

Based on table 1.1 above, there are three Fast Food Companies that become TBI with MC Donald's reaching 30.7%, KFC with Top Brand Index Awareness reaching 30.5%, while HokBen is in 3rd place. recorded a TBI of 10.8%. KFC has been at the top of the awards for the last five years, from 2015-2020, both in the For Kids and For Teens categories, getting first place in TBI until 2022. This is because KFC is able to attract buyers to buy the products they offer, so they can become a favorite food in this modern era.

In Labuan Bajo the Kentucky Fried Chicken (KFC) outlet is at the Marina Labuan Bajo hotel. This outlet in Labuan Bajo only opened in mid-2020 but already has a lot of visitors. Based on this, KFC is interesting to study because until now KFC

in Labuan Bajo is busy with visitors even though it has just opened.

Lifestyle is a consideration in making purchasing decisions. In his research (Reni 2019) entitled "The Influence of Lifestyle on Consumer Purchase Decisions on Kentucky Fried Chicken". The result is that lifestyle has a positive and significant influence on purchasing decisions. Research conducted by (Mohiuddin 2018) with the title "Effect Lifestyle On Consumer Decision Making: A Study Of Women Consumers Of Pakistan" whose results state that lifestyle has a significant effect on purchasing decisions. So from the results of this study the more luxurious a person's lifestyle is, the greater the decision to make a purchase.

After that, product quality becomes a consumer's consideration to make a purchase decision on a desired product, this has been discussed in research (Agustina and Wijayanti 2018) which examines the relationship between product quality and purchase decisions. The study explains that product quality has a significant effect on consumer purchasing decisions.³ This proves that attractive product quality can increase consumer purchasing decisions.

Price perception is also a consideration in making purchasing decisions. In a study (Pahlevi and Sutopo 2017) entitled "Analysis of the Effect of Price Perception, Promotion, Product Design, and Product Quality on the Purchase of Matic Motorcycles (Study on Yamaha Mataram Sakti Semarang)". The result is that price perception has a positive and significant influence on purchasing decisions. So from the results of this study the smaller the price offered, the greater the decision to make a purchase. In contrast to the research conducted (Sofyan, Junaidi, and ... 2021) which states that Price Perception has no significant positive effect on Purchase Decisions.

Based on the background of the problem above which refers to the phenomenon, the problem to be investigated in this study is how the influence of lifestyle, product quality and price perception on consumer decisions to buy fast food kentucky fried chicken (KFC) in the community in Labuan Bajo. So the researcher is interested in the title "The Effect of Quality Lifestyle and Price Perception on Fast Food Purchase Decision Making (Case Study on Consumers of Kentucky Fried Chicken (KFC) in Labuan Bajo)."

LITERATURE REVIEW

The Influence of Lifestyle on the Purchase Decision of KFC products

According to (Reni 2019) Lifestyle is an individual's method of living in which they manage their psychosomatic, social and physical economic environment on the basis of daily habits. Lifestyle can be defined as a combination of wants, inspiration, motivation and needs which can be influenced by factors such as family, culture and social class. Lifestyle indicators are; a) Prestige or prestige, b) Modern and styles, c) High status and d) Following trends.

Research from (Reni 2019) with the title "The Influence of Lifestyle on Consumer Purchase Decisions at Kentucky Fried Chicken (Kfc) Sipin Branch Jambi City". By using descriptive analysis with interval scale and the sampling technique used in this research is random sampling, involving 100 consumer respondents of Kentucky Fried Chicken (KFC) Sipin branch Jambi City. The results of the study stated that lifestyle had a positive and significant effect on consumer purchasing decisions at Kentucky Fried Chicken (KFC) Jambi City Branch.

H1: lifestyle partially influences the purchasing decision of KFC products

Product Quality on the Decision to Purchase KFC products

Product quality is the overall characteristics and characteristics of a product or service in its ability to satisfy stated or implied needs (Philip Kotler 2016). In research (Almira and Sutanto 2018) there are several product quality indicators, namely; a) Performance, b) Additional Features, c) Reliability, d) Durability, and e) Aesthetics.

A previous study from (Agustina and Wijayanti 2018) entitled "Analysis of the Effect of Product Quality, Brand Image, and Price on Purchase Decisions (Case Study of Aloha Bread Consumers, Gunung Kidul Housing, Jember Regency)". By using quantitative methods and the sampling technique used is purposive sampling, which involves 60 respondents. The results of the study stated that there was a partial significant effect between product quality, brand image and price that had an influence on purchasing decisions.

H2: Product quality has a partial effect on purchasing decisions for KFC products

The Influence of Price Perception on KFC Product Purchase Decisions

According to (Cahya and Shihab 2018) price perception is one of the important considerations in the purchasing decision process and consumers evaluate value (a combination of price and quality) in purchasing decisions. Price perception is formed by two dimensions, namely first, the perception of the quality of consumers who are more likely to like products with high prices, even if the quality obtained exceeds the price of the product. The second is the perception of sacrificed costs, which can be interpreted in general that the price paid by consumers is the cost that is sacrificed to get the product. The indicators of price perception are: a) Price competitiveness, b) Price suitability with

price benefits, c) Price affordability, and d) Price according to product quality.

Research from (Pahlevi and Sutopo 2017) with the title "Analysis of the Influence of Price Perception, Promotion, Product Design, and Product Quality on Purchase Decisions for Matic Motorcycles (Study on Yamaha Mataram Sakti Semarang)". By using quantitative methods. The sampling technique used purposive sampling, with a total sample of 250 respondents. The results of the research on the effect of price perception, promotion, product design, and product quality have a significant effect on purchasing decisions.

H3 : Perception of price has a partial effect on purchasing decisions for KFC products

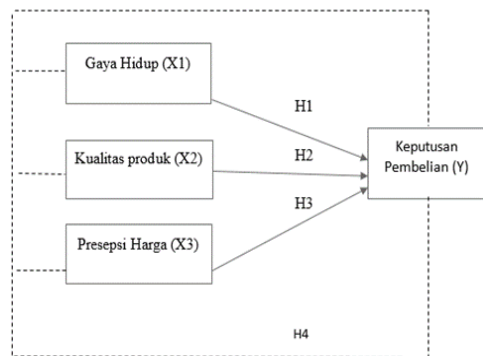
The Influence of Lifestyle, Product Quality and Price Perception on KFC Product Purchase Decisions

According to (Philip Kotler 2016), the purchase decision is a step taken by consumers before making a decision to buy a product or service. When someone decides to buy a product, there are many factors that can be considered and encourage consumers to make purchasing decisions for a product. Purchase decision indicators are; a) Identification of needs, b) Purchase decisions, and c) Post-purchase behavior.

H4 : lifestyle, product quality and price perception have a simultaneous effect on purchasing decisions for KFC products

Research Framework

This study was conducted to find evidence about the relationship between lifestyle, product quality and price perceptions on purchasing decisions. Based on several previous studies, this study takes several studies as the basis for the concept of the research framework



Information :
 _____ Persian
 ----- Simultaneous

Figure 1. Research framework

RESEARCH METHODS

Data

The data collection method in this research is a quantitative method. In his book Kusumastuti (2020) entitled "Quantitative research methods", Quantitative research methods are one type of research whose specifications are systematic, planned, and clearly structured from the beginning to the making of the research design. Another definition states that quantitative research is research that demands the use of numbers, starting from data collection, interpretation of the data, and the appearance of the results.

Variable Operations

According to Kusumastuti, A., Khoiron, AM, & Achmadi, TA (2020). *Quantitative Research Methods*. Deepublish, the operational definition of a variable is an attribute as well as an object that is the focus of a research. This study uses Lifestyle, Product Quality and Price Perception as independent variables and Purchase Decision as the dependent variable. The measurement of each variable is presented, namely:

1. Lifestyle (X1) is defined as how one lives (how one lives), including how one

spends his money and how one allocates his time. Lifestyle is born from a mindset that will become a reference for someone to do many activities which will then become a habit. Lifestyle is the way a person lives including one's individual attitude to the world (Ihalauw and John, 2005)

2. Product Quality (X2), According to Kotler, product quality is the overall characteristics of a product or service in its ability to satisfy stated/implicit needs. Meanwhile, according to Lupiyoadi, consumers are satisfied if the evaluation results show that the products they use are of high quality. So that there is a satisfaction with a product that is used
3. Price Perception (X3) Price perception is the tendency of consumers to use price in giving a value about a product based on its benefits (Sari and Rahmawaty, 2015)
4. Purchase Decision (Y) Purchasing Decision is the stage of the purchase decision-making process, where consumers will actually make a purchase Sari and Astuti (2012)

Analysis Method

This study uses multiple linear regression analysis. Multiple linear regression analysis is a linear regression model with one continuous variable and k (two or more) independent variables. Data analysis method is a method used to process research results in order to obtain an appropriate conclusion. The collected data is processed using multiple linear regression models (Mutahhahah 2022). Multiple linear regression analysis techniques were used to determine the effect of lifestyle, product quality and price perception on purchasing decisions at junk food companies in Labuan Bajo (KFC), with the help of the IBM SPSS Statistics 21

program. The multiple linear regression equation is as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

Information:

Y : the dependent variable is the purchase decision

X1 : the independent variable is lifestyle

X2 : independent variable is product quality

X3 : the independent variable is price perception

a : constant (the value of *Y* if *X1*, *X2*, *X3*, *X4*.....*Xn* = 0)

b : regression coefficient (increase or decrease value)

e : confounding variable

RESULTS AND DISCUSSION

1. Normality test

Based on the results of the data processing, it can be seen that the normality graph test is shown in the following figure:

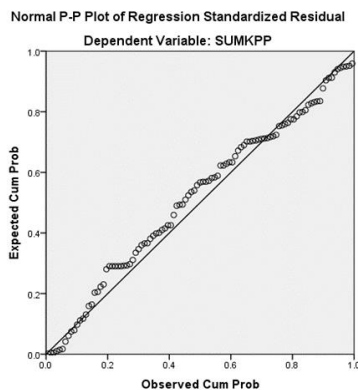


Figure 2. PP Plot Normal Graph Test

Source: Processed data, 2022

Based on the results of the graph test above, it can be seen that the data distribution is close to a linear line, so it can be concluded that the data is normally distributed.

Table 2. of Normality Test Results

One-Sample Kolmogorov-Smirnov Test			Unstan dardized Residual
N			105
Normal Parameters, b	mean		.000000 0
	Std. Deviation		2.29842 094
Most Extreme Differences	Absolut e		.088
	Positiv e		.056
	negativ e		-.088
Test Statistics			.088
asympt. Sig. (2-tailed)			.065c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Source: Processed data, 2022

The table shows the Asymp value. Sig. (2-tailed) of 0.65 obtained by the regression model is greater than 0.05, meaning that the data is normally distributed.

2. Multicollinearity Test

Regression guidelines that are

free from multicollinearity are to have a VIF value < "10" and have a Tolerance number > 0.1 (Alawiyah and Ghozali 2019). The calculation results can be seen in table 4.15, below.

Table 3. Multicollinearity Test Results

Collinearity Statistics	
Tolerance	VIF
.647	1.545
.672	1.487
.612	1.633

Source: Primary Data, 2022, processed

From the results of data processing in table 4.15 above, it can be seen that all VIF values of the independent variables have VIF values < 10 and Tolerance values > 0.10 so that the regression model does not occur multicollinearity, so the regression model can be used.

3. Heteroscedasticity Test

Heteroscedasticity implies that the residual variation is not the same for all observations. The heteroscedasticity test used in this study was the Glejser test, then guided by the significant level = 0.05. If the probability value (sig) > 0.05, it can be stated that there is no heteroscedasticity symptom. The calculation results can be seen in the following table 4.16:

Table 4. Heteroscedasticity Test Results

Coefficients

Model	t	ig.

(Constant)	878	382
SU MGH	.405	163
SU MKP	121	904
SU MPH	.829	409

a. Dependent Variable: ABS_RES1

Source: Primary Data, 2022, processed

4. Regression Test Results

To find out the results of the analysis of the influence of the three independent variables (X) on the dependent variable (Y) can be seen in table 4.17 in the Beta column under standardized coefficients:

Before the data was analyzed, the data had been tested for normality of the data. Based on the results of the normality test, it was found that the data were normally distributed. The results of linear regression analysis on research variables show the following results in the following table:

Table 5. Multiple Regression Analysis

		Coefficients ^a					Collinearity Statistics	
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
		B	Std. Error	Beta				
1	(Constant)	4.893	2.348		2.084	.040		
	SUMPH	.230	.138	.172	1.662	.100	.647	1.545
	SUMKP	.211	.103	.209	2.060	.042	.672	1.487
	SUMGH	.243	.093	.278	2.606	.011	.612	1.633

a. Dependent Variable: SUMKPP

Source: Primary Data, 2022, processed

Based on the table above, the following regression equation can be obtained:

$$Y = 4.893 + 0.243X_1 + 0.211X_2 + 0.230X_3$$

The equation above shows the effect of the independent variables, namely Lifestyle (X1), Product Quality (X2) and Price Perception (X3) on the dependent variable of Purchase Decision (Y).

The beta coefficient of each independent variable is positive, this indicates that the independent variable (X) has an effect on the dependent variable (Y), namely every increase in the independent variable (X) will be followed by an increase in the dependent variable (Y).

5. t test

a. Influence of Lifestyle (GH) on Purchase Decision (KPP): H1

H0 : This means that the Lifestyle variable (GH) partially has no influence on the Purchase Decision (KPP) variable.

H1 : This means that the Lifestyle variable (GH) partially has an influence on the Purchasing Decision (KPP) variable.

With the following decision making criteria: Ho is rejected if t-count < t-table and H1 is accepted if t-count > t-table.

And in this analysis the t-test is performed at degrees of freedom $(nk-1) = 105 - 4 - 1 = 100$, where n is the number of samples and k is the number of variables. And at the 95% confidence level or = 5%. Based on the results of data processing the Lifestyle variable has, t-count is greater than t-table $(2.606 > 1.660)$

with a probability value of sig (0.011) less than a significant level of 0.05, thus Lifestyle (GH) partially has an effect to the Purchase Decision (KPP).

b. Influence of Product Quality (KP) on Purchase Decision (KPP): H2

H0 : This means that the Product Quality (KP) variable partially has no influence on the Purchase Decision (KPP) variable.

H2 : This means that the Product Quality (KP) variable partially has an influence on the Purchase Decision (KPP) variable.

With the following decision-making criteria: Ho is rejected if t-count < t-table and H2 is accepted if t-count > t-table

And in this analysis the t-test is performed at degrees of freedom $(nk-1) = 105 - 4 - 1 = 100$, where n is the number of samples and k is the number of variables. And at the 95% confidence level or = 5%. Based on the results of data processing the Product Quality (KP) variable has a t-count value greater than t-table $(2.060 > 1.660)$ with a probability value of sig (0.042) less than a significant level of 0.05, thus the Product Quality (KP) variable partially have an influence on the variable Purchase Decision (KPP).

c. Influence of Price Perception (PH) on Purchase Decision (KPP): H3

H0 : This means that the price perception variable (PH) partially has an influence on the purchasing decision variable (KPP).

H3 : This means that the price perception variable (PH) partially has no influence on the purchasing decision variable (KPP).

With the following decision making criteria: H_0 is rejected if $t\text{-count} < t\text{-table}$ and H_1 is accepted if $t\text{-count} > t\text{-table}$.

And in this analysis the t -test is performed at degrees of freedom $(nk-1) = 105 - 4 - 1 = 100$, where n is the number of samples and k is the number of variables. And at the 95% confidence level or = 5%. Based on the results of data processing, the price perception variable (PH) has a t -count value greater than t -table ($1.662 > 1.660$) with a probability value of sig (0.100) greater than a significant level of 0.05, meaning that the price perception variable (PH) is significantly partial does not have an effect on the variable Purchase Decision (KPP).

6. F Uji test

The F test was conducted to determine the simultaneous effect of Lifestyle (X1), Product Quality (X2) and Price Perception (X3) on Purchase Decision (Y). The F -test was performed by comparing the F -count value with the F -table at a significant level of 0.05. The results of the F statistical test can be seen in table 4.20:

Table 6. Test Results for F . Value ANOVAa

Model	F	Sig.
1 Regression	14,317	.000b
Residual		
Total		

a. Dependent Variable: SUMKPP

b. Predictors: (Constant), SUMGH, SUMKP, SUMPH

Source: Primary data, 2022, processed
In this analysis, the F test is carried out at the 95% confidence level or 5% significance with the numerator $k-1$

degrees of freedom, which is 3 and the denominator degrees of freedom $nk-1$, or can be written as $df = 105 - 4 - 1 = 100$. For testing independent variables affect the dependent variable together, so first the null hypothesis (H_0) and the alternative hypothesis (H_a) are determined as follows:

H_0 : there is no simultaneous significant effect between Lifestyle (X1), Product Quality (X2) and Price Perception (X3) on Purchase Decision (Y).

H_a : there is a simultaneous significant effect between Lifestyle (X1), Product Quality (X2) and Price Perception (X3) variables on Purchase Decision (Y).

With a significance level of 5% where $n = 105$, $k = 4$ F -table: $F 0.05$; $df (k-1; nk-1)$ F -table : $F 0.05$; $df(105 - 4 - 1) = 2.70$.

From the results of data processing above, it is known that the calculated F -value is 14,317 with a significant value of 0.000, and the F -table value is 2.70. Thus it can be concluded that $F\text{-count} > F\text{-table}$ with a significant level of $0.000 < 0.05$, then H_0 is rejected and H_a is accepted meaning that the variables of Lifestyle (X1), Product Quality (X2) and Price Perception (X3) have a simultaneous effect on against the Purchase Decision (Y).

DISCUSSION

1. Hypothesis 1

Based on the results of the research described above, it shows that lifestyle has a positive and significant effect on purchasing decisions for KFC products in Labuan Bajo. These results are supported by regression analysis with the results of the value, t -count is greater than t -table ($2.606 > 1.660$) with a probability (0.011) less than the significant level of 0.05 thus, it means that lifestyle (GH) has a positive influence and significant effect on purchasing decisions (KPP) for KFC

products in Labuan Bajo.

2. Hypothesis 2

Based on the results of the second hypothesis test in this study, it shows that product quality (KP) has a positive and significant effect on purchasing decisions (KPP) for KFC products in Labuan Bajo. After statistical tests were carried out with the results that the *t*-count value was greater than *t*-table ($2.060 > 1.660$) with a probability (0.042) less than the 0.05 significance level, therefore, hypothesis two was accepted.

3. Hypothesis 3

The results of the third hypothesis test in this study indicate that price perceptions have no effect on purchasing decisions for KFC products in Labuan Bajo. After statistical tests were carried out with the results that the *t*-count value was greater than *t*-table ($1.662 > 1.660$) with a probability (0.100) greater than the 0.05 significance level, thus the third hypothesis was rejected.

4. Hypothesis 4

Lifestyle (X1), Product Quality (X2) and Price Perception (X3) have a positive and significant effect simultaneously on the Purchase Decision (Y) of KFC consumers in Labuan Bajo. From the results of data processing above, it is known that the calculated *F*-value is 14,317 with a significant value of 0.000, and the *F*-table value is 2.70. Thus it can be concluded that *F*-count $>$ *F*-table with a significant level of $0.000 < 0.05$, then *H*₀ is rejected and *H*_a is accepted meaning that the variables of Lifestyle (X1), Product Quality (X2) and Price Perception (X3) have a simultaneous effect on against the Purchase Decision (Y).

CLOSING

Conclusion

Based on the results of the research described above, the following conclusions can be drawn:

There is a positive and significant influence of lifestyle on purchasing decisions on consumers of KFC products in Labuan Bajo.

There is a positive and significant influence of lifestyle on purchasing decisions on consumers of KFC products in Labuan Bajo.

There is a positive and significant effect of product quality on purchasing decisions on consumers of KFC products in Labuan Bajo.

There is no effect of price perception on purchasing decisions on consumers of KFC products in Labuan Bajo.

Simultaneously there is a positive and significant influence of lifestyle, product quality and price perception on purchasing decisions on consumers of KFC products in Labuan Bajo.

Suggestion

For academics, this research should be developed further for this research model, by adding other variables that are still closely related to this research, for example the influence of product quality, brand image and price perception on product purchase intention or Product Quality, Price Perception, Image Brand and Promotion of the Purchasing Decision Process (Syamsidar and Soliha 2019).

For practitioners, it is hoped that the results of this study entitled "The Effect of Lifestyle, Product Quality and Price Perception on Purchase Decisions at Junk Food Companies in Labuan Bajo (KFC) " can be a consideration for KFC companies in making decisions so that it will make it easier to make decisions. strategic company policy.

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