

INFLUENCE STYLE LIFE AND IMAGE BRAND TO DECISION PURCHASE SHOE ADIDAS IN DEPOK

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Abstract

This study aims to analyze the effect of lifestyle and brand image on purchasing decisions of Adidas shoes in Depok. This study uses primary data with data collection methods through questionnaires distributed to 100 visitors to the Adidas store in Depok. The data analysis technique uses inferential analysis with multiple linear regression and uses the Statistical Product and Service Solution (SPSS) version 26 programs. From the results of the analysis there is a positive and significant influence on lifestyle and brands image variables on purchasing decisions. The writer hopes that PT. Adidas AG in Depok can try to improve Purchasing Decisions by taking into account the influence of Lifestyle and Brand Image.

Keywords: lifestyle, Brand Image, Purchase Decision

INTRODUCTION

Along with development paradigm and perception consumer in Indonesia about how to dress influences product market development clothes And accessories become Enough fast. There is need society and environmental conditions which include various things, such as lifestyle, economy, social, political and culture. Change trend market is factor which influence market demand to type clothing and accessories Which society wants. In just three to four months, the trend it has been replaced with a new one. The influence of increasingly sophisticated technology, like Internet And channel tv satellite, makes it easier person obtain extensive and fast information. Nowadays this has become a lifestyle that the public pays attention to. As a result, producers must be able to fulfil request and understand desire consumer which increasingly increase.

Style life linked with fashion style or model fashion and accessories identified in their interests and opinions, so that consumers will hunt product which truly will support his activities. With see consumer lifestyles that change from year to year as measured by favorite shopping consumer Which choose in accordance with appearance or style life of today's consumers, preferences for fashion or appearance the latest which makes consumers' lifestyles look attractive and fashionable. So consumers nowadays no longer care about the price take it out by producer on the product, provided product the in accordance with quality Which capable sustain in matter style get dressed they.

This kind of consumer behavior in Depok has resulted in high the level of demand for fashion products. This encourages the businessman retail for can understand What Which desired consumer. Behavior public Depok which like this is big opportunities for the perpetrators business style get dressed. Clothing industry And accessories is part of the fashion industry that originates from cultural activities that become urban lifestyle. then produce supporting products These activities, one of which is shoes. Lots of shoe products famous which circulating on the market like Nike, Adidas, Puma And etc.

In the business world, companies are required to be able to compete and continue persist in order to achieve the goals desired by the company. Company must have something superiority competitive so Can Keep going grow develop and the company can provide maximum benefits for owners and company stakeholders. One of the things that very crucial For realize matter the that is through brand. Brand for A company is one of the largest assets owned by a company Which must maintained.

Brand Image is a representation of the overall perception of brands that are formed in the minds of consumers based on information and experience period Then to brand the. Image to brand related to consumer attitudes in the form of beliefs and preferences to something brand. By Because That image or image can maintained.

Purchasing decisions can be influenced by Pangestu's lifestyle and Suryoko (2014) stated that the more luxurious the lifestyle, the higher the influence to interested in buying consumer. From results study on has prove in a way general that style life on period Now This bring public to wear shoes that have a luxury brand image in order to be able to increase trust self time to use it. So that with This consumers do decision purchase for adidas products the.

Decision purchase can influenced by image brand (Sari And Yuniati 2016). According to Tjiptono (2015) what is meant by brand image is a description of a consumer's associations and beliefs towards a particular brand. Image brand describe all information Which available from A product. Consumer Which own image positive to something brand will more makes it possible to make purchasing decisions on these products. With the adidas brand image, it is hoped that it will be able to attract consumers have positive memories and impressions of

the adidas brand so that consumers do decision purchase to product the adidas.

This research is motivated by the desire to understand the relationship between purchasing decisions and lifestyle and brand image in the context of marketing strategy, especially in purchasing Adidas shoes in Depok. The problem formulation includes questions regarding the influence of lifestyle on purchasing decisions for Adidas shoes as well as the influence of brand image on purchasing decisions made by consumers in Depok. The research objective involves analyzing the impact of lifestyle and brand image on Adidas shoe purchasing decisions in the region. More broadly, this research is useful for the academic world as additional research material in the future, contributing to the development of marketing management science. For researchers, the results of this research are an additional source of learning about marketing management, especially regarding the influence of lifestyle and brand image on purchasing decisions. For the company, it is hoped that the research results can become a basis for further evaluation and development regarding lifestyle and brand image, with the aim of improving purchasing decisions for Adidas shoes. In addition, for consumers, this research is expected to provide valuable information about the quality of shoe products, helping them make smarter purchasing decisions.

METHOD

The object of this research includes the purchasing decisions of Adidas shoe customers which are influenced by lifestyle and brand image, with the population focused on Adidas customers in Depok. Data collection was carried out through a survey using a questionnaire distributed to Adidas shoe customers in Depok. The type of data used is primary data, obtained directly from respondents. The sampling technique uses the Non-Probability Sampling method, with Purposive Sampling techniques to ensure that respondents meet certain criteria, such as living in Depok and having purchased Adidas shoe products in Depok. The number of samples taken was 100 respondents. The data collection method uses a questionnaire with measurable questions and answers on a Likert scale. Data analysis was carried out descriptively and inferentially, using validity, reliability and classical assumption tests. Classic assumption tests involve normality tests, multicollinearity tests, and heteroscedasticity tests to ensure model suitability. Next, the F test, coefficient of determination (R^2), and t hypothesis test are used to evaluate the feasibility of the regression model. With these steps, this research is expected to provide an in-depth understanding of the influence of lifestyle and brand image on purchasing decisions for Adidas shoes in Depok.

RESULTS AND DISCUSSION

A. Results Complete Estimate Study

Analysis of the influence of Lifestyle and Brand Image on Decisions Purchase is something form analysis Which taken from data questionnaire Which Already spread previously to customer Adidas in City Depok. Research was conducted to find the influence of Lifestyle and Image Brand to the Decision Purchase by using scale likert.

Table 1. Scale Likert

Scale Category (Answer)	Amount Score
Very No Agree	1
No Agree	2

Not enough Agree (Neutral)	3
Agree	4
Very Agree	5

Based on statement on And on questionnaire Which Already givento 100 respondents, data on various responses was obtained for each variable studied, namely Lifestyle (X1), and Image Brand (X2) to Decision Purchase (Y).

Analysis data in study with use method statistical calculations using SPSS program calculation toolsversion 26, with results as following :

1. Analysis Descriptive

a. Style Life (X1)

Mark flat - flat every indicator in variable Style Life (X1)can seen in the table 2 under as following :

Table 2. Average - Flat Score Mean Style Life (X1)

No	Statement Lifestyle (X1)	Mean
1	I use shoe Adidas For activity formal	4.06
2	I use shoe Adidas moment exercising	4.28
3	I like shoe Adidas	4.33
4	I feel shoe adidas Already in accordance with need	4.13
5	I can increase my self-confidence with use shoe Adidas	4.27
6	I know shoe Adidas can used throughout circles age	4.11
Average Mean Lifestyle		4.19

Source : Data processed from results questionnaire, 2022

Based on table 2, it can be seen from 100 respondents Which researched score obtained from mean Style Life (X1) in a way generalas big as 4.19, matter This showing that every indicator variable StyleLife is asked to the respondent and an answer is obtained neutral. The highest mean value is found in the third indicator with a value of 4.33 and the lowest mean average is found in the indicator first with mark 4.06

b. Image Brand (X2)

Average value of each indicator in the Brand Image variable (X2)can seen in the table 3 under as following:

Table 3. Average - Flat Score Mean Brand Image (X2)

No	Statement Image Brand (X2)	Mean
1	Adidas have impression/image Which Good in mind I so that I want to buy it in appeal brand other	4.26
2	Adidas has a distinctive motif/logo the packaging so that I buy shoe Adidas	4.36
3	Adidas have form Which creative so that audiencecustomer	4.22

	with easy distinguish it Which makel buy shoe Adidas	
4	Adidas has a firm character so thatcustomer with easy distinguish it so that I Like buy shoe Adidas	4.28
5	Adidas can give flavor Which comfortable used so that I Like buy in appeal brand other	4.31
6	Adidas have brand logos special _ so that customer can easy remember form the packaging so that can be easy buy it	4.33
Average Mean Brand Image		4.29

Source: Data processed from results questionnaire, 2022

Based on table 3, it can be seen from 100 respondents which researched score obtained from mean Image Brand (X2) in a way generalas big as 4.29. Matter This showing that every indicator variable ImageWhen asked about the brand to the respondent, an answer is obtained neutral. The highest mean value is found in the second indicator with a value of 4.36 and the lowest mean average is found in the indicator third with mark 4.22

c. Decision Purchase (Y)

Mark flat – flat every indicator in variable Decision Purchase (Y) can be seen on table 4.7 under as following:

Table 4. Average - Flat Score Mean Decision Purchase (Y)

No	Statement Decision Purchase (Y)	Mean
1	I feel quality shoe adidas very Good	4.31
2	I feel product quality shoe adidas very Good	4.27
3	I always buy shoe adidas Because product the Already attached on my mind	4.29
4	I feel shoe adidas become choice First I in buying shoe	4.41
5	I will still buy shoe adidas although availablevarious type brand in the market Because shoe adidas gives that feeling comfortable moment used	4.21
6	I will still buy shoe adidas Because offerWhich given in accordance with reality Which given adidas	4.35
7	I willing recommend shoe adidas Which has I use to friends or family	4.17
8	I willing recommend shoe adidas BecauseAlready give price Which in accordance with quality product Which in offer	4.31
Average Decision Mean Purchase		4.29

Source: Data processed from results questionnaire, 2022

Based on table 4, it can be seen from 100 respondents the score studied was obtained from the mean Purchasing Decision (Y) in general it is 4.29. This shows that each indicator variable buying decision which asked to respondents so obtained answer neutral. Flat- flat mark mean highest found in fourth indicator with mark 4.41 and average mean Lowestthere

is on indicator seventh with mark 4.17.

2. Analysis Inferential

a. Analysis Regression Linear Multiple

Analysis regression linear multiple This can used For know influence variable independent that is Style Life (X1) And Image Brand (X2) to variable dependent that is Decision Purchases (Y). In calculating regression coefficients in research This uses the SPSS 26 application. The output results are in table 4.8 as following:

Table 5. Table Results Test Linear Regression Multiple Coefficients ^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	15,475	3,272		4,729	,000
	Style Life	,427	,099	,388	4,329	,000
	Image Brand	,314	.109	,258	2,878	,005

a. Dependent Variables: Decision Purchase

Source : Results output coefficients linear regression with SPSS 2022

Based on table 5, the linear regression equation is known multiple the on column *Standardized Coefficient* as following is :

$$Y = 0.388 \text{ Lifestyle} + 0.258 \text{ Brand Image Information}$$

$$Y = \text{Decision Purchase}$$

$$X1 = \text{Lifestyle}$$

$$X2 = \text{Image Brand}$$

From equality the, can explained results equality regression multiple linear that constant value of 15,475 meaning If variable free that is Style Life (X1) And Image Brand (X3) assumed constant, so variable bound that is Decision Purchase value as big as 15,475.

- The regression coefficient for the Lifestyle variable (X1) is 0.388 or 38.8% and positive. If the Brand Image variable is constant then Style Life (X1) increases by 1 point then the decision purchase will experience enhancement. Matter This identify that the more Good style life the more Goodalso level decision purchase.
- The regression coefficient for the Brand Image variable (X1) is 0.258 or 25.8% and positive. If the Lifestyle variable is constant then Image Brand (X1) experiences an increase of 1 point, hence the decision purchase will experience enhancement. Matter This identify that the more Good image brand the more Goodalso level decision purchase.

B. Test Instruments

1. Test Validity

Test validity This used with objective For know how much carefully something test For measure something variable. Test validity use help program SPSS 26. Test validity used with correlate the item scores on the questionnaire with the total score. As for results of validity tests on questionnaires filled out by respondents with results as following:

Table 6. Results Validity test Style Life

Questionnaire	r Count	r Table	Information

I use shoe Adidas For activity formal	0.700	0.195	VALID
I wear Adidas shoes now exercising	0.655	0.195	VALID
I like shoe Adidas	0.619	0.195	VALID
I feel shoe adidas Already in accordance with need I	0.728	0.195	VALID
I can increase trust self with use shoe Adidas	0.544	0.195	VALID
I know Adidas shoes can used throughout circles age	0.651	0.195	VALID

Source : Data Primary SPSS 26 *Outputs Item-Total Statistics* . Processed 2022

Based on the results of Table 6 above, it can be seen that all item questionnaire Which submitted own mark *Corrected Items Total The correlation* is greater than the r table value in the 100th N sample is 0.195, which means that the whole rcount > rtable.

Based on output The validity test obtained the coefficient value biggest from instruments Style Life (X1) there is on statement fourth that is as big as 0.728 whereas mark smallest there is on fifth statement with a value of 0.544. From the output results entire test validity proposed using the SPSS 26 program as a tool calculated on the lifestyle variable (X1), declared valid so that allThe statement of the lifestyle variable (X1) can be used to stage furthermore.

Table 7. Results Validity test Brand Image

Questionnaire	r Count	r Table	Information
Adidas have impression/image the good one in mind I so that I want to buy it over other brands	0.547	0.195	VALID
Adidas have motif/logo Which typicalon the packaging so that I buy shoe Adidas	0.484	0.195	VALID
Adidas have form Which creative so that the customer audience easily distinguish it Which make I buy shoe Adidas	0.697	0.195	VALID
Adidas have character Which firm so that customer with easy distinguish it so that I Like buy shoe Adidas	0.608	0.195	VALID
Adidas can give flavor Which comfortableused so that I Like buy in appeal brand other	0.650	0.195	VALID
Adidas owns the brand logos Which unique so customers can easily remember form the packaging so that can easy	0.685	0.195	VALID

buy it			
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Source : Primary data SPSS 26 *Outputs Item-Total Statistics* . Processed 2022

Based on the results of Table 7 above, it can be seen that all item questionnaire Which submitted own mark *Corrected Items Total The correlation* is greater than the r table value in the 100th N sample is 0.195, which means that the whole rcount > rtable.

Based on output The validity test obtained the coefficient value biggest from instruments Image Brand (X2) there is on statement thirdnamely 0.697 while the smallest value is found in the statement second with mark 0.484. From results output whole test validity Whichsubmitted use program SPSS 26 as tool count on variables image brand (X2), stated valid so that all over statementfrom variable image brand (X2) can be used For stage furthermore.

Table 8. Results Test Validity Decision Purchase

Questionnaire	r Count	r Table	Information
I feel quality shoe adidas very Good	0.575	0.195	VALID
I feel quality product shoe adidas very Good	0.565	0.195	VALID
I always buy shoe adidas Becauseproduct the Already attached on mind	0.532	0.195	VALID
I feel shoe adidas become choice first I in buy shoe	0.622	0.195	VALID
I will still buy shoe adidas although available various type brand in the market Because shoe adidas give taste which is comfortable moment used	0.386	0.195	VALID
I will still buy shoe adidas Becauseoffer Which given in accordance with reality Which given adidas	0.591	0.195	VALID
I am willing to recommend shoesadidas Which has I use to Friend or family	0.676	0.195	VALID
I willing recommend shoe adidas for providing the right price in accordance with quality product Which in offer	0.648	0.195	VALID

Source : Data Primary SPSS 26 *Outputs Item-Total Statistics* . Processed 2022

Based on the results of Table 8 above, it can be seen that all item questionnaire Which submitted own mark *Corrected Items Total The correlation* is greater than the r table value in the 100th N sample is 0.195, which means that the whole rcount > rtable.

Based on output The validity test obtained the coefficient value biggest from

instruments Decision Purchase (Y) there is on the seventh statement is 0.676 while the smallest value is found on statement fifth with mark 0.386. From results output wholeThe proposed validity test uses the SPSS 26 program as a tool count on variables decision purchase (Y), stated valid so thatall over statement from variable decision purchase (Y) can used For stage furthermore.

2. Test Reality

Reliability tests are useful for deciding whether an instrument is in this case the questionnaire can be used more than once, at least by respondents Which The same. Test reliability for alternative answer more fromtwo use test Cronbach Alpha. Reliability can said Good ifhas a Cronbach Alpha value more than 0.6. If tools measure or questionnaire proven more from 0.6 so questionnaire can reliable become tool measuring study

Table 9. Test Reality

No	Variable	Reliability	Alpha	Information
1	Style Life	0.725	0.6	Reliable
2	Image Brand	0.665	0.6	Reliable
3	Decision Purchase	0.714	0.6	Reliable

Source : Results processed SPSS data 2022

Based on table 9 the results of the reliability test prove all over variable own The Cronbach Alpha coefficient value is above 0.6 so it can be said that the entire measuring concept each variable originate from questionnaire is reliability so mark measuring thehas fulfil condition reliability.

C. Test Assumption Classic

1. Test Normality

The normality test is used to find out what is in the modelregression, variable free And variable bound both of them distribute normalor No. Test normality data Can done use test Kolmogrov Smirnov. Application in test Kolmogrov Smirnov is thatWhen significant under 0.05 means data Which will tested own difference which is significant with data normal raw, means data thenot normal, and if it is significant above 0.05 then it means it is not present difference Which significant between data Which will tested use datanormal raw, It means data Which will tested normal. Matter This Can seen ontable 10 in lower This.

**Table 10. Test Normality
One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		100
Normal Parameters ^{a, b}	Mean	.0000000
	Std. Deviation	2.30259934
Most Extreme Differences	Absolute	,057
	Positive	,057
	Negative	-.037
Test Statistics		,057
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.

Source : Results data processed SPSS 2022

Based on the results test normality on table 10 can is known that the significant value (Asymp.Sig 2-tailed) obtained was 0.200 >0.05 which It means that data residuals distribute normal.

b. Test Multicollinearity

The multicollinearity test can be seen from the Variance Inflation Factor value (VIF) and Tolerance, if the VIF value is less than 10 and Tolerance is more of 0.1 then it is stated that there is no multicollinearity. regression model Which Good No happen correlation perfect or near perfect between variable free (multicollinearity). for more he explained regarding the multicollinearity test will be described in table 11 below This

Table 11. Test Multicollinearity

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	15,475	3,272		4,729	,000		
	StyleLife	,427	,099	,388	4,329	,000	,940	1,064
	Image Brand	,314	.109	,258	2,878	,005	,940	1,064

a. Dependent Variables: Decision Purchase

Source : Results data processed SPSS 2022

Based on results test multicollinearity on table 4.14, mark VIF onLifestyle variable (X1) is 1.064 and Brand Image (X4) is 1,064. So mark tolerance on variable Style Life (X1) as big as 0.940 AndImage Brand (X4) as big as 0.940. Based on results table 4.14 can concluded that model regression No contain multicollinearity, matterThis is because the tolerance value for each variable is > 0.1 and the VIF value for eachvariable < 10.

c. Test Heteroscedasticity

Test heteroscedasticity with using test Glatjer aim to test whether in the regression model there is inequality of variancefrom the residuals of one observation to another. A good regression model then No happen heteroscedasticity.

Table 12. Test Heteroscedasticity

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		

1	(Constant)	3,726	1,959		1,901	,060
	Style Life	-.069	,059	-.121	-1,168	,246
	Image Brand	-.006	,065	-.010	-.097	,923

a. Dependent Variable: RES2

Source : Results data processed SPSS 2022

Based on table 12 can explained test heteroscedasticity with Gletjer method obtained a significant value greater than 0.05 so can said data No happen problem heteroscedasticity.

D. Test Model feasibility

1. Test F

For test significant coefficient regression in a way together that is does the independent variable have an influence on dependent variable. Results test F as following:

Table 13. Test F ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	190,866	2	95,433	17,636	,000 ^b
	Residual	524,894	97	5,411		
	Total	715,760	99			

a. Dependent Variables: Decision Purchase

b. Predictors: (Constant), Image Brand, Style Life

Source : Results data processed SPSS 2022

Based on results test F on table 13 can explained that mark Fcount as big as 17,636 with mark significant 0,000. Mark F table obtained from degrees free (dF) Residual (remainder) namely 97 as dF denominator and dF regression (treatment) which is 2 as dF numerator with a significance level of 5% so that the F table value (a = 5%) is obtained, namely 2.47 because the calculated F value is greater than the F table with a significance level below 0.005, it can be concluded that:

From the results of this explanation show that model Which developed data study worthy, It means variables Which used model able to explain the model which in analysis.

b. Test R²

Analysis Coefficient of Determination (R²) use to know how much ability the independent variable has developed in study the capable explain variable bound.

Table 14. Test R² Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,516 ^a	,267	,252	2,326

a. Predictors: (Constant), Image Brand, Style Life

Source : Results data processed SPSS 2022

In Table 14 it can be seen that the Coefficient of Determination figures (R²) is 0.267. This means the relationship between independent variables with variable dependent as big as 26.7% Which own meaning that 26.7% of variations in purchasing decisions are influenced by variations in Lifestyle and Brand Image while 73.3% is explained by other factors outside model regression Which analyzed in this research.

c. Test Q

Test Q This used For know significance influence variable free in a way Partial or individual to variable bound, that is Lifestyle (X₁) And Image Brand (X₂) influential in a way significant to Decision Purchases (Y).

Table 15. Test Q Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	15,475	3,272		4,729	,000
Style Life	,427	,099	,388	4,329	,000
Image Brand	,314	.109	,258	2,878	,005

a. Dependent Variables: Buying decision

Source : Results data processed SPSS 2022

a) Lifestyle Hypothesis Testing (X₁) on Purchasing Decisions(Y)

Based on results on table 15 on show that markcount on the Lifestyle variable (X₁) is 4.329 with a value of significant as big as 0,000 so must searching for mark ttable ($\alpha = 0.05$) is 1.983, because the tcount value (4.329 > 1.983) with a significant level (0.000 < 0.05), so Ho rejected And Ha accepted, Which It means there is influence positive And significant between Style Life (X₁) to Decision Purchase (Y).

b) Brand Image Hypothesis Testing (X₂) on Purchasing Decisions(Y)

Based on the test results in table 4.18 above, it shows that The calculated value of the Brand Image variable (X₁) is 2,878 with mark significant as big as 0.005 so must searching for mark ttable ($\alpha = 0.05$) is 1,983 , Because mark tcount (2,878 > 1,983) with levelsignificant (0.005 < 0.05), then Ho is rejected and Ha is accepted, that is It means there is influence positive And significant between Image Brand (X₁)to Decision Purchase (Y).

Discussion

A. Influence Style Life (X₁) To Decision Purchase (Y)

Based on the research results above, it can be stated that, StyleLife influential positive And significant to Decision Purchase. MatterThis shows that the company is getting better at improving lifestyle,then purchasing decisions will also increase. Because with style life tall one so decision purchases too will increase.

Lifestyle will influence a person's desire to behave and ultimately choosing one's consumption choices. Buying decision consumer No regardless from style life Which want to buy product usefulland quality. Consumer diversity in meeting needs influenced by lifestyle characteristics, namely the activities in which a person carrying out activities, a person's interests according to his wishes for the product, as well as opinion or his view to product Which will purchased. withThe existence of a healthy lifestyle makes consumers need shoes

Adidas for sports and can influence purchasing decisions. So from That, besides notice utility from the product, task company is building style life Which positive so level request purchase to the product Keep going increase.

These results are also supported by previous researchers (Ivana, 2016) Which conclude that Style Life influential positive And significant on Purchasing Decisions. So the greater the positive in lifestyle,so will big Also decision the purchase formed on customer.

B. Influence Image Brand (X2) To Decision Purchase (Y)

Based on results study on so can stated that, ImageBrands have a positive and significant effect on purchasing decisions. This shows that the company is getting better at improving its image brand, then purchasing decisions will also increase. Because with image brand Which tall so decision purchase Also will increase.

Consumer attitudes and actions towards a brand are very determined by image brand. Matter This because image brand very relate with consumer confidence in a brand. Consumers tend to buy these well-known brands because they feel safe with something that is known and has the assumption that it is possible This brand also has reliable quality and trustworthy. Therefore, apart from paying attention to the physical attributes of product, the company's task is to form a positive brand image so level request purchase to the product Keep going increase.

This result is also supported by previous researchers (Alfian, 2012). Conclude that Image Brand influential positive And significant to Decision Purchase. So the more big positive on image brand,so will big Also decision purchase Which formed on customer.

CONCLUSION

Based on the research results and presentation in the previous chapter regarding the Influence of Lifestyle and Brand Image on the Decision to Purchase Adidas Shoes in Depok, it can be concluded that Lifestyle has a positive and significant influence on the decision to purchase Adidas shoes in Depok. This means that an increase in Lifestyle will contribute to an increase in purchasing decisions for Adidas shoes in that city. Apart from that, Brand Image also has a positive and significant influence on the decision to purchase Adidas shoes in Depok. In other words, improving Brand Image will have a positive impact on increasing purchasing decisions for Adidas shoes in the region. These findings provide important insight for companies in designing marketing strategies that focus on Lifestyle and Brand Image aspects to increase consumer appeal and preference in the Adidas shoe market in Depok.

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