

# THE EFFECT OF LIFESTYLE AND PROMOTION, TO PURCHASE DECISION FOOD AND BEVERANGES AT 'HOLYWINGS' BANDUNG

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## Abstract

*This research aims to find out how "The Effect Of Lifestyle And Promotion, To Purchase Decision Food And Beveranges At 'Holywings' Bandung". The object of research Decisions Food And Beveranges At 'Holywings' Bandung, Unit of consumer analysis Decisions Food And Beveranges At 'Holywings' Bandung The factors tested in this study were lifestyle and promotion as independent variables, while purchasing decisions as the dependent variable. The population in this study were consumers of "The Effect Of Lifestyle And Promotion, To Purchase Decision Food And Beveranges At 'Holywings' Bandung". With a sample, as many as 100 respondents. Sampling in this study using simple random sampling technique. The research method used in this research is descriptive and verification method. Analysis of the data used in this study is multiple linear regression with a significance level of 5%. The results of this study prove and provide the following conclusions: Lifestyle Partially has a positive and significant effect on purchasing decisions. Partial Promotion has a positive and significant effect on purchasing decisions . Lifestyle and Promotion simultaneously have a positive and significant effect on purchasing decisions.*

**Keywords:** Lifestyle, Promotion, Purchase Decision

## Introduction

Competition in the culinary field is getting tougher with the development of large-scale and small-scale industries. Therefore, as a business that has certain characteristics, it is required at all times to be able to provide innovations in its products. Café business is still believed to be a business that has pretty good prospects, it can even survive under any conditions. Cafe is one of the tourist attractions. The establishment of Café-Café is currently inevitable, almost every region of Indonesia is experiencing growth.

This is also supported by changes in the lifestyle of our society today, which cannot be separated from the widespread variety of popular culture in the style of western culture which is now present and living in the community. The reality of this consumptive society is accompanied by economic globalization and the transformation of consumption capitalism. People no longer consume out of necessity, but instead 'want' dominates in each individual. Functional needs are inevitable for the sake of achieving an identity that is considered more representative of itself both in the community and surrounding community groups.

Lifestyle is everything that's an expression that can describe life most of today's society. Lifestyle seems to be a basic need that should be fulfilled in everyday life. As a hedonic need, a lifestyle as if it was mandatory. Lifestyle choices are an important part in the development of individual identities. In a matter of months, weeks and even days every Individuals compete to show their identity through their self-reflection both in in terms of residence, work space, fashion, appearance, eating patterns, to place spending free time., that's an expression that can describe life most of today's society. Lifestyle seems to be a basic need that should be fulfilled in everyday life. As a hedonic need, a lifestyle as if it was mandatory.

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Figure .1. Holywings' Bandung

[1], Holy wings is a lifestyle concept that includes a chain of Beer House, a Lounge, and a Nightclub. Our vision is to become the one stop destination for all your lifestyle leisure needs. we will be your escape from the Pandemonium of urban life and the daily hustle that comes with it. We have live music daily, an ever growing menu featuring cuisine styles from around the world, and an extensive drinks menu for any occasion.

One that supports the success of sales is promotion. Promotion is an attempt by marketers to inform and influence other people or parties so that they are interested in conducting transactions or exchanging products or services they market. According to [2, 3] defines promotion as "promotion refers to activities that communicate to merits of the product and persuade target customers to buy it." .

The Lifestyle concept and promotion strategy carried out by 'Holywings' in an effort to improve consumer purchasing decisions, [4, 5] defines purchasing decisions as follows: "Consumer behavior is the study of how individuals, groups, and organizations select, buy, use , and dispose of goods, services, ideas, or experiences to satisfy their needs. and wants."

**Literature Review and Hypothesis**

**Lifestyle**

Lifestyle at this time began to become the center of attention in the business world because the lifestyle of a person or society is very influential with a person's consumption decisions. So, companies must know how the consumer's lifestyle is at this time in order to make the right marketing strategy so that the company's goals can be achieved. According to [6, 7] revealed that "Lifestyle which is part of consumer behavior in making purchases. According to [8, 9], "Lifestyle is often described by the activities, interests and opinions of a person (activities, interests, opinions). A person's lifestyle is usually not permanent and changes quickly. A person may quickly change the model and brand of clothing because it adapts to changes in his life.

**Promotion**

Promotion is all forms of communication used to inform, persuade or remind people about the products produced by organizations, individuals and households. According to [10, 11] defines promotion as "promotion refers to activities that communicate to merits of the product and persuade target customers to buy it." Promotion mix is an important marketing activity in informing, persuading, and reminding the company's products or services in several ways, namely by advertising, sales promotion, public relations ,personal selling, direct & direct & online marketing, and word of mouth. A promotion within the company must be done well in order to have a good impact on the company..

**Purchase Decision**

According to [12, 13] defines purchasing decisions as follows: "Consumer behavior is the study of how individuals, groups, and organizations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs. and wants. Purchasing decisions are part of consumer behavior. Consumer behavior is the study of how individuals, groups, and organizations choose, buy, use, and how goods, services, ideas or experiences to satisfy their needs and desires.Purchasing decisions are an approach to solving problems in human activities to buy goods or services in meeting their wants and needs which consist of the introduction of needs and desires, information search, evaluation of purchasing alternatives, Purchase Decision, and behavior after purchase[14].

**Framework and Hypothesis**

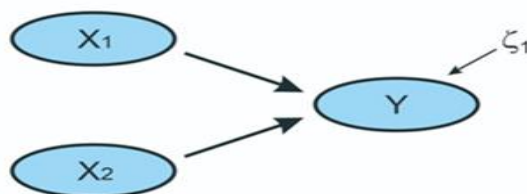


Figure 2. Relationship Flow Framework between Latent Variables

Where

- X<sub>1</sub> = Lifestyle (variabel laten eksogen)
- X<sub>2</sub> = Promotion (variabel laten eksogen)
- Y = Purchase Decision (variabel laten endogen)
- ζ = Residue factor

**Hypothesis**

- H1: Lifestyle has an influence on Purchase Decision
- H2: Promotion has an influence on Purchase Decision
- H3: Lifestyle and Promotion has an influence on Purchase Decision

**Research Methodology**

The object of research Decisions Food And Beveranges At 'Holywings' Bandung, Consumer analysis unit Decisions Food And Beveranges At 'Holywings' Bandung The factors tested in this study were lifestyle and promotion as independent variables, while purchasing decisions as the dependent variable. The population in this study are consumers from "The Effect Of Lifestyle And Promotion, To Purchase Decisions Food And Beveranges At 'Holywings' Bandung'. With a sample of 100 respondents. Sampling in this study used simple random sampling technique. The research method used This research is descriptive and verification method. The data analysis used in this research is multiple linear regression with a significance level of 5%.

**Research Finding and Argument**

Goodnes fit model test (F-test)

*Table 1*

**ANOVA<sup>a</sup>**

Model		Sum of Squars	df	Mean Square	F	Sig.
	Regression	1927.323	2	963.662	66.883	.000 <sup>b</sup>
1	Residual	1397.587	97	14.408		
	Total	3324.910	99			

- a. Dependent Variable: Purchase Decision
- b. Predictors: (Constant), Promotion, Lifestyle

It can be seen that the value of Fcount > Ftable (66,883> 3.09) with a significant level of Fcount < 0.05 that is (0.000 < 0.05) then Ho is rejected. Because the probability value (0.000) is smaller than 0.05, it can be said that the Lifestyle (X1) and Promotion (X2) variables together have a relationship and influence on the Purchase Decision. The results of this test also provide evidence that the lifestyle of promotional funds will affect consumers in making purchasing decisions. The results of this test also provide evidence that the lifestyle of promotional funds will affect consumers in making purchasing decisions.

- Analisi Regresi Linier Berganda

*Table 2*

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	4.145	2.627		1.578	.118		
Lifestyle	.495	.067	.597	7.428	.000	.670	1.493
Promotion	.355	.119	.240	2.987	.004	.670	1.493

a. Dependent Variable: Purchase Decision

1. The constant of 4.145 means that if the lifestyle and promotion are equal to zero, then the value of the purchase decision is 4.145.
2. Lifestyle ( $X_1$ ) has a positive value of 0.495, meaning that every increase of one unit of Lifestyle will increase purchasing decisions on Ru'Holywings' by 0.495
3. Promotion ( $X_2$ ) has a positive value of 0.355, meaning that every increase in one promotion unit will increase purchasing decisions on Ru'Holywings' by 0.355.

Partial Hypothesis Testing (t Test)

Table 3

**T Test Results Lifestyle on Purchase Decision, Coefficients<sup>a</sup>**

Model	Unstandardized coefficients		standardized coefficients	t	sig
	B	Std. Error	beta		
Constant	3.522	2.722	.736	1.294	.199
Lifestyle	0.609	0.57		10.747	.000

a. Dependent Variable: Purchase Decision

Based on the calculation of the statistical test in the table above, it can be seen ( $t_{count} > t_{table}$ ) or ( $10,747 > 1,98472$ ) meaning  $H_0$  is rejected and  $H_a$  is accepted. It means lifestyle has an influence of 54.1% on purchasing decisions at 'Holywings' and this influence is significant with the hypothesis statement being accepted.

Table 4

**T Test Results Promotion on Purchase Decisions**

Model	Unstandardized coefficients		standardized coefficients	t	sig
	B	Std. Error	beta		
Constant	20.785	1.709	.584	12.161	.000
Promotion	0.862	.121		7.114	.000

a. Dependent Variable: Purchase Decision

The statistical test in table 5, it can be seen ( $t_{count} > t_{table}$ ) or ( $7.114 > 1.98472$ ) meaning  $H_0$  is rejected and  $H_a$  is accepted. This means that lifestyle has an influence of 34.1% from Table 5 on purchasing decisions at 'Holywings' and this influence is significant with the hypothesis statement being accepted. The results of this test also provide evidence that promotions will influence consumers in making purchasing decisions

Table 5

**Coefficient of Determination**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.761 <sup>a</sup>	.580	.571	3.796

a. Predictors: (Constant), Promotion, Lifestyle

Based on these calculations by looking at R square it can be concluded that the influence of lifestyle and promotion on purchasing decisions is 58% while the remaining 42% is influenced by other variables not examined. the results of this analysis that consumer attitudes which include having an influence on purchasing decisions, it can be seen from  $f_{count} > f_{table}$  or  $66,883 > 3.09$  means  $H_0$  is rejected and  $H_a$  is accepted, meaning that lifestyle and promotions have an influence of 58% on purchasing decisions in 'Holywings' and the effect is significant with the hypothesis statement can be accepted.

## Conclusion and Suggestion

### Conclusion

Lifestyle on 'Holywings' consumers is positive and has a significant effect on 'Holywings' purchasing decisions, which means that every increase in one unit of Lifestyle will increase purchasing decisions on 'Holywings'.

Promotion on 'Holywings' has a significant effect on purchasing decisions on 'Holywings' which means that every increase in one unit of Lifestyle will increase purchasing decisions on 'Holywings'.

Purchase decisions for 'Holywings' consumers can be said to be. This can be seen from the responses of respondents who think that choosing food and drinks at 'Holywings' is appropriate needs, the menu served is also very diverse but not all visit 'Holywings' because of the quality but because they already believe in the food and drinks available. there are many recommendations from other people to try visiting 'Holywings' because the food is always ready, consumers come to 'Holywings' once a month or even more and already know what to buy besides that consumers are facilitated by cash and non-cash payment methods.

### Suggestion

Pay more attention to the different lifestyles of consumers in order to attract consumers of various ages and circles to become regular customers.

Increasing promotions by carrying out more intense promotions, increasing promotional offers in the form of discounts, or packages to be with family or friends. Can endorse influencers.

In purchasing decisions, 'Holywings' must pay more attention to the external and internal environment, pay attention to its consumers so that they feel satisfied and their needs and desires are fulfilled so that they come back again.

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