

PURCHASING DECISIONS IN TERMS OF LIFESTYLE, BRAND TRUST, WORD OF MOUTH AND PACKAGING

(Studies on The Hydroponic Community of Soloraya (Kohisora))

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Abstract: *This study aims to determine and explain the influence of Lifestyle, Brand Trust, Word Of Mouth and Packaging on Purchasing Decisions in the Soloraya Hydroponic Community (Kohisora). This research uses a quantitative descriptive approach. The population in this study was infinite with a total sampling of 125 respondents. The sampling technique uses a non-random sampling method, namely purposive sampling. Data collection uses observation, documentation, questionnaires, and literature studies. Data analysis in this study includes validity test, reliability test, classical assumption test, multiple linear regression test and determination test. The results of data processing with the IBM SPSS 25.0 for windows program are Lifestyle, Brand Trust, Word Of Mouth and Packaging together or simultaneously have a significant effect on Purchasing Decisions in the Soloraya Hydroponic Community (Kohisora). Partially the variables Lifestyle, Brand Trust, Word Of Mouth have a positive and significant effect on the Purchase Decision, the Packaging variable has an insignificant positive effect on the Purchase Decision. The Purchase Decision variable can be explained by the variables Lifestyle, Brand Trust, Word Of Mouth and Packaging by 50.3% and the rest is influenced by other variables outside the study.*

Keywords : *Lifestyle, Brand Trust, Word Of Mouth, Packaging, Purchasing Decision*

1. Introductions

The rapid development of industry requires a company to survive and even grow and develop so that it can compete with other companies. In order to be able to compete, a company must be smart in maximizing existing potential and be able to make the best use of opportunities. The role of marketing is increasingly important in an enterprise, be it a company that produces goods or services. The marketing approach cannot be separated from the consumer side, because consumers have an important role, where consumers as a measuring tool in determining the success of a good or service. Therefore, the role of marketing aims to satisfy human needs, where human needs will move dynamically in accordance with developments so that business people must be sensitive to read every change in consumer tastes. Increasingly fierce competition, causes a company to place an orientation on fulfillment and customer satisfaction as the main goal. With more and more companies offering the same products and services to consumers, there are more and more alternatives that consumers have, so companies always try to meet the satisfaction of their

customers. Companies are required to be more creative and innovative in creating a product that is able to attract consumers to buy and use it.

Purchasing decisions are an integrated process that combines knowledge to evaluate two or more alternative behaviors and choose one of them (Mahanani 2018). The purchase decision is a decision process where consumers actually decide to buy one of the products among a variety of alternative options (Waowor, Lumanauw and Ogi 2021). Decision making is a problem-solving approach to human or individual activities to buy a good or service to meet needs

One of the factors influencing the purchase decision is lifestyle. Lifestyle is a consumption pattern that reflects the choice of individual in terms of how they spend their money and time (Lukmana and Purwanto 2021). Lifestyle is one of the determinants to buy a product/service by consumers. This fact can be used as an opportunity by the company by determining the right segment to market the product/service. The determination of the market segments to be entered will determine the achievement of the targets of the company. Thus, companies must understand the role of consumer behavior, especially lifestyle factors which are the company's strategy in influencing purchasing decision behavior (Mahanani 2018). Lifestyle factors can also influence the back and forth of a company, since it is a person's lifestyle that determines how to spend his money and allocate his time (Waowor, Lumanauw and Ogi 2021). Research results (Citra dan Ayu 2020; Goddess 2017; Lukmana and Purwanto 2021; Mahanani 2018; Waowor, Lumanauw and Ogi 2021). shows that lifestyle has a positive and significant effect on purchasing decisions.

Brand Trust is the next factor influencing purchasing decisions. If a positive brand image has been embedded in the consumer's eyes, it will also help consumers reduce confusion in choosing products that consumers will eventually buy the product because they believe in the product or brand (brand trust) they buy in accordance with what is perceived without considering too many things. Consumers believe that a brand that has a positive image is a guarantee of the quality of a product. If consumers trust a brand, then consumers will make purchases of goods and services they trust (Andriani and Ngatno 2020). Research Results (Andriani and Ngatno 2020; Pramezwarly et al. 2021; Wijaya and Annisa 2020) pointed out that brand trusts have a positive and significant effect on purchasing decisions.

Word of mouth (WOM) is the third factor influencing purchasing decisions in this study. WOM is a promotional activity whose level of control by marketers is very low but has a very extraordinary impact on the company's products or services. WOM is able to spread so quickly if the individual who spreads it also has an extensive network, the news spread can be in the form of Positive and Negative news depending on what they feel when enjoying the products or services offered (Ling and Pratomo 2020). Research results (Anggraini and Melinda 2018; Ernawati, Muhajirin and Ismunandar 2018; Ling and Pratomo 2020) showed that WOM had a positive and significant effect on purchasing decisions.

Packaging is a factor that influences purchasing decisions in this study. Packaging serves as a protector for a product, packaging also serves as an attraction for consumers. Packaging is the difference that consumers remember the fastest. Packaging can build an image in the minds of consumers, consumers can quickly choose the desired product just by looking at the packaging (Kuspriyono 2017). Many companies pay great attention to the packaging of a product because the company considers that the function of packaging is not only as a wrapper but wider than that. Packaging must contain the function of attractiveness and protection. Changes in packaging often

also cause impressions from consumers because they think that the goods in it also change. Thus it is clear that attractive packaging can influence potential buyers to make purchases because attractive packaging at least has attractiveness in the consumer's view. In other words, packaging affects purchasing decisions. Research Results (Dewi 2017; Kuspriyono 2017; Robyanto, Akramiah, and Pudyaningsih 2018) showed that packaging has a positive and significant effect on purchasing decisions.

The phenomenon of the global pandemic covid-19 has made many people think that health is very important. There are many ways to maintain a healthy body, one of which is by implementing a healthy lifestyle. A healthy lifestyle is a lifestyle by paying attention to certain factors that affect health, including food and exercise. The food that we consume is very influential on the condition of the body so that consuming quality food is mandatory so that the body's condition remains prime. Consuming vegetables and fruits is one way to maintain a healthy body. Vegetables and fruits that are good for the body are fresh vegetables and free from chemical pesticides. The soloraya hydroponic community is an association of millennial farmers throughout the soloraya area who implement a modern agricultural system, namely with a hydroponic system. The vegetables produced by the soloraya hydroponic community are of good quality and are very safe to consume because they are free of chemical pesticides. The products produced by the soloraya hydroponic community are able to supply most hotels, restaurants, cafes and households in Soloraya, which means that customer trust in hydroponic vegetables is high. Hydroponic vegetables also greatly support the healthy lifestyle implemented by their customers in the midst of the Covid-19 pandemic.

Customers of the soloraya hydroponics community included in the category of environmentally friendly consumers (Green Consumers) are those who consider the environmental impact first before buying and consuming a product (Utami 2020). Environmentally friendly products are products that in the production process use production technology that does not pollute the environment and use raw materials and packaging from recyclable materials. Green products are products that are produced from a production process that is environmentally safe and has a safe use impact on the environment.

Based on the description above, the researcher thinks it is feasible to conduct a study with the title Purchasing Decisions In Terms of Lifestyle, Brand Trust, Word Of Mouth And Packaging (Study On Soloraya Hydroponic Community)

2. Research Methods

This research uses a quantitative descriptive approach. In this quantitative descriptive study, the author chose to use quantitative research to determine the amount of influence and significant between lifestyle, brand trust, word of mouth and packaging variables on purchasing decisions in the Soloraya Hydroponic Community by collecting data using questionnaires. The location used for the research was Soloraya (Solo City, Sragen, Karanganyar, Boyolali and Sukoharjo) The reason for the research was because the level of demand for hydroponic vegetables was very high in Soloraya. The research time starts from April 2022 to June 2022.

The population in this study was all customers of the Soloraya Hydroponic Community with an infinite number. The population in this study is the Consumers of the Soloraya Hydroponic

Community. the number of samples used in this study was 125 respondents. In this study, purposive sampling techniques were used with the following criteria:

- a. Consumers of the Soloraya Hydroponic Community
- b. Consumers in Soloraya
- c. Age range of 15-55 years.

The collected data is then processed using the Multiple Linear Regression analysis tool with the help of SPSS 25 software with the following model formed

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + e$$

Y = Consumer Loyalty

α = constant

$\beta_1, \beta_2, \beta_3$ = coefficient of magnitude of regression/ influence

X1, = Brand Image

X2, = Social Media

X3 = Lifestyle

X4 = Product Innovation

e = error

3. Result And Discussion

Table 1. Regression Test Results and Statistical Test t

Variabel	Koefisien	t-hitung	Sign.	Conclusion
constant	1,429			
<i>Brand Image</i>	0,178	2,088	0,039	Affected significantly
Media Social	0,500	6,738	0,000	Affected significantly
<i>Lifestyle</i>	0,285	2,341	0,021	Affected significantly
Inovation Product	0,005	0,047	0,962	Un Affected significantly
F-count = 0,00				
Adjusted R Square = 0,503				
*Signifikan pada $\alpha = 5\%$				

$$Y = 1,429 + 0,178 x_1 + 0,500 x_2 + 0,285 x_3 + 0,005 x_4$$

Y : Purchasing Decision

X1, = Brand Image

X2, = Social Media

X3 = Lifestyle

X4 = Product Innovation

Discussion

F Test

Based on the test results, the first hypothesis can be explained through a parameter accuracy test (F test / overall test), that $F_{count} (32.228) > F_{table} (2.45)$, then H_0 is rejected and H_a is accepted. This means that there is a positive and significant influence of lifestyle, brand trust, word of mouth and packaging variables together or simultaneously on purchasing decisions in the soloraya hydroponic community. This result is in line with research conducted by Lukmana & Purwanto (2021), Prameswary et al (2021), Sumowo and Rozi (2018) and Dewi (2017) to influence jointly on purchasing decisions.

t Test

a. Lifestyle to Purchasing Decisions

Based on the test results, the second hypothesis can be explained through the mark of parameter b_1 in the regression equation, which in this study is positive, namely $(+0.039)$ and the t test that the calculation $(2.088) > t_{table} (1.979)$, then H_0 is rejected and H_a is accepted. This means that there is a positive and significant influence of lifestyle variables on purchasing decisions in the Soloraya Hydroponics Community.

This result is in accordance with previous research conducted by Citra & Rachmawati, (2020) which shows that lifestyle has a significant effect on purchasing decisions. In addition, the results of this study are in accordance with Wowor, Lumanauw and Ogi (2021) which state that lifestyle has a significant effect on the purchasing decisions of consumers of Janji Jiwa Coffee in Manado City

b. Brand Trust to the Purchasing Decision

Based on the test results, the third hypothesis can be explained through the parameter sign b_2 in the regression equation, which in this study is positive, namely $(+0.000)$ and the t test that the calculation $(6.738) > t_{table} (1.979)$, then H_0 is rejected and H_a is accepted. This means that there is a positive and significant influence of the Brand Trust variable on purchasing decisions in the Soloraya Hydroponics Community.

This result is in accordance with previous research conducted by Prameswary et al (2021) which shows that brand trust has a significant effect on purchasing decisions. In addition, the results of this study are in accordance with Andriana and Ngatno (2019) who stated that brand trust has a significant effect on the purchasing decisions of Sariayu users in Semarang City.

c. Word Of Mouth against Purchasing Decisions

Based on the test results, the fourth hypothesis can be explained through the parameter b_3 mark in the regression equation, the same this study is positive, namely $(+0.021)$ and the t test that the $t_{count} (2.341) > t_{table} (1.979)$, then H_0 is rejected and H_a is accepted. This means that it is proven that there is a positive and significant influence of the Word Of Mouth variables to significantly affect purchasing decisions in the Soloraya Hydroponics Community.

This result is in accordance with previous research conducted by Husen, Sumowo and Rozi (2018) which shows that Word of mouth has a significant effect on purchasing decisions. In addition, the results of this study are in accordance with Su Ling and Pratomo (2020) who state that the word of mouth has a significant effect on purchasing decisions on customers of The Highland Park Resort Bogor

d. Packaging to Purchasing Decisions

Based on the test results, the fifth hypothesis can be explained through the parameter sign b_3 in the regression equation, the same of which this study is posit, namely (+0.962) and the t test that the thitung (0.047) < ttable (1.979), then H_0 is accepted and H_a is rejected. This means that there is a proven positive influence of the Packaging variable on the Purchasing Decision in the Soloraya Hydroponic Community.

This result is not in accordance with previous research conducted by Dewi (2017) on the Effect of Price, Packaging on the Purchase Decision of Lux Soap in Tawang Sari, Taman Sidoarjo District, indicating that packaging has a significant effect on purchasing decisions. In addition, the results of this study contrary to Anggriani (2019) also stated that packaging has a significant effect on purchasing decisions for customers of Homemade Marwah Fruit Jam in Medan.

Coefficient of Determination R^2

From the test results of the coefficient of determination (R^2) shows that the value of R Square (R^2) is 0.519 and the value of Adjusted R Square (Adjusted R^2) is 0.503. This means that the determination of the variables Lifestyle, Brand Trust, Word Of Mouth and Packaging in influencing consumers' Purchasing Decisions was 50.3%, while the other 49.7% were explained by variables outside this study or not studied in this study.

4. Conclusion

From the results of the discussion regarding the influence of beliefs in Lifestyle, Brand Trust, Word Of Mouth and Packaging on Purchasing Decisions, several conclusions can be drawn as follows:

1. Lifestyle, Brand Trust, Word Of Mouth and Packaging Testing Results simultaneously affect the Purchasing Decision shown from the F Test results of 32,228
2. Lifestyle has a positive and significant effect on purchasing decisions as shown from the value of the t test results of (2,088)
3. Brand Trust has a positive and significant effect on the Purchase Decision shown from the value of the t test results of (6,738)
4. Word Of Mouth has a positive and significant effect on the Purchase Decision shown from the value of the t test result of (2,341)
5. Packaging has an insignificant positive effect on the Purchasing Decision which is shown from the value of the t test result of (0.047)

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