

THE INFLUENCE OF BRAND IMAGE, LIFESTYLE, PRODUCT QUALITY PERCEPTION AND COMPANY LOCATION PERCEPTION ON CONSUMER PURCHASE DECISIONS AT VAPESTORE BREBESHOP BOJONG

Andika Pangestu ^{1*}, Dr. Ahmad Hanfan ^{2*}, Deddy Prihadi ^{3*}

Management, Faculty of Economics and Business, Pancasakti Tegal University

Email: dikass896@gmail.com | ahmadhanfan@gmail.com

deddyprihadi@upstegal.ac.id

ABSTRACT

Andika Pangestu 2023, The Influence of Brand Image, Lifestyle, Product Quality Perception and Company Location Perception on Consumer Purchase Decisions at Vapestore Brebeshop Bojong.

The purpose of this research is to find out 1) The Influence of Brand Image on Consumer Purchase Decisions at Vapestore Brebeshop Bojong. 2) The Influence of Lifestyle on Consumer Purchase Decisions at Vapestore Brebeshop Bojong. 3) The Effect of Product Quality Perception on Consumer Purchase Decisions at Vapestore Brebeshop Bojong. 4) The Influence of Company Location Perception on Consumer Purchase Decisions at Vapestore Brebeshop Bojong The Influence of Brand Image, Lifestyle, Product Quality Perception and Company Location Perception Simultaneously on Consumer Purchase Decisions at Vapestore Brebeshop Bojong

This study uses a quantitative approach. The types of data and data sources used in this study are primary data and secondary data. The population in this study is 3224 consumers. The determination of the sample of this study was carried out by the type of Probability Sampling. The analysis methods used are the susceptible interval method, multiple linear regression analysis, classical assumption test, and determination coefficient.

Based on the results of this study, 1) From the partial testing of Brand Image to Consumer Purchase Decisions, a sig value = $0.005 < 0.05$ was obtained. 2) Lifestyle towards Consumer Purchase Decisions obtained a sig value = $0.035 < 0.05$. 3) Product Quality Perception of Consumer Purchase Decisions obtained a sig value = $0.000 < 0.05$. 4) The Company's Location Perception of Consumer Purchase Decisions obtained a sig value = $0.000 < 0.05$.

The conclusions of this study are 1) Brand Image has a positive and significant influence on consumer purchase decisions at Vapestore Brebeshop Bojong. 2) Lifestyle has a positive and significant effect on consumer purchase decisions at Vapestore Brebeshop Bojong. 3) Product Quality Perception has a positive and significant effect on Consumer Purchase Decisions at Vapestore Brebeshop Bojong. 4) The Company's Location Perception has a positive and significant effect on Consumer Purchase Decisions at the Brebeshop Bojong Vapestore.

Keywords: Brand Image, Lifestyle, Product Quality Perception, Company Location Perception and Purchase Decision

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*Andika Pangestu**

Dikass896@gmail.com

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The purpose of this research is to determine 1) The influence of brand image on consumer purchasing decisions at Vapestore Brebeshop Bojong. 2) The Influence of Lifestyle on Consumer Purchasing Decisions at Vapestore Brebeshop Bojong. 3) The Influence of Product Quality Perceptions on Consumer Purchasing Decisions at Vapestore Brebeshop Bojong. 4) The Influence of Perceptions of Company Location on Consumer Purchasing Decisions at Vapestore Brebeshop Bojong. The Influence of Brand Image, Lifestyle, Perception of Product Quality and Perception of Company Location Simultaneously on Consumer Purchasing Decisions at Vapestore Brebeshop Bojong

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Based on the results of this research, 1) From partial testing of Brand Image on Consumer Purchasing Decisions, the sig value = $0.005 < 0.05$. 2) Lifestyle on Consumer Purchasing Decisions obtained a sig value = $0.035 < 0.05$. 3) Perception of Product Quality on Consumer Purchasing Decisions obtained a sig value = $0.000 < 0.05$. 4) Perception of Company Location on Consumer Purchasing Decisions obtained a sig value = $0.000 < 0.05$.

The conclusions of this research are 1) Brand Image has a positive and significant effect on Consumer Purchasing Decisions at Vapestore Brebeshop Bojong. 2) Lifestyle has a positive and significant influence on consumer purchasing decisions at Vapestore Brebeshop Bojong. 3) Perception of Product Quality has a positive and significant effect on Consumer Purchasing Decisions at Vapestore Brebeshop Bojong. 4) Perception of Company Location has a positive and significant effect on Consumer Purchasing Decisions at Vapestore Brebeshop Bojong.

Keywords: Brand Image, Lifestyle, Perception of Product Quality, Perception of Company Location and Purchasing Decisions

INTRODUCTION

The circulation of e-cigarettes has become a new phenomenon among the people of Indonesia. Technological developments are increasingly advanced, recently e-cigarettes have begun to be in demand by the public, especially in the development of lifestyles among young people. Currently, young people are fond of e-cigarettes or commonly called vapes. E-cigarettes or commonly called Vape come from the word Vapor which means vapor. The way this vape works does change liquid into vapor that resembles a person who is smoking. Vape uses the main ingredient of processed liquid and produces vapor with various aromas and flavors. In 2012 vaping began to enter Indonesia, then in 2014 a negative issue emerged about vaping so that many people did not believe in vaping. However, this issue has not been proven, so in 2015 vaping began to have more and more users, but vaping is still considered illegal because of the absence of a supervisory body. In 2018 vape was officially legalized by the Indonesian government, so vape users must pay taxes to the state through excise on tobacco products contained in liquid vapes. Liquid is the main raw material for vaping. Liquid has a variety of aromas and flavors.

The following table data is sales volume data for the last year at Vapestore Brebeshop Bojong, Bojong District, Tegal Regency in 2022, which is as follows:

Table 1
Sales volume data in 2022

Moon	Number of Buyers	Sales Volume (Rp)
January	215	IDR 36,250,000
February	212	IDR 37,400,000
March	302	IDR 30,150,000
April	280	IDR 45,300,000
May	320	IDR 48,600,000
June	290	IDR 33,400,000
July	285	IDR 33,750,000
August	260	IDR 34,550,000
September	240	IDR 34,350,000
October	220	IDR 36,250,000
November	260	IDR 38,150,000
December	340	IDR 52,350,000

Source : Brebeshop Bojong Vape Shop (2023)

From the data above, it can be seen that sales in 2022 have increased quite a bit even though there are also phases where sellers have experienced a significant decline such as in March and June which is quite significant so that there are fluctuations in revenue. The fluctuation in revenue indicates that the purchase decision is still not optimal.

LITERATURE REVIEW

1. Purchase Decision

A purchase decision is a message of determination of one of the various problem-solving options with concrete next steps. After that the prospective buyer can carry out a choice analysis and then can ascertain what attitude will be taken next.(Habibah dan Sumiati, 2016:31)

2. Brand Image

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*Andika Pangestu**

Dikass896@gmail.com

A brand is a name, term, emblem, or design, or combination thereof, that is intended to identify the goods or services of one seller or group of sellers and differentiate them from competitors. (Kotler, 2012)

3. Lifestyle

According to Lifestyle is a person's lifestyle as expressed in activities, interests, and opinions. It describes a whole person interacting with his environment. (Philip Kotler dan Kevin Lane Keller , 2016:187)

4. Product Quality Perception

According to quality is the characteristic of the product in its ability to meet predetermined needs. (Kotler dan Amstrong, 2012:178)

5. Location Perception

Location is a very important factor in the retail mix, choosing the right and strategic location at an outlet or store will be more successful than other outlets that are less strategically located. (Ma'ruf, Berman & Evans dalam, 2016:113)

Hypothesis

Based on theories, phenomena and previous research, the hypotheses prepared in this study are as follows:

H1 : Brand Image Affects Consumer Purchase Decisions at Vapestore Brebeshop Bojong

H2 : Lifestyle affects consumer purchase decisions at vapestore brebeshop bojong

H3 : There is an Influence of Product Quality Perception on Consumer Purchase Decisions at Vapestore Brebeshop Bojong

H4 : There is an Influence of Company Location Perception on Consumer Purchase Decisions at Vapestore Brebeshop Bojong

H5 : Brand Image, Lifestyle, Product Quality Perception and Company Location Perception have a simultaneous effect on consumer purchase decisions at vapestore brebeshop bojong

Research Methods

According to Population is a generalization area consisting of objects or subjects that have certain quantities and characteristics that are determined by the researcher to be studied and then drawn conclusions. The population in this study is Vapestore Brebeshop Bojong consumers which totals 3224 consumers in 2022. In this study, the researcher used (Sugiyono, 2019)*simple random sampling*. According to (Sugiyono, 2017)*Simple random sampling* It is the sampling of members of a population that is carried out randomly without paying attention to the strata in that population. The sample of this study is 97 respondents who are consumers of the bojong brebeshop vapestore. The data collection technique uses questionnaires. The analysis tool used is SPSS 25.

Technical Data Analysis

1. Validity and Reliability Test

a. Validity Test

(Ghozali, 2020:51) says that the questionnaire item is said to be valid if the r-count > from the r-table and vice versa if the r-count < from the r-table is declared invalid.

b. Reliability Test

In reliability testing, it was carried out using cronbach alpha. The cronbach alpha calculation uses the help of SPSS, and the critical limit of the alpha value to indicate a

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Dikass896@gmail.com

reliable questionnaire is 0.60. So the Cronbach alpha value > 0.60 is an indicator that the questionnaire is reliable (Ghozali, 2018)

2. Data Analysis Methods

Often the data obtained from the study is ordinal scale data (e.g. Likert's), so it cannot be directly analyzed using parametric statistics such as regression or path analysis, therefore, the ordinal data must first be transformed into an interval scale using MSI (Suliyanto, 2018:142)

3. Classic Assumption Test

- a. Normality test
- b. Multicollinearity Test
- c. Heterokedasticity Test

4. Test Data Analysis

- a. Multiple Linear Regression Analysis

5. Test Hypothesis

- a. Statistical Test t (Partial Test)
- b. Statistical Test f (Simultaneous Test)

6. Test the Coefficient of Determination

The determination coefficient is used to determine the percentage of change in the bound variable (Y) caused by the independent variable (X) (Ghozali, 2018).

Results and Discussion

1) Research Object

The object of this research is the consumer's purchase decision at the vape store brebeshop bojong.

Table 2
Number of Samples and Their Intake Rate

It	Information	Sum
1	Questionnaire distributed	97
2	Questionnaire drop	0
3	Questionnaire processed	97

The number of samples distributed was 97 questionnaires with the number of questionnaires falling 0 and the number of questionnaires processed as many as 97 because all questionnaires were filled out completely by respondents.

2) Overview

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*Andika Pangestu**

Dikass896@gmail.com

Table 3
Respondent Description by Gender

It	Gender	Sum	Percentage
1	Man	52	54%
2	Woman	45	46%
Total		97	100%

Source: Primary Data processed, 2023

Based on the table above, it can be seen that most of the respondents are male with a total of 52 respondents or 54%, and the rest with female gender as many as 45 respondents or 46%. Therefore, it can be concluded that the majority of respondents in this study are respondents with male gender.

Table 4
Respondent Description By Age

It	Age	Sum	Percentage
1	< 20 Years	12	12%
2	20-229 Years	85	88%
Total		97	100%

Source: Primary Data processed, 2023

Of the 100 respondents surveyed, 12% of them were < 20 years old, 88% of them were 20-29 years old.

Table 5
Respondent Description By Job

It	Work	Sum	Percentage
1	Students/students	76	79%
2	Private/State Employees	13	13%
3	Self employed	4	4%
4	Other	4	4%
Total		97	100%

Source: SPSS Output, 2023

Based on the table above, of the 97 respondents surveyed in this study, 76 people (79%) are students, 13 people (13%) are private/public employees, 4 people (4%) are self-employed and the rest are 4 others (4%). It can be concluded that the majority of respondents in this study are respondents with the type of student work.

3) Testing of Research Instruments

Validity Test

a. Test the Validity of Purchase Decision Variables

Table 6
Test the Validity of Purchase Decisions

Variable	No. Item	r Calculate	r Table	Information
Purchase Decision (Y)	Y.1	0,559	0,361	Valid
	Y.2	0,394	0,361	Valid
	Y.3	0,753	0,361	Valid
	Y.4	0,749	0,361	Valid
	Y.5	0,660	0,361	Valid

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Dikass896@gmail.com

Source: SPSS Output, 2023

Based on the table above, from the results of the analysis of the 5 items of the statement, after being calculated using the *Product Moment Coefficient of Correlation formula* assisted by the SPSS version 25 application, it turns out that the 5 statements are declared valid. Because the results of r calculation $>$ r table. Thus, the 5 items of the statement are feasible to be used to collect research data on the variables of the Purchase Decision.

b. Brand Image Variable Validity Test

Table 7
Brand Image Validity Test

Variable	No. Item	r Calculate	r Table	Information
Brand Image (x1)	X1.1	0,745	0,361	Valid
	X1.2	0,779	0,361	Valid
	X1.3	0,747	0,361	Valid

Source: SPSS Output, 2023

Based on the table above, from the results of the analysis of the 3 items of the statement after calculation using the Product Moment Coefficient of Correlation formula assisted by the SPSS version 25 application, it turns out that the 3 statements are declared valid. Because the results of r calculation $>$ r table. Thus, the 3 items of the statement are suitable to be used to collect research data on Brand Image variables.

c. Validity Test of Lifestyle Variables

Table 8
Lifestyle Validity Test

Variable	No. Item	r Calculate	r Table	Information
Lifestyle (x2)	X2.1	0,665	0,361	Valid
	X2.2	0,854	0,361	Valid
	X2.3	0,885	0,361	Valid

Source: SPSS Output, 2023

Based on the table above, from the results of the analysis of the 3 items of the statement after calculation using the Product Moment Coefficient of Correlation formula assisted by the SPSS version 25 application, it turns out that the 3 statements are declared valid. Because the results of r calculation $>$ r table. Thus, the 3 items of the statement are suitable to be used to collect research data on lifestyle variables.

d. Validity Test of Product Quality Perception Variables

Table 9
Product Quality Perception Validity Test

Variable	No. Item	r Calculate	r Table	Information
Product Quality Perception (x3)	X3.1	0,633	0,361	Valid
	X3.2	0,735	0,361	Valid
	X3.3	0,690	0,361	Valid
	X3.4	0,755	0,361	Valid

Source: SPSS Output, 2023

Based on the table above, from the results of the analysis of the 4 items of the statement after calculation using the Product Moment Coefficient of Correlation

formula assisted by the SPSS version 25 application, it turned out that the 4 statements were declared valid. Because the results of r calculation $>$ r table. Thus, the 4 items of the statement are suitable to be used to collect research data on the variables of Product Quality Perception.

e. Validity Test of Company Location Perception

Table 10
Company Location Perception Test

Variable	No. Item	r Calculate	r Table	Information
Company Location Perception (x4)	X4.1	0,716	0,361	Valid
	X4.2	0,814	0,361	Valid
	X4.3	0,704	0,361	Valid
	X4.4	0,814	0,361	Valid
	X4.5	0,748	0,361	Valid
	X4.6	0,782	0,361	Valid
	X4.7	0,795	0,361	Valid
	X4.8	0,713	0,361	Valid

Source: SPSS Output, 2023

Based on the table above, from the results of the analysis of the 8 statements after calculations using the Product Moment Coefficient of Correlation formula assisted by the SPSS version 25 application, it turned out that the 8 statements were declared valid. Because the results of r calculation $>$ r table. Thus, the 8 items of the statement are suitable for collecting research data on the variables of Company Location Perception.

Reliability Test

Table 11
Reliability Test Results

Variable	Cronbach's Alpha	Information
Purchase Decision (Y)	0,623	Reliable
Brand Image (x1)	0,620	Reliable
Lifestyle (x2)	0,717	Reliable
Product Quality Perception (x3)	0,662	Reliable
Company Location Perception (x4)	0,889	Reliable

Source: SPSS Output, 2023

Based on the table above, it is known that all results from the variables Brand Image, Lifestyle, Product Quality Perception and Company Location Perception towards Purchase Decision have cronbach's alpha of 0.623; 0,620; 0,717; 0,662; 0.889 is more than 0.6 then it can be concluded that all variables can be declared reliable.

4) Classic Assumption Test

Normality Test

Table 12
Normality Test Results
One-Sample Kolmogorov-Smirnov Test

	Unstandardized Residual
N	97

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Dikass896@gmail.com

Normal Parameters ^{a,b}	Mean	,000000
	Std. Deviation	,99080198
Most Extreme Differences	Absolute	,066
	Positive	,041
	Negative	-,066
Test Statistic		,066
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: SPSS Output, 2023

From the results of the normality test in the table above, it can be seen that the significant value of 0.200 is greater than the specified value of 5%. The results of the normality test with the Kolmogorov-Smirnov Test contained in the table obtained a statistical test value of 0.066 and Asymp. Sig. $0.200 > 0.05$. So it can be concluded that the distribution of data is normal.

Multicollinearity Test

Table 13
Multicollinearity Test Results
Coefficients^a

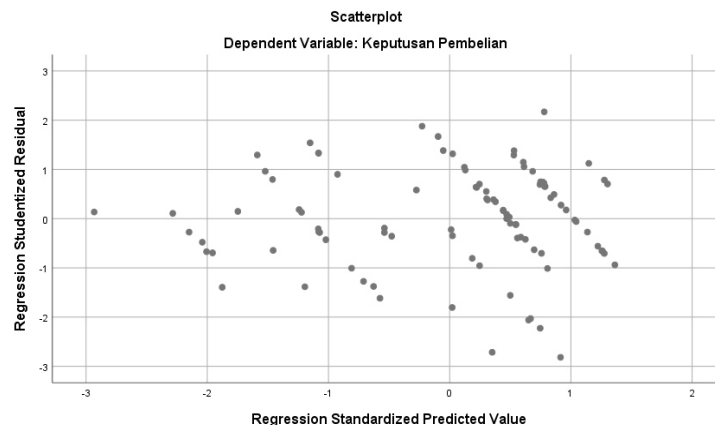
Type		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Brand Image	,764	1,309
	Lifestyle	,428	2,338
	Product Quality Perception	,274	3,645
	Company Location Perception	,235	4,247

a. Dependent Variable: Purchase Decision

Source: SPSS Output, 2023

In the table above, it appears that the results of the multicollinearity test produced tolerance and VIF values as follows: 0.764, 0.428, 0.274, 0.235 and 1.309, 2.338, 3.645, 4.247. The results of the multicollinearity test as shown in the table produced a tolerance value greater than 0.1 and a VIF value less than 10. So it can be concluded that there is no multicollinearity problem.

Heterokedasticity Test



Source: SPSS Output, 2023

Figure 1 Heterokedasticity Test Results

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Andika Pangestu*

Dikass896@gmail.com

From the results of the Heteroscedasticity Test in the figure above, it can be explained that there is no clear pattern and the dots spread above and below the number 0 on the Y axis.

5) Data Analysis Test

Multiple Linear Regression Analysis

Multiple linear regression analysis was used to test the influence of *independent variables* on dependent variables. The general form of multiple linear regression equations is as follows:

Table 14
Multiple Linear Regression Analysis Test Results
Coefficients^a

Type		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.718	.752		-.954	.343
	Brand Image	.191	.088	.089	2.181	.032
	Lifestyle	.379	.088	.234	4.318	.000
	Product Quality Perception	.401	.092	.297	4.375	.000
	Company Location Perception	.278	.046	.438	5.982	.000

a. Dependent Variable: Purchase Decision

Source: SPSS Output, 2023

From the results of the multiple linear regression analysis shown in the table above, the regression equation can be made as follows:

$$Y = -0.718 + 0.191X_1 + 0.379X_2 + 0.401X_3 + 0.278X_4$$

6) Hypothesis Test Results

Partial Significance Test (t-Test)

To determine the t-value of the table, the value $df = N - K - 1 = 97 - 4 - 1 = 92$ is used, then the t-value of the table is obtained at 1.986. Based on the results of the partial regression coefficient significance test (t-test) in the table above, the following conclusions are obtained:

- The t-value of the Brand Image variable (X_1) is $2.181 > 1.986$ with a significance value of $0.032 < 0.05$. So H_0 is rejected and H_1 is accepted, meaning that there is a significant influence of Brand Image on consumer Purchase Decisions at Vapestore Brebeshop Bojong.
- The t-value of the Lifestyle variable (X_2) is $4.318 > 1.986$ with a significance value of $0.000 < 0.05$. So H_0 is rejected and H_2 is accepted, meaning that there is a significant influence of Lifestyle on consumer Purchase Decisions at Vapestore Brebeshop Bojong.
- The t-value of the variable of Product Quality Perception (X_3) is $4.375 > 1.986$ with a significance value of $0.000 < 0.05$. So H_0 is rejected and H_3 is accepted, meaning that there is a significant influence of Product Quality Perception on consumer Purchase Decisions at Vapestore Brebeshop Bojong.
- The t-value of the Company Location Perception variable (X_4) is $5.982 > 1.986$ with a significance value of $0.000 < 0.05$. So H_0 was rejected and H_4 was accepted, meaning that there was a significant influence of the Company's Location Perception on consumers' Purchase Decisions at Vapestore Brebeshop Bojong.

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Andika Pangestu*

Dikass896@gmail.com

Simultaneous Significance Test (Test F)

Table 15
Simultaneous Significance Test Results
ANOVA^a

Type		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	717,930	4	179,483	175,213	,000B
	Residual	94,242	92	1,024		
	Total	812,172	96			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Company Location Perception, Brand Image, Lifestyle, Product Quality Perception

Source: SPSS Output, 2023

From the data of simultaneous significant test calculations seen in the table above, the F value is calculated as $175.213 > 2.471$ with a significance value of $0.000 < 0.05$. So together there is a significant influence of Brand Image (X1), Lifestyle (X2), Product Quality Perception (X3) and Company Location Perception (X4) on consumer Purchase Decisions at Vapestore Brebeshop Bojong.

Determination Coefficient Analysis

Table 16
Results of Determination Coefficient Analysis
Model Summary^b

Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,940A	,884	,879	1,01211

a. Predictors: (Constant), Company Location Perception, Brand Image, Lifestyle, Product Quality Perception

b. Dependent Variable: Purchase Decision

Source: SPSS Output, 2023

Based on the table above, it can be seen that the value of *Adjusted R Square* is 0.879, to see the amount in percentage based on the formula $Kd = r^2 \times 100\%$, then the value of the determination coefficient obtained is $0.879 \times 100\% = 87.9\%$. This means that 87.9% of consumer purchase decisions at Brebeshop Bojong vapestore are influenced by independent variables (Brand Image, Lifestyle, Product Quality Perception and Company Location Perception). Meanwhile, 12.1% is influenced by other factors.

A. Discussion

1. The Influence of Brand Image on Consumer Purchase Decisions at Vapestore Brebeshop Bojong

The results of this study show that Citra Merek obtained a regression coefficient value of $2.181 > 1.986$ (t table), with a significance value of $0.032 < 0.05$. This means that the t-value indicates positively that the variable X1 has a relationship in the same direction as Y and the significance value is less than 0.05. So the Brand Image variable has a positive effect on the Purchase Decision.

1. The Influence of Lifestyle on Consumer Purchase Decisions at Vapestore Brebeshop Bojong

The results of this study show that the Lifestyle variable obtained a regression coefficient value of $4.318 > 1.986$ (t table), with a significance value of $0.000 < 0.05$. This means that the value of t indicates positively that the variable X2 has a relationship in the same direction as Y and the significance value is less than 0.05.

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Andika Pangestu*

Dikass896@gmail.com

So the Lifestyle variable has a positive effect on consumer Purchase Decisions at Vapestore Brebeshop Bojong.

2. The Influence of Product Quality Perception on Consumer Purchase Decisions at Vapestore Brebeshop Bojong

The results of this study show that the variable Product Quality Perception obtained a regression coefficient value of $4.375 > 1.986$ (ttable), with a significance value of $0.000 < 0.05$. This means that the value of t indicates positively that the variable X3 has a relationship in the same direction as Y and the significance value is less than 0.05. So the variable of Product Quality Perception has a positive effect on consumer purchase decisions at Vapestore Brebeshop Bojong.

3. The Effect of Company Location Perception on Consumer Purchase Decisions at Vapestore Brebeshop Bojong

The results of this study show that the Company's Location Perception obtained a regression coefficient value of $5.982 > 1.986$ (ttable), with a significance value of $0.000 < 0.05$. This means that the t-value indicates positively that the variable X4 has a relationship in the same direction as Y and the significance value is less than 0.05. So the variable of Company Location Perception has a positive effect on consumer purchase decisions at Vapestore Brebeshop Bojong.

4. The Simultaneous Influence of Brand Image, Lifestyle, Product Quality Perception and Company Location Perception on Consumer Purchase Decisions at Vapestore Brebeshop Bojong

Based on the results of the simultaneous test, the F value was obtained as $175.213 > 2.471$ (F table) with a significance value of $0.000 < 0.05$. This means that Brand Image, Lifestyle, Product Quality Perception and Company Location Perception together have a significant influence on Consumer Purchase Decisions at Vapestore Brebeshop Bojong. So it can be concluded that the tacit hypothesis in this study is acceptable.

Conclusion and Advice

Brand Image has a positive effect on consumer Purchase Decisions at Vapestore Brebeshop Bojong. Lifestyle has a positive effect on consumers' Purchase Decisions at Vapestore Brebeshop Bojong. Product Quality Perception has a positive effect on consumer purchase decisions at Vapestore Brebeshop Bojong. The Company's Location Perception has a positive effect on consumers' Purchase Decisions at Vapestore Brebeshop Bojong. Brand Image, Lifestyle, Product Quality Perception and Company Location Perception have a simultaneous effect on consumers' Purchase Decisions at Vapestore Brebeshop Bojong

As for the suggestions submitted based on the results of research on brand image variables, Vapestore Brebeshop Bojong is expected to improve the brand image of the products and services provided so that consumer purchasing decisions can be improved. The suggestions submitted based on the results of research on lifestyle variables, Vapestore Brebeshop Bojong should be able to pay more attention to the interests and opinions of consumers regarding the products and services provided to be able to improve consumer purchase decisions at Vapestore Brebeshop Bojong. The suggestions submitted based on the results of research on product quality perception variables, it is hoped that Vapestore Brebeshop Bojong can provide quality products that can meet consumer needs so that it will increase consumer purchase decisions on Vapestore Brebeshop Bojong products and services. Based on the company's location perception, Vapestore Brebeshop Bojong can determine a strategic location if it is going to develop its business by establishing a new branch. With the perception of the company's strategic location, it is hoped that consumer purchasing decisions

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*Andika Pangestu**

Dikass896@gmail.com

will increase. This study only analyzes consumer purchase decisions at Vapestore Brebeshop Bojong so that the results cannot be generalized widely, therefore for the next researcher it is recommended to use other research objects or locations as a comparison.

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