



Predicted Purchasing Decisions from Lifestyle, Product Quality and Price Through Purchase Motivation

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Article Info

Article History :
Received February 2019
Accepted April 2019
Published June 2019

Keywords:
Lifestyle, Product Quality,
Price, Purchase
Motivation and
Purchasing Decisions.

Abstract

Nowadays, Batik has become a fashion trend and lifestyle of the people. Certainly, It gives an impact on the growing need for so many emerging batik businesses in Indonesia. Lifestyle, product quality, price, and purchase motivation are factors that predicted influence and participate in determining consumers before making a purchasing decision. This study aimed to analyze and describe the influence of lifestyle, product quality, and price, either directly or indirectly, on purchasing decisions through purchase in the buying motivation at Trusmi Batik Cirebon Showroom. The research used the quantitative method with path analysis were processed using SPSS. The populations of this reaserch were all consumers who buy at Trusmi Batik Cirebon Showroom. The samples were 110 respondents, with accidental sampling method. The results showed (1) the influence of lifestyle on purchasing decisions directly and indirectly through the purchase of a greater motivation indirect influence. (2) The impact of product quality on purchase decisions directly and indirectly through the purchase of a greater motivation indirect influence. (3) The effect of price on purchase decisions directly and indirectly through the purchase of a greater motivation indirect influence. (4) Motivation to purchase gave a positive and significant influence on purchasing decisions in Trusmi Batik Cirebon Showroom. (5) Product quality is the most dominant variable in influencing purchasing decisions and purchase motivation is proven to be a good mediation between lifestyle variables, product quality and price of purchasing decisions.

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INTRODUCTION

In the business, the customer is king. This expression illustrates the importance of the purchaser or consumer for the company. This obviously makes companies vying to win consumers buy and use the products offered. Therefore, the company is exerting every effort to understand consumer behavior, to know what he needs, what his taste and how he took the decision, as well as knowing the various changes in the business environment so as to compete with other companies, as well as producing goods and services according to the needs and desires consumer.

The fact is the human needs and desires are always plentiful and insatiable. It can be used as an opportunity for businesses to be able to satisfy human needs and desires. Business people also need to do their job even better to win the competition. Intense competition requires companies can choose the right marketing strategy. In addition, the fierce competition also makes the consumer has the stronger bargaining position.

Consumer behavior is all the activities, actions, and processes that encourage actions at the time before buy, when to buy, use, and spend the following products and services to do things above or evaluate activities (Suwarman, 2015). Understanding of consumer behavior is the key to marketing success. The process of making purchasing decisions is one important part of marketing theory, especially the science of consumer behavior, specifically study how individuals, groups and organizations select, buy, wear and utilize goods, services, ideas or experience in order to satisfy the needs and desire (David Ansar, 2016).

According to Tjiptono (2008), the fundamental reason for the need to understand consumer buying behavior is the creation of customer satisfaction to achieve business goals. Value and customer satisfaction is the key to developing and managing customer relationships (Kotler, 2012). A consumer, if satisfied with the value provided by the goods or services, it is likely to become a customer for a long time, it means they will continue to make a purchase on a regular basis (continuously) at the venue.

Schiffman and Kanuk (2010) define a decision as selecting an act of two or more alternative choices. Purchasing decisions are also influenced by several factors, including the type of products, product quality, product design, product pricing, service, promotion, motivation, and others. It encourages businesses to excellence and distinctive in its products and requires businesses to keep abreast of market developments and the factors that influence consumer purchase decisions are made.

In the study Walukow, et al. (2014) states that the effect of product quality, price and promotion has a significant positive influence on purchasing decisions, but the location of variables in this study did not significantly influence the purchasing decision. Unlike the Walukow's research, Supirman (2016) states that the price and location variable partially significant effect on consumer purchasing decisions, while the variable range of products partial no effect on consumer purchasing decisions. Backed by Rumagit (2013) that the retailing mix variables such as product, price, promotion, service, design, location and atmosphere of the shop simultaneously influence on consumer purchasing decisions. Partially product, price, promotion, service, design, location and atmosphere have a significant effect on consumer purchasing decisions.

Consideration consumers in making purchasing decisions differ between consumers with one another, one of which is a lifestyle. Lifestyle plays an important role for consumers in making purchasing decisions. Suwarman (2015) states lifestyles reflect consumption patterns that describe the person's choice, as he uses both time and money. Lifestyle often depicted with activities, interests, and opinions of someone. In addition, the lifestyle is also usually not permanent to change a person's life, so that a change in lifestyle will change the consumption patterns of a person.

Krishnan (2011), in his research, emphasizes the importance of lifestyle and its influence on consumer buying behavior. AIO sizes are used to identify the dimensions of the consumer's lifestyle. The researchers assert that there is a significant relationship between the lifestyle of consumers and brand products that are used by them. Lifestyle also serves as a very good

segmentation variable for each product has a different market (Li, 2009). From this research, it was concluded that consumers often choose products, services, and activities on the other, because they are associated with a certain lifestyle.

In the past, *batik* is less desirable because the model is still stiff, old-fashioned and less followed the development of fashion, but over time, *batik* has become the trend of people's lifestyles. This is because the model and style/motif has been designed so as to follow the development of the era, fashionable and trendy, modern, lightweight so that the wearer can look elegant, attractive and favored in various groups, both official, employee, student, or students, or the general public as well as can be used in a variety of formal and informal activities. This resulted in an increased need for *batik*.

Cirebon *Batik* experienced rapid growth after the enactment of *batik* as Indonesia's cultural heritage by UNESCO in 2009. It is supported by the increasing number showroom built in Cirebon, especially Trusmi and the surrounding area, as the area of Cirebon *batik* centers. According to Mariah Seliriana (2012), explains that the Cirebon *batik* decoration has two groups of *batik* decoration, the court *batik*, and coast *batik*. The style of the famous batik from Cirebon *batik* such as *Mega Mendung*, *Pesisir batik*, *Sawat Penganten batik*, *Urang Jejer batik*, and others, but the most popular is *Mega Mendung*. *Mega Mendung batik* is iconic of Cirebon *batik* that much preferred by locals and foreign tourists.

Increased Cirebon *batik* industry is supported by the development of existing facilities and infrastructure. Cipali roads, Kertajati airport construction, the tight schedule of the train that through the station in Cirebon, increasing the number of hotels, much culinary tourism, palace relics empires of the past as well as a strategic geographical location. It is also support the growth of Cirebon *batik* industry. The number showroom built in Trusmi and the surrounding area, make increasing trade competition. Business people compete to provide the best to the consumers, both in terms of product, price, promotion, model/style of *batik*, premises (showroom), as well as other amenities.

Rhendria (2010) in his research explained that quality as the quality of attributes or

properties as described on the goods and services concerned, which is usually associated with the benefits of quality or usefulness and functionality of a product. The quality is also a factor that is present in a product that causes the product is valued according to the purpose of what the product was manufactured. According to Tjiptono (2008), Quality of Products has four important aspects that must be possessed, Performance, additional Features, utilities (Serviceability), perceived quality. The product quality is an important factor and influential in the creation of customer satisfaction. One of the determinants of customer satisfaction after making a purchase and usage of a product is the quality of the product (Irawan and Japarianto, 2013). In making a purchase decision, a consumer not only considers the quality of the product but to also consider the issue price, as they can be used as an indicator of quality. Price is the amount of money charged for a good or service. The price also is one of the elements of the marketing mix of the most flexible, where prices can change quickly (Kotler & Armstrong, 2012). Nguyen and Gizaw (2014) in his research, said the price is the amount of money the consumer sacrifice to get the product. Thus the quality of products and price is an important factor for the success of the business.

Nitisusastro (2012) says that in a person's internal psychological factors exist that have some elements, either directly or indirectly, in the short-term and long-term effect on consumer behavior, such as motivation. Motivation is the motivation of the individual and forcing him to do. This is generated by the pressure arising from the unmet needs (Schiffman and Kanuk, 2010). Motivational influence on consumer behavior is the emergence of the need and desire to have something good product or service. Encouragement needs and wants will be stronger if the goods or services offered in accordance with his personality, contain or store a satisfactory experience and perceived well, thus the motivation believed to be one reason for consumers to purchase goods and services. This is what makes a purchase motivation to be important in the process of making a purchase decision, because it can affect consumers, either directly or indirectly, even the motivation can be a good mediation. This is supported by research Ari Adriansyah, et al.

(2013) and Tanduklangi (2017), both of such research suggests that consumer motivation plays an important role as a mediating.

Indonesian *Batik* as the traditional dress has become a promising commodity business, including in Cirebon. Cirebon particularly Trusmi village is a center of batik in Indonesia. According to Disperindag Cirebon, 2014, Small and Medium Industries (SMI) Cirebon *batik* growing rapidly for more than 10 years, it is evident from the increasing number of businesses of *batik* in Cirebon, that there are 530 business units with the number of workers reached 4,410 people. One of the show room in Plered is Trusmi Batik Cirebon which is the largest shopping center in Cirebon even in Indonesia (Kompas.com).

Many advantages of batik Trusmi show room than others. The advantages possessed by Batik Trusmi include size of area for parking, businesses that are comfortable and safe, product variety and complete, competitive pricing, availability of a spacious and comfortable place to learn batik, availability of unique culinary Cirebon, and the establishment of cooperation with the government in this case the Department of tourism, agency / travel, suppliers and other parties concerned, even a private dining room is also available for the driver to travel / tour buses, which are given for free by the management Batik Trusmi. This step that is causing Batik Trusmi showroom always crowded than another batik showroom. The application of modern management performed by Batik Trusmi makes its business forward and developing rapidly. Batik Trusmi success in managing its business and extended the property business, media, sports center, culinary, and opened branches in other areas. This should be emulated and followed by other batik industries, specifically those around Trusmi Cirebon.

Their understanding of purchasing decisions, give the easiness for businesses to plan marketing strategies, ranging from product quality, price, and promotion and services including digging the motivation of customers, to fit the customers expect and encourage consumers to make purchasing decisions, in addition to the perpetrator businesses can also shoot targets buyers are more focused and directed.

METHODS

This research was used a quantitative approach to the analysis of the path were processed using SPSS. The research interests are all visitors who make purchases at Trusmi Batik Showroom Cirebon. The samples used as many as 110 respondents, with accidental sampling method. The questionnaire measured using a Likert scale with five answer choices. Methods of data collection used questionnaires that were tested for validity and reliability.

The operational definition used in this study consisted of five variables, namely:

Lifestyle (X1)

Lifestyle is the lifestyle of a person in the world who expressed in activities, interests, and opinion. Lifestyle also reflects the consumption pattern of how he uses time and money is not permanent, rapidly changing adapted to change his life. Changes in lifestyle will change the consumption patterns of a person. Indicators used to measure lifestyle are (1) activity, (2) interest, and (3) opinion.

Products Quality (X2)

Product quality are all factors that present in a product that causes the product has valued according to the purpose for what the product was produced and give better results than expected, and capable of satisfying the needs are better expressed or implied. Indicators used to measure the quality of the product are: (1) The draft model of the product in accordance with market trends, (2) Comfortable to wear (comfortable), (3) material used, (4) Motif or style, (5) Type of batik and (6) Color.

Price (X3)

Price is the amount of money charged for a product or service. Throughout its history, the price has become a major factor affecting the choice of the buyer. Indicators used to measure the price of the products are: (1) Prices are in line with the quality of the product, (2) Affordability prices, (3) Comparison of the price of other products.

Purchase motivation (X4)

Motivation can be described as the impetus of the individual person and force him to do, and this motivation generated by the pressure arising from the needs that does not met. Indicators used to measure the purchasing motivations are: (1) a strategic business location, (2) Price, (3) Services offered, (5) an interesting shop, (6) the ability of the salesman.

Purchase Decision (Y)

Purchasing decisions are individual activities that are directly involved in the decision to make the purchase of the products offered by the seller. The indicators used for the purchase decision variables are: (1) introduction of requirements, (2) search for information, (3) Evaluation of alternatives, (4) the decision of purchase, (5) Conduct post-purchase.

RESULTS AND DISCUSSION

In this study, the independent variables are lifestyle (X1), kualitas produk (X2), and price (X3) while the dependent variable is the purchase motivation (X4), mathematical equation is as follows:

$$X4 = b1X1 + b2X2 + b3X3.$$

$$X4 = 0,275X1 + 0,398X2 + 0,254 X3 + 0.620 e$$

The partial testing with individual test is through statistical parameter “t”. The results of individual tests also showed a significant effect. By paying attention to the acquisition sig < 0.05 on the path X1, sig < 0.05, the line X2 and X3 lines with sig > 0.05. It is certainly clear that simultaneously and partially lifestyle, product quality, and price may be used as variables influencing the purchase motivation.

In the second equation, the analysis showed that the lifestyle, product quality, price, and purchase motivations influence on purchase decisions. Partial testing with individual test is through statistical parameter t. It is certainly clear that the partial lifestyle, product quality, price, and motivation buying can be used as variables that influence purchase decisions. Furthermore, empirical causal effect between lifestyle variables (X1) product quality (X2) price (X3) as well as purchase motivation (X4) and purchasing decisions (Y) can be described by an equation of sub 2 structural.

$$Y = b1X1 + b2X2 + b3X3 + b3X4 \text{ atau}$$

$$Y = 0,230 X1 + 0,231X2 + 0.260 X3 + 0.288 X4 + 0.540 e.$$

The path coefficients obtained based on the correlation between variables. With SPSS calculation coefficient obtained through lane lifestyle, product quality, price, and purchase motivation to purchasing decision as follows:

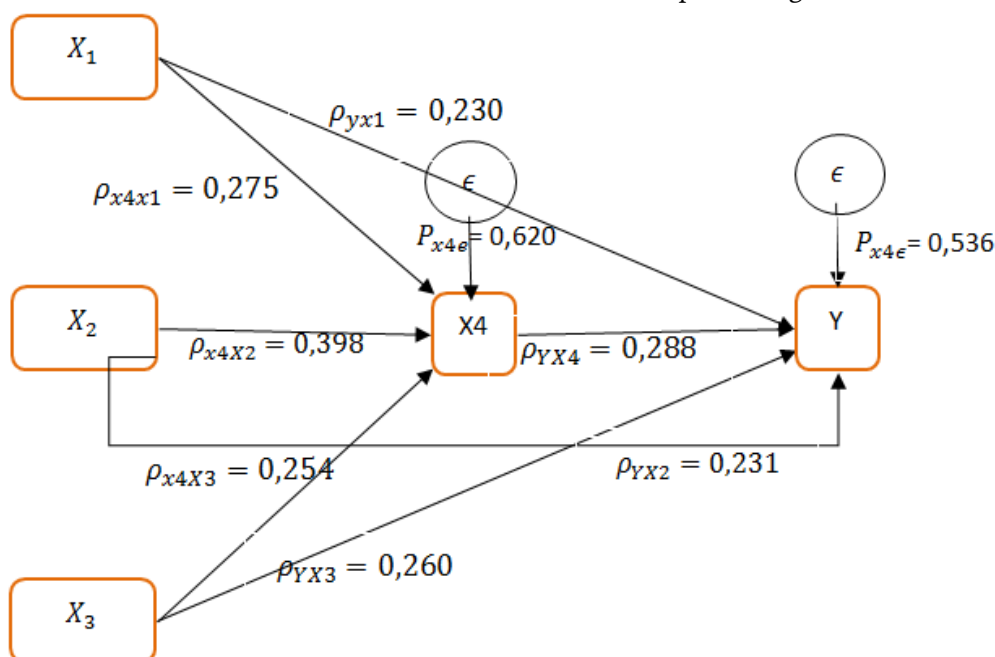


Figure 1. Structural Model of the Effect of Lifestyle, Product Quality and Price on purchasing decisions through Motivation to Purchase

The Lifestyle Influence toward Buying Decision Both directly and indirectly through the Purchase Motivation

The results showed a direct influence on purchasing decisions lifestyle is 5.29%. The amount of indirect influence on purchasing decisions lifestyle because there is a connection in the purchase motivation that give the additional effect about 7.921%. Total Effect (Effect of direct and indirect) lifestyle on purchasing decisions through the purchase motivation gained by $5.29\% + 7.92\% = 13.21\%$. Thus Lifestyle gives the positive influence on the buying decision Batik Cirebon Trusmi Show room either directly or indirectly through the purchase motivation, with a total effect amounted to 13.21% means that **H1 is accepted**. With a high lifestyle hence the desire to make purchases will be higher as well, and the lower of the lifestyle will get low in the purchase, in this case in the Batik Cirebon Trusmi Show room. Consumers are motivated to make a purchase because of the element and the drive needs arising from lifestyle (lifestyle). The development of batik fashion today has become a fashion trend for people's lifestyles.

The results of this study reinforce the research results Krishnan (2011) and Li (2009) which states Lifestyle plays an important role for consumers in making purchasing decisions and also serves as a very good segmentation variable for each product has a different market. Krishnan's research is supported by Li and Liu Weining research, etc (2012), which revealed that different customer groups, indicating a certain lifestyle features, as well as purchase intent is different. Similarly, research Long Li-Yin (2012) and Dr. Anitha (2016) proved that lifestyle has a positive and significant influence on purchase decisions. Accordingly, the research of Nata Wijaya, et al. (2018) explains that the variable purchase decisions are influenced by lifestyle and motivational variables together. In this research, the result is the motivation of purchase can be a good mediation between lifestyle and purchasing decisions. This is confirmed by research studies Ari Adriansyah, et al. (2013) and Tanduklangi (2017), both of such research suggests that consumer motivation plays an important role as a mediating.

Relation to the Theory of Planned Behavior is assumed to be a lifestyle attitude to behavior. This is because the lifestyle is a systematic concept that represents the characteristics of the life of a society or a particular group of people, which is also different from the public and other community groups. Ajzen (2005) suggested that attitudes toward this behavior is determined by beliefs about the consequences of behavior or briefly is called as beliefs of behavior. The conviction relates to the individual's subjective assessment of the surrounding world, an individual's understanding of the self and the environment, done by linking specific behaviors with various benefits or losses that may be acquired if the individual did or did not do. Therefore, the attitude of lifestyle by incorporating activities, interest and opinion will produce quantitative assessment to motivate purchase and have an impact on the purchase decision-making. So this theory assumes that a sedentary lifestyle is an attitude toward the behavior to carry out an activity that called as purchasing decisions. Based on that discussion, *Batik* Trusmi must always learn the lifestyle of the people due to lifestyle plays an important role for consumers in making decisions as well as explore the motives behind the making purchasing decisions. In addition, lifestyle also functions as a very good segmentation variable because each product has a different market, so we can make focused and targeted strategies.

The Influence of Product Quality toward Buying Decision, directly or indirectly through the Purchase Motivation

The results showed a direct influence on the product quality toward buying decision about 5.34%. An indirect influence on the product quality towards buying decision is about 11.46%. Total Effect (direct and indirect) quality of products on purchase decisions through the purchase motivation obtained for $5.34\% + 11.46\% = 16.79\%$. Thus, product quality has a positive influence on purchase decision Batik Cirebon Trusmi Showroom either directly or indirectly through the purchase motivation, with a total effect amounted to 16.79% means that **H2 is accepted**.

The relation of Theory of Planned Behavior (TPB) with the quality of the product is more quality of a product then the product is more worth to buy, where product quality is assumed as a subjective norm. Subjective norm is a function of individual confidence gained on the views of others towards the attitude object related to the individual (normative belief). Normative beliefs are the individual's perception of how the quality of the product that is worth to buy. This is because the quality of the product is the product's ability to demonstrate a variety of functions including durability, reliable, precision, dependence on the product or other components, exclusive and comfort, from the outside (color, shape, packaging, etc.) as well as the easiness of use (Rhendria, 2010). Therefore someone would do an activity, in this case making purchasing decisions based on the existence of product quality as subjective norms. If someone believes that the item has the quality it will encourage someone to do the decision to buy the goods.

This study supports the research of Walukow, et al. (2014) and R. Rumagit (2013) which showed that the product quality and significant positive effect on either simultaneously or partially on consumer purchasing decisions. In line with Walukaw, et al. (2014), the research of Saputra, et al. (2017) showed similar results, is the quality of products significantly influence the purchase decision. In the study, Ukudi (2007) explains that the concept of product quality has become a very dominant factor in the success of the business. It is caused when consumers feel that the quality of the products received good or as expected, it will be satisfied, trusting and committed a loyal consumer. The product quality is an important factor which is influential in the creation of customer satisfaction. One of the determinants of customer satisfaction after making a purchase and usage of a product is the quality of the product (Irawan and Japarianto, 2013). Consumers who are satisfied with the product will have a positive attitude towards the product and then have an impact on purchase intentions. Because there is a relationship between attitudes and purchase intent if consumers have a positive attitude toward the product, and ultimately will increase purchase intent and actual purchase (Byounggho & Yong, 2005). Based on the

discussion, Batik Trusmi must always pay attention to and improve again the quality of batik products, especially in terms of model design, comfort, style and motif, kind of batik, the materials used and colors, so consumers were satisfied with the quality of products offered, because for consumers who are prioritized is the quality of their products, which can meet their needs and desires, then the buyer will become a loyal customer.

The Influence of price towards Buying Decision both directly and Purchase Directly Through Motivation

The results showed a direct influence of price on purchasing decisions is 6.76%. The amount of indirect influence of the price on purchasing decisions because of the relation with the Purchase Motivation provides an additional effect around 7.31%. Total of Effect (direct and indirect influence) price on purchase decisions through the purchase motivation gained by $6.76\% + 7.31\% = 14.075\%$. Thus, the price gives the positive influence on the buying decision Batik Cirebon Trusmi Showroom either directly or indirectly through the purchase motivation, with a total effect about 14.075%. It means the **H3 is accepted**.

The relation between the prices of the Theory of Planned Behavior (TPB) is the prices are assumed as the behavioral control, that the perceived Behavior Control is the individual's perception about the easiness or difficultness to realize of a particular behavior (Ajzen, 2005) or the presence of factors that can support or inhibit behavior. This is because the price on the product will be the supporting factors or hinder a person or consumers to make a purchase decision. Consumer perceptions about the difference of prices give the positive and negative effect on purchasing behavior. Rhendria in his research (2010) states that the consumer impression about the price; expensive or standard gives the effect to future purchases and customer satisfaction after purchase. The price also is one of the elements of the marketing that flexible, where prices can change quickly, unlike product features and supplier commitments (Kotler & Armstrong, 2012).

The results of this study reinforce the research of Rumagit R. (2016) and Dwi Pangestu & Suryoko (2016), which explains that the price variable has a positive and significant influence on purchasing decisions. In line with Rumagit and Pangestu, Indhumati study (2016) showed similar results; the price factor influencing purchasing decisions. The results of the same research also stated by R. Kalpana & Shibu (2016) that there are 7 (seven) factors that influence consumer buying behavior, such as price Quality Scheme (PQS) and Awareness Prices (PC). It is supported by Kusumodewi research that shows lifestyle, product quality, and price have a significant effect both partial and simultaneous on purchasing decisions. In contrast to the above results, Murwatiningsih and Apriliani (2013), states that the price does not influence purchasing decisions online, but trust affecting purchasing decisions online, and mediating influence of risk and the price on purchase decisions online. The higher level of consumer confidence will increase online purchasing decisions although it can create higher risks and higher prices for consumers. Throughout its history, the price has become a major factor affecting the choice of the buyer (Kotler & Armstrong, 2012). Based on the above discussion, Batik Trusmi must find the right pricing strategy and implement, because it can be very critical to the success of the company, even for the continuity of the company.

The influence of Purchase Motivation towards Purchase Decision

The results of the analysis of the partial influence on purchasing decisions purchase motivation showed the significance value less than 0.05, so that the fourth hypothesis (H4) which is read "The motivation purchase has a significant positive influence on purchasing decisions Trusmi Batik Cirebon Show room is **accepted**. These results illustrate that batik purchasing decisions are influenced by the motivation to buy. The higher motivation to buy is more strongly to make a decision of purchase of a product, in this case, is in the Batik Cirebon Trusmi Showroom.

The results of this study reinforce the research of Winarti (2015) that proved motivational factors have a significant influence on purchasing decisions. The higher a consumer's

motivation to have an item, it will encourage the consumer to purchase the product. Similarly, the research of Wahab, Zakaria, et al (2018), in their observations explains that the motivation expenditure has a direct impact significantly on impulsive purchases. This is also supported by the research of Aditya Huriartanto, et al. (2015), which says that the motivation of consumers simultaneously have a significant influence on purchasing decisions and consumer motivation is the dominant variable influence on purchasing decisions. The results of the study are consistent with Fornel (in Tiara, et al, 2014) said that customer motivation affects the customer behavior, where satisfied customers tend to be loyal customers, but loyal customers do not need to be satisfied.

The correlation between the theory of Planned Behavior (TPB) and motivation to purchase is assumed to be interested in behavioral motivation (Behavioral Intention), in which the interest or motivation is an indication of how strong a person tries or how much effort will be made to perform or display behavior. In general, the higher a person's intention to engage in a behavior, it will be more powerful to act it, and for purchasing decisions are assumed as Behavior. The intention or motivation to behave can be the actual behavior only if the behavior is under the control of the individual concerned. Such individuals have the option to determine or decide to show a certain behavior or not at all. In this case, the customer decides to make a purchase decision or not making a purchase. Based on the above discussion, Batik Trusmi must find and continue to explore what factors can motivate consumers to make purchases in Trusmi Batik Showroom. Consumer purchasing decisions made necessary reflect the company's ability to position the goods/services in the customer's mind. It means that the Batik Trusmi Showroom must continue to bring the customers as partners by establishing customer confidence, always interacting and developing for future progress.

CONCLUSION

The results of research and discussion in this study can be concluded as follows:

Lifestyle has the positive influence on the buying decision batik in Batik Cirebon Trusmi Showroom either directly or indirectly through the purchase motivation, with a total effect, amounted to 13.21%. This shows that the number of consumers making purchases in Batik Trusmi Showroom due to their strong motivation and awareness of the needs of batik, not just as part of lifestyle fashion trends but also as an effort and awareness to preserve the cultural heritage of Indonesia. Batik Trusmi Showroom must continue to study and explore the motives behind the purchase decisions on an ongoing basis as well as continuing to maintain the image and reputation of showroom. This, of course, can build a positive opinion in the public's mind, where its impact will certainly benefit both material and non-material, include an increase in sales turnover.

Product quality has a positive influence on purchase decision batik in Batik Cirebon Trusmi Showroom either directly or indirectly through the purchase motivation, with a total effect amounted to 16.79%. This shows that with a good quality of product will create purchase motivation as a consequence will increase the decision to make a purchase. Thus, the quality of the products become the main focus in increasing the purchasing decision of an item. Batik Trusmi Showroom already proved that by showing a quality of product, it can increase sales turnover. It is evident from the many who make a purchase in the showroom. By continuing to maintain quality and keep innovating from start to draft a model, diversity of pattern and motif, comfort wear, the type of materials used, variations in the types of batik and its color of course give the comfortable for the visitors due to the availability of a wide range of products.

The Prices give the positive influence on the buying decision batik in Batik Cirebon Trusmi Showroom either directly or indirectly through the purchase motivation, with a total effect of 14 075%. This shows that the price is one of the factors to increase the motivation of purchases impact on the increase in the purchasing decision. Affordable prices of goods on offer would increase the motivation of purchases that will ultimately increase the purchasing decision. Because today's society with the range of products offered then the

price factor into the primary choice to decide to buy or not. Products with good quality and prices are suitable and affordable by the community, it will improve the community in deciding to make a purchase of goods.

Motivation purchase has the positive and significant impact on purchasing decisions around 8.29% at The Batik Cirebon Trusmi Showroom. This shows that purchasing decisions are influenced by motivation purchase. The higher of motivation to buy, then more strongly to make a decision of purchase of a product, in this case, is in the Batik Cirebon Trusmi Showroom. In this study showed that motivation variable successfully mediates the purchase of a good or intervening variable between lifestyle variables, product quality and price on purchase decisions.

The results of this study successfully find that there are significant factors that influence purchasing decisions that lifestyle, product quality, price, and purchase motivation. Of these factors, product quality factor have the most powerful influence on purchasing decisions compared to the lifestyle, and motivation purchase price.

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