



A Key to Successful Business Retail

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Abstract

The key to the success of the retail business lies in the high purchase decision among consumers. The purpose of this study is to test partially and simultaneously the influence of lifestyle, merchandise assortment, and service quality on purchase decision through purchase intention. The population in this study were all unknown numbers of Giant Semarang customers. Sampling was done by nonprobability sampling technique that is incidental sampling, with a total sample of 115 respondents. Data collection methods used were documentation and questionnaires. Data analysis was performed using path analysis, by testing hypotheses using IBM SPSS 23. The results showed that partially lifestyle and merchandise assortment had a significant influence on purchase decision, but service quality did not significantly influence purchase decision. Meanwhile, simultaneous lifestyle, merchandise assortment and service quality significantly influence purchase decision through purchase intention as an intervening variable.

INTRODUCTION

The development of science and technology nowadays causes a lot of changes, such as changes in business competition, including changes in the retail industry. Reporting from CNBC Indonesia, according to Aprindo, the development of the retail industry has increased. This requires business people to be able to be creative and innovative in providing their products or services, in order to win market share (Wardani, 2018).

One of retail businesses that has undergone a lot of changes is giant extra superdome which is a subsidiary of Pt Hero Supermarket. Giant itself is one of the largest retail networks in indonesia which offers a varied selection of products ranging from basic needs to electronic goods sold at

low prices. This research was conducted at giant extra superdome located in semarang city.

This was done considering the fluctuation of giant's sales level within five years due to the intense competition between retailers.

The occurrence of fluctuations in the level of sales requires giant to be able to analyze consumer behavior in purchasing decisions that will facilitate the company in making the right strategy, so consumers will remain loyal. (Sulistiyawan, 2008). There are so many factors that can influence consumer buying behavior, one of which is buying interest (Nulufi & Murwatiningsih, 2015). The definition of buying interest according to Kotler & Keller (2009) in this study is consumer behavior that arises as a response to objects that indicate the customer's desire to make a purchase.

Based on the description it can be seen that buying interest has a positive effect on purchasing decisions. This is in line with research conducted by Tampubolo & Purba (2017) which states that the higher the buying interest, the higher the consumer purchasing decision.

In addition to purchase intention, purchasing decisions are also influenced by lifestyle, considering the act of purchasing goods or services themselves have now become a lifestyle for some modern societies so as to form new patterns in meeting the needs of the community (Andryansyah & Arifin 2018).

As for the definition of lifestyle according to Mowen & Minor (2002) is how a person lives. The positive relationship between lifestyle and purchase decisions is strengthened by the results of research conducted by Khotimah, Khafid, & Pujiati (2016), which states that lifestyle has a significant effect on purchase decisions.

The other factor that can improve consumer purchasing decisions is merchandise assortment, where consumers will decide to make a purchase of a product if the goods needed are available and useful for themselves (Khasanah, 2013).

According to Ma'ruf (2006) merchandising is the procurement of goods in accordance with the business undertaken by the store to be provided at an appropriate time, while the assortment refers to the diversity of product categories. This is consistent with research conducted by Wardani (2018) which states that the merchandise assortment has a significant effect on purchase decisions.

In addition, service quality can also influence consumer purchasing decisions, it is due to the presence of good quality service from salespeople that will affect existing interests in consumers which will lead to purchase decisions (Herlambang, 2013).

Definition of service quality according to Utami (2006) is a delivery of a relatively special quality of customer expectations. The effect of service quality on purchasing decisions is also proved by the results of research conducted by Ectasia & Maftukhah (2018) which states that service quality has a significant effect on purchase decisions.

Occurred in the object of this study is the occurrence of fluctuations in the level of sales which tends to decrease over the past five years, even though Giant has done a variety of strategies to improve consumer purchase decisions ranging from friendly local saleswoman services and sign in helping consumers, promotional programs,

giving free trials to customers to providing free parking facilities to customers. The following is data of Giant's sales decline over a period of five years.

Table.1 Giant Net Sales Data

| Year | | | | |
|---------------|---------------|---------------|---------------|---------------|
| 2014 | 2015 | 2016 | 2017 | 2018 |
| 13,564,029.00 | 14,352,700.00 | 13,667,931.00 | 13,033,638.00 | 12,970,389.00 |

In million rupiah

Source: *Annual Report* PT Hero Supermarket Tbk.

Based on these facts, the authors intended to conduct this study in order to find out several things that were suspected to be the influence of fluctuations in the object of this study, including lifestyle, merchandise assortment and service quality on purchase decisions through purchase intention.

HYPOTHESIS DEVELOPMENT

Lifestyle according to Mowen & Minor (2002) is defined as "how someone lives", how people live, how they spend their money, and how they allocate their time. According to Sumarwan (2011) states that differences in consumer personality will affect behavior in choosing or buying a product, because consumers tend to buy goods that fit their personalities. This is in accordance with research conducted by Andryansyah & Arifin (2018) which states that lifestyle has a positive and significant effect on purchase decisions. The hypotheses proposed were as follows:

H₁: Lifestyle has a positive and significant influence on purchase decisions.

In addition, according to Sumarwan (2011), lifestyle also affects a person's purchase intention, it can be seen from a psychographic analysis, where based on this analysis purchase decision can be used as a tool to measure the degree of someone's interest followed by paying sustainable special attention to an object. This means that psychographic analysis can be used to determine the lifestyle patterns of consumers as indicated by how consumers live, think and act according to the needs and desires of the consumers themselves, which can later be used as a tool in making marketing management decisions. This is in line with previous research conducted by Wingsati & Prihandono (2017) which states

that lifestyle has a positive and significant effect on purchase intention. Then the proposed hypothesis is as follows:

H₂: Lifestyle has a positive and significant influence on purchasing decisions through purchase intention.

The merchandise assortment is one of the factors that can influence purchasing decisions. This can be seen from the results of previous research conducted by Khasanah (2013) which states that there are several considerations when consumers decide to make a purchase, including consumers will purchase a product if the goods needed are available and useful for themselves. In addition, according to Wardani (2018), the majority of consumers shop at the Hero Shop because the goods sold are diverse and varied. This is consistent with previous research conducted by Wardani (2018) which states that merchandise assortment has a positive and significant effect on purchasing decisions. Then the hypothesis proposed is as follows:

H₃: Merchandise Assortment has a positive and significant effect on purchase decisions.

Merchandise Assortment is one of the factors used by consumers as a driving force to visit several department stores to find out what products are provided in the department store, which will later be considered by someone to make a purchase decision (Wibowo & Japarianto, 2013). Also, according to Haryono & Sihombing (2018) states that customers will have an impression and also a positive opinion of a store by considering several factors, including the type of goods sold and the quality of goods sold. This is supported by previous research conducted by Wibowo & Japarianto (2013) and Wardani (2018) which states that merchandise assortment has a positive and significant effect on purchase intention.

Service quality is one of the most important factors for increasing consumer purchasing actions. According to Permana (2013), the company services quality can be seen from its salesperson because the spearhead of a company's success lies in the salesperson who is dealing directly with consumers. This is in accordance with the opinion of Alma (2004) which states that for companies that are able to maintain the service quality beyond its competitors, and the service quality provided is able to exceed the expectations of consumers, consumers will tend to make a repurchase. Service quality can be measured by providing product information to the market, to compare the quality of existing information and

the performance of the quality of information obtained by consumers. (Yulianto, 2010). In addition, according to Ruyter et al., (1996), it is stated that the perception of service quality is seen as a supplier power in international marketing. According to Sudarti & Prasetyaningtyas (2011), service quality is an evaluation process carried out by acceptors regarding service performance. Based on the results of the research by Tampubolo & Purba (2017), it can be seen that consumers will provide a positive response to the conveniences provided by KASKUS in meeting the needs needed by consumers, and through that positive response, a consumer will make a purchase decision through the KASKUS website. This is in line with previous researches conducted by Weenas (2013) and Ectasia & Maftukhah (2018) which states that service quality has a positive and significant effect on purchase decisions. The hypotheses proposed are as follows:

H₅: Service quality has a positive and significant influence on purchase decisions.

According to Herlambang (2013), the service quality provided by sales people in providing services to consumers can affect the interest or encouragement in a consumer which leads to a purchase decision. This is in line with previous research conducted by Tampubolo & Purba (2017) which proves that service quality has a positive and significant effect on purchase decisions through purchase intention. Then the hypothesis proposed is as follows:

H₆: Service quality has a positive and significant influence on purchase intention.

Kotler & Armstrong (2001) argue that consumer purchase decisions are the most preferred buying brand, but two factors can arise between intention to buy and purchase decisions. The purchase decision is also considered as the choice action from two or more alternative choices. Meanwhile, according to Kotler & Keller (2009), buying interest is considered as consumer behavior that arises as a response to objects that indicate the customers' desire to make a purchase. However, according to Shahnaz & Wahyono (2017), it is stated that consumers who have an interest in a product may not necessarily make the consumer purchase the product or service. According to Ajzen (1991), in accordance with Theory of Planned Behavior Model (TPB), it can be seen that the formation of consumer behavior is preceded by an interest that arises in the consumer. This is consistent with research conducted by Mahendrayasa et al., (2014) which states that the

emergence of buying interest in a consumer will be an encouragement to determine the purchase decision to be made. This is in line with research conducted by Lin & Chen (2009) and Nulufi & Murwatiningsih (2015) which states that buying interest has a positive and significant effect on purchase decisions. According to research conducted by Hermanto et al., (2018) states that to increase growth in various private sectors, whether in the automotive, pharmaceutical, construction, marketing, or supply chain sectors must be able to utilize OGD facilities provided by the government because with OGD all required data will be available, such as minimum regulations employee wages, the development of drug competitiveness prices, and the conditions of service that must be provided. The hypotheses proposed are as follows:

H₇: Buying interest has a positive and significant influence on purchase decisions.

RESEARCH METHOD

This type of research is quantitative research. The population in this study were all Giant Semarang customers. The sample was determined using the iteration formula since the total population is unknown. Based on the calculation using the iteration formula, the sample results were 115 respondents.

The sampling technique used in this study was the Non-probability Sampling technique, namely Incidental Sampling with purposive sampling. This method is a sampling technique based on coincidence that anyone who accidentally meets a researcher can be used as a sample if it is seen that people who happen to be met are suitable as data sources.

The data collection methods used in this study were the documentation and questionnaire methods. While the data analysis technique used in this study was path analysis with hypothesis testing using IBM SPSS 23.

RESULTS AND DISCUSSION

Normality Test Results

The results of the normality test using statistical analysis produced the Kolmogorov-Smirnov (K-S) value of 0.071 with an Asymp.Sig (2-tailed) value. of 0.200 which indicated that the value was greater than the alpha (α) value of 0.05. Following are the results of the normality test using Kolmogorov-Smirnov (K-S).

Multicollinearity Test Results

Based on the multicollinearity test results, it can be seen that all independent variables had a tolerance value > 0.10 with a VIF value <10.0. The tolerance value of lifestyle variables had a tolerance value of 0.714, merchandise assortment of 0.607, service quality of 0.566. In addition, each variable had a value of Variance Inflation Factor (VIF) <10, which was a lifestyle variable of 1.397, merchandise assortment of 1.648, service quality of 1,767. Based on the description it can be explained that there is no multicollinearity for the regression model in this study.

Heterocedasticity Test Results

This research tested whether or not heterocedasticity was exist by using the glacier test method. Based on the test results all independent variables have sig values. > 0.05, which is a lifestyle variable of 0.346, merchandise assortment

Table 2. Normality Test One-Sample Kolmogorov-Smirnov Test

| | | Unstandardized Residual |
|----------------------------------|----------------|-------------------------|
| N | | 115 |
| Normal Parameters ^{a,b} | Mean | ,0000000 |
| | Std. Deviation | 3,33551020 |
| Most Extreme Differences | Absolute | ,071 |
| | Positive | ,064 |
| | Negative | -,071 |
| Test Statistic | | ,071 |
| Asymp. Sig. (2-tailed) | | ,200 ^{c,d} |

a. Test distribution is Normal.

b. Calculated from data.

Source:Primary data is processed, 2019

of 0.210 and service quality of 0.067. This shows that the regression model proposed in this study does not contain heteroscedasticity.

Table 3. Statistical test results (t-test) of lifestyle variables, merchandise assortment, service quality and purchase intention in purchase decisions.

| Variabel Independen | Variabel Dependent | t | Sig. |
|------------------------|--------------------|-------|------|
| Lifestyle | Purchase Decision | 2.164 | .033 |
| Merchandise Assortment | Purchase Decision | 2.990 | .003 |
| Service Quality | Purchase Decision | -.406 | .685 |
| Purchase Intention | Purchase Decision | 8.973 | .000 |

Source: Primary data is processed, 2019

Based on table 3 it can be seen that the statistical test results of lifestyle variables (X1) obtained t value of 2.164 > t table 1.981 with a significance level of 0.033 < 0.05. This shows that H1 which states that lifestyle has a positive and significant influence on purchase decisions is accepted. This shows the higher or rising consumer lifestyle which can improve consumer purchasing decisions. The results of this research are in accordance with the study of consumer behavior which is the study of how individuals, groups and organizations choose, buy, or use goods, services, ideas or experiences to satisfy their needs. As for the factors that can affect the behavior of a consumer, one of them is lifestyle and values (Kotler & Keller, 2008). In addition, according to Sumarwan (2011), differences in consumers' personalities will affect their behavior in choosing or buying a product, because consumers tend to buy goods that are in accordance with their personalities. The results of this study are also supported by previous research conducted by Lin & Shih (2012) on the relationship of university students', as well as the research conducted by Nora & Minarti (2016) on female students at the Muhammadiyah University Jakarta and Islamic State of Syarif University Hidayatullah which shows that lifestyle has a positive and significant effect on purchase decisions.

Meanwhile, the statistical test results of the merchandise assortment (X2) obtained t value of 2.990 > t-table 1.981 with a significance level of 0.003 < 0.05. This shows that H2 stating that merchandise assortment has a positive and

significant effect on purchase decisions is accepted. This is in accordance with the opinion of Ma'ruf (2006) which states that in order to achieve the target or target of retail companies, retailers must procure goods which are suitable to the business that the store is going through to be provided in the shop at the appropriate amount and time. The results of this study are supported by previous research conducted by Adjil & Subagio (2013) on UK Petra students at Circle K Siwalankerto Surabaya who stated that merchandise assortment has a positive and significant effect on purchase decisions.

The statistical test results of the service quality variable (X3) obtained t value of -.406 < t table 1.981 with a significance level of 0.685 > 0.05. This shows that H3 which states that service quality has a positive and significant effect on purchase decisions is rejected, which means that the higher or raised quality of service will not improve purchasing decisions among consumers. The results of this study are not in accordance with the results of Hartono & Wahyono (2015) research and the opinion of Parasuraman et al., (1988) regarding SERQUAL theory which states that service quality is the difference between expectations, consumer expectations and the reality given by the company. Management of service quality will impact or influence someone's decisions. In addition, according to Alma (2004) for a company that is able to maintain the quality of its services beyond the shadow of consumers, consumers will tend to make repurchases. This study experienced differences due to several possibilities, including because of differences in experience experienced by consumers, for example, consumers who come from out of town quality of service might not contribute to making purchases because they make purchases since they need goods at the time. The results of this study are supported by previous research conducted by Hartono & Nikijuluw (2017) in A Case Study on Mal Artha Gading / Mag Jakarta which states that the variable service quality has no effect on purchase decisions.

Meanwhile, the statistical test results of buying interest variables (Y1) obtained t value of 8.973 > 1.981 with a significance level of 0.000 < 0.05. This shows that H4, which states that purchase intention has a positive and significant effect on purchase decision, is accepted. This is in accordance with the *Theory of Planned Behavior Model* which explains that the formation of consumer behavior is preceded by an interest that arises in consumers (Ajzen, 1991). This shows that interest will be an encouragement for

someone to make a purchasing decision. This is supported by previous research conducted by Tampubolo & Purba (2017) on the buying and selling site KASKUS and Wardani (2018) on consumers in the Hero Shop in Kebumen District who stated that purchase intention has a positive and significant effect on purchase decisions.

The Effect of Lifestyle, Merchandise Assortment, Service Quality on Purchase Intention in Model I

Table 4. R Square in Model I

| Model | R Square | Adjusted R Square | Std.Error of The Estimate |
|-------|----------|-------------------|---------------------------|
| 1 | .502 | .489 | 3.60825 |

Table 5. The Effect of Lifestyle, Merchandise Assortment, Service Quality on Purchase Intention in Model I

| Model | Standarized Coefficient B | T | Sig. |
|------------------------|---------------------------|-------|------|
| (Constant) | | .033 | .973 |
| Lifestyle | .330 | 4.174 | .000 |
| Merchandise Assortment | .215 | 2.503 | .014 |
| Service Quality | .313 | 3.512 | .001 |

Dependent Variable: Purchase Intention
Source: Data is processed, 2019

Based on tables 4 and 5, it can be arranged an equation model regression structure I as follows:

$$Y1 = 0,330 \text{ Lifestyle} + 0,215 \text{ Merchandise Assortment} + 0,313 \text{ Service Quality} + \text{residue}$$

The regression equation means that lifestyle, merchandise assortment, and service quality have a positive relationship to purchase intention which indicates that the better the lifestyle, merchandise assortment, and service quality will then create purchase intention which will have an impact on purchase decisions.

Based on the model I regression equation, it can be seen that in order to find out the residual (error) the formula $e1 = \sqrt{1-R2}$ is used, then $e1 = \sqrt{1-0,502} = 0.7056$ which shows the value of purchase intention variance that cannot be explained by lifestyle variables, merchandise assortment, and service quality.

The Effect of Lifestyle, Merchandise Assortment, and Service Quality on Purchase Decision in Model II

Table 6. R Square in Model II

| Model | R Square | Adjusted R Square | Std.Error of The Estimate |
|-------|----------|-------------------|---------------------------|
| 1 | .716 | .706 | 2.58015 |

Table 7. The Effect of Lifestyle, Merchandise Assortment, and Service Quality on Purchase Decision Model II

| Model | Standarized Coefficient B | t | Sig. |
|------------------------|---------------------------|-------|------|
| (Constant) | | 1.113 | .268 |
| Lifestyle | .140 | 2.164 | .033 |
| Merchandise Assortment | .200 | 2.990 | .003 |
| Service Quality | -.029 | -.406 | .685 |
| Purchase Intention | .646 | 8.973 | .000 |

Dependent Variable: Purchase Decision
Source: Data is processed, 2019

Based on tables 6 and 7, we can arrange the model II regression structure equation as follows:

$$Y = 0,140 \text{ Lifestyle} + 0,200 \text{ Merchandise Assortment} + - 0,029 \text{ Service Quality} + 0,646 \text{ Purchase Decision} + \text{residue}$$

The regression equation means that lifestyle, merchandise assortment, service quality, and purchase intention have a positive and significant relationship to purchase decisions that indicate that a better lifestyle, merchandise assortment, service quality, and purchase intention will create purchase decisions among consumers.

Based on the model II regression equation, it can be seen that to find the residual (error) the formula $e2 = \sqrt{1-R2}$, then $e2 = \sqrt{1-0,716} = 0.5329$ was used which shows the value of purchasing decision variance that cannot be explained by lifestyle variables, merchandise assortment, service quality, and purchase intention.

Based on the calculation of the second regression equation, it can be concluded that the regression of this study is:

$$Y_1 = 0,330 \text{Lifestyle} + 0,215 \text{Merchandise Assortment} + 0,313 \text{Service Quality} + 0,7056 \dots (1)$$

$$Y_2 = 0,140 \text{Lifestyle} + 0,200 \text{Merchandise Assortment} + 0,029 \text{Service Quality} + 0,646 \text{Purchase Intention} + 0,5329 \dots (2)$$

The indirect influence of Lifestyle to Purchase Decision mediated by Purchase Intention

Based on the SPSS calculation output results, it can be seen that the influence of lifestyle on purchase intention was represented by β_1 of 0.330. Based on the results of SPSS calculation outputs it can be seen that the influence of lifestyle on purchase decisions was represented by β_4 of 0.140. The indirect effect of lifestyle variables on purchase decisions through purchase intention can be determined by multiplying the path coefficient of lifestyle (β_1) and purchase decisions (β_7), which is $0.330 \times 0.646 = 0.213$. The total influence of the path coefficient is by adding up the direct influence of lifestyle and the indirect effect of $\beta_4 + (\beta_1 \times \beta_7) = 0.140 + 0.213 = 0.353$. Based on the calculation results, it can be seen that the total influence of lifestyle path coefficients on purchase decisions through purchase intention is 0.353, with the value of the direct influence of lifestyle variables on purchase decisions of 0.140. Therefore, because the total indirect path coefficient > direct path coefficient, it can be concluded that H2 which states "Lifestyle has a positive and significant effect on purchase decisions through purchase intention" is **accepted**.

The indirect influence of Merchandise Assortment to Purchase Decision mediated by Purchase Intention

Based on the SPSS calculation output results, it can be seen that the effect of merchandise assortment on purchase intention was represented by β_2 of 0.215. Based on the SPSS calculation output results, it can be seen that the effect of merchandise assortment on purchase decisions was represented by β_5 of 0.200. The indirect effect of the merchandise assortment variable on purchase decisions through purchase intention can be determined by multiplying the path coefficient of the merchandise assortment (β_2) and purchase decisions (β_7), which is $0.215 \times 0.646 = 0.138$. The total effect of the coefficient was by adding up the direct effect of the merchandise assortment and the indirect effect is $\beta_5 + (\beta_2 \times \beta_7) = 0,200 + 0,138 = 0,338$.

Based on the calculation results, it can be seen that the total influence of the merchandise

assortment path coefficient on purchase decisions through purchase intention was 0.338 with the value of the direct influence of the merchandise assortment variable on purchase decisions of 0.200. Therefore, because of the total effect of the indirect path coefficient > direct path coefficient, it can be concluded that H4 which states "Merchandise assortment has a positive and significant effect on purchase decisions through purchase intention" is accepted.

The indirect effect of Service Quality to Purchase Decision mediated by Purchase Intention

Based on the SPSS calculation output results, it can be seen that the influence of service quality on buying interest was represented by β_3 of 0.313. Based on the SPSS calculation output results, it can be seen that the influence of service quality on purchasing decisions was represented by β_6 of -0.029. The indirect effect of service quality variables on purchasing decisions through buying interest can be determined by multiplying the path coefficient of service quality (β_3) and purchasing decisions (β_7) which is $0.313 \times 0.646 = 0.202$. The total effect of the coefficient was to add up the direct effect of service quality and the indirect effect of $\beta_6 + (\beta_3 \times \beta_7) = -0.029 + 0.202 = 0.173$.

Based on picture 4.5. it can be seen that the results of the calculation of the total effect of the path service quality pathways on purchase decisions through purchase intention are 0.173 with the value of the direct effect of service quality variables on purchase decisions of - 0.029. Therefore, because of the total effect of indirect path coefficients > direct path coefficients, it can be concluded that H6 which states "Service quality has a positive and significant effect on purchase decisions through purchase intention" is accepted. Based on the calculations, the full path analysis model image is as follows:

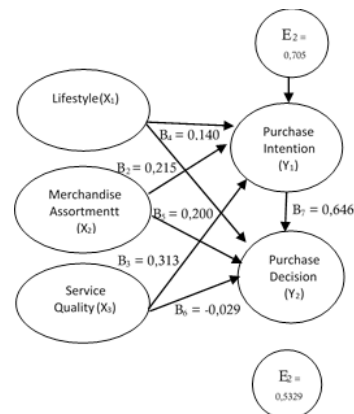


Figure 1. Path Analysis

CONCLUSIONS AND SUGGESTIONS

Based on the results of the research and discussion, this study concludes that:

Lifestyle has a positive and significant influence on consumer purchase decisions at Giant Extra Superdome, which means that the higher the lifestyle, the more purchase decisions made by consumers. Lifestyle has an indirect influence on purchasing decisions through purchase intention, which means that the higher the lifestyle of purchase intention will increase purchase decisions. So it can be concluded that the purchase intention variable can mediate lifestyle variables on purchase decisions.

Merchandise assortment has a positive and significant effect on purchase decisions, which means that the higher the merchandise assortment will increase the purchase decision. This shows that purchases at Giant Extra Superdome consider the merchandise assortment variable. Merchandise assortment has an indirect influence on purchase decisions through purchase intention, which means that the higher the merchandise assortment on purchase intention will increase the purchase decision. So it can be concluded that the purchase intention variable can mediate the merchandise assortment variable on the purchase decision.

Service quality does not have a significant direct effect on purchase decisions, which means that the higher quality of service provided will not provide a significant increase in consumer purchase decisions at Giant Extra Superdome. Service quality has an indirect influence on purchase decisions through purchase intention, which means that the higher the quality of service against buying interest will increase purchase decisions. So it can be concluded that service quality variables will influence purchase decisions if mediated by buying interest. Buying interest has a direct influence on purchasing decisions, which means that the higher or raised buying interest will increase the purchase decision.

Based on the results of research and discussion, the suggestions of this study are as follows:

Giant Extra Superdome must be able to follow the trends in the development of consumer lifestyles that are starting to shift towards the "leisure" trend, one of which is by creating shopping places that can be used as places to look for entertainment, for example by adding a game or seat to the shopping area. In addition, the company is expected to be able to maintain the diversity of products in Giant, ranging from the diversity

of product categories, brands, sizes, to product availability.

Researchers are aware that in this study there are still shortcomings. Based on the results of the study it can be seen that the service quality does not significantly influence purchase decisions at Giant Extra Superdome. This can be seen in the adjustment value of lifestyle variables, merchandise assortment and service quality which only has an effect of 71.6% on purchase decisions, while for 28.4% is the contribution of other variables not included in this study. Therefore, the next researcher is expected to be able to develop research by adding new variables and indicators that can directly influence purchase decisions, such as prices, store atmosphere, and others. In addition, it is expected that further research objects can be carried out in other Giant branches or different department stores, this is done to be able to compare the purchase intention in each department store.

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