



INFLUENCE OF LIFESTYLE, BRAND IMAGE AND PERCEPTION PRICE INTO PURCHASING DECISIONS BRAND UNIQLO IN SURABAYA CITY

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Abstract

This research aims to determine the influence of lifestyle, brand image, and price perception on purchasing decisions for the Uniqlo brand in the city of Surabaya. The research method used in this research is quantitative research with the dependent variable being purchasing decisions and the independent variables being lifestyle, brand image and price perception. The number of samples taken was 104 respondents who live in the city of Surabaya who have purchased Uniqlo products at least once using a Likert scale. The sampling technique used in this research was convenience sampling technique with data analysis using Sem-PLS with PLS (Partial Least Square) analysis. From the research results, it was found that lifestyle variables, brand image and price perception had a positive and significant effect on purchasing decisions.

Keywords: Brand Image, Buying decision, Lifestyle, Price Perception.

INTRODUCTION

The development of the fashion industry in Indonesia makes people follow fashion trends so that fashion becomes a basic thing because it is related to lifestyle. Fashion is not only a daily necessity, but also an identity or characteristic for its users. Fashion trends in Indonesia reflect social and economic position as well as fame. According to (CNBC Indonesia, 2019) Indonesia's creative economy is greatly influenced by the development of the fashion industry which contributes around 18.01% or IDR 116 trillion. This increasing consumer need for fashion is followed by the development of the fashion business which leads to very tight business competition, especially in retail companies that produce the same products, one of which is clothing products. (Salsa Rahmawati Saputri & Sugiyanto, 2023).

In the fashion retail business, there is an international fashion brand that has entered the Indonesian market, namely Uniqlo. Uniqlo is a casual clothing retail company originating from Japan. The name Uniqlo comes from the name of the first store called Unique Clothing Warehouse which was opened Tadashi Yanai in Hiroshima City, Hiroshima Prefecture on June 2 1984. Uniqlo is able to compete globally even though it still does not occupy the number one position in the world. Uniqlo's most unique differentiation compared to its competitors is Bershka, Zara, and Stradivarius which come from Spain and H&M comes from Sweden which has colonized the Indonesian market.

Nama Perusahaan (Merek Unggulan)	Negara dan Wilayah	Akhir Tahun Anggaran	Penjualan (Triliun yen)	Penjualan (Miliaran dolar)	Ubah (%) (basis lokal)
Inditex SA (ZARA)	Spanyol	Januari 2023	5.16	34.5	+17.5
H&M Hennes & Mauritz AB	Swedia	November 2022	2.99	20.0	+12.4
Ritel CEPAT CO. LTD. (UNIQLO)	Jepang	Agustus 2023	2.76	18.5	+20.2
kesejangan inc.	Amerika Serikat	Januari. 2023	2.33	15.6	-6.3
PVH Corp. (Calvin Klein, Tommy Hilfiger)	Amerika Serikat	Januari. 2023	1.31	8.8	-1.4
lululemon atletik inc.	Amerika Serikat	Januari. 2023	1.18	7.9	+29.6
Perusahaan Ralph Lauren	Amerika Serikat	April 2023	0.94	6.3	+3.6
plc berikutnya	Inggris	Januari. 2023	0.93	6.2	+8.8
Rahasia Victoria & Co.	Amerika Serikat	Januari. 2023	0.92	6.2	-6.5
American Eagle Outfitters Inc	Amerika Serikat	Januari. 2023	0.72	4.8	-0.4

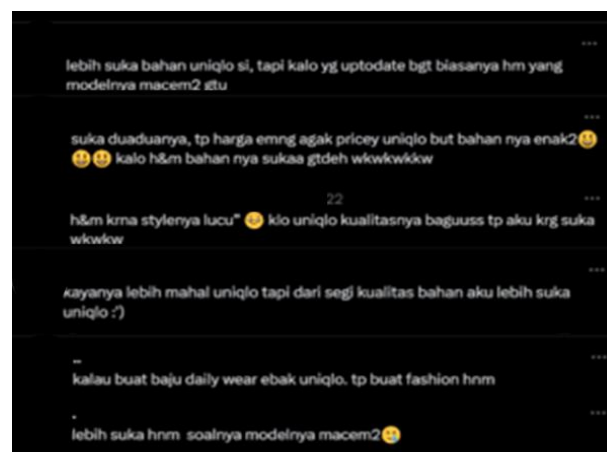
Source: [fastretailing.com](https://www.fastretailing.com)

Some people believe that the use of the International brand represents a particular social class or class identity. Indonesian people have the perception that foreign brands have a better brand image and quality compared to local products, plus Indonesian people prioritize prestige when buying a product. Based on price criteria, Uniqlo is classified as an upper middle class fashion brand. A person's lifestyle can be influenced by their habits. In other words, habits not only determine a person's behavior and decisions, but also their consumption decisions.

In the fashion sector, there are many well-known brands that are competitors for Uniqlo in Indonesia, especially in Surabaya. Surabaya is the second largest city in Indonesia after Jakarta City and became the capital of East Java Province and the centre of government and economy of East Java Province. In this way, the world of business and trade in Surabaya also influences sales levels.

According to the chairman of APPBI East Java, Sutandi, fashion retail sales from abroad in Surabaya managed to experience growth of around 8-15 percent compared to the previous year. (Goenawan & Monica, 2021).

This phenomenon occurs because of the development of fashion trends which make a person have an impact on their lifestyle, but price perceptions are the consideration for making purchasing decisions, even though the image is already quite good. This is supported by people's point of view when faced with price comparisons between the Uniqlo brand and other competing brands such as H&M as follows.



Source: <https://x.com/txtdrjkt/status/1339087702956785664>

From these comments, it can be seen that consumers want to buy Uniqlo products because of their quality, but are still reluctant to make a purchasing decision because the clothing designs are less varied and the perception is that the prices are still too expensive.

In determining the price of a product, each company must consider the affordability of the price for consumers, the suitability of the price to the quality of the product and the benefits felt by

consumers without incurring greater costs when purchasing the product. According to Peter and Olson in the journal (Aurani et al., nd) Purchasing decisions are a process carried out to combine the knowledge obtained by consumers as a consideration in choosing two or more alternatives so that they can decide on one product.

The object of this research is the people of the city of Surabaya who have purchased Uniqlo products at least 1 (one) time. With many retail stores operating in the fashion sector in Surabaya, people in the city of Surabaya are already familiar with the Uniqlo brand. Based on the background and phenomena that have been explained, researchers are interested in researching "The Influence of Lifestyle, Brand Image, and Price Perception on Purchase Decisions for the Uniqlo brand in the City of Surabaya".

LITERATURE REVIEW

The method used in this research is quantitative. This quantitative method aims to determine the role of the independent variable on the dependent variable. While the approach used is an associative descriptive approach, according to Sugiyono in Dewi Y.A. Mahale et al. (2017), an associative descriptive approach, namely research that aims to determine the effect or relationship between 2 (two) or more variables.

Lifestyle

According to (Ramadhan & Gilang Saraswati, 2023) Lifestyle is a pattern of consumer behavior related to a person's life, such as how to live, how to spend money, and how to manage time. Lifestyle is a description of the outward manifestation of a person's characteristics.

But on the other hand, lifestyle reflects the real problems in the minds of customers and is usually related to a person's emotions and psychology. This is related to self-concept. Individuals believe that these products allow them to present an image that attracts the attention of the public.

According to Kasali in (Fahira et al., 2022) And (Hadi et al., 2022) Lifestyle will develop based on each indicator, including:

1. **Activity:** Real action. This activity can be a hobby, job, or other activity. By knowing the activities of potential consumers, business people can easily formulate strategies based on this information.
2. **Interest:** an act of joy that requires special or sustained attention. Everyone's interests and passions are different. Knowing the interests of potential consumers helps companies create the right marketing concept.
3. **Opinion:** A verbal or written response given by someone to a certain situation. Opinions can be used to explain expectations, interpretations, and evaluations.

The relationship between Lifestyle and Purchasing Decisions

Theoretical statements from Kotler and Armstrong in (Yuda Bimantara et al., 2022) a person's lifestyle expressed by his psychological situation. Lifestyle refers to key aspects of the customer: activities (work, hobbies, shopping, sports, social events), interests (food, clothing, family, recreation), opinions (about himself, social issues, business, products) to measure. This may cause someone to decide to buy.

Brand Image

Brand image serves as a guide for consumers to evaluate a product when they do not have sufficient knowledge about the service or product. Consumers tend to prefer brands that they know about through their experience with the brand and information from various sources, (Aryanto & Sugeng Purwanto, nd).

A good brand not only functions as a symbol of company identity, but can also improve the overall brand image. Consumer attitudes and behavior towards brands are largely determined by brand image (De Yusa & Riyan Utami, 2023). To maintain a strong brand image and ensure good consumer perception, a brand must remain embedded in the minds of consumers. A brand will always be remembered when there is a strong and pleasant image in the minds of consumers, and people are more likely to choose to buy that brand.

According to Low and Lamb in (Sari et al., 2022) And (Miati, 2020) There are 3 brand image indicators, namely as follows:

1. The brand is known to the wider community.
2. Brands strengthen users' self-image.
3. Brands have characteristics that are different from other brands.

The Relationship between Brand Image and Purchasing Decisions

Indah Nur Hamidah, (2023) "Brand image" is defined as the mental image a customer has of a brand when considering purchasing that brand. Consumers' mental associations with company names, logos, slogans, and other identifying symbols contribute to a company's brand image. Brand image is a type of association that occurs when consumers have an image of a product, and is one of the factors that influences customers when they buy a product.

Price Perception

According to (Alvina Rahma Anggraeni & Euis Soliha, 2020) Perception is the process of selecting, organizing, and translating information to create a picture of the world. Perception depends not only on physical stimuli, but also on the relationship between those stimuli and the field surrounding our internal state. Price perception is related to how price information is fully understood

by consumers and provides deep meaning for them.

With this, the assessment of the price of a product can be said to be expensive, cheap, or the standard of each individual is not always the same because it is in accordance with the individual's perception which is based on the living environment or individual conditions. (Putra & Aminah, 2022). One clue is brand image. If quality can be realized through price, then we can link price to product quality (Hutapea & Purwanto, 2022)

According to Tjiptono in the journal (Alvina Rahma Anggraeni & Euis Soliha, 2020) And (Susilowati & Utari, 2022), price perception is measured by the following indicators:

1. Price according to product quality.

Consumers tend to associate price with product quality.

2. Matching price and benefits.

Price is a statement of the value of a product. Value is a comparison or ratio between the perceived benefits and the costs of obtaining the product.

3. Competitive price.

Prices are flexible so they can be adjusted quickly. Price is the simplest factor and can be adjusted based on market trends.

The Relationship between Price Perceptions and Purchasing Decisions

According to Paul, Peter and Jerry in the journal (Alvina Rahma Anggraeni & Euis Soliha, 2020) stated "price perception is related to how price information is completely understood by consumers and provides deep meaning for them. Therefore, price perception is directly related to satisfaction so that it can improve purchasing decisions. The better the price perception, the more purchasing decisions will increase.

Buying Decision

According to Kotler and Keller in the journal (Alvina Rahma Anggraeni & Euis Soliha, 2020) states that purchasing decision making is a problem solving process which consists of analyzing or identifying needs and desires, providing information, evaluating sources to select purchasing alternatives, purchasing needs, and post-purchase actions.

According to Philip Kotler in (Satria & Anggrainie, 2023) And (Martianto et al., 2023) Every purchasing decision has these indicators, including:

1. Stability in one product. As part of the purchasing process, consumers select available alternative products. Of course, this selection will be based on quality, quality, price and other factors.
2. Product purchasing habits. Consumer behavior can also influence purchasing decisions. Consumers become attached to a product when they feel the benefits of the product.
3. Provide recommendations to others. This is consumer behavior after they buy a product and feel

satisfied with the product they use, and recommend the product to other people.

Repeat purchases. If the results obtained are in line with consumer expectations, then consumers will feel confident about buying the product again and will hesitate to look for other products.

Conceptual Framework

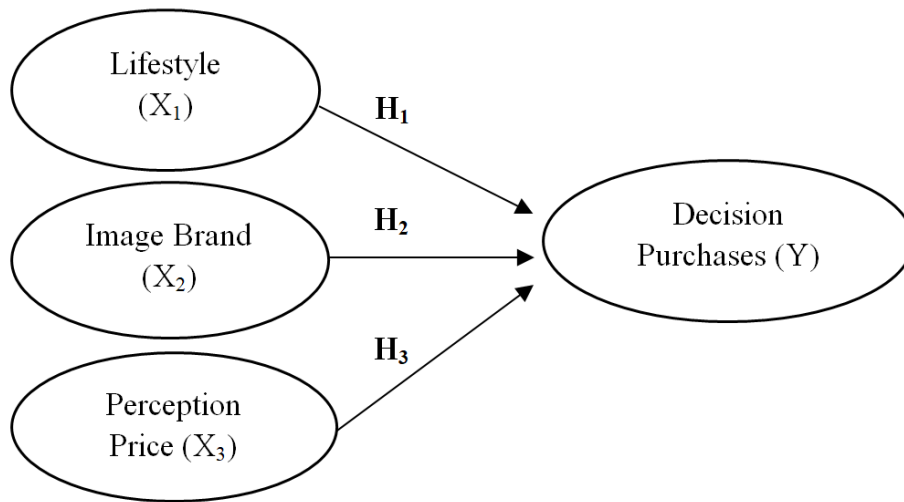


Figure 1 Framework

Hypothesis 1: It is suspected that lifestyle has a positive influence on Uniqlo purchasing decisions in the city of Surabaya.

Hypothesis 2: It is suspected that brand image has a positive influence on Uniqlo purchasing decisions in the city of Surabaya.

Hypothesis 3: It is suspected that price perceptions have a positive influence on Uniqlo purchasing decisions in the city of Surabaya.

METHOD

This research uses quantitative research methods obtained from a collection of questionnaire data that has been distributed via Google Form to 104 respondents who live in the city of Surabaya and have purchased Uniqlo products at least once. The analytical tool used uses the Structural Equation Model (SEM) technique which is also known as an alternative SEM method with Partial Least Square (PLS).

RESEARCH RESULTS AND DISCUSSION

Model evaluation in PLS is carried out by evaluating the outer model and inner model. The outer model is evaluated using several tests, namely convergent validity, discriminant validity, and Average Variance Extracted (AVE) and composite reliability. The inner model was tested using R-Square, significance test (hypothesis testing) and effect size.

Test Outer Model

Validity test, looking at the output table of Average Variance Extracted (AVE) values, the mode is good if the AVE value for each construct is greater than 0.5.

Table 1 Test Outer Model

	Average Variance Extracted (AVE)
Brand Image (X ₂)	0.719
Purchase Decision (Y)	0.782
Lifestyle (X ₁)	0.731
Price Perception (X ₃)	0.819

Source: data processing, SmartPLS output

Construct reliability is measured by the composite reliability value. A reliable construct if the composite reliability value is above 0.70 then the indicator is said to be consistent in measuring the latent variable.

Table 2 Composite Reliability

	Composite Reliability
Brand Image (X ₂)	0.884
Purchase Decision (Y)	0.935
Lifestyle (X ₁)	0.889

Source: data processing, SmartPLS output

The relationship between variables has a maximum correlation value of 1, the closer the value is to 1, the better the correlation. The highest correlation value is between the Lifestyle variable (X₁) and Purchase Decision (Y) of 0.786. So, the relationship between the Lifestyle variable (X₁) and Purchasing Decisions (Y) shows a stronger relationship than the relationship between other variables.

Table 3 The relationship Between

	Brand Image (X ₂)	Purchase Decision (Y)	Lifestyle (X ₁)	Price Perception (X ₃)
Brand Image (X ₂)	1,000	0.604	0.521	0.727
Purchase Decision (Y)	0.604	1,000	0.786	0.646
Lifestyle (X ₁)	0.521	0.786	1,000	0.536
Price Perception (X ₃)	0.727	0.646	0.536	1,000

Source: Data processing, SmartPLS output

Inner R-square Model

Testing of the structural model is carried out by looking at the R-Square value which is a model goodness-fit test. R² value = 0.591. This can be interpreted that the model is able to explain the phenomenon of Purchase Decisions which are influenced by independent variables including Lifestyle, Brand Image and Price Perception with a variance of 59.1%. Meanwhile, the remaining 40.9% is explained by other variables outside this research.

Table 4 R Square

	R Square
Purchase Decision (Y)	0.591

Source: Data processing, SmartPLS output

Contents of Discussion Results

1. The influence of lifestyle on purchasing decisions

Based on the results of the SEM-PLS analysis that has been carried out, the influence lifestyle has a positive relationship with purchasing decisions. Path coefficients of 0.447 and the T-value statistics of 6.634 > 1.96 P-values of 0.000 are smaller than 0.05, so the effect is significant (positive). As a result, the first hypothesis (H₁) states that lifestyle influence on purchasing decisions brand Uniqlo in Surabaya City.

The results of this research are in line with previous research by (Ni'matur Rahmayanti & Muchammad Saifuddin, 2021) which concludes that Lifestyle has a positive and significant influence on purchasing decisions.

2. The influence of brand image on purchasing decisions

Based on the results of the SEM-PLS analysis that has been carried out, brand image has a positive effect on purchasing decisions. With path coefficients of 0.160 and the T-value statistics amounted to 2.409 > 1.96 P-value of 0.016 is smaller than 0.05, so it has a significant effect. As a result, the second hypothesis (H₂) states that brand image influences purchasing decisions brand Uniqlo in Surabaya City. Therefore, brand image is directly related to customer satisfaction and can increase purchasing decisions.

The results of this research are in line with previous research by (Alvina Rahma Anggraeni & Euis Soliha, 2020) which concludes that brand image has a significant influence on purchasing decisions.

3. The influence of price perceptions on purchasing decisions

Based on the results of the SEM-PLS analysis that has been carried out, price perceptions have a positive effect on purchasing decisions. With path coefficients of 0.290 and T-value statistics amounting to 2.409 > 1.96. A P-value of 0.000 is smaller than 0.05, so the effect is significant (positive). As a result, the third hypothesis (H₃) states that price perceptions have a positive effect on purchasing decisions brand Uniqlo in Surabaya City.

Results This research is in line with previous research by (Aprillia Darmansah & Sri Yanthy Yosepha, 2020) which concludes that price perceptions have a significant influence on purchasing decisions.

CONCLUSION

Based on research that has been conducted regarding the influence of lifestyle, brand image, and price perception on purchasing decisions for the Uniqlo brand in the city of Surabaya, it can be concluded first, lifestyle has a positive and significant influence on purchasing decisions for the Uniqlo brand in the city of Surabaya. So, it can be concluded that the more people follow the development of fashion trends and are able to contribute to someone's lifestyle, the greater the purchasing decision for the Uniqlo brand in the city of Surabaya.

Second, brand image has a positive and significant contribution to purchasing decisions for the Uniqlo brand in the city of Surabaya. So, it can be concluded that the brand image created by Uniqlo has a positive impact on consumers, so consumers will make repeat purchases of the Uniqlo brand.

Third, price perception has a positive and significant contribution to purchasing decisions for the Uniqlo brand in the city of Surabaya. So, it can be concluded that the price perception offered by Uniqlo is acceptable to consumers, thereby enabling consumers to make purchasing decisions. It is hoped that Uniqlo will be able to maintain its clothing design and be able to keep up with developments in trends but not lose Uniqlo's characteristic with designs that are simple but comfortable to wear, because by maintaining Uniqlo's characteristics, it will always be remembered in the minds of consumers. Uniqlo is expected to be able to maintain and develop the brand image that has been built so that it sticks in the hearts of consumers so that consumers remain loyal to Uniqlo products.

For the Uniqlo company, it must maintain prices to be able to compete with other competitors. Of course, this is supported by the quality of the products they have. For future researchers, it is hoped that they can develop the research by adding variables to become a new form of research or can increase the number of samples so that this research can expand and find new answers from the research results.

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