

The Effect of Lifestyle, Brand Image, and Perceived Value on Purchase Intention

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Abstract. The population in this study are Uniqlo Semarang customers. The analytical method used quantitative includes non-probability sampling technique of 70 respondents. The coefficient of determination (R^2) is 0.759, which means that 75.9% of the variation in purchase intention can be explained by the time period of the analysis can be explained by the factors identified. The remaining 24.1% is explained by other factors. The results of this study show a positive and significant relationship between lifestyle, brand image, and perceived value on purchase intention.

Keywords: Lifestyle, Brand Image, Perceived Value, Uniqlo Purchase Intention

INTRODUCTION

After the pandemic, now the economy is gradually recovering. Pandemic conditions are able to create a window of opportunity for the economy to play an important role in economic recovery. The economic recovery due to the Covid-19 pandemic is taking place amidst an increasingly challenging global environment. This condition has also brought about many changes to people's consumption patterns. The first impact that is very visible and easy to see is an increase in household consumption or an increase in people's purchasing power in general. One of the dominant developments is the rise of fashion products that are often loved by the public. Anything that is worn on the body with the intention of protecting the body or beautifying the body in particular is said to be fashion. Fashion refers to the trend of clothing that is worn by someone everyday, both in everyday life and on certain occasions. These fashion trends vary depending on how individuals dress, including casual, sexy, romantic, glamorous, and classic styles. Fashion trends play a role in increasing self-confidence, building individual characteristics, increasing appearance attractiveness, and giving happiness. Fashion is closely related to clothing, which was previously only considered as a practical need, but now it is a major need for people who are aware that fashion is not only about dressing, but also functions to improve appearance to make it look attractive and influence social status.

According to (Hermawanto & Anggrani, 2020), globalization is an expansion of a global network that is getting stronger. Fashion is experiencing rapid trend changes, these changes make people's clothing trends change more and more, this is very different from the fashion trends of people then and now. Many foreign modern fashion companies have entered the Indonesian market to invest. Various models and types of clothing continue to emerge and are warmly welcomed by fashion lovers. Currently there are several international fashion brands entering Indonesia such as H&M, ZARA, Chanel, Pull & Bear, Mango, Stradivarius. Apart from these brands, there is a brand called Uniqlo. Uniqlo is a famous Japanese brand under the company PT. Fast Retail. The name Uniqlo comes from the name of its first store called Unique Clothing Warehouse which was opened by Tadashi Yanai in Hiroshima City. Uniqlo describes its business model as a specialty retail store for its own branded clothing. Apart from producing casual clothes, Uniqlo also produces sportswear. Clothing that comes from a respectful Japanese culture simplicity, superior quality, and durability. In Indonesia, Uniqlo was held for the first time at Lotte Shopping

Avenue, South Jakarta. Currently, Uniqlo has 49 stores opening in Indonesia as of April 2022. Based on a survey conducted by the Brand Directory every year, a leading brand assessment consultant tests 5,000 of the biggest brands and publishes around 100 .

During the pandemic, the value of sportswear brands experienced steady growth as consumers spent more time at home. They prefer brands that offer comfort over style. In the midst of the Covid-19 pandemic, fashion is not a top priority for the community, so interest in fashion has decreased. People have more important priorities than shopping for fashion. Many retail companies have experienced losses and have been forced to close their stores, such as Muji Indonesia, which originated in Japan. However, as people's priorities and lifestyles change amid the pandemic, the demand for fashion is increasing again. Fashion is able to adapt to these changes. For example, masks have become an essential need during a pandemic, and the fashion industry has been able to respond by providing a variety of stylish and functional mask designs. Along with this shift, fashion is increasingly becoming a people's need. In the brand ranking report for all sectors and countries, there are 50 most valuable and strongest brands in the apparel industry. These brands rank 50 in the annual list of clothing brands.

Purchase Intention is an attribute that reflects consumer preferences when they use a product. In the view of (Kotler & Keller, 2012), purchase intention is a consumer action that arises in response to an object that indicates a customer's desire to buy a particular brand. To inspire consumer purchase intentions to switch to a broader lifestyle, the use of advances in digital technology can be used to interact directly with customers and realize their desires. One approach that can be taken is to identify emerging trends to meet new needs, so as to anticipate lifestyle changes and future needs. According to (Kotler, 2002), lifestyle has a significant influence on Purchase Intention. Lifestyle includes how a person spends time (activities), their interests in the surrounding environment, and their views of themselves and the environment (opinions). In other words, lifestyle reflects a person's personality as a whole in his interactions with his environment. (Mowen & Michael Minor, 2001) defines lifestyle as a pattern of behavior, shopping patterns, and one's time allocation in everyday life. In an economic context, lifestyle can be thought of as the way individuals perceive, choose, and spend their resources.

Lifestyle can reflect how individuals allocate their income, which in turn influences their behavior in terms of food consumption patterns, advanced technology, education, entertainment, shopping patterns, and time allocation. In an economic context, Lifestyle can be considered as a factor that determines how individuals spend their money, and thus influences their consumption decisions regarding food, high technology, education, and entertainment.

Brand Image is a mental representation that is formed through association and consumer trust in certain brands. This refers to the picture that consumers have of a product in general. Each individual may have a similar perception of the brand. Competition in the industry is currently increasingly fierce, so companies are required to be more creative and create competitive advantages. Brand Image includes a number of beliefs, ideas and impressions held by individuals. Perceived value is the process by which individuals select, organize, and combine information to form a meaningful world view. According to Kotler and Keller (2002),

Many studies have been conducted on the factors that influence consumer buying interest. However, due to the different results from previous studies, this study was repeated. The results of this study are different from previous studies because factors that have an effect on one study may not necessarily have an effect on other studies. Based on the difference in the results of the research above, the authors are interested in conducting further research on the influence of lifestyle, brand image, and perceived value on the intention to buy Uniqlo products. Against this background, the formulation of the problem in this research is how do lifestyle, brand image , and perceived value influence the purchase intention of Uniqlo products? The purpose of this study was to analyze the effect of lifestyle, brand image, and perceived value on the intention to buy Uniqlo products.

Lifestyle relationship with Purchase Intention is very strong, companies must also be oriented to the interests of consumers by paying attention to product quality, so that consumers will be satisfied by changing Lifestyle . So that it can be hypothesized (H1) Lifestyle has a significant effect on Perceived Value . Research conducted by Gusti Ayu Hana Pratiwi, I Gusti Agung Ketut Sri Ardani (2021) shows the result that brand image has a positive and significant effect on Purchase Value . So that it can be hypothesized (H2) Brand image has a positive and significant effect on purchase intention. The perceived value of the product will influence the customer's purchase intention. So that it can be hypothesized (H2) Perceived value has a positive and significant effect on purchase intention (see Figure 1).

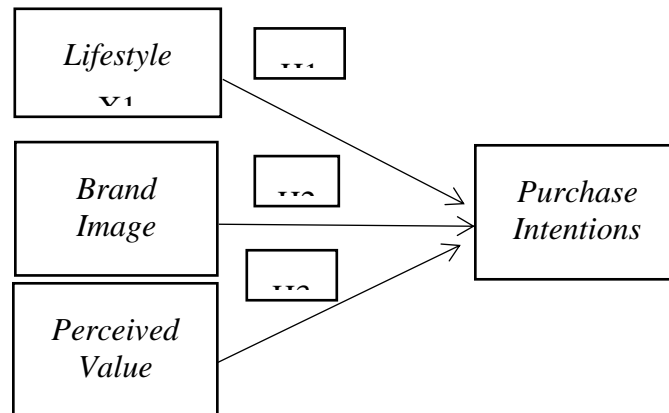


FIGURE 1. Framework Model

METHODS

The population in this study are residents in Semarang who are consumers of Uniqlo products. The exact population size is not known. In this study the sampling used was a non-probability sample, where the size of the population is not known with certainty and there are also several populations that are not likely to be sampled. The sampling method in this study used a purposive sampling technique. Purposive sampling is a sampling technique with certain considerations (Sugiyono, 2010). If the population is unknown, according to Hair, Black, Babin, and Anderson (2010) it is recommended that the sample size be at least 5 times the number of question items contained in the questionnaire. The sample in this study amounted to 70 respondents.

Instrument testing is carried out through a validity test that is used according to (Ghozali, 2018) if the KMO value test (Kaiser Mayer Olkin). if the KMO value is > 0.5 and if the factor value is > 0.4 then the item in question is valid and further testing can be carried out. Reliability according to (Ghozali, 2018) with Cronbach Alpha (α) > 0.70. P The data analysis technique in this study uses multiple regression analysis techniques to find out or get an overview of the effect of the independent variables on the dependent variable, using the SPSS program. The multiple linear regression equation is:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e \tag{1}$$

Information :

- $\beta_1 \beta_2 \beta_3$ = Regression Coefficient
- Y = Purchase Intention
- X1 = Lifestyle
- X2 = Brand Image
- X3 = Perceived Value
- e = error variable

RESULTS AND DISCUSSION

Regression analysis is used to determine the effect of lifestyle, brand image, perceived value and purchase intention variables on Uniqlo Fashion products. The results of the regression analysis can be seen in **TABLE 1**.

TABLE 1. of Regression Analysis Results

Variable Equations	Coefficient (β)	Sig.	Information
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Effect of Lifestyle on Purchase Intention	0.361	0.001	H1 Accepted
Effect of Brand Image on Purchase Intention	0.203	0.003	H2 Accepted
Perceived Value that is felt on Purchase Intention	0.418	0.000	H3 Accepted
<i>Customized R Square</i>	0.759		
<i>F test</i>	70.155		
<i>Sig</i>	0.000		

Source: Primary Data 2023

Based on the results of the regression analysis above, a multiple linear regression equation can be produced as follows: $Y = 0.361 X_1 + 0.203 X_2 + 0.418 X_3$ so that it can be studied Lifestyle (β_1) = 0.361, the positive value obtained indicates that whenever there is an increase in Lifestyle, it will there is an intention to buy. Brand Image (β_2) = 0.203, the positive value obtained indicates that every time there is an increase in brand image there will be Purchase Intention and Perceived Value (β_3) = 0.418, the positive value obtained indicates that whenever there is an increase in perceived value, there will be a purchase intention. The model test was carried out to see whether the regression equation model was good or not between the independent variables and the dependent variable. The test uses the coefficient of determination and the F test. The coefficient of determination (R^2) is used to measure the ability of the independent variable to explain the dependent variable. Based on Table 1.1 shows that the Adjusted R Square value is 0.759. This can be interpreted that the ability of lifestyle, brand image, and perceived value in explaining Purchase Intention of 75.9% ($0.759 \times 100\%$), while 24.1% ($100\% - 75.9\%$) Purchase Intention is explained by variables other than lifestyle, brand image and Perceived Value felt. The F test is used to determine the effect of the independent variable on the dependent variable simultaneously or as a stimulant. The existence of a stimulant effect can be seen from sig. $F \leq 0.05$. In Table 4.5. shows the results of the F test of 70.155 with sig. 0.000 is less than 0.05. This shows that lifestyle, brand image,

EFFECT OF LIFESTYLE ON PURCHASE INTENTION

The results of testing the first hypothesis on the t-test show that there is an intermediate effect Lifestyle with Purchase Intentions Uniqlo fashion products. This is evidenced by the coefficients Lifestyle beta of 0.361 and sig. $0.001 < 0.05$, meaning that Lifestyle has a positive effect on Purchase intention. This shows that the first hypothesis (H1): the better the consumer's Lifestyle, the more consumers will make purchase intentions. In this study, Uniqlo's Lifestyle was quite good, but there are several things that need attention. Judging from the descriptive results of the Lifestyle variable, an average result of 4 means agree. The highest indicator states that Lifestyle offered is very good and not inferior to other brands. Based on the description of the respondents, most of those who made purchases were women (44 people), aged between 17-25 years (49 people), Uniqlo members (70 people), students (32 people), high school/vocational high school graduates (49 people), last bought a Uniqlo product within 3 months (less than 1 month), Last amount of money spent at Uniqlo (39 people) and visited 1-2 times in the last 3 months (43 people). This shows that Lifestyle is in accordance with the needs and desires of consumers. Lifestyle according to (Siti Aliyati et al, 2018) can be interpreted as an embodiment of one's self-concept. Everyone has a different lifestyle that can influence a person's behavior in buying a product. Lifestyle as an opportunity in marketing activities, many marketers direct their brands to Lifestyle somebody. Evidenced by research conducted by Mega Ragita Herdiani (2020) and Siti Sarah, Adryan Rachman, Tri Febrianti (2019) in her research stated that Lifestyle had a positive and significant effect on Purchase Intention.

THE EFFECT OF BRAND IMAGE ON PURCHASE INTENTIONS

The results of testing the first hypothesis on the t-test show that there is an influence between brand image and Purchase Intention for Uniqlo fashion products. This is evidenced by the beta coefficient brand image of 0.203 and sig. $0.003 < 0.05$, meaning that brand image has a positive effect on perceived value. This shows that the second hypothesis (H2): the better the Brand Image on consumers, the more consumers will make purchase intentions. In this study, Uniqlo's brand image is quite good, but there are several things that need attention. Judging from the descriptive results of the Brand Image variable, an average result of 4 means agree. The highest indicator states that the Brand Image offered is very good and is not inferior to other brands. Based on the description of the respondents, most of those who made purchases were women (44 people), aged between 17-25 years (49 people), Uniqlo members (70 people), students (32 people), high school/vocational high school graduates (49 people), last bought a Uniqlo product within 3 months (less than 1 month), Last amount of money spent at Uniqlo (39 people)

and visited 1-2 times in the last 3 months (43 people). This shows that the brand image is in accordance with the brand desired by consumers. last bought a Uniqlo product in 3 months (less than 1 month), Last amount of money spent at Uniqlo (39 people) and in the last 3 months visited 1-2 times (43 people). This shows that the brand image is in accordance with the brand desired by consumers. last bought a Uniqlo product in 3 months (less than 1 month), Last amount of money spent at Uniqlo (39 people) and in the last 3 months visited 1-2 times (43 people). This shows that the brand image is in accordance with the brand desired by consumers.

Brand Image according to (Kotler, 2005) in (Usman Effendi, 2021) Brand Image is a set of responses of a person or group of people originating from their sight so that perception arises as a result of sensing plus the results of the information obtained. Brand Image is the market's conclusion about a product and market method as a whole. Evidenced by research conducted by Mega Ragita Herdiani (2020), Kelvin1 , Carunia Mulya Firdausy (2021) and Gusti Ayu Hana Pratiwi, I Gusti Agung Ketut Sri Ardani (2021) in his research states that brand image has a positive and significant effect on Purchase Intention .

THE EFFECT OF PERCEIVED VALUE ON PURCHASE INTENTION

The results of testing the first hypothesis on the t-test show that there is an influence between perceived value and Purchase Intention for Uniqlo fashion products. This is evidenced by the perceived value of the beta coefficient of 0.418 and sig. 0.000 < 0.05 means that perceived value has a positive effect on purchase intention. This shows that the third hypothesis (H3): the better the perceived value of consumers, the more consumers will make purchase intentions. In this study, Uniqlo's perceived value was quite good, but there are several things that need to be considered. Judging from the descriptive results of the variable value perception obtained an average result of 4 means agree. The highest indicator states that the perceived value offered is very good and not inferior to other brands. Based on the description of the respondents, most of those who made purchases were women (44 people), aged between 17-25 years (49 people), Uniqlo members (70 people), students (32 people), high school/vocational high school graduates (49 people) , last bought a Uniqlo product within 3 months (less than 1 month), Last amount of money spent at Uniqlo (39 people) and visited 1-2 times in the last 3 months (43 people). This shows that the perceived value is in accordance with the needs and desires of consumers. last education SMA/SMK (49 people), last purchased Uniqlo products within 3 months (less than 1 month), last amount of money spent at Uniqlo (39 people) and visited 1-2 times in the last 3 months (43 people). This shows that the perceived value is in accordance with the needs and desires of consumers. last education SMA/SMK (49 people), last purchased Uniqlo products within 3 months (less than 1 month), last amount of money spent at Uniqlo (39 people) and visited 1-2 times in the last 3 months (43 people). This shows that the perceived value is in accordance with the needs and desires of consumers. Perceived value according to (Sangadji and Sopiah, 2013) in (Jefri Putri, M.Sc., et al., 2021) Perceived value is a process that arises as a result of a sensation, where sensation is an activity that is felt or causes a pleasant emotional state. Evidenced by research conducted by Mega Ragita Herdiani (2020) and Muhammad Dabid Irhab Falah, Muhammad Rifqi Adi Indrawan, Bayu Hariyo Bhirowo (2022) in his research states that perceived value has a positive and significant effect on Purchase Intentions .

CONCLUSIONS

Lifestyle proved to have a significant positive effect on purchase intention with the regression coefficient obtained at 0.361 and sig. 0.001 is smaller than 0.05, so it can be concluded that increasing Lifestyle will increase Perceived Value on Uniqlo fashion products . Brand Image is proven to have a significant positive effect on purchase intention with a regression coefficient obtained of 0.203 and sig. 0.003 is smaller than 0.05, so it can be concluded that the more brand image is done, the Perceived Value will increase on Uniqlo fashion products . Perceived value is proven to have a significant positive effect on Purchase Intention with the obtained regression coefficient of 0.418 and sig. 0.000 is smaller than 0.05, so it is concluded that the greater the perceived value, the higher the Purchase Intentions on Uniqlo fashion products .

This research is inseparable from several limitations in conducting research such as the results of the determinant coefficient indicating that Lifestyle , Brand Image , and perceived value are able to explain Purchase Intention of 75.9% (Adjusted R Square = 0.759 x 100%), while 24.1% (100% - 75.9%) purchase intention explained by variables other than Lifestyle , Brand Image and perceived value but not raised in this study. This study did not determine specific product variants from Uniqlo as research objects, so that it could not be known which product variants were valued by consumers and consumed the most by consumers in this study.

The research results obtained provide various implications both theoretically and practically. The research results obtained strengthen the theory of the Effect of Lifestyle , Brand Image, and Perceived Value on Purchase Intention for Uniqlo Fashion Products . Affect Lifestyle on buying interest supports the research of Mega Ragita Herdiani

(2020) and Siti Sarah, Adryan Rachman, Tri Febrianti (2019) which states Lifestyle effect on buying interest . Affects brand image on buying interest supports the research of Mega Ragita Herdiani (2020), Kelvin1, Carunia Mulya Firdausy (2021) and Gusti Ayu Hana Pratiwi, I Gusti Agung Ketut Sri Ardani (2021) which states that brand image influences purchase intention . Intention to support the research of Mega Ragita Herdiani (2020) and Muhammad Dabid Irhab Falah, Muhammad Rifqi Adi Indrawan, Bayu Hariyo Bhirowo (2022) which states that perceived value influences Purchase Intention .

The managerial implication of this study is the Lifestyle variable proved to have a positive and significant effect on purchase intention . The lowest average is found in the indicator "Uniqlo products have better quality than other products" of 4.26. Therefore Uniqlo needs to pay attention Lifestyle offered so that consumers feel the product offered is in accordance with the quality obtained. on the brand image variable proved to have a positive and significant effect on purchase intention . There is the lowest average on the indicator "Uniqlo products have uniqueness that distinguishes them from other fashion brands" of 4.29. Therefore, Uniqlo needs to pay attention to the brand image that is used to attract everyone's attention. on the perceived value variable proved to have a positive and significant effect on purchase intention . The lowest average is found in the indicator "Uniqlo products are very affordable" at 4.25. Therefore, Uniqlo needs to pay attention to the price and quality provided so that consumers can feel the value of Uniqlo's product quality.

Based on the limitations of this study, the researcher submits suggestions for further research, including adding research variables, namely product quality and brand trust so that other variables that influence Purchase Intention can be identified . on Uniqlo fashion products . The questionnaire should also include product variants at Uniqlo so that consumers can find out which variants are more preferred and purchased so that they can add data to analyze research results.

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