The Influence Of Lifestyle And Reference Groups On The Decision To Purchase A XIAOMI SMARTPHONE

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Abstract

This research aims to find out the lifestyle and reference group of Xiaomi smartphone purchasing decisions in Bogor City. This type of research uses a quantitative approach. Sampling using Slovin Technique, with a sample count of 100 respondents. The data collection method is done using the questionnaire method. The data analysis technique used in this study is a multiple linear analysis technique. This research uses the SPSS test tool. The results showed that partially lifestyle had a significant effect on purchasing decisions. This is evidenced by getting a greater t-count value when compared to the t-table value (5.028 > 1.984) with a significant level of 0.05. Reference Group has no significant influence on purchasing decisions. This can be proven by obtaining a greater t count value when compared to t table (0.808 > 1.984) with a significant level of 0.05. While simultaneously there is the influence of Lifestyle and Reference Group on Purchasing Decision in Bogor City. With the calculation result that has been done generates a value of Fhitung count > Ftable of (15.379 > 3.09) with a significant value of 0.000 < 0.05. Thus it can be concluded that there is a significant influence between lifestyle and reference groups on purchasing decisions.

Keywords : Lifestyle, Reference Group, Purchasing Decision.

Introduction

In this modern era, it is characterized by very rapid technological advances, everything has become sophisticated equipment. Very significant developments occurred in communication tools. Mobile phones themselves have developed to become smartphones (smart phones). Smartphones have developed into multifunctions, not only for calling and SMS, but can also be used for social media, online games, recording videos, listening to music, and so on.

Xiaomi is a privately owned electronics company from China headquartered in Beijing that is dedicated to creating user experiences from all aspects. Founded in 2010, China's leading technology company. Xiaomi is the 3rd smartphone distributor in the world which designed, developed and sold its first smartphone in August 2011. Xiaomi has gained market share in mainland China. The founder and CEO of Xiaomi is Lei Jun, who is the 23rd richest person in China according to Forbes. The company is now valued at more than 10 billion USD and has more than 5,000 employees, who come from China, Malaysia, Singapore, India, the Philippines and Indonesia.

According to IDC, Xiaomi is currently the third largest smartphone manufacturer in the world followed by Lenovo and LG which are fourth and fifth respectively. Samsung still remains in first place even though its production has decreased, and is followed by Apple in second place. Xiaomi also became China's largest smartphone vendor in 2014, after overtaking Samsung, according to an IDC report. Jobs that require a good telephone make them buy a smartphone with high quality and prestige. People's lifestyles that are required to exist make them use Xiaomi smartphones. For them, the need for a smartphone has become a necessity, especially for the perceived benefits such as for social
media, the internet and for sending emails. People like Xiaomi not only because of its good quality, but also because the price is affordable for Indonesian people. Xiaomi also has features that really help its users. Lifestyle will influence a person in making all decisions, one of which is purchasing decisions. People in general like a modern lifestyle, this is because people's daily lives are influenced by several things, such as daily activities that require smartphones.

Extended decision making involves extensive internal and external search and is followed by a complex evaluation of several alternatives. This is a response to high levels of purchasing doubt, and thorough evaluation becomes an important aspect of the extended decision. The role of reference groups is very influential on purchasing. Every day, people will meet more often with their group of friends or reference groups. With frequent meetings, people will also use their friends as comparisons or references in making purchasing decisions. So that in people's purchasing decisions about Xiaomi there is the influence of reference groups. Based on the description above, the author is interested in conducting research entitled The Influence of Lifestyle and Reference Groups on Xiaomi Smartphone Purchasing Decisions, Case Study of Consumers Using Xiaomi Brand Smartphones in Bogor City. To find out the results of the discussion of this research, according to the background of the next research, the author identifies the following problems: How does lifestyle influence purchasing decisions?; How does the reference group influence purchasing decisions?; and How do lifestyle and reference groups influence purchasing decisions?

Method

According to Sujarweni (2019:71) Research design is guidelines or procedures and techniques in research planning that are useful as a guide for building strategies to produce research models or blueprints. A hypothesis can be defined as a statement about a population whose truth will be tested based on data obtained from a research sample. Statistically, a hypothesis is a statement regarding the state of the parameters that will be tested through sample statistics. Several hypotheses can be put forward for this research, namely:

H1 = There is an influence of Lifestyle Regarding Purchasing Decisions
H2 = There is a group influence References to Decisions Purchase
H3 = There is an influence of Lifestyle and Reference Group Against Buying decision

Data Type used in this research according to Noor (2014:13-15) Data is a collection of information which is usually in the form of numbers resulting from measurements or calculations. Based on the type of data, it is divided into two parts, namely qualitative data and quantitative data. This research uses quantitative research methods. Quantitative is an approach to research that uses data in the form of numbers. This research analyzes the influence of lifestyle and reference groups on purchasing decisions. The data collection method uses written questions to obtain information from respondents, namely Xiaomi smartphone consumers in Bogor City. The data source is the subject from which the researcher's data comes. For example, using a questionnaire or interview in collecting data, the data source is called the respondent, namely the person who responds or answers questions, both written and verbal.

Results and Discussion

In the process of obtaining research data regarding perceptions related to purchasing decisions among Xiaomi smartphone consumers in the city of Bogor, regarding lifestyle and reference groups, in sampling efforts, the author used students, employees and lecturers at Ibn Khaldun University Bogor as the population. Then the author will enter it into the sampling formula from Slovin with a percentage allowance due to errors that can be tolerated at 10%. then if calculated using the Slovin formula as follows:

\[ n = \frac{N}{1+N.e^2} \]
Dari perhitungan rumus slovin diatas dapat diketahui bahwa sampel dari penelitian ini 97,4 dan dibulatkan menjadi 100 sampel / responden, jumlah pertanyaan yang ada dikuisisoner berjumlah 18 pertanyaan. Terdiri dari 8 untuk pertanyaan variabel Gaya Hidup (X1), 6 pertanyaan variabel Kelompok Referensi (X2), dan 4 pertanyaan variabel Keputusan Pembelian (Y).

<table>
<thead>
<tr>
<th>correlations</th>
<th>X1</th>
<th>X2</th>
<th>Y</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pearson Correlation</td>
<td>1</td>
<td>.042</td>
<td>.023</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>.681</td>
<td>.823</td>
<td></td>
</tr>
<tr>
<td>N</td>
<td>100</td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>

From the results of calculations using SPSS software, the significant value between taste variations and purchasing decisions is 0.823 <0.05, meaning there is no significant correlation. From the results of calculations using SPSS software, the significant value between customer satisfaction and purchasing decisions is 0.000 < 0.05, meaning there is a significant correlation. From the results of calculations using SPSS r calculation software for the relationship between lifestyle and purchasing decisions, which is 0.023> r table 0.196, it can be concluded that there is no correlation between lifestyle variables and purchasing decisions. The calculation results using SPSS R Calculation software for the relationship between purchasing decisions and the reference group are 0.489> r table 0.196, so it can be concluded that there is a correlation between the customer satisfaction variable and purchasing decisions.

<table>
<thead>
<tr>
<th>Coefficients(^a)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Model</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>1 (Constant)</td>
</tr>
<tr>
<td>X1</td>
</tr>
<tr>
<td>X2</td>
</tr>
</tbody>
</table>

Based on table 2 of the multiple linear regression test results above, it can be seen that the multiple linear regression equation that can be formulated in this research is as follows:

\[ Y = \alpha + \beta_1 X1 + \beta_2 X2 \]

\[ Y = 5.643 + 0.301 X1 + 0.053 X2 \]

Information :
Y = Dependent variable (Purchase Decision)
\( \alpha \) = Constant number
\( \beta_1, \beta_2 \) = Line direction coefficients
X1= Independent variable (Lifestyle)
X2= Independent Variable (Reference Group)

Based on the multiple linear regression analysis equation above, the constant can be interpreted as follows:

a. $\alpha = 5.643$. If the value of the Lifestyle variable (X1) and the Reference Group variable (X2) is 0 then the Purchase Decision will have a constant value of 5.643. b. $\beta_1=0.301$. The coefficient value of the Lifestyle variable produces a positive value of 0.301. This means that if each Lifestyle variable increases by 1 unit, then the Purchase Decision level will increase by 0.301. c. $\beta_2=0.053$. The coefficient value of the Reference Group variable produces a positive value of 0.053. This means that if each Reference Group variable experiences an increase of 1 unit, then the Purchase Decision level will increase by 0.053.

The $t$ test is a test carried out to determine the relationship between the independent variable and the dependent variable partially, with a rate of 5% (0.05). If the Sig value <0.05 then it can be interpreted that the independent variable (X) partially influences the dependent variable (Y).

- **Ho**: there is no influence between variable X on variable Y
- **Ha**: there is an influence between variable X on variable Y

Criteria:
- If $t$-count < $t$-table, then Ho is accepted
- If $t$-count > $t$-table, then Ho is rejected

a. Influence of Lifestyle (X1) on Purchasing Decisions (Y), it can be seen that the $t$-calculated value is 5.028. When compared with the $t$-table value with a significance level of 5%, it is 1.984. So the $t$-count value is greater than the $t$-table value (5.028 > 1.984). So it can be concluded that $H_0$ is rejected and $H_a$ is accepted, which means that there is an influence of the Lifestyle variable on purchasing decisions.

b. Influence of Reference Group (X2) on Purchasing Decisions (Y), it can be seen that the $t$-calculated value is 0.808. When compared with the $t$-table value with a significance level of 5%, it is 1.984. So the $t$-calculated value is greater than the $t$-table value (0.808 > 1.984). So it can be concluded that $H_0$ is rejected and $H_a$ is not accepted, which means there is no influence of the Reference Group variable on purchasing decisions.

The $F$ test is used to determine the feasibility of the $F$ test decision making rule data, the significance level is 5%.

The $F$ test criteria are:
- If $F$-count > $F$-table, then $H_0$ is rejected and $H_a$ is accepted
- If $F$-count < $F$-table, then $H_0$ is accepted and $H_a$ is rejected

Table 3. Simultaneous $F$ Test

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>Df</th>
<th>Mean Square</th>
<th>$F$</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Regression</td>
<td>142,277</td>
<td>2</td>
<td>71,139</td>
<td>15.3</td>
</tr>
<tr>
<td></td>
<td></td>
<td>15,379</td>
<td>97</td>
<td></td>
<td>0.000</td>
</tr>
<tr>
<td>Residual</td>
<td>448,683</td>
<td>97</td>
<td>4,626</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>590,960</td>
<td>99</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Based on the above, the $F$-count value is 15.379 and the $F$-table value with a significance level of 5% is 3. So the $F$-count value is greater than the $F$-table value (15.379 > 3.09) and the value is significant (0.000 < 0.05) indicates that variable Y is accepted. It can be concluded that there is a significant and positive influence between variables X1 and X2 stimulanty on variable Y. Which means there is a significant and positive influence between the Lifestyle variables (X1) and the Reference Group (X2) on Purchasing Decisions (Y). Which means there is a significant and positive influence between the Lifestyle variables (X1) and the Reference Group (X2) on purchasing decisions (Y).
Table 4. R Determination Test

<table>
<thead>
<tr>
<th>Model Summary</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1,491</td>
<td>0,241</td>
<td>0,225</td>
<td>2,15072</td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), X2, X1
b. Dependent Variable: Y

Sumber: Data Diolah 2020, SPSS

After analyzing the first hypothesis proposed in this research, it can be seen that the resulting t-value is greater than the t-table value, namely (5.028 > 1.984) with a significance level of 5% (0.001 < 0.05). So it can be concluded that there is a positive and significant influence of lifestyle on purchasing decisions. By using the dimensions of Activities, Interests and Opinions. After analyzing the second hypothesis proposed in this research, it can be seen that the resulting t-value is greater than the t-table value, namely (0.808 > 1.984) with a significance level of 5% (0.014 < 0.05). So it can be concluded that there is no positive and significant influence of the Reference Group on Purchasing Decisions. By using the dimensions of Primary Group and Secondary Group. Based on the analysis results obtained from the calculated F value of 12.194 which is greater than the F table value (15.379 > 3.09) with a significance level of 5% (0.000 < 0.05) indicating that variable X1 and variable X2 simultaneously have a positive and significant effect on variable Y. So it can be concluded that there is a significant and positive influence of lifestyle and reference group on purchasing decisions.

Conclusion

Based on the results of data analysis and discussions described in the previous chapters, the following conclusions can be drawn: The t test results show that the Lifestyle variable has a significant effect on Purchasing Decisions. This can be seen with a significance level of 5% (0.001 < 0.05), which shows that the Lifestyle variable has a significant influence on purchasing decisions. The magnitude of the influence of the Lifestyle variable on Purchasing Decisions is 5.028. The t test results show that the Reference Group variable has no significant effect on purchasing decisions. This can be seen with a significance level of 5% (0.014 < 0.05), which shows that the Reference Group variable does not have a significant effect on Purchasing Decisions. The magnitude of the influence of the Reference Group variable on Purchasing Decisions is 0.808. The results of joint testing between the Lifestyle and Reference Group variables on the Purchasing Decision variable show that there is a joint significant influence between the independent variable and the dependent variable. This can be seen with a significance level of 5% (0.000 < 0.05). The contribution given by the Lifestyle and Reference Group variables together to Purchasing Decisions is 15.379, meaning that consumers pay attention to these two variables together in influencing Purchasing Decisions. Suggestions for companies, it is hoped that companies can maintain and improve services for Lifestyle variables, because Lifestyle variables have a dominant influence in influencing Purchasing Decisions, including by providing features that can make it easier for the people of Bogor City to carry out their daily activities and can support the community. Bogor City in channeling their hobbies, so that in the future the decision to purchase Xiaomi smartphones among the people of Bogor City will increase. Suggestions for future researchers, it is hoped that future researchers can carry out similar research in much more depth using different research objects and populations to validate the results of this research. Apart from that, you can research other variables outside the variables that have been researched to reveal more problems and provide newer research findings.
Reference

