

THE INFLUENCE OF PRICE, PRODUCT QUALITY, BRAND IMAGE, AND LIFESTYLE ON PURCHASING DECISIONS RUSEL.CO PRODUCT ON SHOPEE USERS

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh harga, kualitas produk (*Quality Product*), citra merek (*Brand image*), dan gaya hidup (*Lifestyle*) terhadap keputusan pembelian produk Rusel.Co pada pengguna shopee di Madiun. Penelitian ini menggunakan metode kuantitatif dengan pendekatan survei. Sampel penelitian berjumlah 384 responden yang merupakan pengguna Shopee di Madiun yang pernah membeli produk Rusel.co Minimal satukali dan berusia antara 15 hingga 65 tahun. Teknik pengambilan sampel yang di gunakan *Purposive Sampling*. Hasil menunjukkan bahwa keempat faktor tersebut secara parsial maupun simultan berpengaruh positif dan signifikan terhadap keputusan pembelian. Harga dan kualitas produk dianggap penting karena keterjangkauan dan daya tahan, sementara citra merek dan gaya hidup relevan bagi konsumen muda. Sekitar 82,7% variasi keputusan pembelian dipengaruhi oleh variabel-variabel ini. Penelitian ini merekomendasikan Rusel.Co untuk mengoptimalkan harga, kualitas, citra merek, dan keselarasan gaya hidup dalam strategi.

Kata Kunci: Harga, Kualitas Produk, Citra Merek, Gaya Hidup, Keputusan Pembelian.

Abstract

This study aims to analyze the influence of price, product quality, brand image, and lifestyle on purchasing decisions for Rusel.Co products among Shopee users in Madiun. This study used a quantitative method with a survey approach. The study sample consisted of 384 respondents, all Shopee users in Madiun aged 15 to 65 who had purchased Rusel.Co products at least once. The sampling technique used was purposive sampling. The results showed that all four factors—price, product quality, brand image, and lifestyle—had a positive and significant influence on purchasing decisions, both partially and simultaneously. Price and product quality were considered important due to affordability and durability, while brand image and lifestyle were highly relevant to younger consumers. pproximately 82.7% of the variation in purchasing

decisions was explained by these variables. This study recommends that Rusel.Co optimize price, product quality, brand positioning, and lifestyle alignment as part of its marketing strategy.

Keywords: *Price, Product Quality, Brand Image, Lifestyle, Purchase Decision.*

A. INTRODUCTION

The development of the fashion industry, particularly in bag products, is experiencing rapid growth as consumer demand for lifestyle support items increases. A bag can function not only as a container for carrying items but also as a reflection of a person's taste and character. In 2025, consumer interest in handbags or clutch bags has significantly risen, with searches for clutch designs increasing by 91% (Wightman-Stone 2025).

Changes in the urban lifestyle are also driving demand for functional yet stylish fashion products. Fashion handbags are now available in a wide range of models, materials, and prices, from local products made by small and medium-sized enterprises (SMEs) to luxury international brands. This phenomenon creates opportunities for fashion industry players to continuously innovate in design, marketing strategies, and the use of digital technology. However, challenges have also emerged, such as intense competition, environmental sustainability issues due to the use of synthetic materials or animal leather, and the increasingly dynamic changes in consumer preferences. Therefore, it is important to understand the development of the handbag industry from a broader perspective, covering market trends, consumer behavior, and adaptive business strategies.

Theoretical Review

Grand Theory

This research will specifically highlight the combination and interaction between competitive pricing, proven product quality, a strong brand image, and alignment with consumer lifestyles in shaping the purchasing decisions for Rusel.co products. The high price sensitivity among Millennials and Gen Z in Madiun, combined with their increasing awareness of quality and need for products that reflect personal style, makes this study highly relevant.

By filling this gap, this research is expected to provide a deeper empirical contribution regarding consumer preferences in Madiun. It also aims to offer practical managerial implications for Rusel.co to formulate more effective and personalized marketing strategies in a competitive market.

Price

Price is the amount of money charged for a product or service, or the sum of the values that consumers exchange for the benefits of having or using the product or service. Price is a primary factor influencing a buyer's choice (Kotler, P., & Armstrong, G. (2021)).

Product Quality

Product quality is a fundamental aspect of a company's marketing and operational strategy, given its crucial role in shaping consumer perception, customer satisfaction, and ultimately, brand loyalty. In the context of intense business competition, companies are demanded not only to produce goods but also to ensure that these products meet or even exceed consumer expectations.

According to Philip Kotler and Gary Armstrong (2016:164).

Brand Image

Kotler and Keller are among the most authoritative sources in marketing literature. They define **brand image** as the perceptions and deeply held beliefs of consumers, as reflected by the associations embedded in their memory (Keller 2016).

Meanwhile, according to David A. Aaker (1991), brand image is a set of associations that hold meaning for consumers. These associations can be strong, unique, and favorable. Aaker emphasizes that brand image is one of the four main dimensions of brand equity.

Lifestyle

According to Solomon, M. R. (2018): *Buying, Having* (2012) in his book, several key factors influence lifestyle. These include demographics such as age, gender, income, education, occupation, and geographical location, which directly impact a person's lifestyle choices. For example, individuals with higher incomes tend to have access to a more luxurious lifestyle compared to those with lower incomes.

Additionally, socio-cultural factors encompassing family, reference groups, social class, and culture also shape the values, beliefs, and norms that influence lifestyle decisions. The social environment often determines a person's activities and interests.

Purchasing Decisions

Purchase decision is a crucial stage in consumer behavior, where individuals decide to choose and acquire a product or service. According to Ardianti & Widiartanto (2019) as cited in Putri & Wuryaningsih Dwi (2022), a **purchase decision** is a complex psychological process.

This process begins with the consumer's attention to a good or service, which then leads to a stage of interest in exploring its specific features in more detail. This indicates that before the physical act of purchasing occurs, consumers go through a series of deep mental considerations.

Conceptual Framework

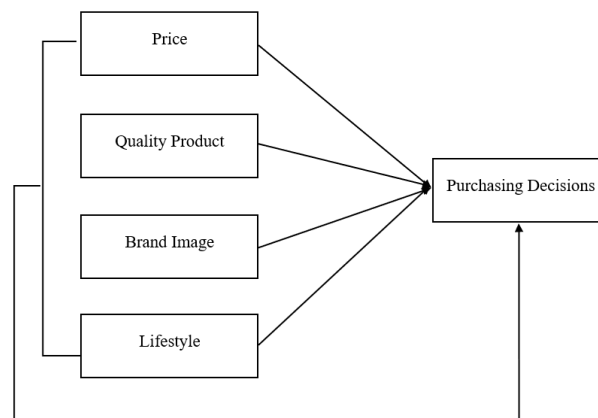


Figure 1. Conceptual Framework

Source: Modification of (Kusuma, Wijayanto, and Listyorini 2022), (Pratyaharani, Suroso, and Ratono 2022), (Anam, Istiqomah, and Husna 2022), (Mustofa and Wiyadi 2023)

Based on the conceptual framework above, the hypotheses of this study are as follows:

H1: Price has a positive and significant effect on the purchase decisions of Rusel.co products among Shopee users

H2: Product Quality has a positive and significant effect on the purchase decisions of Rusel.co products among Shopee users

H3: Brand Image has a positive and significant effect on the purchase decisions of Rusel.co products among Shopee users

H4: Lifestyle has a positive and significant effect on the purchase decisions of Rusel.co products among Shopee users

H5: Price, Product Quality, Brand Image, and Lifestyle simultaneously have a positive and significant effect on the purchase decisions of Rusel.co products among Shopee users

B. METHOD

The method applied in this research uses a quantitative approach, which involves calculation models, theories, and related hypotheses. This approach aims to test the influence of **price**, **product quality**, **brand image**, and **lifestyle** on **purchase decisions**. The sample for this study was obtained using a **purposive sampling** method, with a total of **384 respondents**. In this study, the sample consists of **Rusel.co product consumers** who are **Shopee users in Madiun**. The sample size was determined using the **Lemeshow equation**, as the population was unknown. The respondents were Shopee users in Madiun, aged 15 to 65, who had purchased a Rusel.co product at least once. Data collection was carried out using **primary data** obtained from an online questionnaire (Google Form) distributed to respondents. **Secondary data** was gathered from books, journals, and the internet.

C. RESULTS AND DISCUSSIONS

Validity Test

Based on the analysis results in Figure 1, the variable values obtained after the researcher's study have met the criteria of > 0.50 . Meanwhile, an outer loading value of > 0.70 indicates that the indicator is considered valid and ready for the next testing stage.

Tabel 1. Validity Test

Variabel	Question point	R-count	R-table	Discription
Price (X1)	X1.1	0,625	0,100	Valid
	X1.2	0,754		Valid
	X1.3	0,637		Valid
	X1.4	0,756		Valid
	X1.5	0,557		Valid
	X1.6	0,697		Valid
	X1.7	0,720		Valid
	X1.8	0,653		Valid

Quality product (X ₂)	X2.1	0,450	0,100	Valid
	X2.2	0,488		Valid
	X2.3	0,729		Valid
	X2.4	0,662		Valid
	X2.5	0,618		Valid
	X2.6	0,546		Valid
Brand image (X ₃)	X3.1	0,670	0,100	Valid
	X3.2	0,724		Valid
	X3.3	0,735		Valid
	X3.4	0,696		Valid
	X3.5	0,521		Valid
	X3.6	0,542		Valid
Lifestyle (X ₄)	X4.1	0,719	0,100	Valid
	X4.2	0,678		Valid
	X4.3	0,683		Valid
	X4.4	0,678		Valid
	X4.5	0,688		Valid
	X4.6	0,541		Valid
Purchasing Decisions (Y)	Y.1	0,678	0,100	Valid
	Y.2	0,537		Valid
	Y.3	0,722		Valid
	Y.4	0,663		Valid
	Y.5	0,500		Valid
	Y.6	0,516		Valid
	Y.7	0,238		Valid
	Y.8	0,619		Valid
	Y.8	0,616		Valid
Y.8	0,722	Valid		

Source: SPSS data processing results (2025)

Reliability Test

A variable can be considered **reliable** if its **Cronbach's Alpha** value is **> 0.70**.

Tabel 2. Reliability Test

No	Variabel	Cronbach's Alpha	Terms and Conditions	Discription
1	Price (X ₁)	0,830	0,70	Reliabel
2	Quality product (X ₂)	0,781	0,70	Reliabel
3	Brand image (X ₃)	0,726	0,70	Reliabel
4	Lifestyle (X ₄)	0,749	0,70	Reliabel
5	Purchasing Decisions (Y)	0,787	0,70	Reliabel

Source: SPSS data processing results (2025)

Normality Test

Tabel 3. Normality Test
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		384
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.57322821
Most Extreme Differences	Absolute	.039
	Positive	.025
	Negative	-.039
Test Statistic		.039
Asymp. Sig. (2-tailed)		.196 ^c
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Source: SPSS data processing results (2025)

Multicollinearity Test

Tabel 4. Multicollinearity Test

Coefficients ^a			
Model		Collinearity Statistics	
		Tolerance	VIF
1	Price	.424	2.358
	Quality product	.396	2.527
	Brand image	.474	2.110
	Lifestyle	.467	2.142

a. Dependent Variable: Keputusan Pembelian

Source: SPSS data processing results (2025)

Heteroscedasticity Test

Tabel 5. Heteroscedasticity Test

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.639	.612		1.044	.297
	Price	.038	.022	.137	1.746	.082
	Quality product	-.012	.036	-.028	-.340	.734
	Brand image	.008	.027	.021	.287	.775
	Lifestyle	-.022	.027	-.061	-.811	.418

a. Dependent Variable: ABS_RES

Source: SPSS data processing results (2025)

Multiple Linear Regression Analysis

Tabel 6. Multiple Linear Regression Analysis

Model		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.392	1.010		1.379	.169
	Harga	.477	.036	.434	13.278	.000
	Quality product	.435	.059	.249	7.372	.000
	Brand image	.283	.044	.197	6.376	.000
	Lifestyle	.242	.044	.171	5.502	.000

a. Dependent Variable: Purchasing Decisions

Source: SPSS data processing results (2025)

Partial Test

Tabel 7. Partial Test

Model		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.392	1.010		1.379	.169
	Price	.477	.036	.434	13.278	.000
	Quality product	.435	.059	.249	7.372	.000
	Brand image	.283	.044	.197	6.376	.000
	Lifestyle	.242	.044	.171	5.502	.000

a. Dependent Variable: Purchasing Decisions

Source: SPSS data processing results (2025)

Simultaneous F-Test

Tabel 8. Simultaneous F-Test

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	4573.492	4	1143.373	457.135	.000 ^b
	Residual	947.943	379	2.501		
	Total	5521.435	383			

a. Dependent Variable: Purchasing Decisions

b. Predictors: (Constant), Lifestyle, Quality product, Brand image, Price

Source: SPSS data processing results (2025)

Coefficient of Determination Test

Tabel 9. Coefficient of Determination Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.910 ^a	.828	.827	1.581

a. Predictors: (Constant), Lifestyle, Quality product, Brand image, Price

Source: SPSS data processing results (2025)

D. CONCLUSIONS

Based on the results of the data analysis regarding the influence of price, product quality, brand image, and lifestyle on purchase decisions (a case study of Rusel.co product purchases by Shopee users in Madiun), the following conclusions can be drawn: Price has an effect on the Purchase Decision for Rusel.co Products among Shopee Users; Product Quality has an effect on the Purchase Decision for Rusel.co Products among Shopee Users; Brand Image has an effect on the Purchase Decision for Rusel.co Products among Shopee Users; Lifestyle has an effect on the Purchase Decision for Rusel.co Products among Shopee; Additionally, Price, Product Quality, Brand Image, and Lifestyle simultaneously have an effect on the Purchase Decision for Rusel.co Products among Shopee Users.

E. SUGGESTIONS

Here are some suggestions from the researcher based on the conclusions mentioned: Practical Suggestions, Future research should evaluate variables other than price, product quality, brand image, and lifestyle on purchase decisions. This would help to understand the influence of additional factors and improve the overall findings of the study; Theoretical Suggestions, Future research should cover a wider geographical area to allow for broader comparisons. Researchers could also add other variables related to the purchase decisions of a specific product. Additionally, a comparative study with a different object could be conducted to expand the research findings; Academic Suggestions, The results of this study can serve as a reference for future research. It can be used as a literature review and a source of reference for studies interested in investigating the influence of price, product quality, brand image, and lifestyle on purchase decisions.

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