

THE EFFECT OF LIFESTYLE , PRICE, PRODUCT QUALITY, AND E-PROMOTION ON PURCHASING DECISIONS FOR FLICKA BAGS

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Abstract

Penelitian ini bertujuan untuk menganalisis pengaruh lifestyle, harga, kualitas produk, dan e-promotion terhadap keputusan pembelian tas Flicka Bags pada konsumen di Kota Madiun. Flicka Bags merupakan brand lokal dengan desain modern dan harga kompetitif, namun masih menghadapi tantangan dalam membangun kesadaran merek. Penelitian ini menggunakan pendekatan kuantitatif melalui survei kuesioner kepada 384 responden. Data dianalisis dengan regresi linier berganda menggunakan SPSS versi 25. Hasil penelitian menunjukkan bahwa keempat variabel independen berpengaruh positif dan signifikan terhadap keputusan pembelian. Hal ini menunjukkan bahwa gaya hidup yang sesuai, harga terjangkau, kualitas memadai, serta promosi digital yang menarik dapat mendorong konsumen untuk membeli. Flicka Bags disarankan mengoptimalkan faktor-faktor ini untuk meningkatkan daya saing dan loyalitas konsumen.

Kata kunci: Lifestyle, Harga, Kualitas Produk, E-Promotion, Keputusan Pembelian, Flicka Bags.

Abstract

This study aims to analyze the influence of lifestyle, price, product quality, and e-promotion on purchasing decisions of Flicka Bag bags on consumers in Madiun City. Flicka Bag is one of the local brands that offers modern designs and competitive prices, but still faces challenges in building brand awareness and attracting consumer buying interest optimally. This study uses a quantitative approach with a survey method by distributing questionnaires to 384 respondents who have purchased Flicka Bag products. Data were analyzed using multiple linear regression and processed with the help of the SPSS 25 program. The results showed that the variables of lifestyle, price, product quality, and e-promotion have a positive and significant effect on purchasing decisions. These findings indicate that an increase in consumer lifestyle that is in line with the product, competitive prices, adequate product quality, and attractive digital promotions can encourage consumers to make purchases. Therefore, Flicka Bag recommends continuing to improve its marketing strategy by optimizing these four factors in order to strengthen consumer competitiveness and loyalty in the local market.

Keywords: Lifestyle, Price, Product Quality, E-Promotion, Purchasing Decisions, Flicka Bag, Madiun City Consumers.

A. INTRODUCTION

Bags which originally served only as storage containers, have now undergone a shift in meaning to become symbols of identity, lifestyle, and personal expression for their users. This makes bags not only valued in terms of function, but also in terms of aesthetics, quality, and brand image attached to the product. In addition, this also presents a great opportunity for local brands to develop and compete amidst the dominance of global brands. According to Intan Wahyu Nurjannah (2024), one local brand that is experiencing growth but is not yet widely known is Flicka Bags. Flicka Bags is a local bag brand under the auspices of CV Flicka Fashion Indonesia, which is located in Sidoarjo, East Java.

Based on the phenomenon, researchers chose the local bag product, the Filcka Bag brand, because when conducting a pre-survey on Gen Z in Madiun The Flicka Bags brand is becoming known to some respondents in Madiun City. However, despite its active social media presence, its promotions are deemed insufficient to attract maximum attention. The content presented is considered uninteresting and fails to generate purchasing interest. However, Flicka is easily found digitally and maintains a consistent visual identity. This indicates a gap between online presence and promotional effectiveness. Therefore, a more engaging , interactive, and consumer-focused promotional strategy is needed to increase consumer appeal and purchase decisions.

According to Kotler & Armstrong (2016), Purchasing Decision is consumer behavior about how individuals, groups, and organizations choose, buy, use goods, services, ideas or experiences to fulfill their needs and desires. This process includes a series of stages, starting from need recognition, information search, alternative evaluation, purchasing decision, to post-purchase behavior. In Flicka Bags bag products that have been present for quite a long time in the local bag industry, this brand still faces challenges in strengthening its position in the market, especially in Madiun City. To remain relevant and able to compete with other local brands, Flicka Bags needs to offer a combination of strategies that include competitive prices, product quality that can meet consumer expectations, as well as effective and attractive digital promotions. One strategy that has been implemented is *e-promotion* , such as *live streaming* and *endorsements* through social media.

Based on research that reveals limitations in the research conducted and elements that influence purchasing decisions are *lifestyle*, price, product quality and *e-promotion* on purchasing decisions. Strengthened by research conducted by , Nova Octaviana *et al.*, (2024) in a study of iPhone purchasing decisions among Gen Z, price has a negative and insignificant effect on purchasing decisions. Meanwhile, research conducted Taslim & Rahman (2023) on purchasing decisions at CV. Hydro Perkasa focused on the influence of product quality, price, and promotion. The results showed that the promotion variable had no significant effect on consumer purchasing decisions. Therefore, this study was conducted to identify and analyze the factors that influence the purchasing decisions of Flicka Bags among consumers in Madiun City.

THEORITICAL REVIEW

Lifestyle

According to, (Oktavia Ramadhani & Khoirunisa Khoirunisa, 2025) lifestyle changes in the younger generation have an impact on their consumption patterns, where purchasing decisions are not only based on functional needs, but also on the desire to express themselves and gain social recognition.

Price

According to Kotler & Armstrong (2018), price is one part of the marketing mix that generates revenue; conversely, another part generates costs. Price also conveys the expected value position of a company's brand or product.

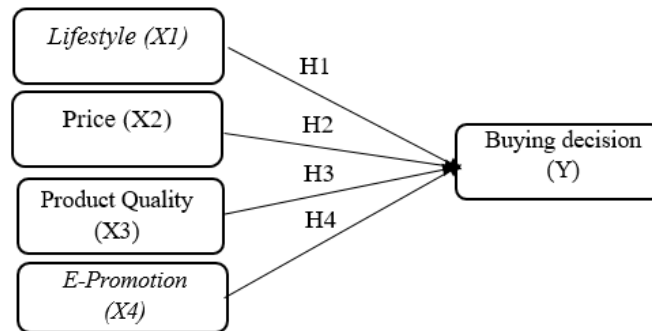
Product Quality

According to (Syaifuddin, 2024), product quality is the capacity of a product to fulfill its intended purpose, including strength, comfort, durability, and product innovation.

Price

According to Alif Qadafi *et al.*, (2023), *E-promotion* is an activity that communicates a product's benefits and persuades target consumers to purchase it through the internet, thereby generating purchasing intentions, as seen through *online word of mouth* and social media. In other words, *e-promotion* is a form of digital promotion that effectively and efficiently increases product visibility and sales.

Conceptual Framework



H1: It is suspected that *Lifestyle* has a positive influence on the purchasing decisions of Flicka Bags among consumers in Madiun City.

H2: It is suspected that price has a significant influence on the purchasing decision of Flicka Bags among consumers in Madiun City.

H3: It is suspected that product quality has a significant influence on the purchasing decision of Flicka Bags among consumers in Madiun City.

H4: It is suspected that *E-Promotion* has a significant influence on the purchasing decision of Flicka Bags among consumers in Madiun City.

B. METHOD

This research was conducted using a quantitative approach intended to test and prove the influence of *lifestyle*, price, product quality and *e-promotion* on purchasing decisions. The population of this study was all consumers who have purchased Flicka Bags brand bags. The number of samples required in this study was 384 respondents obtained by using the Lemeshow formula. The sampling technique used in this study was a non-probability sampling technique with a purposive sampling approach. The criteria are (1) Respondents are consumers who live in the Madiun City area (2) Respondents have purchased Flicka Bags brand bag products at least once or more, either directly or through *online platforms*. (3) Respondents aged 17 to 60 years were chosen because they are considered to have critical thinking and sufficient shopping experience to assess product purchasing decisions such as Flicka Bags. The data collection technique in this study was a questionnaire with an assessment using a Likert scale of 1-5. The data processing method used a computer with SPSS software.

C. RESULTS AND DISCUSSION

Validity test

Table 1. Variable Validity Test

Variable Items	R count	R table	Information
X1.1	0.879	0.100	VALID
X1.2	0.867	0.100	VALID
X1.3	0.830	0.100	VALID
X2.1	0.818	0.100	VALID
X2.2	0.799	0.100	VALID
X2.3	0.788	0,100	VALID
X2.4	0,796	0,100	VALID
X3.1	0,672	0,100	VALID
X3.2	0,615	0,100	VALID
X3.3	0,757	0,100	VALID
X3.4	0,758	0,100	VALID
X3.5	0,780	0,100	VALID
X3.6	0,776	0,100	VALID
X3.7	0,487	0,100	VALID
X3.8	0,479	0,100	VALID
X4.1	0,657	0,100	VALID
X4.2	0,585	0,100	VALID
X4.3	0,780	0,100	VALID
X4.4	0,761	0,100	VALID
X4.5	0,801	0,100	VALID
X4.6	0,811	0,100	VALID
Y1.1	0,846	0.100	VALID
Y1.2	0.778	0.100	VALID
Y1.3	0.828	0.100	VALID
Y1.4	0.843	0.100	VALID

Source: SPSS 27, 2025

Based on the validity test results in Table 1 above, all test items for each variable were valid. This meets the requirement of an r table of 0.100, indicating that all statements in the questionnaire can be applied and are reliable in this research data.

Reliability test

Table 2. Reliability test

No.	Variables	Cronbach Alpha Value	Critical Numbers	Information
1.	<i>Lifestyle</i>	0.820	0.070	Reliable
2.	Price	0.804	0.070	Reliable
3.	Product Quality	0.819	0.070	Reliable
4.	<i>E-Promotion</i>	0.827	0.070	Reliable
5.	Buying decision	0.841	0.070	Reliable

Source: Data Retrieved 2025

Based on table 2, it can be seen that all variables have a Cronbach's alpha value greater than 0.60, so that all questionnaires on the research variables can be declared reliable.

Normality test

Table 3. Normality Test

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		384
Normal Parameters ^{a,b}	Mean	0E-7
	Standard Deviation	2.51290988
Most Extreme Differences	Absolute	.068
	Positive	.068
	Negative	-.057
Kolmogorov-Smirnov Z		1,339
Asymp. Sig. (2-tailed)		.055

Source: Processed Primary Data (2025)

Based on the results of the normality test presented in Table 3, it is known that the five variables that are the focus of this study are *lifestyle*, *price*, *product quality*, *e-promotion* and purchasing decisions which have an asymp. Sig. (2-tailed) value of 0.055 which is greater than the significance limit of 0.05. Thus, it can be concluded that all variables follow a normal distribution.

Multicollinearity test

Table 4. Multicollinearity Test

Coefficients ^a				
Model		Collinearity Statistics		Keterangan
		Tolerance	VIF	
1	<i>Lifestyle</i>	.548	1.823	Tidak Terjadi Multikolinieritas
	Harga	.330	3.034	Tidak Terjadi Multikolinieritas
	Kualitas Produk	.729	1.371	Tidak Terjadi Multikolinieritas
	<i>E-Promotion</i>	.394	2.537	Tidak Terjadi Multikolinieritas

a. Dependen Variabel: Keputusan Pembelian

Sumber: Data Primer Diolah (2025)

Based on the results of the multicollinearity test in Table 4, it can be seen that the *Variance Inflation Factor* (VIF) of the four variables above is less than 10.

1. There is no multicollinearity in the lifestyle variable, this finding is proven by the VIF coefficient - $1.823 < 10$
2. The price variable does not experience multicollinearity, this finding is proven by the VIF coefficient - $3.034 < 10$
3. The product quality variable does not experience multicollinearity, this finding is proven by the VIF coefficient - $1.371 < 10$
4. *e-promotion* variable does not experience multicollinearity, this finding is proven by the VIF coefficient - $2.537 < 10$

Heteroscedasticity test

Table 5 Heteroscedasticity Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
	(Constant)	4.856	.587		
<i>Lifestyle</i>	-.090	.050	-.120	-1.805	.072
Harga	-.005	.045	-.010	-.111	.912
Kualitas Produk	-.014	.018	-.043	-.749	.454
<i>E-Promotion</i>	-.056	.029	-.153	-1.940	.053

a. Dependent Variable: ABS_RES

Sumber: Data Primer Diolah (2025)

Based on the results of the Glejser test in Table 5, it is proven that each variable used in this study has a significant value (α) > 0.05 , so it can be concluded that there is no heteroscedasticity problem in this study.

Multiple linear regression

Tabel 6. Regresi Linear Berganda

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		

(Constant)	2.710	.932		2.909	.004
X1	.181	.079	.124	2.286	.023
X2	.268	.072	.261	3.721	.000
X3	.106	.029	.172	3.641	.000
X4	.138	.046	.191	2.981	.003

Source: Processed Data 2025

Based on the results of multiple linear regression analysis in table 6, the results of data processing using SPSS 25 shows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4$$

$$Y = 2.710 + 0.181X_1 + 0.268X_2 + 0.106X_3 + 0.138X_4$$

Information:

- 1) The constant value (a) is 2.710, which means that if all independent variables (*Lifestyle*, Price, Product Quality, and *E-Promotion*) are assumed to have a value of zero, then the basic value of the Purchasing Decision is 2.710.
- 2) The regression coefficient for the *Lifestyle variable* (X_1) of 0.181 indicates that every one-point increase in the *Lifestyle variable*, assuming other variables remain constant, will increase the Purchase Decision by 0.181 points. This indicates that consumer lifestyle positively contributes to the purchase decision of Flicka Bags.
- 3) The regression coefficient for the Price variable (X_2) of 0.268 indicates that if price perception increases by one point, Purchase Decision will also increase by 0.268 points, assuming other variables remain unchanged. This indicates that price is a fairly strong factor in influencing consumer decisions.
- 4) The regression coefficient for the Product Quality variable (X_3) of 0.106 means that every one-point increase in perceived product quality will increase purchasing decisions by 0.106 points. This means that Flicka Bags product quality also has a positive influence on purchasing decisions, although not as strong as price.
- 5) The regression coefficient for the *E-Promotion* (X_4) variable is 0.138, indicating that a one-point increase in digital promotion effectiveness will increase Purchase Decision by 0.138 points. This indicates that digital promotion plays an important, but not dominant, role in driving purchases.

Partial test (T-Test)

Table 7. T-test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2.710	.932		2.909	.004
X1	.181	.079	.124	2.286	.023
X2	.268	.072	.261	3.721	.000
X3	.106	.029	.172	3.641	.000
X4	.138	.046	.191	2,981	.003

Source: Processed Data 2025

Based on the results of the partial test (t-test) in table 7, it can be concluded that:

- 1) *Lifestyle* Variable (X_1) has a *calculated t value* of $2.286 > t \text{ table } 1.966$ with a significance value of $0.000 < 0.05$, then **H_1 is accepted**. This shows that the Lifestyle variable (X_1) has a positive and significant effect on the purchasing decision of Flicka Bags among consumers in Madiun City.
- 2) The Price variable (X_2) shows a *t count* of $3.721 > 1.966$ with a significance value of $0.000 < 0.05$, so **H_2 is accepted**. This means that the Price variable (X_2) has a positive and significant influence on the purchasing decision of Flicka Bags.
- 3) The Product Quality variable (X_3) shows a *calculated t value* of 3.641 , greater than the t table of 1.966 and a significance value of $0.000 < 0.05$, so **H_3 is accepted**. This means that the Product Quality variable (X_3) has a positive and significant influence on the purchasing decision of Flicka Bags.
- 4) *E-Promotion* (X_4) variable shows a *calculated t* of 2.981 , exceeding *the t table* of 1.966 , with a significance value of $0.000 < 0.05$, so **H_4 is accepted**. This indicates that the E-Promotion (X_4) variable has a positive and significant effect on the purchasing decision of Flicka Bags bags in Madiun City.

Coefficient of determination

Table 9. Coefficient of Determination

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.621 ^a	.386	.379	1,794

a. Predictors: (Constant), X4, X3, X1, X2
b. Dependent Variable: Y

Source: Processed Data 2025

It is known that the R Square value is 0.379, which indicates a fairly strong influence between the independent variables, namely *Lifestyle*, Price, Product Quality, and *E-Promotion* on the dependent variable, the Purchase Decision for Flicka Bags in Madiun City. The percentage of this influence can be calculated as follows:

$$R^2 \times 100\% = 0.379 \times 100\% = 37.9\%$$

This means that 37.9% of the variation in purchasing decisions can be explained by these four independent variables, while the remaining 61.6% is explained by other factors not examined in this study. Thus, the regression model used has a fairly good ability to explain the influence of independent variables on consumer purchasing decisions.

D. CONCLUSIONS

Based on the results of the analysis and discussion, the conclusion of the research that has been conducted is that *lifestyle*, price, product quality and *e-promotion* partially have a positive and significant influence on the decision to purchase a *flicka bags*

E. SUGGESTIONS

For future development, further researchers are advised to: i) Adding other variables that may also influence purchasing decisions, such as brand image, consumer satisfaction, or loyalty; ii) Using a mixed method to get more in-depth results, for example by adding interviews to find out the real reasons behind consumer decisions; iii) Conduct research in other cities or other local brands, so that you can compare whether the factors that influence purchases in Madiun also apply in other areas.

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