

The Influence of Lifestyle, Quality, Brand Image and Prices on Converse Shoes Purchase Decisions: Gender and Education as Moderating Variables

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Abstract

This study aims to analyze the effect of lifestyle, product quality, brand image and price on buying decisions of Converse shoes with gender and education as moderating variables. The data collection technique used a questionnaire with purposive sampling method and used a research sample of 210 respondents. The analysis in this study uses the SPSS program. The results of this study found that lifestyle has no effect on buying decisions for Converse shoes. Meanwhile quality, brand image and price have a significant positive effect on buying decisions for Converse shoes. The results of this study found that lifestyle has no effect on buying decisions for Converse shoes. Meanwhile, quality, brand image and price have a significant positive effect on buying decisions for Converse shoes. Gender as a moderating variable is only able to strengthen the relationship of the brand image variable to the buying decision of Converse Shoes. While education as a moderation is not able to strengthen the relationship between lifestyle, product quality, brand image and price on the buying decision of Converse Shoes.

Keywords

brand image; lifestyle; gender; price; buying decisions; product quality; education



I. Introduction

Along with the development of technology, the variety of shoe products as a fashion need in Indonesia continues to grow. Sneaker shoes are one of the products that are quite popular in Indonesia. Seeing the number of users of sneakers, shoe production in Indonesia is growing more and more advanced. The development of shoe production in Indonesia shows a positive increase. This may be in line with the lifestyle, product quality, brand image, and price that sneakers have on purchasing decisions.

In determining a consumer's purchase decision will be influenced by several factors, namely brand image factors, and lifestyles also affect purchasing decisions (Marchiani et al., 2015). One of the products that become the needs and tastes of consumers is shoes. In Indonesia, there is one type of shoe that never changes its shape from time to time, and still has an attraction for consumers. Sneakers type shoes, made of rubber with thick soles and simple laces, the brand that owns the manufacture of these sneakers is Converse.

Lifestyle is an attempt to make oneself exist in a certain way and different from other groups. Lifestyle changes in students are also closely related to the times and technology because technology creates the development and application of lifestyles such as dressing styles and consumptive lifestyles in everyday life. (Novitasani & Handoyo, 2014). One of the things that is considered in the selection of fashion is the brand image. With a good brand image, consumers believe in the products offered, so consumers do not hesitate to choose and decide to buy products from a company. Converse is an American

company. The company was founded in 1908 and in 2003 was purchased for \$305,000,000 (USD) as a subsidiary of Nike. Converse shoes have markings to distinguish the types including the star badge pattern (Mahardika, 2014).

Based on the background of the problems described above, the research questions that will be answered are: 1) Does lifestyle affect the purchasing decision of Converse Shoes?; 2) Does product quality affect the purchasing decision of Converse Shoes?; 3) Does brand image affect the purchasing decision of Converse Shoes?; 4) Can the price of a product influence the purchase decision of Converse Shoes?; 5) Is gender able to moderate the influence of lifestyle on purchasing decisions for Converse Shoes?; 6) Is gender able to moderate the influence of product quality on purchasing decisions for Converse Shoes?; 7) Is gender able to moderate the influence of brand image on the purchasing decision of Converse Shoes?; 8) Is gender able to moderate the effect of price on purchasing decisions for Converse Shoes?; 9) Is education able to moderate the influence of lifestyle on purchasing decisions for Converse Shoes?; 10) Is education able to moderate the influence of product quality on the purchasing decision of Converse Shoes?; 11) Is education able to moderate the influence of brand image on purchasing decisions of Converse Shoes?; 12) Is education able to moderate the effect of price on purchasing decisions for Converse Shoes?

II. Review of Literature

2.1 Buying Decision

Purchase decisions are the stages that consumers go through in buying goods or services. In making purchasing decisions, consumers must go through a selection process, after which consumers can determine the attitude that must be taken next (Fayakun Citra, 2018). According to Swastha et al. (2008) Purchasing decisions are consumers' understanding of the wants and needs for a product by assessing existing sources by setting purchase goals and identifying alternatives so that decision makers to buy are accompanied by behavior after making a purchase.

2.2 Lifestyle

Lifestyle according to Sunarto (2003) is the pattern of a person's life to understand the forces that must be measured using the main dimensions, namely activities (hobbies, work, shopping, sports, social activities), interests (food, fashion, family, recreation), opinions (about themselves, problems social, business, product).

Lifestyle is defined as a way of life that is identified by how people spend their time (activities), what they consider important in their environment (interests), and what they think about themselves and the world around them (opinions). In addition, lifestyle is formed through social interaction as an event taken by a person in living his life which includes activities, interests, attitudes, consumption and expectations. Lifestyle encourages the need for individual attitudes in the product purchase decision-making process (Sahir et al., 2018).

2.3 Brand Image

Brand image is a hidden vision and belief of consumers, as a reflection of associations that are retained in consumers' memories. Brand image by Azizi et al. (2012) brand image has a direct influence on purchase intention. When a brand has a strong and positive image in the minds of consumers, the brand will always be remembered and the

possibility of consumers to buy the brand in question is very large. Brand image or brand image is a set of beliefs, ideas and impressions that a person has of a brand, therefore consumer attitudes and actions towards a brand are largely determined by the brand image. (Permana & Haryanto, 2014).

2.4 Product quality

Product quality is the characteristics of products and services that support their ability to satisfy consumer needs. Kotler & Armstrong (2008) is a set of characteristic features of goods and services that have the ability to meet needs which is an understanding of the combination of durability, reliability, accuracy, ease of maintenance and other attributes of a product.

2.5 Price

Kotler (2016) defines that price is the amount of money spent for a product or service, or the amount of value exchanged by consumers for benefits or ownership or use of a product or service. Price is a way for a seller to differentiate his offering from competitors. So that pricing can be considered as part of the product differentiation function in marketing. If a buyer has the opportunity to buy the same item at a lower price, then he will do so as a form of buying decision (Kurniawan et al., 2012). Price is very closely related to Anthropological Theory, which in this theory contains how the division of social classes is also related to purchasing power (Sudharto, 2007).

2.6 Gender

Fitriani (2019) state that Gender is part of market segmentation in terms of demographics that producers consider in marketing their products. Gender is an inherent trait of men and women who are constructed socially and culturally. Besides that, Gender is the difference in behavior between men and women can be caused by several things, such as socialization, prevailing culture and existing habits. Demographics is a variable that is usually used in the field of marketing and one of the demographic variables such as gender affects the reasons for a customer's purchase because the gender of the customer will meet the needs and desires of each customer. (Calista & Suparna, 2015). Therefore, this generation is very easy to find and get the desired item or product.

2.7 Education

The educational process consists of a learning and learning process, so that in education it is clear that there is a process of human formation. The process of educating and being educated is an act that is fundamental (fundamental), because in it there are processes and actions that change and determine the way of human life. (Mahendra & Ardiani, 2015). Education is an activity or human effort to develop the potential that exists within oneself, both physically, spiritually and skills to improve personality and quality of life in accordance with the values and culture that exists in society.

In consumer decision making, education is also influential because the higher the level of consumer education, the consumers will know more about which products are better to use. Education, like the nature of its target, which is human, contains many aspects and is very complex in nature (Ramadhani, 2018). The higher a person's education, the easier it is to get information about trending products, making it easier to buy online/offline. In addition, the level of education also affects the motivation of a good person in buying the desired product.

III. Research Method

Sugiyono (2016) states that the population is a generalization area consisting of objects or subjects that have certain qualities and characteristics determined by the researcher to be studied and then drawn conclusions. The sampling technique used was purposive sampling. According to Sugiyono purposive sampling is a sampling technique with special considerations so that the data from the results of the research conducted become more representative. The criteria in this study are consumers who have purchased and used Converse Shoes.

IV. Result and Discussion

4.1 Test validity and reliability

a. Validity test

The results of the validity test in this study can be seen as follows:

Table 1. Validity Test Results

No	Variable	Statement	r count	r table	Criteria
1	Buying decision	Y.1	0.729	0.135	Valid
		Y.2	0.782	0.135	Valid
		Y.3	0.811	0.135	Valid
2	Lifestyle	X1.1	0.789	0.135	Valid
		X1.2	0.796	0.135	Valid
		X1.3	0.758	0.135	Valid
		X1.4	0.765	0.135	Valid
3	Quality	X2.1	0.619	0.135	Valid
		X2.2	0.596	0.135	Valid
		X2.3	0.639	0.135	Valid
		X2.4	0.743	0.135	Valid
		X2.5	0.741	0.135	Valid
		X2.6	0.735	0.135	Valid
		X2.7	0.798	0.135	Valid
		X2.8	0.809	0.135	Valid
4	Brand Image	X3.1	0.849	0.135	Valid
		X3.2	0.890	0.135	Valid
		X3.3	0.826	0.135	Valid
5	Price	X4.1	0.843	0.135	Valid
		X4.2	0.896	0.135	Valid
		X4.3	0.898	0.135	Valid

Source: Primary data processed, 2022

From the table above, it is known that all statements of each variable have a calculated r value (Corrected Item-Total Correlation) > r table of 0.135 so that it can be said that the research data is valid which shows the accuracy between the data that actually occurs.

b. Reliability Test

A variable is said to be reliable if it has a Cronbach alpha value > 0.60 with the results in this study as follows:

Table 2. Reliability Test Results

No	Variable	r alpha	r critical	Criteria
1	Buying decision	0.662	0.60	Reliable
2	Lifestyle	0.777	0.60	Reliable
3	Product quality	0.872	0.60	Reliable
4	Brand Image	0.816	0.60	Reliable
5	Price	0.863	0.60	Reliable

Source: Primary data processed, 2022

Based on table 2, it is found that the entire value of "Cronbach's Alpha" of each variable is greater than 0.60 which means that all variables are declared reliable. Reliable with respect to the degree of consistency of data in a certain time interval.

Table 3. Descriptive Statistics

	N	Min.	Max.	mean	Std. Dev
Lifestyle	210	12	20	17,804	2,092
Product quality	210	18	30	26,714	2,914
Brand Image	210	8	15	13,385	1,719
Price	210	7	15	13	1.858
Buying decision	210	8	15	13,490	1.448
Valid N	210				

Source: Primary data processed, 2022

Based on table 3 descriptive statistics, this study uses a sample of 210. The lifestyle variable has an average of 17,804 with a minimum and maximum value of 12 and 20, and has a standard deviation value of 2,092. The average product quality variable is 26,714 with a standard deviation of 2,914, and has a minimum and maximum value of 18 and 30. The brand image variable has an average of 13,385 with a minimum and maximum value of 8 and 15, and a standard deviation value of 1,719. The price variable has an average of 13 with a minimum and maximum value of 7 and 15 which obtain a standard deviation of 1,858. While the purchase decision variable has an average of 13,490 with a standard deviation of 1,448, and the minimum and maximum values obtained are 8 and 15.

Table 4. Characteristics of Respondents

Category	Amount	Percentage	
Gender	Man	99	47%
	Woman	111	53%
	Total	210	100%
Age	17-22 Years	51	24.1%
	23-27 Years	127	59.9%
	28-32 Years	27	12.7%
	>33 Years	5	2.4%
	Total	210	100%
Work	Employee	134	63.8%
	Businessman	42	20%
	Student	21	10%
	Other	13	6.2%
	Total	210	100%
Education	Junior High School	4	1.9%
	Senior High School	77	36.7%
	S1	126	60%
	S2	3	1.4%

Total	210	100%
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Source: Primary data processed, 2022

From the table above, respondents in Salatiga City there are 210 people consisting of 99 men with a percentage of 47% and women with a percentage of 111 people with a percentage of 53%. Most of the respondents' age ranged from 23-27 years with a percentage of 59.9% who worked as employees who graduated from the undergraduate education level with a percentage of 60%.

4.2 Descriptive Analysis

a. Descriptive Statistics of Purchase Decisions on Converse Shoes

The Purchasing Decision Variable (Y) in this study was measured by three indicators are presented in the following table:

Table 5. Descriptive Analysis Buying decision

No	Indicator	Score					Index**	Category
		1	2	3	4	5		
1.	Product stability	0	0	7	76	127	4.55	Very good
2.	Confidencechoose product	0	1	6	73	130	4.58	Very good
3	Give recommendations to others	0	3	20	87	100	4.35	Very good
Amount							13.48	
Average							4.49	Very good

Source: Primary data processed, 2022

Based on table 5, it is known that the average index value for the purchasing decision variable is 4.49 with a very good category. Factors that influence purchasing decisions are the level of confidence in choosing a product with the highest average of 4.58. The higher the consumer's confidence, the higher the product purchase decision, especially Converse shoes.

Table 6. Descriptive Analysis Lifestyle

No	Indicator	Score					Index**	Category
		1	2	3	4	5		
1.	Following the trend, prestige or increasing prestige	2	3	18	77	110	4.42	Very good
2.	Lifestyle or life motivation to seek pleasure	0	4	25	70	111	4.37	Very good
3	Directing to activities for the enjoyment of life	0	0	10	72	128	4.56	Very good
4	Dominant paand youth culture	0	0	13	91	106	4.44	Very good
Amount							17.79	
Average							4.44	Very good

Source: Primary data processed, 2022

Table 6 shows that the average value of the lifestyle variable index is 4.44 with a very good category. This means that the consumer's lifestyle in using Converse Shoes is classified as very good. The majority of Converse's use of shoes is directed at lifestyle in the form of activities for the enjoyment of consumers' lives. It obtained the highest average of 4.56 in the very good category.

Table 7. Descriptive Analysis Product quality

No	Indicator	Score					Index**	Category
		1	2	3	4	5		
1.	<i>Performance</i> (performance)	0	0	18	78	114	4.47	Very good
2.	<i>Features</i> (additional features or features)	0	0	9	74	127	4.56	Very good
3	<i>Reliability</i> (reliability)	0	1	6	73	130	4.58	Very good
4	<i>Conformance to Specifications</i> (according to specifications)	0	3	20	87	100	4.35	Very good
5	<i>Durability</i> (durability)	0	1	11	80	118	4.5	Very good
6	<i>Serviceability</i>	0	1	13	82	114	4.47	Very good
7	<i>Esthetics</i> (Aesthetics)	1	0	27	85	97	4.31	Very good
8	<i>Perceived Quality</i> (perceived quality)	0	0	15	77	118	4.49	Very good
Amount							35.73	
Average							4.46	Very good

Source: Primary data processed, 2022

Based on table 7, it is known that the average value of the product quality variable is 4.46 in the very good category. Factors that influence the quality is reliability or consistency with the highest average of 4.58. The higher the consistency of Converse shoe product quality among the public, the more likely it will affect consumer confidence in daily use.

Table 8. Descriptive Analysis Brand Image

No	Indicator	Score					Index**	Category
		1	2	3	4	5		
1.	There is recognition from the community	0	0	13	68	129	4.53	Very good
2.	Good brand reputation	0	2	23	80	105	4.37	Very good
3	Memorable brand	0	1	17	73	119	4.46	Very good
Amount							13.37	
Average							4.45	Very good

Source: Primary data processed, 2022

Table 8 shows that the average value of the brand image variable is 4.45 which is classified as very good. The recognition of the existence of Converse Shoes with the highest average of 4.53 tends to increase the brand image of a good product. The better the brand image of Converse Shoes among the public will influence consumers to make purchasing decisions.

Table 9. Descriptive Analysis Price

No	Indicator	Score					Index**	Category
		1	2	3	4	5		
1.	Affordable product prices	0	2	21	89	102	4.37	Very good
2.	The price offered is in accordance with the quality	0	3	23	86	98	4.32	Very good
3	There is a match between the price and the benefits of the product	0	4	19	98	89	4.29	Very good

Amount	12.98	
Average	4.32	Very good

Source: Primary data processed, 2022

Based on table 9, it is known that the average value of the price variable is 4.32 in the very good category and the highest average value is 4.32, namely the existence of affordable product prices. This proves that the prices offered by Converse Shoes are more affordable than the prices of other similar shoes so that they are able to influence consumers to improve their purchasing decisions for Converse Shoes.

4.3 Classic Assumption Test

a. Normality test

This study uses the Kolmogorov-Smirnov test with a significance of 5 percent or 0.05. The results in this study are as follows:

Table 10. Normality Test Results
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual	
N		210	
Normal Parameters, b	mean	.0000000	
	Std. Deviation	.72383561	
Most Extreme Differences	Absolute	.089	
	Positive	.089	
	negative	-.078	
Test Statistics		.089	
asyp. Sig. (2-tailed)		.000c	
Monte Carlo Sig. (2-tailed)	Sig.	.070d	
	99% Confidence Interval	Lower Bound	.064
		Upper Bound	.077

Source: Primary data processed, 2022

Based on the results of the normality test above, it is known that the significance value of Asymp.Sig (2-tailed) is 0.077 which is greater than 0.05, so it can be concluded that the data in this study are normally distributed.

b. Multicollinearity Test

Test that conducted to determine whether or not multicollinearity occurs based on a Tolerance number above 0.1 and a VIF value below 10. The results of the multicollinearity test in this study are as follows:

Table 11. Multicollinearity Test Results

	Tolerance Value	VIF value
Lifestyle	0.506	1.975
Product quality	0.345	2.901
Brand Image	0.347	2.881
Price	0.370	2.699
Mod_Gender	0.98	1.021
Mod_Education	0.98	1.02

Source: Primary data processed, 2022

Based on the test results above, it was found that the Tolerance value of the lifestyle variable was 0.506 with a VIF of 1.975, the Tolerance value of product quality was 0.345 with a VIF of 2.901, the brand image had a Tolerance value of 0.347 with a VIF of 2.881 and the price variable had a tolerance value of 0.370 with a VIF of 2.699. Tolerance value on gender moderation is 0.98 and VIF 1.021. The education moderation variable has a Tolerance Value of 0.98 and a VIF of 1.02. Thus the Tolerance value of each independent variable is greater than 0.1 with VIF smaller than 10 so that it can be concluded that there is no multicollinearity.

c. Heteroscedasticity Test

The proof of heteroscedasticity test was carried out by the Glejser test, if it was significant <0.05 , then there was heroscedasticity, whereas the significant value was >0.05 , then there was no heroscedasticity. The results of the heteroscedasticity test are as follows:

Table 12. Heteroscedasticity Test Results

Model	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	t	
1 (Constant)	1.122	.201		5.575	.000
Lifestyle	-.007	.011	-.062	-.666	.506
Product quality	-.007	.010	-.081	-.706	.481
Brand Image	-.012	.014	-.087	-.862	.390
Price	-.008	.011	-.080	-.725	.469
Mod_Gender	-.018	.033	-.038	-.561	.575
Mod_Education	-.022	.013	-.127	-1.758	.080

a. Dependent Variable : abs_RES3

From the Glejser test above, it is known that lifestyle, product quality, brand image, price and gender and education moderation have a significance value greater than 0.05, so there is no heroscedasticity in the regression model.

4.4. Hypothesis Test

This study uses multiple linear regression to prove the hypothesis with the following results:

Table 13. Multiple Linear Regression Test Results

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	t	
1 (Constant)	1,716	.497		3,453	.001
Lifestyle	.048	.034	.069	1.435	.153
Product quality	.389	.029	.782	13.186	.000
Brand Image	.160	.050	.189	3.204	.002
Price	-.123	.045	-.158	-2.752	.006

a. Dependent Variable: Purchase Decision_Y

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Adj R2
		B	Std. Error	Beta			
1	(Constant)	5,977	.682		8,763	.000	.369
	lifestyle	.422	.038	.610	11.090	.000	

a. Dependent Variables:Purchase Decision_Y

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Adj R2
		B	Std. Error	Beta			R2
1	(Constant)	2.120	.478		4.433		.732
	product quality	.426	.018	.856	23,914	.000	

a. Dependent Variables:Purchase Decision_Y

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Adj R2
		B	Std. Error	Beta			R2
1	(Constant)	5.792	.576		10,054	.000	.463
	brand image	.575	.043	.683	13,472	.000	

a. Dependent Variables:Purchase Decision_Y

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Adj R2
		B	Std. Error	Beta			R2
1	(Constant)	7.657	.580		13,199	.000	.328
	price	.449	.044	.576	10.158	.000	

a. Dependent Variables:Purchase Decision_Y

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Adj R2
		B	Std. Error	Beta			R2
1	(Constant)	6.312	.984		6.417	.000	.366
	lifestyle	.400	.055	.577	7.330	.000	
	Mod_Gender	-.714	1.370	-.247	-.521	.603	
	Total_X1.Z1	.048	.076	.296	.627	.532	

a. Dependent Variables:Purchase Decision_Y

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Adj R2
		B	Std. Error	Beta			R2
1	(Constant)	2,146	.672		3.194	.002	.729

product quality	.425	.025	.854	16,964	.000
Mod_Gender	-.053	.962	-.018	-.055	.956
Total_X2.Z1	.002	.036	.019	.056	.955

a. Dependent Variables:Purchase Decision_Y

Model		Coefficients ^a		t	Sig.	Adj R2
		Unstandardized Coefficients B	Std. Error			
1	(Constant)	6.699	.779	8,595	.000	.467
	brand image	.510	.058	8,769	.000	
	Mod_Gender	-2.021	1.155	-1,750	.082	
	Total_X3.Z1	.144	.086	1,684	.094	

a. Dependent Variables:Purchase Decision_Y

Model		Coefficients ^a		t	Sig.	Adj R2
		Unstandardized Coefficients B	Std. Error			
1	(Constant)	7,814	.812	9,629	.000	.322
	price	.438	.062	7,048	.000	
	Mod_Gender	-.333	1.167	-.285	.776	
	Total_X4.Z1	.023	.089	.260	.795	

a. Dependent Variables:Purchase Decision_Y

Model		Coefficients ^a		t	Sig.	Adj R2
		Unstandardized Coefficients B	Std. Error			
1	(Constant)	4.780	3.091	1.546	-.124	.363
	lifestyle	.495	.173	2.857	.005	
	Mod_Education	.460	1.145	.402	.688	
	Total_X1.Z2	-.028	.064	-.211	.664	

a. Dependent Variables:Purchase Decision_Y

Model		Coefficients ^a		t	Sig.	Adj R2
		Unstandardized Coefficients B	Std. Error			
1	(Constant)	2,732	2.118	1,290	.198	.736
	product quality	.424	.079	5.361	.000	
	Mod_Education	-.248	.825	-.300	.764	
	Total_X2.Z2	.001	.031	.038	.970	

a. Dependent Variables:Purchase Decision_Y

Model		Coefficients ^a		t	Sig.	Adj R2
		Unstandardized Coefficients B	Std. Error			
1	(Constant)	4.450	2,800	1,589	.114	.465
	brand image	.713	.208	3,433	.001	

Mod_Education	.514	1.061	.196	.485	.629
Total_X3.Z2	-.053	.079	-.321	-.673	.502

a. Dependent Variables:Purchase Decision_Y

Model		Coefficients ^a		t	Sig.	Adj R2
		Unstandardized Coefficients B	Std. Error			
1	(Constant)	6.916	2,734	2,529	.012	.327
	price	.539	.208	2,589	.010	
	Mod_Education	.302	1.070	.282	.778	
	Total_X4.Z2	-.036	.082	-.443	.658	

a. Dependent Variables:Purchase Decision_Y

4.5. Hypothesis Testing (t Test)

$$t_{table} = t(a/2;nk-1) = t(0.025;205) = 1.971$$

From the regression analysis performed, the results of the regression equation are as follows:

$$Y = 1.716 + 0.048X_1 + 0.389X_2 + 0.16X_3 - 0.123X_4 + e$$

Gender role as moderator:

$$Y = 1.660 - 0.05X_1 + 0.045Z_1 - 0.76Z_1 + e$$

$$Y = 1.660 + 0.506X_2 + 0.045Z_1 + 0.003Z_1 + e$$

$$Y = 1.660 + 0.261X_3 + 0.045Z_1 + 0.225Z_1 + e$$

$$Y = 1.660 - 0.287X_4 + 0.045Z_1 + 0.134Z_1 + e$$

Educational roles as moderator:

$$Y = 1,725 - 0.054X_1 + 0.338Z_2 + 0.037Z_2 + e$$

$$Y = 1.725 + 0.464X_2 + 0.338Z_2 - 0.028Z_2 + e$$

$$Y = 1,725 + 0.321X_3 + 0.338Z_2 - 0.060Z_2 + e$$

$$Y = 1.725 - 0.264X_4 + 0.338Z_2 + 0.054Z_2 + e$$

4.6. Hypothesis Discussion

Theoretically, the decision to buy Converse shoes is influenced by lifestyle, quality, brand image and price simultaneously. However, this study found that purchasing decisions are influenced by product quality, brand image and price simultaneously but do not apply to lifestyle. This happens because lifestyle is not a major factor in making purchasing decisions. In addition, lifestyle tends not to encourage consumers' psychology about what consumers think of Converse Shoes.

a. Influence of Lifestyle on Purchase Decision

Pangestu & Suryoko (2016) states that lifestyle affects a person's behavior which ultimately determines a person's consumption pattern. The results of research on lifestyle on purchasing decisions based on testing have an effect on purchasing decisions. These results are supported by the research of Maupa et al. (2019), Marchiani et al., (2015) and Mahardika (2014) who found that lifestyle had a significant effect on purchasing decisions. Lifestyle encourages the need for individual attitudes in the product purchase decision-making process (Sahir et al., 2018). The existence of a high level of consumerism, namely having a consumptive lifestyle tends to increase people to buy Converse shoes.

b. Effect of Product Quality on Decisions

Product quality is a very important thing that every company must strive for, if it wants to compete in the market to satisfy the needs and desires of consumers. Product quality can have a positive and significant effect on brand image. Product quality is proven to be able to increase a person's desire to make a decision to buy a product. This finding can be interpreted that if the product quality of Converse Shoes is improved by the company, it will be able to make a significant contribution to the company's sales. This finding supports several previous findings, namely Wiratama (2012), Kurtkoti (2016), and Horvath (2015) which conclude that there is a positive and significant influence between product quality and purchasing decisions.

c. The Influence of Brand Image on Purchase Decision

Brand image or brand image is the beliefs, ideas and impressions that a person has of a brand, therefore consumer attitudes and actions towards a brand are largely determined by the brand image (Permana & Haryanto, 2014). The results show that brand image has an influence positive and significant on purchasing decisions. These findings support the research of Evelina et al. (2013), Iryanita and Sugiarto (2013), who found that brand image has a significant positive effect on purchasing decisions.

d. The Influence of Price on Purchase Decisions

Kotler (2016) defines that price is the amount of money spent on products or services to obtain benefits or ownership or use of a product or service. Based on the results of the study indicate that the price has an effect on purchasing decisions Converse shoes. The findings of this study are supported by research by Setianingsih (2018) and Wiratama (2012) which find that the price variable has a significant influence on purchasing decisions.

e. The Effect of Gender on Lifestyle on Purchase Decisions

Lifestyle determines attitudes and values and indicates social status. Human interest in various goods is influenced by their lifestyle and the goods they buy reflect that lifestyle (Mongisidi et al., 2019). Based on the research results, gender does not strengthen the influence of lifestyle on purchasing decisions. This happens because gender differences cannot be the main factor to influence lifestyle on purchasing decisions. Both men and women have different knowledge and understanding of the product, but it does not strengthen someone's lifestyle to make a purchase.

f. Effect of Gender on Product Quality on Purchase Decisions

Quality is one of the factors that influence consumers in determining products (Mahardika, 2014). The better the quality of Converse shoes, the better the purchasing decisions will be. However, the results of this study are different, namely the good quality of Converse shoes does not guarantee an increase in purchasing decisions when adding the gender variable as a moderator. This means that gender differences are not able to strengthen the relationship between product quality and purchasing decisions for Converse Shoes.

g. The Effect of Gender on Brand Image on Purchase Decisions

Brand image has a positive and significant influence on purchasing decisions (Anastasia & Nulow, 2019). However, this did not happen when this study added gender as a moderator. The results of this study indicate that adding the gender variable does not strengthen the influence of brand image on purchasing decisions. This means that gender differences are not a factor that can support the relationship between brand image

and purchasing decisions for Converse shoes.

h. The Effect of Gender on Price on Purchase Decisions

Research by Maupa et al. (2019) and Defriansyah et al. (2016) shows that one of the variables, namely price, simultaneously has a positive effect on purchasing decisions. This study proves that when gender differences are added to the relationship between price and purchasing decisions, it has no effect. This proves that gender is not the main factor that can strengthen the relationship between price and purchasing decisions for Converse Shoes.

i. The Effect of Education on Lifestyle on Purchase Decisions

Lifestyle is closely related to technology because it creates development and the application of lifestyles such as dressing styles, as well as consumptive lifestyles in everyday life (Novitasani & Handoyo, 2014). The results of this study do not support this statement because lifestyle has no effect on purchasing decisions. This proves that education level is not a major factor in strengthening a person's lifestyle relationship in determining the purchase of Converse shoes.

j. The Effect of Education on Product Quality on Purchase Decisions

Good product quality will have a positive influence on the minds of consumers. Quality is determined by its use or function, including durability, product dependence, comfort (Mantauv, 2018). This study proves that a person's level of education does not strengthen the relationship between product quality and purchasing decisions. The higher the level of education, consumers will know more about which products are better to use (Ramadhani, 2018). Although consumers already have knowledge and understanding regarding products, not all consumers know good product quality so that it affects their purchasing decisions for Converse Shoes.

k. The Effect of Education on Brand Image on Purchase Decisions

Research by Iryanita and Sugiarto (2013) found that brand image has a significant positive influence on purchasing decisions. These results when added to gender as a moderator indicate that gender is able to strengthen the relationship between brand image and purchasing decisions. This indicates that the higher a person's education level affects the level of knowledge and understanding of the brand image of a product so that it can encourage consumers to buy Converse shoes. The existence of this knowledge and understanding helps consumers reduce confusion in choosing the product to be purchased.

l. Effect of Education on Price on Purchase Decision

Research by Defriansyah et al. (2016) show that partially the price has no effect on purchasing decisions. This study shows similar results that price has no effect on purchasing decisions. When the education variable is added as a moderator, the relationship between price and the purchasing decision of Converse Shoes is not influential. This indicates that a person's level of education is not the main factor to support the influence of price on the purchase of Converse Shoes.

V. Conclusion

Based on the data analysis and discussion described above, the variables of lifestyle, product quality, brand image, and price affect purchasing decisions. Factors that influence consumers in making purchasing decisions are Converse shoes have reliability on the

quality of their products so that can increase consumer confidence. When compared to other brand shoes, the prices offered by Converse Shoes are also more affordable so that all people can buy and wear them for their daily activities. Another result is that the moderation of gender and education level does not strengthen the lifestyle of product quality and price on the purchasing decision of Converse shoes. Education moderation does not strengthen the influence of lifestyle, quality, brand image and price on the purchasing decision of Converse Shoes.

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