

The Impact of Lifestyle, Social Media Marketing, and Influencer Marketing on Purchase Decision for *Ayam Geprek* Culinary Business

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Abstract - The modern lifestyle of people is very close with social media, creating a social media dependent community to fulfil their needs. The purpose of this study is to determine the impact of lifestyle, social media marketing and influencer marketing on purchase decision of *Ayam Geprek* Culinary Business specifically in Bandar Lampung. The sample was taken using purposive random sampling method. Total samples were taken from 1000 *ayam geprek* customers who have tasted food in 5 culinary businesses. Data analysis tool used is multiple regression analysis with SPSS 23.0. The results of the study have shown that the lifestyle, social media marketing, influencer marketing variable significantly influence purchase decision and as simultaneously influence purchase decision of *ayam geprek* business culinary in Bandar Lampung.

Keywords - Lifestyle, Social Media Marketing, Influencer Marketing, Purchase Decision, Culinary Business

I. INTRODUCTION

Culinary business is a competitive business field that is increasing rapidly as opposed to other businesses. This is caused by the fact that food is an essential need to live. One of the culinary businesses that is currently booming are processed chicken meat business commonly referred as *ayam geprek*. The combination of tender chicken meat with crispy coating along with unique taste of *sambal* (Chili) found their way to foodies' heart to enjoy this meal, especially those who loves spicy food. This *ayam geprek* business is able to reach a wide segment of consumers. On top of that, *ayam geprek* is listed as one of the top 10 popular searches on Google Indonesia's search engine on 2017.

In the digital era nowadays, human commonly have new lifestyles that cannot be separated from electronic gadgets. One of the rising uses of internet is social media. Social media is a platform that people uses to interact with one another by creating, sharing, and exchanging information and ideas in a virtual network and community [10].

TABLE 1. SOCIAL MEDIA AUDIENCE OVERVIEW IN INDONESIA

Category	Social Media User Percentage (%)	Percentage of users Reached by advertisement on social media (%)
Facebook	81%	61%
Instagram	80%	29%

Twitter	52%	3%
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Source : (www.websindo.com)

Today, there are more than 4 billion people using social media. Social media has become a part of the modern lifestyle, which gave birth to numerous influencers on social media. The social media penetration has reached the level of 53%. In Indonesia, there are already more than 130 million active social media users, which also apply to the number of active social media users on mobile devices.

The success of a business is depending on consumer's purchase decision on related product. Satisfied consumers tend to share their experiences of companies or businesses with others [5]. To understand a consumer's behaviour, restaurant needs to develop strategies to adopt consumers lifestyle. Loyal customer will have an impact on the company's performance and could maintain the survival of the company in the long term [4]. Further study Barusman also described loyalty as an attitude-behavior relationships, as antecedents and consequences of customer loyalty [2]. Following the change that happens from time to time, people's demands and material needs for materialistic enjoyment is continuously increasing in the era modern information and high technology.

Promotion as the activities of company performs in order to communicate to its existing and potential customers [6]. Social media has been made as one of the way used to conduct marketing or commonly referred as social media marketing. Promotion in social media can be supported with the concept of 'influencer marketing'. This method of promotion or marketing utilizing influencer on social media. Influencers, most of their time become the example for their followers, help create a similar-minded group of people in social media and strengthen that relationship with interaction and content.

Based on the background described above, the main issues to be examined in this study are as follows:

1. Lifestyle has yet to get any significant impact towards the purchase decision of *ayam geprek* in Bandar Lampung.
2. Social media marketing has yet to be an effective promotion technique to affect purchase decision of *ayam geprek* in Bandar Lampung.
3. Influencer marketing has yet to be an effective promotion technique to affect purchase decision of *ayam geprek* in Bandar Lampung.

II. LITERATURE REVIEW

Lifestyle is more about describing someone's behaviour, mainly on how they spend their time and money. Consumer's lifestyle is prone to change, but that change is not caused by the change of their needs. Someone's needs commonly stays for their whole life once it had been determined during their childhood. This change happened because of the change of their values as the effect of their environment. Consumers tend to search and evaluate available alternatives with the product attributes that promises the fulfilment of their lifestyle needs. Lifestyle is the living patterns of someone that are expressed through their activities, interests and opinions [12]. Lifestyle describes how people interact with their environment as a whole. Lifestyle also describes one's whole patterns in acting and interacting with their world. According to Kotler stated that there are three indicators of someone's lifestyle, which are: activity, interest, and opinion [14].

Social media marketing is the usage of social media channels to promote companies and their products. This type of marketing can be considered as a part of the online marketing activity that completes the conventional web-based promotion strategy, like e-mail bulletins and online advertisement campaign [1]. There are 5 advantages in social media marketing that becomes the indicator that affects social media marketing: cost-related, social interaction, interactivity, targeted market, customer service [15].

Influencer are the figure that can influence customer's decision. Influencers are the third-party that significantly shaped consumer's purchase decision and might also be responsible for that [7]. Influencer represents the new kind of independent third-party endorsers that shaped consumer's behaviour thorough blog, tweets and other use of social media [9]. Furthermore study found there are 3 indicators that can affect influencer marketing: Word of Mouth (WOM), social media, Electronic Word of Mouth (e-WOM) [11].

Purchase decision is defined as one's decision where they chooses one out of many from the available alternatives [16]. However, there is alternative evaluation steps leads to early purchase decision, which measures consumer's tendency to do a certain act towards a product as a whole [13]. Meanwhile, the dimension and indicator of purchase decision explains that consumer's decision to make a purchase of a product includes six sub-decisions as follows: Product Choice, Brand Choice, Distributor Choice, Purchase Period and Purchase Amount [12].

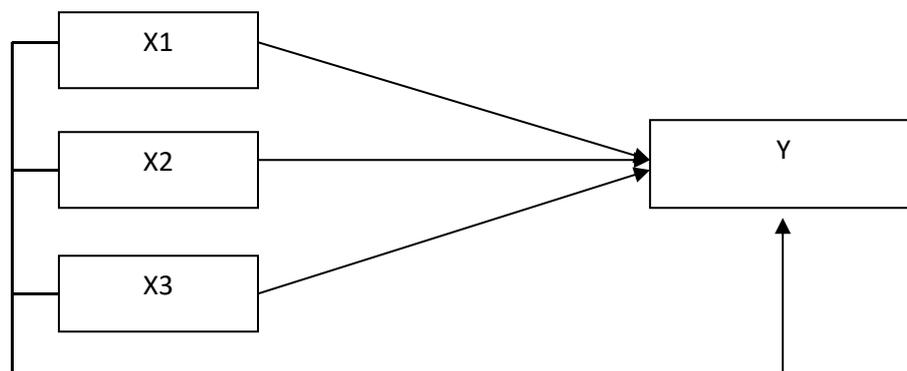


Figure 1. Conceptual Framework

X₁ : Lifestyle

X₂ : Social Media Marketing

X₃ : Influencer Marketing

Y : Purchase Decision

Based on the description that has been explained in the research background, a hypothesis can be formulated:

H₁: Lifestyle affects *ayam geprek* purchase decision in Bandar Lampung (X₁ -> Y)

H₂: Social media, and affects *ayam geprek* purchase decision in Bandar Lampung (X₂ -> Y)

H₃: Influencer marketing affects *ayam geprek* purchase decision in Bandar Lampung (X₃ -> Y)

H₄: Lifestyle, social media, and influencer marketing affect *ayam geprek* purchase decision in Bandar Lampung (X₁, X₂, X₃ ->Y)

BI. DATA COLLECTION

The sampling method in this research is using purposive random sampling with accidental sampling technique, which is determining sample by chance, which translates to anyone that happened to meet the researcher by chance are fit to be samples, if deemed to be so [17].

Based on purposive random sampling with accidental sampling technique, the number of samples in this research are 1000 respondents. The respondents are customers from mid-size business culinary such as : Ayam Nyelekit, Ayam Asix, Salthings, Geprek Bensu, Mister Geprek.

In conducting validity test, a measurement tool were used, namely SPSS for Windows version 23.0, and if a measurement tool has a significant correlation between item scores and the total score, then that tool can be considered valid

The reliability test is done by calculating at Cronbach's Alpha coefficient which aims to show whether measurement ratio is repeated twice or more [3]. A variable's reliability value is shown from Cronbach Alpha Coefficient. A variable is considered reliable if their Cronbach Alpha coefficient is over 0,60 [8].

Multiple linear regression analysis is used to figure out the effect of relation from the independent and dependent variables between the factors of lifestyle (X_1), social media marketing (X_2), influencer marketing (X_3) towards purchase decision (Y). The formula used in this research is:

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

where:

Y = purchase decision

a = a constant

b_1 b_2 b_3 = coefficient of each variable

X_1 = lifestyle

X_2 = social media marketing

X_3 = influencer marketing

Determination coefficient is basically there to measure how far is the model able to explain the variance of the dependent variable. The value of determination coefficient is 0 and 1. A low value of determination coefficient means that the ability of the independent variable to explain the variance of the dependent variable is limited, while a value nearing 1 means independent variable can provide almost all information that is needed to predict the variance of the dependent variable [8].

$$R^2 = (r^2) \times 100\%$$

Details:

R = determination coefficient

r = correlation coefficient

The t-test is used to test the significance of the correlation between (X) and (Y). Whether the variable X_1, X_2 and X_3 (lifestyle, social media marketing, and influencer marketing) have significant effect to variable Y (purchase decision) separately or partially [8].

F-test have the intention to see the effect from independent variable towards the dependent variable at the same time or simultaneously. The F-test is done using the level of significance of 95% ($\alpha = 1\%$), numerator's degree of freedom (n - k) and denominator's (k - 1).

IV. DATA ANALYSIS

From the results of questionnaires conducted by researchers about Lifestyle, Social Media Marketing, Influencer Marketing and Purchase Decision processed using the help of SPSS 23.0 software program, the data found can be seen as follows: From the corrected item-total correlation and if all respondents' answers compared with *Factor Loading* with a significant level of $0.05 = 0.197$ results calculated above the *Factor Loading* value. To conclude, all questionnaires about Lifestyle, Social Media Marketing, Influencer Marketing and Purchase Decision can be claimed as "Valid".

The reliability test result all variables have an Alpha coefficient that is large enough above 0.60, so it can be concluded that all variables from the questionnaire are reliable.

VI. STUDY RESULTS, SUMMARY AND CONTRIBUTION

TABLE 2. MULTIPLE LINEAR REGRESSION

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.112	2.778		.400	.690
Lifestyle	.432	.075	.434	5.758	.000
SocialMediaMarketing	.271	.092	.246	2.953	.004
InfluencerMarketing	.404	.080	.343	5.039	.000

a. Dependent Variable: Purchase Decision

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

$$Y = 1.112 + 0.432X_1 + 0.271X_2 + 0.404X_3 + e$$

The results can be stated in the form of this equation $Y = 1.112 + 0.432X_1 + 0.271X_2 + 0.404X_3$ that can be interpreted as follows; Equation $Y = 1.112 + 0.432X_1 + 0.271X_2 + 0.404X_3$ indicates that the coefficient of the Lifestyle variable (0.432) has a greater value than the coefficient of the Social Media Marketing variables (0.271) and Influencer Marketing (0.404).

Based on the results of the sample research, it can be concluded that there is a positive influence between Lifestyle on Purchase Decision, Social Media Marketing on Purchase Decision, Influencer Marketing on Purchase Decision, Lifestyle, Social Media Marketing, and Influencer Marketing together influencing Purchase Decision obtained from the results multiple linear regression analysis.

Regression calculation results stated that the coefficient of determination (adjusted R^2) obtained by 0.665 meaning that the decision to buy *Ayam Geprek* in Bandar Lampung influenced by Lifestyle, Social Media Marketing and Influencer Marketing factors by 66.5% while the rest is 33.5%, Purchase Decision are influenced by other variables not examined in this study. The explanation about the results are follow:

1. Lifestyle Variables (X_1) towards Purchase Decision (Y)

For the Lifestyle variable, the t_{count} value of 5.758 is greater than the value of t_{Table} or in other words, $t_{count} > t_{Table}$, while the significant result obtained by 0.000 is smaller than α specified, which is 0.05 so it can be claimed to be significant. Thus, H_0 is rejected and H_a is accepted or thus, Lifestyle has a positive effect on Purchase Decision.

2. Social Media Marketing Variables (X_2) towards Purchase Decision (Y)

For Social Media Marketing variables, the t_{count} value of 2.953 is greater than the value of t_{Table} or in other words, $t_{count} > t_{Table}$, while the significant result obtained by 0.004 is smaller than α specified, which is 0.05 so it can be said to be significant. Thus, H_0 is rejected and H_a accepted, or thus Social Media Marketing has a positive effect on the Purchase Decision.

3. Influencer Marketing Variables (X_3) towards Purchase Decision (Y)

For Social Media Marketing variables, the t_{count} value of 5,039 is greater than the value of t_{Table} or in other words, $t_{count} > t_{Table}$, while the significant result obtained by 0,000 is smaller than α specified, which is 0.05 so it can be said to be significant. Thus, H_0 is rejected and H_a accepted, or thus Influencer Marketing has a positive effect on the Purchasing Decision.

For simultaneous testing, the value of $F_{count} = 63.611 > F_{Table} = 2.46$ with a significance value (sig) of $0.000 < \alpha 0.05$, so that H_0 is rejected and H_a is accepted which means Lifestyle (X_1), Social Media Marketing (X_2) and Influencer Marketing (X_3) have a significant effect on Purchase Decision (Y).

Based on the literatures and the results of data analysis in the previous chapters, it can be concluded that:

1. Lifestyle has a significant positive effect on Purchase Decision on Ayam Geprek in Bandar Lampung
2. Social Media Marketing has a significant positive effect on Purchase Decision on Ayam Geprek in Bandar Lampung
3. Influencer Marketing has a significant positive effect on Purchase Decision on Ayam Geprek in Bandar Lampung
4. Lifestyle, Social Media Marketing, and Influencer Marketing simultaneously have a significant positive effect on Purchase Decision on Ayam Geprek in Bandar Lampung

Based on the conclusions obtained in this study, suggestions were offered as a complement towards Purchase Decision to Ayam Geprek Food Business in Bandar Lampung as follows:

1. Social media is one of the sources of my knowledge, the seller and the consumer must be able to further develop existing technology and think a strategy for other consumers who do not have social media.
2. Admin on social media quickly responds to questions from every consumer, the seller should maximize the performance of the admin.
3. Sellers and consumers must be active in social media in order to continue to grow and get many people recommend it.
4. Seller should always updating on social media, consumers will be more interested to buy and also recommend it to others.
- 5.

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