

**The Influence of Lifestyle, Service Quality, and Perceived Quality toward
Purchase Decision of Fast Food in Malang City**

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ABSTRACT

This research aims to determine the effects of Lifestyle, Service Quality, and Perceived Quality toward Purchase Decision of fast food on fast food consumer in Malang City.

This research used 170 respondents as samples which were obtained from fast food consumer population at Malang City. Samples were obtained by using Accidental sampling method. Analysis tools that were used to test instruments in this research were validity and reliability test. Data analysis method that was used in this research is multiple regression method. In this research classical assumption test was performed to test the regression model. Hypothesis test used F test (Simultaneous test) and T test (Partial test).

Result showed that Lifestyle, Service Quality and Perceived Quality as simultaneously had positive effect toward purchase decision of fast food ($F \text{ count } 20.575 > F \text{ table } 2.10$). Partially result showed that Lifestyle had positive effect toward purchase decision of fast food ($T \text{ count } 2.395 > T \text{ table } 1.6643$), partially result showed that Service Quality had positive effect toward purchase decision of fast food ($T \text{ count } 2.327 > T \text{ table } 1.6643$), and Perceived Quality had positive effect toward Purchase Decision of fast food ($T \text{ count } 4.537 > T \text{ table } 1.6643$). Perceived Quality had dominant effect toward Purchase Decision of Fast food in Malang City.

Keywords: Lifestyle, Service Quality, Perceived Quality, Purchase Decision

1. INTRODUCTION

Nowadays, Lifestyle is a factor that influences consumer behavior. It can be showed in term of consumption (Yasraf Amir Piliang, in Subandi, 2005:182). According to Plummer (in Setiadi, 2008:148) Lifestyles is widely identified as a way of life that is identified by how people spend their time (activity), what they consider important in their environment (interest) and what they think about themselves and also the surrounding world (opinion). Lifestyle is an indicator of personal factor that has influence toward consumer behavior. In other word, Lifestyles are explained as activities of expression, interest, and opinion.

Along with globalization, fast food has become famous in Indonesia. The term of fast food means food that does not require long time to eat and the process is easier. According to Widyantara, Zurida and Wahyuni (2013) Fast food can be described as food which can be prepared and consumed in short time or also can be described as food which can be consumed quickly. Food served quickly is called fast food. Fast food usually also is served to consumer for takeaway or eat at restaurant.

Fast-food is created for people who have limited time, so they make fast-food as an alternative to eat and drink. With the globalization, people can change their behavior in term of consumption. The high technology, cannot be limited by geography, ethnic, politic and social between one society to another in term of consumption. It is caused by the influence of modern and globalization, which make people easy to get a higher social status (Sarwono, 1994: 128).

Lifestyle is a pattern of consumption reflecting a person's choices of how he or she spends time and money (Michael R. Solomon, 2002:173). Generally lifestyle also can be defined as spending time (activities), what should be considered toward environment (interests), and what people think about the surrounding world (opinions) (Kotler and Keller, 2009:175). Lifestyle explain from marketing perspective is people created into groups on the basis of the things they like to do, how they like to spend their leisure time, and how they choose to spend their disposable income.

Service quality in fast food business is very important to make a business developed and famous. In business, especially in Fast-food restaurant, consumers

like to buy something with good service quality and fast service. In consequence, Service who received or offered to be desired, service quality will be perceived and good (Tjiptono, 2005). One of the characteristic of business who concern about service or service business rather than other business is where the company must differentiate the business with increase quality of service toward other competitor (Kotler, 2005).

Perception also has consumer appraisal toward product that can be defined as perceived quality. According to Simamora in Pane and Rini (2011:119), Perceived Quality is consumer perception toward quality or goodness of product or service reviewed from the function in relation to other products. It shows that purchase decision toward fast-food has relationship with a perception of every individual in purchase decision. The perceived quality of consumer in Malang city about fast-food is good because consumer has a perception that fast-food have good quality in product and service. Perceived quality of service has the characteristics of intangible, variable, perishable, and simultaneously produced and consumed (Schiffman and Kanuk, 2007:175).

Purchase decision is the condition when an individual chooses between buying or not buy, chooses spending product A or product B. Thus, individual can be categorized as purchase decision process (Schiffman and Kanuk, 2007:82). As individual who want to make purchase decision influenced by perception to follow the lifestyle and service quality, individuals are more confident by following the developing trend. Purchase decision can be an opportunity to businesspeople running fast-food business to serve new menu. In Indonesia, especially in Malang city, fast-food industry has become more developed and progressive, so it can create competition with other business.

Malang city is main target to fast-food industry because Malang city is the place for many foreign tourist and student. Malang city is one of the tourism destinations in East Java because it has beautiful view and the climate is very cold. It is located in the middle of Malang Regency region. It lies between 112.060 – 112.070 East longitude, 7.060-8.020 South Latitude. The size of Malang is 110.06 km², divided into five districts; they are Kedungkandang, Sukun, Klojen, Blimbing and Lowokwaru. (BPS Malang city, 2014)

The location of this research is Malang city for its big population and the number of fast-food restaurants. Furthermore, consumer behavior in Malang city is various and very attractive to be researched.

2. THEORETICAL FRAMEWORK

2.1 Lifestyle

Lifestyle influenced consumer behavior in the consumption pattern. According to Kotler and Keller (2006:173) define lifestyle as a person's pattern of living in the world as expressed in activities, interests and opinions (AIO). Lifestyle portrays the "whole person" interacting with his or her environment. Marketers search for relationships between their products and lifestyle groups. For example, a computer manufacturer might find that most computer buyers are achievement-oriented. The marketer may then aim the brand more clearly at the achiever lifestyle. Marketers are always uncovering new trends in consumer lifestyles.

2.2 Service Quality

An understanding and vision that is defined by the quality will help the organization to focus its efforts on the development of quality. Therefore, quality is defined as the level of customer satisfaction towards the result and the process. According to Tjiptono (2006:96) quality in services marketing is the level of perception towards the performance of service. Other definition about quality also explained by Kotler and Keller (2006:138) define quality as the totality features and characteristics of a product and service that bear on its ability to satisfy stated or implied needs.

Quality has relationship with customer satisfaction. Quality pushed to the customer for relationship who related the company. Therefore, service quality is the level of expectation and control of customers to fulfill needs and wants Parasuraman (2002).

2.3 Perceived Quality

Tjiptono (2005:40) explain that perceived quality is customer appraisal toward overall superiority product. Therefore, perceived quality is based on evaluation subjective consumer toward product quality. Consumer perception in evaluate quality of the products and services are high. Other definition about perceived quality explained by Simamora in Pane and Rini (2011:119) define perceived quality as customer perception toward quality or product superiority or service quality are showed as such as relative functional with other products.

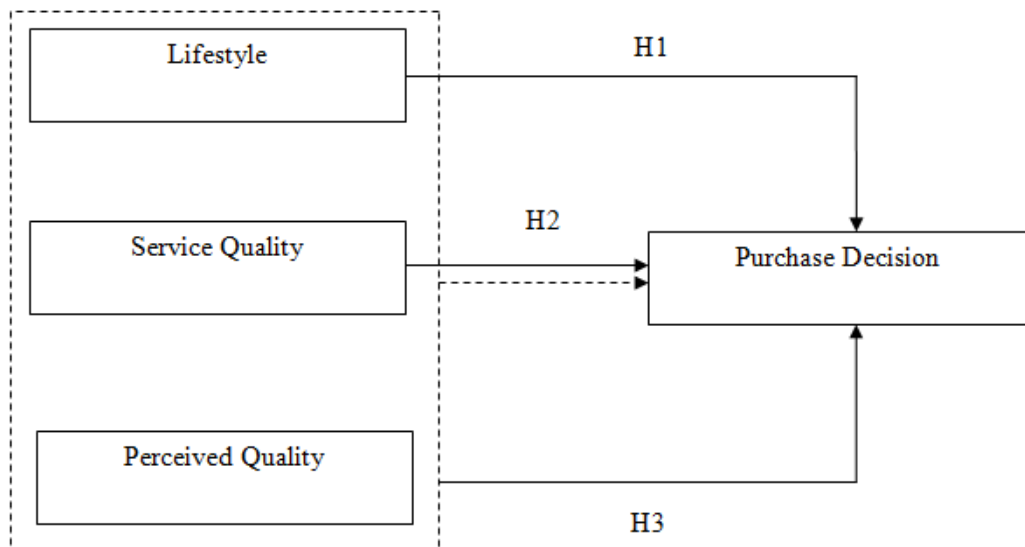
2.4 Purchase Decision

Decision making is a process to select or determine the all probability who not certainty. Therefore, decision making is related to purchase decision of consumer. Definition of purchase decision explained by Schiffman and Kanuk (2007:285) as when individual has choices between buy or not buy. Purchase decision as behavior alternative from two alternatives or more and it is as good action, because it is doing by decision making process. Decision making are important for consumer to make evaluation alternative in purchase decision.

2.5 Hypothesis

According to Sekaran (2003:103) define as a logically relationship between two or more variables expressed in the form of a testable statement. Relationships are conjectured on the basis of the network of associations established in the theoretical framework formulated for the research study. By testing the hypotheses and confirming the conjectured relationships, it is expected that solutions can be found to correct the problem encountered.

Hypothesis Model



Information:

—————> : Influence of independent variable (Lifestyle, Service Quality and Perceived Quality) toward dependent variable (Purchase Decision) in a partial.

-----> : Influence of independent variable (Lifestyle, Service Quality and Perceived Quality) toward dependent variable (Purchase Decision) in a simultaneous.

H1 : Lifestyle has positive and significant influence toward Purchase Decision fast food in Malang City.

H2 : Services Quality has positive and significant influence toward Purchase Decision fast food in Malang City.

H3 : Perceived Quality has positive and significant influence toward Purchase Decision fast food in Malang City.

3. RESEARCH METHODS

3.1 Research Types

Based on research objective that set, thus the research uses a Quantitative research. According to Sugiyono (2010:8) Quantitative research is research that based on positivism philosophy sample, it is used to population or special sample, data collection method use research instrument, data analysis is quantitative, with the purpose to hypothesis test who already be set.

Research methods use inferential statistics. According to Sugiyono (2010:207) explain inferential statistic as technique of statistic which used to analysis sample data and the result used to population. This statistic used if sample take from right population, and the technique are randomly. Therefore, this research is research that used to test the influence of Lifestyle, Service Quality and Perceived Quality toward purchase decision of fast food in Malang city.

3.2 Population and Sample

According to Sekaran (2003:265) population refers to the entire group of people, events, or things of interest that the researcher wishes to investigate. On this research population is consumer of fast food in Malang city.

3.3 Sampling Technique

The sampling technique on this research is non Probability sampling method and also used accidental sampling. In non Probability sampling the elements in the population do not have any probabilities attached to their being chosen as sample subjects.

3.4 Instrument test of Research Data

1. Validity Test
2. Reliability Test
3. Classical Assumption Test
4. Multiple Linear Regression Analysis
5. Hypothesis Test

- (1) F-Test
 - (2) T-Test
 - (3) Dominant Test
6. Determination Coefficient (R^2)

4. RESULTS AND DISCUSSION

4.1 Simultaneous Test Result

The result of simultaneous test shows that all of independent variables X_1 , X_2 , X_3 simultaneously have significant effect on variable Y with F count is greater than the F table ($20.575 > 2.10$). It also can be seen from the significance value which is less than 0.05 ($0.000 < 0.05$). It support that all of independent variables X_1 , X_2 , X_3 simultaneously have significant effect on variable Y.

From the Simulatneous test can be concluded that all of the independent variables as together have significant effect toward purchase decision. It can be said that Lifestyle (X_1), Service quality (X_2), and Perceived quality (X_3) variables have significant effect to purchase decision on fast food in Malang city. It implies that if the variables are increased, then purchase decision of fast food in Malang City will increase. In this research, each of variables got positive response from the 170 respondent in Malang City. Based on the description of the respondents, it can be concluded that all variables (Lifestyle (X_1), Service Quality (X_2), Perceived Quality (X_3)) have significant effect toward Purchase Decision of Fast Food in Malang City.

4.2 Partial Test Result

In Partial Test there are 3 variables that have significant effect toward purchase decision (Y) of fast food in Malang City including Lifestyle (X_1), Service quality (X_2) and Perceived quality (X_3).

a. Lifestyle (X_1)

Based on the regression analysis, it showed that lifestyle has significant effect toward purchase decision of fast food in Malang City with T count 2.395 and significant value of 0.018. The T count is gretaer than the T table ($2.395 > 1.6643$) and the significant value is less than $\alpha = 0.05$ ($0.018 < 0.05$). This test indicated that H_0 is rejected and H_1 is accepted. Therefore, it can be concluded that Lifestyle (X_1) has a

significant effect on Purchase Decision (Y). This result is similar with the result from previous research by Achmad (2014) which also showed that lifestyle has significant effect on purchase decision.

According to this research result, the lifestyle has significant effect on purchase decision. In this research, the lifestyle of fast food has already fulfilled the criteria of the indicators. The indicators of lifestyle variables are always finish the assignment on time, spend the holiday outdoor, Working in team is better than working alone, becomes a member of a community, proud of consuming fast-food products, fast-food business is certainly profitable.

b. Service Quality (X_2)

Based on the regression analysis, it showed that Service Quality also has significant effect toward Purchase Decision of fast food in Malang City with T count 2.327 and significant value of 0.021. The T count is greater than the T table ($2.327 > 1.6643$) and the significant value is less than $\alpha = 0.05$ ($0.021 < 0.05$). This test indicated that H_0 is rejected and H_1 is accepted. Therefore, it can be concluded that Service Quality (X_2) has a significant effect on purchase decision (Y).

According to this result, the service quality has significant effect on purchase decision. In this research, service quality of fast food has already fulfilled the criteria of the indicators. The indicators of service quality variables are the choice of products is appropriate with what the consumer wants, the service is good, the staff is always willing to identify and differentiate the products, the staff gives the consumers comfort in buying, the staff listens to the consumers advice and complaint.

c. Perceived Quality (X_3)

Based on the regression analysis, it showed that Perceived Quality also has significant effect toward purchase decision of fast food in Malang City with T count 4.537 and significant value of 0.000. The T count is greater than the T table ($4.537 > 1.6643$) and the significant value is less than $\alpha = 0.05$ ($0.000 < 0.05$). This test indicated that H_0 is rejected and H_1 is accepted. Therefore, it can be concluded that Perceived Quality (X_2) has a

significant effect on Purchase Decision (Y). This result is similar with the result from previous research by Achmad (2014) which concluded that Perceived Quality has significant effect on Purchase Decision.

According to this research result, the Perceived Quality has significant effect on Purchase Decision. In this research, Perceived Quality of fast food has already fulfilled the criteria of the indicators. The indicator of Service Quality variables are the quality of fast-food products is guaranteed, fast-food products have their own distinctiveness compared to other products, the high price of fast-food products equals to its high quality, fast-food products have various products, Fast food products always create innovation.

4.3 Research Implications

4.3.1 The Implications of Simultaneous Effect of Lifestyle, Service Quality, and Perceived Quality toward Purchase Decision in Malang City

Lifestyle, Service Quality, and Perceived Quality are all the variables that have significant effect toward Purchase Decision of fast food in Malang City. This showed that the decision-making of consuming fast food is based on consumer consideration related to Lifestyle, Service Quality and Perceived Quality. Based on the results it can be said concluded that variable of Lifestyle, Service Quality and Perceived Quality affect Purchase Decision simultaneously. Therefore, marketer must create good strategy to sell fast food in Malang city by considering the aspects of consumer's Lifestyle, Service Quality and Perceived Quality.

The understanding on consumers Lifestyle, Service Quality and Perceived Quality can provide company estimation on the consumer behavior in Purchase Decision. Besides, a company can create marketing strategy and policy to market fast food products effectively. For example, the products of fast food should fulfill the consumer needs, and also perceived as good quality product. Next, the company can also advertise the fast food products to customer by using printed and electronic media. In creating a product, it must not only based on consumer perception but also based on product appropriateness of the consumers need. This indicates that the consumer's needs of fast food in Malang City are fulfilled.

The research implications which are related to the characteristics of respondents of fast food in Malang city will be explained as follows. First, based on Sex, the dominant consumers of fast food in Malang are female rather than male. It can explain that female already know about fast food and consume fast food with the possible reason that female is more has personal factor that affect to consume fast food and also influenced by environment that can be a reason female dominated in this research. Second, based on Age it is revealed that the dominant age of fast food products are those aged 21-30 years old. It can be said that consumers of fast food in Malang City can be categorized as adults or those who are capable of buying fast food product. Third, based on Job, the most dominant consumers of fast food products are private employee which means that those people are those who have limited time to prepare for their breakfast. Therefore, consumers are likely to buy fast food product and they will have their breakfast at the lunch time. Fourth, based on Monthly Income, those who consume fast food are those who have the range of income of Rp.1000.000-Rp. 2000.000. As fast food products are relatively cheap so the products are consumed by those having that monthly income category.

It showed that all of fast food consumers is capable to buy fast food and showed that price of fast food products is relative for consumer in Malang City.

4.3.2 The Implications of Partial Effects of Lifestyle, Service Quality, and Perceived Quality toward Purchase Decision in Malang City

In partial test, there are 3 variables that have significant effect toward Purchase Decision. Perceived Quality variable becomes the most dominant variable in affecting Purchase Decision of fast food in Malang City. Perceived Quality can affect customer in creating Purchase Decision because it is based on consumer's perspective regarding the subjective and objective assessment of the criteria of the expected product that they need and want. Fast food provide consumers with guarantee quality product; have uniqueness compare to other product; have high price with high- quality; have various products; have product innovation.

All variables that consist of Lifestyle, Service Quality and Perceived Quality have significant influence on Purchase Decision of fast food in Malang City.

5. CONCLUSION AND SUGGESTION

5.1 Conclusion

1. Lifestyle, Service Quality, and Perceived Quality have significant and simultaneous influence toward Purchase Decision of Fast food in Malang City.
2. All variables consisting of Lifestyle, Service Quality, and Perceived Quality have significant and partial influence toward Purchase Decision of Fast food in Malang City.
3. The Dominant factor that influence to consumer to buy fast food product in Malang City is Perceived Quality variable.

5.2 Suggestion

1. The result of the research show that Lifestyle, Service Quality and Perceived Quality variables show positive significant by simultaneous and partial influence toward Purchase Decisions of fast food in Malang City. This condition shows that three variable of Lifestyle, Service Quality, and Perceived Quality must be increased by marketer. It can be increased with add the knowledge about consumer behavior and create marketing strategy such as sales promotion and marketing mix to attract the consumer.
2. Based on research results, it can be seen that Perceived Quality variable is the most important thing in Purchase Decision. Therefore, marketers must know what the consumers need and want based on their perception of Fast food in Malang City.
3. The next researcher can add other variables which are more than three variables because it can possibly result in more significant influence toward Purchase Decision variable.
4. For the next researcher, it is suggested to make other research related to this topic because it seems that this topic is interesting to be researched.

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