THE PURCHASE DECISION OF SAMSUNG BY GENERATION Z IN LAWEYAN DISTRICT VIEWED FROM LIFESTYLE, BRAND IMAGE AND BRAND AWARENESS

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Abstract:	*Among the many Samsung enthusiasts, one of them is Generation Z who was born in 1995-2010, now it is one of the generations that are constantly required to keep abreast of endless technological developments. Laweyan District as one of the areas in Surakarta City has many educational institutions and business units with a large number of generation Z, both natives and immigrants from outside the city of Laweyan District with different consumptive behavior in choosing smartphone. This study aimed to ascertain the impact of lifestyle, brand image, and brand awareness on purchase decision. This research is quantitative descriptive with 100 respondents taken using purposive sampling technique. Data analysis techniques include the classic assumption test, f test, multiple linear regression, t test, and coefficient of determination. The results of this research indicate that lifestyle, brand image and brand awareness have a positive and significant effect on Samsung purchase decisions by Generation Z in Laweyan District.*
Keywords:	*Lifestyle, Brand Image, Brand Awareness, Purchase Decisions, Generation Z*

1. Introduction

In the digitalization era, communication technology is progressively becoming one of the industries that is expanding quickly. This is undoubtedly a challenge and motivates all technology organizations worldwide to develop solutions that can satisfy consumer demand. (Silalahi, 2020). Communication is one of the means used by humans to convey thoughts, intentions and goals (Zannah & Suwitho, 2020). Communication tools that continue to experience development, one of which is a smart phone or smartphone.
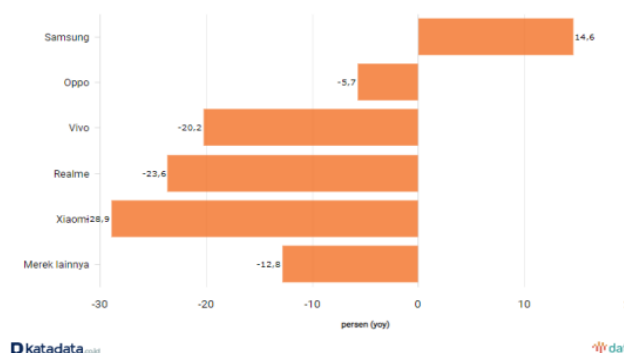
Source: (https://databoks.katadata.co.id/)
Image 1. Annual Growth of Smartphone Shipments in Indonesia (Quarter III-2022)

Samsung is one of the most popular smartphones in Indonesia. International Data Corporation (IDC) announced that smartphone shipments in Indonesia reached 8.1 million units in the third quarter of 2022. During this period, Samsung was the only smartphone supplier that recorded growth. In the third quarter of 2022, shipments of smartphones from South Korea increased 14.6% (yoy) between 1.5 million and 1.8 million units (katadata.co.id).

Among the many Samsung enthusiasts, one of them is Generation Z or also called iGeneration. Generation Z, which was born in 1995-2010, is now one of the generations that is continuously required to keep abreast of continuous technological developments. In general, consumers will determine product purchases based on several factors, including the possibility that consumers evaluate a product on the basis of lifestyle, brand image and brand awareness that can influence consumers in their considerations in purchasing decisions.

Lifestyle is currently developing along with the era of economic globalization and the transformation of consumption capitalism which is marked by the proliferation of foreign products entering the country (Agustina, 2020). The success factor of a company in marketing its products is not only seen from the quality, but can also be evident from a product's brand image. (Dewi, 2019). Brand image has an important role in differentiating a product from other companies. In addition, there is brand awareness which also plays an important role for consumers to decide to buy. Consumers must be able to recognize and remember that a brand is connected to a specific product category. Brand awareness shows consumer knowledge of the existence of a brand (Ghulam et al., 2020).

Laweyan District as one of the areas in Surakarta City has many educational institutions and business units with a large number of generation Z, both natives and immigrants from outside the city of Laweyan District with different consumptive behavior in choosing smartphones. The possibilities that encourage a generation Z in Laweyan District in making purchasing decisions include lifestyle, brand image and brand awareness.

2. Literature Review

Purchase Decision

Purchasing decision are a component of consumer behavior, it is outlined as any action directly associated with obtaining or selecting products and services, as well as the decision-making process that documents and follows these acts (Tjiptono, 2016: 22). A person's attitude toward using a good or service they believe will satisfy them and their willingness to take any risks necessary to do so are their purchasing decisions (Pertiwi, 2020). It can be concluded that purchasing decisions are one of consumer behavior which is consumers have to make decisions among many choices by considering several things before buying a product.

Lifestyle

Setiadi (2013: 80) broadly defines a person's lifestyle is their way of life as it relates to how they spend their time (routines), what is considered important by someone in their life (interests), and what regulates a person about themself and their environment (opinion). Lifestyle better describes how a person's behavior in life uses their money and takes advantage of the time they have which can change one day, but the changes that occur are not due to changing needs (Solihin *et al*., 2020). Can be concluded that lifestyle is one of the behavior of a person who has become a habit in meeting all his needs by following developments that occur in the surrounding environment.

Brand Image

Brand image is the opinion or perception of a company that consumers have and that is reflected in brand associations (Kotler & Keller, 2013: 27). Brand image is the thoughts that exist in the minds of the public about an item or service that they are familiar with and have used or consumed (Miati, 2020). Can be concluded that brand image is how a consumer perceives a specific brand that they use to learn about the benefits and drawbacks of the product.

Brand Awareness

Brand awareness refers to a potential customer's ability to recall or recognize a brand that is an element of a product category (Hermawan, 2014:57). A key component of brand equity is brand awareness, which is defined as a person's capacity to recognize and recall brands from particular product categories (Juliana & Sihombing, 2019). Can be concluded that brand awareness refers to customers' capacity to be aware of the presence of a specific brand to be recognized and then remember that the product satisfies consumer wants.
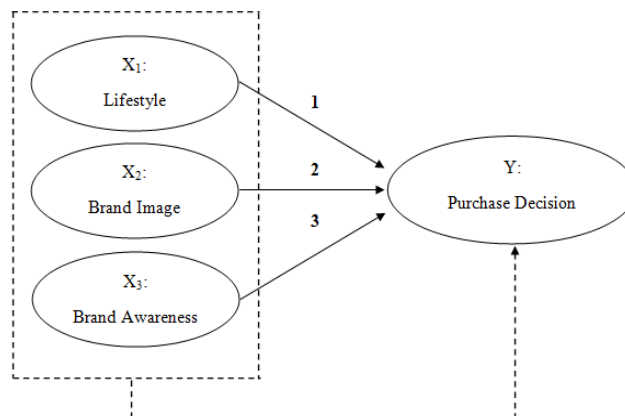
Research Framework

Image 2. Research Framework

H_1: Lifestyle (X_1) has a positive and significant effect on Samsung Purchase Decision (Y) by Generation Z in Laweyan District.

H_2: Brand Image (X_2) has a positive and significant effect on Samsung Purchase Decision (Y) by Generation Z in Laweyan District.

H_3: Brand Awareness (X_3) has a positive and significant effect on Samsung Purchase Decision (Y) by Generation Z in Laweyan District.

3. Research Method

The descriptive quantitative methodology is being used in this study. The population in this study is generation Z in Laweyan District with an age range of 14-27 years and not based on a particular job status who have purchased Samsung for an unknown number (*infinite*). The purposive sampling method was employed to collect the sample, which consisted of 100 respondents. Sampling was carried out using the Margin of Error formula (Arikunto, 2014: 75). This research uses sources primary data in the form of questionnaires distributed to a number of respondents and secondary data in the form of literature, articles, journals and sites on the internet related to this research.
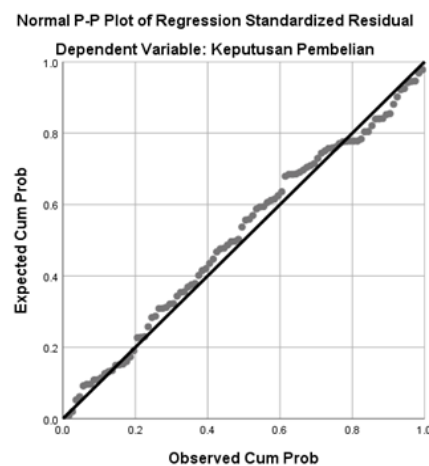
4. Results and Discussion

5.1. Results

a. Classic Assumption Test

1) Normality Test

Table 1. Test Results One Sample Kormogorov-Smirnov Test

	Unstandardized Residual	Description
N	100	Normal data distribution
Asymp. Sig (2-tailed)	0,20	

Source: Primary data processed, 2023

Source: Primary data processed, 2023

Image 3. Normal P-Plot of Regression Standardized Residual Chart

The results of the One Sample Kolmogorov-Smirnov test shown above indicate that the Asymp. Sig. $0,20 > 0,05$ and the Normal P-P Plot of Regression Standardized Residual indicate that the data are normally distributed and are distributed around the diagonal, respectively. Therefore, the regression model meets the assumption of normality.

2) Multicollinearity Test

Table 2. Multicollinearity Test Results

Variable	Tolerance	VIF	Description
Lifestyle (X_1)	0,623	1,606	Multicollinearity does not occur
Brand Image (X_2)	0,519	1,925	Multicollinearity does not occur
Brand Awareness (X_3)	0,442	2,261	Multicollinearity does not occur

Source: Primary data processed, 2023

The results of the multicollinearity test in Table 2, it can be concluded that in this study there was no multicollinearity due to values tolerance for variables Lifestyle, Brand Image, Brand Awareness > 0.10 and the VIF value < 10 so that the independent variables are completely free or there is no multicorrelation between the independent variables.

3) Heteroscedasticity Test
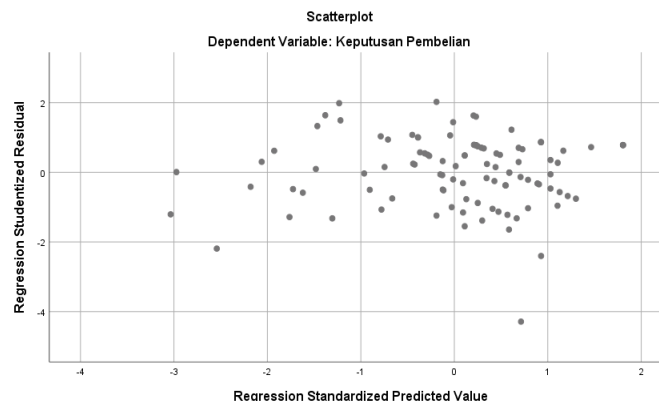
Source: Primary data processed, 2023

Image 4. Chart *Scatterplot*

According to image 4, which shows that the graph does not follow a specific pattern, there was no heteroscedasticity in this study.

b. Model Feasibility Test (F Test)

Table 3. F Test Results

F_{count}	Sig.	Desciption
34,736	0,000	H_a accepted

Source: Primary data processed, 2023

The value of F_{count} 34,736 > F_{table} 2,70 with a significance value 0.000 < 0.05 is known for testing above. The fact that H_0 rejected and H_a accepted suggests that lifestyle, brand image and brand awareness all have an impact on purchase decisions. In order to make it practical to use the regression model as a regression tool.

c. Multiple linear regression

Table 4. Multiple Linear Regression Test Results

Variable	B	t_{count}	Sig.
Constant	1,623		
Lifestyle (X_1)	0,256	2,831	0,006
Brand Image (X_2)	0,354	3,380	0,001
Brand Awareness (X_3)	0,250	2,426	0,017

Source: Primary data processed, 2023

The following is the equation for multiple linear regression:

$Y = 1,623 + 0,256X_1 + 0,354X_2 + 0,250X_3 + e$

The following results are based on the equation above:

1) The constant value (α) of 1,623 indicates that the level of purchase decision (Y) is positive without any variable influence lifestyle (X_1), brand image (X_2), and brand awareness (X_3)

2) Lifestyle (X_1) = 0,256 implies that the purchase decision (Y) is positively impacted by the lifestyle (X_1) variable, which means when lifestyle (X_1) has increased, the purchase decision (Y) has also increased.

3) Brand Image $(X_2) = 0$, implies that the purchase decision (Y) is positively impacted by the brand image (X_2) variable which means when brand image (X_2) has increased, the purchase decision (Y) has also increased.
4) Brand Awareness $(X_3) = 0,250$ implies that the purchase decision (Y) is positively impacted by the brand awareness (X_3) variable, which means when brand awareness (X_3) has increased, the purchase decision (Y) has also increased.

d. Hypothesis Test (t Test)

Table 5. t Test Results

Variable	B	t_{count}	Sig.	Description
Constant	1,623			
Lifestyle (X_1)	0,256	2,831	0,006	H_1 accepted
Brand Image (X_2)	0,354	3,380	0,001	H_2 accepted
Brand Awareness (X_3)	0,250	2,426	0,017	H_3 accepted

Source: Primary data processed, 2023

Because each independent variable influences the dependent variable, H_0 is rejected based on the findings of the t test shown in the previous table. As a result, the t test's findings can be summarized as follows:

1) With a value of t_{count} 2,831 > t_{table} 1,985 and a significant value of 0.006 < 0.05, lifestyle (X_1) is considered as having a positive and significant impact on purchase decisions (Y), then H_1 accepted.
2) With a value of t_{count} 0,354 > t_{table} 1,985 and a significant value of 0.001 < 0.05, brand image (X_2) is considered as having a positive and significant impact on purchase decisions (Y), then H_2 accepted.
3) With a value of t_{count} 2,426 > t_{table} 1,985 and a significant value of 0.017 < 0.05, brand awareness (X_3) is considered as having a positive and significant impact on purchase decisions (Y), then H_1 accepted.

e. The coefficient of determination (R^2)

Table 6
Determination Coefficient Test Results

Adjusted R Square	Description
0,506	Independent variables can explain the dependent variable.

Source: Primary data processed, 2023

The variables Lifestyle (X_1), Brand Image (X_2), and Brand Awareness (X_3) are shown to have a 50.6% (Adjusted R Square) contribution to explaining the effect on the Purchase Decision variable (Y), with the remaining 49.4% being influenced by other variables not included in the study.

5.2. Discussion

With a value of t_{count} 3,380 > t_{table} 1,985 and a significance value of 0.006 < 0.05, variable lifestyle indicates that generation Z's lifestyle has a substantial effect in purchasing decisions. The regression coefficient of 0,256 shows the variable lifestyle's positively influence on purchasing decisions. The findings of this research are in line with those of Zannah & Suwitho's

research (2022), which shows that a lifestyle has a positive and significant impact on purchase decisions.

With a value of t_{count} 2,831 > t_{table} 1,985, variable brand image has a significance value of 0.001 < 0.05 variable brand image indicates that generation Z's brand image has a substantial effect in purchasing decisions. The regression coefficient of 0,354 shows the variable brand image's positively influence on purchasing decisions. The findings of this study are in line with those of Silalahi's research (2020), which shows that a brand image has a positive and significant impact on purchase decisions.

With a value of t_{count} 2,426 > t_{table} 1,985 and a significance value of 0,017 < 0,05, variable brand awareness indicates that generation Z's lifestyle has a substantial effect in purchasing decisions. The regression coefficient of 0,250 shows the variable lifestyle's positively influence on purchasing decisions. The findings of this study are in line with those of Ghulam's *et al*., research (2020), which demonstrates that variable brand awareness has a positive and significant impact on purchase decisions.

5. Conclusion and Suggestion

Conclusion

The following conclusions can be reached in light of the result and discussion above:

a. The Purchase Decision (Y) of Samsung by Generation Z in Laweyan District is positively and significantly influenced by Lifestyle (X_1).

b. The Purchase Decision (Y) of Samsung by Generation Z in Laweyan District is positively and significantly influenced by Brand Image (X_2).

c. The Purchase Decision (Y) of Samsung by Generation Z in Laweyan District is positively and significantly influenced by Brand Awareness (X_3).

d. Purchase Decision (Y) is affected by Lifestyle (X_1), Brand Image (X_2), and Brand Awareness (X_3) together, making it possible to employ the model as a regression tool.

e. The variables Lifestyle (X_1), Brand Image (X_2), and Brand Awareness (X_3) are shown to have a 50.6% (Adjusted R Square) contribution to explaining the effect on the Purchase Decision variable (Y), with the remaining 49.4% being influenced by other variables not included in the study.

Suggestion

The following recommendations from researchers can be made in light of the conclusions above:

a. Samsung should be increasingly able to recognize lifestyle of generation Z in each segment so that their product marketing is more in line with the lifestyle of generation Z.

b. Samsung must continue to improve brand image in the minds of generation Y by creating product qualities that are increasingly trusted.

c. Samsung should pay more attention in building brand awareness generation Z in order to attract buying interest in the products offered and provide offers on product advantages that do not exist or do not yet exist.

d. For future researchers on similar problems, it is hoped that besides the variables currently present in this study, they may also add more variables and increase the number of research samples in order to provide more valid research results.

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