

Lifestyle, Discount Prices and Brand Image on the Shopee Marketplace towards Consumer Purchase Interest

Eska Prima Monique D¹, Wagini², Tito Irwanto³, Suswati Nasution⁴, Nenden Restu Hidayah⁵
Faculty of Economi - Universitas Dehasen Bengkulu^{1,2,3,4,5}

{ds.monique@gmail.com¹, wagini980@gmail.com², titoirwanto@unived.ac.id³,
suswatinasution@unived.ac.id⁴, restunenden@gmail.com⁵}

Abstract. In this millennial era, the development of the internet has been quite rapid, internet technology is not only limited to social media but also in the business sector which is considered to be able to help the marketing system. The marketplace is an intermediary media between sellers and buyers in cyberspace. Marketplace sites act as third parties in online transactions by providing a place to sell and payment facilities. Variabel independent that we use this research are life style, discount price, and brand image, the dependent variabel are consumers purchase interest. Sampel in this research 400 respondent that live on Bengkulu Province whoes had shopee account. The results of the analysis show that the variable life style and discount prices have a partial and significant positive effect on the consumer purchase interest variable. While the brand image variable has a negative and insignificant effect on the consumer purchase interest variable. But together these three variables have a significant simultaneous influence on the consumer purchase interest variable.

Keywords: Market Place; Life Style

1 Introduction

In this millennial era, the development of the internet has been quite rapid, internet technology is not only limited to social media but also in the business sector which is considered to be able to help the marketing system. By using this marketing system, you can reach the whole world together without having branch offices in all countries, and the marketing system can be done 24 hours without stopping. The internet is not only used to exchange information but has begun to develop as a marketing tool for products, introducing a company's brand [1]. The electronic marketing system is known as an e-commerce [2]. In 2019 the number of internet users in Indonesia reached 116 million people and 13% or 15 million of the population tends to like to make purchases online. The marketplace is one part of e-commerce that functions as an intermediary between sellers and buyers, sellers can post into the marketplace, make transactions with buyers [3]. And no need to bother managing other activities on the website. This marketplace will play a role as a third party in online transactions with secure payment facilities. Based on data obtained from iprice.co.id there are 5 best marketplaces in Indonesia in 2019:




	Online Store	Montly web visitor	Ranking AppStore	Ranking Playstore
1	 Tokopedia	140,414,500	#2	#2
2	 Shopee	90,705,300	#1	#1
3	 Bukalapak	89,765,800	#4	#4
4	 Lazada	49,620,200	#3	#3
5	 Blibi	38,453,000	#6	#6

Fig. 1. Indonesian Marketplace Ranking year 2019

Based on the picture above, it can be seen that the Shopee marketplace is in the first rank in sales even though the number of visitors is still not equal to Tokopedia. This ranking is because the Shopee marketplace is the first pioneer in the C2C (Consumer To Consumer) system and this marketplace is unique in the use of the live chat feature. As for Tokopedia, Lazada and Blibi still use the B2C (Business to Consumer) system. C2C (Consumer To Consumer), namely consumers who sell goods or services to consumers directly through the online market [2]. This marketplace acts as an escrow or third party account that will ensure the security of transactions. Sales will immediately receive payment when the customer has received the item by the order, as long as the item has not been received by the consumer the funds will still be scrapped and if the transaction fails the funds will still return to the consumer. It is said that the Shopee mobile application offers integrated shipping, innovative features, safe payment methods, a wide variety of products are offered so that this marketplace feels safer and more practical [4].

The lifestyle of the people is getting used to shopping via the internet or can be called online shopping. The advantage of online shopping is that consumers can directly buy goods and other things in real-time without having to come to a remote place, only through internet intermediaries [5]. The concept of lifestyle, says that lifestyle is showing how people live, how to spend money, and how to allocate time [6]. A price discount is a form of promotion from sales in the form of a temporary reduction in the product price from its original price. Price discounts are one of the important things that companies and entrepreneurs pay attention to. Consumers often use price discounts as a benchmark in buying a product or service [7].

Besides, consumers in buying a product will also pay attention to the product's brand image. The better brand image of a product, the greater the impact of consumer decisions in buying the product [8]. A brand is an identity that distinguishes this product from other products, so the company must be able to provide good product quality and provide a distinctive feature so that it can always be embedded in the minds of consumers. Consumer purchase interest can be interpreted as a tendency for consumer attitudes who are interested in making purchasing decisions for goods or services. This interest is felt like an impact of consumer observations of the product, consumers who have an interest will show concern and pleasure and will then purchase the product.

Purchase interest is a desire to own a product that is affected by quality and quality as well as information about the product. A consumer who has an interest in buying will be motivated to know the quality of the marketplace that will be used for transactions, so that trust will arise and can minimize the risk of fraud in sales [9]. Based on the stated background, the researchers are interested in examining the influence of lifestyle, price discounts, and brand image on consumer buying interest in the Shopee marketplace.

The marketplace is an intermediary media between sellers and buyers in cyberspace. Marketplace sites act as third parties in online transactions by providing a place to sell and

payment facilities. So it can be said that the marketplace is an online department store. The web owner is not responsible for the goods sold in each store, they only provide a place for entrepreneurs who will sell and meet consumers. The marketplace can be divided into two types, namely [10] :

- a. Horizontal Marketplace. In this marketplace, websites sell a wide variety of goods and services with different categories. Various items that are marketed include clothes, cosmetics, food, eclectic goods, furniture as well as books, and children's toys. This marketplace shows itself as a one-stop-shop that relies on convenience and consumer satisfaction as its selling points. Examples include: Tokopedia, Lazada, Shopee
- b. Vertical Marketplace. Unlike the previous marketplace, the website used only markets one category of goods, so it is more specific. For example, a site that only sells computer equipment, kitchen equipment, or household furniture. In this marketplace, the display of the products or services offered becomes more focused on explaining the advantages of the product. Examples include zalora.com, berrybenka.com.

Lifestyle is a community lifestyle that also influences consumer behavior and decisions in purchasing products or services [11]. The lifestyle of the people is getting used to shopping via the internet or can be called online shopping. The advantage of online shopping is that consumers can directly buy goods and other things in real-time without having to come to a remote place, only through internet intermediaries[5]. According to [12] lifestyle is a way of how a person lives their life in terms of social, cultural, interest, education, and opinion. For high-income people, shopping has become their lifestyle, they will be willing to sacrifice something to get a product they like [6]. But nowadays those who make purchases through the marketplace are not only people who have high income but also middle-class people who have started to tidy up the market. Measuring a person's lifestyle can be done by means of psychographics, which is an instrument that analyzes quantitative data, this analysis can also be used to measure market segmentation. Psychographics are often interpreted as measuring AIO (activity, intention, opinion) or statements to describe consumer activities, interests, and opinions [12].

In essence, a price is a monetary unit used to obtain rights to goods or services [13]. According to [14], the price can be translated into a fee charged from producers to consumers for ownership of goods or services. While the price discount is a reduction from the official price of a product or service [7]. A price discount is the provision of a lower price than what should be paid based on several things, namely the time of payment, the level and number of product purchases, and the purchase of a certain season [15]. Sellers can provide temporary price discounts to attract consumers to buy. There are various types of discounts, including [12]:

- a. Quantity discount (quantity discount). This discount is given to consumers who are interested in making purchases in large quantities. Usually, this discount is not given in the form of a cash discount, but in the form of additional product units that consumers will receive.
- b. Seasonal discounts (seasonal discount). This discount is given during certain seasons, expected to encourage consumer buying interest in new items that will be needed in the future.
- c. Cash discount (cash discount). This discount provides a discount to the buyer that payment in time.
- d. Trade discount (trade discount). Discount is given producers to distributors (wholesalers and retailers) that involved in certain functions, such as sales, storage, and record-keeping.

According to [8], the perception of product brand image is different for each individual. The brand image consists of Corporate Image, Consumer Image, and Product Image. If the brand

image is positive, the consumer will buy the product or use the service offered, but on the other hand, if the brand image is negative, there will be a race of dissatisfaction with the consumer for the product or service. According to [16], the aspects of brand image can be explained as follows:

- a. Favorability of brand association. In this aspect, consumers must be able to believe that these products provide benefits in satisfying the needs and desires of consumers so that they can create a positive attitude towards them.
- b. Strength of brand association. All forms of information on a brand image such as logos, images, slogans will automatically be knowing by consumers so that consumers can immediately recognize them.
- c. The uniqueness of brand association. This product or service is unique so that it looks different from other products and can prevent customers from switching to another brand.

Purchase interest is a stimulus or impulse that is felt by consumers before purchasing a product or service. Purchase interest is a desire that arises in consumers for a product which is the impact of a process of consumer observation and learning of a product [7]. Consumers who have an interest in buying when they are satisfied with the product or service will show the realization of their buying behavior [17]. An indicator of a potential consumer's buying interest is as follows [18]:

- a. Attention; producers must be able to give an impression that attracts the attention of consumers.
- b. Interest; the interest of potential consumers in products offered by producers. After the consumer's attention has been successfully obtained, the message must be able to generate interest so that curiosity arises in more detail within the consumer, therefore it must be stimulated so that consumers are willing to try.
- c. Desire; the desire of prospective consumers to be able to have the products offered by producers. A good message can help producers know what consumers want.
- d. Action; prospective consumers make purchases of the products offered.

Meanwhile, according to [19] factors that can influence consumer purchase interest include:

- a. The quality factor is a product attribute that considers its physical benefits.
- b. The brand factor is an attribute that provides non-material benefits, namely emotional satisfaction.
- c. The packaging factor is a product attribute in the form of packaging rather than the main product.
- d. The price factor is a real sacrifice that consumers make to get a product.
- e. The availability factor of goods is the extent to which consumers' attitudes towards the availability of existing products.
- f. Reference factors are external influences that stimulate consumers in choosing products, so they can also be used as promotional media.

Some summaries of previous research that the researchers felt were quite relevant as a comparison, researcher guidelines, and strengthen the research results are as follows:

- a. Research conducted by [12] with the title The Influence of Prices, Lifestyle and Product Variations on People's Purchase Intention at the Petisah Traditional Market in Medan (Studies on Prospective Consumers and Consumers of Women's Clothing). Partially the price and product variations have a positive influence on people's buying interest, whereas in a lifestyle it has a negative influence on people's buying interest. Simultaneously, all variables in this study have a positive influence on people's buying interest.

- b. The research title is The Influence of Brand Image, Quality, Price Perception and Product Variation on Purchase Intention of Gajah Duduk Sarong in Pekalongan Regency. The independent variable quality, perception, product variation, the price has a significant partial effect on consumer purchase intention, while the variable brand image does not have a significant partial effect on purchase intention. [20]
- c. On research conducted by [4] with the title The Influence of Service Quality, Product and Price on Purchase Intention at Lazada Online Store in Bandar Lampung. The variables of service quality, product, and price have a significant partial influence on consumer buying interest. Meanwhile, the price variable has the most dominant influence from the other two variables used as the research sample.
- d. The title of research is The Influence of Brand Image on Purchase Intention (Survey on Brawijaya University Students Using Pepsodent Toothpaste). The research found that the brand image variable has components of the company image, product image, and consumer image. From the t-test results, it can be seen that the corporate image variable does not have a significant partial effect on the purchase intention variable while the consumer image variable and product image have a significant partial effect on the purchase intention [16].
- e. Research conducted by [21] title The Effect of Online Shopping Discounts on Consumer Behavior (Empirical Study of Economics Education Students, Faculty of Economics, Makassar State University). There is a significant influence between Online Shopping Discounts on Consumer Behavior. Discounts had a positive effect on the entrepreneurial spirit with a value of 0.499 which illustrates that the variable has a positive relationship which is in the strong category. The coefficient of determination is 24,9% that discounts affect consumer behavior (the empirical study of students of Economics Education, Faculty of Economics, Makassar State University) by and the remaining 75.1% is influenced by other factors.
- f. The research title is The Effect of Price Discounts on Purchase Intention and Its Impact on Purchasing Decisions (Survey on Shopee mobile application users).Research found with the path analysis results show that the discount variable has a significant partial effect on purchase intention, and also has a significant partial effect on purchasing decisions. While the purchase intention variable has a significant effect on the purchasing decision variable, so it is expected that in the future the shopee will maintain product price discounts [7].
- g. The title of research is the influence of lifestyle and convenience on student buying interest in online shopping. This research that used 205 sample as respondent, showed that tlifestyle and ease of use affect the buying interest of college students in shopping online. From the economic side, online shopping can reduce the activity/ sacrifice that is considered as an expenditure [22].

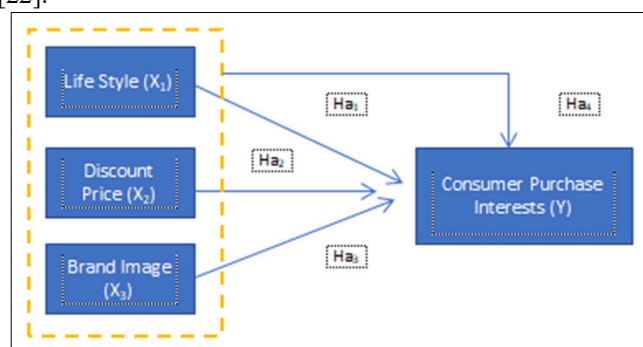


Fig. 2. Framework of Thinking

Based on the aforementioned theories, the research hypotheses are as follows:

Ha1: There is a positive partial significant correlation between lifestyle (X1) and consumer purchase interest (Y) in the Shopee marketplace.

Ha2: There is a positive partial significant correlation between price discounts (X2) and consumer buying interest (Y) in the Shopee marketplace.

Ha3: There is a positive partial significant correlation between brand image (X3) and consumer purchase interest in the Shopee marketplace.

Ha4: There is a significant simultaneous effect of lifestyle (X1), price discounts(X2), and brand image (X3) on consumer purchase interest (Y) in the Shopee marketplace

2 Methodology

This study uses a quantitative analysis, which is used to test the hypothesis of the causality relationship between research variables. The type of data collected in this writing is primary data that used Google Form to the people of Bengkulu City via the WhatsApp link. Independent variables used in this study are lifestyle variables (X1), discounted prices (X2), brand image (X3), while the purchase interest variable acts as the dependent variable (Y). In the study the population used was the people of Bengkulu City as many as 2,019,848 people, the sample was taken using purposive sampling method and the determination of the number of research samples used the Slovin formula, namely [23]:

$$n = \frac{N}{(1+Ne^2)} \quad (1)$$

Information:

n = number of samples
 N = Population Size
 e = level of error (5%)

So that the results obtained are 399.9208 respondents, then rounded up to 400 respondents who are used as research samples. The assessment of the questionnaire uses the Linkert scale, namely: a. Score 5 for the answer strongly agree; b. Score 4 for agreed answers; c. Score 3 for neutral answers; d. Score 2 for the answer disagree; e. Score 1 for the answer strongly disagree. Before conducting a regression test the data variables used must pass the validity and reliability analysis, then proceed with the multiple regression test, namely the t-test, koefisien determinant (R²) and F test.

3 Result and Discussion

After the data from the questionnaire was obtained, the author processed the questionnaire data. The next stage of the test was using multiple regression of the variable independent life style (X1), price discounts (X2), brand image (X3) on the variable dependent customer purchase interests (Y) with the following results:

3.1 Validity Test

This validity test is used to determine whether the data used in the study is valid or not. The validity of the data can be seen by looking at the calculated correlation value. With the provision that if the correlation value $r_{count} > r_{table}$, the data used in this study is valid, whereas if the correlation value $r_{count} < r_{table}$ then the data used is invalid [23].

Table 1. Validity Test variable style (X1), price discounts (X2), brand image (X3), and variable dependent customer purchase interests (Y)

Variable	Pearson Correlatin	R table	Sig (2-tailed)	Desicion
Y1.1	0.740	0.098	.000	valid
Y1.2	0.609	0.098	.000	valid
Y1.3	0.742	0.098	.000	valid
Y1.4	0.735	0.098	.000	valid
Y1.5	0.590	0.098	.000	valid
X1.1	0.313	0.098	.000	valid
X1.2	0.634	0.098	.000	valid
X1.3	0.717	0.098	.000	valid
X1.4	0.778	0.098	.000	valid
X1.5	0.703	0.098	.000	valid
X2.1	0.670	0.098	.000	valid
X2.2	0.690	0.098	.000	valid
X2.3	0.698	0.098	.000	valid
X2.4	0.862	0.098	.000	valid
X2.5	0.859	0.098	.000	valid
X3.1	0.776	0.098	.000	valid
X3.2	0.690	0.098	.000	valid
X3.3	0.777	0.098	.000	valid
X3.4	0.823	0.098	.000	valid
X3.5	0.840	0.098	.000	valid

Source: SPSS Data Processing

The value of the R table (df-2, the 5% significance level, $n = 400$) so that the value = 0.1966. Based on the data table above, it can be seen that the value of $R_{count} > R_{table}$ so that the data used in the study is declared valid.

3.2 Reliability Test

This test is used to measure the consistency of a questionnaire which is an indicator of whether the variable is reliable and remains consistent when repeated tests are performed. The reliability test will be carried out using the Cronbach's Alpha statistical test provided that the variable under study is declared reliable if the Cronbach's Alpha value is above 0.6 [24].

Table 2. Reliability test	
Cronbach's Alpha	N of Items
.841	20

Source: SPSS Data Processing

Based on the table above, it can be seen that the Cronbach's Alpha value is greater than 0.6, which is 0.841, so it can be concluded that the data used in this study is reliable.

3.3 t-Test

The t-test is used to determine the relationship between the independent variable and the dependent variable partially (individually). For the number of samples $n = 400$ with a significance level of 5% ($\alpha / 2$; $n-k-1$), the table value = 1,965.

Table 3. Coefficient of style (X1), price discounts (X2), brand image (X3) on variable customer purchase interests (Y)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
	1 (Constant)	13.801	.769		
LIFE.STYLE (X1)	.296	.033	.407	9.059	.000
PRICE.DISCOUNT (X2)	.120	.038	.233	3.176	.002
BRAND.IMAGE (X3)	-.036	.030	-.088	-1.194	.233

a. Dependent Variable: CONSUMER.PURCHASE (Y)

Source: SPSS Data Processing

From the table above, it can be seen that the multiple regression equation in this study is:

$$Y = 13,801 + 0,296 X1 + 0,120 X2 - 0,036 X3 + e$$

$$\text{Sig} = 0,000 \quad 0,002 \quad 0,001 \quad 0,233$$

$$\text{t count} = 17,958 \quad 9,059 \quad 3,176 \quad -1,194$$

From the above equation it can be seen:

- Constant; The constant value obtained shows a positive influence between the independent variable and the dependent variable. This means that the independent variable is directly proportional to the independent variable, which means that if there is an increase or decrease in the independent variable, there will also be an increase or decrease in the dependent variable.
- Variable life style (X1). From the results of the table above, it can see that the value of t count X1 (9,059) > t table (1,965) and significance (0,000) < significance level (0,05). The regression coefficient value is positive at 0.296, which means that if the independent variable of lifestyle (X1) increases by one unit, consumer purchase interest (Y) will also increase by 0.296 = 29.6%, assuming other independent variables are considered constant.
- Variable price discount (X2). In the table above, it can see that the value of t count X2 (-1.194) > t table (1.965) and the significance (0.002) < significance level (0.05). The value of the regression coefficient is positive at 0.120, which means that if the independent variable price discount (X2) increases by one unit, then consumer purchase interest (Y) will also increase by 0.120 = 12%, assuming other independent variables are considered constant.
- Variable brand image (X3). In the table above, it can be seen that the value of t count X3 (-2.024) < t table (1.965) and significance (0.233) < significance level (0.05). The value of the regression coefficient is negative of -0.036, which means that if the independent brand image (X3) has an inversely proportional relationship with the dependent variable, it means that if the independent brand image (X3) variable increases by one unit, the dependent variable will decrease by 3,6%.

3.4 Koefisien Determinant (R2)

In this determination coefficient test is used to determine the meaning of the relationship between the independent variable and the dependent variable, while the results of the research data are as follows:

Table 4. Koefisien Determinant

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.650a	.403	.497	1.699

a. Predictors: (Constant), BRAND.IMAGE (X3), LIFE.STYLE (X1), PRICE.DISCONT (X2)

Source: SPSS Data Processing

In the table 4 above, the value of Adjusted R Square 0.497. Its means that the independent variables used in this study are only able to explain the moderate effect on the dependent variable of 49.7%, the remaining 50.3% can be explained by adding some other variables that are not in this study.

3.5 F test

The F test used to determine the effect of the independent variable (X) simultaneously, namely: lifestyle (X1), price discounts (X2), brand image (X3) on the dependent variable consumer purchase interest (Y), with the formula F table (df 1= 396,df2 = 3) = 2,627.

Tabel 5. ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	290.213	3	96.738	33.498	.000b
Residual	1140.724	395	2.888		
Total	1430.937	398			

a. Dependent Variable: CONSUMER.PURCHASE(Y)

b. Predictors: (Constant), BRAND.IMAGE (X3), LIFE.STYLE (X1), PRICE.DISCONT (X2)

Source: SPSS Data Processing

In table 6, it can say that the value of F calculated (33.498) > F table (2.627) and sig 0.00 < significance level of 0.05. So that the independent variable has a significant effect on the dependent variable.

3.6 Performance Result

Based on the above SPSS data processing it results of testing the alternative hypothesis presented as follows:

a) The First Alternative Hypotesis (Ha1)

There is a positive parcial significant corelation between lifestyle (X1) and consumer buying interest (Y) in the Shopee marketplace. From the results of the table above, it can saw that the value of t count $X1 > t$ table and significant < level of significance it can conclude that the independent variable lifestyle (X1) has a partially significant relationship to the dependent

variable consumer purchase interest (Y). The regression coefficient value is positive at 0.296, which means that if the independent variable of lifestyle (X1) increases by one unit, buying interest (Y) will also increase by $0.296 = 29.6\%$, assuming other independent variables are considered constant. This research is in line with [22] which states that by using online shopping is felt to provide more convenience for the people of the city of Bengkulu. There is no need to go out far to find the products they need, a person's lifestyle can also be influenced by external factors, namely tradition, culture, environment, habits.

b) The Second Alternative Hypothesis (Ha₂)

There is a positive partial significant correlation between price discount (X2) and consumer purchase interest (Y) in the Shopee marketplace. In the table above, it can be seen that the value of t count $X_2 > t$ table and significance $<$ significance level so it can be concluded that the independent variable price discount (X2) has a partially significant relationship to the variable dependent on consumer purchase interest (Y). The value of the regression coefficient is positive at 0.120, which means that if the independent variable price discount (X2) increases, then buying interest (Y) will also increase by $0.120 = 12\%$, assuming other independent variables are considered constant. The results of this study similar to Seto's research (2018) which states that price discounts influence on consumer buying interest, this is because the price discount variable is an attraction marketplace value, that will make consumers want to buy the product. Bengkulu people tend to prefer the product offering discounted rates. So that to be able to continue to attract consumer buying interest in the products offered on the Shopee marketplace, Shopee management must be able to maintain a price discount and on shipping cost discounts to consumers.

c) The Third Alternative Hypothesis (Ha₃)

There is a positive partial significant correlation between brand image (X3) and consumer purchase interest (Y) in the Shopee marketplace. In the table above, it can be seen that the value of t count $X_3 < t$ table and significance $>$ level of significance so that it can be concluded that the independent brand image variable (X3) does not have a significant partial relationship to the dependent variable consumer purchase interest (Y). The value of the regression coefficient is negative at -0.036, which means that the independent brand image (X3) has an inversely proportional relationship with the dependent variable. If the independent brand image (X3) variable increases by one unit, the dependent variable will decrease by 3.6%. The results of this study are also in line with research [20] which shows that the majority of Bengkulu city people do not see the product brand they buy, they prioritize the use of the product and have a relatively cheap price so that it is affordable to buy.

d) The Fourth Alternative Hypothesis (Ha₄)

There is a significant simultaneous effect of lifestyle (X1), price discounts (X2), and brand image (X3) on consumer purchase interest (Y) in the Shopee marketplace. In table above it can be seen that the value of F count $>$ F table and sig $<$ significance level of so it can be said that the independent variable lifestyle, price discounts, brand image have a significant effect dependent variable consumer purchase interest. So that the fourth alternative hypothesis set by the researcher can be accepted, namely that there is a simultaneous influence between lifestyle, price discounts, the brand image on consumer purchase interest. This is also in line with several

previous studies and several theories which state that consumers will always consider several things before buying a product. Purchase interest is a desire that arises in consumers for a product as a result of a process of observing and learning consumers about a product. Consumers who have an interest in buying a product show their attention and pleasure towards the product which is then followed by the realization in the form of buying behavior. Purchase interest can be influenced by quality, brand, price, packaging, availability of goods, and references [19].

4 Conclusion

From the results of the research above, the authors can draw the following conclusions:

- a. The independent variable lifestyle and price discounts have a significant positive partial effect with the dependent variable consumer purchase interest. This means that people of Bengkulu city have started to adopt a lifestyle that is increasingly obsessed with the digital world which makes it easy for consumers to be able to find the products they need. It is felt that the discounts provided by the Shopee marketplace can attract consumers to buy products. Meanwhile, the people of Bengkulu city do not prioritize the brand of the product to be purchased, the brand is more concerned with usability, product suitability, price, and the surrounding environment. In this study, the independent variable lifestyle has the most dominant influence on the dependent variable buying interest at 29.6%. The determinant coefficient of research variables has a moderate effect of 49.7%, while 50.3% is influenced by other variables that have not been used in this study.
- b. Lifestyle independent variables, price discounts, and brand image have a simultaneous influence on the dependent variable consumer purchase interest. That is because Bengkulu people who will make a purchase first will show a sense of pleasure and attention to the product and then gradually will be interested in starting to buy. The public will make an overall consideration in terms of price, quality, packaging, brand, availability of goods, and references before actually buying a product.

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