The Influence of Lifestyle, Prestige, Promotion and Price toward Consumptive

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Abstract: One of the businesses that is currently developing is a coffee shop or what is often referred to as a coffee shop. The trend in the Coffee Shop business is that drinking coffee is not an ordinary activity. The Coffee Shop is now not just a place to enjoy coffee, but the coffee shop has turned into a multifunctional one, namely as a place to do assignments, meet with co-workers, take selfies, and live music. This study aims to look at the influence of lifestyle, prestige, promotion, and price on consumers at the Coffee Shop On Mada Rantauprapat. The researchers used quantitative research methods, The results of this study indicate that the partial regression test T-test. Lifestyle variables do not significantly affect consumption, The Prestige variable has a positive and significant effect on consumption, The promotion variable has no significant effect on consumption, and The price variable has no significant effect on consumption, from the results conclusion the variables of Lifestyle, Prestige, Promotion and Price together have a positive and significant effect on the consumptive variable.
Keywords: Consumptive; Lifestyle; Prestige; Price; Promotion

INTRODUCTION

The development of the business world is now increasingly diverse and experiencing a very significant increase. With the lifestyle of an increasingly modern society in making purchasing decisions for an item or service. Various industrial sectors ranging from the realm of fashion, beauty, and film to culinary are trying to show their existence. One of the businesses that is currently developing is a coffee shop or what is often referred to as a coffee shop. At first, the activity of drinking coffee was just an ordinary activity carried out by society in general. The trend in the Coffee Shop business is that drinking coffee is not an ordinary activity (Gofur, 2019).

The Coffee Shop is now not just a place to enjoy coffee, but the coffee shop has turned into a multifunctional one, namely as a place to do assignments, meet with co-workers, take selfies, and live music. The city of Rantauprapat is a city located in Labuhanbatu Regency, North Sumatra Province, which has many coffee shops that can be found on the side of the road to luxurious places. One example is the Coffee Shop On Mada, which is located on Jalan Aek Tapa Rantauparapat. The existence of a coffee shop that is easy to find because access is so easy makes lifestyle changes among the people of Rantauprapat. Lifestyle is defined as how a person lives, including how that person uses his money for the necessities of life (Putra, 2019).

The lifestyle of today's people has undergone many changes along with the development of an increasingly modern era. In the past, most people were not too concerned with appearance and lifestyle, but now the situation is different. According to Pulungan & Febriaty (2018), Lifestyle is a description of how people live, how to spend money, and how to allocate their time. Meanwhile, according to Kurniawan & Susanti (2019), Lifestyle is a person's lifestyle in the world which is expressed in his activities, interests, and opinions, in the sense that a person's lifestyle can be seen from the routine activities he does.

Prestige according to Kusumastuti & Setyabudi (2018) can be explained as the prestige or perception of other people, opinions that are valued and admired. According to him, the source of prestige is prestige which associates itself with a condition that is trending so that it gives a proud impact. Prestige is a situation where a person feels proud when consuming certain goods or services. Prestige is a sentiment in the mind of a person who does not always know it is there. For consumer analysis, prestige is studied in two ways, namely by asking people about respect for others and paying attention to their behavior in matters such as imitating lifestyles and using products.

There are many Coffee Shops with various facilities and services that aim to keep their customers always innovating in improving the quality of their business to make it look more prestigious (Hermawan, 2020). Implies that the higher the position of a Coffee Shop, the more Prestige is needed. Achievement is a perception of others, opinions that are valued, respected, admired, or famous. Argues that prestige is a situation where a person feels he has his pride when consuming goods or services.

Promotion is one way that is commonly used by entrepreneurs to introduce their business through a promotion. Opinion Tolan et al. (2021) The function of promotion is to prospect, someone, to become a consumer of the product created so that it can encourage product recognition through the selected distribution channel by creating products that are easily recognized by many people (Togodly, 2021). Promotional activities must also be in line with the marketing plan which is directed and coordinated to develop the company's pace. Promotion is an activity carried out to notify buyers about the existence of a product on the market or certain marketing policies that have just been established by the company, for example giving purchase bonuses or price cuts. Broadly speaking, promotion is a way of communicating by companies to encourage or attract consumers to buy products or services being marketed (Puspitarini & Nuraeni, 2019).

According to Anggraini et al. (2020), sales results generate large profits to make efforts to promote these goods or services. Coffee Shop On Mada is not the only coffee shop in Rantauprapat City, but one of the Coffee Shops in Rantauprapat City, therefore to get significant sales results and attract customers, it is necessary to carry out promotional efforts. According to Putri & Iriani (2020), Sales promotion is a form of direct persuasion through the use of various forms of incentives that can be arranged to stimulate immediate product purchases and increase the quantity of goods customers buy.

Buyers generally equate the price of goods with the quality of goods, price has become an important aspect in determining purchasing decisions. Then the price hereby becomes the benchmark value that is traded to buyers for the benefit of owning goods or services. According to Gofur (2019), Price is the value that must be given by the consumer to the seller with a mutually agreed-upon amount of money to obtain a product or service. In a brief marketing context, a price is a monetary unit or measuring instrument that is exchanged to obtain ownership rights to the goods or services.

With the existence of a consumption culture from consumers that is economically profitable, culture is a person's habit in living his life. According to Hermawan (2020), Culture reflects consumer behavior in addition to influencing consumer behavior. Behavior The human trait known as "consumptive behavior" is the tendency to consume excessively or to buy things unnecessarily and impulsively.

Based on the description above and from the opinions of experts, it can be interpreted that the purpose of this study is to equate and see the influence of lifestyle, prestige, promotion, and price on consumers at the Coffee Shop On Mada Rantauprapat. By looking at the variables to be analyzed, the researcher hopes that this research will be useful for future researchers who will adopt this scientific work.

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The hypothesis of the research problem has been stated in the form of a question sentence, and the hypothesis is a temporary response to the sentence (Sugiyono, 2019). Based on the description above, the hypothesis put forward by the researcher is as follows:

The Influence of Lifestyle on Consumptive

H0 : There is no effect of the Lifestyle variable (X1) on the Consumptive Variable (Y)
H1 : There is an influence of the Lifestyle variable (X1) on the Consumptive Variable (Y)

The Influence of Prestige on Consumptive

H0 : There is no effect of the Prestige variable (X2) on the Consumptive Variable (Y)
H1 : There is an influence of the Prestige variable (X2) on the Consumptive Variable (Y)

The Influence of Promotion on Consumptive

H0 : There is no effect of the Promotion variable (X3) on the Consumptive Variable (Y)
H1: There is an influence of the Promotion variable (X3) on the Consumptive Variable (Y)

The Influence of Price on Consumptive

H0: There is no effect of the price variable (X4) on the consumptive variable (Y)
H1: There is an influence of the Price variable (X4) on the Consumptive Variable (Y)

The Influence of Lifestyle, Prestige, Promotion, and Price on Consumptive

H0: There is no effect of the variables Lifestyle (X1), Prestige (X2), Promotion (X3), and Price (X4) together on the Consumptive Position Variable (Y)
H1: There is an influence of Lifestyle (X1), Prestige (X2), Promotion (X3), and Price (X4) together on the Consumptive Position Variable (Y)

METHODS

The type of research used in this research is quantitative research using survey methods. According to Sugiyono (2019), quantitative data is a research method that is based on positivistic (concrete data), research data in the form of numbers that will be measured using statistics as a calculation test tool, related to the problem being studied to produce a conclusion. In this study, the data collection method used by researchers was collecting data through primary data. Primary data is data that is directly obtained from the source and given to data collectors or researchers. According to Sugiyono (2019), the primary data source is interviews with research subjects either by observation or direct observation. The data collection method in this study was by observing and giving questionnaires to consumers of Coffee Shop On Mada Rantauprapat.

According to Arikunto (2021), The population is the entire research subject. If someone wants to examine all the elements in the research area, then the research is population research population study, or census. The population in this study were 60 consumers of Coffee Shop On Mada Rantauprapat. The sample is part of the population to be studied by researchers. According to Sugiyono (2019), The sample is part of the number and characteristics possessed by the existing population, so that for sampling must use a certain method based on existing considerations. According to Arikunto (2021), if the subject is less than one hundred, it is better to take all of them so that the research is a population. The sample of this study is the population of Coffee Shop On Mada Rantauprapat consumers, namely 60 people.

Validity test

Validity is a measure that indicates the extent to which a measuring instrument can measure what is to be measured. An instrument is appropriate to be used as a measure of a concept if it has a high level of validity, and vice versa if low validity indicates that the instrument is not appropriate to apply. The validity test is carried out by correlating the designed instrument with empirical data that occurs in the field. The significance test was carried out by comparing the value of the r_{count} with the r_{table} for the degree of freedom (df) = n – 2, in this case, n is the number of samples and alpha = 0.05. If r_{count} is greater than r_{table} and the value is positive, then it is declared valid.

Reliability Test

The reliability test is used to see whether the measuring instrument used shows consistency in measuring the same symptoms. Statements that have been declared valid in the validity test, their reliability will be determined. The standard used in determining the reliability or unreliability of a research instrument. Namely by looking at the comparison between the r_{count} and r_{table} values at the 95% confidence level (5% significance). The reliability test method used in this study is a measurement method using the Alpha-Cronbach technique. If the alpha value in the questionnaire is more than 0.60 then the questionnaire is said to be reliable.

Classic assumption test
Normality test

The normality test aims to determine whether the distribution of data follows or approaches the normal (Nugraha, 2022). This research requires a one-sample Kolmogorov-Smirnov test by determining a significance level of 0.05. Then the facts can be stated to be normally distributed if the significance is greater than 0.05.
Multicollinearity Test

According to Nugraha (2022), the multicollinearity test is used to see and find out whether there is a correlation between the independent variables in the regression model. In a good study, there should not be multicollinearity. To be able to detect the presence or absence of multicollinearity, it can be tested by looking at the tolerance value and the variance factor (VIF). If the VIF value ≤ 0.10 and the VIF value ≥ 10, then in this study there is multicollinearity.

Heteroscedasticity Test

Ghozali in Ayuwardani (2018) states that the heteroscedasticity test is used to be able to test and see whether from one observation to another there are differences in the residual variance. To see whether there is heteroscedasticity or not, observations can be made by paying attention to waveforms, widening, and narrowing. If this happens, there is heteroscedasticity in the study and vice versa.

Multiple Linear Regression Analysis

Multiple Linear Regression Analysis was carried out aiming to find the results of the independent variables or dependent variables that influence the dependent variable or independent variable.

So in this case the form of the regression equation will be written as follows:

$$Y= a + b_1 X_1 + b_2 X_2 + b_3 X_3 + b_4 X_4 e$$

Description:
Y   = Consumptive
X1   = lifestyle
X2   = Frestige
X3   = promosion
X4   = Price
e   = Standart Eror
b_1, b_2,b_3,b_4 = Koefesien Regresion

Hypothesis test
Partial Test (t-test)
        A partial test (t-test) is also known as an individual significant test where this test shows how far the effect of the independent variable is partially on the dependent variable. The t-test was conducted to determine the effect of the independent variables on the dependent variable partially. The t-test in this study was carried out with the Eviews program. This test uses a significance level of 0.05 and 2 sides.

Simultaneous Test (Test F)
        Simultaneous Test (F Test) is used to test whether each independent variable (X) has a positive and significant influence on the dependent variable (Y) simultaneously. The test compares the f_{count} with the f table.
The coefficient of determination
In general, the coefficient of determination is used to be able to measure how much the contribution percentage of the independent variables is. The greater the value of R^2, the better the ability of variable X to explain variable Y where $0 < R^2 < 1$. Then if the value of R^2 is smaller the effect of variable X on variable Y is relatively small.

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RESULT AND DISCUSSIONS
Validity and Reliability Test

Table 1. Validity Test Results

Variable	Item	R_{Count}	R_{table}	Sig. value	Information
Lifestyle (X1)	X1.1	0,623	0,254	0,000	Valid
	X1.2	0,801	0,254	0,000	Valid
	X1.3	0,753	0,254	0,000	Valid
	X1.4	0,660	0,254	0,000	Valid
	X1.5	0,540	0,254	0,000	Valid
Prestige (X2)	X2.1	0,779	0,254	0,000	Valid
	X2.2	0,822	0,254	0,000	Valid
	X2.3	0,802	0,254	0,000	Valid
	X2.4	0,862	0,254	0,000	Valid
	X2.5	0,918	0,254	0,000	Valid
Promotion(X3)	X3.1	0,769	0,254	0,000	Valid
	X3.2	0,888	0,254	0,000	Valid
	X3.3	0,820	0,254	0,000	Valid
	X3.4	0,871	0,254	0,000	Valid
	X3.5	0,855	0,254	0,000	Valid
Price (X4)	X4.1	0,900	0,254	0,000	Valid
	X4.2	0,878	0,254	0,000	Valid
	X4.3	0,871	0,254	0,000	Valid
	X4.4	0,916	0,254	0,000	Valid
	X4.5	0,870	0,254	0,000	Valid
Consumptive (Y)	Y.1	0,836	0,254	0,000	Valid
	Y.2	0,841	0,254	0,000	Valid
	Y.3	0,805	0,254	0,000	Valid
	Y.4	0,845	0,254	0,000	Valid
	Y.5	0,825	0,254	0,000	Valid

Source: Research results (2023)

Based on the results of the validity test above, it is known that all statement items of the variables display the results of the R_{count} which is greater than the R_{table}. Thus the statement items above are declared valid.

Table 2. Reliability Test Result

Variable	Cronbach's Alpha	Alpha	Information
Lifestyle (X1)	0,711	0,60	Reliable
Prestige (X2)	0,887	0,60	Reliable
Promotion (X3)	0,890	0,60	Reliable
Price (X4)	0,932	0,60	Reliable
Consumptive (Y)	0,880	0,60	Reliable

Source: Research results (2023)

Based on the results of the reliability test above, it is known that the statement items on the Lifestyle, Prestige, Promotion, Price, and Consumptive variables have a Cronbach's alpha value that is greater than the alpha value. Thus the results of the reliability test above are declared reliable.

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Classical Assumption Test

Table 3. Normality Test Result

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		60
Normal Parameters,b	Mean	.0000000
	Std. Deviation	1.89429800
Most Extreme Differences	Absolute	.083
	Positive	.062
	Negative	-.081
Test Statistic		.022
Asymp. Sig. (2-tailed)		.200c

Source: Research results (2023)

Based on the results of the Kolmogorov-Smirnov test above, it is known that the sig value of 0.200 is greater than the critical value of 0.05. Thus the Kolmogorov Smirnov test results above are declared normal.

Table 4. Multicollinearity Test Result

Model		Unstandardized Coefficients		Collinearity Statistics	
		B	Std. Error	Tolerance	VIF
1	(Constant)	-.661	1.761		
	Lifestyle	.136	.107	.568	1.760
	Prestige	.914	.102	.489	2.045
	Promotion	-.084	.120	.460	2.173
	Price	.034	.105	.468	2.135

Source: Research results (2023)

Based on the Multicollinearity Test above, it is known that the VIF value of the four variables is less than 10 and the tolerance value of the three variables is greater than 010. Thus the results of the Multicollinearity Test above indicate that there is no multicollinearity.

Table 5. Heteroscedasticity Test Result

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.610	1.060		1.519	.134
	Lifestyle	-.008	.064	-.022	-.121	.904
	Prestige	.011	.061	.034	.177	.860
	Promotion	.020	.072	.054	.270	.788
	Price	-.025	.063	-.077	-.390	.698

Source: Research results (2023)

Based on The results of the heteroscedasticity test using the Glejser test above, show that the heteroscedasticity sig value is greater than the sig value of 0.05. Thus the heteroscedasticity test above is declared to be normally distributed.

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Hypothesis Test

Table 6. T Test Result

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-.661	1.761		-.375	.709
Lifestyle	.136	.107	.109	1.274	.208
Prestige	.914	.102	.833	8.991	.000
Promotion	-.084	.120	-.067	-.701	.486
Price	.034	.105	.031	.327	.745

Source: Research results (2023)

Based on the results of the partial regression test T-test, it can be seen that the values of the variables Lifestyle, Prestige, Promotion, and Price are as follows, The Lifestyle Variable (X1) has a T_{count} value of 1.274 < T_{table} 2.00 with a sig value of 0.208 > 0.05. Thus the Lifestyle variable does not significantly influence the Consumptive variable (Y). The Prestige Variable (X2) has a T_{count} value of 8.991 > T_{table} 2.00 with a sig value of 0.00 <0.005. Thus the value of the Prestige variable has a positive and significant effect on the consumptive variable (Y). The promotion variable (X3) has a T_{count} value of -0.701 < T_{table} 2.00 with a sig value of 0.486 > 0.05. Thus the value of the promotion variable has no significant effect on the consumptive variable (Y). The price variable (X4) has a T_{count} value of 0.327 < T_{table} 2.00 with a sig value of 0.745 > 0.05. Thus the value of the price variable has no significant effect on the consumptive variable (Y).

Table 7. F-Test Result

ANOVAª					
Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	775.412	4	193.853	45.804	.000ᵇ
Residual	232.772	55	4.232		
Total	1008.183	59			

Source: Research results (2023)

Based on the results of the simultaneous regression test F test it is known that the F_{count} is 45,804 > F_{table} 2.54 and the sig value is 0.000 <0.05. Thus the results of the F-Test of the Lifestyle, Prestige, Promotion, and Price variables together have a positive and significant effect on the consumptive variable.

Based on the results of the regression test via the T-test above, there are four different results in influencing consumptive behavior at the Coffee Shop on Mada Rantauprapat. The results of the multiple regression test can be seen as follows:

Lifestyle Towards Consumptive

Lifestyle (X1) has a T_{count} value of .274 < T_{table} 2.00 with a sig value of 0.208 > 0.05. Thus the Lifestyle variable does not significantly influence the Consumptive variable (Y). The lifestyle of today's people has undergone many changes along with the development of an increasingly modern era. In the past, most people were not too concerned with appearance and lifestyle, but now the situation is different. Lifestyle is a description of how people live, how to spend money, and how to allocate their time.

Meanwhile, according to Pulungan & Febriaty (2018), Lifestyle is a person's lifestyle in the world which is expressed in his activities, interests, and opinions, in the sense that a person's lifestyle can be seen from the routine activities he does.

Prestige Towards Consumptive

Prestige (X2) has a T_{count} of 8,991 > T_{table} of 2.00 with a sig value of 0.00 <0.005. Thus the value of the Prestige variable has a positive and significant effect on the consumptive variable (Y). The source of prestige is prestige which associates itself with a condition that is trending so that it gives a proud impact. Prestige is a situation where a person feels proud when consuming certain goods or services. Prestige is a sentiment in the mind of a person who does not always know it is there. For consumer analysis, prestige is studied in two ways, namely by asking people about respect for others and paying attention to their behavior in matters such as imitating lifestyles and using products.

Promotion Towards Consumptive

Promotion (X3) has a T_{count} value of -0.701 < T_{table} 2.00 with a sig value of 0.486 > 0.05. Thus the value of the promotion variable has no significant effect on the consumptive variable (Y). Promotional activities must also be in line with the marketing plan which is directed and coordinated to develop the company's pace. Promotion is an activity carried out to notify buyers about the existence of a product on the market or certain marketing policies that have just been established by the company, for example giving purchase bonuses or price cuts. Broadly speaking, promotion is a way of communicating by companies to encourage or attract consumers to buy products or services being marketed.

Price Towards Consumptive

Price (X4) has a calculated T_{value} of 0.327 < T_{table} 2.00 with a sig value of 0.745 > 0.05. Thus the value of the price variable has no significant effect on the consumptive variable (Y). Sales promotion is a form of direct persuasion through the use of various forms of incentives that can be arranged to stimulate immediate product purchases and increase the quantity of goods customers buy.

Buyers generally equate the price of goods with the quality of goods, price has become an important aspect in determining purchasing decisions. Then the price hereby becomes the benchmark value that is traded to buyers for the benefit of owning goods or services.

Lifestyle, Prestige, Promotion, and Price Towards Consumptive

Meanwhile, based on the regression test through the F-test together with the variables Lifestyle, Prestige, Promotion, and Price, it can be seen that the four variables have an F_{count} of 45,804 > F_{table} of 2.54 and a sig value of 0.000 <0.05. Thus the results of the F Test of the Lifestyle, Prestige, Promotion, and Price variables together have a positive and significant effect on the consumptive variable.

CONCLUSION

From the results of the research and analysis above, the researcher draws the following conclusions. Based on the results of the partial multiple regression test, namely the results of the T-test, it can be seen that there are four different results, namely, as follows, Lifestyle has no significant effect on consumptive. This happened because the lifestyle of the Rantauprapat people was not a strong reason for consumptive activities. The Prestige has a positive and significant on the

Consumptive. This happens because prestige or authority is the reason for someone to carry out consumptive activities. The promotion has no significant effect on the consumptive. This happened because the promotions carried out by the Coffe Shop On Mada Rantauprapat did not attract the consumptive interest of the Rantauprapat people in making purchases at the Coffe Shop, The price has no significant effect on the consumptive. This happened because the price given by the coffee shop On Mada Rantauprapat did not match the quality and location of the coffee shop.

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