

THE EFFECT OF LIFESTYLE AND PRICES ON DECISIONS ON PURCHASE OF ORNAMENTAL PLANTS DURING COVID-19 PANDEMIC AT META NURSERY, MEDAN CITY

Maretta Ginting
Universitas IBBI
Medan
North Sumatera Indonesia

ABSTRACT

This study aims to determine the effect of lifestyle and price on purchasing decisions for ornamental plants during the Covid-19 pandemic in the Meta nursery in Medan. The research method used is descriptive with a quantitative approach. The sample in this study was 98 consumers of Meta Nursery. The data analysis technique used multiple linear regression analysis, simultaneous significance test (F-test), partial significance test (t-test), and determination coefficient tests (R²). Based on the results of the t-test, it is known that the significance value of the lifestyle variable is $0.000 < 0.05$. It can be stated that the lifestyle variable partially has a significant effect on the purchasing decision.

Furthermore, the variable of price had a significant value of $0.000 < 0.05$, and it can be stated that the price variable has a significant effect on the purchasing decision variable. From the results of the F-test, it can be seen that the significance value of the lifestyle variable and the price variable is $0.000 < 0.05$. It can be stated that the lifestyle variable and the price variable simultaneously have a significant effect on the purchasing decision. Based on the coefficient of determination using the Adjusted R Square value, it is known that the value of Adjusted R Square is 0.757. Thus the magnitude of the influence of lifestyle and price on purchasing decisions is 0.757 (75.70%), while the remaining 24.30 percent is influenced by other factors that are not examined in this study.

Keywords: Lifestyle, Price, Purchase Decision.

Introduction

The Indonesian people's behavior that quickly understands the latest trends is an opportunity for ornamental plant business people. The ornamental plant business is part of the horticultural business. It is originated from cultural activities that have become a lifestyle in urban areas. Ornamental plants are one of the non-food horticultural plants classified as floriculture (Lakit, 1995). Meta Nursery Flower Shop is one of the flower shops in Medan City, located in J-City real estate in Medan City. Meta Nursery has about 100 types of plants that are cultivated.

Kotler (2007) states that purchasing decisions are the process of formulating various alternative actions to choose one particular alternative to make a purchase. The number of buyers who come to Meta Nursery every month has fluctuated, but during the Covid-19 Pandemic, there was a trend of increasing the number of purchases seen in terms of the number of consumers who came, also the number of sales generated.

Table 1
Number of Ornamental Plants Buyers in Meta Nursery in 2020

MONTH	AMOUNT OF BUYERS
May	750 Buyers
June	825 Buyers
July	785 Buyers
August	720 Buyers
September	730 Buyers
October	760 Buyers
November	680 Buyers
December	677 Buyers

Source: Meta Nursery (2020)

From Table 1 above, it can be seen that the number of ornamental plant buyers who make purchases at Meta Nursery has fluctuated every month, but experienced a drastic decline in December because buyers assumed that activities would be generally expected at the beginning of the year, such as working full time in the office and most of the buyers were mothers. Mothers assume school children will be active in attending school face-to-face in early 2021. However, buyers who like ornamental plants are consistent in purchasing ornamental plants every month.

Setiadi (2010) states that lifestyle is broadly identified by how people spend their time (activities), what they consider important in their environment (interests) and what they think about themselves and the world around them. Shopping for ornamental plants is a fun activity during the Covid-19 pandemic for most of the buyers of ornamental plants at the Meta Nursery. Even the buyers consider this a fun recreation during the Covid-19 Pandemic. Ornamental plants are living plants that require daily care to be used as activities for many people. During the pandemic, this was even used as a lifestyle during the Covid-19 pandemic in urban areas.

Price is an element of the flexible marketing mix, meaning it can be changed quickly (Tjiptono, 2008). According to Kotler & Armstrong (2008), price is the amount of money billed for a product or service. More broadly, price is the sum of all the value that a customer provides to benefit from owning or using a product or service.

The price of ornamental plants in Meta Nursery is quite competitive, but because the types of ornamental plants sold at Meta Nursery are cultivated ornamental plants, the price is considered expensive. It is because many buyers do not understand the types of ornamental plants. These phenomena are interesting to research, namely, the extent to which lifestyle and price influence ornamental plants' purchase decision during the Covid-19 Pandemic at the Meta Nursery in Medan City.

Research Purposes

To analyze the effect of lifestyle on purchasing decisions for ornamental plants during the Covid-19 pandemic at the Medan City Meta nursery.

To analyze the effect of price on purchasing decisions for ornamental plants during the Covid-19 pandemic in the Medan City Meta Nursery.

To analyze the effect of lifestyle and prices on ornamental plants' purchasing decisions during the Covid-19 pandemic in the Medan City Meta Nursery.

Literature Review

Lifestyle

According to Kotler (2011), a person's lifestyle is a person's life pattern in everyday life which states the activities, interests, and opinions concerned. Mowen and Minor (2002) state that a lifestyle is: a). The activity asks consumers to identify what they do, what they buy, and how they spend their time. b) Interest (interest) is to focus on consumer

preferences and priorities. c). The opinion is investigating views and feelings on world events, local, economic and social morals.

Price

According to Kotler & Armstrong (2008), price is the amount of money billed for a product or service. More broadly, price is the sum of all the value that a customer provides to benefit from owning or using a product or service. Stanton (2004) states several factors that influence pricing decisions: product demand, target market share, competitor reactions, pricing strategies, products, distribution and promotion channels, and production costs.

Purchase Decision

The purchase decision is an act of two or more choices for a person (Schiffman and Kanuk, 2004). A consumer who wants to make a choice must have a choice. According to Kotler (2005), the stages in the purchasing decision-making process consist of five stages consisting of 1) Introduction to the problem; the buying process begins when the buyer realizes that there is a need problem, 2) The search for various information is consumers who are moved may seek and may not seek. Additional information, 3) Evaluation of various alternative product brands; consumers use the information to evaluate their various alternatives in a series of choices, 4) The choice of product brands to purchase is the stage of the purchasing decision process by consumers where they make a purchase, 5) Post evaluation purchasing is the stage of the purchasing decision process that consumers take further action after purchase based on their satisfaction or dissatisfaction.

Conceptual Framework

In their research state, Suharto and Suyoko (2017) state that lifestyle, shop atmosphere, and service quality positively and significantly affect purchasing decisions either partially or simultaneously, and lifestyle has the most significant influence compared to other variables. Research conducted by Chandra and Santoso (2019) shows that price has a significant effect on decision-making. Furthermore, Pangestu and Suryoko (2016) state that lifestyle and prices have a positive and significant influence on purchasing decisions.

From the theoretical opinion expressed, it can be revealed a conceptual framework that functions as a determinant of the flow of thought and the basis of this research which is described as follows:



Figure 1
Conceptual Framework

Research Methodology

Sudjana (2004: 53) stated the descriptive research method with a quantitative approach is used to describe or explain an event that is happening now in the form of significant numbers. Based on the explanation level, this research is an associative study that looks for the relationship between two variables in the form of a causal (causal relationship) which consists of one independent variable and one dependent variable (Arikunto, 1993).

Sugiyono (2010: 115) states that population is an area of generalization consisting of objects/subjects with specific qualities and characteristics determined by researchers to be studied and then draw conclusions. This study's population were consumers of Meta Nursery ornamental plants for 8 (eight) months from May 2020 to December 2020, amounting to 5927 people.

The sample is part or representative of the population being researched (Suharsimi, 2006: 131). In this study, the authors narrowed the population by calculating the sample size using the Slovin technique according to Sugiyono (2011: 87). Based on the Slovin formula, the number of samples of Meta Nursery consumers is 98 people.

In this study, the data analysis technique used multiple linear regression; namely, the analysis technique determines independent variables' effect on the dependent variable. The models in this study are:

$$Y = \alpha + b_1X_1 + b_2X_2 + e$$

Information :

- Y = Purchase Decision
- A = Constant
- b1-b3 = Regression Coefficient
- X1 = Lifestyle
- X2 = Price
- e = Standard error

Result and Discussion

Multiple Linear Regression

Table 2
Results of Multiple Linear Regression Coefficient Analysis
Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
1 (Constant)	5.288	.963	
Life Style	.377	.067	.494
Price	.419	.088	.419

Table 2 above shows the equation of the Effect of Lifestyle and Price on the Decision to Purchase Ornamental Plants during the Covid-19 Pandemic at the Meta Nursery in Medan City, namely:

$$Y = a + b1X1 + b2X2 + e$$

$$Y = 5,288+ 0,377X1 + 0,419X2 + e$$

The interpretation is:

1. Constant (a) = 5.288, indicating that the value is constant where if the lifestyle variable (X1) and price (X2) = 0, then the purchase decision is 5.288.
2. Lifestyle coefficient (b1) = 0.377, indicating that for each unit's addition to the lifestyle variable, the purchase decision will increase by 0.377.
3. The price coefficient (b2) = 0.419 indicates that for each additional unit of the price variable, the purchase decision will increase by 0.419.

Based on the above interpretation, it can be concluded that the variables of lifestyle (X1) and price (X2) have an influence on the purchase decision (Y) of ornamental plants during the Covid-19 Pandemic in the Meta Nursery in Medan City.

T-test results

Table 3
Partial Test Result (t-test)

Model		t	Sig.
1	(Constant)	5.493	.000
	Life style	5.594	.000
	Price	4.743	.000

The t-test was carried out to test each independent variable, Lifestyle (X1) and Price (X2), whether partially it had a significant effect on Purchasing Decisions (Y) of Ornamental Plants during the Covid-19 Pandemic at Meta Nursery in Medan City. The test criteria are as follows: in Table 3, it can be seen that the significance value of the lifestyle variable is $0.000 < 0.05$. It can be stated that the lifestyle variable partially has a significant effect on the purchasing decision variable. Furthermore, the price variable has a significant value of $0.000 < 0.05$, and it can be stated that the price variable has a significant effect on the purchasing decision.

F-test Result

Table 4
Simultaneous Test Results (F-Test)
ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	559.830	2	279.915	151.886	.000 ^a
	Residual	175.078	95	1.843		
	Total	734.908	97			

The F-test was conducted to test the independent variables, lifestyle (X1) and price (X2), whether simultaneously had a significant effect on purchasing decisions (Y) for ornamental plants during the Covid-19 pandemic at the Meta Nursery in Medan City. The test criteria are as follows:

In Table 4, it can be seen that the significance value of the lifestyle variable and the price variable is $0.000 < 0.05$. It can be stated that the lifestyle variable and the price variable simultaneously have a significant effect on the purchasing decision variable.

Determination Test (R2)

Table 5
Result of the Coefficient of Determination (R2)

Model Summary

Model	R	R Square	Adjusted R Square	Std. An error of the Estimate
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1	.873 ^a	.762	.757	1.358
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a. Predictors: (Constant), H, GH

Based on table 5, it can be seen that the value of the coefficient of determination uses the Adjusted R Square value because more than one independent variable is used. Based on table 5, it is known that the value of Adjusted R Square = 0.757. Thus the magnitude of the influence of lifestyle and price on purchasing decisions is 0.757 (75.70%), while the remaining 24.30 percent is influenced by other factors not examined in this study.

Discussion

Based on the significance of the lifestyle is $0.000 < 0.05$, it can be stated that the lifestyle variable partially has a significant effect on the purchasing decision variable. It is in line with Devi Indrawati's (2015) research entitled *The Influence of Brand Image and Hedonic Lifestyle on Purchasing Decisions of the "Zoya" Hijab*, which states that brand image and lifestyle have a positive and significant effect on purchasing decisions. Furthermore, in his research, Tri Sudarwanto (2016) entitled the influence of lifestyle, product quality, and price on the purchasing decisions of the Mirota Surabaya batik cloth, showing that lifestyle, product quality, and price have a partial and simultaneous significant effect on purchasing decisions for Batik Mirota Surabaya fabrics. Meta Nursery consumers think that shopping for ornamental plants is entertainment during the Covid-19 Pandemic, and some even think that shopping for ornamental plants is like recreation during the Covid-19 Pandemic. Meta Nursery consumers think that shopping for ornamental plants is a very positive thing, making it the most attractive choice to fill spare time during the Covid-19 Pandemic.

The price variable has a significant value of $0.000 < 0.05$. It can be stated that the price variable has a significant effect on the purchasing decision variable. It is in line with the research of Nela Evelina et al. (2012) entitled *The Influence of Brand Image, Product Quality, Price, and Promotion on Telkomflexi Prime Card Purchase Decisions (a case study on TelkomFlexi consumers in Kota Kudus District, Kudus Regency)* which states that there is a positive influence and the price is partially significant to the purchase decision.

On the other hand, Made Laksmi Saraswati (2015) stated that price does not positively and significantly affect purchasing decisions in the Wiradesa batik village. The price of ornamental plants in Meta Nursey varies from cheap ornamental plants to expensive ornamental plants. However, there is an interesting phenomenon among ornamental plant consumers, the more expensive ornamental plants, and the more people are looking for them, especially consumers of ornamental plant collectors and middle to upper-class consumers considered prestige.

Based on the F-test, it can be seen that the significance value of lifestyle variables and price variables is $0.000 < 0.05$. It can be stated that lifestyle variables and price variables simultaneously significantly affect purchasing decisions for ornamental plants during the Covid-19 pandemic at Meta Nursery in Medan City. It is in line with research conducted by Milly Lingkan Mokoagouw (2016), which states that lifestyle, price, and product quality have a positive and significant effect on purchasing decisions for Samsung mobile phones at Samsung Mobile IT Center Manado.

Based on table 5, it can be seen that the value of the coefficient of determination uses the Adjusted R Square value because more than one independent variable is used. Based on table 5, it is known that the value of Adjusted R

Square = 0.757. Thus, the magnitude of the influence of lifestyle and price on purchasing decisions is 0.757 (75.70%), while the remaining 24.30 percent is influenced by other factors not examined in this study.

Conclusion

Based on the results of the analysis and discussion that has been done, it can be concluded:

1. Lifestyle has a partial effect on ornamental plants' purchasing decisions during the Covid-19 pandemic in the Meta Nursery Medan city.
2. Prices have a partial effect on ornamental plants' purchasing decisions during the Covid-19 pandemic in the Meta Nursery Medan city.
3. Lifestyle and prices have a simultaneous effect on ornamental plants' purchasing decisions during the Covid-19 pandemic in the Meta Nursery Medan City.

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