

IMPACT OF LIFESTYLE AND PRICE ON DIECAST BUYING INTEREST IN ATLEZZA-AUTO

Muhammad Iqbal Tawakal¹, Thomas Stefanus Kaihatu²

Universitas Ciputra Surabaya
INDONESIA

Email : 1miqbal04@magister.ciputra.ac.id, 2thomas.kaihatu@ciputra.ac.id

ABSTRACT

In this modern era it is normal for an individual to have higher interest towards buying or collecting objects for personal enjoyment or as a hobby. Just as real car miniatures are often called diecast, there are now many interested individuals and collectors of diecast itself in Indonesia, be it young or old. Therefore, the researcher would like to evaluate the impact of lifestyle and price aspect on buying interest. This study used quantitative approach through collecting data using questionnaire and subsequently processed the data using SPSS. The questionnaire was distributed to 55 respondents that were customers of Atlezza-Auto with adequate understanding of diecast. Data analysis in this study used lifestyle, price and buying interest as variables and those variables were further split into several indicators in order to devise questions for the respondents. The results of this study suggest that lifestyle variable has a significant impact on buying interest, but price variable does not have significant impact on buying interest. The conclusion drawn from this research is that lifestyle is an important factor used by collectors as a way to express themselves through diecast, a collector also does not view price as a determining factor in purchasing the diecast that they wanted.

Keyword : Lifestyle, Price, Buying Interest, Atlezza-Auto

INTRODUCTION

Each individual in general has an interest or liking towards certain items that could then be turned into a hobby by collecting several of the items that the person deemed valuable. Diecast is one example; diecast is a miniature of transportations such as cars, motorcycle, or even planes and trains that are made out of metal as its main material and was then molded into different sizes or scales. At a glance diecast looks just like other toys made in smaller sizes, but some people have not realized that diecast has a high investment value. Began as a hobby, now diecast has become a lifestyle for some people regardless of their age because everyone is able to collect diecast, also regardless of their gender be it male or female because many are also collecting diecast as a hobby. Diecast currently are becoming more and more popular in Indonesia, there are now many communities spread across different regions and cities and are always accompanied with diecast events held by those communities. Currently there are already various types of diecast starting from the smallest scale of 64 released by Hotwheels, Matchbox, Greenlight, Tarmac and medium scale of 43 Minichamps, Mark43, Ixo Models and the biggest scale and size with details very similar to that of the real transportation which is scale 18 such as Autoart, GTspirit,

Ottomobile and many others.

Several types of diecast have now become collectors' target due to the diecast being limited edition or were produced long ago; some collectors are willing to spend more money in order to get the diecast they wanted. Unlike in the past when there was no online sites to facilitate transactions, currently collectors can search for their diecast not only by visiting different physical stores but also through online apps such as Tokopedia, Facebook, Bukalapak and in the event that the diecast they wanted is not in Indonesia some are even willing to search in international platforms such as Amazon, Ebay, Yahoo Japan and many others to find the diecast with the best price. Therefore, Atlezza-Auto used this opportunity to supply older series, limited edition and even diecast that are no longer produced to help Indonesian collectors find the diecast that they wanted. Lifestyle and price are also determinants of whether or not a collector would be inclined to purchase.

LITERATURE REVIEW

First is the research conducted by Hustic and Gregurec (2015) titled "*The Influence of Price on Costumers Purchase Decision*". This study used the same x-variable that was price, and price had an impact on purchase decision. Next is research conducted by Anoraga and Iriani (2018) titled "*Pengaruh Gaya Hidup Dan Kelompok Acuan Terhadap Keputusan Pembelian Smartphone Merek Samsung Galaxy*"¹. This study used the same method and the results indicated that lifestyle influenced a person's behavior in making decision regarding items that they wanted or would own. Another study conducted by Mirabi (2015) titled "*Study Of Factors Affecting on Customers Purchase Intention*". This study showed that a person's buying interest could be a result of a person's curiosity about a product that could also be caused by price as a factor. Next is study conducted by Leungand Chen (2017) titled "*Extending the theory of planned behavior: A study of lifestyles, contextual factors, mobile viewing habits, TV content interest, and intention to adopt mobile TV*". This study showed that the lifestyle of Hongkong citizens that were western influenced had significant impact on buying interest. Lifestyle according to Sumarwan (2015) is an overview of a person's behavior through observation of his/her activities and spending pattern. Lifestyle could be said as a pattern in life underlying interest, activities, and many others. Price is a monetary measuring unit that needs to be traded in order to gain ownership right of right of use of a good or service. Price is also a monetary measuring unit that needs to be traded in order to gain ownership right of right of use of a good or service purchased (Tjiptono:2012). Schiffman and Kanuk in Dewi. R(2017) stated that buying interest is each individual's feeling resulted by an interest towards a product or service that they wanted.

RESEARCH METHODS

This study used quantitative method by using post-modern paradigm. Data in this study was collected using questionnaire conducted using the Likert scale method. Number of sample in this study was 55 people, which were Atlezza-Auto customers. This study consisted by two independent variables lifestyle (X1) and price (X2), and one dependent variable buying interest (Y). Data analysis method used was multiple linear regression analysis method to determine the impact of lifestyle and price (independent variables) on buying interest (dependent variable). This study also used validity and reliability test. According to Sekaran & Bourgie (2013) validity test is conducted to measure accuracy and efficiency of a measuring tool to fulfill its purpose in the study. According to Kuncoro (2013) reliability is stability and consistency of a scoring used as measuring scale. Composite reliability can be fulfilled if the value obtained is >0.70 . Internal consistency reliability can be fulfilled if the value obtained is > 0.60 . Aside from multiple regression, reliability and validity test of this study was also conducted using other technique which was hypothesis testing (F-test and t-test) and classical assumption test. Classical assumption test consisted of normality test, multicollinearity test, heteroscedasticity test, linearity

test and autocorrelation test.

RESULTS AND DISCUSSION

Based on the results there were 46 male respondents (84%) and 9 female respondents (16%) in the research. Based on age, there were 18 respondents (32.7%) aged 15-25, 13 respondents (23.6%) aged 26-30, 14 respondents (25.5%) aged 31-35, and 10 respondents (18.2%) aged 35 and above. In terms of validity of the study it can be concluded that all variables are valid with significant level <0.05. Reliability test results showed that all variables X1, X2, and Y are reliable with values >0.60.

Table 1
Double Regression Test Result

| | Unstandardized | | Standardize | t | Sig. | Collinearity | |
|-----------------|----------------|------------|-------------|-------|------|--------------|------|
| | B | Std. Error | Bet | | | Toleranc | VIF |
| 1 (Constant) | -.020 | .690 | | -.020 | .977 | | |
| | 1.00 | .104 | .804 | 9.65 | .00 | .970 | 1.03 |
| X1 | -.015 | .112 | -.011 | -.135 | .891 | .970 | 1.03 |

Source : based on SPSS

Based on the multiple linear regression result analysis, the following regression equation was obtained: $Y = -0.20 + 1.008 X1 + -0.015 X2$. F-test result showed that the variables had fulfilled the significance level standard of 0.05. Partial test results are as follow.

Table 2
Partial Test Result

| Variabel | Coefficients | Sig | VIF |
|----------------|--------------|-------|-------|
| (Constant) | -0,020 | 0,977 | |
| Lifestyle (X1) | 1,008 | 0,000 | 1,031 |
| Price (X2) | -0,015 | 0,894 | 1,031 |

Source : based on SPSS

Partial test was conducted on lifestyle variable and price variable against Atlezza- Auto’s customers’ buying interest variable. Significance value of lifestyle variable (X1) were consistently 0.000 and the significance value is below the significance level 0.05 (5%). It could be concluded that lifestyle variable has a significant impact on Atlezza- Auto’s customers’ buying interest. However price variable exceeded the significance level and therefore price variable did not affect customers’ buying interest. Determination coefficient (R²) result indicated that the determination coefficient value obtained from the regression model was 0.650 or 65% and therefore it could be concluded that lifestyle variable (X1) and price variable (X2) could explain as much as 65% of Atlezza-Auto’s customers’ buying interest variable (Y), and the remaining 35% could be explained by other variables not explored in this study. The next step was to conduct classical assumption tests that were divided into several stages, first stage was normality test using *Kolomogorov- Smirnov* test and it could be seen that the significance value obtained was 0.093. The significance value exceeded the significance level of 0.05 and therefore it

could be concluded that the residual resulted from the regression model obtained was already normally distributed. Next stage was multicollinearity test, and results suggested that VIF values of lifestyle variable (X1) and price variable (X2) were less than 10. It could be concluded that there was no multicollinearity that occurred in the regression model. The next stage was heteroscedasticity test.

Table 3
Heteroscedasticity Test Result

| | | | X1 | X2_2 | abs_res |
|----------------|---------|-------------------------|-------|-------|---------|
| Spearman's rho | X1 | Correlation Coefficient | 1.000 | -.203 | .215 |
| | | Sig. (2-tailed) | . | .137 | .115 |
| | | N | 55 | 55 | 55 |
| | X2_2 | Correlation Coefficient | -.203 | 1.000 | -.153 |
| | | Sig. (2-tailed) | .137 | . | .265 |
| | | N | 55 | 55 | 55 |
| | abs_res | Correlation Coefficient | .215 | -.153 | 1.000 |
| | | Sig. (2-tailed) | .115 | .265 | . |
| | | N | 55 | 55 | 55 |

Source : based on SPSS

It was found that the Spearman's rho significance values from the correlation tests for each independent variable had a value higher than the significance level set which is 5% (0.05). Therefore it could be concluded that the residual from the regression model formed did not show indication of heteroscedasticity and therefore also meant that the variance from the residual was homoscedastic. The next stage was linearity test; it was conducted to determine whether or not each independent variable was linearly correlated with the dependent variable. The linearity test results showed significance value of 0.000 and the significance level should be <0.05 and therefore it could be concluded that each variable was linearly correlated with Atlezza-Auto's customers' buying interest. The last stage was autocorrelation test, which was conducted to determine whether there was any indication of autocorrelation in the regression model. The method used was run test.

Table 4
Autocorrelation Test Result

| | Unstandardized Residual |
|-------------------------|--------------------------------|
| Test Value ^a | .03803 |
| Cases < Test Value | 27 |
| Cases >= Test Value | 28 |
| Total Cases | 55 |
| Number of Runs | 29 |
| Z | .139 |
| Asymp. Sig. (2-tailed) | .890 |

Source : based on SPSS

Based on run test result, significance value obtained was 0.890. The significance value exceeded significance level of 0.05 (5%), therefore it could be concluded that the residual resulted from the regression model was already random. In other words, it could be concluded that there was no autocorrelation occurring in the regression model obtained.

CONCLUSION

Based on the results of the research conducted, in relation to the impact of lifestyle and price variables on buying interest, it could be concluded that:

1. Lifestyle has a significance impact on diecast buying interest in Atlezza-auto.
2. Price does not have significant impact on diecast buying interest in Atlezza-auto.

Suggestion obtained from this study was for Atlezza-Auto to expand its target market so that it can maximize its sales, through opening accounts in marketplace and opening gallery offline as to attract buying interest from potential buyers. Aside from that, Atlezza-Auto also need to prioritize quality of the diecast and quality of the custom material used, because this would appeal to the lifestyle of a collector that would want to express themselves through customizing diecast through Atlezza-Auto.

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