



The Impact of Lifestyle on Online Purchasing Decisions and Repurchase Intentions of Shopee Customers

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ABSTRACT

KEYWORDS

lifestyle, purchasing decision, repurchase intention, shopee

Purchasing decisions because many factors can influence how buyers act towards products or services. When buyers want to buy something, they have to go through several stages. The initial stage is problem recognition, where they know what they need. Once they know what they need, they will be encouraged to seek additional information to meet their needs. Each person has unique characteristics. There are different cultures, ages, educations, jobs, activities, and hobbies. Producers must be able to steal the attention of various consumers so that the goods they sell are purchased. Marketers must understand consumer behavior, actions and ways of thinking so they can create effective marketing strategies. Consumers will respond to marketers' actions if they have the right strategy. The ability to compete increases when marketers take over the study of consumer behavior. There are several components that influence repurchase intentions, namely 1. Consumer satisfaction: if customers are satisfied with the services provided, the company will become better in the eyes of customers, reduce purchasing costs, reduce failure costs, increase profits, and reduce trial and error purchases. so customers will prefer to buy again. 2. Brand preferences: brands are constituents of differentiation attributes that influence customers' perceptions of what they buy.

INTRODUCTION

(Kotler & Keller, 2016), define buyer attitude, which is the study of the method by which a person, team, and association makes a choice, buy, utilize, and place a product, service, idea, or experience that can meet a person's needs and desires. Wibowo & Priansa (2017) explain buyer attitude as the behavior shown by consumers when searching, buying, using, assessing, and spending goods to meet their needs and desires.

A person's lifestyle is not limited to their social class or personality. The following factors affect consumer behavior, as stated by Yasraf Amir Piliang (Subandi, 2005). Lifestyle is influenced by consumption patterns, reflecting how individuals use their time and money. People with the same cultural background, social class, and occupation can have different lifestyles. Lifestyle reflects a person's interaction with their environment and includes how they live, spend money, and use their time (Riptiono, 2013).

According to Plummer, lifestyle is generally defined as the way individuals spend their time (activities), the things they consider important in their environment (interests), and their perspective on themselves and the world around them (Setiadi & SE, 2015). Since lifestyle encompasses a very broad aspect of the macro social environment, it has a significant influence on consumers' purchasing behavior, ultimately influencing their decision to purchase goods.

It is interesting to learn about purchasing decisions because many factors can influence how a buyer acts on a product or service. When a buyer wants to buy something, they have to go through several stages (Brunner & Siegrist, 2011). The initial stage is problem recognition, where they know what they need. Once they know what they need, they will be encouraged to seek out additional information to meet their needs. At this stage, consumers will evaluate and find product solutions that meet their needs. Ultimately, consumers will make a preference for a particular product (Wijonarko, 2016).

Consumer behavior occurs after they buy something. Consumers may stop buying something after they make their first purchase, but they can also end up interested in making a repeat or regular purchase, known as a buyback intent. Buyback intent is an individual's evaluation of their desire to re-purchase a product from the same company, taking into account current conditions and possible future conditions (Hellier et al., 2003). When consumers consider and value a particular product, repurchase intent is crucial. This happens because they have purchased products or services before (Arumsari & Ariyanti, 2017). Repurchase intention is defined as the tendency of buyers to buy goods or services repeatedly at a certain moment and respond well to the goods based on previous experience (Nataliana & Santosa, 2019). Hellier et al. stated that one of the important components of a company's success is buyback intent. The value provided by regular and loyal consumers has a significant impact on a company's success, especially through repurchase interest or repurchase intent. A similar opinion was expressed by Peter and Olson (1999), who emphasized the importance of companies in effectively managing consumer interests and behaviors as a source of strategic advantage.

Research conducted by Riptiono Sulis in 2013 stated that partially, lifestyle has no impact on purchasing decisions and the desire to buy back Saribuah Buavita beverage products. However, the research conducted by Aresa et al. In 2012 it was found that lifestyle had a significant influence of 40.6% on repurchase intentions, suggesting a difference in results that showed a gap in the study (Zaid, 2020). Therefore, referring to Riptiono Sulis' findings, that purchasing decisions have a significant impact on the desire to buy back. In addition, other studies also show that lifestyle has a positive impact on purchase decisions indirectly, the authors predict that purchase decisions act as a mediator between lifestyle and the intention to buy again. As a result, this study is titled "The Impact of Lifestyle on Online Purchase Decisions and Shopee Customer Buying Intention to Repurchase".

This study aims to prove the influence of lifestyle and purchase decisions on Shopee customers' repurchase intentions, as well as the role of purchase decisions in mediating the influence of lifestyle on these intentions. Theoretically, this research is expected to be a reference for research and development in the field of management, especially marketing management, as well as assist companies in identifying and solving problems related to consumer purchase decisions and Shopee customers' intention to buy back. In practical terms, the results of this research are expected to help academics in understanding more about the development and management of products and marketplaces in the future, and provide guidance for organizations in developing organizational management, as well as in analyzing and making decisions regarding changes in product and marketplace management.

RESEARCH METHOD

This study uses a quantitative method. This research was conducted in South Tangerang City, in the period of January-February 2024. The population in the study is Shopee application users in South Tangerang. As for the samples, the researcher used 75 samples based on a simple random sampling technique. This study uses descriptive analysis techniques.

RESULTS AND DISCUSSION

Hypothesis testing is used to find out how endogenous and exogenous variables affect each other. According to the test criteria, the statistical value of T greater than the T-table (1.96) indicates that there is a significant influence between endogenous variables and exogenous variables. The results of the significance test are presented in the following table.

Table 1. Hypothesis Testing

	Original Sample (O)	T Statistics (O/STDEV)	P Values
Lifestyle -> Purchase Decision	0,393	7,131	0,000
Lifestyle -> Intention to Buy Back	0,255	4,581	0,000
Purchase Decision -> Back_ Purchase Intention	0,372	5,471	0,000

Source : Primary Data Processed, 2024

The test results showed that lifestyle had a significant influence on purchasing decisions, with a statistical T value of 7.131, which exceeded the threshold of 1.96. The same is true for the influence of lifestyle on repurchase intentions, where a statistical T-value of 4.581 also exceeds the threshold of 1.96, indicating a significant influence. In addition, the relationship between purchase decisions and repurchase intentions also showed a significant influence, with a statistical T value of 5,471, which exceeded the set threshold.

Indirect Effect

Indirect effect testing was carried out to assess whether independent variables had an indirect impact on dependent variables through mediating variables. Based on the test criteria, if the T-value of the statistics exceeds the T-value of the table (1.96), then there is a significant influence of the exogenous variable on the endogenous variable through the mediating variable. The results of indirect effects testing are usually presented in a separate table.

Table 2. Indirect Effect Testing

	Original Sample (O)	T Statistics (O/STDEV)	P Values
Lifestyle -> Purchase Decision -> Purchase Intention Kembali_	0,146	4,431	0,000

Source : Primary Data Processed, 2024

The test shown in the table above shows that there is a statistical T value of 4,431 for the influence of lifestyle on repurchase intention through purchase decisions. The test results showed that the statistical T value was greater than 1.96, which indicates that there is a significant influence of lifestyle on repurchase intention through purchase decisions. Therefore, making decisions about purchases can control the influence of lifestyle on the intention to buy back.

Converting Path Diagrams into Structural Models

The purpose of transforming a path diagram into a measurement model is to identify the strength of the influence between constructs on the impact on the model. The following table shows the direct and indirect impacts of the model:

Table 3. Converting Path Diagrams into Structural Models

Exogenous	Intervening	Endogenous	Coefficient	
			Direct	Indirect
Lifestyle		Purchase Decision	0,393	
Lifestyle	Purchase Decision	Buyback Intent	0,255	0,146
Purchase Decision		Buyback Intent	0,372	

Source : Primary Data Processed, 2024

From the data contained in the table, we can conclude that the structure of the measurement model formed is as follows:

Equation 1 : $KP = 0.393 GH$

From equation 1 it can be informed that

1. **The lifestyle direct effect coefficient on purchase decisions** of 0.393 stated that lifestyle was positive and significant on purchase decisions. This means that the higher the lifestyle, the more likely it is to increase purchase decisions.

Sky 2 : $NM = 0.372 KP + 0.255 g$

From equation 2 it can be informed that

- ✓ **The coefficient of direct effect of lifestyle on repurchase intention** of 0.255 states that lifestyle is positive and significant on repurchase intention. This means that the higher the lifestyle, the more likely it is to increase the intention to buy back.
- ✓ **The coefficient of direct effect of purchase decisions on repurchase intention** of 0.372 states that purchase decisions are positive and significant on repurchase intentions. This means that the higher the purchase decision, the more likely it is to increase the intention to buy again.
- ✓ **The indirect effect coefficient of lifestyle on purchase intention through purchase decision** of 0.146 stated that lifestyle had a positive and significant effect on purchase intention through purchase decision. This means that the higher the purchase decision caused by the higher the lifestyle, the more likely it is to increase the intention to buy again.

Dominant Influence

The following explanations can be used to identify the exogenous variables that have the greatest influence on endogenous variables:

Table 4. Dominant Influence

Exogenous	Endogenous	Total
Lifestyle	Purchase Decision	0.393
Lifestyle	Buyback Intent	0.401
Purchase Decision	Buyback Intent	0.372

Source : Primary Data Processed, 2024

Lifestyle had the largest coefficient to overall repurchase intent, with 0.401. This shows that lifestyle is the variable that affects the most repurchase intentions.

Discussion

Lifestyle Towards Consumer Buying Intention

The "whole self" of a person who interacts with his environment is described in lifestyle (Shaharudin et al., 2011). Lifestyle is one example of a personal component that also affects customer behavior (Octavia, 2009). The results of the analysis conducted in the first hypothesis test using SmartPLS 3.0 software show that lifestyle factors significantly affect consumers' repurchase intentions. A person's activities, interests, and opinions in interaction with their

environment indicate their lifestyle patterns in daily life. These patterns impact their decision to buy or not to buy a particular product (Kotler & Keller, 2016). When someone believes that shopping on Shopee will improve social relations in society and that Shopee is a shopping app that continues to progress, they think that consumers should be satisfied with the goods and services they offer, thus improving the image of the Shopee company, reducing the cost of failure, reducing trial and error purchases, and so on. Individuals have a tendency to the heart, passion, and desire to shop online every week and are interested in doing so through the Shopee app compared to shopping outside the home, which creates a feeling of ease and efficiency, increases transactional intentions, and makes people always want to buy items they have purchased on Shopee. The activities of individuals who enjoy shopping online and frequently discuss products with their friends reflect the tendency of individuals to choose products that they have consumed before, which in turn increases their desire to recommend such products to others. This can be seen from individuals' beliefs about product trends on Shopee, their interest in shopping on Shopee due to time and cost efficiency, and their habits in discussing products of interest with their friends.

This study shows results contrary to the findings of (Riptiono, 2013) who found that the decision to buy or the intention to buy back is not partially influenced by lifestyle factors. However, the findings of this study are in line with the claims of (Al-Dmour et al., 2017), which show that every aspect of lifestyle—activity, interests, and opinions—has a significant positive impact on a customer's decision to use an e-ticketing service. In addition, research by Nikmah and Widiya (2024) also supports this finding by showing that lifestyle has a significant influence on purchase decisions, with a calculated t value of 5,289 which is greater than a table t of 1,661, showing that lifestyle affects 54.2% of purchases at Madame Wang Secret Garden Malang.

Purchase Decisions on Consumer Repurchase Intent

The results of the analysis show that the purchase decision has a significant positive influence on consumers' repurchase intentions. Thus, an increase in purchasing decisions will result in an increase in consumer repurchase intentions. These findings are in line with the research of (Pasaribu et al., 2019), which found that purchase decisions have a significant effect on repurchase intentions, as well as with the research of (Riptiono, 2013), which also found a significant influence on purchase decisions.

A purchase decision is a stage in the buyer's decision-making process where the buyer actually decides to buy something, as explained by (Kotler et al., 2012). Meanwhile, repurchase intent is when a customer is willing and intent to engage in a future transaction; this reflects the customer's desire to buy items they have purchased before, as expressed by (Megantara & Suryani, 2016). This means that it starts from a purchase decision that will result in repurchases, such as customers' trust in the store application for good product quality, shopping habits, and emotional attachment to the store's products, which results in a desire to repurchase products that meet expectations, and even recommend the product to others.

Purchase Decisions Mediate the Influence of Lifestyle on Consumer Buying Intention

Lifestyle has a positive and significant impact on repurchase intention through purchase decisions, with the coefficient of indirect effect of service leadership on job satisfaction through organizational citizenship (OCB) behavior of 0.146. This suggests that the more purchasing decisions are caused by a more frequent lifestyle, the more likely it is that repurchase intentions will increase. The third hypothesis of this study is acceptable.

As consumers' lifestyles get better, they will be more likely to buy certain products, until they want to buy again when they are satisfied with the products they use. Example: University X students often compete in fashion because Shopee products tend to be cheap and varied. As a result, they believe that shopping on Shopee can improve social connections in the community and interest in online shopping, which generates a desire to buy until they make a

decision to buy the fashion product, and when they feel satisfied, they will proceed to buy other items.

CONCLUSION

The study concluded that a higher individual's lifestyle will increase the intention to repurchase a product that was once used. Purchase decisions also have a significant influence on repurchase intentions, meaning that the more often individuals decide to make a purchase, the greater the chances of rebuying. The lifestyle improvements that accompany the purchase decision will further strengthen the individual's intention to buy back the product.

The authors provide some suggestions for future research improvements. For Shopee employees, it is recommended to pay attention to the implementation and improvement of lifestyle and purchase decisions to increase consumer repurchase intentions. This can be done by intensifying promotions, providing interaction services with human agents, improving the delivery and return process, and paying attention to delivery times. For future researchers, it is recommended to expand the number of research samples to provide a more comprehensive and objective picture, as well as identify additional factors such as consumer satisfaction, service quality, brand preferences, product quality, value perception, price, and physical aspects of goods that affect repurchase intentions.

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