



BOOK CHAPTER :

Prospects of Communication for Development in The Digital Era

Achmad Arman Subijanto, Adinda Fitriya, Ahmad Muhaimin,
Ahmad Sayfi'i Siregar, Ahsan Khan, etc.



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PREFACE

Considering that Indonesia's land area is only one third of Indonesia's area which reaches 1,926,337 km², the population's needs cannot be fully met by land natural resources (Dahuri 2000). Considering that Indonesia is the largest archipelagic country in the world, with 17,506 islands with a coastline of 81,000 km and a sea area of about 3.1 million km², the fisheries and marine sector have great potential to be developed. This includes human resources commonly known as coastal communities, namely people who live their own lives and are directly exposed to sources of life that depend on harsh ecological conditions and the use of coastal marine resources.

The low standard of living in coastal areas and limited access of small-scale fishermen to assets and financial resources are the main problems that occur in coastal areas. Fishermen are also very vulnerable to pressure from capital owners. Development activities in coastal areas are inherently related to environmental resilience and the sustainability of natural resources and are coordinated by various stakeholders with a focus on improving the welfare of local communities.

A study of the coastal community expansion approach (Amanah et al. 2004) found that each community is unique and different in terms of values, orientations, self-development needs, groups, communities, and the carrying capacity of the physical environment. Of course, in developing development, both infrastructure and building good coastal communities, the right strategy is needed to get the desired results.

The strategy that can be used is to use development communication. According to Peterson, development communication is an organized effort to use communication processes and media to improve the social and economic level that generally takes place in developing countries. Communication can create a climate for change by requiring values, mental attitudes, and forms of behavior that show modernization. And development is very important in a community group. Because the existence of development indicates that the community group continues to develop. In development, communication serves as a bridge. Its job is as a means of exchanging information for the components involved and as a liaison tool involving information about a relationship with various parties.

Communication in development also aims to complete important tasks for the necessities of life in order to create good relations with various groups. Success in development can be seen

from the components involved in a good communication strategy. Good communication will create great opportunities for the success of a development in various ways.

One of the groups of people who need development communication with a full strategy is the coastal community which incidentally has a minimal level of quality of resources, access, and economic factors and can be said to be still classified as a traditional society so that in managing its development, external parties need appropriate development communication. With the character of the community in the coastal area as a bridge to develop the coastal area for the better.

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LIFESTYLE FACTORS, DIGITAL MARKETING COMMUNICATION, PRICE PERCEPTION, AND INFLUENCER IN AFFECTING THE PURCHASE DECISION PROCESS

(Marketing Communication Study Of Lavenrice La Scoop Le Petit Bengkulu Restaurant)

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ABSTRAK

Perkembangan teknologi telah memacu para pelaku usaha untuk menggunakan strategi agar dapat bertahan dan memenangkan persaingan. Termasuk dalam mengatur penyampaian pesan kepada konsumen atau komunikasi melalui komunikasi pemasaran. Penelitian ini bertujuan untuk menganalisis masing-masing faktor yaitu gaya hidup (X1), komunikasi pemasaran digital (X2), persepsi harga (X3), dan influencer (X4) dalam mempengaruhi proses keputusan pembelian (Y). Studi komunikasi pemasaran dilakukan di restoran Lavenrice La Scoop Le Petit di Kota Bengkulu. Populasi adalah semua orang di dalam dan di luar kota Bengkulu yang pernah membeli suatu produk minimal satu kali. Sampel penelitian sebanyak 169 orang dengan teknik accidental sampling. Untuk memperoleh data primer menggunakan angket tertutup, responden memilih salah satu dari 5 pilihan jawaban (skala likert) sedangkan data sekunder diperoleh dari studi kepustakaan. Untuk mengolah data primer menggunakan program SPSS versi 25 dengan teknik analisis linier berganda. Hasil pengolahan data menunjukkan bahwa semua indikator dinyatakan valid dan semua variabel dinyatakan reliabel. Masing-masing variabel bebas signifikan dan positif. mampu mempengaruhi proses keputusan pembelian. Dilihat dari nilai koefisien regresi, secara hierarki kinerja variabel bebas pertama adalah persepsi harga, kedua gaya hidup, ketiga komunikasi pemasaran digital dan keempat influencer. bahwa semua indikator dinyatakan valid dan semua variabel dinyatakan reliabel. Masing-masing variabel bebas signifikan dan positif. mampu mempengaruhi proses keputusan pembelian. Dilihat dari nilai koefisien regresi, secara hierarki kinerja variabel bebas pertama adalah persepsi harga, kedua gaya hidup, ketiga komunikasi pemasaran digital dan keempat influencer. bahwa semua indikator dinyatakan valid dan semua variabel dinyatakan reliabel. Masing-masing variabel bebas signifikan dan positif. mampu mempengaruhi proses keputusan pembelian. Dilihat dari nilai koefisien regresi, secara hierarki kinerja variabel bebas pertama adalah persepsi harga, kedua gaya hidup, ketiga komunikasi pemasaran digital dan keempat influencer.

Kata kunci: gaya hidup, komunikasi pemasaran digital, persepsi harga, influencer, keputusan pembelian

ABSTRACT

Technological developments have spurred business actors to use strategies to survive and win the competition. Including in managing the delivery of messages to consumers or communicants through marketing communications. This study aims to analyze each of the factors, namely lifestyle (X1), digital marketing communication (X2), price perception (X3), and influencers (X4) in influencing the purchasing decision process (Y). A marketing communication study was conducted at Lavenrice La Scoop Le Petit restaurant in Bengkulu City. The population is all people inside and outside the city of Bengkulu who has purchased a product at least once. The research sample was 169 people with an accidental sampling technique. To obtain primary data using a closed questionnaire, respondents choose one of 5 answer choices (Likert scale) while secondary data is obtained from a literature study. To process primary data using the SPSS version 25 program with multiple linear analysis techniques. The results of data processing show that all indicators are declared valid and all variables are declared reliable. Each independent variable is significant and positive. able to influence the buying decision process. Judging from the regression coefficient value, hierarchically the performance of the first independent variable is price perception, the second is a lifestyle, the third is a digital marketing communication and the fourth is an influencer. that all indicators are declared valid and that all variables are declared reliable. Each independent variable is significant and positive. able to influence the buying decision process. Judging from the regression coefficient value, hierarchically the performance of the first independent variable is price perception, the second is lifestyle, the third is a digital marketing communication and the fourth is an influencer. that all indicators are declared valid and that all variables are declared reliable. Each independent variable is significant and positive. able to influence the buying decision process. Judging from the regression coefficient value, hierarchically the performance of the first independent variable is price perception, the second is a lifestyle, the third is a digital marketing communication and the fourth is an influencer.

Keywords: lifestyle, digital marketing communication, price perception, influencer, purchasing decision

1. INTRODUCTION

Messages are at the core of every communication that exists. It is very important for communicators in choosing the best message delivery strategy so that the message conveyed can be received by the communicant with the same understanding of the purpose of delivering the message to the communicator.

The process of technological development has spurred business development to grow more rapidly. Business actors carry out various creations and innovations to survive and win the competition. Including managing the delivery of messages to consumers or communicants through marketing communications.

Humans as consumers are currently experiencing lifestyle changes where they are happier with things that are practical, easy, and fast. The activity of eating which was originally a fulfillment of the primary needs of each person at home then developed according to the times. The barter transaction then developed into a sale and purchase transaction, making the sale and purchase of food a promising business.

Along with the development of technology and communication, the culinary business is growing rapidly. The ease of communication and promotion encourages more culinary businesses to appear in various regions. Not only in big cities, but also in developing cities such as Bengkulu City. This condition is in line with the growing public awareness of eating activities that have led to the fulfillment of a lifestyle so that the need for food today is not only to meet basic or primary needs but also as a means of communicating and showing the lifestyle and identity of the perpetrators.



Source: We Are Social and Hootsuite

Hootsuite and We Are Social stated that until February 2022, Indonesian internet users reached 204.7 million. Compared to the number of internet users in 2021, there is an increase of 1% or more than 2.1 million people in the last 12 months. The total population of Indonesia is 277.7 million people. When there are 204.7 million internet users, it means that 73.7% of Indonesians have been touched by surfing in cyberspace.

This signal is captured by culinary business actors. The number of internet users throughout Indonesia will be able to have a

positive impact on the development of the culinary business. Especially in the promotion and marketing sector. The habit of consumers uploading photos while eating at a restaurant and providing reviews related to restaurants and the food they enjoy is a promotional activity carried out by consumers, without being asked by producers.

Currently, culinary businesses have their own social media accounts which are a means of promotion and business identity. The continuous exposure to information and promotions carried out by culinary business actors is a stimulus for potential consumers who see the information being disseminated. This is a form of persuasive marketing communication. The strategy is in accordance with the Stimulus Organism Response (SOR) Theory which is a simple learning principle, where the effect is a reaction to a certain stimulus. Continuous exposure to persuasive information from business owners will provoke responses from readers.

According to Setiadi (2003), consumer behavior is an action that is directly involved in obtaining, consuming, and disposing of a product or service, including the decision processes that precede and follow this action. This behavior is a concern for producers with the aim of being able to encourage consumers to make decisions to be able to buy the products offered so that producers try in many ways to provide a stimulus containing information about the advantages of the product and the benefits that consumers can get after buying the product being sold. Purchase decisions are strongly influenced by marketing stimuli. According to Kotler (2000:34), marketing stimulus can be seen from the marketing mix which includes:

- Product policy covers product planning and development.
- Price
- Promotion
- Distribution channel

The product referred to in this study is food and drink at a culinary business that was newly established in Bengkulu City in September 2021. A food outlet or restaurant that offers the concept of "one-stop eating" by having 3 (three) different but side-by-side outlets. This restaurant is called "Lavenrice La Scoop Le Petit". "La Scoop" offers a variety of Ice cream variants, "Lavenrice" offers a variety of domestic and foreign cuisine menus, and "Le Petit" offers a variety of bread and cakes. So far, in Bengkulu City, there has never been a culinary business that carries the concept of one-stop eating with the theme of the city of Paris.



Source: IG Le petit.id

2. LITERATURE REVIEW

LIFESTYLE

Since it officially opened in early September 2021, this restaurant seems to be crowded with consumers. A social media account belonging to a restaurant that uploads pictures of visitors every day and product stocks that often run out. The message that the communicator wants to convey is that product enthusiasts exceed the product supply capacity so they often run out. This is one of the marketing communication strategies through the delivery of persuasive messages. According to the Stimulus Organism Response (SOR) theory used in this study.

Anderson (2005:97 in the journal of Commerce Education Education) said that nowadays, times have changed people's thinking to make food in a good place just to satisfy prestige. The reach of advertising through digital media today is very broad. Currently, social media accounts owned by culinary business owners are used as promotional tools to provide product information to consumers. Every advertisement, whether through electronic media or social media, aims to create awareness and arouse consumer interest (Dyah, 2014: 3). For example, manufacturers can inform about product quality, price, and product uniqueness through "Instagram" social media. Manufacturers can arrange the layout of the display of information and product advantages on their social media accounts as attractive as possible.



Source: IG lascoop.id lavenrice.id lepetit.id

Over time, causing changes in trends in people's lifestyles. According to Saragih's (2015) in his research says that consumers experience lifestyle changes where they are happier with things that are easy, practical, and fast. Not only driven by the need for the functions and benefits of the product but also based on the desire to maintain prestige. Lifestyle shows how people live, how to spend their money, and how to allocate their time (Minor and Mowen, 2008: 282).

PRICE

Another factor is price. One person's view of the price of one product can be different. Is it considered expensive or not expensive.

In the Bengkulu Province Medium-Term Development Plan (RPJMD) 2021-2026 as stipulated in the Bengkulu Provincial Government Regional Regulation number 5 of 2021, the state of the industry in Bengkulu Province has not yet developed an industrial area and is planning the development of a new industrial area integrated with the island port. Bengkulu City Baai (RPJMD BENGKULU PROVINCE 2021-2026, Chapter II page 15).



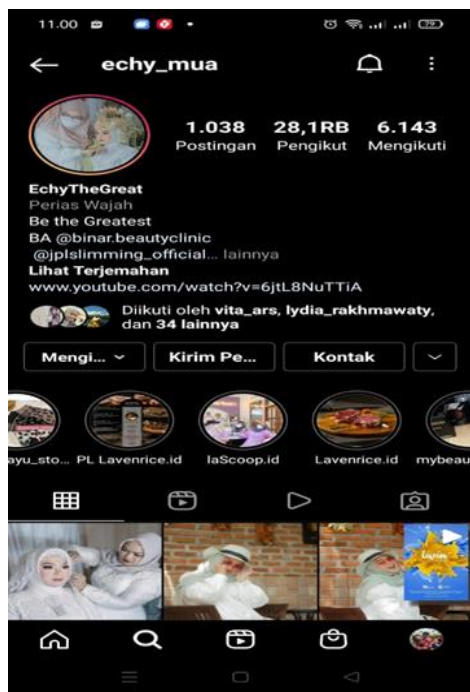
Source: IG lascoop.id lavenrice.id lepetit.id

This restaurant dares to offer products with selling prices above the average product of other stores in Bengkulu City. The courage and foresight of the owner of this restaurant are very interesting. Moreover, considering that Bengkulu City is neither a big city nor an industrial city, which adheres to a

consumptive lifestyle with people's purchasing power usually already high.

The high selling price is a separate message from the manufacturer. According to Tjiptono (2008), the role of information from price is an educational function where the perception that often applies is that high prices reflect high quality.

INFLUENCER



Source: personal IG

Nowadays, the use of influencers in product promotion are no stranger. Many artists and celebrities are hired by manufacturers to provide reviews of their products. Manufacturers invite influencers to restaurants or provide samples of products to be consumed and then give interesting reviews. With a very large number of followers, product reviews from the influencer are expected to influence their followers to buy the product.

From the description above, it can be seen that the communicator, namely the restaurant, manages messages through factors that are strongly suspected of influencing the communicant or potential consumers to make purchases, namely lifestyle factors, digital marketing communications, price perceptions, and influencers. Producers (communicators) realize that the communicant (consumers) in a business is the main key to winning the competition. Consumers today are also increasingly critical, careful, and selective in choosing a

product or service to be purchased. The more sophisticated the technology, the more consumer tastes are also progressing (Maghfiroh, 2016: 133).

Formulation of the problem

Noting these things, researchers are interested in analyzing the factors that influence consumer decisions to buy/shop at Lavenrice La Scoop Le Petit restaurant as part of Marketing Communications from Producers, namely How are lifestyle factors, digital marketing communications, price perceptions, and influencers in influencing buying decisions?

SOR Theory

The theory used in this study is the theory of SOR (Stimulus, Organism, Response). The SOR theory was discovered by Hovland (1953) and originally came from psychology. But in development, it is also used in communication science. According to this theory, Organisms produce certain behaviors if there are certain stimulus conditions, the effect caused is a special reaction to a special stimulus, so that one can expect and predict the correspondence between the message and the communicant's reaction. SOR (Stimulus, Organism, Response) is a communication theory in which humans are material objects whose souls include components: attitudes, opinions, behavior, cognition, affection, and conation (Effendy, 2003). The elements in this theory are:

- Message (Stimulus)
- Communicant (Organism)
- Effect (Response)

According to this stimulus-response theory, in the communication process, about attitude change, it is the how aspect, not what and why. It is clear how to communicate in this case how to change the attitude, and how to change the attitude of the communicant. In the process of changing attitudes, it appears that attitudes can change, only if the stimulus that hits them exceeds the original. The point of emphasis in this communication model is that the message conveyed can foster motivation, foster passion for the communicant so that the communicant quickly receives the message received and subsequently changes in behavior.

The relevance of the SOR theory in this study are:

- The stimulus in question is a message from Lavenrice La Scoop Le Petit restaurant that is conveyed through social media and mass media which has four aspects that can influence potential consumers to make purchases, namely lifestyle, digital marketing communications, price perception, and Influencers.

- b. The organisms in question are potential consumers and consumers who will go through the stages of attention, understanding, and acceptance of the message conveyed.
- c. The response in question is the purchase decision of the consumer to buy the product offered by the restaurant as a producer.

Digital Marketing Communication

According to Kotler and Armstrong (2008) promotion is the company's communication to consumers of products or services produced to build profitable relationships. Profit gains for producers and gains on use for consumers. Promotion is one of the marketing mix variables used by companies to communicate with their market. Promotion is also often referred to as a "continuous process" because it can lead to a series of further activities from the company.

The purpose of the company doing promotions according to Tjiptono (2001) is to inform (inform), influence and persuade (persuade) and remind (remind) customers about the company and its marketing mix. Sistaningrum (2002) explains that the purpose of promotion is four things, namely introducing oneself, persuading, modifying and shaping behavior, and reminding yourself about the product and the company concerned.

Buying decision

The purchasing decision is an integration process that is combined to evaluate two or more alternative behaviors and choose one of them (Peter Olson in Dewi, Prabowo: 712). This means that a person can decide to choose between several options. According to Kotler (2009: 190), the purchase decision is the stage in the purchase decision-making process where consumers buy. When consumers buy a product or service, consumers always compare prices from one restaurant to another by using social media as a medium of information in today's technological era.

Based on the opinions of these experts, it can be interpreted that purchasing decisions are the behavior of buyers in the process of deciding to buy a product or service when they have a choice of two or more of the same product.

Hypothesis

Based on the analytical framework above, the hypotheses put forward in this study are:

1. It is suspected that the influence of lifestyle affects purchasing decisions for Lavenrice La Scoop Le Petit restaurant products.

2. It is suspected that the influence of digital marketing communications affects purchasing decisions for Lavenrice La Scoop Le Petit restaurant products.
3. It is suspected that the effect of price perception on purchasing decisions for Lavenrice La Scoop Le Petit restaurant products.
4. It is suspected that the influence of influencers on purchasing decisions for Lavenrice La Scoop Le Petit restaurant products.
5. It is suspected that lifestyle (X1), digital marketing communication (X2), price perception (X3), and influencers (X4) together influence the purchase decision of Lavenrice La Scoop Le Petit restaurant products (Y).

3. RESEARCH METHOD

This study uses a quantitative approach that explains and describes how the influence of lifestyle variables, digital marketing communications, price perceptions, and influencers on the purchasing decision process of prospective consumers at Lavenrice La Scoop Le Petit Restaurant in Bengkulu City. By using data in the form of numbers obtained from each measured variable as a tool to determine the influence of four independent variables on one dependent variable.

The quantitative approach is used in line with the Positivism paradigm in this study. The method used is a survey, which examines a relatively large population by determining a representative sample of the population studied (Kriyantono, 2006). This survey method was carried out by distributing a questionnaire in the form of a google form.

Research variable

In this study, there are four independent variables, namely lifestyle (X1), digital marketing communication (X2), price perception (X3), and influencers (X4). The dependent variable in this study is the purchasing decision process (Y).

Population and Sample

The population in this study are all consumers who have made purchases of food and beverage products from Lavenrice La Scoop Le Petit Restaurant either by purchasing by eating in (dine in), take away (take away), or online purchases through the application. The total population cannot be known with certainty. In addition, visitors who come to the restaurant may be repeat visitors (not the first visitors).

The sampling technique used in this research is non-probability sampling. Researchers can meet respondents who are transacting at the research location. In this study, researchers first find out the distribution of respondents and then distribute

questionnaires to respondents who are transacting in restaurants, spreading through social media and chain messages from one respondent to another.

This study uses the Rao Purba formula because the exact number of the population is not known. According to Rao Purba, in principle, there are no definite rules to determine the presentation that is considered appropriate in determining the sample. Rao Purba in Sujarweni (2015:155) Using the formula:

$$n = Z^2 \alpha (\text{Moe})^2$$

Where:

N = Number of Samples

Z = Normal distribution level at significant level 5% = 1.96.

Moe = Margin of Error max, which is the maximum overall level that is tolerated by 10%.

By calculation:

$$n = 1,9624 (0,10)^2$$

$$n = 96,04 \text{ or } 97$$

Based on the calculation, the sample obtained is 97. So the sample in this study is 97 respondents (n = 97). In facilitating the research, the researchers took a sample of 100 respondents.

Provided 5 (five) alternative answers. If the respondent answers Strongly Agree (SS) then it is given a weighting value of 5, Agree (S) weight of 4, Neutral (N) weight of 3, Disagree (SS) weight of 2, and Strongly Disagree (STS) is given a weight of 1.

Data collection technique

The primary data in this study are data obtained from questionnaires. The researcher sent a list of questions via google form to ask for information about known facts and also about respondents' opinions about the research phenomenon. The type of questionnaire used is a closed questionnaire where the answers to the questions have been provided.

In this study, secondary data was obtained from documentation and brief interviews with several respondents, then information from reading literature, books, articles, journals, data from the internet, and previous theses.

Validity test

The measurement was obtained from SPSS 25 with a significance level of 0.05 because it is considered quite representative and is a significance level commonly used in social science research. The number of samples (n) = 169 respondents, so the rateable value is 0.148. The validity of the instrument is as follows:

Table 3.3 Lifestyle Variable Validity Test Results (X1)

Statement Items	r-count	r-table	Information
Number 1	0.549	0.148	Valid
Number 2	0.596	0.148	Valid
Number 3	0.687	0.148	Valid
Number 4	0.590	0.148	Valid
Number 5	0.418	0.148	Valid
Number 6	0.596	0.148	Valid
Number 7	0.586	0.148	Valid
Number 8	0.507	0.148	Valid
Number 9	0.423	0.148	Valid

Data source: SPSS 25, 2022 . Data Processing Results

Table 3.4 Results of Validity Test of Digital Marketing Communication Variables (X2)

Statement Items	r-count	r-table	Information
Number 1	0.675	0.148	Valid
Number 2	0.764	0.148	Valid
Number 3	0.746	0.148	Valid
Number 4	0.709	0.148	Valid
Number 5	0.782	0.148	Valid
Number 6	0.811	0.148	Valid
Number 7	0.709	0.148	Valid
Number 8	0.613	0.148	Valid
Number 9	0.506	0.148	Valid

Data source: SPSS 25, 2022 . Data Processing Results

Table 3.5 Validity Test Results of Price Perception Variables (X3)

Statement Items	r-count	r-table	Information
Number 1	0.445	0.148	Valid
Number 2	0.315	0.148	Valid
Number 3	0.803	0.148	Valid
Number 4	0.760	0.148	Valid
Number 5	0.476	0.148	Valid
Number 6	0.817	0.148	Valid
Number 7	0.780	0.148	Valid
Number 8	0.520	0.148	Valid
Number 9	0.703	0.148	Valid

Data source: SPSS 25, 2022 . Data Processing Results

Table 3.6 Influencer Variable Validity Test Results (X4)

Statement Items	r-count	r-table	Information
Number 1	0.462	0.148	Valid
Number 2	0.591	0.148	Valid
Number 3	0.636	0.148	Valid
Number 4	0.704	0.148	Valid
Number 5	0.746	0.148	Valid
Number 6	0.766	0.148	Valid

Number 7	0.753	0.148	Valid
Number 8	0.388	0.148	Valid
Number 9	0.420	0.148	Valid

Data source: SPSS 25, 2022 . Data Processing Results

Table 3.7 Validity Test Results of Purchase Decision Variables (Y)

Statement Items	r-count	r-table	Information
Number 1	0.388	0.148	Valid
Number 2	0.534	0.148	Valid
Number 3	0.707	0.148	Valid
Number 4	0.793	0.148	Valid
Number 5	0.615	0.148	Valid
Number 6	0.645	0.148	Valid
Number 7	0.756	0.148	Valid
Number 8	0.806	0.148	Valid
Number 9	0.617	0.148	Valid

Data source: SPSS 25, 2022 . Data Processing Results

Reliability Test

According to Indrawati and Riduwan (Zahra & Rina, 2018, p. 50), reliability is concerned with the level of trustworthiness, reliability, consistency, or stability of the results of a measurement. The reliability test of the research instrument used the Cronbach Alpha formula, which is a mathematical formula used to test the level of reliability of the measure.

Table 3.8 Reliability Test Results

Variable	Cronbach Alpha	r-table	Information
Lifestyle (X1)	0.704	>0.6	Valid
Digital Marketing Communication (X2)	0.868	>0.6	Valid
Price Perception (X3)	0.810	>0.6	Valid
Influencers (X4)	0.786	>0.6	Valid
Victim's Willingness (Y)	0.833	>0.6	Valid

Data source: SPSS 25, 2022 . Data Processing Results

The table above can be seen that the Cronbach Alpha value is greater than the r table value, which is 0.6. According to Sugiyono (Zahra & Rina, 2018), the instrument is declared reliable if the reliability coefficient is at least 0.6. So it can be concluded that the instrument has reliability.

Data analysis technique

The process of data analysis and processing is carried out using quantitative methods with multiple linear regression statistical

tests. Multiple Liner Regression statistical test is used if the cause is more than one variable (Kriyantono, 2006: 181).

Formula :

$$Y = +\beta_1x_1 + 2x_2 + 3x_3 + 4x_4 + e$$

To determine whether there is an overall effect or contribution between the variables that can be tested Ftest at a significance level of 5% (which means the possibility of error in this study is 5% so that the confidence level in this study is 95%) with the following formula:

$$F_{count} = R^2 (n-m-1) / m (1-R^2)$$

Information:

Fcount= price F regression line m = number of independent variables

R = correlation coefficient between X and Yn = number of respondents

To test whether the hypothesis is accepted or rejected, the results of Fcount are consulted with Ftable at an alpha level of 5% if:

- If the value of Fcount is greater than Ftable (Fcount > Ftable) then there is a significant effect.
- If the value of Fcount is smaller than Ftable (Fcount < Ftable) then there is no significant effect.

Meanwhile, to determine the significance of the effect of each variable X on Y, a test is used with the formula:

$$t_{count} = \frac{bs}{sb}$$

Information:

b = regression coefficient

Sb = default standard/error standard

- To test whether the hypothesis is accepted or rejected, the tcount results are accepted or rejected, the tcount results are consulted with the t table at the 5% alpha level.
- If the value of tcount is greater than ttable (tcount > ttable) then the working hypothesis (HK) is accepted or the null hypothesis (H0) is rejected.
- If the value of tcount is less than ttable (tcount < ttable), then the working hypothesis (HK) is rejected or the null hypothesis (H0) is accepted.

4. RESULT AND DISCUSSION

Research result

This study uses quantitative research methods by distributing questionnaires to 169 respondents spread across the city of Bengkulu. The characteristics of the respondents studied were people inside and outside the city of Bengkulu who had purchased at the Lavenrice La Scoop Le Petit restaurant at least 1X.

Table 5.1 Characteristics of Respondents by Gender

Gender	Number of people)	Percentage (%)
Man	17	10.1%
Woman	152	89.9%
Amount	169	100%

Table 5.2 Characteristics of Respondents by Occupation

Work	Number of people)	Percentage (%)
ASN	101	59.76
IRT	16	9.47
Private sector worker	27	15.98
Student	6	3.55
Bank employees	7	4.14
BUMN employees	6	3.55
Honor Power	3	1.78
Not yet working	3	1.78
Amount	169	100

Table 5.3 Characteristics of Respondents Based on Domicile

Domicile	Number of people)	Percentage (%)
Bengkulu City	160	94.67
Kaur County	1	0.59
Rejang Lebong Regency	3	1.78
Lebong County	2	1.18
New Week	1	0.59
Lampung	1	0.59
Depok	1	0.59
Amount	169	100

Table 5.4 Characteristics of Respondents by Age

Age Range	Amount	Percentage
Under 20 years	3	1.78
21-30 years old	18	10.65
31-40 years old	123	72.78

Over 40 years	24	14.20
Amount	169	100

Table 5.5 Characteristics of Respondents Once Make a Product Purchase

Ever bought	Number of people)	Percentage (%)
1 X	82	48.5
More than 1 X	87	51.5
Amount	169	100

Table 5.16 Multiple Linear Regression Analysis Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	-3,638	1.618		-2,248	.026
	X1 Lifestyle	.377	.067	.312	5.589	.000
	X2 Digital Marketing Communications	.166	.057	.180	2,890	.004
	Price Perception X3	.398	.060	.401	6.666	.000
	X4 Influencers	.119	.049	.120	2,448	.015
	a. Dependent Variable: Purchase Decision Y					

The formula for multiple linear regression equations is:

$$Y = +\square X + 2X_2 + 3X_3 + 4X_4$$

From the above equation obtained:

$$Y = 3.638 - 0.377 X + 0.166 X_2 + 0.398 X_3 + 0.119 X_4$$

From the results of multiple linear regression analysis are described as follows:

- a. Regression Coefficient (a)
From the table, the constant value is 3.638 states that if lifestyle (X1), digital marketing communication (X2), price perception (X3), and influencers (X4) remain (no change) then the value of purchasing decision consistency (Y) is equal to 3.638.
- b. Regression Coefficient (b1)
In the table above, it is found that the regression coefficient (b1) of the lifestyle variable (X1) is 0,377, states that if the lifestyle (X1) increases or changes, the purchasing decision (Y) will change by 0,377, assuming there is no addition (constant) to the value of other variables. The positive sign on the regression coefficient value symbolizes a unidirectional relationship between X1 and Y. If the lifestyle (X1) is higher, then the purchase decision will increase by 0,377.
- c. Regression Coefficient (b2)
Based on the table above, it is found that the value of the regression coefficient (b2) for the digital marketing communication variable (X2) is 0,166 states that if digital marketing communication (X2) increases, the purchase decision (Y) will change by 0,166 assuming there is no addition (constant) of the other variables. The positive sign on the regression coefficient value symbolizes a unidirectional relationship between X2 and Y. If the digital marketing communication (X2) is higher, the purchase decision will increase by 0,166.
- d. Regression Coefficient (b3)
Based on the table above, it is found that the value of the regression coefficient (b3) for the price perception variable (X3) is 0,398, states that if the price perception (X3) increases, the purchase decision (Y) will change by 0,398, assuming there is no addition (constant) of the other variables. The positive sign on the regression coefficient value symbolizes a unidirectional relationship between X3 and Y. If the perception of price (X3) is higher, then the purchase decision will increase by 0,398.
- e. Regression Coefficient (b4)
Based on the table above, it is found that the regression coefficient (b4) of the influencer variable (X4) is 0,119, states that if the influencer (X4) increases, the purchase decision (Y) will change by 0,119, assuming there is no addition (constant) of the other variables. The positive sign on the regression coefficient value symbolizes a unidirectional relationship between X4 and Y. If the influencer (X4)

is higher, then the purchase decision will increase by 0,119.

Correlation Coefficient (R) and Coefficient of Determination (R²)

The correlation coefficient is used to show the relationship between lifestyle variables (X1), digital marketing communication (X2), price perception (X3), and influencers (X4) on the purchasing decision variable (Y). While the coefficient of determination is used to show the percentage of the contribution of all independent variables simultaneously to the dependent variable of purchasing decisions (Y).

Table 5.17 Correlation Coefficient (R) and Coefficient of Determination (R²)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.863a	.745	.738	252.201
a. Predictors: (Constant), Lifestyle, Digital marketing communications, Price perception, Influencers				
b. Dependent Variable: Purchase decision				

The correlation value (R) between lifestyle, digital marketing communication, price perception, and influencers with purchasing decisions is 0.863. While the value of the coefficient of determination (R²) between lifestyle, digital marketing communication, price perception, and influencers simultaneously on purchasing decisions is 0.745. This means that the contribution of lifestyle variables, digital marketing communications, price perception, and influencers in influencing purchasing decisions is 74.5%, while the other 25.5% is influenced by other variables not examined in this study.

T. Test Results

The t statistic test is also known as the individual significant test, which shows how far the influence of the independent variable on the dependent variable is partial. Partially means that individually, the variables X1, X2, X3, and X4 can be tested separately whether they influence the purchasing decision variable (Y). The criteria for making t-test decisions are as follows:

- a. If the value of $t_{count} > t_{table}$ then the working hypothesis (H_k) is accepted or the null hypothesis (H₀) is rejected.
- b. If the value of $t_{count} < t_{table}$, then the working hypothesis (H_k) is rejected or the null hypothesis (H₀) is accepted.

Table 5.18 Value of tcount

Data source: SPSS 25 Data Processing, 2022

Variable	T value	t-table	Hypothesis
Lifestyle (X1)	5.589	>1.9745	Received
Digital marketing communications (X2)	2,890	>1.9745	Received
Price perception (X3)	6.666	>1.9745	Received
Influencers(X4)	2.448	>1.9745	Received

The following is an explanation of the SPSS t-test output:

1. The Working Hypothesis (Hk) is accepted, meaning that there is a partial influence between lifestyle on purchasing decisions, while the Zero Hypothesis (H0) is rejected.
2. The Working Hypothesis (Hk) is accepted, meaning that there is a partial influence between digital marketing communications on purchasing decisions, while the Zero Hypothesis (H0) is rejected.
3. The Working Hypothesis (Hk) is accepted, meaning that there is a partial influence between price perceptions on purchasing decisions, while the Zero Hypothesis (H0) is rejected.
4. The Working Hypothesis (Hk) is accepted, meaning that there is a partial influence between the influencers on purchasing decisions while the Zero Hypothesis (H0) is rejected.

No	Variable	tcount
1.	Price perception (X3)	6,666
2.	Lifestyle (X1)	5,589
3.	Digital marketing communications (X2)	2,890
4.	Influencers(X4)	2,448

Table 5.19 Order of Significance of tcount Variable X to Variable Y

Data source: SPSS 25 Data Processing, 2022

MISCELLANY BELL	REGRESSION COEFFICIENT (beta)	CORRELATION COEFFICIENT (Pearson)	R SQUARE
X1	0.312	0.738	74.5
X2	0.18	0.730	
X3	0.401	0.791	
X4	0.12	0.551	

5.2.4 F Test Results
Table 5.20 Value of F . Test Results

ANOVAa					
Model		Sum of Squares	df	Mean Square	Sig.
1	Regression	3,040,384	4	760,096	.000b
	Residual	1,043.131	164	6.361	
	Total	4,083,515	168		
a. Dependent Variable: Purchase decision					
b. Predictors: (Constant), Lifestyle, Digital marketing communications, Price perception, Influencers					

Data source: SPSS 25 Data Processing, 2022

Ftest together sees that X1 to X4 affects purchasing decisions (Y). From the ANOVA or Ftest test, it can be seen that the Fcount value is 119,502 with a Sig (p) value of 0.000, it was consulted with Ftable with a 95% confidence level. Based on the results of the data analysis that has been carried out, it can be seen that Fcount is greater than Ftable (119,502 > 2.37). So it can be concluded that together or called simultaneously, the variables of Lifestyle, Digital Marketing Communication, Price Perception, and Influencers affect purchasing decisions.

SE and SR . Test Results

Table 5.21 Regression Coefficients (Beta) and (Pearson)

Data source: SPSS 25 Data Processing, 2022

Formula to find SE:

$$SE(X)\% = \text{Beta}_X \times \text{Koefisien Korelasi} \times 100\%$$

ATAU

$$SE(X)\% = \text{Beta}_X \times r_{xy} \times 100\%$$

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Table 5.22 Results of Calculation of Effective Contribution (SE)

EFFECTIVE DONATIONS	SCORE
X1	23.03
X2	13.14
X3	31.72
X4	6.61
R SQUARE	74.50

Data source: SPSS 25 Data Processing, 2022

Based on the calculation in table 5.22, it can be seen that the Effective Contribution (SE) of the lifestyle variable X1 to the purchasing decision (Y) is 23.03%, and the SE of the digital marketing communication variable (X2) to the purchasing decision (Y) is 13.14%. , SE of the X3 price perception variable on purchasing decisions (Y) is 31.72% and the SE of X4's price influencer variable on purchasing decisions (Y) is 6.61%. Thus it can be concluded that the price perception variable X3 has the most dominant influence compared to other variables. The total SE is 74.5% or the same as the Coefficient of Determination (R Square) for regression analysis, which is 74.5%.

Relative Contribution (SR)

Relative Contribution is a measure that shows the contribution of an independent variable to the number of squared regressions. The sum of the relative contributions of all independent variables is 100% or equal to 1.

Formula to find SR:

$$SR(X)\% = \frac{SumbanganEfektif(X)\%}{R_{Square}}$$

ATAU

$$SR(X)\% = \frac{SE(X)\%}{R^2}$$

Rumus sumbangan relatif

Table 5.23 Results of Calculation of Relative Contribution (SR):

RELATIVE DONATIONS	SCORE
X1	30.91
X2	17.64
X3	42.58
X4	8.88
TOTAL	100.00

Source: SPSS 25 Data Processing, 2022

Based on the calculation in table 5.23, it can be seen that the Effective Contribution (SR) of the lifestyle variable X1 to purchasing decisions (Y) is 30.91%, and the SR of the digital marketing communication variable (X2) to purchasing decisions (Y) is 17.64%, SE price perception variable (X3) on purchasing decisions (Y) is 42.58% and SE influencer variable (X4) on purchasing decisions (Y) is 8.88%. Thus, it can be concluded that the order of influence of variable X on variable Y is: Price perception variable (X3), lifestyle variable (X1), digital marketing communication variable (X2), and finally the

influencer variable (X4). The total SR is 100% or the same as 1.

Discussion

In this study, the message conveyed by restaurant producer Lavenrice La Scoop Le Petit is a stimulus that is seen in the form of lifestyle, digital marketing communication, price perception, and influencers.

1. Attention Stage. In this stage, the communicant who is a potential customer from Lavenrice La Scoop Le Petit Restaurant receives information about products from mass media, digital media, and direct information received from other people (Word of Mouth). The information received is in the form of location information, services, product attractiveness, taste quality, and product prices. This variety of information is received by the communicant as the beginning of the stimulus given by the communicator (producer) to convey the intention (invitation to purchase) to the communicant or potential consumer.
2. Understanding Stages. Furthermore, the information received by the communicant occurs repeatedly and will enter the understanding stage where the communicant will analyze the information received in the form of exposure to lifestyle influences, digital marketing communications, price perceptions, and the influence of influencers.
3. Acceptance Stage. Information that has been received and through the stages of understanding will encourage the communicant to determine attitudes (acceptance). Acceptance in this case can be a positive reaction according to the expectations of the communicator or vice versa.

The sample in this study amounted to 169 people who were people who had purchased products at the Lavenrice La Scoop Le Petit restaurant. From the results of hypothesis testing, it is proven that lifestyle factors, digital marketing communications, price perceptions, and influencers simultaneously or jointly influence purchasing decisions. Then from the results of the regression analysis, it is known that the influence of lifestyle factors, digital marketing communications, price perceptions, and influencers is 74.5%. While the remaining 25.5% is influenced by other variables not examined in this study. Based on these results, It can be seen that the stimulus given by the communicant (Lavenrice La Scoop Le Petit restaurant) to the communicator (consumer) is proven to influence the Organism to give a positive response in accordance with the expectations of the communicator. This means that the Stimulus Organism Response theory found by Hovland (1953) is proven in this study.

Furthermore, among the four variables, all variables that have t_{count} are greater than t_{table} . The variable that has the largest t_{count} is the price perception variable (X3), so it can be concluded that the price perception variable (X3) is the sub-variable that has the most significant influence on the purchasing decision process at Lavenrice La Scoop Le Petit restaurant. Based on the results and calculations that have been done, it can be seen that F_{count} is greater than F_{table} ($119,502 > 2.37$). It can be interpreted that simultaneously X1 (lifestyle), X2 (digital marketing communication), X3 (price perception), and X4 (influencers) affect Y (purchase decision).

From the SOR theory used, the lifestyle variables, digital marketing communication, price perception, and influencers which are the stimulus will be conveyed together to the organism/communicant, namely Lavenrice La Scoop Le Petit restaurant consumers. The organism will go through 3 stages of attention, understanding, and acceptance to arrive at the response that will be given by the organism to the stimulus. Based on the results of the data analysis test in this study, it is known that lifestyle stimuli, digital marketing communications, price perceptions, and influencers can jointly influence purchasing decisions. This happens because the quality of the stimulus (stimulus) is good from sources of communication (sources) such as complete, interesting, and up-to-date product information, strategic locations, comfortable facilities,

5. CONCLUSION

This study aims to determine how the influence of the variables studied, namely lifestyle (X1), digital marketing communication (X2), price perception (X3), and influencers (X4) on purchasing decisions (Y). Based on the results of the research and discussion, it can be concluded that the four independent variables have a positive effect both partially (separately) and simultaneously (overall) on the dependent variable, namely purchasing decisions with the calculated F_{count} value greater than F_{table} ($119.502 > 2.29$). As for partially:

1. Lifestyle variables separately (partial) have a positive effect on purchasing decisions with a t_{count} value of 5.589 which is greater than t_{table} which is 1.9745. So that the working hypothesis (HK) is accepted, while H_0 is rejected.
2. The digital marketing communication variable separately (partial) has a positive effect on purchasing decisions with a t_{count} value of 2.890 which is greater than t_{table} which is 1.9745. So that the working hypothesis (HK) is accepted, while H_0 is rejected.
3. The price perception variable partially has a positive effect on purchasing decisions with a t_{count} value of 6.666

which is greater than t_{table} which is 1.9745. so that the working hypothesis (HK) is accepted while H_0 is rejected.

4. The influencer variable partially has a positive effect on purchasing decisions with a t_{count} value of 2.448 which is greater than t_{table} which is 1.9745. so that the working hypothesis (HK) is accepted, while H_0 is rejected.
5. Based on the research that has been done, it is concluded that the influence of Lifestyle Factors, Digital Marketing Communication, Price Perception, and Influencers in Influencing the Purchasing Decision Process is 74.5%. The remaining 25.5% is influenced by other variables not examined in this study.
6. Based on the calculation of the Relative Contribution (SR), it can be seen that the price perception variable has the highest influence on purchasing decisions, which is 42.58%, then the lifestyle variable X1 is 30.91%, the digital marketing communication variable (X2) is 17.64. % and finally the influencer variable (X4) is 8.88%

6. Suggestion

Theoretically, it is hoped that further researchers will:

1. Further researchers can develop this research using different research methods, or combine quantitative and qualitative research methods so that more in-depth results can be obtained regarding other factors that influence purchasing decisions that have not been studied in this study. There are 25.5% that is not influenced by the variables in this study can be the development of research by further researchers.
2. Develop samples to be more varied based on work and can develop sample characteristics based on hobbies and motivations. Because in this study it was found that the majority of the sample were State Civil Apparatus (ASN).
3. Furthermore, the results of this study are expected to be a motivation or stimulus for other researchers for similar cases or phenomena in different research places.

This research is expected to be used as a reference for Lavenrice La Scoop Le Petit restaurant to:

1. Maintaining the quality, benefits, and convenience that consumers receive for compensation from the price paid. When the communicant gets a match between expectations and reality for the product offered, the communicant can then act as the next communicator in providing reviews and inviting other communicants to make product purchases.
2. Maintaining the comfort of the place, easy access to the location, and keeping up with the times. Because lifestyle factors will continue to develop according to attitudes towards restaurant reputation, interest in allocating time,

allocating money, and the value of pride in the ability to buy products.

3. Improving the quality of Digital Marketing Communications by expanding digital networks/connections. Based on follow-up interviews with several respondents in this study, interesting marketing communication is to periodically hold promotions in the form of price discounts, lucky draws, and online service improvements from restaurant admins to be more responsive to responses. This is because the communicant it very easy to access a variety of interesting information from various manufacturers and can choose and evaluate directly. It is very important for manufacturers to continuously upgrade their digital marketing communication skills.
4. Increase the role of promotional partners in expanding the influence of the restaurant's attractiveness. This study has researched and obtained the results that influencers have an influence on the purchasing decision process but are not significant, meaning that they still need to be improved.

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