THE INFLUENCE OF SOCIAL CLASS AND LIFESTYLE ON CONSUMER BEHAVIOR OF SUZUYA MALL BIREUEN

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Abstract

This research aims to determine the influence of social class and lifestyle on consumer behavior at Suzuya Mall Bireuen. The population used in this research was 96 people, the sample used was accidental sampling. The data analysis method used in this research is multiple linear regression analysis using the SPSS version 25 program and Microsoft Excel 2016. Based on the research results, it is known that partially, the social class variable has a significant effect on consumer behavior with a sig value of 0.000 < 0.05. Lifestyle variables also have a significant effect on the sig value. 0.013 < 0.05. Meanwhile, simultaneously the social class variable and lifestyle variable have a significant influence on consumer behavior with a sig. 0.000 < 0.05. The R Square value for consumer behavior at Suzuya Mall Bireuen is 0.969. This means 96.9%. Variations in consumer behavior are influenced by social class and lifestyle and the remaining 3.1% is determined by other variables outside the contribution of this research.

Keywords: Social Class, Lifestyle, Consumer Behavior

INTRODUCTION

The increasingly rapid development process in the business world is now causing increasingly tight market competition. With this market competition, a business organization (company) is required to be able to take appropriate steps in order to adapt to changes in the very dynamic business climate. The main thing that a company must do in order to progress and develop in business competition is to try to create a company strategy to achieve company goals. One of the businesses in Indonesia that is growing rapidly is the Suzuya shopping center. Suzuya is a supermarket chain that has many branches in Indonesia, especially in North Sumatra, Aceh, West Sumatra and Riau. Suzuya generally sells various food products, drinks and other living necessities. More than 200 food products and other living necessities are available at competitive prices, meeting consumers' daily needs (Amelia & Hamid, 2021).

Consumer behavior is the study of how individuals, groups, and organizations choose, buy, use and how goods, services, ideas, or experiences meet their needs and desires (Amelia & Hamid, 2021). Consumer behavior is a unique phenomenon to study and observe. Consumer behavior can be said to be the origin of various economic theories, because all economic activities are related and end in consumer attitudes or behavior (Kotler & Keller, 2009). Consumer behavior is the actions directly involved in obtaining, consuming and disposing of products and services, including the decision processes that precede and follow these actions (Engel et al., 2015). Consumer behavior is the study of how individuals, groups and organizations select, buy, use and how goods, services, ideas or experiences satisfy their needs and desires (Kotler & Keller, 2009).

According to Juhadi (2020), consumer behavior reflects why a consumer buys and how the consumer chooses and buys a product or service. According to Suprapti (2020), "consumer behavior involves various activities both mental, emotional and physical". Consumer behavior is not an easy thing, because each individual has a different character. Among them there are those who are open about their needs and desires, but among them there are those who act in the opposite

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way. One of the factors that influences consumer behavior is social class and lifestyle. According to Suprapti (2020), "social class is determined by work and type of individual, working from time to time will also influence lifestyle, values and aspects related to the consumption process". According to Sumarwan (2021) says that "social class depends on the individual and social aspects which involve aspects of family, lifestyle, pleasure and behavior that can be categorized". According to Sumarwan (2021), "social class is a relative strata in social life with differences in status, wealth, education, position and values". In general, social class consists of three levels, namely upper class, middle class and lower class.

According to Kotler & Keller (2009), social class has several characteristics. First, people within each class tend to be similar in clothing, speech patterns and recreational preferences compared to people from different social classes. Second, people who are considered to occupy a lower or higher position according to social class. Third, groups of variables, for example, employment, income, wealth, education and value orientation, indicate social class, rather than single variables. Fourth, a person's social class on the social class ladder can move up or down throughout their life. How easy and how far the movement goes depends on how rigid the social stratification is.

Furthermore, another factor that influences consumer behavior is lifestyle. According to Yulia & Meita (2014), "lifestyle is part of everyday social life. People's lifestyles continue to develop as time moves towards modernity. A person's lifestyle shows the person's pattern of life in daily activities, behavioral interests and opinions on things that are inherent in a person. If marketers use the lifestyle concept carefully in marketing their products, it can help to understand consumer values (Simamora, 2014).

In modern times like now, consumer needs lead to existing lifestyles. This happens to all groups and all ages. Lifestyle can be described through how they live and express themselves in satisfying their needs. Lifestyles can change, but these changes are not due to someone's needs. These changes occur due to the influence of a person's environment. Changes in people's lifestyles create challenges for Suzuya Mall in marketing higher quality products.

Research conducted by Arifudin et al (2021) shows that social class, experience and lifestyle have a significant influence on consumer behavior. This is supported by other research conducted by Nugrahaeni (2018) showing that social class has a significant influence on consumer behavior. Different results were carried out by Pangestu & Suryoko (2016) stating that lifestyle has no influence on purchasing decisions. Research by Badjamal (2019) shows that lifestyle has no effect on consumer behavior.

LITERATURE REVIEW

UnderstandingSocial Class

According to Suprapti (2020), "social class is determined by work and type of individual, working from time to time will also influence lifestyle, values and aspects related to the consumption process". According to Sumarwan (2021), "social class is a relative strata in social life with differences in status, wealth, education, position and values". In general, social class consists of three levels, namely upper class, middle class and lower class. Social classes show different product and brand preferences in many ways, including clothing, household furniture, activities in media preferences, upper class consumers like magazines and books while lower class consumers like television (Setiadi, 2015).

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UnderstandingLifestyle

According to Indrawati et al (2017) lifestyle is a person's pattern of living in the world which is expressed in their activities, interests and opinions. People belonging to the same sub-culture, social class, and occupation can have different lifestyles. Life patterns related to money and time carried out by a person are related to decisions. Someone who has made a decision then the next step is action. Lifestyle is one way to group consumers psychographically. Lifestyle shows a person's lifestyle as shown in activities and reflects the whole person in his interactions with his environment. Lifestyle is what describes the overall pattern of acting in a person's interaction pattern which has psychological characteristics.

UnderstandingConsumer Behavior

Kotler & Keller (2009) define "consumer behavior is the study of how individuals, groups and organizations choose, buy, use and how goods, services or experiences satisfy their needs and desires". Marketers can fully understand the theory and reality of consumer behavior. According to Mowen (1998) that "user behavior is also defined as the study of purchasing units and exchange processes involving the acquisition and disposal of goods, services, experiences and ideas". A user cannot circumvent the exchange process, namely all resources are exchanged between two parties.

Conceptual Framework

A framework of thinking is a description in the form of a concept which explains the relationship between one variable and other variables. To facilitate and clarify research activities, the thinking framework can be seen schematically as follows:
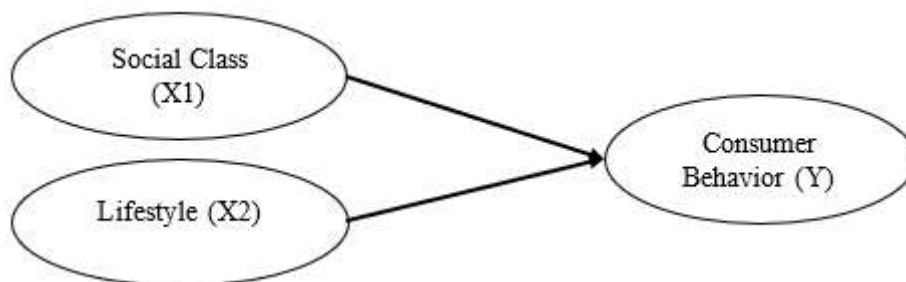
Figure 1
Framework of Thinking

Based on Figure 1 above shows thatsocial class (X1) and lifestyle (X2), againstconsumer behavior (Y) partially, the t test is used to test the effectsocial class (X1) andlifestyle(X2), againstconsumer behavior (Y) simultaneously, the F test is used.

Hypothesis

A hypothesis is a temporary answer to the formulation of a research problem. The following hypotheses are proposed in this research:

Ha1: Social class has a significant effect on consumer behavior.
H01: Social class has no significant effect on consumer behavior.
Ha2: Lifestyle has a significant influence on consumer behavior.
H02: Lifestyle has no significant effect on consumer behavior.
Ha3: Social class and lifestyle simultaneously influence consumer behavior.
Ha3: Social class and lifestyle do not simultaneously influence consumer behavior.

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METHOD

Research Approach

This research applies descriptive quantitative research methods. According to Sugiyono (2013:7), quantitative research methods are an approach based on the philosophy of positivism and are used to investigate samples or populations in research. This quantitative research produces data in the form of numbers as the main result of the analysis. The characteristics of this quantitative research are: the existence of assumptions about deductive theory testing; there are efforts to reduce bias; controlling for alternative explanations; and research results can be generalized and replicated (Uyun & Yoseanto, 2022).

Place and Time of Research

The place where this research was carried out is Suzuya Mall Bireuen.The time used by researchers for this research was carried out from the date the research permit was issued, a period of approximately 4 (three) months, namely from December 2023 - March 2024.

Research Population

According to Sugiyono (2016) population is a generalized area consisting of objects and subjects that have certain quantities and characteristics that are determined by researchers to study and then draw conclusions. The population in this study is a dynamic population (changing in number) so that the population size cannot be known with certainty. The population in this research is all consumers of Suzuya Mall Bireuen.

Research Sample

According to Sugiyono (2013), the sample is a portion of the population that is used as the actual data source. This research uses non-probability sampling, namely a sampling technique that does not provide an equal opportunity for each element of the population to be selected as a member of the sample. Sugiyono (2013) uses an incidental sampling approach, incidental sampling is a technique for determining samples based on chance, namely anyone who meets the researcher by chance and can be used as a sample. Because the population size in this study is unknown, this is because there is no definite data on the number of consumers who make purchases at Suzuya Mall Bireuen. Because the population in this study is unknown, the sample size was determined using the Lameshow formula, namely:

$$n = \frac{1}{4}\left[\frac{Z^a/2}{e}\right]^2$$

Information:

n = Sample size

Za = Sample confidence level required in price research

a = 5% (with confidence determined at 95%) has a value of 1.96

e = Tolerable error rate (defined as 10%)

$$n = (0,25)\left(\frac{1,96}{0,1}\right)^2$$
$$n = (0,25)(19,6)^2$$
$$n = (0,25)(384,16)$$
$$n = 96,04$$

So, the sample in this study was 96 respondents.

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Data Analysis Methods

The measurement scale used in this research is the Likert scale. The Likert scale is used to estimate the views, decisions and responses of a group or individual regarding social phenomena (Fadila et al, 2020). Multiple linear regression is used to find out whether there is a relationship between one dependent variable and an independent variable that has more than one variable.

RESULTS AND DISCUSSION

Descriptive Statistics

Descriptive statistics in this research are presented to provide information about the characteristics of the research variables, independent variables and dependent variables. The number of respondents in this study was 96 respondents.

Table 1
Descriptive Statistics Results

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Social class (X1)	96	10	25	18.77	5,261
Lifestyle (X2)	96	16	30	23.43	4,036
Consumer behavior (Y)	96	16	30	23.70	4,071
Valid N (listwise)	96				

Based on the table above, it can be seen that for variables Social Classthe mean or average value is 18.77, the highest value is 25, the lowest value is 10 and the standard deviation is 5.261. For the lifestyle variable, the mean or average value is 23.43, the highest value is 30, the lowest value is 16 and the standard deviation is 4.036. For the Consumer Behavior variable, the mean or average value is 23.70, the highest value is 30, the lowest value is 16 and the standard deviation is 4.071.

TestValidity

Validity Test is a measure that shows the levels of validity or validity of an instrument. The validity test results show that the calculated r value for each indicator is greater than the table r value, this shows the indicator of the variableSocial Class (X1), Lifestyle (X2), and Consumer Behavior (Y) is declared valid as a measuring tool for research variables.

Reliability Test

Reliability testing is used to see the level of reliability of indicators or questionnaires when reused as a variable measuring tool. Testing was carried out by comparing the standard variable Cronbach's alpha value of 0.6. If the alpha value exceeds 0.6 then the indicator or questionnaire is declared reliable.

Based on the test results, the independent variables consist of Social Class (X1), Lifestyle (X2), as well as the dependent variableConsumer Behavior (Y) each has a Cronbach's alpha value greater than 0.6. This condition shows that all of these variables are reliable and can be used in further analysis.

Normality Test

The normality test aims to find out whether each variable is normally distributed or not.

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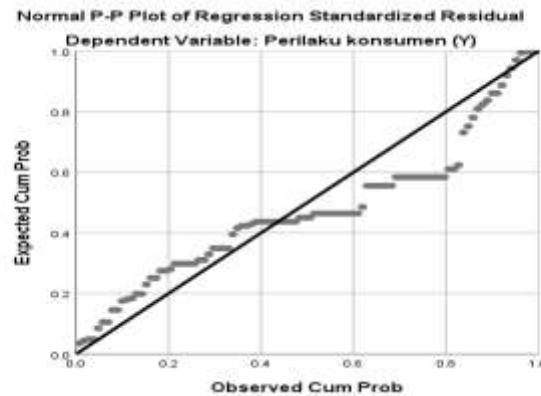
Picture 2
PP-Plot Normality Test

Based on the output results above, it can be seen that the data (dots) are spread around and follow the direction of the diagonal line. So it can be concluded that the regression model has a normal distribution.

Multicollinearity Test

The results of the multicollinearity test show that the VIF value is variableSocial Classamounting to 8,162 and the Lifestyle variable amounting to 8,162. The test results show that the VIF value is smaller than 10. This means that in the regression model there is no correlation between the independent variables. Thus, in this regression model, multicollinearity does not occur.

Heteroscedasticity Test

The heteroscedasticity test aims to see whether there is an inequality of variance from the residuals of one observation to another. The results of testing the heteroscedasticity assumption can be displayed in the following picture:
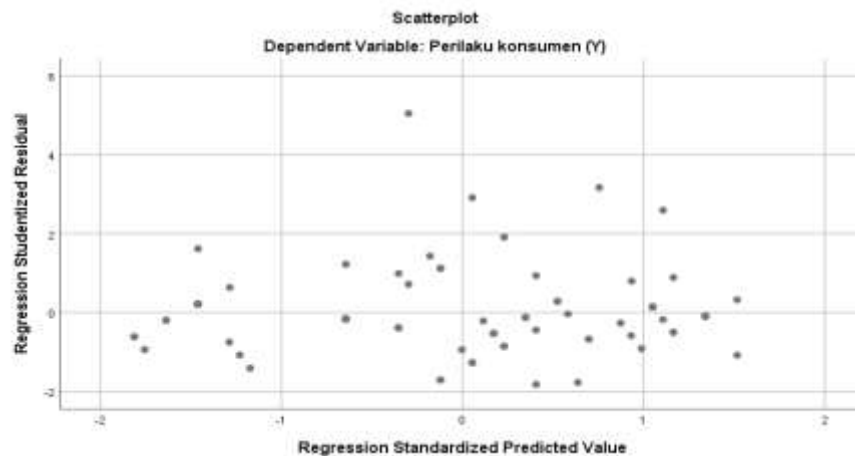
Figure 3
Scatter Plot Heteroscedasticity Test

Based on the table above, it is known that the probability value of all independent variables is greater than 0.05, so it can be concluded that heteroscedasticity does not occur in the regression model used in this research. And from the results of the heteroscedasticity test, it can be seen in the picture above that there is no clear pattern, and the points are spread above and below zero on the Y axis, so it can be concluded that heteroscedasticity does not occur.

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Multiple Linear Regression Analysis

Multiple regression analysis is used to analyze the influence of variables partially or simultaneously. Based on data collected from 96 respondents, the results of multiple linear regression analysis can be presented in the following table:

Table 2
Regression Equation Model

		Unstandardized Coefficients		Standardized Coefficients			
Model		B	Std. Error	Beta		Q	Sig.
1	(Constant)	2,849	,595			4,790	,000
	Social class (X1)	,231	.041	,299		5,692	,000
	Lifestyle (X2)	,705	,053	,699		13,304	,000
a. Dependent Variable: Consumer behavior (Y)							

Based on the table above, the regression equation formed in this regression test is:

$$Y = 2.849 + 0.231\ X1 + 0.705\ X2 + e$$

The model can be interpreted as follows:

a. The constant (a) of 2.016 gives meaning if the variable is independentSocial Class And Lifestyleis constant, then the size of the dependent variable Consumer Behavioris worth 2,849 units.

b. Social Class (X1) has a coefficient value of 0.231. This indicates that the variable coefficientSocial Class(X1) has a positive (unidirectional) influence on Consumer Behavior (Y). This means the higher the level then it gets higher Consumer Behavior.

c. Lifestyle (X2) has a coefficient value of 0.705. This indicates that the variable coefficient value Lifestyle (X2) has a positive (unidirectional) influence on Consumer Behavior (Y). This means it is getting higher Lifestyle then it gets higher Consumer Behavior.

Partial Test (t-count)

Regression coefficients are used to determine the influence of variables partially. To test the significance of the regression coefficient, a certain level of significance (significant 5%) is used. The results of calculating the regression coefficient using the SPSS program are as follows:

Table 3
T-test results (partial)

			Sig.
Model		T	
1	(Constant)	4,790	,000
	Social class (x1)	5,692	,000
	Lifestyle (x2)	13,304	,000

Based on the Partial Test with a constant = 5% above, it can be explained as follows:

1. The influence of X1 on Y with a probability of 0.000 < 0.05, indicates that the variableSocial Classsignificant effect onConsumer Behavior. The results of this test support the first hypothesis put forward.
2. The influence of X2 on Y with a probability of 0.000 < 0.05, indicates that the variableLifestylesignificantly and positively influenceConsumer Behavior. The results of this test support the second hypothesis put forward.

Simultaneous Test (F-count)

To analyze the magnitude of the influence of variables simultaneously, the F-count test is used. If the probability of the significance level of the F-calculated test is smaller than a certain significance level, namely 5%. For more details, see the table as follows:

Table 4
F Test Results (Simultaneous)

ANOVAa						
	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1524,775	2	762,388	1433.394	,000 b
	Residual	49,464	93	,532		
	Total	1574.240	95			

The table above shows that the F-calculated value is 1433.394 with a significance F of 0.000 with a probability < 0.05. So it can be concluded that H0 is rejected and H1 is accepted. This means that the variable Social Class(X1) and Lifestyle (X2) together (simultaneously) has a significant influence on the variableConsumer Behavior (Y).

Coefficient of Determination

The coefficient of determination (R2) value was obtained at 0.969, amounting to 96.9%. This means that the independent variable has an influence on the dependent variable of 96.9%, while the remaining 3.1% is influenced by other factors outside the variables of this research.

Influence of Social Class to Consumer Behavior

Based on the results of tests that have been carried out using SPSS tools, the results obtained show thatSocial Classhas a positive and significant effect of 0.000 on consumer behavior at Suzuya Mall Bireuen.

Influence Lifestyleto Consumer Behavior

The research results show that lifestyle variables have a positive and significant influence on consumer behavior with a significant value of 0.000. This research concludes that lifestyle influences purchasing decisions, where lifestyle is a person's lifestyle in the world which is expressed in their activities, interests and opinions by making adjustments to their desires in choosing and consuming something.

Influence of Social Class and Lifestyle to Consumer Behavior

The test results show thatSocial Classand lifestyle simultaneously have a significant effect on the dependent variable, namely purchasing decisions. This can be seen from the calculated F value which is greater than the F table, namely 1433.394 > 3.09 and a significant level of 0.000 < 0.05. This means that together the independent variables have a significant effect on the dependent variable.Social Classand lifestyle greatly influence people in choosing products and where to shop.

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CONCLUSION

Based on the results of research and discussion regarding the analysis of influence and lifestyle on consumer behavior, the following conclusions can be drawn:

1) Variable Social Class (X1) has a positive and significant effect on consumer consumer behavior (Y) at Suzuya Mall Bireuen.
2) The lifestyle variable (X2) has a positive and significant effect on consumer consumer behavior (Y) at Suzuya Mall Bireuen.
3) The independent variables are (X1 and X2) variables Social Classand lifestyle together and significantly influence the dependent variable Consumer Behavior (Y).

Suggestion

Based on the analysis and discussion of the conclusions above, suggestions that can be made are:

1) Social Classinfluence purchasing decisions, marketers must pay attention to the products they offer to their consumers. Apart from that, modern and suitable shopping places will also be an attraction for them. A product should be in accordance with the manufacturer's target market, so that consumers will be more motivated to use the products they offer.
2) In this research, lifestyle is the second dominant variable that influences purchasing decisions, therefore marketers must pay attention to how people's lifestyles are always changing according to current developments or current trends, so that local people will be interested in buying and use the products offered.
3) The variables used in this research are very few, therefore, in future research we can add other variables related to purchasing decisions. So it can provide a broader picture of what factors influence consumer behavior at Suzuya Mall Bireuen

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