Ilomata International Journal of Social Science
P-ISSN: 2714-898X; E-ISSN: 2714-8998
Volume 5, Issue 3, July 2024
Page No. 907-920

The Impact of Lifestyle and Product Quality on Seulgi Doll Purchasing Decisions: A Case Study of PT Prima SH Indonesia

Rahmadienna Fachrunnisa Kamalia[1], Indra Muis[2]
[12]Universitas Bina Insani, Indonesia
Correspondent: rahmadiennafk@gmail.com[1]

Received : May 28, 2024
Accepted : July 25, 2024
Published : July 31, 2024

Citation: Kamalia, R, F., Muis, I. (2024). The Impact of Lifestyle and Product Quality on Seulgi Doll Purchasing Decisions: A Case Study of PT Prima SH Indonesia. Ilomata International Journal of Social Science, 5(3), 907-920.
https://doi.org/10.61194/ijss.v5i3.1271

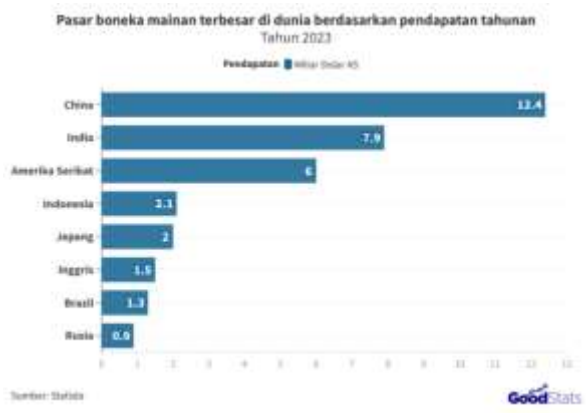
ABSTRACT: The doll industry has experienced rapid growth, with Indonesia becoming the fourth-largest market globally in 2023. Seulgi dolls, a local product featuring diverse designs and good quality, present an interesting subject for research on the influence of lifestyle and product quality on purchasing decisions. This study aims to analyze the impact of lifestyle and product quality on Seulgi doll purchasing decisions, both separately and in interaction. The specific objectives are to determine the individual effects of lifestyle and product quality, as well as their combined contribution to doll purchasing decisions. This research employs a quantitative approach with a sample size of 100 respondents, using Non-Probability Sampling technique with Purposive Sampling method. Analysis results reveal that lifestyle has no significant effect on Seulgi doll purchasing decisions, with a significance 0.255>0.05. Product quality, however, proves to have a positive and significant impact on purchasing decisions, with a significance 0.000<0.05. These findings emphasize the importance of product quality in influencing Seulgi doll purchasing decisions, while consumer lifestyle is not a primary determinant. Both lifestyle and product quality simultaneously influence Seulgi doll purchasing decisions, as evidenced by the F-test significance. The F-value of 48.172 is also substantial, indicating that at least one predictor has a significant effect on the dependent variable. By enhancing Seulgi doll quality, maintaining reputation, responding to complaints, strengthening fan-based marketing strategies that highlight quality, and investigating other variables such as price and promotion that affect purchasing decisions, the company can increase Seulgi doll sales and maintain competitiveness in the market.

Keywords: Consumer Behavior, Doll Industry, Marketing Strategy, Product Design, Product Quality,

INTRODUCTION

The toy industry, particularly dolls, continues to grow significantly in recent years. Dolls have become toys that receive high appreciation from young to old. Dolls are not only attractive because of their cute and adorable shapes, but also have aesthetic and emotional value that makes them

popular with many people. Therefore, Indonesia has become a significant toy doll market on the global stage, ranking fourth largest in the world in terms of annual revenue. In 2023, revenue from the toy doll sector in Indonesia reached an impressive figure of US$2.1 billion, surpassing the revenue achieved by Japan which was only US$2 billion. In addition, this sector also showed quite high annual growth, reaching 6.1% (Naura, 2023). This data was presented on the GoodStats website and can also be seen in the image below.



Source: GoodStats website (2024)

Figure 1. Graph of the global doll market

One of the doll products manufactured in Indonesia is the Seulgi doll, a locally produced doll with various designs and characters, known for its good quality materials and affordability. Established in May 1992 by PT Prima sh Indonesia, Seulgi has become one of the leading dolls in Indonesia, being distributed in more than 500 official stores such as (Gramedia, Naiso, Miniso, etc.) across Indonesia. However, despite fierce competition, Seulgi continues to strive to maintain its position by carefully considering various crucial elements that impact the decision-making process in consumer purchasing activities. In this context, Seulgi dolls become an interesting research subject, particularly regarding the influence of lifestyle and product quality on purchasing decisions. The focus of this research is to to investigate the impact of lifestyle and product quality on Seulgi doll purchasing decisions. The importance of this research lies in its potential to provide valuable insights for local doll manufacturers in designing effective marketing strategies and increasing the competitiveness of their products in an increasingly competitive market.

In deciding to purchase a product, consumers certainly consider various factors, including lifestyle. Lifestyle is a person's way of life and is reflected in activities, interests, and opinions. This lifestyle can influence consumer behavior in selecting and purchasing products, such as choosing toys for children. Based on findings in the conducted study, it was revealed that the adopted lifestyle elements contribute significantly and beneficially to the purchasing decision-making process taken by consumers. This indicates that any increase or change in lifestyle will impact the increase in purchasing decisions made by consumers (Devi et al., 2023). This phenomenon can be explained by the shift towards a more modern era, where society tends to compete to follow the latest lifestyle trends. In other words, the lifestyle adopted by individuals or community groups has a close correlation with their consumption behavior and purchasing decisions towards a product or

service (Apriza et al, 2023). Consumers with different lifestyles tend to have varying preferences in choosing toys for their children. For example, consumers with an environmentally conscious lifestyle might prefer eco-friendly toys.

Besides lifestyle, the quality of a product also plays an important role in influencing the purchasing decision-making process carried out by consumers. (Baihaky et al, 2022). High quality, such as material durability, product safety, and long lifespan, can increase consumer confidence in the product. Product quality has a significant impact on consumers' desire to purchase (Utomo et al, 2023). Consumers tend to choose products whose quality matches their price and expectations. Therefore, it is important for doll manufacturers like Seulgi to understand how lifestyle and product quality influence consumer purchasing decisions. Understanding these factors allows companies to develop more effective marketing strategies that align with consumer preferences. In the context of the competitive manufacturing industry, many companies face challenges in influencing purchasing decisions for their products. Therefore, this research aims to analyze The Influence Of Lifestyle And Product Quality On The Purchasing Decisions Of Seulgi Dolls.

Grand Theory

The grand theory in this research employs the TPB (Theory of Planned Behavior), developed by Ajzen in 1985 as an extension of the Theory of Reasoned Action (TRA). This theory explains that individual behavior is influenced by their attitudes, which include normative beliefs or the surrounding environmental conditions. A person who has the opportunity and resources needed to act in a certain way is likely to succeed in doing so, depending on their motivation or desire and their ability to control their behaviour (Yunita, 2020).The concept of the Theory of Planned Behavior is a conceptual framework formulated to predict and explain individual actions based on three core elements: attitude toward behavior, subjective norm, and perceived behavioral control (Ajzen, 2020). A person behaves in a way that, given the opportunity and resources to do so, they are likely to succeed in their actions. This success depends on their motivation or intention and their ability to control their behavior.

Lifestyle

Lifestyle refers to the way a person lives, expressed through their activities, interests, and views of the world (Kotler & Keller, 2016). Consumer lifestyle is influenced by various interconnected factors, An individual's income level plays a crucial role in shaping consumption patterns and preferences, with higher-income individuals tending to exhibit hedonistic tendencies. Consumers' daily activities, ranging from work to hobbies and social participation, reflect how they allocate their time and resources. Consumer opinions, which encompass their views on various aspects of life from culture to economics, shape perceptions and attitudes towards products and services. Social class also becomes a determining factor, influencing how individuals behave, appear, and position themselves in society. These four elements - income, activities, opinions, and social class - together form the complex landscape of consumer lifestyles, influencing their purchasing decisions and consumption patterns in various contexts. (Kotler, 2019).

Product Quality

Product quality refers to the overall characteristics and capabilities inherent in a particular good or service in an effort to satisfy consumers' desires and expectations, whether explicitly stated or implied. This aspect of quality includes the product's ability to perform well, demonstrated through reliability, accuracy, durability, and dependability in use (Kotler & Armstrong, 2016). They identify eight comprehensive indicators of product quality. These indicators include: Performance, which refers to the main operational characteristics of the product, Features which are additional characteristics that complement the basic, Reliability hich indicates a low probability of failure, Conformance, which refers to meeting established standards, Durability which relates to the product's lifespan, Serviceability encompassing aspects such as the speed and ease of repairs, Aesthetics related to the visual appeal of the product, and Perceived Quality which includes the product's image and reputation in the eyes of consumers. These eight indicators collectively provide a comprehensive picture of a product's quality, influencing consumer satisfaction and purchasing decisions (Tjiptono, 2015).

Purchasing Decisions

Consumer purchasing decisions are a crucial phase in the decision-making process carried out by consumers, wherein they actually make the purchase action towards a product (Sumarwan, 2015). Consumer purchasing decisions involve a series of interconnected stages, starting from the recognition of needs triggered by internal or external factors. Furthermore, consumers actively seek information from various sources, including personal, commercial, public, and previous experiences. The alternative evaluation stage involves information processing to compare various available options. The purchasing decision itself includes various sub-decisions such as product selection, brand, and payment method. This process does not end at the time of purchase; post-purchase behavior, including satisfaction and potential dissonance, becomes an important aspect to be considered by marketers. A deep understanding of this entire process allows companies to design more effective marketing strategies and enhance long-term customer satisfaction (Kotler & Armstrong, 2016).

The conceptual framework simplifies the research problem by consisting of core statements that express the relationships between key aspects in the studied issue (Hermawan, 2019). The model of the conceptual framework illustrates the interconnections among the variables to be examined in the research and reflects the researcher's thought process (Hendry & Khan, 2018).

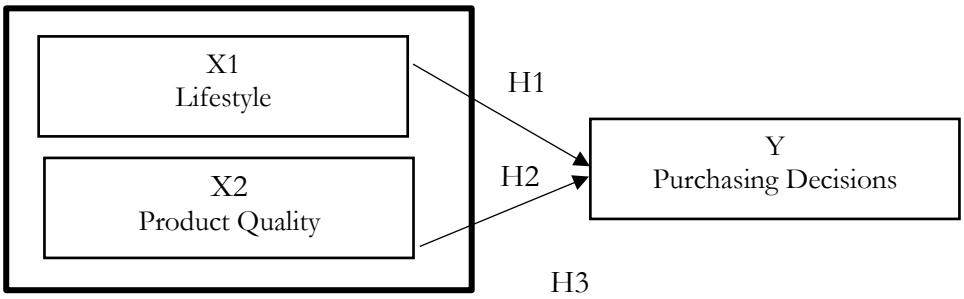


Figure 2. Conceptual Framework

Hypotheses Formulation

Based on the above framework, the hypotheses in this study are formulated as follows:

H_1 : There is an influence of X1 (lifestyle) on Y (purchase decision).
H_2 : There is an influence of X2 (product quality) on Y (purchase decision).
H_3 : There is an influence of X1 and X2 (lifestyle and product quality) on Y (purchase decision).

METHOD

This study employs a quantitative approach, which is systematic, planned, and clearly structured from the initial stages to the design phase of the research (Sugiyono, 2017). In quantitative research, research instruments are used to collect data, which are then analyzed using quantitative statistical methods to test predefined hypotheses. The population in this study includes individuals who have purchased Seulgi dolls, and this quantity is unknown. The population in this study includes individuals who have purchased Seulgi dolls, with the exact quantity being unknown. To determine the sample size, the researcher initially considered Sugiyono's guidelines, which suggest a minimum of 10 samples per variable for multivariate analysis. With 3 variables in this study, this would indicate a minimum of 30 samples. However, to enhance statistical power and reduce the margin of error, the researcher has set a sample size of 100 respondents. This increased sample size allows for more robust statistical analyses, including multiple regression and factor analysis. Nonetheless, it's important to acknowledge the limitations of this sampling approach. The non-probability sampling method used may limit the generalizability of findings to the broader population of Seulgi doll purchasers. Future studies might consider employing probability sampling techniques or increasing the sample size further to improve representativeness and statistical precision. This number meets Sugiyono's criteria, where a minimum of 30 samples is required for each category and exceeds the minimum of 30 samples for multivariate analysis with 3 variables. The sampling technique used is Non-Probability Sampling with Purposive Sampling method to ensure "the data obtained is more representative"(Sugiyono, 2017). This method is chosen because the researcher understands the population, namely Seulgi doll consumers, and can set relevant sample criteria, i.e., consumers who have an interest in purchasing Seulgi dolls.

Once data is collected, it will be analyzed using SPSS 26 statistical software. The authors will conduct various tests including validity, reliability, classic assumption tests, and regression analysis. For the validity test, specific statistical measures such as factor loadings or item-total correlations

will be used to determine the accuracy of the research instrument. Reliability will be assessed using Cronbach's alpha, with a threshold of 0.7 considered acceptable. Classic assumption tests will include checks for multicollinearity using Variance Inflation Factors (VIF), with values above 10 indicating problematic multicollinearity, and heteroscedasticity using Breusch-Pagan test, with p-values below 0.05 suggesting the presence of heteroscedasticity. Regression analysis will be performed using the ordinary least squares method. The authors will provide detailed interpretations of each test result, including the specific thresholds used for decision-making and their implications for the study's findings. Validity indicates the extent to which data obtained from the research objects correspond to the actual reality and can be accurately represented by the researcher (Sugiyono, 2017). he questionnaire is considered good and reliable if someone's answer remains the same or stable over time(Ghozali, 2018). Then classic assumption testing is a normality test performed to determine whether the data is normally distributed or not (Ghozali, 2018), Multicollinearity tests conducted to detect whether there is or not there is a correlation between independent variables in the regression mode (Priyatno, 2022), eteroscedasticity test To detect whether there is or not there is a heteroscedasticity in a model, can be carried out by observing the pattern of scatterplots of the model, to ensure that the linear regression analysis requirements are met. After the assumptions are met, the analysis continues with the multiple linear regression test to test the effect of independent variables on the dependent variable. F test is used to test the overall significance of the model, while t test is used to test the partial significance of each independent variable (Nisfiannoor, 2021). The coefficient of determination (R Square) is used to determine how much influence the independent variables (X) have on the dependent variable (Y)(Nisfiannoor, 2021)

RESULT AND DISCUSSION

Data Description

The analysis, based on questionnaires distributed to 100 Seulgi doll consumers in Indonesia, examines the influence of lifestyle and product quality on purchasing decisions. The researcher personally distributed the questionnaires, categorizing respondents by gender, age, occupation,, and income.

Table 1. Respondent Criteria by Gender

Gender	Number of Respondent	Percentage
Male	26	26%
Female	74	74%
Total	100	100%

[Source: research data 2024]

Based on Table 1 above, the majority of Seulgi doll buyers among respondents are female, comprising 74%, while males account for only 26%.

Table 2. Respondent Criteria by Age

Age Range	Number of Respondents	Percentage
15-17 years	27	27%
17-25 years	47	47%
26-30 years	9	9%
31-35 years	5	5%
>36 years	12	12%
Total	100	100%

[Source: research data 2024]

Among respondents, the majority of Seulgi doll buyers are aged 17-25 years (47%), followed by 15-17 years (27%), 36 years and above (12%), 26-30 years (9%), and 31-35 years (5%).Table 3: Respondent Criteria by location

Table 3 Respondent Criteria by Occupation

Occupation	Number of Respondents	Percentage
Student	48	48%
Employee/Staff	34	34%
Homemaker	4	4%
Entrepreneur	14	14%
Total	100	100%

[Source: research data 2024]

Based on Table 3 above, out of 100 respondents, 48% are students, 34% employees/staff, 4% homemakers, and 14% entrepreneurs. The majority of Seulgi doll buyers are students (48%), indicating that children are the primary interested purchasers, while homemakers represent the smallest group at 4%.

Table 4. Respondent Criteria by Income

Income	Number of Respondents	Percentage
<Rp.1000.000	28	28%
Rp.1000.000-Rp.5000.000	27	27%
Rp.5000.000-Rp.10.000.000	37	37%
>Rp.10.000.000	8	8%
Total	100	100%

[Source: research data 2024]

The income distribution of respondents is: less than Rp. 1,000,000 (28%), Rp. 1,000,000 - Rp. 5,000,000 (27%), Rp. 5,000,000 - Rp. 10,000,000 (37%), and more than Rp. 10,000,000 (8%). The majority of respondents (37%) have an income between Rp. 5,000,000 - Rp. 10,000,000.

Data Analysis

1. The validity test conducted in this study is presented in the following table, which includes previous research that is still relevant to the author's theme. it can be seen that all questions

for the Lifestyle variable, Product Quality variable, and Purchase Decision variable are deemed valid, as the calculated R-value is greater than the table R-value (0.195).

2. Reliability Test An instrument is considered good if the obtained Cronbach's Alpha value exceeds 0.60, indicating that the instrument has adequate reliability. (Sawono, 2020).

Table 5. Reliability Test

Reliability Statistics

Variabel	N of Items	rAlpha	Batasan	keterangan
Lifestyle	11	0,860		Reliabel
Product Quality	18	0,889	0,7	Reliabel
Purchase Decision	12	0,830		Reliabel

[Source: Analyzed using SPSS 26, 2024]

Based on Table 5, the reliability test results for the variables Lifestyle, Product Quality, and Purchase Decision using Cronbach's Alpha method (analyzed using statistical testing software) indicate Cronbach's Alpha values greater than 0.6 for each variable. This implies that all dimensions are reliable.

3. Classic Assumption Tests
   a. Normality Test

If the significance value > 0.05, then the data is normally distributed; if the significance value < 0.05, then the data is not normally distributed (Ghozali, 2018)

Table 6. Normality Test

One-Sample Kolmogorov-Smirnov Test

			Unstandardized Residual
N			90
Normal Parameters[a,b]	Mean		0,0000000
	Std. Deviation		1,78311533
Most Extreme Differences	Absolute		0,061
	Positive		0,061
	Negative		-0,057
Test Statistic			0,061
Asymp. Sig. (2-tailed)[c]			.200[d]
Monte Carlo Sig. (2-tailed)[e]	Sig.		0,557
	99% Confidence Interval	Lower Bound	0,545
		Upper Bound	0,570

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

One-Sample Kolmogorov-Smirnov Test

	Unstandardized Residual

e. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 1241531719.

[Source: Analyzed using SPSS 26, 2024]

Based on the Kolmogorov-Smirnov normality test output in Table 6, it can be concluded that the number of tested data (N) is 90, assuming 10 data points out of a total of 100 are not normal. The Kolmogorov-Smirnov Test Statistic value is 0.061. The Asymp. Sig. (2-tailed) or p-value is 0.200. This value is greater than 0.05, which is the commonly used alpha (significance level). Since the p-value (0.200) > alpha (0.05), it can be concluded that the residual data is normally distributed at a 5% significance level. However, 10 out of 100 data points are assumed to be not normal. Therefore, although the residual data is generally normally distributed, there is still a small portion (10%) that is not normally distributed. Consequently, the non-normal data is identified using the outlier removal method. Outliers are cases or data that have unique characteristics that appear very different from other observations and appear in the form of extreme values for either a single variable or a combination of variables(Ghozali, 2018)

b. Multicollinarity Test

If the tolerance value is ≤ 0.10 or the VIF value is ≥ 10, then multicollinearity occurs. Conversely, if the tolerance value is ≥ 0.10 or the VIF value is ≤ 10, then multicollinearity does not occur.

Table 7. Multicollinearity Test

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	Collinearity Statistics VIF
1	(Constant)	18.443	3.826		4.820	<,001		
	X1	-.121	.106	-.140	-1.144	.255	.345	2.901
	X2	.518	.078	.815	6.650	<,001	.345	2.901

a. Dependent Variable: Y

[Source: Analyzed using SPSS 26, 2024]

Based on Table 7 above, the regression analysis results show the multicollinearity test results from the Tolerance and VIF (Variance Inflation Factor) values. Tolerance measures the variability of the independent variable that is not explained by other independent variables in the model. VIF is the inverse of Tolerance (1/Tolerance). Generally, a Tolerance value below 0.1 or a VIF value above 10 indicates serious multicollinearity. In the table, the Tolerance values for variables X1 and X2 are 0.345, and the VIF value for both variables is 2.901. The Tolerance value of 0.345 > 0.1 and the VIF value of 2.901 < 10, so it can be concluded that there is no serious multicollinearity problem between the independent variables X1 and X2 in this regression model.

c. Heteroscedasticity Test

If the significance value is less than 0.05, there is a heteroscedasticity problem in the regression model. Conversely, if the significance value is greater than 0.05, this indicates that there is no heteroscedasticity problem.(Suliyanto, 2021)

Table 81. Heteroscedasticity Test

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	4.739	4.094		1.158	.250
	X1	-.093	.058	-.176	-1.616	.110
	X2	.017	.043	.042	.384	.702

a. Dependent Variable: Abs_res

[Source: Analyzed using SPSS 26, 2024]

Based on Table 8 regression output, we can see the results of the heteroscedasticity test using the Glejser test. In the Glejser test, if the significance value (Sig.) of the independent variable is greater than the specified alpha (significance level), for example, 0.05, it can be concluded that there is no heteroscedasticity problem. In the image, the Sig. value for variable X1 is 0.110, and the Sig. value for variable X2 is 0.709. Both Sig. values are greater than 0.05. Therefore, it can be concluded that there is no heteroscedasticity problem in this regression model based on the Glejser test. The assumption of homoscedasticity (constant residual variance) is met.

4. Regression Equation Test

a) Regression equation

The following is the regression equation for this research. Y^ = 18.354 + (-0.121)X1 + 0.518 X2 + e, meaning that the Y value (purchase decision) is influenced by the X1 value (lifestyle) and X2 (product quality).

b) F-test If

the F significance value < 0.05, then the independent variables simultaneously have a significant effect on the dependent variable, and if the F significance value > 0.05, then the independent variables simultaneously do not have a significant effect on the dependent variable (Ghozali, 2018)

Table 9. F-test

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	770.258	2	385.129	48.172	<.001[b]
	Residual	775.502	97	7.995		
	Total	1545.760	99			

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

[Source: Analyzed using SPSS 26, 2024]

Based on the ANOVA test results in Table 9, it can be explained that the regression model used is statistically significant in predicting the dependent variable (Y). This can be seen from the significance value (Sig.) which is less than 0.05 (in this case <0.001). The F value of 48.172 is also quite large, indicating that at least one predictor variable (in this case X2 and X1) has a significant influence on the dependent variable. Thus, this regression model can be used to predict the dependent variable Y based on the predictor variables X2 and X1. There is an influence between X1 and X2 on Y.

c) T-test

If the t significance value < 0.05, then the independent variable partially has a significant effect on the dependent variable, and if the t significance value > 0.05, then the independent variable partially does not have a significant effect on the dependent variable. (Ghozali, 2018)

Table 20. Uji T

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	18.443	3.826		4.820	<,001		
	X1	-.121	.106	-.140	-1.144	.255	.345	2.901
	X2	.518	.078	.815	6.650	<,001	.345	2.901

a. Dependent Variable: Y

[Source: Analyzed using SPSS 26, 2024]

Based on Table 10 regression output, we can see the t-test results to test the significance of each predictor variable partially. For variable X1, the t-value = -1.144, and the Sig. value = 0.255. Since the Sig. value (0.255) > 0.05 (alpha), X1 does not have a significant effect on the dependent variable Y. While for variable X2, the t-value = 6.650, and the Sig. value = 0.000. Since the Sig. value (0.000) < 0.05 (alpha), X2 has a significant effect on the dependent variable Y. From these results, it can be concluded that variable X2 partially has a significant effect on Y, while variable X1 does not have a significant effect.

d) R2 Determination Test

The coefficient of determination value ranges from 0 to 1. If R = 0, there is no relationship between the independent variables and the dependent variable. Conversely, if R = 1, there is a strong relationship between the independent variables and the dependent variable.

Table 31. R2 Determination Test

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.706[a]	.498	.488	2.82752

a. Predictors: (Constant), X2, X1
b. Dependent Variable: Y

[Source: Analyzed using SPSS 26, 2024]

Based on Table 11 above Model Summary, the regression model with independent variables X2 and X1 has a fairly strong correlation (R=0.706) with the dependent variable Y. About 49.8% of Y variation can be explained by X2 and X1 in this model, with a standard error of the equation of 2.562. Thus, this model is quite good in explaining the relationship between independent and dependent variables.

Based on the results of the data analysis that has been carried out, the following is a discussion to answer the research problem formulation:

1) The Influence of Lifestyle on the Purchase Decision of Seulgi Dolls The t-test results show that the lifestyle variable (X1) has a significance value of 0.255 > 0.05. This indicates that lifestyle does not have a significant influence on the purchase decision of Seulgi dolls. The results of this study reveal findings that do not align with expectations, considering that lifestyle is often regarded as an important factor in consumer purchasing decisions. Therefore, this is not in line with research by (Apriza et al., 2023) and (Devi et al., 2023) but supports the research of (Haiditiya & Susanti, 2023) and (Putra & Abiyoga, 2023).However, in the context of purchasing Seulgi dolls, it appears that lifestyle is not a primary consideration for consumers. This may be because Seulgi dolls are a more specific product with their own market share, so the purchase decision is more influenced by other factors.
2) The Influence of Product Quality on the Purchase Decision of Seulgi Dolls Based on the t-test results, the product quality variable (X2) has a significance value of 0.000, which is less than 0.05. This shows that product quality has a significant influence on the purchase decision of Seulgi dolls. This finding is in line with (Baihaky Studi., 2022) and (Utomo Studi., 2023) Consumers tend to consider aspects such as materials, stitching, details, and the doll's resemblance to the original character before deciding to buy. Good quality can increase consumer satisfaction and drive purchase decisions.
3) The Simultaneous Influence of Lifestyle and Product Quality on the Purchase Decision of Seulgi Dolls The F-test results show a significance value of less than 0.001, which means that lifestyle and product quality together have a significant influence on the purchase decision of Seulgi dolls. Although lifestyle individually does not have a significant effect, when combined with product quality, these two variables are able to explain variations in purchase decisions. This can be seen from the R-square value of 0.498, which indicates that 49.8% of the variation in purchase decisions can be explained by lifestyle and product quality.

Based on the analysis results, it can be concluded that product quality is a more dominant factor in influencing the purchase decision of Seulgi dolls compared to lifestyle. However, both factors together still play an important role in explaining variations in purchase decisions. These findings have important implications for Seulgi doll producers and marketers. The main focus should be given to improving and maintaining product quality, as this has been proven to have a significant influence on purchase decisions. Meanwhile, the lifestyle aspect may be considered in a broader marketing strategy, but does not need to be the main focus in product development. This research also shows that the decision to purchase Seulgi dolls is not solely influenced by consumers' general lifestyle, but may be more related to specific factors such as price and brand image. Therefore, a more targeted marketing strategy focused on fan communities may be more effective than a broader lifestyle approach.

CONCLUSION

This research demonstrates that product quality, rather than lifestyle, significantly influences the purchase decision of Seulgi dolls. This finding challenges common assumptions about the impact of lifestyle on consumer decisions, providing new insights into marketing theory for doll products. For future research, it is recommended to explore additional variables such as price and promotion,

and focus on specific demographic segments, for example, teenage girls. A mixed methodology, combining quantitative surveys with in-depth interviews, could provide a more comprehensive understanding. Companies should prioritize improving product quality and customer service to enhance their competitiveness in the market.

REFERENCE

apriza, A. Y., Sulhaini, S., & Sagir, J. (2023). Pengaruh Gaya Hidup Dan Status Sosial Ekonomi Terhadap Keputusan Pembelian Barang Bekas Di Pasar Karang Sukun. *Jurnal Riset Pemasaran*, *2*(2), 12–22. Https://Doi.Org/10.29303/Jrp.V2i2.2675

Baihaky, S., Yogatama, A. N., & Mustikowati, R. I. (2022). Pengaruh Kualitas Produk Dan Kualitas Pelayanan Terhadap Keputusan Pembelian Tokkebi Snacks Malang. *Jisos Jurnal Ilmu Sosial*, *1*(2), 85-104.

Devi, S., Kartika, E., & Sunarka, P. S. (2023). Pengaruh Strategi Promosi Midnight Sale, Gaya Hidup, Lokasi Dan Kualitas Pelayanan Terhadap Keputusan Pembelian (Studi Kasus Pada Konsumen Matahari Department Store Java Supermall Di Semarang). *Jurnal Manajemen Dan Profesional*, *4*(1), 1–23. Https://Doi.Org/10.32815/Jpro.V4i1.1670

Ghozali, I. (2018). *Aplikasi Analisis Multivariate Dengan Program Ibm Spss 25*. Badan Penerbit Universitas Diponegoro: Semarang.

Haiditiya, D., & Susanti, D. (2023). Pengaruh Shopping Lifestyle, Fashion Involvement Dan Money Available Terhadap Impulse Buying Behavior Di Rita Pasarnya. *Jurnal Ilmiah Manajemen & Bisnis*, *Volume 1,*(2), 244–263.

Hendry, D., & Khan, I. (2018). *Metodologi Penelitian Dan Penyusunan Skripsi*. Pt Rajagrafindo Persada.

Hermawan, A. (2019). *Arah Baru Metodologi Penelitian*. Pt Bumi Aksara.

Kotler, P. (2019). Manajemen Pemasaran Jilid.2 : Analisis, Perencanaan, Implementasi Dan Pengendalian. In *Marketing Management, Sixth Edition Indeks* (Edisi 6, P. 471). Erlangga.

Kotler, P., & Armstrong. (2013). *Marketing Managemen* (14th Ed.). New Jersey: Pretice Hal.

Kotler, P., & Armstrong, G. (2016). *Dasar-Dasar Pemasaran* (Jilid 1. E). Erlangga.

Kotler, P., & Keller, K. L. (2016). *Marketing Management Global Edition*. Harlow: Pearson.

Naura, N. (2023). *Indonesia Jadi Salah Satu Pasar Boneka Mainan Terbesar Di Dunia, Kalahkan Jepang*. Goodstats. Https://Goodstats.Id/Article/Indonesia-Jadi-Salah-Satu-Pasar-Boneka-Mainan-Terbesar-Di-Dunia-Kalahkan-Jepang-Nxgf3#:~:Text=Adapun%2c Indonesia Menjadi Pasar Boneka,Tahunannya Sebesar 6%2c1%25.

Nisfiannoor, M. (2021). *Pendekatan Statistika Modern Untuk Ilmu Sosial* (Edisi 2). Salemba Humanika.

Priyatno, D. (2022). *Belajar Analisis Data Dengan Cara Mudah Menggunakan Spss*. Penerbit Gava Media.

Putra, I. G. B. S., & Abiyoga, N. L. A. (2023). Pengaruh Brand Image, Kualitas Produk, Harga Dan Life Style Terhadap Keputusan Pembelian. *Journal Manajemen, Kewirausahaan Dan Pariwisata*, *3*(2), 343–351.

Sawono, J. (2020). *Metode Riset Skripsi: Pendekatan Kuantitatif*. Pt Raja Grafindo Persada.

Sugiyono. (2017). *Metode Penelitian Bisnis*. Alfa Beta.

Suliyanto. (2021). *Metode Penelitian Bisnis Untuk Skripsi, Tesis, & Disertasi*. Andi.

Sumarwan, U. (2015). Perilaku Konsumen: Teori Dan Penerapannya Dalam Pemasaran. *Bogor: Ghalia Indonesia*, *75*, 15.

Tjiptono, F. (2015). *Strategi Pemasaran* (4th Ed.). Andi.

Utomo, J., Nursyamsi, J., & Sukarno, A. (2023). Analisis Pengaruh Produk, Promosi Dan Digital Marketing Terhadap Keputusan Pembelian Pada Belanja Online Dengan Kepuasan Konsumen Sebagai Intervening. *Jisos: Jurnal Ilmu Sosial*, *2*(1), 100–116.

Yunita, N. (2020). Pengaruh Gender Dan Kemampuan Akademis Terhadap Literasi Keuangan Dalam Perilaku Pengelolaan Keuangan Pada Mahasiswa Jurusan Akuntansi. *Prisma (Platform Riset Mahasiswa Akuntansi)*, *1*(2), 1–12.

Kotler, P., & Keller, K. L. (2022). Marketing management (16th ed.). Pearson.

Solomon, M. R. (2023). Consumer behavior: Buying, having, and being (14th ed.). Pearson.

Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2023). Multivariate data analysis (9th ed.). Cengage Learning.

Malhotra, N. K., Nunan, D., & Birks, D. F. (2023). Marketing research: An applied approach (6th ed.). Pearson.

Schiffman, L. G., & Wisenblit, J. (2023). Consumer behavior (13th ed.). Pearson.

Creswell, J. W., & Creswell, J. D. (2023). Research design: Qualitative, quantitative, and mixed methods approaches (6th ed.). SAGE Publications.

Armstrong, G., Kotler, P., Harker, M., & Brennan, R. (2023). Marketing: An introduction (5th European ed.). Pearson.

Hoyer, W. D., MacInnis, D. J., & Pieters, R. (2023). Consumer behavior (8th ed.). Cengage Learning.

Sekaran, U., & Bougie, R. (2022). Research methods for business: A skill-building approach (8th ed.). Wiley.