



ORIGINAL ARTICLE

Product Innovation, Lifestyle, Brand Reputation on Purchase Decision and Its Implications to Consumer Satisfaction

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ABSTRACT

The purpose of this study is to know the phenomenon and get empirical evidence, and also conclusion about the influence of the impact of product innovation, lifestyle and brand reputation on purchase decision and its implications to consumer satisfaction. This research using descriptive and verification methods. The sampling technique is sampling incidental. The research surveyed 140 respondents. Data analysis method of this research using par pathanalysis. The result of this reveals that, product innovation, lifestyle, brand reputation, purchase decision and consumer satisfaction in the high category, and The impact of product innovation, lifestyle and brand reputation on purchase decision and its implications to consumer satisfaction by 67,7%.

Keywords: Product innovation, lifestyle, brand reputation, purchase decisions, consumer satisfaction, cars consumer

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INTRODUCTION

Consumer satisfaction is an indicator of how consumers feel in accordance with the product or service provided, each consumer has their own expectations and perceptions, satisfaction is also felt when consumers have purchased and felt the full product or service provided, how the company interpreted and provided service to consumers, does not mean after consumers buy products or services that are sold by the company then after that the relationship is completed, consumers who buy will feel the suitability of the product or service, customer satisfaction which is sometimes also used as a consideration in making a decision to buy or not the product the same in the future. Satisfaction felt by consumers will be directly felt when after consumers use or use products or services. Purchase decisions and also consumer satisfaction influence each other, when consumers have decided to buy a product, consumers will feel satisfaction, there are consumers who feel very satisfied, quite satisfied may also be dissatisfied

Product innovation is one of the factors that is very calculated at this time, the development of a good product innovation will affect how the company can compete and become a market leader, in other words company will benefit in the form of market position where consumers will have greater opportunities to make purchases (Peter Fisk, 2014). Technology and information that are increasingly advanced and rapidly developing create an increasingly polarized society of socio-economic development and change and the needs and desires of many, as well as a harmonious lifestyle. The higher lifestyle is one of the influences for the community to consider in making purchasing decisions.

Brand is one way to market segmentation with brand reputation that describes conformity with consumer segmentation. A good brand reputation will make the opportunity for consumers to make purchasing decisions because of the brand's good name and good association of the brand, an attractive, unique and distinctive brand and having a close relationship with the values that exist in the hearts of consumers will create consumer opportunities to remember and keep a memory of the brand and image the brand with good value value, with this understanding it is known that the brand reputation will be closely related to how consumers buy products and use services provided by the company.

The development of the car industry in Indonesia is growing very rapidly. Vehicle manufacturers in Indonesia, which annually issue the latest types of vehicle models, are linear with the high desire of the people to buy new cars every year, the tight competition between companies makes manufacturers have to think harder to maintain their market share. The development of motor vehicle sales, especially very massive cars, is in line with the desire of the Indonesian people to own these four-wheeled vehicles. This factor is driven by growing economic development and added changes in the social economy of Indonesian society.

Private cars are one of the fastest growing vehicles in Indonesia, there are many automotive companies in Indonesia that contribute to the increase in the number of cars in Indonesia every year. Starting from Japanese, Korean, Chinese, European, American and Indian and Malaysian automotive companies. The increase in the number of cars is also enlivened by the issuance of cheap and environmentally friendly cars or the so-called LCGC (low cost green car). In 2013 the government issued PP No. 41/2013 concerning Luxury Taxable Goods, the regulation stated for energy-efficient and affordable cars, Sales Tax on Luxury Goods for Taxable Goods is 0 percent of the selling price. The 0 percent tax is for fire-fueled motorcycles with a 1,200 cc cylinder capacity and fuel oil consumption of at least 20 kilometers per liter or equivalent fuel. Government Regulation No. 41 / 2013 has been supplemented with Minister of Industry Regulation No. 33 / M-

IND / 2013 concerning Development of Energy Saving and Affordable Four-Wheel Vehicle Production on 1 July 2013, (www.kemenperin.go.id), with the 0 percent tax policy, many car manufacturers are competing to issue LCGC car products such as Toyota Agya and Calya, Daihatsu Ayla and Sigra, Suzuki Karimun Wagon R, Honda Brio Satya, and Datsun GO series. The sales of the Indonesian automotive industry in this LCGC car show an interesting development, because the price of the LCGC type car that is called the government is environmentally friendly plus the amount of fuel usage rather than economical compared to the existing LMPV type, many people are competing to own this LCGC type car. Indonesia's economic conditions also improved several years ago by several car companies to make this type of car. Therefore the company has the opportunity to meet consumer needs by paying attention to consumer behavior, so that the products offered are acceptable to consumers. Because of the vast market opportunities in Indonesia, many car companies are trying to create LCGC car products that are increasingly quality.

Companies need to innovate, both developing old products and new products to expand new markets and maintain their market share (Lin et al., 2013). Good product innovation when product development is done can adjust to the needs of consumers who become the company's market segment, product innovation that meets the basic needs of a product by changing product attributes and raising interest in making purchases (Gupta B. and Agarwal N., 2013, and Willy Musa Tua and Charisma, 2014). Technological developments that are developing very rapidly bring about changes in consumer behavior that are sensitive to a change, sustainable product innovation has a positive influence on consumers' decisions to buy a product or service, consumers will buy and stimulate product innovation.(Putri, 2017)Product innovation has a very strong relationship with customer satisfaction (Hanasma and Hilman, 2015). Consumers will make an assessment of the goods or services they consume. Assessment of the goods or services they consume can be either positive or negative. If consumers judge negatively, then consumers feel the goods or services they consume are not liked or not in accordance with what they expect so that consumers will not buy back goods or services produced by a company. Product innovation is inseparable from the consumer appraisal process for products because in fact innovation is defined as the process of finding new ideas without being based on consumer value, then the innovation carried out will only create something "new" without regard to elements considered important by consumers. Product innovation is closely related to consumer satisfaction (Hanasma and Hilman, 2015). The lower the level of consumer satisfaction with the product innovations produced, the more likely the consumer to leave the company. When a company can read and analyze what opportunities consumers want, the company will always innovate its products so that they can be accepted by consumers, thus the higher the product innovation produced by a company, the higher the satisfaction experienced by consumers for the products they consume (Geng, et al., 2013). According to Kotler and Armstrong (2018), the notion of lifestyle is: "Lifestyles is a person 's pattern of living as expressed in his or her psychographics. It involves measuring consumers' major AIO dimensions - activities (work, hobbies, shopping, sports, social events), interests (food, fashion, family, recreation), and opinions (about themselves, social issues, business, products).Lifestyle is one of the things that is understood as one that is related to the selection and purchase of products because consumers tend to make purchases because 4 of their personality. Personality is closely related to understanding one's lifestyle where people live and use their money and time (Putro, 2016). An increasingly developing lifestyle creates more choices for consumers to meet their needs.

Behavioral development is in harmony with modern life in this time, where every human being will be very motivated to live happy and have fun. Lifestyle depicts one pattern of consumption activities which is a reflection of choices and how someone buys and spends something, how someone makes purchasing decisions (Almi Nurul, 2012 and Norazag Mohd. Suki, 2013). Lifestyle becomes a part and segmentation used in the psychographic segment, and this lifestyle can influence one's behavior which ultimately determines the choice of product or service. Lifestyle becomes a resource of one of consumer behavior, both motivation, involvement, knowledge, attitude, personality, demography and lifestyle that influence purchasing decisions (Engel, Blackwell and Miniard in Sari Listyorini 2013 and WahyudiantoAjiPutro, 2014). The development of times and changes in polarized consumer behavior create the possibility of consumers making purchases because of environmental factors, they will make purchases with the aim of satisfying their personal and environmental self and social class. So indirectly consumers will satisfy themselves by being influenced by changes in linear lifestyle patterns. Lifestyle is a factor that can affect both direct and indirect satisfaction (Suki, 2013). Lifestyle where consumers are an indicator where consumers will satisfy their needs (Putro, 2015). In some condition consumers will meet their needs based on their lifestyle and social class and income, so lifestyle has a significant influence on customer satisfaction.

Companies need to create an image or view that is good, appropriate and in accordance with the tastes of consumers towards the products or services produced with the intention of enabling consumers to recognize and use the company's products or services (Shah et al., 2012). Company image will also affect the product image and subsequently affect the preference to make a purchase (Malik, et al., 2013). Image formation is an accumulation of consumer familiarity with the company or product concerned. A good brand reputation and planted in the community for a long time can be a factor in how consumers interpret and buy products or services produced by the company (J. Saravanan and B. Devamaindhan, 2017). Impression and description of a brand must certainly run linearly with the company's performance, the brand reputation is certainly going in line with the community who decide to make purchasing decisions from or through the company (Alfa Tumbuan, 2016). Good brand reputation in addition to raising the possibility of consumers to make purchases but also can have implications for customer satisfaction when using or having a product that has a good image. A good brand reputation will run in the same direction as good satisfaction (Jalal Hanasmya and Haim Hilman, 2015). Feeling satisfied with a product and service can be influenced by how a product or service is considered good by the community, because of this the brand reputation that is considered good will have a direct influence with the satisfaction felt by consumers after buying a product or service (Kiyani TM, NiaziMruk, Rizvi RA and Khan I., 2012). Consumer Satisfaction according to Kotler and Armstrong (2018) defines the consumer's head as follows: "Customer satisfaction is the extent to which a product's perceived performance matches a buyer's expectations. If the product's performance falls, the customers are dissatisfied. If performance matches expectations, the customers are satisfied. If performance exceeds expectations, the customers are highly satisfied or delighted. Consumer satisfaction with the product will occur when consumers have made a purchase decision. Satisfaction felt by consumers will provide benefits to the company in a long period of time. There are five stages in the purchasing decision process, namely the introduction of needs, information retrieval, alternative evaluations, purchasing decisions and postpurchase behavior. In the final stage, the post-purchase behavior of

consumers will evaluate the purchase results which will become the basis of post-purchase action whether consumers are satisfied or not. satisfied (Jalal Hanasmya and Haim Hilman, 2015). If consumers feel satisfied with the performance of the product they have bought, it will show a higher likelihood that consumers will buy back the product or service. Consumer behavior after a previous purchase decision will have the effect of consumers feeling satisfied or in accordance with the choices chosen by the consumers themselves, not only in the form of product quality and price and service but also in the form of decisions or choices made by consumers themselves. realize this suitability after consumers make purchasing decisions (Ahmed Rizwan Raheem and Vishnu Parmar, 2014), hence: H1: Product Innovation has significant relationship with Purchase Decisions, H2: Product Innovation has significant relationship with Consumer Satisfaction, H3: Lifestyle has significant relationship with Purchase Decisions, H4 : Lifestyle has significant relationship with Consumer Satisfaction, H5: Brand Reputation has significant relationship with Purchase Decisions, H6: Brand Reputaion has significant relationship with Consumer Satisfaction, H7: Purchase Decisions has significant relationship with Consumer Satisfaction

METHOD

Reseach intrument and sample: to examine the impact of green product innovation, lifestyle and brand reputation on purchase decision and its implications to consumer satisfaction survey method is applied. Questionaire we have designed comprises of related to the question relevant to variable namly, product innovation, lifestyle, brand reputation, purchase decision and consumer satisfaction measured by 7 point of semantic differential scale. The survey yielded 209 responses and after data screening, 140 usable and completed response result were uses in the analysis with a valid response rate 100 percent, from which is we distibuted questionnaire by adopting non probality convenient sampling tecnique that were distributed ramdomly to consumer who used LCGC Cars. Data analysis techniques in this studyused to test the research hypothesis is Path Analysis, which is a statistical method part of regression that can be used to analyze cause and effect relationship between one variable and other variables. This method is used for analyze patterns of relationships between variables with the aim of knowing the direct influence or indirect (Juanim, 2004). The path diagram which states the influence of variables exogenous to endogenous variables such as those seen in.

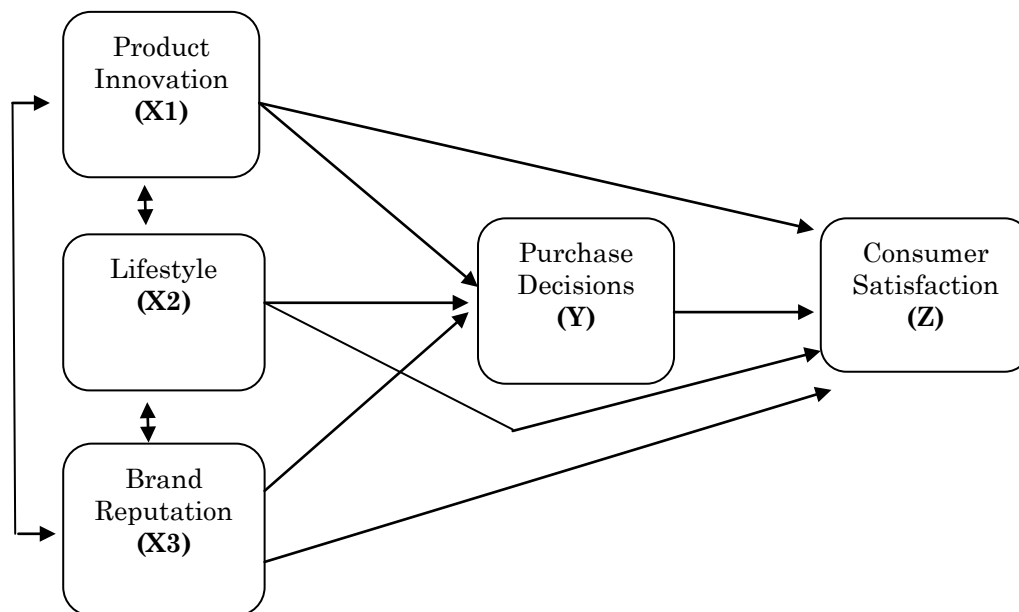


Figure 1. Research framework

RESULTS AND DISCUSSIONS

Reliability analysis is measured via Cronbach's coefficient alpha to check for internal consistency of the constructs. All constructs had no problems in reliabilities if the Cronbach's Alpha values exceeded the criterion of 0.700 (Sugiyono, 2017). Table 2 illustrates that the lowest value of Cronbach's Alpha all instrument is reliable to measure all constructs consistently and free from random error.

Table1. Reliability

Variable	Item	Reliability
Product Innovation	11	0,915
Lifestyle	15	0,972
Brand Reputation	5	0,891
Purchase decisions	10	0,906
Consumer Satisfaction	5	0,803

The inter-relationships between the five variables were examined using Pearson correlation analysis. The average score of the multi-items for a construct was computed and the score was used in correlation analysis. Sugiyono (2017) stated that the correlations was strong when the value is $r = 0.50$ to 1.0 or $r = -0.50$ to -1.0 . Results in Table 1 revealed that all variables were correlated together at the 0.01 level using the correlation test. Hence, there is no multicollinearity problem in this research.

The inter-relationships between the three (X) variables were examined using Pearson correlation analysis. The average score of the multi-items for a construct was computed and the score was used in correlation analysis. Sugiyono. (2015) stated that the correlations is strong when the value is $r = 0.50$ to 1.0 or $r = -0.50$ to -1.0 . Results in Table 2 revealed that all variables were correlated together at the 0.01 level using the correlation test. Hence, there is no multicollinearity problem in this research.

Table 2. Correlation

	1	2	3
1.ProductInnovation	1		
2.Lifetyle	0,761	1	
3.BrandReputation	0,767	0,797	1

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Table 3. Model Summary

Model	R	R ²	AdjustedR ²	Std.Error
1	,777 ^a	,603	,594	4,41131

a.Predictors:(Constant),ProductInnovation,LifestyleandBrandReputation

Based on the results of data processing can be seen that the value of the correlation between product innovation, lifestyle and brand reputation is 0.777 which means that the relationship between variables is strong. Correlation that occurs in the variable is positive, that is at intervals of 0.600-0.799.

Table 4. ANOVA

Model	Sum	df	Mean	F	Sig.
1 Regression	4021,910	3	1340,637	68,893	,000 ^b
Residual	2646,511	136	19,460		
Total	6668,421	139			

a. DependentVariable:PurchaseDecisions

b. Predictors:(Constant),ProductInnovation,Lifestyle,BrandReputations

Based on the results of the processingin the previous table, the results obtained areFcountof68.883.IntheTestFtable(simultaneous)obtaineda of 0.05 and degrees of freedom (n-2) = 136, obtained Ftable of 3.06, Fsig of 0.000, the researcher took the decision to reject H0, meaning that there is a linear relationship between innovations products, lifestyles and brand reputation of the purchasing decision process, can also be interpreted by that there is a positive and significant simultaneous influence between product innovation variables, lifestyle and brand reputation on the purchasing decision process.

Table 5. Coefficien

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Correlations		
	B	Std. Error	Beta			Zero-order	Partial	Part
(Constant)	13,375	3,194		4,187	,000			
1 b	,342	,073	,390	4,683	,000	,716	,373	,253
Lifestyle	,275	,053	,429	5,152	,000	,726	,404	,278
Brand Reputation	-,127	,062	-,110	-2,031	,044	-,111	-,172	-,110

a. Based on the table above it can be seen that product and life style innovation shave a significant effect on the purchase decision process partially but the brand reputation

has a significant negative effect on the purchase decision process partially. a. The first beta coefficient = 0.390. Obtained tcount of 4.683 by taking the significance level of 5%, the notobtained ttable of= 1.660 so that because thitung $4.683 >$ of t table 1.660, or the significance value Sig. <0.05 , the results of the study processed H_0 in other words that the product innovation variable had an effect on the purchasing decision process of 0.390. The first beta coefficient = 0.429. Obtained tcount of 5.152 by taking the significance level of 5%, then obtained ttable of = 1.660 so that due to t count $5.152 >$ from ttable 1.660, or the significance value Sig. <0.05 , the resultsof the study processed H_0 in other words that lifes tyle variables affect the purchasing decision process by 0.429. The first beta coefficient= $-0,110$. Obtained is 2.031 by taking the significance level of 5%, then obtained ttable of = 1.660 so that due to tcount $2.031 >$ from ttable 1.660, or the significance value Sig. <0.05 , the results of there search process H_0 in ther words that the brand reputation variableaffects the purchase decision process of -0.110 .

DISCUSSIONS

Based on the data processing table in the previous table shows the coefficient of determination (R Square) of 0.603 or 60.3%. This is the total value of the product innovation variable contribution of 28%, lifestyle 31.1% and brand reputation 1.2%, while the remaining 39.7% is another factor not examined in this study. Product innovation is the result of activities or programs or services that provide Datsun Indonesia to meet the needs of its customers. Product innovation can be used after making transactions, in this case consumers use and feel the car provided by DatsunnIndonesia. Good innovation is innovation that can be accessed by consumers and consumers who need it and improvements in the new product side. The number of factors that existed in Product Innovation (X1) to Purchase Decision (Y) is 0.390 or 39%. This shows that the more innovations the product has to offer, the better the purchasing decision process made by Datsun Indonesia consumers, innovation A good product will allow consumers to make purchases, which will become products, in this case the products from DataSun Car Go and Go + through PT. Indomobil Nissan Datsun Bandung has an influence of 39% on the purchasing decision process, good innovation according to Gupta and Agarwal (2013), will have a good influence on purchasing decisions. Datsun Go and Go + cars were known to have product innovations in 2014 by launching 7-seat LCGC cars that received special attention from consumers, even though eventually they had to be displaced by competition that was in line with the products owned by the Datsun Go Series, but at this study states that they still find a solution for this product that is positive and significant for the process of purchasing decisions on this go and go + Datsun. This research is supported by research conducted by Gupta B, et.al (2013) in which the results of his research indicate that product innovation is positive and significant for purchasing decisions of 0.43 or 43%, Ellyta Oktaviani (2017) is positive and significant at 0, 37 or 37%, Siew-Willy Musa Tua, et.al (2014) significant and significant at 0.423 or 42.3%

Lifestyle is the highest awareness of activities or habits carried out by Datsun Indonesia consumers to meet the life needs of consumers. Lifestyle influences consumers with products offered by companies either after or before making transactions with companies. Lifestyle will stimulate someone in choosing and buying or using a product or service, each consumer can use a lifestyle that is different from the others, lifestyle will determine how consumers act and use products or services. Datsun Indonesia sees that this lifestyle is an opportunity to market their flagship product in Indonesia with cars, Datsun

Go and Go + where this car is a cheap, environmentally friendly car that is economical and everyone can be served, a faster community lifestyle plus the great desire of the Indonesian people for the means of transportation specifically for the mobilization of people who want to have a private car, with some conditions where cars must have low prices, economical costs with a large number of seats. Based on the research that has been done, namely the lifestyle variable of 0.429 or 42.9% of the purchasing decision process variables Datsun Go and Go +, it is known that included in the high and significant categories, this shows that consumers and go + according to lifestyle is as big as 42.9% of the purchasing decision process, where the better the lifestyle variable, the better the purchasing decision process from Datsun Go and Go +, the higher the lifestyle the consumer will need more information to make purchases with more information and broad before make a purchase, there is a lifestyle that supports the buying decision process before someone purchases a product or service.

The number of researchers shows that the influence of lifestyle (X2) on purchasing decisions (Y) is equal to 0.429 or 42.9%. This shows that the higher the lifestyle of a person, the greater the information and consideration in the purchasing process carried out by Datsun consumers. Indonesia. This research was supported by research conducted by Wahyu AjiPutro (2016) in which the results of his research showed that lifestyle was positive and significant towards purchasing decisions of 0.23 or 23%, Almi Nurul (2012) was positive and significant at 0.391 or 39.1%, SiewBintangJalasena (2015) positive and significant at 0.237 or 23.7%. Brand reputation is an assessment of an activity or program or service that is owned by Datsun Indonesia to meet the needs and expectations of its consumers. Brand reputation can be felt by consumers before and after transaksi which in this case the consumer uses and feels directly the car offered by Datsun Indonesia by comparing it to other cars, the image means the views and feelings received by consumers when looking at the product, the better the brand reputation the more also the possibility of consumers seeing the product or service as a quality product or service. Consumers will generally consider the brand reputation before making a purchase decision, at the process of purchasing decisions, consumers will see and feel about the brand reputation, they will view the brand, especially for those who have used products or services. Consumers will increasingly consider the brand reputation for products or services that have expensive prices and not basic needs, consumers will see and search for information about the product image to be purchased, without actually looking for consumers can feel how the image and views of others about the product or services, to consumers, especially cars consumers will consider the image in purchasing a car, according to Malik, et. al (2013) brand reputation will have a positive and significant effect on purchasing decisions, the better the brand reputation the greater the consumer to purchase products or services, with this can be seen that brand reputation has a positive effect on purchasing decisions.

Researcher's calculation in this study shows that the effect of Brand reputation (X3) on Purchase Decision (Y) has a negative influence of -0.110 or -11%, but has a significance level that is close to 5% with a value of 0.044 or 4.4%, where if the level of significance is less than 0.05 or 5%, so it is known that the variable is considered significant and the effect of the influence in this study is negative. This can be interpreted that the brand reputation has a significant negative influence on the purchasing decision process, that the better the brand reputation of a product, the consumer will not consider many things in making a purchase decision, consumers will not seek much information about the product because consumers have believed a product that has a good brand reputation will be in line with the quality of the product to be purchased even though the

consumer does not feel it directly. Analysis of the data used in this study also contained pathway equation analysis with the structure equation I These results can be formulated with the equation $Y = 0.390 (X1) + 0.429 (X2) - 0.110 (X3) + 0.397 (\epsilon)$.

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Table 6. R Square

Model	R	R Square	Adjusted R Square	Std.Error of the Estimate
1	,823 ^a	,677	,667	2,02716

A.Predictors:(Constant),ProsesKeputusanPembelian,CitraMerek, InovasiProduk,GayaHidup

Based on the results of data processing can be seen that the value of the correlation between product innovation, lifestyle, brand reputation and purchasing decision process is 0.823 which means that the relationship between variables is very strong. Correlation that occurs in variables is positive, ie at intervals of 0.800-1,000

Table 7. ANOVA^a

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	1161,885	4	290,471	70,685	,000 ^b
Residual	554,765	135	4,109		
Total	1716,650	139			

a. Dependent Variable: KepuasanKonsumen

Based on the results of the processing in the previous table, the results obtained are Fcount of 70,685. In the Test F table (simultaneous) obtained a significance level of 0.05 and degrees of freedom (n-2) = 136, obtained Ftable of 3.06, Fsig of 0.000, the researcher took the decision to reject H0, meaning that there is a linear relationship between innovations product, lifestyle, brand reputation and the process of purchasing decisions on customer satisfaction, can also be interpreted by that there is a positive and significant effect simultaneously between the variables of product innovation, lifestyle, brand reputation and the process of purchasing decisions on customer satisfaction.

Table 8. Coefficien

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	Correlations		
	B	Std.Error				Zero-order	Partial	Part
(Constant)	3,893	1,560		2,496	,014			
1 Product Innovation	,166	,036	,374	4,599	,000	,761	,368	,225
Lifetyle	,079	,027	,243	2,946	,004	,733	,246	,144
Brand Reputation	-,040	,029	-,068	-	,176	-,100	-,116	-,067

Based on the table above it can be seen that product innovation, lifestyle and purchasing decision process have a significant effect on customer satisfaction partially but the brand reputation has no partial effect on consumer satisfaction.

The first beta coefficient = 0.374. It was obtained tcount of 4.599 by taking a significance level of 5%, then obtained t table of = 1.660 so that due to tcount 4.599 > of t table 1.660, or the significance value Sig. < 0.05, the results of the study reject H0 in other words that the product innovation variable affects consumer satisfaction by 0.374.

The first beta coefficient = 0.243. Obtained tcount of 2.946 by taking a significance level of 5%, then obtained t table of = 1.660 so that due to tcount 2.946 > of t table 1.660, or the significance value Sig. < 0.05, the results of the study reject H0 in other words that life style variables affect the purchasing decision process by 0.243.

- a. The first beta coefficient = -0.068. Obtained is 2.031 by taking the significance level of 5%, then obtained t table of = 1.660 so that due to tcount -0.068 < of t table 1.660, or the significance value Sig. > 0.05 then the results of the study accept H0 in other words that the brand reputation variable does not affect consumer satisfaction by -0.068.
- b. The first beta coefficient = 0.283. Obtained 3,639 by taking the significance level of 5%, then obtained t table of = 1.660 so that because tcount 3,639 < of t table 1,660, or the significance value Sig. > 0.05 then the results of the study reject H0 in other words that the purchase decision process variable affects consumer satisfaction by 0.283.

Based on the data processing table in the previous table shows the coefficient of determination (R Square) of 0.677 or 67.7%. This is the total value of the product innovation variable contribution of 28.4%, lifestyle 17.8%, brand reputation 0.68% and the purchase decision process 20.8% while the remaining 32.3% is another factor not examined in the study this. Product innovation is an assessment of an activity or program or service provided by Datsun Indonesia to meet the needs of its consumers. Product innovation can be felt by consumers after trying the datsun go and go + cars directly, which in this case consumers use and feel directly the cars offered by Datsun Indonesia and feel whether these consumers are satisfied or not about the product innovation offered. Consumers will assess perceived innovation, good product innovation will have a positive influence on consumers' satisfaction, if consumer expectations of product innovation produced by the company exceeds the expectations that consumers want, it will create customer delight, or the suitability of the consumer. Researcher's calculations show that the influence of Product Innovation (X1) on consumer satisfaction (Z) is equal to 0.374 or 37.4%, where the effect of product activation is significantly positive on consumer satisfaction, where based on the results of research it is known that if the better product innovation it will the greater the consumers to feel the satisfaction of the products used, the datsun go and go + cars are the first cars to own and launch eco-friendly and economical cars with prices below Rp.140,000,000.00 that have product innovations in the form of cheap cars with 7 chair, where the majority of Indonesian people have a lot of family members and high mobility, plus the increasing need for transportation and recreation and entertainment facilities that are usually done together with the family, the influence of product innovation variables in this study on consumer satisfaction has enough influence large is 37.4%. The better the product innovation will affect the better the customer satisfaction, the worse or lower the innovation of eating products will affect the lower customer satisfaction. This research is supported by research conducted by Hanayshaet.al (2015) in which the results of his research show that product innovation has a positive and

significant effect on customer satisfaction by 0.27 or 27%, Run Jen LI. Et.al (2013) had a positive and significant effect of 0.199 or 19.9%, Ahmed Rizwan Raheem, et.al (2014) had a positive and significant effect of 0.428 or 42.8%.

Lifestyle is a habit and behavior in carrying out activities, an assessment of an activity or habit possessed by consumers. Datsun Indonesia has always been oriented towards changing the dynamism of car consumers in Indonesia, where everyone in Indonesia has mobility and fast activity, so there is a need for transportation that can be climbed by many people, especially Indonesians who tend to like and choose the means of personal transportation, namely cars and motorbikes. Lifestyle determines consumer behavior towards a product that is offered by the company either after or before making a transaction with the company and becomes a distinction between consumer expectations and the reality that it can lead to conducive satisfaction with the product offered. Lifestyle has a direct and indirect influence on the satisfaction of consumers, lifestyle is the stimulus of consumers to make purchasing decisions and after consumers feel and use food products or services consumers will feel the conformity of fasting or dissatisfaction. Researcher's calculations show that the influence of lifestyle (X2) on consumer satisfaction (Z) is equal to 0.234 or 23.4%, where the influence of lifestyle on consumer satisfaction is significantly positive. This shows that the higher the lifestyle of a consumer, the higher also the level of consumer satisfaction perceived by Datsun Indonesia consumers. The higher a person's lifestyle, the limitation or standard of consumers feel fasting is also higher, does not mean that consumers are increasingly satisfied but consumer standards are higher and not easy to satisfy, consumers of go-togo cars that actually purchase cars based on lifestyle stimulus have satisfaction standards. the high one too. This research is supported by research conducted by Ru Jen Li, et. Al (2013) which shows that the results of the study showed that lifestyle had a positive and significant effect on consumer satisfaction of 0.247 or 24.7%. Brand reputation is an assessment of an activity or program or service that is owned by Datsun Indonesia to meet the needs and expectations of its consumers. Consumer satisfaction can be felt by consumers after making purchasing decisions in this case consumers use and feel directly the car offered by Datsun Indonesia by comparing it to other cars and consumer expectations. Brand reputation is an impression that occurs in consumers' minds when they hear the name or see the company logo, the better the brand reputation, the better the level of satisfaction that consumers will feel, but the better the brand reputation, the higher the consumer's expectations for a product or service. A good brand reputation will go in the same direction as a good level of satisfaction. Researcher's calculations show that the influence of brand reputation (X3) on Consumer Satisfaction (Z) is equal to -0.068 or -0.6.8%, where the influence of brand reputation on consumer satisfaction is negative and insignificant, it can be seen that these results are very thin numbers so it can be said that brand reputation does not have an influence on customer satisfaction.

Direct influence is the influence of X1 to Y, X2 to Y, X3 to Y, X1 to Z, X2 to Z, X3 to Z and Y to Z as follows:

- a. $DEYX1: X1 \rightarrow Y = 0.390$
- b. $DEYX2: X2 \rightarrow Y = 0.429$
- c. $DEYX3: X3 \rightarrow Y = -0.110$
- d. $DEZY: Y \rightarrow Z = 0.283$
- e. $DEZX1: X1 \rightarrow Z = 0.374$
- f. $DEZX2: X2 \rightarrow Z = 0.243$

g. $DEZX3:X3 \rightarrow Z = -0,068$

The effect of product innovation on the process of purchasing decisions is 0.390, the lifestyle of the purchasing decision process is 0.429, the brand reputation of the purchase decision process is -0.110, the process of purchasing decisions on consumer satisfaction is 0.283, product innovation to customer satisfaction is 0.374, lifestyle to satisfaction the consumer is 0.243, and the brand reputation of consumer satisfaction is - 0.068 Indirect influence is the effect of X1 on Z through Y and the influence of X2 on Z through Y. The results of calculations can be seen as follows:

- a. $IE:ZYX1:X1 \rightarrow Y \rightarrow Z = (0,390)(0,283) = 0,110$
- b. $IE:ZYX2:X2 \rightarrow Y \rightarrow Z = (0,429)(0,283) = 0,121$
- c. $IE:ZYX3:X3 \rightarrow Y \rightarrow Z = (-0,110)(0,283) = 0,031$

The influence of product innovation on consumer satisfaction indirectly through the process of purchasing decisions is 0.110 and the influence of lifestyle on consumer satisfaction indirectly through the purchase decision process is 0.121 and the influence of brand reputation on consumer satisfaction in directly through the purchase decision process is 0.031.

The total effect is the sum of X1 to Z either directly or indirectly, X2 against Z and X3 against Z both directly and indirectly which can be seen as follows:

- a. $TEZX1 = DEZX1 + IEZYX1 = 0.374$
- b. $+0.110 = 0.484$
- c. $TEZX2 = DEZX2 + IEZYX2 = 0.243 + 0.121 = 0.364$
- d. $TEZX3 = DEZX3 + IEZYX3 = -0,068 + 0,031 = -0,037$
- e. $TEYX1 = 0.390$
- f. $TEYX2 = 0.429$
- g. $TEYX3 = -0,110$
- h. $TEZY = 0.283$

Based on the results of calculating the correlation value and efficient paths performed by SPSS can known the magnitude of direct influence and indirect product innovations, lifestyle and brand reputation on consumer satisfaction through purchase decision can be seen on. Based on the results of processing can explained that there is a positive influence and indirectly significant product innovations, lifestyle and brand reputation on consumer satisfaction through purchase decision Overall analysis results verification can be described through an analysis model path in Figure 2.

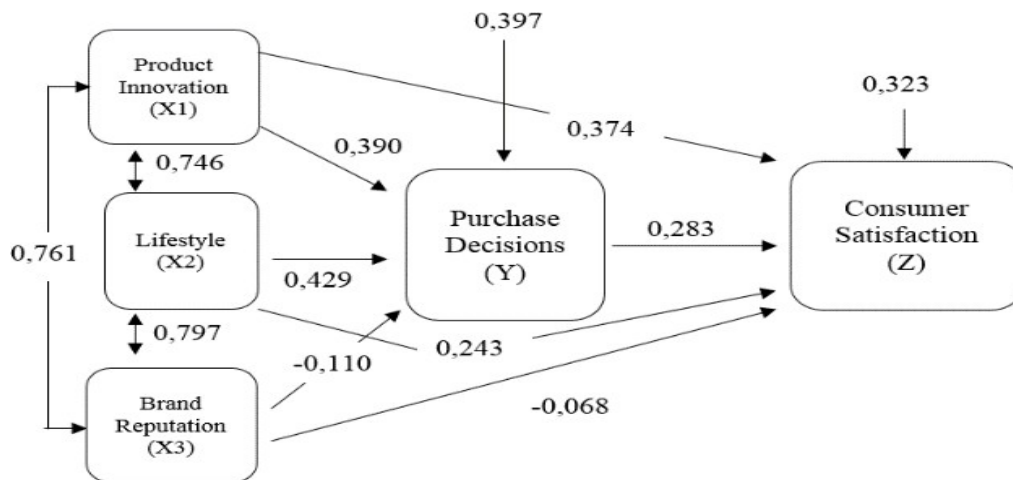


Figure 2. Framework Correlation

The figures above illustrates the effect of product innovation (X1), lifestyle (X2) and brand reputation (X3) on the purchasing decision process through (Y) and its implications for consumer satisfaction (Z). Mathematical equations based on the path diagram are:

$$\text{Structural I } Y = 0.390 (X1) + 0.429 (X2) - 0.110 (X3) + 0.397 (\epsilon)$$

$$\text{Structural 2 } Z = 0.374 (X1) + 0.243 (X2) - 0.068 (X3) + 0.283 (Y) + 0.3323 (\epsilon)$$

The data analysis that was carried out was path analysis with the structure equation II to determine the indirect effect of product innovation, lifestyle, and brand reputation towards customer satisfaction through purchasing decisions. These results can be formulated with the following formula $Z =$. Which is where the indirect effect of product innovation on consumer satisfaction through purchasing decisions of 0.110 or 11% and indirect lifestyle influences on customer satisfaction through purchasing decisions is 0.121 or 12.1%, and the indirect influence of brand reputation on consumer satisfaction through decisions purchase is equal to 0.031 or 03.1% This means that it can be concluded that the value of the relationship is indirectly smaller than the direct relationship for the variable indirect effect of product innovation and lifestyle on consumer satisfaction through purchasing decisions. In addition there is no indirect influence on brand reputation on consumer satisfaction through purchasing decisions.

Product innovation that has an indirect effect of 0.110 can be interpreted that the influence of product innovation on customer satisfaction through the purchase decision process variable is equal to 11%, positive influence, while lifestyle variables have an indirect effect of 0.121 can be interpreted that lifestyle has an influence of 12,1% of customer satisfaction through the process of purchasing blindness and positive influence and brand reputation that has an indirect effect of 0.031 on customer satisfaction through the purchase decision process, can be interpreted that the brand reputation affects consumer satisfaction by 3.1% through the purchase decision process variable. The indirect effect that is smaller than the direct influence can be known because the intervening variable is the purchasing decision process (Y) in this case cannot mediate the dependent variable (X) on the Independent variable (Z), namely customer satisfaction, it is known that the indirect influence of each - each variable (X) is product innovation, lifestyle and brand reputation no greater than the direct influence of each variable (X) on consumer

satisfaction (Z) can be seen in Figure 4.41 page 221 and an explanation of the indirect influence of the research variable, each the variables in this study have a direct influence that is greater than the indirect effect, it can be seen that there are interweaving variables that may mediate the variables of product innovation, lifestyle and brand reputation of consumer satisfaction that were not examined by researchers. That variable is in the error found in the purchase decision process variable of 0.397 or 39.7%. This greater indirect influence can also be affected because of the high expectations of consumers for the go-to and go-to cars, where consumers on average are middlelevel consumers who are eager to own a car as transportation advice, high expectations from potential customers even though not yet make a purchase.

CONCLUSION

Based on the results and discussion it is known that product innovation variables, lifestyle have a significant and positive influence on purchasing decisions and customer satisfaction, but for the influence of brand reputation variables on purchasing decision variables have a negative but significant influence and brand reputation variables do not affect satisfaction variables consumer. In this study it is known that the influence of product innovation and lifestyle variables each have a considerable influence on each dependent variable and intervening variables, it is also known that the direct influence of each variable (x) on the research includes product innovation, lifestyle and the brand reputation has a greater direct influence on customer satisfaction than the indirect effect of the third variable (x) through the purchase decision variable first, then the intervening variable that is the purchase decision variable cannot mediate product innovation, lifestyle and brand reputation variables, it can be seen that there are interweaving variables that may mediate product innovation, lifestyle and brand reputation variables to customer satisfaction that were not examined by the researcher.

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