

The Influence of Online Promotion and Consumer Lifestyle on the Decision to Buy Used Cars at Yusuf Mobilindo's Showroom in East Oku

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ABSTRAK:

Penelitian ini bertujuan untuk menganalisis pengaruh Promosi online dan gaya hidup konsumen terhadap keputusan pembelian mobil bekas di Showroom Yusuf Mobilindo di Oku Timur. Jenis penelitian ini adalah deskriptif kuantitatif. Teknik penentuan jumlah sampel menggunakan rumus Hair et al (2019) yaitu 10 kali dari jumlah seluruh indikator sehingga jumlah sampel penelitian sebanyak 110 responden. Analisis data menggunakan uji kualitas data, uji asumsi klasik, dan analisis regresi linear berganda dengan uji t (parsial), uji F (simultan), dan uji R. Hasil penelitian menunjukkan bahwa Promosi Online berpengaruh positif dan signifikan terhadap keputusan pembeli konsumen mobil bekas di Showroom Yusuf Mobilindo dilihat dari hasil yang diperoleh dengan nilai t_{hitung} sebesar $3.772 > t_{tabel}$ 1.981 dengan tingkat signifikansi $0,000 < probabilitas$ 0,05. Gaya Hidup berpengaruh positif dan signifikan terhadap Keputusan Pembeli konsumen mobil bekas di Showroom Yusuf Mobilindo hasil yang diperoleh dengan nilai t_{hitung} sebesar $2.908 > t_{tabel}$ 1.981 dengan tingkat signifikansi $0,000 < probabilitas$ 0,05. Promosi online dan gaya hidup secara simultan berpengaruh positif dan signifikan terhadap keputusan pembeli konsumen di Showroom Yusuf Mobilindo. Hal ini terlihat dari hasil uji F diperoleh nilai F_{hitung} 19,627 > F_{tabel} 3,08 dengan nilai dan tingkat signifikansi $0,000 < 0,05$. Hasil nilai korelasi untuk variabel promosi online (X_1) dan gaya hidup (X_2) hubungannya dengan keputusan pembeli (Y) adalah 0.518, maka hubungannya adalah positif. Pada perhitungan R Square didapatkan 0,268, artinya gabungan pengaruh variabel X_1 dan X_2 terhadap Y sebesar 26,8%. Sisanya sebesar 73,2% dipengaruhi oleh variabel lain yang tidak diteliti.

Kata Kunci: Promosi Online, Gaya Hidup, Keputusan Pembelian.

ABSTRACT:

This study aims to analyze the influence of online promotions and consumer lifestyles on the decision to buy used cars at the Yusuf Mobilindo Showroom in East Oku. This type of research is quantitative descriptive. The technique of determining the number of samples uses the Hair et al formula, which is 10 times the number of all indicators, so that the number of research samples is 110 respondents. Data analysis uses data quality test, classical assumption test, and multiple linear regression analysis with t test (partial), F test (simultaneous), and R test. The results of the study show that Online Promotion has a positive and significant effect on the Decision of Buyers of used cars at the Yusuf Mobilindo Showroom as seen from the results obtained with a calculation value of $3,772 > a$ table of 1,981 with a significance level of $0.000 < probability$ of 0.05. Lifestyle has a positive and significant effect on the Decision of Buyers of used cars at the Yusuf Mobilindo Showroom, the results

obtained with a calculation value of $2,908 > 1,981$ with a significance level of $0.000 < \text{probability of } 0.05$. Online promotions and lifestyle simultaneously have a positive and significant effect on consumer buyer decisions at the Yusuf Mobilindo Showroom. This can be seen from the results of the F test obtained a value of $F_{\text{cal}} 19.627 > F_{\text{table}} 3.08$ with a value and significance level of $0.000 < 0.05$. The result of the correlation value for the online promotion variable (X1) and lifestyle (X2) in relation to buyer decision (Y) is 0.518, so the relationship is positive. In the calculation of R Square, 0.268 was obtained, meaning that the combined influence of variables X1 and X2 on Y was 26.8%. The remaining 73.2% was influenced by other variables that were not studied.

Keywords: Online Promotion, Lifestyle, Purchase Decision.

INTRODUCTION

The utilized car showcase is undoubtedly getting higher and in request by the open. In 2022, utilized car deals in Indonesia will increment by around 30-40 percent. From a few overviews conducted from year to year, it appears positive thinking within the advancement of intrigued in buying utilized cars, where individuals select to purchase utilized cars with thought of appearance, conditions and competitive costs (Suhartadi, 2023). Alluding to information from Industry Investigate, an institution that gives mechanical showcase inquire about comes about, the worldwide showcase share for utilized cars in 2022 is around 810.59 billion US dollars or IDR 12,122 trillion. This amount is anticipated to extend to 1,093 billion US dollars or IDR 16,346 trillion in 2028 with a development (Nababan, 2023).

The increase in used car sales trend is in line with the development of car sales in January-April 2023 which reached 339,962 units, up 5.2% compared to 320,120 units in the same period in 2022. The company sees the prospect of the used car business this year driven by positive trends from various factors. First, the return of oil prices from peak levels will reduce inflationary pressures, as well as increase mobility. Second, the rebound in new car sales to pre-pandemic levels is expected to cause an increase in demand for used cars. This trend is quite significant considering that new cars are becoming more expensive every year, so used cars are a relatively more affordable option (Rachman, 2023).

According to the Director of Classified and New Business at OLX Autos Indonesia, used car sales would shift from vehicles capable of transporting a large number of MPV passengers to SUVs by 2022. In 2019, MPV remains the top choice in the used vehicle sector. However, by 2022, the market share had fallen and been replaced by SUVs, which climbed to 31% from 25% previously. OLX Autos reported that a major segmentation shift happened in the hatchback and LCGC sectors between 2019 and 2022. Meanwhile, sedans continue to dominate the lowest class. The used car market from that sector only achieved a maximum of 5 percent in 2019, and it decreased by 1 percent to 4 percent in 2022 (Purmana, 2024).

Obtained from data from the Minister of Internal Affairs, Toyota continues to dominate the used car market in Indonesia due to consumer tendencies towards the brand. Easy availability of spare parts and higher residual value of Toyota cars contribute to higher sales. Honda accounted for the second-highest sales volume in 2020. The types of Toyota cars are Avanza, Fortuner, Agya, Innova, Cayla, and Rush which according to him are still the most sought-after used cars in Indonesia. Meanwhile, from Daihatsu, there is Sigras and Ayla which are often searched for used cars (Sari & Kurniawan, 2021).

One of the used car dealer showrooms in the East OKU area is the Yusuf Mobilindo Showroom. Yusuf Mobilindo Showroom is a used showroom business or car distributor that serves the sale and purchase of used cars (second) both cash and credit located in Karang Tengah, East Buay Madang District, Ogan Komering Ulu Timur Regency, South Sumatra. This showroom sells various car brands, including Toyota, Daihatsu, Honda, and Nissan. Marketing of this Showroom through Showroom exhibitions and through online Promotion.

Table 1 Yusuf Mobilindo Showroom Car Sales 2021-2023

Number	Brand	Year		
		2021	2022	2023
1	Daihatsu	22	24	20
2	Toyota	23	23	25
3	Honda	16	21	18
4	Nissan	12	14	9
Jumlah		73	82	72

Source: Yusuf Mobilindo Showroom (2023)

Table 1 shows car sales data at the Yusuf Mobilindo Showroom, namely Daihatsu, where there was an increase in 2022 of 8.3%. In 2023, Daihatsu's car sales will decrease by 16.6%. Toyota car sales have increased in 2023 by 8%. Honda car sales increased in 2022 by 27.7% and decreased in 2023 by 14.3%. Nissan car sales increased in 2022 by 14.3% but decreased in 2023 by 35.7%.

For the total car sales from January 2021 to December 2023 fluctuated, namely up and down every year. Based on this data, sales in 2021-2022 increased from 73 units to 82 units, meaning that sales increased by 10.97%. From January 2022 to December 2023, sales decreased from 82 units to 72 units and decreased sales by 12.19%.

A buying decision is the process of deciding whether or not to buy something. A purchase choice is the process of using knowledge to assess two or more alternative actions and selecting one of them. Consumer behavior is an activity that is directly involved in the endeavor to buy or determine items and services, including the decision-making process that precedes and follows these acts (Hendrawan & Sriyanto, 2021).

Many variables influence purchase decisions, including competition from comparable businesses, lifestyle, economic, and social concerns. In addition, internal factors such as customer trust variables, promotions, and buyer decisions have a significant impact (Solihin, 2020). (Hildayanti & Satriyani, 2022) He added that in order to maintain business continuity and win competition, every business needs to implement the right marketing strategy. Various marketing strategies that can be applied include a marketing mix which includes product strategy, price, distribution, and promotion. Consumer decisions often choose used cars over new ones for a number of reasons, including the increase in the price of new cars, the amount of monthly payments, the price of used cars, which are often cheaper while maintaining the same quality as new cars (Saputra, 2023).

One way that can be taken to increase car sales is by conducting attractive and periodic promotions (Wulandari, et al.,2022). Online promotion (E-marketing) is a company's effort in conveying information, communicating, conducting promotions, and selling products and services using the internet. Online promotion can also be interpreted as a promotional activity using the internet as well as social media (twitter, instagram, facebook) (Syahputra & Ningsih, 2023). Sales promotions have a variety of goals, including attracting new customers, encouraging customers to buy more, attacking competitors' promotional activities, increasing unplanned purchases or seeking closer cooperation with retailers (Puspita, et al.,2022).

Based on the results of interviews with the owner of the Yusuf Mobilindo Showroom, in general, the promotion strategy carried out is not much different from the promotion strategy carried out by other showrooms. Promotions are carried out through brochures and also online, namely Facebook, Tik Tok, and Instagram). Online promotion results are more effective than manual (offline) in an effort to reach customers. In addition to being fast, online promotions are also much cheaper than offline.

In addition to Promotions, lifestyle is also a supporting factor in purchasing decisions. Quoted from sumsel.antaranews.com that the deputy regent of East OKU Regency stated that the lifestyle of the people is ranked third in South Sumatra related to the extreme poverty rate caused by the factor of many people with a consumptive lifestyle. Consumer lifestyles change over time. Consumers now have more freedom with the availability of various brand alternatives and supported by online sales. This new lifestyle in the buying process, changing the motivation of consumers in choosing products (Sutardjo, et al.,2020).

To further increase car sales, the company needs to conduct online promotions. In addition, cars have also become part of the lifestyle. With the price of new cars which are considered increasingly expensive, resulting in a shift in consumer Buyer Decisions to used cars. This is the company to initiate that promotions and lifestyles support each other's decisions in buying used cars. Supported by the many car variants offered by the company to consumers, consumers will be more selective in selecting the cars offered by the company, so that the products they buy are in accordance with their needs.

In recent years, a number of websites and online marketplaces have entered the used-car industry. These firms use a range of business approaches and seek to capitalize on the industry's unrealized potential. From the results of the research data, the study used sales data from January 2021 to December 2023 at the Yusuf Mobilindo OKU Timur Showroom. Based on used car sales data, Daihatsu, Toyota, Honda, and Nissan car sales have increased and decreased every year. This situation is due to the lack of marketing carried out by the Yusuf Mobilindo Showroom and the prices offered are still quite high for the lower class so that most of the buyers are from the middle and upper classes. The lifestyle of people in the East OKU area is determined by the average income from gardening.

Based on the background above, several factors affect the purchase decision to choose his favorite used car, one of which is online promotion and lifestyle. This study aims to 1) The Influence of Online Promotion on the Decision of Used Car Buyers at the Yusuf Mobilindo Showroom in East Oku, 2) The Influence of Lifestyle on the Decision of Used Car Buyers at the Yusuf Mobilindo Showroom in East Oku., 3) The Influence of Online Promotion and Consumer Lifestyle on the Decision to Buy Used Cars at the Yusuf Mobilindo Showroom in East Oku.

LITERATURE REVIEW

Online Promotion

Online Promotion is an effort from a company to be able to promote products or services as well as increase the existence of good relationships with customers with the internet. Online promotion is an activity that companies do in order to be able to offer their products in the form of services or goods will be promoted with advertising using social media, therefore there is no direct face-to-face interaction between buyers and sellers (Salsabillah & Wardani, 2023).

Online Promotion Indicators

In the Promotional Mix, According to Kotler and Armstrong (Yuli et al., 2021) There are several components that are often used for online promotion, the following are the forms and indicators of online promotion:

1. *Advertising*
Advertising is a type of non-personal presentation and presentation of a concept for products or services carried out by a specific sponsor. Advertising on the internet is dynamic and interactive, and it can be changed at any time, at a minimal cost, and on time.
2. *Sales Promotion*
Sales promotion is a marketing activity in the short term to encourage the purchase or sale of products and services. This includes how a site can keep its visitors coming back and provide information that can lead consumers to make purchases, such as coupons, contests and premium prices.
3. *Public Relation*
Public relations illustrates how effective mass communication, often in the form of news or editorial remarks on the company's products and services, will not give a charge if it does not receive advantages.
4. *Direct Marketing*
Activities carried out directly to get direct responses and strengthen relationships with consumers.

Lifestyle

Lifestyle is a behavior that is reflected in a person which includes how they do activities, what makes them interested, and what they think about themselves and the surrounding environment. Basically, lifestyle shows how a person allocates their income in choosing the product or service they will use from a variety of other alternative products when choosing one ethnic category of existing products (Sakdiyah et al., 2021).

Lifestyle Indicators

According to Mandey (Sitepu et al., 2022) Everyone has a lifestyle that is not permanent and changes quickly. There are three indicators of a person's lifestyle, which are as follows:

1. *Activity*
Consumer activities refer to what they do with the items they buy or will use, as well as what they do to occupy their leisure time. While this behavior is frequently observable, the causes of such activities may seldom be measured directly.
2. *Interest*
Interest is defined as everything that customers find fascinating in relation to things that suit their wants and aspirations. Interest may be expressed as interests, hobbies, and priorities in the consumer's life.
3. *Opinion*
Opinion is a consumer's response to or description of global or local product perceptions. Dimanai describes interpretation, expectations, and judgments, such as assumptions about the intentions of others, anticipation of future occurrences, and calculating the rewarding or penal consequences of various acts.

Purchase Decision

According to Tjiptono (Gunarsih et al., 2021), a purchase decision is a series of processes that begin with the consumer learning about the problem, looking for information about a specific product or brand, and evaluating how well each of these alternatives can solve the problem, which then leads to a purchase decision.

Purchase Decision Indicators

Purchase decision indicators are actions taken by consumers in an effort to solve problems in an effort to meet needs. Before deciding to make a purchase, consumers are often faced with a variety of alternatives. According to Rahmadika & Kristaningsih (Sitepu et al., 2022) are as follows:

1. Purchase priority, where a person prioritizes what is his or her own needs.
2. Ease of getting/obtaining, where consumers get detailed information to get the product they want.
3. Consider the benefits, consumers prioritize the quality of the product they want to buy.
4. Confidence in buying, there is confidence in the individual in the product so that it gives rise to the decision (final process) to obtain it with the action called buying. Interest that describes consumer behavior on the main preference for a product.
5. The choice can only be replaced if something happens to his favorite product.

METHODOLOGY

Type of Research

This form of research employs a quantitative approach. The purpose of this study was to determine if Yusuf Mobilindo Showroom's purchase decision was positively and significantly influenced by online promotions and lifestyle.

Research Variables

Table 2. Operational Definition

Variable	Variable definition	Indicators	Scale
Online Promotion (X ₁)	The company's activities in order to market its products in the form of services or items will be promoted through advertising on social media, so there is no direct face-to-face connection between buyers and sellers (Salsabillah & Wardani, 2023)	1. <i>Advertising</i> 2. <i>Sales Promotion</i> 3. <i>Public Relation</i> 4. <i>Direct Marketing</i>	Ordinal
Lifestyle (X ₂)	A behavior that is reflected in a person which includes how they do their activities, what interests them, and what they think about themselves and their surroundings (Sakdiyah et al., 2021)	1. <i>Activity</i> 2. <i>Interest</i> 3. <i>Opinion</i>	Ordinal
Purchase Decision (Y)	A sequence of procedures that begin with the customer getting to know the problem, seeking for information on a specific product or brand, and assessing how effectively each of these alternatives can address the problem, which eventually leads to a purchasing decision (Gunarsih et al., 2021)	1. Purchase priorities 2. Ease of obtaining/obtaining 3. Consider benefits 4. Confidence in buying	Ordinal

Source: Processed by Researcher (2024)

Population and Sample

The overall population in this study consists of all used automobile buyers at the Yusuf Mobilindo Showroom. The minimal number of samples is defined by the formula (Hair et al), which is 10 times the number of all indicators. In general, a sample size of more than 100 is ideal, although a sample size less than 100 is acceptable, depending on the backdrop of the study (Hair et al., 2019). This study has 11 indicators.

Number of Samples = 10 x Number of Indicators

Number of Samples = 10 x 11

Number of Samples = 110

Thus, the number of research samples was obtained as many as 110 respondents.

Data Collection

In this study, questionnaires, observations, and documentation were used as data collection methods.

Data Analysis Techniques

Data analysis using the coefficient of determination test (R^2), simultaneous test (test f), and partial test (test t) (Ghozali, 2018).

RESULTS AND DISCUSSION

Normality Test

From the graph in the figure Figure 1 The normality test with P-Plot can be seen that the plot has a tendency to follow a straight line. Thus, the data (error) can be said to follow the normal distribution. From the processing results, the following results were obtained.

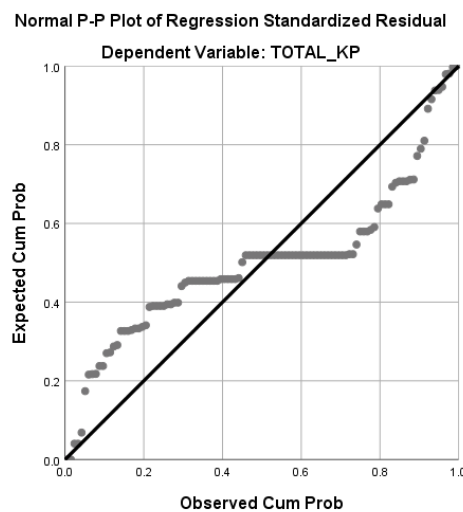


Figure 1 Normality Test with P-Plot

Heterokedasticity Test

The Scatterplot chart above, it is clear that there is no specific pattern because the spread point is irregular above and below the 0 axis on the Y axis.

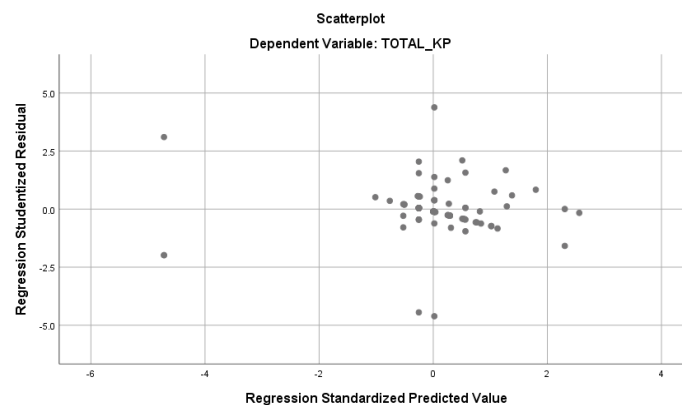


Figure 2 Heteroscedasticity Test with Scatterplot

Multicollinearity Test

Table 2 Multicollinearity Test

Model	Unstandardized Coefficients		Standardized Coefficients	Collinearity Statistics	
	B	Std. Error	Beta	Tolerance	VIF
(Constant)	13.108	3.745			
Online Promotion	0.307	0.081	0.345	0.817	1.224

Lifestyle	0.329	0.113	0.266	0.817	1.224
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Source: Data Processed by SPSS version 25 (2024)

In the coefficient table, you can notice that the standard error value is less than one, namely $X_1 = 0.081$ and $X_2 = 0.113$ where the whole is less than one. The variables of online promotion have a tolerance value of $0.420 > 0.10$ (VIF value $1.224 < 10.0$), online promotion has a tolerance value of $0.420 > 0.10$ (value $1.224 < 10.0$), lifestyle has a tolerance value of $0.420 > 0.10$ (VIF value $1.224 > 10$). So it can be concluded that variables in online promotion and lifestyle do not occur multicollinearity.

Partial Test (t-Test)

Table 3 Results of Test Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	13.108	3.745		3.500	.001
Online Promotion	0.307	0.081	0.345	3.772	.000
Lifestyle	0.329	0.113	0.266	2.908	.004

Source: Data Processed by SPSS version 25 (2024)

1. Testing the First Hypothesis (H1)

Based on the SPSS version 25 coefficient output table above, the online promotion variable (X_1) has a significance value (Sig) of 0.000. Sig.0.000 indicates a probability of less than 0.05. Based on the results of SPSS version 25, the calculation value of the online promotion variable (X_1) is 9,666, and the calculation value is $3,772 > t_{table} 1,981$. The statistics show that H1 was approved. In other words, the internet promotion variable (X_1) has an impact on the buyer's decision (Y).

2. Second Hypothesis Testing (H2)

Based on the coefficient output table for SPSS version 25, the lifestyle variable (X_2) has a significance value (Sig) of 2.908. Sig. 0.004 indicates a chance of 0.05. Based on the result of SPSS version 25 above, the calculation value of the lifestyle variable (X_2) is 2,908, which is greater than 1,981. The statistics show that H2 was refused. In other words, the lifestyle variable (X_2) influences the buyer's decision (Y).

Simultaneous Test (Test F)

Table 4 Results of Test Analysis F (Anova)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	158.943	2	79.472	19.627	0.000
Residual	433.248	107	4.049		
Total	592.191	109			

Source: Data Processed by SPSS version 25 (2024)

Based on the above results, it is known that the significance value of the influence of online promotion (X_1) and lifestyle (X_2) together on Y is $F_{cal} 19,627 > F_{table} 3.08$, and the data is , H3 accepted. That is, there is an influence between online promotion (X_1) and lifestyle (X_2) on purchase decisions (Y).

Correlation Coefficient (R)

Table 5 Correlation Coefficient Test

Model	R	RSquare	Adjusted RSquare	Std. Error of the Estimate
1	0.518	0.268	.255	2.01222

Source: Data Processed by SPSS version 25 (2024)

The correlation value for the online promotion variable (X_1) and lifestyle (X_2) with buyer decisions (Y) is 0.518, so the influence is positive, meaning that the more online promotions consumers and lifestyles developed by Yusuf Mobilindo Showroom, the greater the level of consumer buyer decisions. This influence, according to Guilford's rule, includes very close relationships. After the correlation value is obtained, it is wanted to know whether the value is significant, or can be used to explain the relationship between two variables.

Coefficient of Determination (R²)

Based on the output in table 5, we can see that RSquare is 0.268, meaning that the combined influence of variables X₁, and X₂ on Y is 26.8%. The remaining 73.2% was influenced by other variables besides the free variables of online promotion (X₁) and lifestyle (X₂).

Discussion

The Effect of Online Promotion (X₁) on Buyer Decisions (Y)

Based on the SPSS coefficient output table above, the online promotion variable (X₁) has a significance value (Sig) of 0.000. Sig.0.000 indicates a probability of less than 0.05. Based on the results of SPSS version 25, the calculated value of the online promotion variable (X₁) is 9.666, and the calculated value is 3.772 > table 1.981, indicating that H₁ is approved. In other words, the internet promotion variable (X₁) influences the buyer's decision (Y). Promotion is considered as a communication activity between buyers and sellers, and it aids in decision-making in the sphere of marketing, directing and making all parties aware to perform better (Sitepu et al., 2022). Promotions can encourage consumers to make a choice for a product and provide support or facilitate conjunctions in the process of making a purchase.

The contribution of this online promotion is quite a good impact on consumer buyers' decisions, although the level of influence is fairly moderate because of the satisfaction experienced by consumers who have used Yusuf Mobilindo Showroom products who then convey their experiences to their colleagues. With the increase in consumer purchase decisions, of course, it will also have an impact on increasing sales of Yusuf Mobilindo Showroom products. But the opposite can also happen, if consumers are dissatisfied, their experience will immediately spread and of course will have a bad impact on consumer purchase decisions so that it has an impact on the decline in sales of Yusuf Mobilindo Showroom products.

The results of this study are supported by research (Hermawan et al., 2023) demonstrates that a person's desire for a promotion influences his purchasing habits. Multiple linear regression findings show that promotion has a favorable and substantial influence on the purchase choice of Eiger items. Promotions are supposed to encourage new customers to make purchases, therefore the bigger the promotion, the more likely it is to have a beneficial effect on purchase decisions. Promotion, which may make customers desire to accept, acquire, and be loyal to the company's items in question, is one aspect that can influence their purchasing interest. There are several types of promotions, including discounts, special features in the airline's communication strategy, effective for attracting customers (Nomleni et al., 2023).

According to the findings of the study (Syahputra & Ningsih, 2023), pricing, promotion, and service quality all have a favorable and substantial influence on the purchasing choice for CV.Satria Mobil Mojokerto. (Finthariasari et al., 2020) discovered that promotions have a positive and significant effect on purchase decisions on consumers of small village restaurants in Bengkulu City, implying that with good and attractive promotions, consumers will also be interested in making purchase decisions.

Influence of Lifestyle (X₂) on Buyer Decision (Y)

Based on the SPSS coefficient output table above, the lifestyle variable (X₂) has a significance value (Sig) of 7,516. Sig. 0.004 indicates a chance of 0.05. Based on the above-mentioned SPSS result, the calculated value of the lifestyle variable (X₂) is 7.516, and the computed value is 2.908 > table 1.981, implying that the hypothesis is rejected. In other words, the lifestyle variable (X₂) influences the buyer's decision (Y)..

Lifestyle or life style refers to a person's life pattern. To understand these forces, the main AIO (activities, interest, opinion) dimensions of consumer activities (work, hobbies, shopping, sports, social activities), interests (food, fashion, family, recreation), and opinions are measured. Each society's lifestyle will differ from the next. Indeed, an individual's and a group's lifestyles can change dramatically from time to time. Lifestyle does not change rapidly, therefore for a set length of time, the lifestyle is largely permanent (Sitepu et al., 2022). Lifestyle has a significant influence on purchasing decisions. This shows that the higher the marketer's ability to adjust the consumer's lifestyle so that the higher the product can be accepted by consumers and the purchase decision can be made on the product (Winingsih, 2022).

Other research (Winingsih, 2022) indicates that lifestyle characteristics have a strong and favorable (unidirectional) influence on buying decisions. The capacity of the vendor to alter the consumer's lifestyle influences the consumer's buying choice. Lifestyle characteristics are known to influence shopping decisions. Other research (Meliani et al., 2021) found that lifestyle has a substantial impact on the decision to purchase Muslim fashion goods

on the Marketplace. This is demonstrated by a significant value of 0.01, indicating that H_0 is rejected but H_a is approved. The higher a person's fashion lifestyle, the more likely they are to buy Muslim fashion goods.

The Influence of Online Promotions (X1) and Lifestyle (X2) on Buyer Decisions (Y)

Based on the results of the questionnaire that has been distributed and processed using SPSS version 25, it shows that of the four variables measured, namely the online promotion variable (X1) and the lifestyle variable (X2), it produces the number of consumer buyer decisions at the Yusuf Mobilindo Showroom, there is an interval value that results that the statements of many respondents vote to agree, therefore the decisions of consumer buyers at the Yusuf Mobilindo Showroom have a large consumer buyer decision that used to process customers. For the significant value of $F_{cal} > F_{table}$ of variables X1 and X2 together with Y is $0.000 < 0.05$ and the value of $F_{cal} 19,627 > F_{table} 3.08$, so it can be concluded that all variables together have a positive effect on the decision of Yusuf Mobilindo Showroom consumer buyers.

For the overall influence of online promotion variables (X1) and lifestyle variables (X2) together on buyer decisions (Y), it is concluded that all variables together have a positive effect on buyer decisions. Based on the explanation above, the development of online promotion variables (X1) and lifestyle variables (X2) is good. The level of influence of online promotion variables with consumer buyer decision variables, in this case, is fairly good because the R value is between 0.20-0.339, which is 0.268 or 26.8% (low). Following investigation, the effect of Online Promotion and Lifestyle on consumer decisions for Yusuf Mobilindo Showroom items is 26.8%. While the remaining 73.2% was impacted by other factors that were not investigated in this study..

Online promotion is also related to lifestyle, where Yusuf Mobilindo Showroom promotes its products online can be seen directly by consumers so it is not impossible that someone's lifestyle will change. Online promotion is a promotional activity that utilizes online media and all of its benefits, including multimedia, interactive, and real-time. Promotions can persuade customers to choose a product while also providing assistance or facilitating conjunctions in the purchasing process. The notion of lifestyle is applied carefully and effectively, so it may assist marketers identify changes in consumer value and how they impact buyer behavior. Consumers not only buy a product or service, but also buy the values and lifestyle represented by the product or service so that the lifestyle emphasizes on meeting customer expectations and activities influence consumers in the purchase decision-making process.

The results of the study were conducted by (Yuli et al., 2021) that there is an influence of lifestyle, online promotion, and brand trust on the decision to purchase miniso products in Asahan (Case Study of Students of the Faculty of Economics UNA). The research was conducted by (Sukmawati & Ekasasi, 2020) that lifestyle, product quality, and promotions partially have a positive and significant effect on purchasing decisions. The research was conducted by (Rachmawati & Andjarwati, 2019) that there is a positive and significant influence of consumptive lifestyle variables on the purchase decision of Burger King in Surabaya. There is a positive and significant influence of sales promotion variables on the decision to buy Burger King in Surabaya.

CONCLUSION

Online Promotion (X1) has a positive and significant effect on consumer Buyer Decisions at Yusuf Mobilindo Showroom as seen from the results with a t_{cal} value of 3,772 > t_{table} 1,981 with a significance level of $0.000 < \text{probability of } 0.05$. Lifestyle (X2) has a positive and significant effect on the Consumer Buyer Decision at the Yusuf Mobilindo Showroom as seen from the results obtained with a t_{cal} value of 2,908 > t_{table} 1,981 with a significance level of $0.000 < \text{probability of } 0.05$. The results of the study on the influence of Online Promotion (X1) and Lifestyle (X2) variables using the F test obtained a value of 19.627 > a value of 3.08 and a significance level of $0.000 < 0.05$. Online Promotion (X1) and Lifestyle (X2) together have a positive and significant effect on consumer Buyer Decisions (Y) at Yusuf Mobilindo Showroom. The results of the study using the correlation coefficient test (R) obtained a value of 0.518, Online Promotion (X1) and Lifestyle (X2) had a positive and significant effect on consumer Buyer Decisions (Y) with a value of (51.8%). From the results of the study using the determination coefficient test (R^2), a value of 0.268 was obtained. So it can be concluded that the contribution of the variables Online Promotion (X1) and Lifestyle (X2) can explain the Consumer Buyer Decision (Y) by 26.8%, the remaining 73.2% is influenced by other variables.

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