The Influence of Promotion Mix, Brand Image and Lifestyle on Purchase Decisions at Tokopedia with Consumer Behavior as An Intervening Variable

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ABSTRACT

Purpose: The purpose of this research is to determine and analyze the influence of Promotion mix on Consumer Behavior, Brand image on Consumer Behavior, Lifestyle on Consumer Behavior, Promotion mix on Purchase Decisions, Brand image on Purchase Decisions, Lifestyle on Purchase Decisions, Consumer Behavior on Purchase Decisions , Promotion mix on purchase decisions with consumer behavior as an intervening variable, brand image on purchase decisions with consumer behavior as an intervening variable, lifestyle on purchase decisions with consumer behavior as an intervening variable on Tokopedia.

Design/methodology/approach: The data collection technique used to fill out a questionnaire using the Purposive Sampling method which was distributed to the sample population of 100 respondents and processed using the SEM-PLS application.

Findings: And the research results show that there is a significant influence of Promotion mix on Consumer Behavior, there is a significant influence of Brand image on Consumer Behavior, there is a significant influence of Lifestyle on Consumer Behavior, there is a significant influence of Promotion mix on Purchase Decisions, there is a significant influence of Brand image on Purchase Decisions , there is a significant influence of Lifestyle on Purchase Decisions, there is a significant influence of Consumer Behavior on Purchase Decisions, there is a significant influence of Promotion mix on Purchase Decisions with Consumer Behavior as an intervening variable, in this research it is known that there is no significant influence of Brand image on Purchase Decisions with Consumer Behavior as an intervening variable, there is a significant influence of lifestyle on purchase decisions with consumer behavior as an intervening variable in Tokopedia.

Paper type: Research paper

Keyword: *Promotion Mix, Brand Image, Lifestyle, Consumer Behavior, Purchase Decisions*

I. INTRODUCTION

The Covid-19 pandemic requires people to reduce activities outside the home such as working, studying and meeting daily needs. Various activity restrictions have been implemented by the government with social distancing and stay at home efforts to reduce the rate of spread of the Covid-19 virus. Therefore, all activities are carried out online and have become a new habit that has emerged as a form of human adaptation to the world health crisis that has occurred for almost the last year. This new habit is formed causing a change in consumer behavior, which previously was through direct shopping, now to online shopping. This shift in consumer behavior is also supported by an increase in internet use from year to year, especially with the current Covid-19 pandemic where people are using the internet as a primary need in carrying out activities to meet daily needs.

Tokopedia is an E-Commerce under the auspices of PT. Tokopedia was founded by William Tanuwijaya and Leontinus Alpha Edison in 2009. Tokopedia has transformed into a unicorn that is influential not only in Indonesia but also in Southeast Asia. Tokopedia has become an E-Commerce that sells various kinds of products, both daily necessities and electronic devices, not forgetting that Tokopedia provides financial technology products

The Influence of Promotion Mix, Brand Image and Lifestyle on Purchase Decisions at Tokopedia with Consumer Behavior as An Intervening Variable
Prastya Harys Saputra, Arasy Alimudin, Joko Suyono

Page | 647

such as digital wallets, investments and investments. Tokopedia is also a place to pay for various activities such as paying vehicle tax, purchase electricity tokens and so on. Tokopedia is also in demand by its users because there are attractive discounts and free shipping promos which make Tokopedia preferable to similar e-commerce.

In this case, Tokopedia has accommodated and analyzed consumer behavior by providing a variety of credible financial products and services to meet the needs of its users. Tokopedia uses promotion mix as a form of marketing strategy. Promotion mix is the best strategic combination of promotional elements used to achieve company goals (Kotler and Keller, 2016). In doing this, everything must also be supported by a good brand image. Brand image is a consumer's response to a brand which is based on the good and bad things that consumers remember about the brand (Keller & Swaminathan, 2020). In this case, it is very important for Tokopedia to have a good brand image among its users. In this case, you must also pay attention to the lifestyle of the consumer, which according to Laksono and Iskandar (2018: 157), lifestyle is a person's attitude in describing a real problem that is in the person's mind and tends to join in various things related to psychological and emotional problems. or it can also be seen from what people are interested in and what they think about an object.

Based on the various strategies above, including Promotion Mix, Brand Image, and Lifestyle, this is to direct consumers to purchase decisions, which according to Kotler and Keller (2016: 194) state that consumer purchase decisions are part of consumer behavior, namely the study of how individuals, groups, and organizations select, purchase, use, and how goods, services, ideas or experiences satisfy their needs and wants. Purchase decisions are inseparable from the nature of a consumer (consumer behavior) so that each consumer has different habits in making purchases. Therefore, the researchers raised the title "The Influence of Promotion Mix, Brand Image and Lifestyle on Purchase Decisions on Tokopedia with Consumer Behavior as an Intervening Variable".

A. Literature Review
1. Promotion Mix
According to Kotler and Keller (2016) Promotion mix is the best strategic combination of promotional elements used to achieve company goals.

2. Brand image
According to Keller (2000) brand image is the consumer's perception of the brand or product that will be used or utilized. And according to Schiffman and Kanuk (2007), Schiffman and Kanuk describe brand image as a collection of associations about a brand that are stored in consumers' minds or memories.

3. Lifestyle
According to Laksono and Iskandar (2018: 157), lifestyle is a person's attitude in describing a real problem that is in a person's mind and tends to join in various things related to psychological and emotional problems or it can also be seen from what they are interested in and what they think about something. object.

4. Consumer Behavior
According to Nugroho (2019:2) consumer behavior is the actions directly involved in obtaining, consuming and disposing of products or services, including the decision processes that precede and follow these actions.

5. Purchase Decision
According to Kotler and Keller (2016: 268) purchase decisions are an activity of individuals who are directly involved in obtaining and using the goods offered.
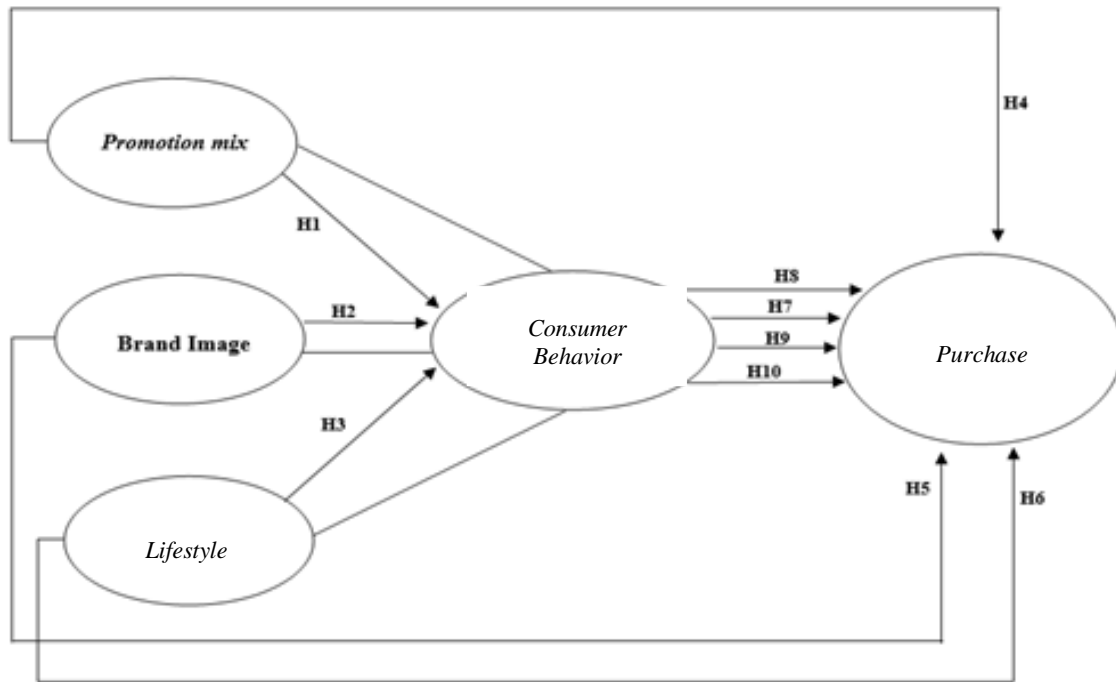
B. Conceptual Framework

The Influence of Promotion Mix, Brand Image and Lifestyle on Purchase Decisions at Tokopedia with Consumer Behavior as An Intervening Variable
Prastya Harys Saputra, Arasy Alimudin, Joko Suyono

Page | 648

Figure 1. Research Conceptual Framework

C. Hypothesis

H1: There is a significant influence of promotion mix on consumer behavior.

H2: There is a significant influence of brand image on consumer behavior.

H3: There is a significant influence of lifestyle on consumer behavior.

H4: There is a significant influence of promotion mix on purchase decisions.

H5: There is a significant influence of Brand Image on purchase decisions.

H6: There is a significant influence of lifestyle on purchase decisions.

H7: There is a significant influence of consumer behavior on purchase decisions.

H8: There is a significant influence of Promotion mix on purchase decisions at Tokopedia with consumer behavior as an intervening variable.

H9: There is a significant influence of brand image on purchase decisions at Tokopedia with consumer behavior as an intervening variable.

H10: There is a significant influence of lifestyle on purchase decisions at Tokopedia with consumer behavior as an intervening variable.

II. METHODS

The research objects chosen in preparing this research were Tokopedia users or consumers in the Surabaya area. The approach to this research uses a quantitative approach. The type of data used by researchers is quantitative data. The data sources used in this research are primary data and secondary data. The sampling method used in this research is the Purposive Sampling method, namely a method where the researcher determines several criteria to be used as a sample. The population in this research is Tokopedia users in the city of Surabaya, with the characteristics of respondents being Tokopedia users with a minimum of 2 or more purchases in the last 6 months. The sampling method used in this research is by taking the number of samples using the Bernoulli formula (Sugiyono, 2017). Based on the sample calculation results, the figure was 96.04 for the minimum sample size, but the author rounded it up to 100 respondents to reduce errors in filling out the questionnaire. The data collection technique used by researchers is a questionnaire with a Likert scale of 1-5. The data analysis technique in this research uses Structural Equation Modeling (SEM). The analytical method used in this research is external model analysis, internal model analysis, to test the hypothesis, the P-Values test is carried out using the Structural Equation Modeling (SEM) application.

The Influence of Promotion Mix, Brand Image and Lifestyle on Purchase Decisions at Tokopedia with Consumer Behavior as An Intervening Variable
Prastya Harys Saputra, Arasy Alimudin, Joko Suyono

Page | 649

III. RESULTS AND DISCUSSION

A. Results
1. Characteristics of Respondents based on Gender

Table 1. Characteristics of Respondents Based on Gender

No	Gender	Frequency	Percentage (%)
1	Man	28	28%
2	Woman	72	72%
	Total	100	100%

Source: Processed primary data (2023)

Based on table 1, it is known that there were 28 male respondents (28%), while there were 72 female respondents (72%). Based on the characteristics of the respondents above, it shows that the majority of respondents are women.

2. Characteristics of Respondents based on Age

Table 2. Characteristics of Respondents Based on Age

No	Age	Frequency	Percentage (%)
1	18-25 Years old	30	%
2	26-30 Years old	22	%
3	31-35 Years old	15	%
4	36-40 Years old	12	%
5	41-45 Years old	10	%
6	46-50 Years old	6	%
7	51-55 Years old	3	%
8	> 55 Years old	2	%
	Total	100	100%

Source: Processed primary data (2023)

Based on table 2, it can be seen that the percentage of respondents aged 18-25 years is 30%, then respondents aged 26-30 years are 22%, respondents aged 31-35 years are 15%, respondents aged 36-40 years are 12%, respondents 10% aged 41-45 years, 6% respondents aged 46-50 years, 3% respondents aged 51-55 years, and 2% respondents aged over 55 years. The majority of respondents were aged 18-25 years.

The Influence of Promotion Mix, Brand Image and Lifestyle on Purchase Decisions at Tokopedia with Consumer Behavior as An Intervening Variable
Prastya Harys Saputra, Arasy Alimudin, Joko Suyono

Page | 650

3. Characteristics of Respondents Based on Education

Table 3. Characteristics of Respondents Based on Education

No	Education	Frequency	Percentage (%)
1	Elementary School	4	4%
2	Junior High School	22	22%
3	Senior High School	56	56%
4	University	18	18%
	Total	100	100%

Source: Processed primary data (2023)

Referring to table 5.3, the percentage of respondents with Elementary school is 4%, respondents with Junior high school is 22%, respondents with Senior high school is 56%, and respondents with up to University is 18%. Most of the respondents had Junior high school backgrounds.

4. Characteristics of Respondents Based on Frequency of Purchase Transactions on Tokopedia

Table 4. Characteristics of Respondents Based on Frequency of Purchase Transactions on Tokopedia

No	Frequency of purchase transactions in the last 6 months	Frequency	Percentage (%)
1	1-2 times a month	58	58%
2	3-5 times a month	25	25%
3	> 5 times a month	17	17%
	Total	100	100%

Source: Processed primary data (2023)

According to table 4 above, it can be seen that the percentage of respondents who made purchase transactions in the last 6 months 1-2 times a month was 58%, 3-5 times a month was 25%, and more than 5 times a month was 17%. The majority of respondents made purchases 1-2 times a month in the last 6 months.

5. Partial Least Square (PLS)

Model Scheme In this research, hypothesis testing uses the Partial Least Square (PLS) analysis technique with the smartPLS 3.0 program. The following is a schematic of the PLS program model being tested:
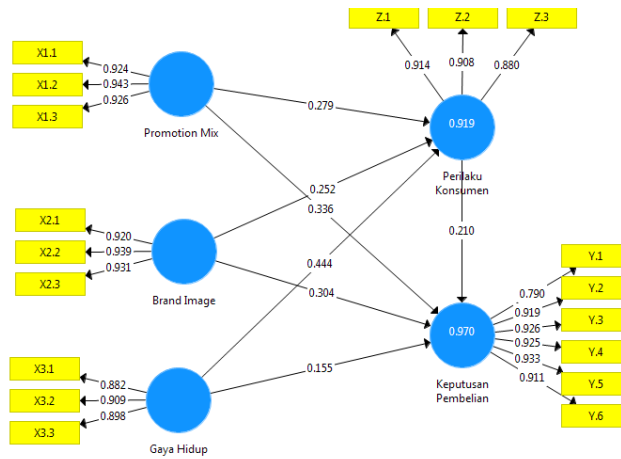
The Influence of Promotion Mix, Brand Image and Lifestyle on Purchase Decisions at Tokopedia with Consumer Behavior as An Intervening Variable
Prastya Harys Saputra, Arasy Alimudin, Joko Suyono

Page | 651

Figure 2. Model schematic

6. Outer Model Testing
a. Convergent Validity

To test convergent validity, the outer loading or loading factor value is used. An indicator is declared to meet convergent validity in the good category if the outer loading value is > 0.7. The following are the loading factor values for each indicator on the research variables:

Table 5. Loading Factor

Variable	Indicator	Loading Factor	Rule of Thumb	Conclusion
	X1.1	0,924	0,7	Valid
Promotion Mix (X1)	X1.2	0,943	0,7	Valid
	X1.3	0,926	0,7	Valid
	X2.1	0,920	0,7	Valid
Brand Image (X2)	X2.2	0,939	0,7	Valid
	X2.3	0,931	0,7	Valid
	X3.1	0,882	0,7	Valid
Lifestyle (X3)	X3.2	0,909	0,7	Valid
	X3.3	0,898	0,7	Valid
	Z.1	0,914	0,7	Valid
Consumer Behavior (Z)	Z.2	0,908	0,7	Valid
	Z.3	0,880	0,7	Valid

The Influence of Promotion Mix, Brand Image and Lifestyle on Purchase Decisions at Tokopedia with Consumer Behavior as An Intervening Variable
Prastya Harys Saputra, Arasy Alimudin, Joko Suyono

Page | 652

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Variable	Indicator	Loading Factor	Rule of Thumb	Conclusion
	Y.1	0,790	0,7	Valid
	Y.2	0,919	0,7	Valid
	Y.3	0,926	0,7	Valid
Purchase Decision (Y)	Y.4	0,925	0,7	Valid
	Y.5	0,933	0,7	Valid
	Y.6	0,911	0,7	Valid

Data Source: 2023 PLS Data Processing Results

The data presented in table 5 above shows that each research variable indicator has an outer loading value of > 0.7. According to Chin, as quoted by Ghozali (2016), an outer loading value between 0.5 - 0.6 is considered sufficient to meet the convergent validity requirements. The data above shows that there are no variable indicators whose outer loading value is below 0.5, so that all indicators are declared suitable or valid for research use and can be used for further analysis.

b. Discriminant Validity

In this section, the results of the discriminant validity test will be described. The discriminant validity test uses cross loading values. An indicator is declared to meet discriminant validity if the cross loading value of the indicator on the variable is the largest compared to other variables (Ghozali, 2016). The following is the cross loading value of each indicator:

Table 6. Cross Loading

Indicator	Variable				
	Promotion Mix	Brand Image	Lifetyle	Consumer Behavior	Purchase Decisions
X1.1	0,924	0,895	0,903	0,876	0,903
X1.2	0,943	0,903	0,880	0,865	0,923
X1.3	0,926	0,861	0,854	0,881	0,883
X2.1	0,866	0,920	0,907	0,882	0,887
X2.2	0,897	0,939	0,863	0,870	0,915
X2.3	0,894	0,931	0,870	0,865	0,899
X3.1	0,801	0,793	0,882	0,815	0,820
X3.2	0,848	0,875	0,909	0,891	0,86

The Influence of Promotion Mix, Brand Image and Lifestyle on Purchase Decisions at Tokopedia with Consumer Behavior as An Intervening Variable
Prastya Harys Saputra, Arasy Alimudin, Joko Suyono

Page | 653

X3.3	*0,889*	*0,874*	*0,898*	*0,837*	*0,872*
Z.1	*0,850*	*0,847*	*0,853*	*0,914*	*0,960*
Z.2	*0,816*	*0,812*	*0,826*	*0,908*	*0,962*
Z.3	*0,868*	*0,874*	*0,876*	*0,880*	*0,964*
Y.1	*0,765*	*0,784*	*0,774*	*0,812*	*0,890*
Y.2	*0,896*	*0,893*	*0,873*	*0,856*	*0,919*
Y.3	*0,896*	*0,910*	*0,906*	*0,898*	*0,926*
Y.4	*0,896*	*0,893*	*0,911*	*0,899*	*0,925*
Y.5	*0,918*	*0,896*	*0,881*	*0,877*	*0,933*
Y.6	*0,867*	*0,867*	*0,839*	*0,839*	*0,911*

Data Source: 2023 PLS Data Processing Results

According to the data in table 6, it shows that the loading value of each indicator item on the construct is greater than the cross-loading value. Thus, it can be concluded that all constructs or latent variables have good discriminant validity, where in the block the construct indicators are better than the other block indicators.

Apart from observing the cross-loading value, discriminant validity can also be determined through other methods, namely by looking at the average variant extracted (AVE) value for each indicator, the required value must be > 0.5 for a good model (Ghozali, 2014).

Table 7. Average Variant Extracted (AVE)

Variable	AVE
Promotion Mix	*0,867*
Brand Image	*0,865*
Lifestyle	*0,804*
Consumer Behavior	*0,811*
Purchase Behavior	*0,814*

Data Source: 2023 PLS Data Processing Results

The data presentation in table 7 above shows that the AVE value of the Promotion Mix, Brand Image, Lifestyle, Consumer Behavior and Purchase Decision variables is > 0.5. So it can be stated that each variable has good discriminant validity. The indicators in the construct indicator block are better than the indicators in the other blocks.

The Influence of Promotion Mix, Brand Image and Lifestyle on Purchase Decisions at Tokopedia with Consumer Behavior as An Intervening Variable
Prastya Harys Saputra, Arasy Alimudin, Joko Suyono

Page | 654

c. Composite Reliability and Cronbach's Alpha

Besides construct validity testing, construct reliability testing was also carried out as measured by composite reliability and Cronbach's alpha of the indicator block that measures the construct. The following are the results of composite reliability and Cronbach's alpha testing from Smart PLS:

Table 8. Composite Reliability and Cronbach's Alpha

Variable	Composite Reliability	Rule of Thumb	Cronbach's Alpha	Rule of Thumb	Conclution
Promotion Mix	0,924	0,7	0,952	0,6	Reliable
Brand Image	0,922	0,7	0,950	0,6	Reliable
Lifestyle	0,878	0,7	0,925	0,6	Reliable
Consumer Behavior	0,884	0,7	0,928	0,6	Reliable
Purchase Decision	0,954	0,7	0,963	0,6	Reliable

Data Source: 2023 PLS Data Processing Results

A variable is declared reliable if it has a composite reliability value above 0.7 and Cronbach's alpha above 0.60. From the SmartPLS output results above, all variables have composite reliability values above 0.70 and Cronbach's alpha above 0.60. So it can be concluded that validity has good reliability.

d. Inner Model Testing

This research will explain the results of the path coefficient test, goodness of fit test and hypothesis test.

a. Path Coefficient Test Results

Path coefficient testing is used to show how strong the effect or influence of the independent variable is on the dependent variable. Meanwhile, the determination coefficient (R-Square) is used to measure how much endogenous variables are influenced by other variables.

Table 9. Path Coefficient

Variable	Original Sample	Category
Promotion Mix → Consumer Behavior	0,279	Weak
Brand Image → Consumer Behavior	0,252	Weak
Lifestyle → Consumer Behavior	0,444	Medium

The Influence of Promotion Mix, Brand Image and Lifestyle on Purchase Decisions at Tokopedia with Consumer Behavior as An Intervening Variable
Prastya Harys Saputra, Arasy Alimudin, Joko Suyono

Page | 655

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Promotion Mix → Purchase Decision	*0,336*	*Medium*
Brand Image → Purchase Decision	*0,304*	*Weak*
Lifestyle → Purchase Decision	*0,155*	*Weak*
Consumer Behavior → Purchase Decision	*0,210*	*Weak*
Promotion Mix → Consumer Behavior → Purchase Decision	*0,059*	*Weak*
Brand Image → Consumer Behavior → Purchase Decision	*0,053*	*Weak*
Lifestyle → Consumer Behavior → Purchase Decision	*0,093*	*Weak*

Data Source: 2023 PLS Data Processing Results

The inner model scheme shown in Table 9 above can be explained that the largest path coefficient value is shown by lifestyle on consumer behavior of 0.444. Then the smallest influence is brand image on purchase decisions through consumer behavior of 0.053.

2. Model Goodness Test (Goodness of Fit)

Based on data processing that has been carried out using the smartPLS program, the R-Square values are obtained as follows:

Table 10. R-Square Value

Variable	Nilai R-Square
Consumer Behavior	*0,970*
Purchase Decision	*0,919*

Data Source: 2023 PLS Data Processing Results

Based on the data presented in table 10 above, it can be seen that the R-Square value for the Consumer Behavior variable is 0.970. Obtaining this value explains that a large percentage of Consumer Behavior can be explained by Promotion Mix, Brand Image and lifestyle at 97%. Then the R-Square value obtained for the Purchase Decision variable is 0.919. This value explains that purchase decisions can be explained by Promotion Mix, Brand Image and Consumer Behavior by 91.9%.

The goodness of fit assessment is known from the Q-Square value. The Q-Square value has the same meaning as coefficient determination (R-Square) in regression analysis, where the higher the Q-Square, the better or more fit the model can be to the data.

The results of calculating the Q-Square value are as follows:

$$Q\text{-Square} = 1 - [(1 - R^2{}_1) \times (1 - R^2{}_2)]$$
$$= 1 - [(1 - 0{,}970) \times (1 - 0{,}919)]$$
$$= 1 - (0{,}03 \times 0{,}081)$$
$$= 1 - 0{,}00243$$
$$= 0{,}997$$

From the Q-Square calculation, it is known that the Q-Square value is 0.997. This shows that the large diversity of research data that can be explained by the research model is 99.7%. Meanwhile, the remaining 0.003% is explained by other factors outside this research model. Thus, from these results, this research model can be stated to have good goodness of fit.

The Influence of Promotion Mix, Brand Image and Lifestyle on Purchase Decisions at Tokopedia with Consumer Behavior as An Intervening Variable
Prastya Harys Saputra, Arasy Alimudin, Joko Suyono

Page | 656

e. Hypothesis Testing

Based on the data processing that has been carried out, the results can be used to answer the hypothesis in this research. Hypothesis testing in this research was carried out by looking at the T-Statistics values and P-Values values. The research hypothesis can be declared accepted if the P-Values value is <0.05 (Yamin and Kurniawan, 2011). The following are the results of hypothesis testing obtained in this research through the inner model:

Table. 11 Hypothesis Testing

Hypotheses	Influence	T-statistics	P-Values	Result
H1	Promotion Mix → Consumer Behavior	2,451	0,015	Accepted
H2	Brand Image → Consumer Behavior	2,252	0,025	Accepted
H3	Lifestyle → Consumer Behavior	4,044	0,000	Accepted
H4	Promotion Mix → Purchase Decision	4,472	0,000	Accepted
H5	Brand Image → Purchase Decision	4,034	0,000	Accepted
H6	Lifestyle → Purchase Decision	2,495	0,013	Accepted
H7	Consumer Behavior → Purchase Decision	3,170	0,002	Accepted
H8	Promotion Mix → Consumer Behavior → Purchase Decision	2,037	0,042	Accepted
H9	Brand Image → Consumer Behavior → Purchase Decision	1,653	0,099	Rejected
H10	Lifestyle → Consumer Behavior → Purchase Decision	2,506	0,013	Accepted

Data Source: 2023 PLS Data Processing Results

Based on the data presented in the table. 11 above, it can be seen that of the Ten hypotheses proposed in this research, they are as follows:

a. The effect of Promotion Mix on consumer behavior has a P value of 0.015 or smaller than 0.05. This means that the Promotion Mix variable has a significant effect on consumer behavior.
b. The influence of Brand Image on consumer behavior has a P value of 0.025 or smaller than 0.05. This means that the Brand Image variable has a significant influence on consumer behavior.
c. The influence of lifestyle on purchase decisions has a P value of 0.000 or less than 0.05. This means that the Lifestyle variable has a significant influence on Purchase Decisions.
d. The influence of Promotion Mix on purchase decisions has a P value of 0.000 or less than 0.05. This means that the Promotion Mix variable has a significant influence on purchase decisions.
e. The influence of Brand Image on purchase decisions has a P value of 0.000 or less than 0.05. This means that the Brand Image variable has a significant influence on purchase decisions.
f. The influence of lifestyle on purchase decisions has a P value of 0.013 or smaller than 0.05. This means that the Lifestyle variable has a significant influence on purchase decisions.
g. The influence of consumer behavior on purchase decisions has a P value of 0.002 or less than 0.05. This means that the Consumer Behavior variable has a significant influence on Purchase Decisions.

The Influence of Promotion Mix, Brand Image and Lifestyle on Purchase Decisions at Tokopedia with Consumer Behavior as An Intervening Variable
Prastya Harys Saputra, Arasy Alimudin, Joko Suyono

Page | 657

h. The influence of Promotion Mix on Purchase Decisions through Consumer Behavior has a P value of 0.042 which can be or is smaller than 0.05. This means that the Consumer Behavior variable is able to significantly mediate the influence of Promotion Mix on Purchase Decisions.
i. The influence of Brand Image on Purchase Decisions through Consumer Behavior has a P value of 0.099 or greater than 0.05. This means that the Consumer Behavior variable is unable to significantly mediate the influence of Brand Image on Purchase Decisions.
j. The influence of lifestyle on purchase decisions through consumer behavior has a   P value of 0.013 or smaller than 0.05. This means that the Consumer Behavior variable is able to significantly mediate the influence of Lifestyle on Purchase Decisions.

B. Discussion

In this sub-chapter, the results of the hypothesis testing that has been carried out are explained. The discussion of this research hypothesis will be explained as follows:

1. Effect of Promotion Mix on Consumer Behavior

Referring to the results of the first hypothesis test, statistically the p-value shows a value of 0.015 which is smaller than 0.05, so the first hypothesis which states "Promotion Mix influences Consumer Behavior among Tokopedia Consumers" is accepted. Thus, it can be stated that the quality of the Promotion Mix influences Tokopedia Consumer Behavior.

The results of this research are supported by the results of research conducted by (Pura & Madiawati, 2021), (Tambunan, 2019), and (Joeda, 2019). This research states that the Promotion mix has a positive influence on purchase decisions, which means that the higher the Promotion mix, sill make higher purchase decision too, and this means that the purchase decision will have a more positive and significantly influence.

2. Influence of Brand Image on Consumer Behavior

Based on the results of the second hypothesis test, statistically the p-value shows a value of 0.025 which is smaller than 0.05 so that the second hypothesis which states "Brand Image influences Tokopedia Consumer Behavior" is accepted. Thus it can be stated that the more positive the Brand Image, the better the Consumer Behavior. On the other hand, if the Brand Image is bad, it will influence consumer behavior that does not support the Tokopedia company.

Having a good brand image can influence positive consumer behavior and benefit the company. The brand image must be well built by the company, which will influence consumer behavior in relation to encouraging consumers to make purchase decisions about goods or services. The results of this research are supported by research (Anisya, 2023) and (Baha, 2017) which states that brand image has a positive and significantly influence on consumer behavior, where the higher or better the brand image, the higher the influence on consumer behavior.

3. Influence of Lifestyle on Consumer Purchase Behavior

Referring to the results of the second hypothesis test, statistically the p-value shows a value of 0.000 which is smaller than 0.05 so that the Third hypothesis which states "Lifestyle influences Tokopedia Consumer Behavior" is accepted. Thus it can be stated that the better the Brand Image, the better the Consumer Behavior. Conversely, if lifestyle is low, the less supportive consumer behavior is towards the company.

The existence of a high lifestyle can influence a company's consumer behavior. Thus, the higher the lifestyle that consumers have, the more it will encourage changes in consumer behavior. The results of this research are in accordance with the results of research conducted by (Trisnani et.al, 2019). Consumption can be interpreted as an activity to fulfill a lifestyle that can indicate social status in society. Changing lifestyles also influence consumer behavior in searching for goods and making purchases. The results of this research are also supported by research (Fitri & Basri, 2021) and (Krishnan, 2011) which states that there is an influence of lifestyle on consumer behavior.

4. Effect of Promotion Mix on Purchase Decisions

Based on the results of the third hypothesis test, statistically the p-value shows a value of 0.000 which is smaller than 0.05 so that the fourth hypothesis which states "Promotion Mix influences Tokopedia Consumer Purchase Decisions" is accepted. Thus it can be stated that the better the Promotion Mix, the higher the Purchase Decision. On the other hand, if the Promotion Mix is bad, the Tokopedia Consumer Purchase Decision will be lower.

The results of this research are supported by research (Pura & Madiawati, 2021), (Tambunan, et al, 2020), (Junifar, 2021), (Mardani & Aransyah, 2022), (Baskara, 2011), (Tambunan, 2019), (Joeda, 2019), (Jasmani & Sunarsi, 2020), (Oktari et al, 2020), (Khanfar, 2016). This research states that the Promotion mix has a positive influence on purchase decisions, which means that the higher the Promotion mix, the higher the purchase decision will be, and this means that the purchase decision will have a more positive and significantly influence.

The Influence of Promotion Mix, Brand Image and Lifestyle on Purchase Decisions at Tokopedia with Consumer Behavior as An Intervening Variable
Prastya Harys Saputra, Arasy Alimudin, Joko Suyono

Page | 658

5. Influence of Brand Image on Purchase Decisions

Based on the results of the fourth hypothesis test, statistically the p-value shows a value of 0.000 which is smaller than 0.05 so that the fifth hypothesis which states "Brand Image influences Tokopedia Consumer Purchase Decisions" is accepted. Thus it can be stated that the more positive the Brand Image, the higher the consumer behavior. On the other hand, if the Brand Image is bad, the lower the purchase decisions of Tokopedia consumers will be.

The results of this research are supported by research (Pintubatu & Saputri, 2021), (Jasmani & Sunarsi, 2020). This research states that Brand Image has a positive and significant influence on purchase decisions, where the higher or better the brand image, the greater the impact on purchase decisions made by consumers. Brand Image and purchase decisions are two things that are closely related. Brand Image is very important in efforts to increase consumer purchase decisions. Efforts to shape a brand image will increase consumer purchase decisions.

6. Influence of Lifestyle on Purchase Decisions

Based on the results of the fourth hypothesis test, statistically the p-value shows a value of 0.000 which is smaller than 0.05 so that the sixth hypothesis which states "Brand Image influences Tokopedia Consumer Behavior" is accepted. Thus it can be stated that the better the Brand Image, the better the Tokopedia Consumer Behavior. Conversely, if the Brand Image is bad, the consumer behavior will get worse.

The results of this research are supported by research (Pura & Madiawati, 2021), (Mardani & Aransyah, 2022), (Amri, 2021), (Andi & Ali 2023) concluding that there is a positive and significant relationship between lifestyle and purchase decisions. A person's lifestyle reflects their personal values and preferences. When a product or brand fits these lifestyles and values, individuals are more likely to choose and purchase that product. For example, someone who adheres to a healthy lifestyle may be more likely to purchase organic food products or fitness products.

7. Influence of Consumer Behavior on Purchase Decisions

Based on the results of the fifth hypothesis test, statistically the p-value shows a value of 0.000 which is smaller than 0.05 so that the Seventh hypothesis which states "Consumer behavior of members influences purchase decisions" is accepted. Thus it can be stated that the better the Consumer Behavior, the better the Purchase Decision. On the other hand, if consumer behavior is bad, then Tokopedia consumer purchase decisions will be worse.

The results of this research are supported by previous research results from (Nurkholiq, 2019) and (Surapati & Mahsya, 2020), which stated that consumer behavior influences purchase decisions. Consumers follow certain stages in making purchase decisions, including need recognition, information search, alternative assessment, purchase, and post-purchase evaluation. Consumer behavior at each of these stages can influence how the final purchase decision is made. For example, how much information is sought, how alternatives are evaluated, and what factors are prioritized.

8. Effect of Promotion Mix on Purchase Decisions through Consumer Behavior

Based on the results of the sixth hypothesis test, statistically the p-value shows a value of 0.042 which is smaller than 0.05 so that the eighth hypothesis which states "Promotion Mix influences Consumer Behavior Through Behavior" is accepted. Thus it can be stated that the better the Consumer Behavior, the stronger the influence of the Promotion Mix on Purchase Decisions. On the other hand, if consumer behavior is bad, it will be weaker in encouraging or mediating the influence of Promotion Mix on Tokopedia Consumer Purchase Decisions.

This promotion mix is a strategy carried out in conjunction with analyzing consumer behavior which directs consumers to purchase decisions for both products and services. The results of this research are in line with research by (Pura & Madiawati, 2021) and (Jasmani & Suryani, 2020) concluding that there is a positive and significant relationship between Promotion mix and purchase decisions through consumer behavior as an intervening variable. When consumer behavior supports the company and its products, it will be able to mediate the influence of Promotion Mix on purchase decisions. Positive consumer behavior can help the promotional mix influence purchase decisions.

9. Influence of Brand Image on Purchase Decisions through Consumer Behavior

Based on the results of the first hypothesis test, statistically the p-value shows a value of 0.099 which is greater than 0.05 so that the ninth hypothesis which states "Brand Image influences Purchase Decisions through Consumer Behavior" is rejected. Thus, it can be stated that changes in consumer behavior cannot support the promotional mix in influencing purchase decisions.

This research is not in line with the research results of (Pura & Madiawati, 2021) and (Jasmani & Suryani, 2020) concluding that there is a positive and significant relationship between brand image on purchase decisions and consumer behavior as an intervening variable.

The research results state that consumer behavior is unable to mediate the influence of brand image on purchase decisions because there are situations where purchase decisions are driven more by practical factors than by brand image. For example, in urgent purchases or transactions involving commodity products, consumers may be more likely to decide based on practical factors rather than brand image.

In some cases, the influence of brand image and promotional mix interact in complex ways. This means that their influence on purchase decisions cannot always be explained by simple mediation mechanisms.

There are situations where purchase decisions are driven more by practical factors than by brand image. For example, in urgent purchases or transactions involving commodity products, consumers may be more likely to decide based on practical factors rather than brand image.

10. Influence of Lifestyle on Purchase Decisions through Consumer Behavior

Based on the results of the first hypothesis test, statistically the p-value shows a value of 0.013 which is smaller than 0.05 so that the tenth hypothesis which states "Brand Image influences Purchase Decisions Through Consumer Behavior" is accepted. Thus, it can be stated that the better consumer behavior, the stronger the influence of lifestyle on purchase decisions. Conversely, if consumer behavior is bad, the influence of lifestyle on purchase decisions will be weaker.

The results of this research are supported by research by (Pura & Madiawati, 2021) and (Andi & Ali, 2019) concluding that there is a positive and significant relationship between lifestyle on purchase decisions and consumer behavior as an intervening variable. Consumer lifestyle is the first point that is analyzed to determine consumer behavior which is very useful for directing consumers to purchase decisions.

When Tokopedia consumers have positive behavior, this consumer behavior will encourage lifestyle in creating purchase decisions. Consumer behavior mediates the influence of lifestyle on purchase decisions.

IV. CONCLUSION

In accordance with the research results described in the previous chapter, several conclusions can be drawn, including:
1. Promotion Mix influences Consumer Behavior in Tokopedia.
2. Brand Image influences Consumer Behavior in Tokopedia.
3. Lifestyle influences Consumer Behavior in Tokopedia.
4. Promotion Mix influences Purchase Decisions in Tokopedia.
5. Brand Image influences Purchase Decisions in Tokopedia.
6. Lifestyle influences Purchase Decisions in Tokopedia.
7. Consumer behavior influences Purchase Decisions in Tokopedia.
8. Promotion Mix influences on Purchase Decisions through Consumer Behavior as an intervening variable in Tokopedia
9. Brand Image not influences on Purchase Decisions through Consumer Behavior as an intervening variable in Tokopedia.
10. Lifestyle influences on Purchase Decisions through Consumer Behavior as an intervening variable in Tokopedia.

A. Suggestions

Based on the conclusions and limitations of the research, the researchers suggest:
1. Advice for consumers
   Consumers need to realize that lifestyle influences purchase decisions. Consumers need to consider whether the product or service to be purchased is in line with consumer values and preferences.
   Consumers need to carry out in-depth information searches before making purchase decisions. It is also worth considering how promotions, brand image and lifestyle can influence your perception of the product.
   Always compare different product or service options before making a decision. Consider how each option impacts the consumer's lifestyle, whether it fits the desired brand image, and whether it meets promotional criteria that appeal to your consumers.
2. Suggestions to Company Management:
   Company management needs to pay attention to ensure that the brand image remains consistent with the values and lifestyle of the target market. A strong brand image can strengthen the influence of promotions on purchase decisions.
   Identify the market segments that are most relevant to the promotion, brand image and lifestyle you want to target. This will help companies design more effective campaigns.

The Influence of Promotion Mix, Brand Image and Lifestyle on Purchase Decisions at Tokopedia with Consumer Behavior as An Intervening Variable
Prastya Harys Saputra, Arasy Alimudin, Joko Suyono

Page | 660

Companies need to ensure that the quality of the products or services offered is in accordance with the brand image and values being promoted. Good quality will strengthen the positive influence on purchase decisions.

3. Suggestions to Further Researchers:

Future researchers can explore the interactions between the factors studied more deeply. For example, how consumer behavior as an intervening variable mediates the relationship between promotion mix, brand image, lifestyle and purchase decisions.

Future researchers can consider the effects of moderator variables that might influence the relationship between these variables. For example, how demographics or certain contextual factors influence it.

Future researchers who can conduct research in different industries or product categories can help understand how these variables influence purchase decisions in different contexts.

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The Influence of Promotion Mix, Brand Image and Lifestyle on Purchase Decisions at Tokopedia with Consumer Behavior as An Intervening Variable
Prastya Harys Saputra, Arasy Alimudin, Joko Suyono

Page | 661

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The Influence of Promotion Mix, Brand Image and Lifestyle on Purchase Decisions at Tokopedia with Consumer Behavior as An Intervening Variable
Prastya Harys Saputra, Arasy Alimudin, Joko Suyono

Page | 662