



INFLUENCE LIFESTYLE, CONSUMER ETHNOCENTRISM, PRODUCT QUALITY ON PURCHASE DECISION THROUGH PURCHASE INTENTION

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Abstract

The basic marketing strategy of a company is studying consumer behavior include consumer decision-making process. Before the advent of consumer purchasing decisions has an interest first. This study aimed to examine the direct and indirect effects of lifestyle, consumer ethnocentrism, product quality, and purchase intention as an intervening variable in the purchase decision. The population of this research that consumers Batik Unggul Jaya in Kota Pekalongan. The total sample of 116 respondents with purposive sampling technique through a Likert scale questionnaire. Analysis of data using descriptive percentage and path analysis. The results showed that lifestyle has a significant positive effect on purchase decision, customer ethnocentrism has a significant positive effect on purchase decision, product quality has a significant positive effect on purchase decision, and purchase intention has a significant positive effect on purchase decision, as well as the mediating influence of lifestyle, consumer ethnocentrism, and product quality of the purchase decision.

INTRODUCTION

Indonesia is a developing country which has the largest population of all four worlds has attracted many companies to enter the Indonesian market. Plus Indonesia participated in the institution of liberalization of world trade one of the ASEAN Economic Citizens or commonly called the MEA. After this MEA was implemented in 2015, all of Southeast Asia is currently competitive in selling goods to other countries (Kurnianto & Widiyanto, 2015).

According to Pham today many companies are studying consumer behavior as the basis of their marketing strategy. Companies can understand consumer behavior will understand consumer behavior based on what their customers want and need. As a marketer, an understanding of consumer behavior is very beneficial

for a company to develop a strategy and marketing mix. In studying consumer behavior, marketers need to be linked with the marketing strategy will be drawn up (Suryani, 2008). In this era of globalization, the company will always be aware of the importance of factors such as consumer customer decision factors (Setyaningsih & Murwatiningsih, 2017).

Now the market conditions are getting higher the level of competition, the demands of consumers are also higher and are very much wanted to be treated specifically because the understanding of consumers is also getting higher. Companies must create products that comply with the wishes and needs of the consumer because they will not appreciate or are willing to buy products without liking them (Naufal & Maftukhah, 2017). According to Loudon and Bitta (1995) states that consumer behavior in-

cludes the decision-making process and activities carried out by consumers in actual evaluation, acquisition of use or obtaining goods and services (Suryani, 2008). Efforts are being made to get the goods the consumer begins to search for information,

According to Rosif et al. (2015) lifestyle is part of consumer behavior to some extent will affect the actions to be taken by the consumer in making an actual purchase. A change in lifestyle from generation to generation because of the social changes in society and the changing economic environment, an opportunity for marketers to create a whole product and customize products according to the lifestyle of the intended market (Suryani, 2013). The modern lifestyle of Indonesian society is inseparable from the world community lifestyle changes (Wingsati & Prihandono, 2017). However, due to the behavior of open Indonesia could threaten domestic product, especially if the Indonesian consumers themselves prefer brands from other countries, such as the results of research conducted by Purwanto (2014) that Indonesian consumers tend to have a low level of consumer ethnocentrism. This becomes a problem for local producers to change that perception and foster a love of local produce. Therefore, to increase the consumption of domestic products, the government implemented a campaign of love domestic products. Consumer ethnocentrism represents consumer confidence regarding compliance and morality to buy domestic products (Shimp & Sharma, 1987).

Arifianti (2013) suggests that the quality of consumer decisions become a basic factor in many products and services. A product rated superior by consumers when the product is considered to have a higher quality than the competitor of the product (Permana, 2013). Consumer will consider a variety of advantages and disadvantages of a product and will choose a product to be consumed (Sujadi & Wahyono, 2015).

Ajzen (1991) stated that before the purchase decision, consumers have an interest (behavior intention) first (Khotimah et al., 2016). In addition, Ajzen (1980) in his Theory of Reasoned Action (TRA) also explains that the decision of someone in the act is based on an attitude (attitude toward behavior) and subjective norms (Murwatiningsih & Yulianto, 2017). The term "purchase interest" is used to understand the purpose of the consumer in making a purchasing decision (Murwatiningsih & Apriliani, 2013). Interest measured by necessity, if the priority will

always look for the information it shows the high interest (Sudarti & Prasetyaningtyas, 2011).

According to Rosif (2015) showed that consumer lifestyles have a positive influence on purchasing decisions by measurement of interests, activities, and opinions of consumers. So even study Lin and Shih (2012) and Mensah et al. (2011) that the results indicate that consumer lifestyles have a significant positive influence on purchasing decisions. But unlike the results of research conducted by Aziz (2015) which shows that there is a negative influence of lifestyle on purchasing decisions, because consumers have a lifestyle different, even if they have the class or the same status, it is not likely that they will have the style the same life. According to Nasabi et al. (2017) the tendency of consumer ethnocentrism as attitudes that can influence purchase decisions consumer. It is also evidenced in the research of Qing (2012) and Mensah et al. (2011) that the results indicate that consumer ethnocentrism has an influence on consumer purchase interest. While the research results of Fakhmanesh and Ghanbarzade (2013) states that consumer ethnocentrism has a negative influence on purchasing decisions. Likewise, the results of previous research and Donthu and Yoo (2005) the lack of effect of consumer ethnocentrism and purchasing decisions.

The quality of products is one of the factors of consumer purchasing decisions (Nuraini & Maftukhah, 2015). In the research results show that the quality of the product has a significant and positive influence on purchasing decisions. These results related to previous studies conducted by the Parts and Vida (2013) that the quality of the product has a positive influence on purchase decisions. But different from the results of the research from Martini (2015) which shows that product quality has a negative influence on purchasing decisions.

Khotimah research results et al. (2016) shows that interest influences purchasing decisions. In his research interests can be intervening variables between the variables of lifestyle and purchasing decisions. According to Atchariyachanvani and Hitoshi (2007), which suggests that lifestyle affects the desire of consumers, but high consumer desire to own or buy a product does not affect the consumer's decision to buy.

According to Parts and Vida (2013) suggests that there is significant influence indirectly between consumer ethnocentrism on purchasing decisions through buying interest. Meanwhile, according to Upadhyay and Singh (2006) ethno-

centrism consumer does not have a significant influence on purchasing decisions with buying interest as a mediator.

According to Wicaksono (2016) suggested that buying interest may mediate the relationship between quality products with the purchase decision. However, in contrast to the results of research Wee et al. (2014) and previous research by Parts and Vida (2013) which showed no effect on perceived product quality buying behavior through buying interest.

From the difference in the results has been described as the relationship between these variables can be discussed more the purchase decision. According to the Secretary-General of the Ministry of Industry Haris Munandar that Indonesia has become a market leader that dominates the market batik world, increasingly popular and worldwide even export value in 2017 exceeded USD 51 million, which continues to increase every year, it is because batik is typical of Indonesia so that the quality is better (www.kemenperin.go.id). This resulted in many foreign businessmen who started to do business and invest in Indonesia (Sakitri et al., 2017). Batik is a cultural richness that has high artistic value and timeless. Since Batik received recognition from UNESCO on October 2, 2009, as an Intangible Cultural Heritage of Humanity from Indonesia, batik fame again increased in the eyes of the people of Indonesia. Pekalongan city that became the center of batik production in Indonesia, therefore it is known as the City of Batik. Pekalongan city is also entered as a UNESCO creative city in December 2014 and has a city branding “World’s City of Batik”. Today, batik is not only known as a traditional dress but also has become a daily wear. The old view of batik is changing. Young-style batik seems to hit the hearts of fashion enthusiasts (Rosif et al., 2015). PT Unggul Jaya is one of batik in Pekalongan. Pekalongan is a mainstay of the community because it has a model that is always up-to-date and provide quality products that comply with the wishes of consumers, from strander product quality and high product quality.

According to an interview with Christy Store Manager Unggul Jaya (16/03/2018) annually sales always increase but the percentage increase is declining. Pekalongan batik in own use is not just for special events but also everyday wear. The company strives to always provide products that match the quality and model of the lifestyle of consumers, and companies also opt to follow the government program “Love Domes-

tic Products” by promoting batik as a domestic product that needs to be preserved in various kinds of activities held Pekalongan like Carnival or Fashion Show Batik. This is a gap phenomenon where the company’s efforts are not comparable to the results that the company gets.

The table is based on Unggul Jaya store experienced a significant increase from April to June, it happened because of the month there will be Eid al-Fitr so that the number of buyers is increasing. However, based on the percentage change in the tendency to decrease of the percentage change in the increase (74.45%) and the percentage change decreased (80.31%) are not comparable because the number of a higher reduction percentage (5.86%) compared to gains happen.

Table 1. Sales Data 2017 PT Unggul Jaya (Jalan Unggul Jaya Toko Force 45)

Month	Total Sales	Percentage Change
January	Rp 574.800.000	-
February	Rp 567.000.000	-1.36%
March	Rp 670.220.000	18.20%
April	Rp 665.100.000	-0.76%
May	Rp 928.660.000	39.63%
June	Rp 954.006.000	2.73%
July	Rp 726.630.000	-23.83%
August	Rp 483.480.000	-33.46%
September	Rp 535.800.000	10.82%
October	Rp 552.240.000	3.07%
November	Rp 477.020.000	-13.62%
December	Rp 456.300.000	-4.34%
Amount	Rp 7.591.256.000	-5.86%

Purchase Decision

Purchase Decision (purchase decision) is the process of formulating an alternative action to indicate the selection of one particular alternative to make the purchase (Kotler & Keller, 2009).

According to Schiffman and Kanuk (2010) defines a decision regarded as an act of selecting two or more alternative option (Sumarwan, 2014). If the consumer does not have an alternative option, then this is not a situation of consumers make decisions. Decision-making (decision) is the process of integration that combines the knowledge to evaluate the behavior of two or more alternatives and choose one of them (Setiadi, 2003).

Lifestyle

According to Kotler and Keller (2009) lifestyle (lifestyle) is a pattern of life in a world that is reflected in the activities, interests, and opinions. While Ujang Sumarwan (2014) argues that better describe the lifestyle a person's behavior, that is how he lived, using his money and take advantage of its time.

According to Suharno and Sutarso (2010) in a consumer's perspective, a person's lifestyle affects its behavior in terms of choosing a product that suits your lifestyle bears. Someone who has a modern lifestyle are likely to buy the latest product, brand, and expensive, and the appearance is important to him. While the conservative lifestyle will buy the product because of its function, they will not consider the latest products, designer goods, as well as the performances offered by the seller.

Consumer Ethnocentrism

The term "ethnocentrism" was first published by Sumner 1906 in his book "folkways", which says that ethnocentrism is the thought that the own group is the center of everything and all others are compared and judged by the standards of the group was, or could be interpreted also with the habit each groups to perceive culture as a cultural group of the most well (Horton, 1984). Shimp and Sharma (1987) broadening the concept of ethnocentrism by linking the concept of marketing is consumer behavior, to study consumer behavior and marketing implications of ethnocentrism.

According to Sharma et al. (1995) in particular, ethnocentrism consumer has the following characteristics: first, these characteristics are the result of love and concern for the country itself and the fear of losing and felt responsible that if the imported product will be a danger to themselves and the people. Secondly, the characteristics of which contains an interest or desire not to buy foreign products. For consumers who are very ethnocentric, buy foreign products is not only one economic issue but also a moral issue. Third, ethnocentricity shows both individual prejudices against imported products and the general trend of society in general. Consumers in developing countries will tend to view local products have a higher quality than the imported product (Erdoğan & Burucuoglu, 2016).

Product Quality

According to Kotler and Keller (2009) quality is the totality of features and characteristics of the products or services that depend on its ability

to satisfy stated or implied needs. A company can be said to have been delivering quality when the product or service being offered to meet or exceed customer expectations. Companies that can satisfy most of our customer needs at all times called quality companies, but it can be distinguished between compatibility quality and performance (or level) of quality.

According to Tjiptono (2008) it is reflecting the quality of all the dimensions of product offerings that generate benefits (benefits) for customers. A consumer will see the quality and durability of the product so that it can be used for a long time. As for the purchase of fashion, especially with regard to clothing as consumers to make more and more relevance to the aesthetic appearance, such as lines and see, value, style, and quality of the product (Dhurup, 2014).

Purchase Intention

According to Kotler and Keller (2009) interest to buy (purchase intention) is the tendency of consumers to buy a brand or take action related to the purchase of which is measured by the level of likelihood that consumers make purchases. According to Wicaksono (2016) buying interest is obtained from a process of learning and thought processes that form a perception.

Buying interest emerged to create a motivation that keeps recorded in his mind, that in the end when a consumer must meet his needs will actualize what was in his mind it. Although the purchase will not necessarily be done in the future, the measure of the interest in the purchase is generally carried out to maximize the prediction against the actual purchase itself. According to Mowen and Minor (2002) of interest can be built with strategies that affect consumer perception about the consequences of behavior they can do.

Hypothesis Development

Influence Lifestyle on Purchase Decision

Rosif et al. (2015) suggested that lifestyle is part of consumer behavior to some extent will affect the actions to be taken by the consumer in making an actual purchase. In his research showed that consumer lifestyles have a positive influence on purchasing decisions by measurement of interests, activities, and opinions of consumers.

Results of research conducted by Lin and Shih (2012) and Mensah et al. (2011) showed that consumer lifestyles influence their purchasing decisions. The research hypothesis is formulated as follows:

H1: Lifestyle positive and significant effect on the purchase decision.

Influence Consumer Ethnocentrism on Purchase Decision

Ethnocentrism consumer attitude is believed to be one of the factors that influence consumer purchases at home-made products at home and abroad (Shimp & Sharma, 1987). According to Auruskeviciene (2012) Consumer Ethnocentrism as a consumer perspective that tends to overvalue the local products and foreign products the rate is too low due to the assumption that the group is better than the other. Consumer ethnocentrism consumer confidence represents about morality buy domestic products (Purwanto, 2014).

According to Nasabi et al. (2017) the tendency of consumer ethnocentrism as attitudes that can influence consumer purchasing decisions on imported products. Mensah et al. (2011) showed that consumer ethnocentrism has a positive influence on purchase decisions. Kurnianto and Widiyanto (2015) which resulted in consumer ethnocentrism have a positive and significant effect on purchasing decisions. The research hypothesis is formulated as follows:

H2: Consumer Ethnocentrism positive and significant effect on the purchase decision.

Influence Product Quality on Purchase Decision

A product rated superior by consumers when the product is considered to have a higher quality than the products competitors (Permana, 2013). That consumers are willing to decide to buy the product, they must first be able to examine the goods manufactured by the company, but they will not do it if it is less confident about the goods (Sujadi & Wahyono, 2015).

The quality of products is one of the factors of consumer purchasing decisions (Nuraini & Maftukhah, 2015). In the research results show that the quality of the product has a significant and positive influence on purchasing decisions. These results together with previous studies conducted by the Parts and Vida (2013) that the quality of the product has a positive influence on purchase decisions. The research hypothesis is formulated as follows:

H3: Product quality positive and significant effect on the purchase decision.

Influence Purchase Intention on Purchase Decision

Intention as encouragement, namely strong internal stimuli that motivate action, which is influenced by the stimulus boost positive feelings for the product (Kotler & Keller, 2009:

160). Therefore interest becomes one of the factors for purchase decisions. Ajzen (1991) stated that prior to a purchase decision, consumers have an interest (behavior intention) first (Khotimah et al., 2016). The term "purchase interest" is used to understand the purpose of the consumer in making a purchasing decision (Murwatiningsih & Apriliani, 2013).

Maghfiroh's research result (2016) explains that buying interest is able to influence and have a significant and positive relationship with purchasing decisions. Likewise, in research Khotimah et al. (2016) which shows that interest influences purchasing decisions. The research hypothesis is formulated as follows:

H4: Purchase intention positive and significant effect on the purchase decision.

Influence Lifestyle on Purchase Decision through Purchase Intention

Lifestyle affects consumer desires, but high consumer desire to own or buy a product does not affect the consumer's decision to buy (Atcharyachanvani & Hitoshi, 2007). According to Mensah et al. (2011) found that consumers show a unique lifestyle, which resulted in the need and desire that ultimately affect the decision making of each consumer.

In a study conducted by Jue Chen (2012) who said that lifestyle influences purchasing decisions through buying interest, as well as research results Khotimah et al. (2016) who showed that interest might be intervening variables between the variables of lifestyle and purchasing decisions. The research hypothesis is formulated as follows:

H5: Lifestyle positive and significant effect on the purchase decision through purchase intention.

Influence Consumer Ethnocentrism on Purchase Decision through Purchase Intention

Consumer Ethnocentrism is high then it will have the intention and decided to buy a domestic product (Sharma et al., 1995). Consumer ethnocentrism increase will boost buying interest, which in turn followed by an increase in consumer purchasing decisions (Parts & Vida, 2013). In his research showed that there is significant influence indirectly between consumer ethnocentrism on purchasing decisions through buying interest. Meanwhile, according to Upadhyay and Singh (2006) ethnocentrism consumer does not have a significant influence on purchasing decisions with buying interest as a mediator. The research hypothesis formulation as follows:

H6: Consumer ethnocentrism positive and significant effect on the purchase decision through purchase intention.

Influence Purchase Decision on Product Quality through Purchase Intention

Consumers prefer products that offer quality, performance, and innovative features of the best, so that consumers will choose the quality of the product (Product Quality) is best according to them (Kotler & Keller, 2009). Saraswati et al. (2014) stated to improve the quality of the products offered will be assessed both by the customer and can attract customers so that the effect on consumer purchasing decisions. According to Wicaksono (2016) suggested that buying interest may mediate the relationship between quality products with the purchase decision. However, in contrast to the results of research Wee et al. (2014) and previous research by Parts and Vida (2013) which showed no effect on perceived product quality buying behavior through buying interest. The research hypothesis is formulated as follows:

Product quality positive and significant effect on the purchase decision through purchase intention

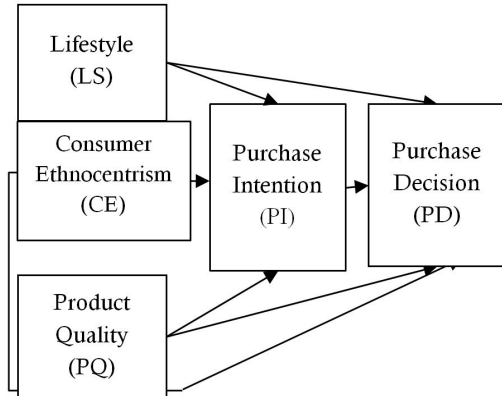


Figure 1. Research Model

Based on the hypotheses development described above it can be structured framework in this study as in Figure 1. Lifestyle uses three indicators (activity, interest, and opinion), consumer ethnocentrism using three indicators (buying local helps the country continues to grow, the preference for products local, and buy foreign products is a negative factor for the economy in the country), product quality using three indicators (features, aesthetics and perceived quality), purchase intention using three indicators (interest, desire, belief) and purchase decision using five indicators (preferred brand, the choice of the seller,

the choice of the quantity, timing and choice of payment method).

METHOD

The population in this study is that consumers Batik Unggul Jaya in Kota Pekalongan unknown number. This study used a non-probability sampling and sampling techniques in this study using purposive sampling, the sampling technique with a certain consideration (Sugiyono, 2017). Research sample is a person who meets the criteria, that is people who never make purchases Pekalongan batik Unggul Jaya in Kota Pekalongan at least once and the 17-49-year-old because at that age already have their income, in addition, it was at that age still love shopping, where these criteria are referred from previous studies Kaharu (2016). The samples used in this study were 116 respondents.

Data collection method used is the method of questionnaires. This questionnaire consists of 39 research instruments were measured using Likert Scale. The data collected will be analyzed using the application IBM SPSS Statistics 23 by the method of data analysis using Path Analysis, where the variable used include lifestyle, consumer ethnocentrism and product quality as the independent variable, purchase intention as mediating variables/intervening, and purchase decision as the dependent variable.

RESULT AND DISCUSSION

The population in this study is that consumers batik Unggul Jaya in Kota Pekalongan unknown number. This study used a non-probability sampling and sampling techniques in this study using purposive sampling, the sampling technique with a certain consideration (Sugiyono, 2017). Consideration researchers used to be sampled is if the person meets the criteria established by the author of people who never make purchases Pekalongan batik Unggul Jaya in Kota Pekalongan at least once and the 17-49 year-old because at that age already have their own income in addition it was at that age still love shopping, where these criteria are referred from previous studies Kaharu (2016). The samples used in this study were 116 respondents.

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sis, where the variable used include lifestyle, consumer ethnocentrism and product quality as the independent variable, purchase intention as mediating variables/ intervening, and purchase decision as the dependent variable.

Results of Test Validity

Test the validity of this research was performed using IBM SPSS Statistics application program 23. To determine whether an indicator of each of the variables that exist in the questionnaire is valid or invalid can be seen in the results of SPSS output count value sig (2-tailed) Pearson correlation on the resulting construct lines, by comparing the value of R arithmetic > R Table 0.361.

Based on test validity variable *lifestyle* Note that there are nine whole grain items meet the validity criteria statement with a value of R arithmetic > R Table 0.361 that indicates the item statement is valid and can be used as a measuring tool in the study.

Variable validity test results *customer ethnocentrism* has six items statement otherwise meet the criteria of validity to the value of R arithmetic > R Table 0.361 that indicates the item statement is valid and can be used as a measuring tool in the study.

Based on test validity variable product quality is known that there are 8 points statement items entirely meet the validity criteria with a value of R arithmetic > R Table 0.361 that indicates the item statement is valid and can be used as a measuring tool in the study.

Test the validity of the variable purchase intention known to have 6 items statement. All the items otherwise meet the criteria of validity statement with a value of R arithmetic > R Table 0.361 that indicates the item statement is valid and can be used as a measuring tool in the study.

Based on test validity purchase decision variables in mind that there are 10 whole grain items meet the validity criteria statement with a value of R arithmetic > R Table 0.361 that indicates the item statement is valid and can be used as a measuring tool in the study.

Results of Test Reliability

Reliability test data can be done by statistical test Cronbach Alpha (α). A construct or variable can be said to be reliable if it shows the value of Cronbach Alpha > 0.70 Nunnally (Ghozali, 2013).

Table 2. Reliability Test Results

No.	Variables	Cronbach's Alpha value
1.	Lifestyle	.732
2.	Consumer Ethnocentrism	.724
3.	Product Quality	.726
4.	Purchase Intention	.730
5.	Purchase Decision	.738

Based on Table 2, it can be stated that the value of Cronbach's Alpha, on the whole, greater than the criterion variables Cronbach's Alpha were required. Thus, all of the items proposed in the questionnaire statements are reliable to be used as a research instrument

Hypothesis Testing Statistics t-test (t-test)

Based on the SPSS 23 program, the results of multiple linear regression models are shown in Table 3.

Table 3. Effect of Lifestyle, Consumer Ethnocentrism, Product Quality, and Purchase Intention To Purchase Decision.

Model	Coefficients		t	Sig.	
	Coefficients Unstandardized	Standardized Coefficients			
	B	Std. Error			
(Constant)	3.116	2.487	1.253	.213	
Lifestyle	.265	.106	.219	2.510	.014
Consumer Ethnocentrism	.354	.118	.268	3.007	.003
product Quality	.289	.122	.196	2.374	.019
Purchase Intention	.444	.109	.309	4.088	.000

a. Dependent Variable: Purchase Decision

Table 4. Model 1 R Square

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.757	.572	.561	1.829

Predictors: (Constant), Product Quality, Consumer Ethnocentrism, Lifestyle

Table 5. Model 1 Effect of Lifestyle, Consumer Ethnocentrism, and Product Quality to Purchase Intention.

Model	Coefficients		t	Sig.	
	Coefficients Unstandardized				
	B	Std. Error			
(Constant)	2.832	2.146	1.320	.190	
Lifestyle	.223	.089	.264	2.487	.014
Consumer Ethnocentrism	.419	.094	.456	4.442	.000
Product Quality	.603	.089	.588	6.757	.000

Dependent Variable: Purchase Intention

Influence Lifestyle on Purchase Decision

Based on the calculation of SPSS, can be seen Sig. Calculate (0.014) <0.05. This means that H1 stating “Lifestyle positive and significant impact on the Purchase Decision” acceptable. This means the consumer lifestyle batik to fashion products increases, will be followed by an increase in consumer purchasing decisions,

The results of this study also support previous research conducted by Lin and Shih (2012) and Mensah et al. (2011) the results indicate that consumer lifestyles have a significant positive influence on the purchase decision. Likewise according to Rosif et al. (2015) which explains that the lifestyle is part of consumer behavior to some extent will affect the actions to be taken by consumers in making an actual purchase, In this research, consumer lifestyles in Pekalongan batik able to make consumers buy Batik Unggul Jaya.

Influence Consumer Ethnocentrism on Purchase Decision

Based on the calculation of SPSS, can be seen Sig. Calculate (0.003) <0.05. This means that H2 stating “customer ethnocentrism positive and significant impact on the purchase decision” be accepted. This means ethnocentrism batik increased consumer it will be followed by an increase in consumer purchasing decisions

The results of this study also support previous research conducted by Mensah et al. (2011) the results showed that consumer ethnocentrism has a positive influence on purchase decisions, Likewise Kurnianto research and Widiyanto (2015) which

result that consumer ethnocentrism positive and significant impact on purchasing decisions. In this study, ethnocentrism batik consumers in Pekalongan City were able to make consumers to buy Batik Unggul Jaya. This is supported by research Nasabi et al. (2017) which explains that the tendency of consumer ethnocentrism as attitudes that can influence consumer purchasing decisions.

Influence Product Quality on Purchase Decision

Based on the calculation of SPSS, can be seen Sig. Calculate (0.019) <0.05. This means that states H3 “product quality positive and significant impact on the purchase decision” be accepted. This means product quality batik increase then followed an increase in consumer purchasing decisions.

The results of this study also support previous research conducted by Parts and Vida (2013) which shows results that product quality has a positive influence on purchasing decisions, These results are also the same as Nuraini research and Maftukhah (2015) and Saraswati et al. (2014) showed that the product quality has significant and positive influence on purchasing decisions. This study also supports the theory according to Kotler and Keller (2009: 143), which explains that a company can be said to have met the quality when the product or service being offered exceeding customer expectations and preferences of the customer. In this study, the quality of products Batik Unggul Jaya that has been offered is able to influence consumer purchase decisions.

Influence Purchase Intention on Purchase Decision

Based on the calculation of SPSS, can be seen Sig. Calculate (0.000) <0.05. This means that states H4 “purchase intention positive and significant impact on the purchase decision” be accepted. This means buying interest which increases then be followed by an increase in consumer purchasing decisions.

The results of this study also support previous research conducted by Khotimah et al. (2016) who showed that interest in having a positive influence on purchase decisions. The study also supports theory of planned behavior which has proposed by Ajzen (1991) also stated that prior to a purchase decision, consumers have an interest (behavior intention) first (Kristianto, 2011: 94). It supports research Maghfiroh (2016) suggested that buying interest has a significant and positive influence on purchasing decisions. In this study, consumers’ interest in buying batik in Pekalongan City in Batik Unggul Jaya was able to influence the decision to buy the batik product.

Path Analysis

Path analysis (path analysis) was used to measure the causal relationships between variables that have been set (Ghozali, 2013), to measure whether there is influence of mediation or intervening use path coefficient comparison. The path coefficients calculated by making two equations are equations regression model 1 and 2 which shows the relationship hypothesized variables. Here are the results of the regression equation model 1 and model 2 of the study in Table 4 and Table 5.

Based on Tables 4 and 5 can be structured model equation 1 as follows:

$$PI = \beta LS + \beta CE + \beta PQ + e1$$

$$LS PI = 0.264 + 0.588 + 0.456 CE PQ + 0.654$$

$$e1 = \sqrt{1-R2}, \text{ then } e1 = \sqrt{1-0.572} = 0.654$$

Table 6. Model 2 R Square

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.853	.728	.719	2.104

Predictors: (Constant), Purchase Intention, Lifestyle, Product Quality, Consumer Ethnocentrism

Based on Table 5 and Table 6 can be structured equation model 2 as follows:

$$PD = \beta LS + \beta CE + \beta PQ + \beta PI + e1$$

$$LS PD = 0.219 + 0.196 + 0.268 CE PI PQ + 0.309 + 0.521$$

$$e2 = \sqrt{1-R2}, \text{ then } e2 = \sqrt{1-0.728} = 0.521$$

Influence lifestyle on purchase decision-mediated purchase intention

It is known that from the calculation of SPSS output, direct influence on purchase intention lifestyle variable that is equal to 0.264.

It is known that from the calculation of SPSS output, direct influence on the purchase decision variables lifestyle that is equal to 0.219.

The indirect effect of lifestyle variables to the purchase decision mediated by purchase intention can be determined by multiplying the regression coefficient of lifestyle variables to the regression coefficients purchase intention and purchase intention of the purchase decision is $0.264 \times 0.309 = 0.081$

The total effect of lifestyle variables path coefficients calculated by summing the effects of

Table 7. Model 2 Effect of Lifestyle, Consumer Ethnocentrism, Product Quality and Purchase Intention to Purchase Decision

Model	Coefficients		t	Sig.
	Coefficients Unstandardized			
	B	Std. Error		
(Constant)	3.116	2.487	1.253	.213
Lifestyle	.265	.106	.219	.510
Consumer Ethnocentrism	.354	.118	.268	3.007
Product Quality	.289	.122	.196	2.374
Purchase Intention	.444	.109	.309	4.088

Dependent Variable: Purchase Decision

Table 8. The path coefficients Direct, Indirect, and Total Indirect Influence

No.	Variables	Influence	Purchase intention	Purchase decision	Information
1	Lifestyle	Directly	.431	.219	
		Indirect		.081	
		Total	.264	.300	Mediation
2	Consumer Ethnocentrism	Directly	.456	.268	
		Indirect		.140	
		Total	.456	.408	Mediation
3	Product Quality	Directly	.588	.196	
		Indirect		.181	
		Total	.588	.377	Mediation

direct and indirect effect, namely $0.219 + (0.264 \times 0.309) = 0.3$.

Influence consumer ethnocentrism on purchase decision-mediated purchase intention

It is known that from the calculation of SPSS output, variable direct influence on purchase intention of consumer ethnocentrism that is equal to 0.456

It is known that from the calculation of SPSS output, variable direct influence on the purchase decision of consumer ethnocentrism that is equal to 0.268

Indirect influence on the purchase decision of consumer ethnocentrism mediated by purchase intention can be determined by multiplying the regression coefficient of variable consumer ethnocentrism on purchase intention and the regression coefficients purchase intention to purchase decision, namely $0.456 \times 0.309 = 0.140$

The total effect of consumer ethnocentrism variable path coefficient was calculated by summing the direct effects and the indirect effect, namely $0.268 + (0.456 \times 0.309) = 0.408$

Influence on the purchase decision, quality product that is mediated by the purchase intention

It is known that from the calculation of SPSS output, product quality variable direct influence on purchase intention is represented by that is equal to 0.588

It is known that from the calculation of SPSS output, variable direct influence on the purchase decision quality product that is equal to 0.196

The indirect effect of the variable product quality purchase decision mediated by purchase intention can be determined by multiplying the regression coefficient of product quality on purchase intention and the regression coefficients

purchase intention to purchase decision, namely $0.588 \times 0.309 = 0.181$

The total influence product quality variable path coefficients calculated by summing the direct effect and the indirect effect, namely $0.196 + (0.588 \times 0.309) = 0.377$.

Whether or not there is a mediating effect or intervening in the model, views of criteria such as the following, namely:

If the value of the total effect of the path coefficient > the value of their direct influence, then these variables proved to mediate the association.

If the value of the total effect of the path coefficients < value their direct influence, then the variable is not shown to mediate the association.

Based on Table 8. the calculation coefficient obtained as follows:

Influence Lifestyle on Purchase Decision through Purchase Intention

Based on the test path analysis (path analysis) purchase intention able to mediate the lifestyle of the purchase decision, So in this case 5 hypothesis which states that lifestyle positive and significant effect on the purchase decision through the purchase intention acceptable. This means that if the lifestyle of consumers has increased, it will increase buying interest, which in turn followed by an increase in consumer purchasing decisions.

The results of this study also support previous research conducted by Jue Chen (2012) which says that lifestyle influence purchasing decisions through buying interest. The results also prove the Mensah et al. (2011) believes that consumers show a unique lifestyle, which resulted in the need and desire that ultimately affect the decision making of each consumer. In this study

indicate that the consumer lifestyle in Kota Pekalongan batik shopping and interest in the field of fashion, it will affect the buying interest leading to the decision to buy Batik Unggul Jaya. The results also supported by research Khotimah et al. (2016) showed that buying interest may be intervening variables between the variables of lifestyle and purchasing decisions.

Influence Consumer Ethnocentrism on Purchase Decision through Purchase Intention

Based on the test path analysis (path analysis) purchase intention able to mediate consumer ethnocentrism to purchase decision, So in this case hypotheses 6 stating that consumer ethnocentrism positive and significant effect on the purchase decision through the purchase intention acceptable. This means that if a consumer ethnocentrism increase will boost buying interest, which in turn followed by an increase in consumer purchasing decisions.

The results of this study also support previous research conducted by Parts and Vida (2013) indicates that there is a significant positive influence indirectly between consumer ethnocentrism on purchasing decisions through buying interest. The results of this study also prove the Sharma et al. (1995) states that ethnocentrism high consumer will then have the intention and decided to buy a domestic product. In this research, consumer ethnocentrism in Kota Pekalongan batik is quite good to make the consumer has an interest or an interest to buy so that it can decide to shop for batik in Excellence victorious.

Influence Product Quality on Purchase Decision through Purchase Intention

Based on the test path analysis (path analysis) purchase intention able to mediate a quality product to the purchase decision, So, in this case, the hypothesis 7 which states that product quality positive and significant effect on the purchase decision through the purchase intention acceptable. This means that if the quality of batik products increased it will boost buying interest, which in turn followed by an increase in consumer purchasing decisions.

The results of this study also support previous research conducted by Wicaksono (2016) suggested that buying interest may mediate the relationship between quality products with the purchase decision. Likewise, research Saraswati et al. (2014) which shows that increasing the quality of the products offered will be assessed both by the customer and can attract customers so that the effect on consumer purchasing decisions. In

this study, the quality of the products supplied by Batik Unggul Jaya able to make the consumer has an interest or an interest to buy so that it can decide to shop Batik Jaya in Excellence that meets consumer expectations in terms of quality while providing the option to select the quality standards and high quality according to customer wishes, The same thing with the opinion Kotler and Keller (2009) states that consumers prefer products that offer quality, performance, and innovative features of the best, so that consumers will choose the quality of the product (product quality) is best according to them.

CONCLUSION AND RECOMMENDATION

Based on these results all the hypothesis is accepted. This study proves that the variable lifestyle positive and significant impact on the purchase decision. The higher the value of lifestyle it will increase the purchase decision and if the lifestyle decreases the purchase decision will decline. Consumer ethnocentrism has positive and significant impact on the purchase decision. The higher the value of consumer ethnocentrism will increase the purchase decision. Product quality has positive and significant effect on the purchase decision. The higher the product quality will increase the purchase decision. Purchase intention positive and significant impact on the purchase decision. The higher the value of purchase intention will increase the purchase decision.

Lifestyle has positive and significant effect on the purchase decision through the purchase intention. This means that purchase intention able to mediate the effects of lifestyle on the purchase decision. Enhancement lifestyle will also follow the increase purchase intention and ultimately improve purchase decision. Consumer ethnocentrism has positive and significant effect on the purchase decision through the purchase intention. This means that purchase intention was able to mediate the effect of consumer ethnocentrism to purchase decision. Enhancement consumer ethnocentrism will also follow the increase purchase intention and ultimately improve purchase decision. product quality positive and significant effect on the purchase decision through the purchase intention. This means that purchase intention was able to mediate the effect of product quality to the purchase decision. Enhancement product quality will also follow the increase purchase intention and ultimately improve purchase decision.

Based on these results, it can be seen that lifestyle variables have the most influence small

compared to other variables, it is expected that the management can pay attention to consumer activity in giving suggestions, criticisms, and complaints so that the company can easily meet the needs and desires of consumers and improve the knowledge mode be the trend of today so that companies can innovate to create products that attract buying interest and determine the development of consumer tastes regarding fashion. In consumer ethnocentrism has an indicator variable whose value is lower than other indicators that buying local helps the country continues to grow then the company can conduct a campaign of batik as domestic products are lovable and preserved through a fashion show.

Quality of products which have granted the company can be maintained or can be improved product quality by varying the batik products are not only clothes and bags only but can be added accessories or shoes so as to increase interest in buying and purchasing decisions. The variable purchase decisions have an indicator whose value is lower than the other indicators are indicators choice of time, it is recommended that management can increase the time of store operations, so that consumers who want to buy did not make a particularly consumers who have jobs at night or have activity still buy batik Unggul Jaya.

This study has several limitations of the study include applying only three independent variables so the authors recommend to the next researcher to be able to add a variable and/or new indicators such as the attitude of product, price, promotion, and others that it is possible have an influence on purchasing decisions for develop models and answer the research problem. And it is expected that the next researcher can apply the variables used in this study in other fields that are not similar.

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