

Analysis the Influence of Social Status, Lifestyle, and Prices on Purchasing Decisions Mediated By Payment Digitalization

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ABSTRACT

This study aims to analyze how social status, lifestyle, and price influence purchasing decisions, with a focus on the role of digital payment methods among Andesti Jaya Shop consumers. The research utilized a quantitative approach, surveying 190 respondents from nine locations in Bogor City and Depok City, all of whom had made at least one purchase at Andesti Jaya Shop. Data analysis was conducted using Structure Equation Modeling-Partial Least Squares (SEM-PLS). The findings reveal that social status and lifestyle do not have a significant direct impact on purchasing decisions. However, both price and the adoption of digital payment methods positively and significantly influence purchasing decisions. Additionally, social status, lifestyle, and price all positively and significantly affect the adoption of digital payment methods. The study also found that digital payment methods fully mediate the relationship between social status and lifestyle on purchasing decisions, and partially mediate the relationship between price and purchasing decisions. These insights suggest that businesses can develop strategies that leverage the positive impacts of pricing and digital payment methods to influence consumer purchasing decisions. For consumers, the study highlights the increasing importance of digital payment methods in shaping purchasing behavior, influenced by social status, lifestyle, and price considerations.

INTRODUCTION

In the ever-evolving digital era, transformations in consumer behavior and business operations are increasingly significant. One of the most striking changes is the shift from traditional financial transactions towards digital payments. Advances in digital payment technology have enabled consumers to make purchases more easily, quickly, and efficiently (Anggira & Nurfebiaraning, 2020). This technology has introduced various advanced payment methods, such as credit cards, digital wallets, payments via mobile devices, and online payment platforms, providing consumers with broader choices and unprecedented convenience in carrying out financial transactions (Cynthia, Hermawan, & Izzudin, 2022). One of the increasingly popular digital payment innovations in Indonesia is QRIS (Quick Response Code Indonesian Standard). QRIS was introduced on August 17, 2019, with the spirit of being Universal, Easy, Profitable, and Direct (SUPERIOR). It mandates that all transaction payments using QR codes must utilize the QRIS issued by authorized institutions, both banks and non-banks (Syahnita, 2021). The adoption of QRIS has shown significant growth, as evidenced by the substantial increase in users and merchants over the past year.

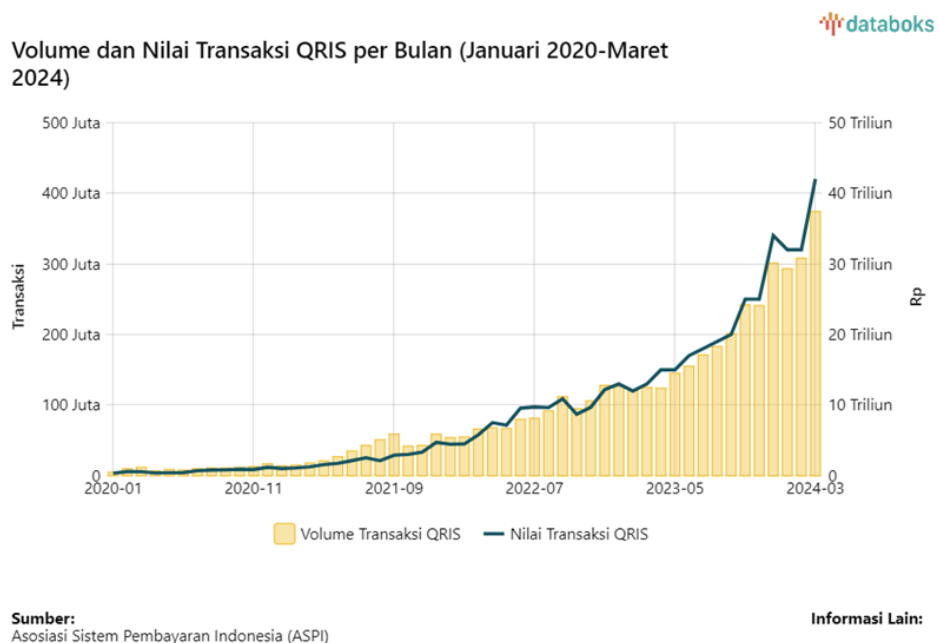


Figure 1. Shows the Increasing Volume and Value of QRIS Transactions in Indonesia

Figure 1 illustrates the growth in volume and value of QRIS transactions in Indonesia from January 2020 to March 2024. In March 2024, approximately 374 million transactions were recorded using QRIS, marking a 199% increase compared to the previous year. The total value of QRIS transactions reached IDR 42 trillion, reflecting a 223% year-on-year increase. Additionally, the number of merchants using QRIS rose to 32 million in March 2024, a 28% growth from the previous year. In this context, understanding the factors that

influence consumer purchasing decisions becomes crucial (Hawkins & Mothersbaugh, 2021).

This research focuses on three main factors: social status, lifestyle, and price, and examines how the digitalization of payments mediates the influence of these factors on purchasing decisions. Social status, as an internal factor influencing purchasing decisions, reflects a person's position within a group compared to other groups (Imansari & Fitrayati, 2016). In the context of purchasing school uniforms, social status can influence preferences for brand, quality, and design. Families with higher social status tend to choose uniforms with prestigious brands or qualities (Al Hamli & Sobaih, 2023), while families with lower social status may prioritize affordability and practicality (Taluke, Lesawengen, & Suwu, 2021).

Lifestyle, as an expression of a person's values and preferences, also plays a significant role in purchasing decisions (Triadi, Rahayu, & Kusnanto, 2021). For school uniforms, lifestyle can affect preferences for design, comfort, and practicality (Juwita & Handayani, 2022). For instance, families with active lifestyles may prefer comfortable and practical uniforms, whereas families with more conservative lifestyles might opt for formal uniforms (Aini, Maulidiyah, & Hidayanto, 2022).

Price remains a critical factor in the decision to purchase school uniforms (Idah & Pinilih, 2020). Parents and students often seek uniforms that fit their budget while considering quality and durability (Rahmadani & Ananda, 2018). In the context of digital payment digitalization, prices can be influenced by incentives and promotions offered through digital payment methods, such as discounts or cashback (Chen & Wang, 2021). Digital payment acts as a mediating variable in this research, playing a crucial role in influencing the relationship between these three factors and purchasing decisions (Lomboan et al., 2020). Digital payments can provide convenience, security, and additional incentives that influence consumer purchasing decisions.

Research by Sihalo et al. (2020) shows that the digitalization of QRIS payments positively impacts the development of MSMEs, aligning with findings by Fahrudin and Isnaini (2023), Nurhaliza et al. (2023), and Sava et al. (2024). However, Wulandari's (2022) research presents different results, indicating that partial digitization of QRIS payments does not affect sales turnover. While much research has been conducted on the influence of social status, lifestyle, and price on purchasing decisions, few studies have examined how the digitalization of payments mediates this relationship. This research aims to fill this gap in the literature and contribute new insights to the field of consumer behavior studies.

This research focuses on Toko Andesti Jaya, a business that has been operating in the school uniform retail industry for over 20 years. Sales data from Andesti Jaya Store indicates fluctuations in sales turnover from January to September 2023, with a notable increase in the use of digital payments compared to traditional methods. The primary objective of this research is to analyze the influence of social status, lifestyle, and price on purchasing decisions, mediated by the digitalization of payments at Andesti Jaya Store.

Specifically, the study aims to evaluate and analyze the impact of each independent variable on payment digitalization and purchasing decisions, while also exploring the mediating role of payment digitalization in this relationship.

The findings of this research are expected to provide practical contributions in the form of marketing strategy recommendations, which can help Andesti Jaya Stores and similar businesses more effectively attract consumers. Additionally, the research aims to offer theoretical contributions by enriching the literature on factors influencing purchasing decisions and developing mediation theories related to the role of payment digitalization. By gaining a deeper understanding of how social status, lifestyle, and price influence purchasing decisions through the mediation of payment digitalization, this research is anticipated to provide valuable insights for business professionals and researchers in the fields of consumer behavior and financial technology.

LITERATURE REVIEW

Purchasing Decisions in the Digital Era

Purchasing decisions have undergone significant transformation in the digital era. According to Kotler and Keller (2022), the decision-making process in purchasing consists of five stages: problem identification, information search, alternative assessment, decision to purchase, and behavior after purchase. However, in a digital context, this process becomes more complex and dynamic. Hwang and Lee (2018) emphasized that purchasing decisions in the digital era not only involve product choices but also purchasing platforms and payment methods. This is in line with the views of Aini, Maulidiyah, and Hidayanto (2022), who highlight the importance of digital experiences in shaping consumer decisions.

Social Status and Digital Consumer Behavior

Social position plays a significant role in influencing consumer behavior in the digital era. Veblen and Wenzel (2020) argue that consumption in the digital era often becomes a new form of "conspicuous consumption," where social status is demonstrated through the use of certain technologies and digital platforms. Montazemi and Qahri-Saremi (2021) further explain that social status correlates with the level of adoption of digital payment technology. They found that individuals with higher social status tend to adopt and use digital payment methods more frequently.

Lifestyle and Digitalization of Consumption

Lifestyle has become a crucial factor in understanding consumer behavior in the digital era. Garcia and Lee (2021) identified that a digital lifestyle is emerging as a new category that influences consumption patterns (Johnson, 2021). They define a digital lifestyle as the integration of technology in daily life that influences preferences and purchasing decisions (Zhao & Bacao, 2021). This concept is expanded by showing that digital lifestyles influence not only what is purchased but also how purchases are made (Oliveira & Martins, 2019). They

found a strong correlation between a technology-oriented lifestyle and a preference for digital payments and online shopping.

Price perceptions have significantly evolved in the era of digital payments. Singh and Sinha (2020) revealed that consumers tend to perceive the value of money differently when using digital payment methods compared to cash, often leading to increased spending. Gunarsih, Kalangi, and Tamengkel (2021) further explored the necessity of adjusting pricing strategies in this digital age, emphasizing the importance of dynamic pricing and personalized prices based on consumer data collected through digital platforms. Additionally, Widiastuti, Eris, and Santoso (2017) highlighted the role of digitalization in transforming pricing strategies.

The digitalization of payments has been a major catalyst in changing consumer behavior. Rizkiyah et al. (2021) identified four key indicators in digital payment adoption: efficiency, service quality, perceived ease of use, and perceived speed, with speed and ease of use being the most significant factors. Handayani, and Soeparan (2022) expanded this understanding by examining the impact of digital payments on consumer loyalty, finding that digital payments increase purchase frequency and brand loyalty, especially among millennials and Gen Z consumers (Brown, 2022).

The Technology Acceptance Model (TAM) provides a robust theoretical framework for understanding digital payment adoption. Venkatesh and Davis (2000) proposed a modified TAM model relevant to digital payments, which Alshehri et al. (2020) applied, finding that perceived usefulness and ease of use are strong predictors of the intention to use digital payments. Jones and Brown (2023) also identified external factors such as trust and perceived risk as important moderators in the adoption of digital payments (Paendong and Tielung, 2016).

Recent research indicates that the interaction between social status, lifestyle, price, and the digitalization of payments in influencing purchasing decisions is more complex than previously understood. Ramadhan and Chodidjah (2023) revealed that social status not only influences product preferences but also the tendency to adopt digital payment methods (Machfoedz, 2018). They found that individuals with higher social status tend to adopt and use digital payments more frequently, which in turn influences their purchasing patterns and frequency. Melati, Yusnita, and Rahwana (2022) further explored how lifestyle interacts with payment digitalization in shaping purchasing decisions, finding that technology-oriented consumers are not only more likely to use digital payments but also exhibit different purchasing patterns, including higher purchase frequency and preferences for digital products and services (Somantri, Afrianka, and Fahrurrazi, 2020).

Ahmad et al. (2022) provide important insights into the mediating role of payment digitalization in the relationship between price and purchasing decisions (Dewanto, Moniharapon, and Mandagie, 2018). They found that the digitalization of payments can alter consumers' perceptions of prices, with consumers tending to perceive prices as more affordable when using digital payment methods (Ilmiyah and Krishernawan, 2020). This indicates that

payment digitalization not only facilitates transactions but also changes how consumers evaluate value and make purchasing decisions.

Based on a comprehensive literature review, the following framework integrates various factors affecting purchasing decisions in the context of payment digitalization:

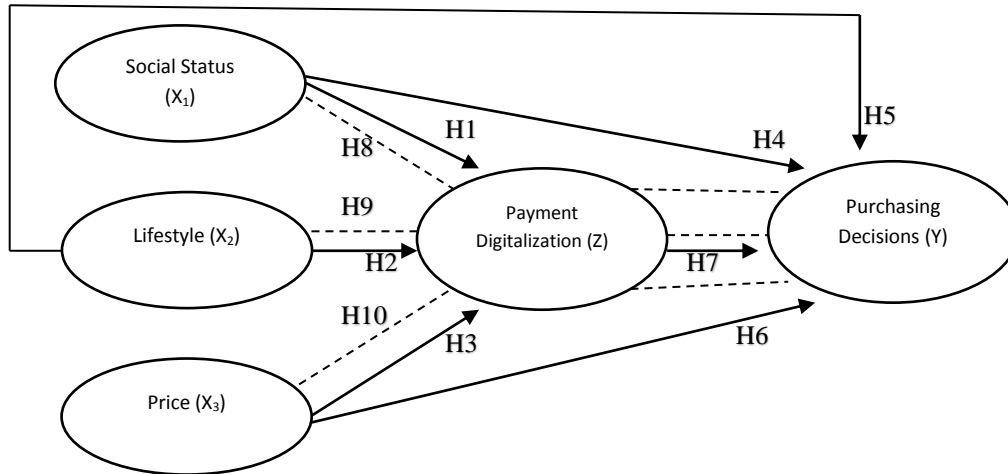


Figure 2. Framework of Thinking

This framework illustrates the complex connections between social status, lifestyle, and price as independent variables, with payment digitalization acting as a mediating variable, and purchasing decisions as the dependent variable. This model highlights the central role of payment digitalization in mediating the influence of other factors on purchasing decisions.

METHODOLOGY

This research adopts a quantitative approach using a survey method, as defined by Sekaran and Bougie (2021). The survey method was chosen for its ability to identify the occurrence, distribution, and relationship between sociological and psychological variables in the context of the influence of social status, lifestyle, and prices on purchasing decisions mediated by the digitalization of payments. This approach aligns with the perspective of Creswell and Creswell (2017), which emphasizes the collection of data related to beliefs, opinions, characteristics, and behaviors from samples drawn from specific populations.

The population in this research consists of consumers who have made purchases at the Andesti Jaya Store. Given the uncertainty of the population size, the sample size determination follows the recommendations of Fauzi and Rahmawati (2022) and Malhotra (2019), which suggest a minimum of five times the number of question items. With 38 question items, the minimum sample size required is 190 respondents. The sampling method applied is Non-Probability Sampling, specifically accidental sampling, as explained by Sugiyono (2019). This technique was chosen based on practical considerations and its suitability for unknown population characteristics.

Data was collected using a questionnaire administered directly to respondents via an internet platform (Google Forms). To facilitate the completion of the questionnaire, researchers provided 10 Android devices at each research location. Variable measurement employed a Likert Scale, following the recommendations of Sugiyono (2019) and Hair et al. (2021), to assess respondents' attitudes, opinions, and perceptions of the variables studied. According to Haryanto and Widjaja (2020), social class describes the grouping of society members into different status hierarchies, where members of each class share similarities in aspects such as education, employment, and income (Triwijayati, 2018).

This research employs the Structural Equation Model (SEM) using a variant-based approach, specifically Partial Least Square (PLS), with the SmartPLS 3 software. The selection of SEM-PLS is based on its capability to model structural equations based on variance and to enable comprehensive testing of theories and concepts. The analysis is conducted in two main stages: evaluation of the measurement model (outer model) and evaluation of the structural model (inner model), following the guidelines of Ghozali (2020).

The evaluation of the outer model includes testing for Convergent Validity, Discriminant Validity, and Composite Reliability. Convergent Validity is assessed through outer loadings and Average Variance Extracted (AVE), with criteria set by Scottish Water (2020) and Hair et al. (2021). Discriminant Validity is tested through cross-loading analysis, while Composite Reliability is measured using Cronbach's Alpha and Composite Reliability, with a threshold of 0.70 as recommended by Scottish Water (2020).

The evaluation of the inner model involves assessing the Determination Coefficient (R^2), Effect Size (f^2), and Predictive Relevance Value (Q^2). Interpretation of R^2 follows the guidelines of Hair et al. (2021), with values of 0.75, 0.50, and 0.25 indicating strong, moderate, and weak predictive power, respectively. Effect Size (f^2) is assessed based on categories established by Hair et al. (2021), namely 0.02 (weak), 0.15 (medium), and 0.35 (strong). Q^2 is used to assess the predictive relevance of the model, with values above 0 indicating good predictive relevance.

Direct hypothesis testing is conducted by examining parameter coefficients and T-statistic significance values in the bootstrapping results report, with a T-statistic threshold of 1.96 indicating adequate significance (Hair et al., 2021). For indirect hypotheses, this research adopts the approach described by Yusri and Diyan (2020), considering three forms of mediation: full mediation, partial mediation, and insignificant mediation.

Through this comprehensive methodological approach, the research aims to provide an in-depth analysis of the influence of social status, lifestyle, and price on purchasing decisions, considering the mediating role of payment digitalization (Ramadhan and Chodidjah, 2023). It is hoped that the research results will offer valuable insights for marketing practitioners and decision-makers in the retail industry.

RESEARCH RESULT

This research aims to analyze the influence of social status, lifestyle and price on purchasing decisions mediated by digitalization of payments for Andesti Jaya Store consumers. Analysis data done with using applied Structural Equation Modeling (SEM). through Partial Least Square (PLS) approach.

Table 1. Characteristics of Respondents Based on Age and Gender

No	Age	Frequency	Percentage
1	18-30 years old	34	17.9
2	31-40 years old	75	39.5
3	41-50 years old	62	32.6
4	> 50 years	19	10.0
	Total	190	100.0
No	Gender	Frequency	Percentage
1	man	54	28.4
2	Woman	136	71.6
	Total	190	100.0

Based on Table 1, the majority of respondents are in the age group 31-40 years (39.5%) and 41-50 years (32.6%), indicating that Andesti Jaya Shop consumers are dominated by individuals of productive age. This has implications for marketing strategies that need to be adapted to the preferences and needs of this age group. In terms of gender, there is a significant difference with 71.6% of respondents being women. These findings indicate that women have a dominant role in decisions to purchase uniforms and clothing products at the Andesti Jaya Store. This may be due to women's traditional role in taking care of household needs, including purchasing clothes for children and the family.

Measurement Model Analysis

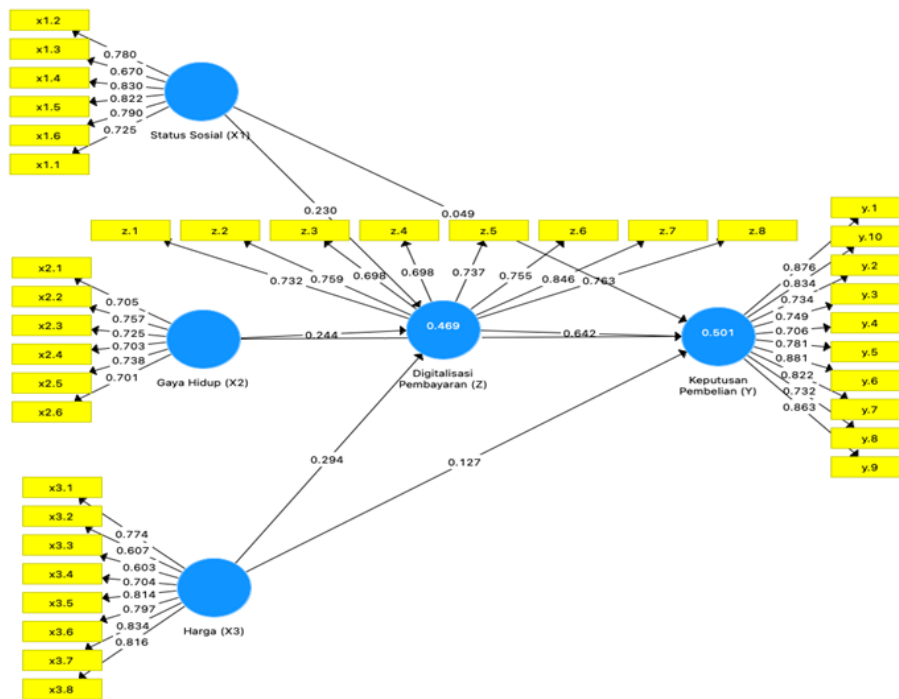


Figure 3. PLS Algorithm

Figure 3 shows the structural model resulting from PLS analysis. This model describes the relationship between latent variables and their indicators. From this figure, it can be seen that all indicators have loading factors above 0.5, indicating good convergent validity.

Direct Influence Analysis

Table 2. Results Of Direct Influence Hypothesis Test

Code	Hypothesis	Original Samples	Q statistics	P values	Conclusion
H1	Social Status -> Digitalization Payment	0.230	2,740	0.006	Accepted
H2	Lifestyle -> Digitalization Payment	0.244	2,355	0.019	Accepted
H3	Price -> Digitalization Payment	0.294	3,315	0.001	Accepted
H4	Social Status -> Purchase Decision	0.049	0.706	0.480	Rejected

H5	Lifestyle -> Purchase Decisions	-0.077	1,045	0.297	Rejected
H6	Price -> Purchase Decision	0.127	1,979	0.048	Accepted
H7	Digitalization Payment (Z) -> Purchase Decision (Y)	0.642	7,930	0,000	Accepted

The results of the direct influence analysis show several interesting findings:

- a. Social Status towards Payment Digitalization (H1)
Hypothesis accepted with original sample 0.230, T- statistics 2.740, and P- value $0.006 < 0.05$). These results indicate that social status has a positive influence on the adoption of payment digitalization. Individuals with higher social status tend to be more open to technological innovation, including digital payment methods. This can be attributed to better access to technology and generally higher levels of education in this group.
- b. Lifestyle to Payment Digitalization (H2)
Hypothesis accepted with original sample 0.244, T- statistics 2.355, and P- value $0.019 < 0.05$). Findings This show that style life influence adoption digitalization payment . Consumers with more modern and technology-oriented lifestyles tend to be more accepting of digital payment methods. This may be related to values such as efficiency and convenience associated with digital payments.
- c. Price of Payment Digitalization (H3)
Hypothesis accepted with original sample 0.294, T- statistics 3.315, and P- value $0.001 < 0.05$). These results indicate that price perceptions influence the adoption of payment digitalization. Consumers may consider transaction fees or incentives offered by digital payment methods in their decision to adopt them.
- d. Social Status and Lifestyle on Purchasing Decisions (H4 and H5)
Second hypothesis This rejected , shows that of social status and style life No own influence significant direct to decision purchase . This is an interesting finding and may indicate that these factors influence purchasing decisions through other mechanisms, such as the digitalization of payments.
- e. Price on Purchase Decision (H6)
Hypothesis accepted with original sample 0.127, T- statistics 1.979, and P- value $0.048 < 0.05$). Although significant , influence price to decision purchase relatively weak. This is possible Because characteristic products sold (uniforms school) who tend to own elasticity low demand.
- f. Digitalization Payment on Purchasing Decisions (H7)

Hypothesis accepted with original sample 0.642, T- statistics 7.930, and P- value $0.000 < 0.05$). This shows the strong and significant influence of payment digitalization on purchasing decisions. These findings underscore the importance of adopting digital payment technology in increasing sales.

Indirect Effect Analysis

Table 3. Results Of Indirect Influence Hypothesis Test

Code	Hypothesis	Original Samples	Q statistic	P values	Conclusion
H8	Social Status -> Digitalization Payment -> Purchase Decision	0.148	2,547	0.011	Accepted
H9	Lifestyle -> Digitalization Payment -> Purchase Decision	0.157	2,274	0.023	Accepted
H10	Price -> Digitalization Payment -> Purchase Decision	0.189	2,944	0.003	Accepted

The results of the direct influence analysis show several interesting findings:

- a. Social Status on Purchasing Decisions Mediation by Digitalization Payment (H8)
 Hypothesis accepted with original sample 0.148 , T -statistics 2.740, and P- value $0.011 < 0.05$). This result indicated that social status own influence positive to on Purchasing Decisions with adoption Digitalization Payment . Findings This show the more high social status somebody the more big possibility they For do decision purchase through adoption digitalization payment . This matter happen Because individual with higher social status tall more open to technology new , incl digitalization payment , which is at the end influence decision purchase they .
- b. Lifestyle on Purchasing Decisions Mediation by Digitalization Payment (H9)
 Hypothesis accepted with original sample 0.157, T -statistics 2.355, and P- value $0.023 < 0.05$). Findings This show that style life influence purchasing decisions with adoption digitalization payment . consumers who have style live in harmony with development technology more tend For do purchase especially when they use method digital payments . Digitalization payment become bridging

factors influence style life to decision purchase , strengthen role style life consumer in influence preferences and behavior consumer in context purchase . aligned with values like associated efficiency and comfort with digital payments .

c. Price on Purchasing Decisions Mediation by Digitalization Payment (H10)

Hypothesis accepted with original sample 0.189 , T -statistics 3.315, and P- value $0.003 < 0.05$. This result show that when price product or service compete or considered feasible by consumers , and transactions the done through method digital payments , decisions For buy become more strong . Digitalization payment role as a strengthening mediator connection between prices and decisions purchase , show that consumer more tend make decision purchase when they feel price offered appropriate and payment process made easier through digital technology .

Analysis results show that digitalization payment role as a significant mediator in connection between social status , style life , and price to decision purchase . This shows that digital payment adoption is not only influenced by social and economic factors, but also plays a crucial role in facilitating purchasing decisions. Implications and Conclusions, these findings have important implications for the marketing and operational strategy of the Andesti Jaya Store:

- a. Focus on digitalization: Given the strong influence digitalization of payments has on purchasing decisions, stores need to prioritize the adoption and optimization of digital payment methods.
- b. Market segmentation: Marketing strategies need to be tailored to the main target, namely women aged 31-50 years, taking into account their preferences and needs.
- c. Consumer education: There needs to be educational efforts about the benefits of digital payments, especially for consumer segments with different social statuses and lifestyles.
- d. Pricing strategy: Even though the influence of price on purchasing decisions is relatively weak, stores still need to consider competitive pricing strategies, especially in relation to incentives for using digital payments.

In conclusion, this research shows that in the context of school uniform sales at the Andesti Jaya Store, digitalization of payments plays a central role in mediating the influence of socio-economic factors on purchasing decisions. These findings provide valuable insights for developing business strategies in the digital era, especially in the clothing retail industry.

DISCUSSION

This research aims to analyze the influence of social status, lifestyle, and price on purchasing decisions mediated by the digitalization of payments. The findings reveal several important insights into consumer behavior in the digital era.

First, social status was found to have a positive and significant influence on payment digitalization. This aligns with the findings of Amnas et al. (2020) and Budiman and Widodo (2020), which indicate that individuals with higher social status tend to adopt financial technology more quickly. This phenomenon can be attributed to the better access to modern financial technology and services that high social status groups possess, as well as their tendency to adopt innovations earlier. These findings reinforce the argument that digital marketing strategies should consider segmentation based on social status to enhance digital payment adoption.

Second, lifestyle also shows a positive and significant influence on the digitalization of payments, supporting the research results of Foster, Sukono, and Johansyah (2022) and Yang, Mamun, Mohiuddin, Nawi, and Zainol (2021). Consumers with a modern lifestyle tend to be more comfortable with technology and innovation, including payment methods. This underscores the importance of understanding consumer lifestyle preferences in developing payment digitalization strategies. Companies should consider this factor when developing marketing strategies, such as implementing loyalty points and cashback systems specifically for digital payment users.

Third, price has a positive and significant influence on the digitalization of payments, supporting the findings of Deda and Sembiring (2024) and Wahyudin, Herlissha, Christianingrum, and Aldiesi (2022). Consumers tend to choose digital payment methods when they perceive they are getting good value for their money. This indicates that an appropriate pricing strategy can drive the adoption of digital payments, especially when combined with incentives such as discounts or cashback.

Interestingly, this research finds that social status does not have a significant direct influence on purchasing decisions, contrary to the findings of Adhim (2020) and Harisandi, Fransiska, and Sari (2019). These differences may be due to changes in consumer behavior or other contextual factors. However, social status remains important to research because it can influence purchasing decisions through the mediation of payment digitalization (Suganda and Arrifianti, 2023).

Lifestyle also does not show a significant direct influence on purchasing decisions, aligning with the research results of Wolff, Tumbuan, and Lintong (2022). This suggests that other factors may have a more dominant influence on purchasing decisions. Nevertheless, lifestyle remains relevant in the context of payment digitalization and should be considered in a holistic marketing strategy.

On the other hand, price shows a positive and significant influence on purchasing decisions, supporting the research results of Amalina et al., (2024) and Milano, Sutardjo, and Hadya (2021). This confirms the importance of pricing strategies in influencing consumer purchasing decisions.

Subsequent research findings indicate that the digitalization of payments has a positive and significant impact on purchasing decisions, consistent with the findings of Nabila and Sulistyowati (2020) and Aulia, Suryadi, and Safitri (2023). This demonstrates that the ease and convenience offered by digital

payments can encourage consumers to make purchases. Furthermore, this research finds that payment digitalization acts as a significant mediator in the relationship between social status, lifestyle, and price on purchasing decisions. These findings enrich our understanding of the role of technology in influencing modern consumer behavior (Khatimah, Susanto, and Abdullah, 2019; Mendoza-Tello, Mora, Pujol-López, and Lytras, 2018).

In the context of the Technology Acceptance Model (TAM), the results of this study confirm the importance of perceived usefulness and perceived ease of use in the adoption of digital payment technologies. Consumers with high social status and modern lifestyles tend to be oriented towards speed and convenience (Vasic, Kilibarda, and Kaurin, 2019). They view digital payments as useful and easy-to-use technologies, which in turn influence their purchasing decisions (Kurniawan, Yusuf, Manueke, Norvadewi, and Nurriqli, 2022).

The practical implication of this research is that companies need to integrate payment digitalization into their marketing strategies. This can include providing a variety of digital payment options, offering special incentives to digital payment users, and educating consumers about the benefits and security of digital payments.

CONCLUSIONS AND RECOMMENDATIONS

Based on an in-depth analysis of the influence of social status, lifestyle, and price on purchasing decisions mediated by the digitalization of payments, this research yields several important conclusions. First, social status and lifestyle are proven to have a positive and significant influence on the adoption of payment digitization, indicating that consumers with higher social status and more modern lifestyles tend to be more open to digital payment methods. This underscores the importance of market segmentation and adapting marketing strategies based on consumers' socio-demographic characteristics.

Second, price is shown to have a positive and significant direct impact on purchasing decisions, emphasizing the importance of implementing appropriate pricing strategies to influence consumer behavior. Interestingly, social status and lifestyle do not exhibit a significant direct influence on purchasing decisions, highlighting the complexity of factors that affect the consumer decision-making process.

Furthermore, this research reveals the crucial role of payment digitalization as a mediator in the relationship between independent variables (social status, lifestyle, and price) and purchasing decisions. The digitalization of payments not only has a direct positive and significant impact on purchasing decisions but also enhances the influence of social status, lifestyle, and price on purchasing decisions. These findings highlight the importance of integrating digital payment technology into marketing and sales strategies to improve consumer experience and drive purchasing decisions.

These conclusions provide valuable insights for business practitioners and researchers in understanding the dynamics of consumer behavior in the digital era, particularly in the context of payment technology adoption and purchasing decision-making. This research emphasizes the need for a holistic approach in

understanding and responding to changing consumer preferences, considering social, economic, and technological factors simultaneously.

Suggestions

1. **Focused Marketing Strategy:** Companies are advised to develop more focused and segmented marketing strategies, taking into account consumer demographic variations. Efforts should be made to reach groups outside the 31-50 age range, for example, through educational and inspirational content tailored to the preferences of various age groups.
2. **Diversification of Digital Payment Methods:** Considering the positive impact of payment digitization, it is recommended that companies expand digital payment options, including the integration of debit cards, credit cards, and pay-later services. This will increase accessibility and convenience for consumers with various payment preferences.
3. **Optimization of Pricing Strategy:** Given the significant influence of price on purchasing decisions, companies are advised to implement dynamic pricing strategies. This can include special discount offers, bundling packages, and special incentives for digital payments, which can increase perceived value and drive purchasing decisions.
4. **Product Expansion and Customization:** To enhance competitiveness, it is recommended that companies expand product variety, including uniforms for various professions, and offer customization services. This will help meet consumers' specific needs and provide unique added value.
5. **Customer Management System Implementation:** Companies are recommended to develop a comprehensive customer management system, including loyalty programs and customer data analysis. This will enable a deeper understanding of consumer behavior and preferences, facilitating service personalization and inventory optimization.
6. **Further Research:** For future research, it is recommended to expand the scope of the study to different industry sectors and geographic locations to increase the generalizability of the findings. Additionally, longitudinal studies can provide insights into changes in consumer behavior towards the digitalization of payments and purchasing decisions over time.
7. **Consumer Education:** Considering the important role of payment digitalization, companies are advised to carry out educational campaigns about the security and benefits of digital payments. This can help address consumer concerns and increase the adoption of digital payment methods.
8. **Omnichannel Integration:** Companies are recommended to adopt an omnichannel strategy that integrates online and offline shopping experiences, including integrated payment systems across all sales channels.

Implementing these suggestions is expected to help companies increase the effectiveness of marketing strategies, enhance customer satisfaction, and ultimately drive business growth in an increasingly digital and competitive retail environment.

ADVANCED RESEARCH

Although this study provides useful information, several limitations need to be noted. First, this research was conducted in the specific context of Toko Andesti Jaya, which may limit the generalizability of the findings to other contexts (Wiyono and Oktabrianto, 2021). Second, this research focuses on three independent variables (social status, lifestyle, and price) and one mediating variable (payment digitalization), while many other factors may influence purchasing decisions.

For future research, it is recommended to expand the scope of the study to various types of businesses and industries to increase the generalizability of the findings. Additionally, further research could explore other factors that might influence digital payment adoption and purchasing decisions, such as consumer trust, transaction security, and digital literacy (Utami, Mutiah, and Rusi, 2022). Longitudinal studies can also provide insights into how the influence of these variables changes over time.

Overall, this research makes a significant contribution to our understanding of consumer behavior in the digital era, particularly in the context of payment digitalization. These findings can help companies design more efficient marketing strategies and improve customer experience in the era of digital transformation.

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