

## The Influence of Social Media Use and Lifestyle on Purchase Decisions at Shopee (Study of Students at the Faculty of Social and Political Sciences, Riau University, Pekanbaru)

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### ABSTRACT

This study, which involved students at the Faculty of Social and Political Sciences at Riau University in Pekanbaru, tries to ascertain the impact that social media users and lifestyle have on Shopee purchase decisions. Descriptive and quantitative statistics are used in this study, and multiple and simple linear regression analysis is the analytical technique. Purposive sampling procedures were employed to establish the sample size of 100 respondents for this study, and questionnaires were utilized to gather data. According to the research findings, social media use has a major positive impact on buying decisions, as does living a healthy lifestyle. At Shopee, social media and lifestyle have a major positive impact on purchasing decisions (Study on Students of the Faculty of Social Sciences and Sciences Politics Riau University Pekanbaru).

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## INTRODUCTION

In the current era of globalization, the business world is developing increasingly rapidly. Consumer needs and desires are increasingly diverse as time goes by. Currently, technology is no longer a secondary need, but has become a primary need because humans cannot do without the support of technological progress.

Marketing is a seller's effort to increase sales and develop their business. The right marketing strategy will help the seller's store continue to grow until it reaches its maximum potential. Even though marketing is synonymous with promotion, you need to know that the meaning of marketing is actually broader than that. Marketing is not just about promotion but also about the experience provided to the target market.

Marketing through social media and lifestyle also plays an important role in encouraging consumers to make purchasing decisions on the Shopee platform. Positive reviews on social media often share positive reviews about products they have purchased from Shopee. Students always look for other user reviews before purchasing a product. They will read testimonials, comments or reviews on social media that influence their purchasing decisions. Therefore, you can use marketing strategies through positive reviews from users to attract consumers.

The Shopee application is also currently a favorite shopping application among students, specifically students at the Faculty of Social and Political Sciences, Riau University, Pekanbaru. Almost all students currently use Shopee as the main application for making purchasing decisions when shopping online. The following is data on the number of students.

**Table 1. Data on the number of students from the Faculty of Social and Political Sciences, Riau University, Pekanbaru**

No (1)	Study Program / Department (2)	Number of Students (3)
1.	Business Administration Science	483
2.	Public Administration Science	636
3.	International Relations Science	762
4.	Communication Studies	924
5.	Government Science	825
6.	Sociology	762
7.	Travel agent	317

*Data Source: Databoks, 2022*

This shows that the interest of students at the Faculty of Social and Political Sciences, Riau University, Pekanbaru, one of the consumers has used the Shopee application to fulfill their needs and desires, because users feel that it is much easier to shop for various kinds of products, including daily necessities, electronics, fashion, etc. and others.

Among students, especially students at the Faculty of Social and Political Sciences, Riau University, Pekanbaru, purchasing decisions can occur due to internal and external factors. One of the internal factors is that students are aware that social support is influenced by appearance, attitude, conversation

and behavior. And the external factors that occur are invitations from other people, information obtained through social media which encourages students' curiosity so that students make purchases which gives rise to purchasing decisions. So it can be concluded that today's students have a high hedonic lifestyle, they tend to buy things to support only momentary pleasure.

## **LITERATURE REVIEW**

### ***Marketing***

A series of closely connected business-related actions known as marketing are intended to meet the requirements and wishes of customers through a process of exchange. Kotler (2012) defines marketing as a social process in which people and organizations create, offer, and freely exchange valued goods and services with other parties in order to get what they need and desire.

### ***Social Media***

Social media, according to Nasrullah (2017), is a tool that people can use with an internet network to engage in virtual life by showcasing themselves through cooperation, interaction, sharing, and communication with other users. It also has the advantage of being a type of social media because it helps people build social ties. digitally, using internet means

Heuer (2009) identifies four C dimensions of social media, which are as follows:

1. Context;
2. Interaction;
3. Cooperation
4. Establishment

### ***Lifestyle***

According to Semuel (2005), some people think that shopping activities can be used as a tool to relieve stress, spend money, change a person's mood significantly, in other words, money is a source of strength. This can be explained that shopping has become a lifestyle and is very important for everyone.

According to Setiadi (2010) lifestyle can be measured in three dimensions, namely:

1. Activities
2. Interest
3. Opinions (opinions)

### ***Purchase Decision***

Decisions regarding what to buy and what not to buy are part of the process of making purchases, and this information is gleaned from past actions. Buying decisions, in the opinion of Kotler & Keller (2016), are a manifestation of desire in acquiring the most favored brand out of several options. Buchari (2013) argues that financial economics, technology, politics, culture, items, pricing, locations, promotions, tangible evidence, people, and procedures all have an impact on the decisions made by consumers when making purchases.

in order to instill in customers the mentality that they should consider all available information before making decisions on which products to purchase.

The following are the aspects of purchasing choices, per Kotler & Keller (2009):

1. Selection of products
2. Brand selection
3. Dealer selection
4. Mode of payment

From the description presented previously, it can be used as an illustration for the framework of thought. The purpose of this thinking framework is to find a basis so that problems can be resolved. In this research, a problem-solving framework can be described as follows:

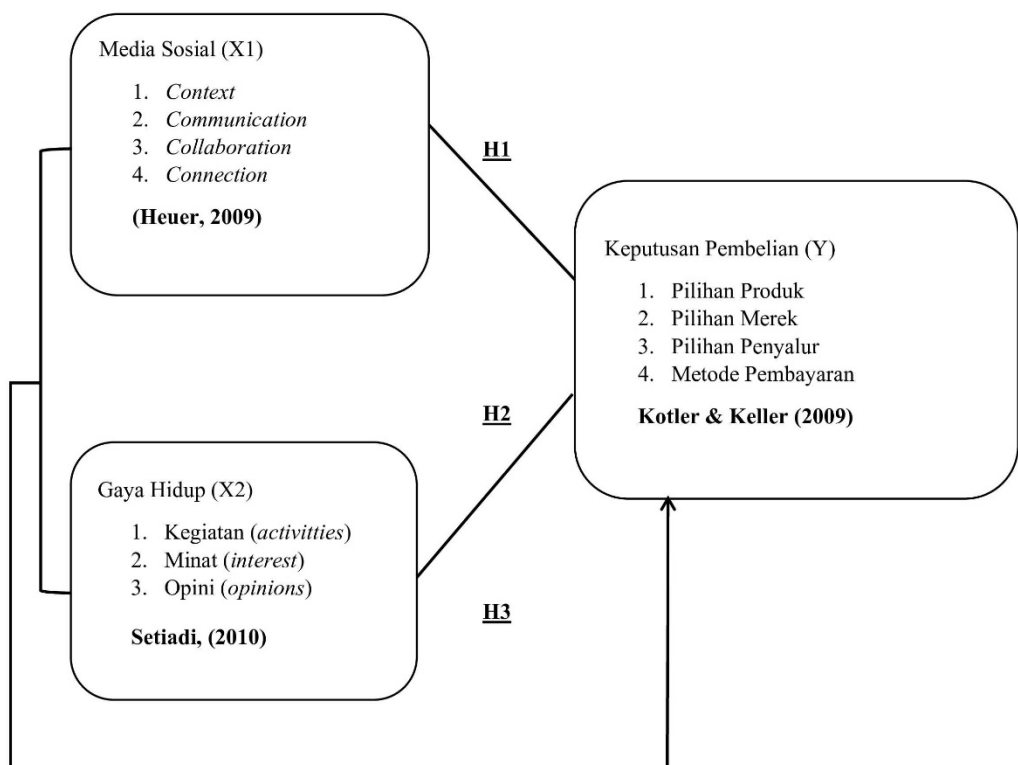


Figure 2.1 Framework of Thought

Drawing from the aforementioned framework, the following formulation is made and is considered a hypothesis:

H1: According to a study on students at Riau University's Faculty of Social and Political Sciences in Pekanbaru, there may be a considerable impact of social media factors on judgments made about what to buy on Shopee.

H2: The study on students at the Faculty of Social and Political Sciences, Riau University, Pekanbaru, suggests that lifestyle factors have a major impact on shopping selections at Shopee.

H3: According to a study on students at Riau University's Faculty of Social and Political Sciences in Pekanbaru, social media and lifestyle factors are thought to have a big impact on shoppers' decisions to buy at Shopee.

## **METHODOLOGY**

This kind of study is quantitative, with the goal of elucidating the connection and impact of lifestyle factors and social media on buying decisions. Quantitative research is a technique employed in studies on a specific population or sample, according to Sugiyono (2014).

### ***Population***

Sugiyono (2011) defines a population as a generic region made up of items or persons with certain attributes and traits that are used by researchers for study, after which samples are taken. 5,048 students from the Faculty of Social and Political Sciences at Riau University in Pekanbaru made up the study's population.

### ***Sample***

Sugiyono (2011) asserts that the sample reflects the size and makeup of the population. It is therefore envisaged that this sample can accurately reflect the current population, which consists of all students at Riau University, Pekanbaru's Faculty of Social and Political Sciences. A non-probability sampling strategy with a purpose sampling type is used in this study. Purposive sampling, according to Sugiyono (2017), is a method for selecting samples while taking specific factors into account, namely the method for selecting samples based on criteria.

### ***Measurement technique***

In this study, a Likert scale (5:4:3:2:1) was employed as the measuring tool. The Likert scale, according to Sugiyono (2014), is a tool for gauging an individual's or a group's attitudes, beliefs, and perceptions of social phenomena.

### ***Data analysis technique***

Quantitative analysis is analysis related to statistical calculations of data obtained to carry out measurements for research using the IBM SPSS Statistics version 25 application.

## **RESEARCH RESULT**

### ***Descriptive Analysis***

In order to gather data for this study, 100 Shopee customers who were students at the Faculty of Social and Political Sciences at Riau University in Pekanbaru were given questionnaires. Research questionnaires were distributed, and the information gathered includes information on respondents' opinions about social media, lifestyle, and shopping choices.

### ***Analysis of Respondent Characteristics***

Based on observations made by researchers, several assessment indicators in this study received good scores.

### ***Social media***

Based on table 5.5, it can be seen that the recapitulation of consumer responses on Shopee for students from the Faculty of Social and Political Sciences, Riau University, Pekanbaru, towards social media is categorized as

good with a score of 3,354, where the highest score in the context dimension is 851 and the lowest score in the connection dimension is 820.

**Lifestyle**

Based on table 5.9, you can see the recapitulation of consumer responses on Shopee for students from the Faculty of Social and Political Sciences, Riau University, Pekanbaru, regarding lifestyle in the good category with a score of 2,456, where the highest score is in the dimension 850, while the lowest score in the interest dimension is 801.

**Buying decision**

Based on table 2, it can be seen that the recapitulation of consumer responses on Shopee, students from the Faculty of Social and Political Sciences, Riau University, Pekanbaru, regarding purchasing decisions is in the very good category with a score of 3,487, where the highest score in the payment method dimension is 891, while the lowest score in the product choice and dealer choice dimensions is 891. 865.

**Data Instrument Test**

**Validity test**

In research, a validity test is used to determine the validity of a questionnaire. If the statements in the questionnaire can shed light on an aspect that the questionnaire is intended to measure, then the study is considered valid. Each variable has requirements that must be satisfied in order for an item to be considered valid in the calculation of a statement's validity if  $r_{count} > r_{table}$ . Based on SPSS output, validity results are displayed as follows:

**Tabel 2. Validity test**

Variable	Item	r Count	r Table	Label
Media Sosial (X <sub>1</sub> )	X1.1	0,614	0,1966	Valid
	X1.2	0,664	0,1966	Valid
	X1.3	0,696	0,1966	Valid
	X1.4	0,740	0,1966	Valid
	X1.5	0,682	0,1966	Valid
	X1.6	0,628	0,1966	Valid
	X1.7	0,732	0,1966	Valid
	X1.8	0,764	0,1966	Valid
Lifestyle (X <sub>2</sub> )	X2.1	0,776	0,1966	Valid
	X2.2	0,739	0,1966	Valid
	X2.3	0,836	0,1966	Valid
	X2.4	0,824	0,1966	Valid
	X2.5	0,615	0,1966	Valid
	X2.6	0,582	0,1966	Valid
	Y.1	0,839	0,1966	Valid
	Y.2	0,811	0,1966	Valid
	Y.3	0,654	0,1966	Valid
	Y.4	0,700	0,1966	Valid

<b>Purchase Decision (Y)</b>	<b>Y.5</b>	<b>0,794</b>	<b>0,1966</b>	<b>Valid</b>
	<b>Y.6</b>	<b>0,685</b>	<b>0,1966</b>	<b>Valid</b>
	<b>Y.7</b>	<b>0,544</b>	<b>0,1966</b>	<b>Valid</b>
	<b>Y.8</b>	<b>0,545</b>	<b>0,1966</b>	<b>Valid</b>

Source: SPSS Processed Data, 2024

The findings of the validity test demonstrate the validity of each statement item for each variable in the questionnaire, with a Corrected Item-Total Correlation value > 0.1966. Thus, it may be said that every statement item is a legitimate and practical research tool.

### *Reliability Test*

According to Sugiyono (2014), the dependability test determines how reliable the data used for measurement is while using items and still yields the same results. The Cronbach Alpha method is used to gauge reliability. When employing the Alpha Cronbach approach, a research instrument is considered dependable if its Alpha Cronbach reliability coefficient is more than 0.60.

**Tabel 3. Reliability Test**

No.	Variable	Cronbach Alpha	Determination Value	Label
1.	Media Sosial (X <sub>1</sub> )	0,842	0,60	Reliabel
2.	Lifestyle (X <sub>2</sub> )	0,826	0,60	Reliabel
3.	Purchase Decision (Y)	0,855	0,60	Reliabel

Source: SPSS Processed Data, 2024

Table 3 presents the findings of reliability testing for the variables that were utilized, indicating that all Cronbach Alpha values were greater than 0.60. Thus, it can be said that all of the variables employed in this study have trustworthy and appropriate replies to the statements.

### *Data Analysis Test*

#### *Simple Linear Regression Analysis*

#### *Social Media on Purchasing Decisions*

The purpose of this study was to determine how social media (X<sub>1</sub>), an independent variable, affected students at Riau University's Faculty of Social and Political Sciences' decisions to buy products on Shopee.

The following findings of a basic linear regression were derived based on the computation results that were obtained using the SPSS application.

**Table 4. Simple Linear Regression Analysis Test Results for Social Media on Purchasing Decisions**  
**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1.	(Constant)	11,915	2,441		4,882	0,000

	Media Sosial	0,687	0,072	0,693	9,511	0,000
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a. Dependent Variable: Purchase Decision

Source: SPSS Processed Data, 2024

Thus, the following interpretation of the equation model's results is possible.

1. If social media is taken to be zero (0), then the constant value of 11.915 might be read as follows: the purchase decision is 11.915.
2. The social media variable's regression coefficient value is 0.687, which indicates that for every unit increase in social media, purchase decisions would rise by 0.687.

**T-Test (Uji Parsial)**

**Table 5. Simple Linear Regression Analysis Test Results for Social Media on Purchasing Decisions Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1.	(Constant)	11,915	2,441		4,882	0,000
	Media Sosial	0,687	0,072	0,693	9,511	0,000

a. Dependent Variable: Purchase Decision

Source: SPSS Processed Data, 2024

Based on the t test results above, the following conclusion can be made regarding the impact of social media on purchasing decisions: social media has a significant impact on students at the Faculty of Social and Political Sciences, Riau University, Pekanbaru, when it comes to Shopee purchases. The significance value of social media is  $0.000 < 0.05$  and the t value is  $9.511 > t$  table 1.660.

**Coefficient of Determination Test**

**Tabel 6. Hasil Uji Koefisien Determinasi Media Sosial Terhadap Keputusan Pembelian Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1.	,693 <sup>a</sup>	0,480	0,475	2,930

a. Predictors: (Constant), Media Sosial

Source: SPSS Processed Data, 2024

The R Square (R<sup>2</sup>) value in Table 6 is 0.480, or 48.0%. This indicates that social media variables account for 48.0% of the influence on purchasing decisions, with the remaining percentage being explained by variables not included in the research.

**Lifestyle on Purchasing Decisions**

The purpose of this study was to determine how students at the Faculty of Social and Political Sciences, Riau University, Pekanbaru, affected Shopee clients' decisions to buy, with lifestyle (X2) serving as an independent variable.

The following findings of a basic linear regression were calculated using the SPSS software.

**Table 7. Simple Linear Regression Analysis Test Results for Lifestyle on Purchasing Decisions Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1.	(Constant)	18,091	2,301		7,863	0,000
	Gaya Hidup	0,687	0,093	0,599	7,406	0,000

a. Dependent Variable: Purchase Decision

Source: SPSS Processed Data, 2024

Thus, the following interpretation of the equation model's results is possible.

1. If lifestyle is taken to be zero (0), then the constant value of 18.091 can be seen as representing the purchase decision.
2. The lifestyle variable's regression coefficient value is 0.687, which indicates that for every unit increase in lifestyle, purchasing decisions would rise by 0.687.

**Multiple Linear Regression Analysis**

**Social Media and Lifestyle on Purchasing Decisions**

In this study, students from the Faculty of Social and Political Sciences, Riau University, Pekanbaru, were asked to rate the impact of social media (X1) and lifestyle (X2) as independent factors on their shopping decisions (Y), which served as the dependent variable.

The multiple linear regression results that follow were calculated using the SPSS software.

**Table 8. Multiple Linear Regression Analysis Test Results for Social Media and Lifestyle on Purchasing Decisions Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1.	(Constant)	10,491	2,440		4,300	0,000
	Media Sosial	0,525	0,095	0,529	5,534	0,000
	Gaya Hidup	0,280	0,110	0,244	2,552	0,012

a. Dependent Variable: Purchase Decision

Source: SPSS Processed Data, 2024

Thus, the following interpretation of the equation model's results is possible.

- a) The constant value of 10.491 can be understood as follows: if lifestyle and social media are taken to be zero (0), the choice to buy is 10.491.
- b) The social media variable's regression coefficient value, which is 0.525, is positive. This indicates that there will be a 0.525 rise in purchasing decisions for every unit increase in social media.
- c) The lifestyle variable's regression coefficient value is positive, at 0.280, meaning that for every unit increase in lifestyle, purchasing decisions will rise by 0.280.

**Simultaneous Test (F-Test)**

This test is intended to ascertain whether the independent variables, X1 and X2, have a combined or simultaneous influence on the dependent, Y.

**Table 9. Simultaneous Hypothesis Test (F Test) Social Media and Lifestyle on Purchasing Decisions**

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1.	Regression	829,462	2	414,731	51,027	,000 <sup>b</sup>
	Residual	788,378	97	8,128		
	Total	1617,840	99			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Social Media, Lifestyle

Source: SPSS Processed Data, 2024

According to the F test results above,  $f_{count} = 51.027 > f_{table} = 3.90$  with a significance of 0.000 indicates that  $H_a$  is accepted and  $H_o$  is rejected, indicating that social media (X1) and lifestyle (X2) have a significant impact on purchasing decisions at the same time. (Y).

**Coefficient of Determination Test (R2)**

This test measures whether changes in the independent variable will result in changes in the dependent variable in the same proportion, hence indicating whether or not there is a perfect link.

**Table 10. Test Results for the Coefficient of Determination of Social Media and Lifestyle on Purchasing Decisions**

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1.	0,716 <sup>a</sup>	0,513	0,503	2,851

a. Predictors: (Constant), Social Media, Lifestyle

Source: SPSS Processed Data, 2024

The R Square (R2) value in Table 10 is 0.513, or 51.3%. This indicates that 51.3% of purchasing decisions are influenced by social media and

lifestyle factors; the remaining portion is explained by factors not included in the research.

## **CONCLUSION**

Quantitative analysis is analysis related to statistical calculations of data obtained to carry out measurements for research. In this analysis, we will look for problems in various variables. In the social media variable, the results obtained show that students at the Faculty of Social and Political Sciences, Riau University, Pekanbaru, are categorized as good towards social media. This means that the social media used by Shopee can be felt or accepted by students. Regarding the lifestyle variable, the results of this study show that students at the Faculty of Social and Political Sciences, Riau University, Pekanbaru, have a good lifestyle. This means that the lifestyle obtained by Shopee can be felt or accepted by students.

Research findings also show that partially social media variables have an influence on purchasing decisions. Research findings also show that partially lifestyle variables have an influence on purchasing decisions. Research findings also show that simultaneously it can be seen that social media and lifestyle have an influence on purchasing decisions.

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