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The Influence of Lifestyle, Promotion, and Product Quality on Purchasing Decisions on Nu Skin TR90 Products in Surabaya

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A R T I C L E I N F O

A B S T R A C T

This study aims to analyze the effect of Lifestyle, Promotion, and Product Quality on purchasing decisions on Nu Skin TR90 products in Surabaya. This study used a research tool or instrument in a questionnaire. In this study, a sample collection technique was used using the purposive sampling method. The total number of indicators in this study totaled 17 indicators and the parameters in the sample measurement to be used were 7. Data analysis used in this study used the component-based Structural Equation Modeling (SEM) method with using the Partial Least Square (PLS) analysis tool. Based on the results of the research that has been done, it is found that the Lifestyle variable has a non-significant effect on purchasing decisions. Promotion variable has a significant effect on purchasing decisions. Product Quality variable has a significant effect on purchasing decisions.

INTRODUCTION

Health is one of the most important factors in undergoing Covid-19 in early 2020. Many people have been affected by the virus as a result of the Covid-19 pandemic, as covered by the website kemkes.go.id as many as 160,537 cases of death caused by Covid-19. Someone who has a congenital disease can hinder healing when other diseases attack. In addition, obesity or being overweight can also make someone possibly infected with the severe Covid-19 virus. Obesity or being overweight makes the body's metabolism weak, making it difficult to fight viruses.

A person's lifestyle is also very influential in that person's life, so a bad lifestyle or lifestyle will have a worse effect on that person's health. According to (Kotler and Keller in Kumala Dewi 2022) argue that lifestyle is a person's pattern of life in the world as outlined in their activities, interests and opinions. More or less people think that health is the main investment for their lives in the future. When a pandemic comes, many people create different health programs with the aim of helping prevent diseases that will occur in the future.

People can become interested just by looking at advertisements or testimonials from Instagram, Facebook or other social media. Promotion is a common thing in introducing products to the public within a company. Promotion according to (Kotler and Armstrong in Gulliando & Shihab 2019) argues that various activities are carried out between companies to inform the advantages possessed by these products and convince consumers to consume these products.

TR90 Program designed by Nu Skin. The TR90 program is a way for a fat loss program using LifeGen technology in 90 days or 3 months. This Health Program was quite well known by the public during the pandemic, because many people felt helped by the program for 90 days.

The phenomenon that occurs at TR90 Nu Skin is that there are many enthusiasts in Indonesia, especially in Surabaya, but there are also pros and cons regarding the TR90 Nu Skin program. Pros and cons that occur because people are afraid of consuming these supplements. The concept that occurs in the phenomenon above also occurs due to the promotion carried out. The purchasing decisions that the public has towards consumers are quite the center of attention on social media and promotions that are carried out attract many consumers to be interested in joining Nu Skin's TR90 Program. Apart from the community feeling helped by the TR90 program, it has also helped Nu Skin increase their income for the last 2 years. This can be seen through sales data for 2020 to 2021.

It was stated that the income received by Nu Skin in Indonesia has increased from 2020 to 2021 to be precise in Indonesia, namely in 2020 TR90 Nu Skin has an annual income of 92,256 or an increase of 3.6% and in 2021 there is an increase in income of 96,614 or an increase as much as 3.6%. In 2022 there will also be a trend of increasing revenue, it is said that in Indonesia the Nu Skin Indonesia company has increased by 5.2% or 115.73.

THEORETICAL REVIEW
The Influence of Lifestyle on Purchasing Decisions

Based on the results of the research that has been done, it is obtained data that the Lifestyle variable has a non-significant effect on purchasing decisions at TR90 Nu Skin in Surabaya.

Based on the results of the study, it is known that the greatest factor loading value is found in the activity indicator. From this it can be seen that the Activity indicator has the strongest influence on the Lifestyle variable which is able to influence the Purchase Decision at TR90 Nu Skin in Surabaya. This refers to activities owned by the community and can affect community activities in daily life. Busy activities or activities encourage people to need supplements so that the body's immunity is maintained.

The results of this study are in line with research conducted by Monginsidi et al., (2019) Partially Lifestyle has no significant effect on Purchase Decisions. Unlike the research conducted by Fauzi & Asri (2020), lifestyle variables have a positive and significant effect on purchasing decision variables.

H1: Lifestyle has a positive effect on the Purchase Decision of Nu Skin TR90 in Surabaya.

The Influence of Promotion on Purchasing Decisions

Based on the results of the research that has been done, it is obtained data that the Promotion variable has a significant effect on purchasing decisions at TR90 Nu Skin in Surabaya.

Based on the research results, it is known that the greatest factor loading value is found in the Public Relations indicator. From this it can be seen that the public relations indicator has the strongest influence on the public relations variable which is able to influence the Purchase Decision at TR90 Nu Skin in Surabaya. This refers to information obtained from social media that is owned by the community which has a good impact, thereby helping TR90 Nu Skin to be well known and widely known by the community in Surabaya.

The results of this study are in line with research conducted by Ernawati (2019) The promotion variable has a positive and significant effect on purchasing decisions.

H2: Promotion has a positive effect on the Purchase Decision of Nu Skin TR90 in Surabaya.

The Influence of Product Quality on Purchasing Decisions

Based on the results of the research that has been done, it is obtained data that the variable Product Quality has a significant effect on purchasing decisions at TR90 Nu Skin in Surabaya.

Based on the research results, it is known that the greatest factor loading value is found in the Performance indicator or appearance. From this it can be seen that the performance indicators have the strongest influence on the public relations variable which is able to influence the Purchase Decision at TR90 Nu Skin in Surabaya. This refers to the higher performance that is owned by the

company through the TR90 Nu Skin product in Surabaya, which will increasingly influence the purchase decision on the TR90 Nu Skin product.

The results of this study are in line with research conducted by Ernawati (2019) The promotion variable has a positive and significant effect on purchasing decisions.

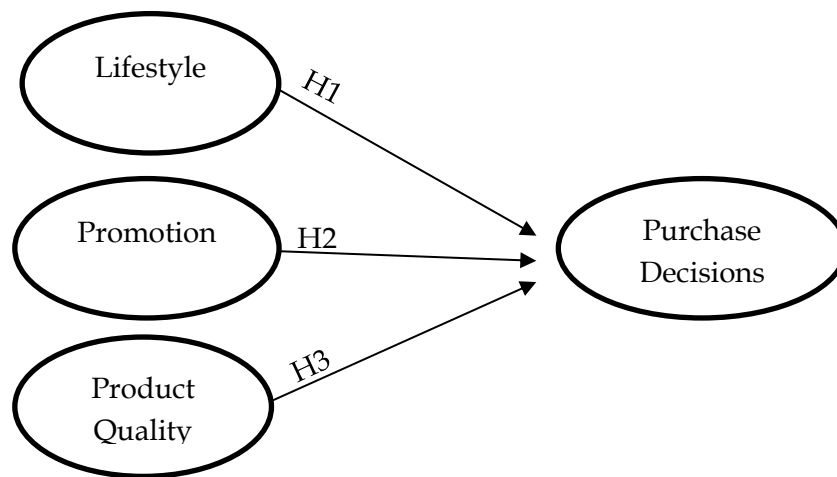H3: Product Quality has a positive effect on the Purchase Decision of Nu Skin TR90 in Surabaya.

Figure 1. Conceptual Framework

METHODOLOGY

This study used a quantitative method, using a research tool or instrument in a questionnaire. The variables selected in this study are the dependent variable (Y), namely purchasing decisions, the independent variables (X) lifestyle, promotions, and product quality. The measurement scale in this study uses an ordinal scale using a measurement technique. The data scale used is a rating scale or a Likert scale of 5 (five) points. The population in this study is the public or consumers who have consumed TR90 Nu Skin in Surabaya. The sampling technique is based on guidelines according to Ghozali (2011), namely the number of samples is the number of indicators multiplied by 5-10 parameters. Then the total number of indicators in this study amounted to 17 indicators and the parameters in the sample measurement to be used were 7. The number of samples used was 17 (indicators) x 7 = 119 respondents.

RESULTS

Table 1 shows the Lifestyle variable (X1) with 3 indicators having an AVE root of 0.837 greater the correlation value with other variables, Promotion (X2) with 4 indicators having an AVE root of 0.709 greater correlation value with other variables, Product Quality (X3) with 5 indicators have a root AVE 0.783 greater correlation value with other variables, Purchase Decision (Y) has a root AVE 0.785 greater correlation value with other variables. Overall, it shows that all research variables, namely Lifestyle, Promotion, Product Quality and

Purchase Decisions, have a higher AVE square root value than the correlation value with other variables, so discriminant validity is fulfilled.

Table 1. Discriminant Validity

	Lifestyle (X1)	Purchase Decisions (Y)	Product Quality (X3)	Promotion (X2)
Lifestyle (X1)	0.837	0.589	0.716	0.581
Purchase Decision (Y)	0.589	0.785	0.739	0.688
Product Quality (X3)	0.716	0.739	0.783	0.698
Promotion (X2)	0.581	0.688	0.698	0.709

In the table of latent variable correlations above, the average correlation value between one variable and another shows an average correlation value below 0.5. It is stated that the 3 variables are in the research model, as well as the relationship between lifestyle variables, product quality and promotion.

Table 2. Latent Variable

	Lifestyle (X1)	Purchase Decisions (Y)	Product Quality (X3)	Promotion (X2)
Lifestyle (X1)	1.000	0.589	0.716	0.581
Purchase Decisions (Y)	0.589	1.000	0.739	0.688
Product Quality (X3)	0.716	0.739	1.000	0.698
Promotion (X2)	0.518	0.688	0.698	1.000

The value of R2 = 0.606 It can be interpreted that the model is able to explain phenomena or problems in purchasing decisions by 60.60%. While the rest (39.40%) is explained by other variables (besides Lifestyle, Promotion, and Product Quality) that have not been included in the model and errors. This means that purchasing decisions are influenced by lifestyle, promotion and product quality by 60.60% while 39.40% are influenced by other than lifestyle, promotion and product quality variables. Purchase decisions on Nu Skin TR90 in Surabaya can also be influenced by price perceptions, tastes, brand image and so on.

Table 3. R Square

Keputusan Pembelian (Y)	0.606	0.596

DISCUSSION

Table 4. Path Coefficients (Mean, STDEV, T-Values)

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistic (|O/STDEV)	P Values
Lifestyle (X1) -> Purchase Decision (Y)	0.069	0.067	0.834	0.834	0.405
Product Quality (X3) -> Purchase Decision (Y)	0.462	0.470	3.701	3.701	0.000
Promotion (X2) -> Purchase Decision (Y)	0.325	0.327	3.302	3.302	0.001

1. Lifestyle (X1) has a positive effect on purchasing decisions (Y) Nu Skin TR90 products in Surabaya can be accepted with a path coefficient of 0.069 and a T-Statistic value of 0.834 < 1.96 or P-Value 0.405 > 0.05, so not significant (positive).
2. Promotion (X2) has a positive effect on purchasing decisions (Y) Nu Skin TR90 products in Surabaya can be accepted with a path coefficient of 0.325 and a T-Statistic value of 3.302 > 1.96 or a P-Value of 0.001 <0.05, so it is significant (positive).
3. Product Quality (X3) has a positive effect on Purchase Decision (Y) Nu Skin TR90 products in Surabaya can be accepted with a path coefficient of 0.462 and a T-Statistic value of 3,702 > 1.96 or a P-Value of 0.000 <0.05, so significant (positive)

CONCLUSIONS AND RECOMMENDATIONS

Based on the results of data processing using PLS analysis to examine the influence of Lifestyle, Promotion, and Product Quality on Purchase Decisions for TR90 Nu Skin products in Surabaya as well as some discussion of the results presented, it can be concluded that Lifestyle does not contribute to Purchase Decisions at TR90 Nu Skin in Surabaya. Promotion contributes to Purchase Decision. Product Quality contributes to Purchasing Decisions. Based on the results of the conclusions, there are several suggestions for the company, it is hoped that the company can pay attention to the Lifestyle carried out by the community today, so that it can attract more attention in motivating people to live healthier lives. It is hoped that the company will provide better promotions through social media and between communities, such as giving workshops regarding Nu Skin's TR90 products in Surabaya in improving people's current healthy lifestyle. Companies should provide more information regarding the quality of their products, both in appearance and overall benefits of the Nu Skin TR90 supplement in Surabaya.

FURTHER STUDY

There are a number of gaps in knowledge in the research following the findings, and would benefit from further research, including a realist evaluation to extend and further test the theory we have developed here:

1. An in-depth exploration of how society makes a good lifestyle a top priority in everyday life.
2. Further research can compare, for example, promotions carried out both from social media and directly in the community.
3. Research to develop approaches and carry out product quality analysis within the company builds friendship with the community so that the community can fully know the quality of Nu Skin's TR90 products.

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