

The Effect of Lifestyle, Self-Concept and Perceived Value on Purchasing Decisions Ice Cream Baskin Robbins in Giant Express Banjarmasin

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Abstract. This research is aimed to find out and analyze the effect of the influence of life style, self concept and perceived value partially to the purchase decision of ice cream Baskin Robbins at Banjarmasin. This type of research was explanatory research. The population was the people of Banjarmasin City who had purchased ice cream Baskin Robbins at Banjarmasin. The researcher implemented purposive sampling. The sample size was 75 people. The data were analyzed by using multiple linear regression analysis. The results showed that life style have a significant partial to effect on purchase decision of ice cream Baskin Robbins at Banjarmasin. While self-concept and perceived value have no significant effect partially on purchase decision of ice cream Baskin Robbins at Banjarmasin.

Keywords: Life Style, Self Concept Perceived Value, Purchase Decision

1 Introduction

Culinary development in Banjarmasin is currently very rapid, many types of culinary have emerged such as taichan satay, ice cream, Thailand tea, banana nuggets, and many others. The number of entrepreneurs who sell various types of culinary makes them compete to be the best in their field. As the Capital City of South Kalimantan Province, the development of Micro, Small and Medium Enterprises (MSMEs) in the City of Banjarmasin is quite advanced, based on data from the Office of Cooperatives, Micro Enterprises and Manpower of the City of Banjarmasin, until 2001 the number of MSMEs is 39,049 in five sub-districts. With a high level of competition, every company is required to make the best product to attract the attention of more consumers. This allows consumers to get the best products offered by companies engaged in the culinary field with high competition.

One of the culinary fields that have high competition is ice cream, which is a dessert and is classified as a snack. Many ice cream retailers operate in Banjarmasin, both located in a mall or shopping center, on the side of a main road, or in a residential area, which makes competition in the culinary field, especially ice cream, more competitive.

Table 1. Booth Ice Cream in Banjarmasin

No.	Company Name	Location
1	Baskins Robbins	Duta Mall & Giant Express Banjarmasin
2	Hula-Hula <i>Ice Cream</i>	Jl. Cemara Raya
3	Pondok <i>Ice Cream Gellato</i>	Jl. DI Panjaitan
4	Walls	Minimarket, Supermarket & Gerobak keliling
5	Aice	Minimarket
6	Campina	Minimarket & Supermarket
7	Freeze	Duta Mall
8	Diamond	Supermarket
9	Effronte	Jl. Bumi Mas Raya No.3
10	Moms	Jl. Cemara Raya
11	La Cassa Gellato	Jl. Kuripan
12	KFC	Jl. A. Yani, Jl. L. Mangkurang dan Duta Mall

No.	Company Name	Location
13	AW	Duta Mall
14	Texas	Mitra Plaza dan Duta MALL

Source: Processed data, 2020

Baskin Robbins is a brand that sells ice cream. Baskin Robbins received a good response from the community so that it continues to grow and now has 3 outlets in Banjarmasin which are located:

1. Giant Express Banjarmasin
2. Lt. 2 Duta Mall Banjarmasin
3. Lt. 3 Duta mall Banjarmasin

By opening 3 Baskin Robbins outlets you can say they are confident about their products according to consumers in Banjarmasin which makes consumers decide to consume Baskin Robbins ice cream in Banjarmasin.

Consuming Baskin Robbins ice cream may not only aim to enjoy Baskin ice cream but has become a lifestyle for certain groups in society. According to Setiadi (2010: 77) lifestyle is identified by how a person spends their time (activity), what they consider important in their environment (interest), and what they think about themselves and the world around them (opinion). By consuming Baskin Robbins products, consumers form their own lifestyle. Some consumers are interested in consuming Baskin Robbins products in their activities so they get the desire to consume ice cream. In addition to lifestyle, self-concept is also one of the personal factors that influence consumer buying behavior Kotler and Keller (2009:166).

According to Ferrinadewi (2008: 132), self-concept describes aspects of an individual personality which are their self-expression. Currently, the food consumed by a person can describe their self-concept. Through social media, many people upload food content they consume to express themselves. By uploading Baskin Robbins products, people will get their own satisfaction and recognition from people on social media when they consume super-premium ice cream products.

Purba (2012) states that there are 3 consumer perception factors that can influence purchasing decisions, one of which is perceived value. Kotler and Keller (2009) state that perceived value is the value promised by the company and considered by customers. From the results of Soegoto's research (2013), it was explained that perceived value affects consumer satisfaction. Because high competition requires Baskin Robbins to always improve its value so that consumers make decisions to buy Baskin Robbins ice cream.

Putra, Zainul, and Sunarti (2017) stated that purchasing decisions affect consumer satisfaction. Kotler and Keller, (2009:184-190) explain that the consumer purchasing decision process goes through five stages, one of which is post-purchase behavior. A consumer if they are satisfied with the value provided by the Baskin Robbins product they buy, then it is very likely to become a customer for a long time.

So the writer will discuss further in the form of writing a thesis with the title influence of lifestyle, self-concept and value perception on purchasing decisions for Baskin Robbins ice cream in Banjarmasin.

This research is unique in examining the factors that influence the decision to buy Baskin Robbins ice cream at Giant Express Banjarmasin, with a focus on lifestyle, self-concept, and value perceptions. In addition, this research can also provide useful information for Baskin Robbins and Giant Express Banjarmasin companies in improving their marketing and product sales strategies. This research also contributes to the development of science and research in the field of consumer psychology

2 Theoretical basis

2.1 Lifestyle

Lifestyle describes something more than just a person's personality. Lifestyle shows one's behavior in the world. When used carefully, the concept of lifestyle can help marketers understand changing consumer values and how lifestyles affect buying behavior. Kotler & Keller (2009:175), Lifestyle is a person's pattern of life in the world which is reflected in activities, interests, and opinions. Lifestyle portrays the "complete person" with his environment.

2.2 Self-concept

Self-concept is all the ideas, thoughts, beliefs, and beliefs that individuals know about themselves and influence individuals in dealing with other people (Stuart and Sundeen, 1998). Self-concept describes the aspects of individual personality which are their self-expression. (Ferrinadewi, 2008:132). Another factor that determines buyer behavior is self-concept. Self-concept is a way for someone to see himself, and at the same time, he has an image of other people. (Swastha and Irawan, 2008:112).

2.3 Value Perception

Perception is a process by which individuals can select, manage, and translate incoming information to create a meaningful picture of the world, (Kotler and Keller, 2009). Kotler and Keller (2009) state that perceived value is the value promised by the company and recognized by customers. Perceived value is a consideration of benefits and sacrifices. The definition of customer value is very broad and varies depending on which side we see it on (Purba, 2012).

2.4 Purchasing Decisions

Peter and Olson (2013) state that purchasing decisions are an integrated process carried out to combine knowledge in order to evaluate two or more alternatives and choose one of them so that purchasing decisions can be interpreted as making choices by consumers for two or more alternative choices to meet their needs. Kotler and Keller, (2009:184-190) explain that the consumer purchasing decision process goes through five stages, namely problem recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior.

3 Research Methods

3.1 Research Scope

Scope of research on consumer purchasing decision-making that is influenced by lifestyle, self-concept, and perceived value of Baskin Robbins products in Banjarmasin

3.2 Types and Sources of Research Data

In this research, explanatory research was used. Explanatory research is a type of research that has the main objective of explaining causal relationships and influences between variables through testing hypotheses on certain samples (Bungin, 2007:38). There are two types of data sources used in this study, namely primary data and secondary data.

3.3 Research Location

The research was conducted at 3 Baskin Robbins outlets in Banjarmasin, which are located:

1. Giant Express Banjarmasin
2. Lt. 2 Duta Mall Banjarmasin
3. Lt. 3 Duta mall Banjarmasin

3.4 Population dan Sample

The population is a generalization area consisting of objects or subjects that become certain quantities and characteristics set by the researcher and then conclusions are drawn (Sugiyono, 2011). The population of this research is the people of Banjarmasin City who have purchased Baskin Robbins Ice Cream in Banjarmasin. Data was collected for 8 months from January to June 2020.

The sample is part of the number and characteristics possessed by the population. If the population is large, and it is impossible for the researcher to study everything in the population, the researcher can use samples taken from that population (Sugiyono, 2011).

The sampling technique that will be used in this research is the purposive sampling technique. According to Sugiyono (2011), Purposive sampling is a sampling technique with certain considerations. This technique was chosen because researchers already know that the information needed can be obtained from certain groups who are able to provide the desired information because they already have certain experiences that can complement the information and meet the requirements and criteria set for the research. Then the sample criteria in this study are:

1. Minimum age of 17 years,
2. Have purchased Baskin Robbins ice cream in Banjarmasin.
3. Buyers are the decision makers to purchase and consume Baskin Robbins ice cream in Banjarmasin.

Ferdinand (2014: 173) suggests that in multivariate research (including those using multivariate regression analysis) the sample size is determined by 25 times the independent variable. So the number of samples in this study is 25×3 independent variables = 75 respondents.

3.5 Variable Operational Definitions

According to Nazir, (2003: 126) operational definition is a definition given to a variable or contract by giving meaning, specifying activities, or providing an operation needed to measure the construct or variable. In accordance with the existing formulation of the problem this study uses two variables, namely the independent variable and the dependent variable

In order to provide simplification and understanding of the discussion of the variables used in writing this research, it is necessary to convey the operational definition as follows:

Table 2. Research Variables, Operational Definitions, Indicators and Sources

Variable	Operational Definitions	Indicator	Scale	Source
Lifestyle	Lifestyle is a person's pattern of life in the world which is reflected in their activities, interests, and opinions when consuming Baskin Robbins ice cream	1. Activity 2. Interests 3. Opinion	Measured through a questionnaire (questionnaire) using a Likert scale	Setiadi, (2010: 78)
Self-concept	Self-concept is the total of individual thoughts and feelings that refer to oneself as an object when purchasing Baskin Robbins ice cream	1. Self ideal 2. Self image 3. Self esteem	Measured through a questionnaire (questionnaire) using a Likert scale	Tracy (2005:48)
Perceived Value	Perceived value is the value promised by Baskin Robbins' company value proposition and perceived by customers.	1. Emotional Value 2. Social Value 3. Quality Value 4. Price	Measured through a questionnaire (questionnaire) using a Likert scale	Sweeney dan Soutar (2001)
Purchase Decision	Purchase decision is the consumer's decision to choose Baskin Robbins ice cream for consumption i	1. Brand selection 2. Store Location 3. Payment Methods	Measured through a questionnaire (questionnaire) using a Likert scale	Kotler & Keller (2019)

3.6 Data Collection Techniques

The data collection method in this study used a questionnaire, namely a number of written questions used to obtain information from respondents, then respondents were asked to fill out a list of these questions. Then the questionnaire answer sheets were collected, selected, processed, and then analyzed. Measuring the independent variables (product innovation, price, and location) on the dependent variable (purchasing decision) uses a Likert scale. With this scale, respondents were asked to indicate their agreement/disagreement on each question given intervals from 5 to 1 (Sugiyono, 2011:93), namely:

1. Strongly agree Score 5
2. Agree Score 4
3. Simply Agree Score 3
4. Disagree Score 2
5. Strongly disagree Score 1

3.7 Data Analysis Techniques

The data analysis technique performed was by using SPSS Statistics Version.21 Software, using multiple linear regression analysis. The analysis technique used in this study is Multiple Linear Regression Analysis and assisted by the SPSS 21 program. Multiple Linear Regression Analysis: According to Sugiyono (2011) multiple linear regression is used by researchers if there is one dependent variable (Y) and two or more variables free (X). In this study, there were two independent variables, namely (X1) Product Innovation, (X2) Price, and (X3) Location which were investigated for their influence on one dependent variable, namely purchasing decisions (Y).

The formula used in multiple linear regression analysis is as follows:

$$Y = a + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + e$$

Where :

- Y = Purchase Decision
- a = Constant
- $\beta_1, \beta_2, \beta_3$ = Regression Coefficient
- X1 = Lifestyle
- X2 = Self-concept
- X3 = Perceived Value
- e = Error

3.8 Hypotesis Test

3.8.1 T Test (Partial)

This test was conducted to examine the effect of the independent variables on the dependent variable partially. 95% confidence level or significance level (α) 5%, the degree of freedom is (df) = (n-k). In this test T_{count} is compared to T_{table} , if T_{count} is greater than T_{table} then the hypothesis is accepted. Conversely, if T_{count} is smaller than T_{table} , the hypothesis is rejected.

3.8.2 F Test (Simultaneous)

The F_{value} statistical test was conducted to assess the feasibility of a research model. This test was conducted to measure the accuracy of the sample regression function in interpreting the actual value statistically (Ghozali, 2011). This study uses a statistical test of the F_{value} to test the effect of the independent variables on the dependent variable simultaneously. The F test was conducted to test the significance of the regression coefficients of all predictors (independent variables) in the model simultaneously (simultaneously).

4. Results and Discussion

4.1 Results of Multiple Regression Analysis

Multiple linear regression analysis is used to determine the effect of the independent variables (X) on the dependent variable (Y) either simultaneously or partially. The independent variables in this study are attitudes toward advertising, reputation, self-esteem, and trust. While the dependent variable is intention. The following is a summary of the results of multiple regression analysis in this study:

Table 3. Multiple Linear Regression Test Results

Independent Variable	Regression Coefficient (β)	t-count	t-table	Sig.
Lifestyle (X_1)	0,422	3,731	1,9921	0,000
Self-concept (X_2)	0,077	0,557	1,9921	0,579
Perceived Value(X_3)	0,129	1,091	1,9921	0,279
Constan = 0,573				
$R^2 = 0,624$				
<i>Adjusted R² = 0,608</i>				
Stand error = 1,96512				
F-count = 39,306				
Sig.f = 0.000				

Source: Processed Data (2020)

The multiple regression equation based on the results of the regression analysis can be seen as follows:

$$Y = 0,573 + 0,422X_1 + 0,077X_2 + 0,129X_3 + e$$

Information:

A constant value of 0.573 means that the average contribution of other variables outside of Lifestyle, Self-concept, and Perceived Value has a positive impact on decisions.

1. A constant value of 0.573 means, if the Lifestyle, Self-concept, and Perceived Value are 0 then the purchase decision = 0.537
2. The value of the Product Lifestyle regression coefficient is 0.422 which means that any positive change in Lifestyle (X1) will increase the decision by 0.422. On the other hand, negative changes in Lifestyle (X1) will reduce people's intentions by 0.422.
3. The value of the Self-concept regression coefficient is 0.077 which means that every positive change in Self-concept (X2) will increase the purchase decision by 0.077. On the other hand, a negative change in the Self-concept (X2) will reduce the community's intention by 0.077.
4. The value of the Perceived Value regression coefficient is 0.129, which means that every positive change in Perceived Value (X3) will increase the purchase decision by 0.129. Conversely, a negative change in the location variable (X3) will reduce community intentions by 0.129.
5. The R2 value is 0.624 or 62.4%, indicating how much the relationship between the independent variables consisting of Lifestyle, Self-concept, and Perceived Value is related to the dependent variable in the purchase decision. This value indicates that this research variable has a low relationship. According to Sugiyono (2011), the coefficient interval of 0.60-0.799 means that it has a strong level of relationship.
6. The Adjusted R2 value is 0.608 which indicates that the variation or fluctuation of the Dependent Factor (Y) is influenced by the Independent Factor (X) of 60.8%. This shows that Lifestyle, Self-concept, and Perceived Value simultaneously influence purchasing decisions by 60.8% so the remaining 39.2% is influenced by other variables not examined, such as personal, cultural, social, and psychological factors.
7. The regression coefficients of all independent variables are positive, meaning that there is a unidirectional relationship between all the independent variables and the dependent variable. If the independent variable increases, the dependent variable also increases, and vice versa.

4.2 Hypothesis Testing Results

Hypothesis testing is done to test whether the proposed hypothesis is accepted or rejected. The hypothesis put forward in this study is related to the effect of product innovation, price, and location on purchasing decisions of Baskin Robbins in Banjarmasin. Multiple regression analysis was chosen to analyze the hypothesis submission in this study.

The following will discuss the results of multiple regression analysis performed using the IBM SPSS 21.00 for Windows program. To find out whether the hypothesis proposed in this study is accepted or rejected, the hypothesis testing is carried out with the t_{test} and F_{test} . The results of hypothesis testing in this study are as follows:

1. Result t Test (Partial)

This test was conducted to examine the effect of the independent variables on the dependent variable partially. 95% confidence level or significance level (α) 5%, the degree of freedom is $(df) = (n-k)$. In this test Tcount is compared to Ttable, if Tcount is greater than Ttable then the hypothesis is accepted. Conversely, if t_{count} is smaller than t_{table} , the hypothesis is rejected.

a. Lifestyle

Lifestyle products have a significance level of 0.000. The results of the t_{test} on Lifestyle stated that the significance of the t_{test} is less than 0.05 and the regression coefficient has a positive value of 0.422. While the t-count value obtained is 3.731 greater than the t_{table} value of 1.9921. Based on these results, the hypothesis that states "Lifestyle has a partial effect on purchasing decisions of Baskin Robbins Ice Cream in Banjarmasin" is declared accepted.

b. Self-concept

Self-concept has a significance level of 0.579. The results of the t_{test} on self-concept state that the significance of the t_{test} is less than 0.05 and the regression coefficient has a positive value of 0.077. Meanwhile, the t-count value obtained is 0.577, which is greater than the t_{table} value, which is 1.9921. Based on these results, the hypothesis that states "Self-concept has a partial effect on Baskin Robbins Ice Cream decisions in Banjarmasin" is declared rejected..

c. Perceived Value

Perceived value has a significant level of 0.279. The results of the t test on perceived value it states that the significance of the t test is less than 0.05 and the regression coefficient has a positive value of 0.129. Meanwhile, the t-count value obtained is 1.091, which is greater than the t-table value, which is 1.9921.

Based on these results, the hypothesis that states "Perceived Value has a partial effect on Baskin Robbins Ice Cream decisions in Banjarmasin" is declared rejected.

4.3 Discussion of Research Results

The following is an explanation of the results of research on purchasing decisions for Baskin Robbins ice cream in Banjarmasin:

1. The Effect of Lifestyle on Purchasing Decisions

The hypothesis which states "Lifestyle partially has a significant effect on the decision to purchase Baskin Robbins ice cream in Banjarmasin" is declared accepted. This states that a person's Lifestyle influences buying Baskin Robbins ice cream in Banjarmasin because Baskin Robbins can accompany them on their activities, has an interesting taste for them to buy and they think consuming Baskin Robbins is very appropriate for them to enjoy.

Lifestyle is a pattern of behavior, values, and preferences that are owned by individuals in everyday life. Lifestyle can influence a person's purchasing decisions because lifestyle determines consumer needs and preferences for certain products. According to the theory of the influence of lifestyle on purchasing decisions, lifestyle can influence purchasing decisions through three factors, namely activities, interests, and opinions (Setiadi, 2010: 93).

Activities refer to activities carried out by consumers in everyday life. Consumers who have an active lifestyle tend to choose products that suit their activities, such as choosing Baskin Robbins ice cream which is easy to carry while walking in the park. Meanwhile, consumers who have a passive lifestyle tend to choose products that are more relaxing, such as hot drinks in cafes.

Interest refers to consumer interest in a particular product or brand. Consumers who have an interest in Baskin Robbins ice cream products will tend to choose this product over other brands. This can happen because consumers feel that the product is in accordance with their interests and needs.

Opinion refers to the views or opinions of consumers on a particular product or brand. Consumers who have a positive opinion of Baskin Robbins ice cream products will tend to choose this product over other brands. This can happen because consumers feel that the product is of good quality and in accordance with their needs and preferences.

2. The Effect of Self-concept on Purchasing Decisions

The hypothesis that states "Self-concept partially has a significant effect on the purchasing decision variable of Baskin Robbins ice cream in Banjarmasin" is rejected. This suggests that consumers of Baskin Robbins ice cream in Banjarmasin feel that the Self-concept variable influences their purchasing decisions for Baskin Robbins ice cream.

Self-concept is an individual's perception of himself, including his values, attitudes, and beliefs. Self-concept can influence a person's purchasing decisions because individuals tend to choose products or brands that match their identity and self-image. According to the theory of the influence of self-concept on purchasing decisions, self-concept can influence purchasing decisions through three factors, namely personal identity, social identity, and self-image (Swastha dan Irawan, 2008:112).

Personal identity refers to the unique characteristics possessed by individuals, including values, interests, and preferences. Consumers who have a strong personal identity tend to choose products that match their values and preferences. For example, individuals who identify themselves as nature lovers will tend to choose environmentally friendly products such as organic products.

Social identity refers to the social group or community identified by the individual as part of himself. Consumers who have a strong social identity tend to choose products that are in accordance with the norms and values of their social group. For example, individuals who identify themselves as members of the vegan community will tend to choose products that do not contain animal ingredients.

Self-image refers to an individual's mental picture of himself. Consumers who have a positive self-image tend to choose products that can enhance their self-image. For example, individuals who identify themselves as fashionable will tend to choose the latest fashion products to enhance their self-image in the eyes of others.

3. Effect of Price on Purchasing Decisions

The hypothesis which states "Perceived Value partially has a significant effect on the purchasing decision variable" is declared rejected. This suggests that Baskin Robbins ice cream consumers in Banjarmasin do not feel the influence of the Perceived Value variable on their purchasing decisions for Baskin Robbins ice cream.

Price is one of the factors that influence consumer purchasing decisions. Consumers tend to consider price when choosing a product or brand to buy. Prices that are too high can make consumers reluctant to buy the product, while prices that are too low can make consumers doubt the quality of the product (Alma, & Tjiptono, 2010).

According to the theory of the effect of price on purchasing decisions, price can influence purchasing decisions through three factors, namely perceived value, perceived quality, and perceived risk.

Perceived value refers to the comparison between product prices and the benefits or value obtained by consumers from these products. Consumers tend to choose products that provide greater value or benefits than the price paid. For example, consumers may choose a more expensive product if it is of better quality or provides greater benefits.

Perceived quality refers to the consumer's view of the quality of the product obtained from the price paid. Consumers tend to choose a product with a higher price if they believe that the product is of better quality. Conversely, consumers tend to choose a product with a lower price if they believe that the product has the same quality as a product that is more expensive.

Perceived risk refers to consumer uncertainty or concern about the possibility of loss or failure in buying a product at a certain price. Consumers tend to choose products with lower prices if they feel the risk of failure or loss in buying these products is greater. Conversely, consumers tend to choose products with higher prices if they feel the risk of failure or loss in buying these products is smaller.

5 Conclusions and Recommendations

5.1 Conclusions

1. Lifestyle influences the decision to purchase Baskin Robbins ice cream in Banjarmasin.
2. Self-concept does not affect the decision to purchase Baskin Robbins ice cream in Banjarmasin.
3. Perceived Value does not affect the decision to purchase Baskin Robbins ice cream in Banjarmasin.
4. Of the Lifestyle, Self-concept, and Perceived Value variables that have the most influence on purchasing decisions is Lifestyle, every positive change in Lifestyle will increase the decision by 0.422. On the other hand, negative changes in Lifestyle (X1) will reduce people's intentions by 0.422

From the research that has been done, it can be concluded that price is an important factor in consumer purchasing decisions. The effect of price on purchasing decisions can be explained through the factors of perceived value, perceived quality, and perceived risk. In addition, lifestyle, self-concept, and value perceptions can also influence consumer purchasing decisions for ice cream products. Consumers tend to choose ice cream Baskin Robbins that suits their lifestyle and self-concept and provides greater value or benefits compared to the price paid. Therefore, companies must consider these factors in determining the marketing strategy and price of their ice cream Baskin Robbins products to increase sales and meet consumer needs.

5.2 Recommendations

As for some suggestions that can be put forward, Baskin Robbins Banjarmasin can see the Lifestyle variable to increase their income, Activity indicators, Baskin Robbins can improve Baskin Robbins branding, namely ice cream that can be enjoyed at leisure, so that consumers think that consuming Baskin Robbins ice cream can fill the free time. Interest indicator. Baskin Robbins can maintain the quality of their products so that consumers remain interested and according to their tastes in choosing ice cream products. Opinion indicator, maintaining consumer opinion or value for Baskin Robbins products that have a good taste and can add a wider variety of flavors so that consumers have good opinions about Baskin Robbins ice cream.

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