


The Influence of Brand Image and Lifestyle on Purchase Decisions: a Case Study of Specs Footwear Users at Universitas Medan Area

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Article Info	ABSTRACT
Keywords: brand image, lifestyle, purchase decision, Specs footwear, consumer behaviour.	This research aims to analysed the influence of brand image and life-style on pur-chase decisions among Specs footwear users at Universi-tas Medan Area. The study ap-plies a quantitative method using a sur-vey approach. Data were collected through ques-tionnaires distributed to 100 respondents who are active students and users of Specs foot-wear. The results of the analysis show that brand image has a signifi-cant positive influence on purchasing decisions. Likewise, lifestyle also has a significant effect on con-sumer behaviour in choosing Specs products. Simultaneously, brand image and lifestyle jointly contribute significantly to the decision-making process. These findings indicate that both variables are important considerations for companies in for-mulating marketing strategies that are aligned with consumer percep-tions and lifestyles. This research con-cludes that enhancing brand image and understanding consumer lifestyle are key factors in increas-ing purchasing decisions.
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INTRODUCTION

In the modern era of marketing, consumer purchase decisions are influenced by various psychological and sociocultural factors. Among these, brand image and lifestyle have become two of the most critical determinants. Consumers no longer base their purchasing decisions solely on product quality or price but also on how well a brand aligns with their self-image and daily lifestyle. This shift has encouraged companies to strengthen their brand identity and adapt their marketing strategies to suit the preferences and values of their target markets.

Technological advancements have brought many changes to the business world, allowing every business player to freely enter any market. One such business is the sports industry. Essentially, exercise is a necessity for every human being, ensuring good physical condition and health. Therefore, people strive to maintain their health through exercise (Pra-setyo, 2013). Consequently, many businesses have focused on shoe production, and the Indonesian shoe industry has experienced significant progress. This situation began with domestic shoe manufacturers, which were generally small and low-quality, but have now grown into large-scale shoe manufacturers capable of producing shoes that meet international standards. Over time, With the advancement of time and technology, domestic shoe manufacturers have continued to thrive, resulting in the emergence of numerous local

brands, continually developing all aspects of footwear. Everything from shoelaces and materials to shoe styles is constantly being innovated to meet the ever-changing demands of consumers, which demand businesses to continually develop and improve product quality.

Shoes are divided into several types, distinguished by their benefits, one of which is futsal shoes. Many locally produced futsal shoes have released shoes that are comparable to those made abroad, and now local products are popular among Indonesians due to their innovations that can influence purchasing decisions. Seeing such an opportunity, many futsal shoe distributors in every city, including Medan, are selling the local brand Specs. The intense competition is evident in the many types of shoes circulating on the market. Shoes are a crucial fashion item in today's lifestyle, worn every day for sports, work, and leisure.

This phenomenon presents customers with a variety of product choices, ultimately leading them to switch to another brand, especially if that brand makes a change and offers superior attributes. Competition among shoe brands has forced companies to be more cautious in designing their marketing strategies. The sheer number of shoe brands on the market has led to a growing consumer preference for products.

Table 1. Sports Shop

Month	Specs	Other Brands
January	40	24
February	35	18
March	31	15
April	30	11
May	28	8
June	28	5
July	27	3
August	25	3
September	20	7

Data processed: Previous researchers (Prayogi, et al., 2021)

Specs, as a local Indonesian footwear brand, has successfully established a foothold in the sportswear market. Known for its affordability and design tailored to local preferences, Specs continues to compete with both local and international brands. However, in the face of intense competition, understanding the behavioral patterns and lifestyle orientations of its users is crucial to maintaining customer loyalty and increasing market share.

University students represent a significant consumer segment for sports footwear due to their active lifestyle and fashion-conscious attitudes. Therefore, this research focuses on the students of Universitas Medan Area who are users of Specs footwear. The study aims to explore how brand image and lifestyle influence their decision-making process when purchasing Specs products.

By identifying the correlation between brand image, lifestyle, and purchasing behavior, this research is expected to provide valuable insights for marketers and brand managers to enhance strategic branding and consumer engagement initiatives. The findings will also serve as a reference for future studies in the field of consumer behavior and brand management.

Literature Review

Brand Image

Brand image refers to the perception and impression of a brand that exists in the minds of consumers (Keller, 1993). It is shaped by experiences, marketing communications, and social influences. A strong brand image can build emotional connections, trust, and loyalty, ultimately influencing purchase behavior (Aaker, 1996). According to Kotler & Keller (2016), brand image includes three components: corporate image, user image, and product image — all of which contribute to how consumers view and evaluate a brand. In the context of Specs footwear, the brand image encompasses attributes such as product quality, price, design, celebrity endorsement, and its position as a proud local Indonesian brand. A positive brand image can be a competitive advantage, particularly in saturated markets like sportswear.

A professional business owner is one who is able to create, maintain, and advance a brand. A brand differentiates one product from another. It is also a crucial element contributing to the success of a marketing organization, whether a business or a service provider (Rudianto, 2018). According to Suryani (2013), brand image is everything related to a brand in the minds of consumers or the consumer's impression of a brand. According to Schiffman & Kanuk (2007), brand image is a collection of associations about a brand stored in consumers' memories. According to Supranto (2011), brand image is what consumers think and feel when they hear or see a product's brand. Brand image is a representation of the overall perception of a brand and is formed through information and past experiences with the brand. According to Palmer (2004), brands are important in guiding buyers when choosing between competing but seemingly similar services. Brands are always used by every company to show similar evidence of fixed standards and are especially important for companies that do not have the opportunity to develop continuous relationships with their customers. Brand image has enormous benefits for a The success of a product depends on how well a brand has a good brand image.

According to Viot (2007), there are four dimensions of brand image, including:

1. Brand Personality(Brand Personality)
A set of human characteristics associated with a brand. Brand personality includes pride, friendliness, and competence.
2. Brand Value(Brand Value)
These are the basic principles that govern brand behavior. Brand values include utility, social, hedonic, and ethical.
3. Brand Consumer Relations(Brand Relationship with Consumers) Is a brand that is considered as something active, contributing to a two-way relationship between individuals and brands. Brand relationships with consumers include brand dominance, education, and stimulation.
4. User Image(User Image)
It is a set of human characteristics that are associated with the typical user characteristics of a brand. User image includes leaders, social orientation, emotional stability, and dynamism.

Lifestyle

Lifestyle is defined as a pattern of living expressed through activities, interests, and opinions (Solomon, 2018). It is not just about demographics but how people spend their time, what they value, and how they view themselves and the world around them. Lifestyle segmentation allows marketers to better understand consumer choices and tailor products or services accordingly. Research by Schiffman & Kanuk (2010) shows that lifestyle influences purchasing behavior by aligning products with self-concept and personal identity. For university students, lifestyle may include factors such as fashion trends, social activities, sports participation, and environmental awareness — all of which can affect their preference for certain brands, including Specs.

Lifestyle develops because there are needs, demands and reinforcement, lifestyle is a behavior that will be repeated if the behavior brings satisfaction or pleasure and there is no law that accompanies it. Lifestyle is a person's life pattern that is generally expressed through opinions, interests and activities (Kotler, 2015). Lifestyle is a consumption pattern that describes a person's behavior, namely how he lives, uses his money, and utilizes the time he has (Sumarwan, 2011). According to Laksono & Iskandar (2018) lifestyle is a person's attitude in describing a problem that is in a person's mind and tends to combine various things related to psychological and emotional problems or can be seen from what is of interest and his opinion about an object.

Each individual has their own unique lifestyle to boost their self-confidence. In other words, if the lifestyle they adopt aligns with their own, they tend to maintain or even enhance it. Lifestyle segmentation is a powerful tool for enhancing effective marketing. With lifestyle, companies are forced to adapt to evolving lifestyle trends and create innovative products that are in demand and needed by the public. Simamora (2000) categorizes lifestyle into two parts, namely:

1. Normative Lifestyle

Describes the cultural expectations imposed on individuals by their society and refers to a society's economic and consumer value system. This value system consists of the combined influence of a society's religious system and its attitudes toward economic development, law, and so on.

2. Personal Lifestyle

Refers to individual beliefs about individual consumer activities within their culture or subculture. Such as shopping behavior, price consciousness and family involvement and the purchase process is realized.

According to Puranda & Madiawati (2017), lifestyle indicators consist of three factors, namely:

1. Activities

Activities can include hobbies, work, entertainment, social events, vacations, community, club memberships, shopping, and sports. Consumer behavior is a characteristic of consumers in their daily lives. Through consumer activity, companies can find out what activities their target market is engaged in. so that it makes it easier for companies to create strategies from the information obtained.

2. Interest.

Interest is a personal factor in consumer decision-making. Every company is required to consistently understand the interests and desires of its customers so that it can create marketing concepts that influence the purchasing process in its target market, resulting in consumers liking the products offered.

3. Opinion.

Opinions are used to describe interpretations, expectations, and evaluations, such as beliefs about other people's intentions. Opinions are the thoughts consumers have about the products they use.

Purchase Decision

A purchase decision is the result of a complex cognitive and emotional process that involves need recognition, information search, evaluation of alternatives, purchase, and post-purchase behavior (Kotler & Armstrong, 2018). Factors such as personal values, peer influence, brand perception, and lifestyle preferences significantly impact decision-making. According to Engel, Blackwell, and Miniard (1995), the decision to purchase is often influenced by both rational evaluation and emotional responses. In the case of footwear, students may not only consider functionality and comfort but also how the shoes represent their identity and social belonging.

A purchasing decision is a reason that drives consumers to choose a product that meets their needs. A purchasing decision is the final decision a consumer makes to purchase a product or service, taking into account various considerations. A consumer's purchasing decision reflects the extent to which marketers have marketed a product to consumers. According to Kotler & Armstrong (2022), a purchasing decision is the stage in the buyer decision-making process where consumers actually make a purchase. According to Schiffman & Kanuk (2018), a purchasing decision is the selection of two or more alternative purchasing decision options.

From the description above, it can be concluded that a purchasing decision is a consumer's attitude in determining a product selection to achieve desired satisfaction. This behavior is a consumer's activity in making a purchase decision while using a fixed product. If there are changes to the product, the consumer will make a repurchase decision.

Manufacturers must be able to identify factors that can influence consumer behavior and understand how consumers make purchasing decisions. According to Kotler & Armstrong (2017), there are five stages consumers go through in making purchasing decisions, including:

1. Problem Introduction.

It begins when the buyer recognizes a problem or need. The buyer senses a difference between what is real and what is desired. This need is triggered by internal and external stimuli.

2. Information Search.

A consumer who is driven by the need to seek further information regarding the desired product.

3. Alternative Evaluation.

Consumers process information about brands to make final decisions.

4. Buying decision.

At the evaluation stage, consumers arrange brands into a choice set and form purchase intentions and usually consumers tend to choose products based on brands they like or that consumers have frequently used.

5. Post-Purchase Behavior.

After purchasing a product, consumers experience several level of satisfaction or dissatisfaction.

Previous Studies

Several empirical studies support the relationship between brand image, lifestyle, and purchasing decisions. For example:

1. Susanti & Wibowo (2021) found that both brand image and lifestyle had a positive and significant effect on the purchase decision of Adidas shoes among university students.
2. Pratiwi (2020) reported that lifestyle acted as a mediating variable in the influence of brand image on consumer loyalty for local brands.
3. Fitriani et al. (2022) emphasized that lifestyle segmentation is crucial for local brands to remain competitive against global competitors.

These findings suggest that understanding the psychological and behavioral aspects of consumers is essential in formulating effective marketing strategies. A conceptual framework is the relationship between one concept and another in the problem being researched. The conceptual framework is found through theoretical concepts used as the basis for the research (Setiadi, 2023). This study explains the relationship between the independent variable (X) and the dependent variable (Y). The independent variables in this study are Brand Image (X1) and Lifestyle (X2), and the dependent variable in this study is Purchase Decision (Y).

RESEARCH METHODS

The research method used in this study is quantitative and associative. This research method, based on the philosophy of positivism, is used to examine a specific population or sample. Quantitative research is a type of research that produces findings that can be obtained using statistical procedures (Sujarweni, 2014). The quantitative method in this study aims to prove that brand image and lifestyle have a significant influence on purchasing decisions. This research will be conducted at Medan Area University. Medan Area University is a private university located in Medan City, North Sumatra, and has two campuses in different locations: Campus I, located at Jalan Kolam No. 1, Medan Estate, and Campus II, located at Jalan Setia Budi No. 79/B, Jalan Sei Serayu No. 70A, Medan. A population is a generalization area consisting of objects or subjects that possess qualities and characteristics used by researchers to study and draw conclusions (Sugiyono, 2013). Based on this, the research population was conducted at Medan Area University from the 2020-2023 intake with a total of 6,081 active students.

Table 2. Number of active students at Medan Area University

No	Major	Active Students				Amount
		2020	2021	2022	2023	
1.	Civil Engineering	60	55	73	55	243
2.	Electrical Engineering	26	31	20	22	99
3.	Mechanical Engineering	59	73	97	99	328
4.	Architecture	19	29	29	21	98
5.	Industrial Engineering	58	79	104	107	348
6.	Information Technology Engineering	23	33	82	88	226
7.	Management	257	242	251	197	947
8.	Accountancy	68	52	55	49	224
9.	Psychology	251	336	344	395	1,326
10.	Legal studies	170	191	180	182	723
11.	Agrotechnology	57	46	60	70	233
12.	Agribusiness	64	76	92	105	237
13.	Communication Studies	140	156	160	112	568
14.	Public Administration	67	48	64	46	225
15.	Public administration	24	18	16	4	62
16.	Biology	14	16	24	7	61
17.	Islamic education	0	0	9	24	33
	Total	1,357	1,481	1,660	1,583	5,981

A sample is a portion of the total number of characteristics possessed by the population (Sugiyono, 2013). A sample is a portion of the population selected as an observation for research that is considered to be able to represent the population as a whole. This study uses a non-probability sampling technique. Non-probability sampling is a sampling technique that does not provide equal opportunities or chances for the population (Sugiyono, 2013). The researcher took 5 faculties as samples like previous research conducted by Fitriyani (2013). The 5 faculties are: Faculty of Economics and Business, especially Management Study Program with 947 students, Faculty of Law with 723 students, Faculty of Agrotechnology with 233 students, Faculty of Psychology with 1,326 students, Faculty of Communication Sciences with 568 students. So the total number of population that is representative for the study is 3,797 students. This research sample used snowball sampling, a sampling technique that initially starts small and then grows larger. It's like a snowball rolling downhill, eventually becoming larger (Sugiyono, 2013). The researcher chose snowball sampling because it focused on collecting data from respondents with characteristics relevant to the research. The criteria for the research sample were students from faculties with active futsal teams, male, active students in the 2020-2023 academic year, and users of Specs products, particularly futsal shoes.

Validity testing is used to measure whether a questionnaire is valid or not. Research can be said to be valid if there is a similarity between the collected data and the data in the field on the object being studied (Sugiyono, 2019). Validity testing is carried out through the

SPSS application, data that has been tested for validity will appear in a table in the SPSS application in the form of correlation results containing significant values. There are also calculations by comparing the r value table with r value count. If $r_{count} > r_{table}$ then the data obtained is said to be valid but if the value of $r_{count} < r_{table}$ then the data obtained is declared invalid. (Ghozali, 2018). The r value table in this validity test, the degree of freedom (df) and the alpha value are determined. Therefore, the degree of freedom values in this validity test are as follows:

$$df = n \text{ (number of respondents)} - 2$$

$$= 30 - 2$$

$$= 28$$

Based on the degree of freedom value of 28 and the alpha value of 0.05, the r value is table in this validity test is 0.361. Validity testing for the Brand Image variable instrument calculated using SPSS for Windows can be seen in Table 3.

Table 3. Results of the Validity Test of Brand Image Variables

NoQuestion	r _{count}	r _{table}	Information
1. I bought the Specs product because I was interested with the physical product such as color and identity company	0.866	0.361	Valid
2. I recognize Specs products because they have characteristics unique	0.922	0.361	Valid
3. Specs brand shoes are shoes that are produced by a company with high credibility (trusted)	0.885	0.361	Valid
4. I feel my needs are met benefits of product Specs	0.828	0.361	Valid

Validity testing for the calculated Lifestyle variable instrument using SPSS for Windows, can be seen in Table 3.

Table 4. Results of the Validity Test of Lifestyle Variables.

NoQuestion	r _{count}	r _{table}	Information
1. In accompanying the futsal sports routine, I always use products from Specs.	0.736	0.361	Valid
2. I like the product Specs because the product offered according to quality.	0.812	0.361	Valid

RESULTS AND DISCUSSION

Research result

Respondent characteristics are presented to determine the circumstances or backgrounds of the respondents as a sample. Respondent characteristics are described based on gender, age, faculty of origin, and specs users. Respondents in this study were 100 representatives of Medan Area University students from five faculties. In taking a sample of 100, all respondents were male because the futsal team at Medan Area University does not have a women's futsal team, so 100 (100%) of the people sampled were male and all of them were users of Specs brand futsal shoes. Age can measure a person's level of thinking, from teenagers to seniors, allowing for a variety of respondents. Specs' target consumers are all ages. Therefore, the ages of the respondents in this study can be seen in Table 5.

Table 5. Respondent Characteristics Based on Age

No.	Age	Number of Respondents	Percentage %
1.	18-20 years old	18	18%
2.	20-22 years old	36	36%
3.	22-24 years old	45	45%
4.	26-30 years old	1	1%
	Total	100	100%

Based on Table 5, it can be seen that the number of respondents aged 18-20 years was 18 respondents with a percentage of 18%, the number of respondents aged 20-22 years was 36 respondents with a percentage of 36%, the number of respondents aged 22-24 years was 45 respondents with a percentage of 45% and the number of respondents aged 26-30 years was 1 respondent with a percentage of 1%. This shows that the majority of respondents were aged 22-24 years with a total of 45 respondents and were more dominant in using specs futsal shoes.

Respondent Characteristics.

University Medan Area consists of 17 faculties, so this study took 5 faculties as representatives of Medan Area University based on active futsal teams. Respondent characteristics based on faculty can be seen in Table 6.

Table 6. Respondent Characteristics Based on Faculty

No.	Subdistrict	Number of Respondents	Percentage %
1.	Economics and Business	25	25%
2.	Legal studies	19	19%
3.	Agrotechnology	6	6%
4.	Psychology	35	35%
5.	Communication Studies	15	15%
	Total	100	100%

Based on Table 6, it can be seen that as many as 25 respondents with a percentage of 25% came from the Faculty of Economics and Business, as many as 19 respondents with a

percentage of 19% came from the Faculty of Law, as many as 6 respondents with a percentage of 6% came from the Faculty of Agrotechnology, as many as 35 respondents came from the Faculty of Psychology with a percentage of 35%, as many as 15 respondents with a percentage of 15% came from the Faculty of Communication Sciences.

Classical Assumption Test

Normality Test

The normality test aims to determine whether the variables in a regression model are normally distributed (Ghozali, 2018). In this study, the normality test examines three stages: a histogram graph, a p-plot test, and a Kolmogorov-Smirnov test.

a.Graphic Analysis

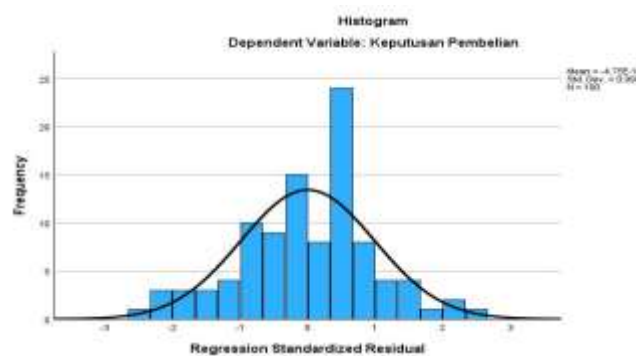


Figure 1. Histogram Graph Results

Based on Figure 1, it can be seen from the results of the histogram graph which is right in the middle like a bell shape and does not deviate to the right or left so that the data can be concluded to be normally distributed.

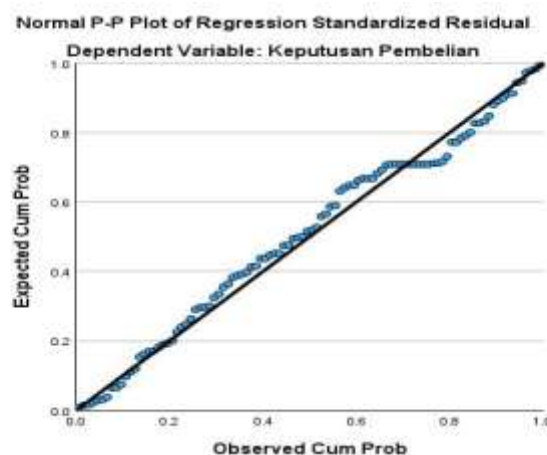


Figure 2. P-Plot Normality Test Graph

Based on Figure 2, it can be seen that the points are spread around the diagonal and follow the direction of the diagonal line. This indicates that the data is normally distributed.

Statistical Test

Table 7. Kolmogorov Smirnov test

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.00531442
Most Extreme Differences	Absolute	.073
	Positive	.072
	Negative	-.073
Test Statistic		.073
Asymp. Sig. (2-tailed) ^c		.200 ^d
Monte Carlo Sig. (2-tailed) ^e	Sig.	.210
	99% Confidence Interval	Lower Bound .200
		Upper Bound .221

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

e. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.

Based on Table 7, it can be seen that the results of the Kolmogorov Smirnov Test show that the Asymp.Sig. (2-tailed) value is 0.200. Therefore, it can be concluded that the data is normally distributed.

Multicollinearity Test.

The multicollinearity test aims to determine whether a regression model detects correlation between independent variables. A regression model is free from multicollinearity if the tolerance value is > 0.1 and the VIF value is < 10 , indicating no multicollinearity (Ghozali, 2018).

Table 8. Multicollinearity Test

		Coefficients ^a					Collinearity Statistics	
		Unstandardized Coefficients		Standardized Coefficients				
Model		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	1.793	1.090		1.645	.103		
	Citra Merek	.456	.068	.555	6.692	<.001	.826	1.211
	Gaya Hidup	.198	.078	.210	2.529	.013	.826	1.211

a. Dependent Variable: Keputusan Pembelian

Based on Table 8, it can be seen that from the results of the Multicollinearity Test, the tolerance value of 0.826 is greater than 0.1 and the VIF value of 1.211 is less than 10. So it can be concluded that there is no multicollinearity in the data.

Heteroscedasticity Test

The heteroscedasticity test aims to determine whether the regression model exhibits unequal variances from residuals from one observation to another (Ghozali, 2018). To detect

heteroscedasticity, a scatterplot is used. If the points on the graph are spread above and below 0 on the Y-axis, heteroscedasticity is not present in the data.

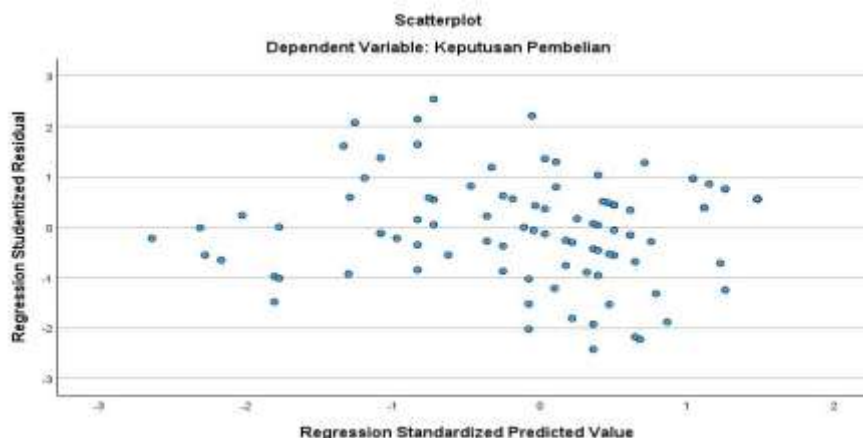


Figure 3. Heteroscedasticity Test

Based on Figure 3, the heteroscedasticity test results show that the points on the scatterplot graph are randomly distributed and do not form a clear pattern. Therefore, it can be concluded that heteroscedasticity does not occur.

Discussion

Based on research conducted by the author, the t-test obtained a t-value of $t_{count} > t_{table} (6.692 > 1.984)$ the conclusion is that the brand image variable has a positive and significant influence on the purchasing decision of specs products at Medan Area University. This can be proven from the F test value with the F value $t_{count} > F_{table}$ namely $(39.531 > 3.09)$ which is positive and significant so that H1 can be proven true. The results of this study are in line with research conducted by Amrullah, 2016 which states that brand image has a strong relationship with purchasing decisions made by consumers, that brand image has a partial relationship. The results of this study are also in line with research conducted by Gifani & Syahputra, 2017 with the title of the influence of brand image on purchasing decisions. The results of the purchase of Oppo smartphone products by Telkom University students stated that brand image has a positive and significant influence on purchasing decisions. So it can be concluded that brand image is one way to trigger purchasing decisions.

Based on research conducted by the author, the t-test obtained a t-value of $t_{count} > t_{table} (2.529 > 1.984)$ the conclusion is that the Style variable Life has a positive and significant influence on the purchasing decision of specs products at Medan Area University. This can be proven from the F test value with the f value $t_{count} > F_{table}$ namely $(39.531 > 3.09)$ which is positive and significant so that H2 can be proven true. The results of this study are in line with research conducted by Rizaldi, 2016 with the title of the influence of hedonic lifestyle on purchasing decisions on smartphones among students of the Faculty of Economics, State University of Surabaya, which states that lifestyle has a positive and significant influence on purchasing decisions.

Based on research conducted by the author, the brand image (X1) and lifestyle (X2) variables obtained an F value. $t_{count} > F_{table}$ namely $(39.531 > 3.09)$. Brand Image and Life-

style have a positive and significant influence on the Purchase Decision of Specs products. This is stated by the $F_{value} > F_{table}$ which is significant so that H3 can be proven true.

The results of this study are in line with research conducted by Grace (2024) with the title of the influence of brand image and lifestyle on purchasing decisions on Starbucks products in Malang City which states that brand image has a positive and significant effect on purchasing decisions partially, lifestyle has a positive and significant effect on purchasing decisions partially. Brand image, lifestyle have a positive and significant effect on purchasing decisions on Specs shoe users at Medan Area University.

CONCLUSION

Based on the results of the research and data analysis conducted on Specs footwear users at Universitas Medan Area, several key conclusions can be drawn: Brand image has a positive and significant influence on purchase decisions. The findings indicate that consumers are more likely to purchase Specs products when they perceive the brand as having a strong and favorable image, which includes elements such as quality, local identity, affordability, and design. A positive brand image fosters trust and enhances brand recall, which ultimately drives buying behavior. Life-style also has a significant impact on purchase decisions. Students with active, trend-conscious, and sports-oriented lifestyles are more inclined to choose footwear that aligns with their daily routines and personal values. Specs products that match these lifestyle attributes are perceived as more relevant and desirable. Brand image and lifestyle together influence consumer behavior. The research shows that the combination of a strong brand image and a compatible life-style orientation reinforces consumer preferences and encourages repeat purchases. Both variables are interrelated and should be considered simultaneously in marketing strategies. Specs has a strategic opportunity to strengthen its market among students. By maintaining its brand image and aligning product development with evolving life-style trends among youth, Specs can improve customer loyalty and compete effectively with global brands.

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