The Influence of Lifestyle, Product Uniqueness, and Green Products on Ecoprint Fashion Product Purchase Decisions
(Case Study on Griya Madukara Malang Consumers)

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ABSTRACT

An increasingly environmentally conscious lifestyle encourages consumers to be more selective in choosing fashion products. Ecoprint fashion products, with unique designs that use natural dyes from plants, offer uniqueness that other fashion products do not have. This uniqueness attracts consumers who are looking for exclusivity. In addition, as an environmentally friendly product, ecoprint products attract consumers who are aware of environmental problems and desires. The combination of an environmentally conscious lifestyle, product uniqueness and status as an environmentally friendly product makes ecoprint fashion products an attractive choice for consumers who prioritize desire and uniqueness in their purchase decisions. The purpose of this study is to measure the influence of Lifetyle, Product Uniqueness and Green Product on the Purchase Decision of ecoprint fashion products. The population in this study is Griya Madukara Malang consumers with a sample of 100 respondents taken by the purposive sampling method. The analysis method used is multiple linear regression analysis. To obtain the test results in this study, a classical assumption test was carried out, namely a normality test, a multicollinearity test, a heterokedasticity test, an autocorrelation test, and then a hypothesis test was carried out using the Statistical Package For the Social Sciences (SPSS). The results of this study show that simultaneously the variables Lifestyle, Product Uniqueness and Green Product have a positive effect on the variables of Purchase Decision.

**Keywords:** Lifestyle, Product Uniqueness, Green Product, Purchase Decision.

INTRODUCTION

Fashion is one of the largest economic sectors in Indonesia and is growing every year following the trend of modernization. This has been shown by BPS where the creative economy sector contributes 7.38% to the total national economy and 18.5% is the fashion sector (Sari, 2018). Meanwhile, according to the tempo news radar, the fashion sector in Indonesia can reach 76% (can be seen in Figure 1). The fashion sector has a circulation of trends that are increasingly dynamic every year and are diverse. There are various types of fashion products, one of which is the type of ecoprint fashion product. In Indonesia, in recent years, the ecoprint technique has been developed by fashion business actors and has developed from time to time (Asmara, 2020). The ecoprint technique is a process to transfer colors and shapes to the fabric through direct contact. The ecoprint technique utilizes materials from plant parts that contain color pigments such as leaves, flowers, bark, etc. Ecoprint is one of the alternative business opportunities in the field of fashion that is promising. Ecoprint fashion products can develop in various regions, both in cities and villages (Hikmah and Retnasari, 2021).

Percentage of Fashion Sector Highest in Indonesia
**Source : Databoks**

The city of Malang is a city that is synonymous with fashion. Most of the residents in Malang City are very concerned about fashion. This is in line with Ananda's research and the percentage is 70% (data can be seen in Figure 2). This means that the fashion sector in Susilowati (2017), which states that the fashion sector in Malang City is in quadrant 1 with that in Malang City is in great demand by the public. There are so many agencies engaged in fashion sales, ranging from large companies to MSMEs. One of the fashion sector agencies in Malang City is Griya Madukara Malang. Griya Madukara Malang sells ecoprint-based fashion products and it can be seen that many consumers are interested in this product. In choosing a fashion product, consumers are very selective by paying attention to several factors in making decisions to buy the product. Consumer purchasing decisions are influenced by all existing factors, both internal and external (Arda and Andriany, 2019). Factors that can influence product purchase decisions include the influence of lifestyle, product uniqueness and green products.
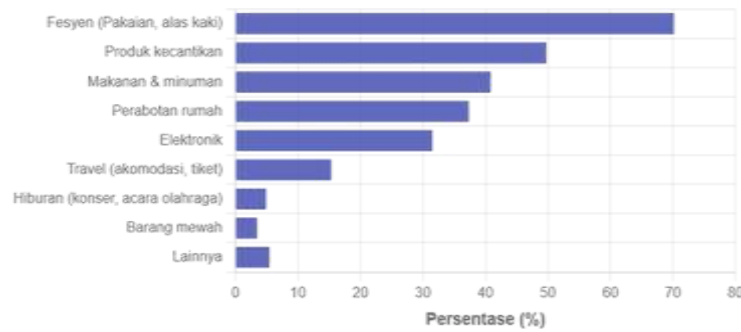
Percentage of Fashion Sector That Is the Highest Sector in Malang City
Source : Databoks

Lifestyle is a personal or internal factor that can affect the decision to buy a product. Lifestyle encompasses something more than just a person's social class or personality. Lifestyle is the application of life patterns that are influenced by hobbies, work, desires, and social factors such as social media. Lifestyle developments according to Rahma and Yuliati (2019) and Rahmadika and Kristianingsih (2019) adjust purchasing decisions so that consumers' purchasing power is increasing. Lifestyle is closely related to a person's choice of products to suit the chosen lifestyle (Kuncoro and Sugiyono, 2020). Consumers will prefer to make purchases on the basis of lifestyle influences which are considered to be quite helpful for consumers who prioritize their desires (Aini and Andjarwati, 2020). Just by looking and observing will cause a high sense of desire and also a sense of prestige which of course makes consumers not need to think long about their decisions. This will improve a consumer's purchase decision on a product. In the decision to purchase ecoprint products at Griya Madukara Malang, consumers who have a lifestyle that cares about the environment tend to choose this product. As we all know, ecoprint is an environmentally friendly product. In Figure 3, there is data that shows that the lifestyle of consumers in Malang City mostly claims to care about the environment so that ecoprint products are in great demand. Based on several previous studies conducted by Kartikasari (2017), Khotimah (2016) and Arsita (2021), it shows that lifestyle has a positive and significant influence on purchase decisions.
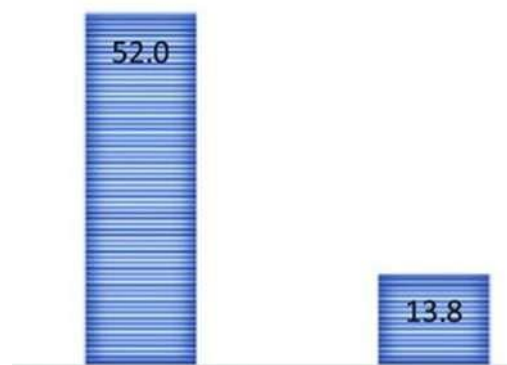
Caring for the Environment   No Care About the Environment
Consumer Data Related to Lifestyle to the Environment

Ecoprint fashion products at Griya Madukara Malang are made using natural ingredients and dyes that are environmentally friendly. In addition, each ecoprint fashion product has a unique and different pattern because it uses real leaves and flowers as motifs and is also made using high-quality materials and a careful production process.

Mindset
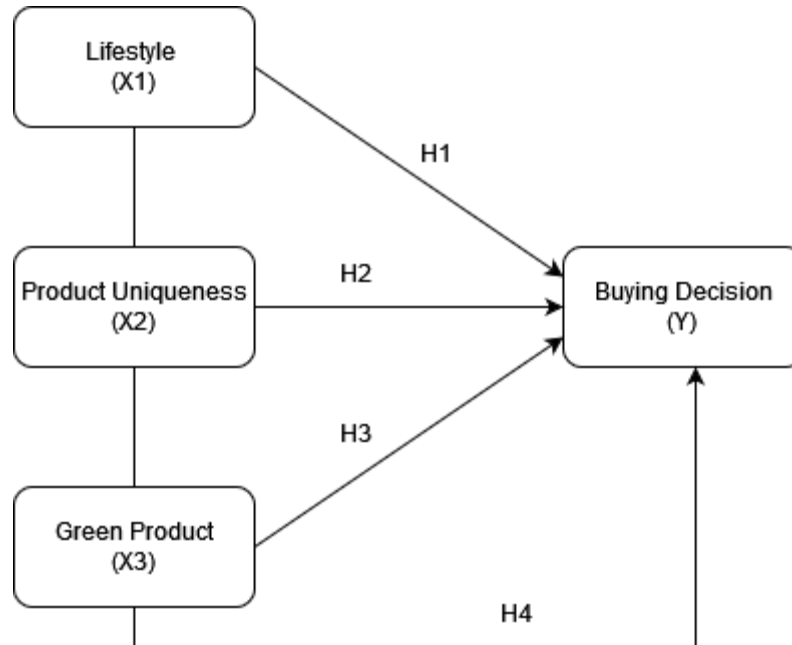
Zayyidah Thought Framework (2024)

Hypothesis
Based on the relationship between the research objectives and the framework of thinking on the formulation of the problem, the following hypotheses can be formulated:
H1 : it is suspected that Lifestyle (X1) partially has a significant effect on purchase decisions (Y)
H2 : it is suspected that Product Uniqueness (X2) partially has a significant effect on purchase decisions (Y)
H3: It is suspected that Green Product (X3) partially has a significant effect on purchasing decisions (Y)
H4: It is suspected that *Lifestyle* (X1), Product Uniqueness (X2), Green *Product* (X3), simultaneously have a significant effect on purchase decisions (Y).

METHOD
This type of research is explanatory research with a quantitative approach. Explanatory research itself is a type of research that aims to explain the cause-and-effect relationship between the observed variables. This method is used to understand how a phenomenon occurs or why an event occurs by examining the relationship between independent variables and dependent variables. Explanatory research has an important role in science and research because it can help reveal the complexity of social, economic, and scientific phenomena. Through systematic and in-depth

analysis, explanatory research can provide valuable insights for researchers, practitioners, and decision-makers in various fields.

Sample

The sampling technique used is non-probability sampling through purposive sampling. In this case, the sampling technique used is by not giving the same opportunity for each element or member of the population to become a sample, besides that the sampling technique is also determined with certain considerations or criteria (Sugiyono, 2015).

The criteria for the sample of Malang madukara griya consumers are:
- All Genders
- Age 17 years and above
- Already know ecoprint fashion products

Since the exact number of members is unknown, the sample size is calculated by the formula of Machin and Campbell (1987):

$$\text{Up} = \frac{1}{2} in \frac{1 + 0,35}{1 - 0,35} + \frac{0,35}{2 \, (100,3126843 - 1)}$$

$$\text{Up} = 0,365443754 + 0,00176211$$

$$\text{Up} = 0,367205864$$

$$n = \frac{(1,96 + 1,645)^2}{(0,367205864)^2} + 3$$

$$n = \frac{12,996025}{0,134840147} + 3$$

$$\text{Up}' = 99.38097622$$

$$n = 100 \text{ (rounded)}$$

From the results of the calculation above, it is rounded to 100. So that to facilitate the research, a sample of 100 respondents was taken.

Data Collection

The data collection technique in this study is carried out by:
- **Questionnaire**

According to Sugiyono (2016:199), a questionnaire is a data collection technique that is carried out by giving a set of questions or written statements to respondents to answer them. This questionnaire is distributed on a predetermined sample. In this study, the distribution of questionnaires was carried out offline by distributing questionnaire papers to respondents directly. The questionnaire was filled out by consumers of Malang madukara griya.

Data Analysis Techniques
- **Validity Test**

This validity test was carried out to measure whether the data obtained after the study was valid data or not, by comparing the calculation and the table with a significant 5% or (0.05). A correlation value less than r table indicates a question that does not measure (invalid) or r calculates > r table then it is declared valid.

Of the 4 variables studied, there are average statement items of 4 and 5. From each statement on each variable has a positive value > r table (0.349), it can be concluded that the statement item is declared valid.

- **Reliability Test**

It	Variable	Alpha	Information
1	*Life Style* (X1)	0,674	Reliable
2	Product Uniqueness (X2)	0,868	Reliable
3	*Green Product* (X3)	0,639	Reliable
4	Purchase Decision (Y)	0,843	Reliable

Source : Primary Data, processed in 2024

Based on the table above, it shows that the test is carried out per variable, not per statement item. From each variable having a *Cronbach Alpha* > of 0.60 which has a positive value, it can be concluded that the variables *Life Style* (X1), Product Uniqueness (X2), *Green Product* (X3), and Purchase Decision (Y) are said to be reliable.

- **Normality Test**

The normality test is carried out to test whether in a regression model, an independent variable and a dependent variable or both have a normal or abnormal distribution. To test normal at least the data by using One

Sample of Kolmogorov Smirnov. If the significance value > 0.05, the data has a normal distribution.

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	1,1300000
	Std. Deviation	3,84589980
Most Extreme Differences	Absolute	,072
	Positive	,070
	Negative	-,072
Test Statistic		,072
Asymp. Sig. (2-tailed)		,200c,d

Source : Primary Data, processed in 2024

Based on the table above, the results of the normality test can be known the value of sig. 0.200 is greater than the significant level used, which is (0.05), so it can be concluded that the data is distributed normally, then the *sample of the cosmologrov smirnov test* shows that the variables that are normal calculations are acceptable and reasonable.

Normal P-P Plot of Regression Standardized Residual
Dependent Variable: Y
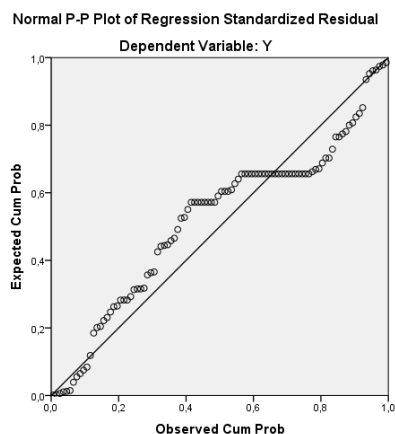
P-Plot Normality Test Results

Source: Data processed, 2024

Based on figure 4.4 showing that the data spreads around the diagonal line and follows the direction of the diagonal line, the regression model on the substructure has met the assumption of normality.

- **Multicollinearity Test**

The multicollinearity test was carried out to test whether a regression model was found to have a correlation between independent variables. Good regression test results should be free from multicollinearity problems. If the Variance Inflation Factor (VIF) value < 10, then there is no multicollinearity problem (the regression model is good). If the Variance Inflantion Factor (VIF) value > 10, then a multicollinearity problem occurs.

Table of Multicollinearity Test Results

Variable	Tolerance	VIF	Information
Lifestyle (X1)	0,503	1,989	Doesn't happen Multicollinearity
Product Uniqueness (X2)	0,460	2,176	Doesn't happen Multicollinearity
Green Product (X3)	0,542	1,845	Doesn't happen Multicollinearity

Source : Primary Data, processed in 2024

Based on the table above, the results of the Multicollinearity test show that the variables *Lifestyle* (X1), Product Uniqueness (X2), *Green Product* (X3) have a VIF value of < 10, so it can be said that Multicollinearity does not occur. So that the regression model is feasible and good to be used in research.

- **Heteroscedasticity Test**

The Heteroscedasticity test is carried out to test whether in a regression model there is an inequality of variance from the residual of one observation to another. A good model is one in which heteroscedasticity does not occur. If the significance value is > 0.05, then heteroscedasticity does not occur. On the other hand, heteroscedasticity occurs if the significance value < 0.05.

Table of Heteroscedasticity Test Results

Variable	T	Sig	Information
Lifestyle (X1)	- 0,507	0,613	No Heteroscedasticity
Product Uniqueness (X2)	- 0,980	0,330	No Heteroscedasticity
Green Product (X3)	- 0,005	0,996	No Heteroscedasticity

Source : Primary Data, processed in 2024

Based on the table above, the results of the Heteroscedasticity test show that the variables *Lifestyle* (X1), Product Uniqueness (X2), *Green Product* (X3) have a sig value of > 0.05, so it can be said that heteroscedasticity does not occur. So that the regression model is feasible and good to be used in research.
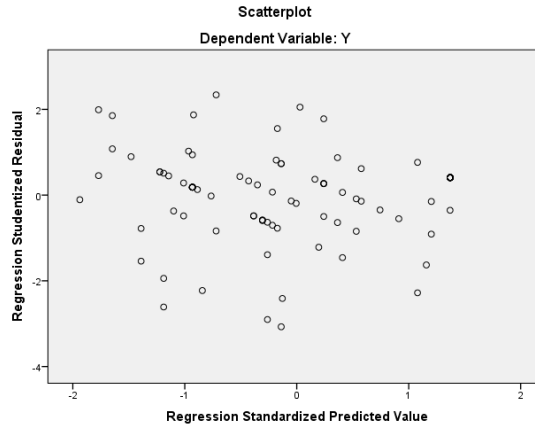
Source: Data processed, 2024

Based on the results of the analysis on the scatterplots graph as shown in the figure, it can be observed that the data points are scattered randomly, do not form a specific clear pattern, and spread both above and below the number 0 on the Y axis.

- **Multiple Linear Regression Analysis**

Multiple Linear Regression Results Table

variable	Koef. Regression (B)	Beta	Calculation	Sig	Ket
(*Constan*)	.933		.682	.497	
Lifestyle (X1)	.468	.328	3.612	.000	Significant
Product Uniqueness (X2)	.270	.378	3.971	.000	Significant
Green Product (X3)	.342	.175	2.004	.048	Significant

Source : Primary Data, processed in 2024

Formula : Y= a + b1X1 + b2X2 + b3X3 + e

     Y= a +b1X1 + b2X2 + b3X3 + e

     Y= 0.933 + 0.468 X1 + 0.270 X2 + 0.342 X3 + e

     The results of the analysis can be stated as follows:

The coefficient values of (X1) 0.468, (X2) 0.270, and (X3) 0.342 which means that for every increase in one unit of value of the independent variable will increase the value of the dependent variable Y.

Hypothesis Test

- **Test T**

The statistical test t was carried out to show how far the influence of one individual explanatory variable (independent) in explaining the variation of the dependent variable. The hypothesis test using the t-statistical test is that if the significance value of t (p-value) < 0.05, then an alternative hypothesis is accepted, which states that one independent variable individually and significantly affects the dependent variable.

Test Table T

It	Variable	T count	Table	Sig
	Coefficient			
1	Lifestyle	3,612	1,983	0,000
2	Product Uniqueness	3,971	1,983	0,000
3	Green Product	2,004	1,983	0,048

Source : Data processed, 2024

The results of the T Test above, can be concluded as follows:

1. Hypothesis Testing 1 :

Lifestyle (X1) affects Purchase Decision (Y).

Based on the calculation of the coefficient of Lifestyle's influence on purchase decisions, the calculated t value is 3.612 > 1.983 and the sig. As much as 0.000 (sig. < 0.05), it means that H0 is rejected and Ha1 is accepted because the significance is less than 0.05 so that the first hypothesis that states that the influence of lifestyle partially has a positive and significant effect on purchase decisions can be accepted. So it can be concluded that lifestyle variables partially have a positive and significant effect on purchase decisions.

2. Hypothesis Testing 2 :

Product uniqueness (X2) affects the purchase decision (Y).

Based on the calculation of the coefficient of the influence of product uniqueness on the purchase decision, the calculated t value is 3.971 > 1.983 and the sig. As much as 0.000 (sig. < 0.05), it means that H0 is rejected and Ha2 is accepted because the significance is less than 0.05 so that the second hypothesis that states that the influence of Product Uniqueness partially has a positive and significant effect on the purchase decision can be accepted. So it can be concluded that the variable of product uniqueness partially has a positive and significant effect on the purchase decision.

3. Hypothesis 3 Testing :

Green Product (X3) affects purchasing decisions (Y).

Based on the calculation of the coefficient of influence of Green Product on purchase decisions, t is calculated as 2.004 > 1.983 and the value of sig. As much as 0.048 (sig. < 0.05), it means that H0 is rejected and Ha3 is accepted because the significance is less than 0.05 so that the third hypothesis that states the influence of green products partially has a positive and significant effect on the purchase decision is accepted. So it can be concluded that the green product variable partially has a positive and significant effect on purchase decisions.

- **Test F**

The F statistical test was carried out to show whether all independent or independent variables included in the model had a joint effect on the dependent variables. The criterion for testing the hypothesis using the F statistic is that if the significance value of F < 0.05 then an alternative hypothesis is accepted, which states that all independent variables simultaneously and significantly affect the dependent variables.

ANOVAa

	Type	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	256,760	3	85,587	48,195	,000B
	Residual	170,480	96	1,776		
	Total	427,240	99			

Source : Primary Data, processed in 2024

1. Hypothesis Testing 4:

Lifestyle (X1), Product Uniqueness (X2), Green Product (X3) Affect Purchase Decisions (Y).

Based on the results of the F test in the ANOVAa table in table 4.17 above, there is an F calculation of 48.195 > F table (3.09), the F value is greater than the F table with a value of sig. 0.000 less than the significance level used, which is (0.05). Therefore, it can be concluded that there is a positive and significant influence between *Lifestyle* (X1), Product Uniqueness (X2) and *Green Product* (X3) simultaneously on Purchase Decisions (Y).

RESULT

1. The Influence of Lifestyle (X1) on Purchase Decisions (Y)

This consumer profile shows that ecoprint fashion products have a special appeal to the segment of the adult women's market with stable incomes who are more environmentally conscious and prefer unique designs. This information provides a valuable basis for manufacturers and marketers of ecoprint fashion products to develop more targeted and effective strategies.

Based on the results of the descriptive test, it can be seen that the highest mean value is in the X1.2 frequency distribution, namely I am more interested in buying ecoprint fashion products with more environmentally friendly modifications. This is because a lifestyle that is increasingly focused on environmental desires and awareness is the main factor in interest in ecoprint fashion products that have been modified to be more environmentally friendly.

Based on **the H1 test** between the influence *of Lifestyle* on Purchase Decisions, it is stated that *Lifestyle* has a positive and significant influence on Significant Purchase Decisions. This is supported by research conducted by Yuliana Kartika Sari et al. (2017) in her journal entitled The Influence of Lifestyle on Purchase Decisions of Imported Bag Products with Quality Perception as a Mediation Variable.

2. The Influence of Product Uniqueness (X2) on Purchase Decisions (Y).

This consumer profile shows that ecoprint fashion products have a special appeal to the segment of the adult women's market with stable incomes who are more environmentally conscious and prefer unique designs. This information provides a valuable basis for manufacturers and marketers of ecoprint fashion products to develop more targeted and effective strategies.

Based on the results of the descriptive test, it can be seen that the highest mean value is in the X2.5 frequency distribution, namely I feel that the design of ecoprint fashion products varies greatly. This is because of the difference in shape, size and type of natural materials used, besides that the variety of techniques and creativity in arranging compositions and patterns also adds diversity in the final result.

Based on the **H2 test** between the influence of Product Uniqueness on Purchase Decisions, it is stated that Product Uniqueness has a positive and significant influence on Significant Purchase

Decisions. This is supported by research conducted by Vocke Poli et al. (2015) in their journal entitled Analysis of the Influence of Quality, Promotion and Product Uniqueness on the Purchase Decision of Amanda Collection Souvenirs

3. The Influence of *Green Product* (X3) on Purchase Decisions (Y)

This consumer profile shows that ecoprint fashion products have a special appeal to the segment of the adult women's market with stable incomes who are more environmentally conscious and prefer unique designs. This information provides a valuable basis for manufacturers and marketers of ecoprint fashion products to develop more targeted and effective strategies.

Based on the results of the descriptive test, it can be seen that the highest mean value is in the X3.2 frequency distribution, namely the raw materials for ecoprint fashion products are made of harmless materials or natural materials. This is because the use of natural ingredients, such as leaves, flowers, and other plants in the ecoprint process not only avoids the use of harmful chemicals that can damage the environment but also results in products that are safer for the skin and health of consumers.

Based on the **H3 test** between the influence of *Green Product* on Purchase Decisions, it is stated that *Green Products* have a positive and significant influence on Significant Purchase Decisions. This is supported by research by Destiani Makatumpias et al. (2018) in their journal entitled The Influence of *Green Products* and *Brand Image* on Purchasing Decisions of Orifflame Products in Manado.

4. The Influence of Lifestyle (X1), Product Uniqueness (X2) and Green Product (X3) on Purchase Decision (Y)

This consumer profile shows that ecoprint fashion products have a special appeal to the segment of the adult women's market with stable incomes who are more environmentally conscious and prefer unique designs. This information provides a valuable basis for manufacturers and marketers of ecoprint fashion products to develop more targeted and effective strategies.

The fifth hypothesis (H5) states that the influence of *Lifestyle*, Product Uniqueness and *Green Product* simultaneously have a positive and significant effect on purchase decisions. This can be proven from the results of the f calculation test greater than the f table, so it can be concluded that the significant value between *Lifestyle* (X1), Product Uniqueness (X2), and *Green Product* (X3) simultaneously on the purchase decision (Y). The significance value in the ANOVA table is smaller than the significance level used, so it can be concluded that there is a significant influence between *Lifestyle* (X1), Product Uniqueness (X2), and *Green Product* (X3) simultaneously on purchase decisions (Y).

CONCLUSION

Partially, the variables Lifestyle, Product Uniqueness, and Green Product have a positive and significant influence on the Purchase Decision of Ecoprint Fashion Products. Simultaneously Lifestyle, Product Uniqueness, and Green Product variables on the Purchase Decision of Ecoprint Fashion Products.

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