

Influence *Brand Equity, Lifestyle, And Product Variation* On The Decision To Purchase Geoff Max Shoes In Ngadisimo Kediri City

Andi Priyandani¹, Itot Bian Raharjo²

PGRI Nusantara University, Kediri,

Jl. KH. Ahmad Dahlan, No. 76 Mojoroto, Kediri City, East Java, 64112, Indonesia

andiprivandani017@gmail.com¹, itotbian@unpkediri.ac.id²

*corresponding author

Article Information	Abstract
Submission date : 30 December 2024	Research aim : <i>The purpose of this study was to determine the influence of brand equity, lifestyle, and product variation on purchasing decisions for Geoff Max shoes in Ngadisimo, Kediri City.</i>
Revised date : 12 February 2025	Design/Method/Approach: <i>The method used in this research is quantitative. Sampling technique using techniquenonprobability sampling. The sample taken in this study were consumers who bought and wore Geoff Max shoes totaling 40 people. This study used classical assumption analysis techniques, multiple linear regression and hypothesis testing (t-test and F-test).</i>
Accepted date : 22 March 2025	Research Findings : <i>The results of the t-test study showed that the variables of brand equity, lifestyle, and product variation partially had a significant effect on purchasing decisions. Based on the results of the F test, it is known that the variables of brand equity, lifestyle, and product variation simultaneously have a significant effect on purchasing decisions.</i>
	Theoretical contribution/Originality : <i>This research brings together key concepts in marketing (brand equity, lifestyle, and product variety) and provides new insights into how these three factors interact to shape consumer purchasing decisions, particularly in the context of a local brand such as Geoff Max.</i>
	Practitionel/Policy implications : <i>This research provides Geoff Max company with strategic guidance that can be applied immediately to strengthen the brand's position in the market. Strengthening brand equity, adjusting to consumer lifestyles, increasing product variety, will support purchasing decisions. By continuing to innovate and adjust products and marketing to the needs of Geoff Max can increase competitiveness and achieve company goals.</i>
	Research limitations: <i>Because in this study it is proven that there are still other variables such as price, product quality, consumer satisfaction, and others that influence purchasing decisions, this can be used as material for conducting similar further research in order to obtain better results.</i>
	Keywords : <i>brand equity, lifestyle, product variety and purchasing decisions</i>

1. Introduction

The development of fashion today is very rapid, considering the increasingly modern era along with the digital transformation. This can affect the pace of development of the fashion world. Digitalization creates several benefits in the fashion industry such as easy branding and developing fashion businesses with sophisticated technology in terms of product marketing. By utilizing technology, product marketing is required to be innovative and creative, by consistently producing creative content to add more value to their business, adding value in terms of marketing through digital creative content can attract the interest of outsiders to get to know fashion products in Indonesia, especially in small and medium businesses. In today's era, it is very easy to build a fashion business by utilizing existing technology. This can also be marked by the many local brands that are starting to emerge. One of them is Geoff Max. Geoff Max is a brand from Bandung.

Geoff Max is one of the famous local brands originating from the city of Bandung and operating in the fashion industry which was founded in 2012. The beginning of the emergence of the Geoff Max brand was marked by the production of local sneakers using the concept of skateboard shoes.[1]. The Covid-19 pandemic in recent times has had an impact on consumer habits and attitudes when shopping, most of them make purchases online. In the online newspaper Suara Media in May 2020, it was explained that data from the Ministry of Communication and Information of the Republic of Indonesia showed that internet users in Indonesia during the pandemic increased by 40 percent. The number of internet users in Indonesia in 2018-2022 is as follows:

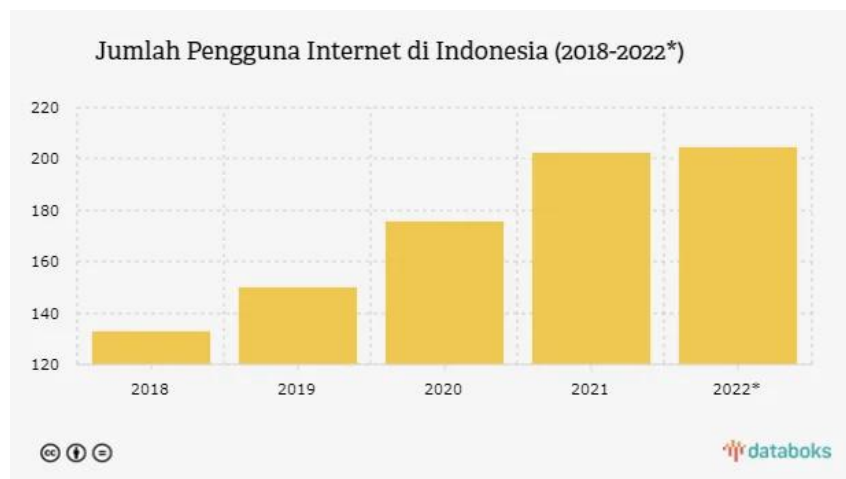


Figure 1.1 Internet Users in Indonesia 2018-2022

Source : <https://databoks.katadata.co.id/>

This certainly has its own benefits for fashion business actors. There is a change in attitude where consumers prefer to shop online, business people can make sales through e-commerce or others.

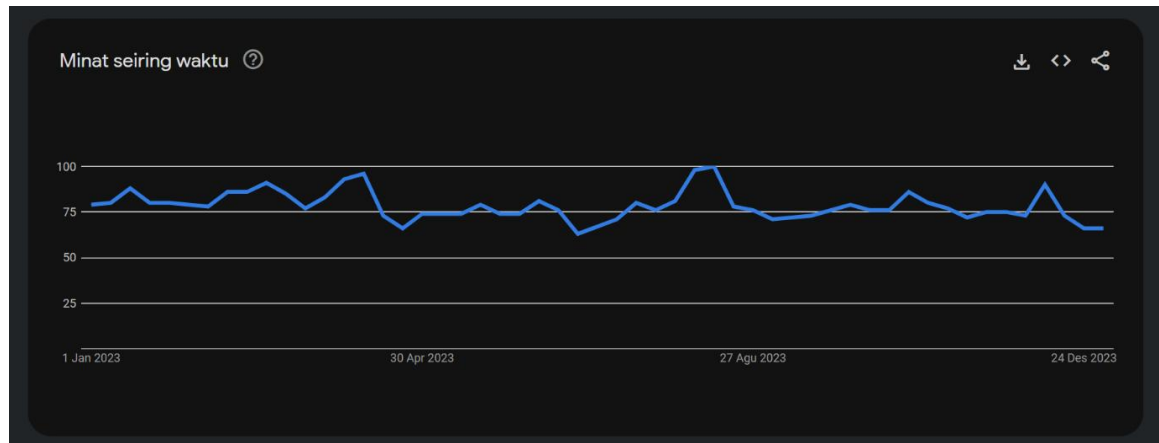


Figure 1.2. Fashion Trends in Indonesia 2023

Source : <https://trends.google.co.id/trends/>

From figure 1.2, according to Google Trends, fashion search results on search engines in Indonesia remain consistently at quite high numbers. Fashion is an item that is widely sought after by consumers. The numbers represent search interest based on the highest points on the diagram for a particular region and time. A value of 100 indicates that the term is at its peak popularity. A value of 50 indicates that the term is half its popularity. A value of 0 indicates that there is not enough data available for the term. The large number of searches conducted by consumers shows that the world of fashion is something that is widely sought after by the public today.

Brands with high equity tend to be more trusted, better known, and more preferred by consumers. This encourages consumers to choose products from that brand, even though the price may be higher than competitors. Components such as brand awareness, perceived quality, positive associations, and consumer loyalty play an important role in shaping purchasing decisions. Consumers tend to choose products that reflect their values, interests, and lifestyles. The more a product fits a consumer's lifestyle, the more likely it is to be purchased. Therefore, understanding the lifestyle of the target market is very important for companies in developing effective marketing strategies. The more diverse the product choices offered, the greater the chance that consumers will find products that suit their needs, preferences, and lifestyles. This encourages purchasing interest, increases satisfaction, and strengthens consumer loyalty to a brand. Therefore, companies need to pay attention to developing product variations as a strategy to increase sales. Thus, brand equity, lifestyle, and product variations have a positive and significant relationship to purchasing decisions. Strong brand equity can increase consumer trust and loyalty to a brand. Lifestyle influences consumer preferences and needs, so products that fit lifestyles are more likely to be chosen. Meanwhile, product variations provide consumers with more choices, which can increase interest and purchase opportunities. These three factors together can encourage consumers to make purchasing decisions more quickly and confidently.

Seeing this phenomenon, the development of the fashion world is inseparable from the increasingly tight competition. Consumers have two choices, namely choosing foreign products or local or domestic products. But unfortunately, many consumers' purchasing decisions still prefer to buy foreign products rather than local products. According to [2] Purchasing decisions are part of consumer behavior, namely individuals, groups and organizations to choose, buy, use and how goods, services, ideas or experiences to satisfy needs and desires. The more choices of products sold, the freer consumers can choose products that match their expectations. In the online newspaper Suara CNBC Indonesia in March 2018, Ali (Chairman of the Indonesian Fashion Chamber) said that "60% of Indonesian consumers prefer to buy various foreign products rather than made in Indonesia, 60% of consumers still pursue foreign brands because I admit their quality is good and affordable. Garment companies in Indonesia are also still working on foreign products because they sell better in the market, this is what makes it difficult for us to become the center of world fashion," explained Ali when chatting with CNBC Indonesia at The Ice Palace, Lotte Shopping Avenue, Kuningan, Jakarta, Monday (3/26/2018). While Indonesia is still not strong enough to compete, especially in terms of quality and price. Many local products are of good quality but the prices are less affordable.

Consumers have several considerations when they want to buy, such as brand equity, lifestyle, and product variety. Brand equity is a value owned by a brand that can influence consumer responses, whether it comes from the brand name or the brand symbol. [3]. Lifestyle is broadly defined as a way of living that is identified by how people spend their time (activities), what they consider important in their environment (interests), and what they think about themselves and the world around them (opinions). [4]. Product variation is a company strategy by increasing the diversity of its products with the aim that consumers get the products they want and need. Product variation is something that must be considered by companies to improve product performance. If the product is not diverse, then the product will certainly lose out to other products. [5].

Previous research such as research by [6] states that brand equity influences purchasing decisions, for research conducted by [7] which states that lifestyle influences purchasing decisions. However, in research by [4] stated that lifestyle does not influence purchasing decisions, for research by [8] which states that product variation influences purchasing decisions, while research conducted by [9] stated that brand equity, lifestyle, and product variety influence purchasing decisions.

Based on the phenomena and gap research that have been presented by the researcher, namely about brand equity, lifestyle, and product variation on purchasing decisions, the author is interested in conducting research with the title "The Influence of Brand Equity, Lifestyle, and Product Variation on Purchase Decisions for Geoff Max Shoes in Ngadisimo, Kediri City"

1.1. Statement of Problem

Based on this background, a research question is formulated as follows:

1. Is there a significant influence of brand equity on the purchasing decision of Geoff Max shoes in Ngadisimo, Kediri City?
2. Is there a significant influence of lifestyle on the decision to purchase Geoff Max shoes in Ngadisimo, Kediri City?
3. Is there a significant influence of product variation on purchasing decisions for Geoff Max shoes in Ngadisimo, Kediri City?
4. Is there a significant influence of brand equity, lifestyle and product variety on the purchasing decision of Geoff Max shoes in Ngadisimo, Kediri City?

1.2. Research Objectives

Based on the formulation of the problem, the objectives of this research are:

1. To analyze the significant influence of brand equity on purchasing decisions for Geoff Max Shoes in Ngadisimo, Kediri City.
2. To analyze the significant influence of lifestyle on purchasing decisions for Geoff Max shoes in Ngadisimo, Kediri City.
3. To analyze the significant influence of product variations on purchasing decisions for Geoff Max shoes in Ngadisimo, Kediri City.
4. To analyze the significant influence of brand equity, lifestyle and product variation on purchasing decisions for Geoff Max shoes in Ngadisimo, Kediri City.

2. Method

The research technique uses casual techniques, causal relationship techniques, so that it can be known which variables influence which variables are influenced. The population that will be selected in this study are consumers who buy Geoff Max Shoes In Ngadisimo Kediri City. The sampling technique used in this study uses a non-probability sampling technique.[10] The analysis used is multivariate with correlation or multiple regression, so the number of sample members is taken 10 times the number of variables studied, so the sample taken in this study is consumers who buy Geoff Max Shoes In Ngadisimo Kediri City totaling 40 people. In this study, the researcher used a structured questionnaire using the Likert Scale.[10] The Likert scale is used to measure the attitudes, opinions and perceptions of a person or group of people about social phenomena. The measurement of validity and reliability that will be used in this study is by using the SPSS version 25 analysis tool.

a. Validity Test

Validity calculations are assisted by using the SPSS version 25 program. Based on the results of the calculation of the product moment person correlation coefficient with SPSS, the results are listed in table 3.1 below:

Table 3.1. Validity Test of Research Instruments

Variables	Item	rhitung	rtable	Information
Purchase Decision (Y)	1	0.701	0.312	Valid
	2	0.738	0.312	Valid
	3	0.707	0.312	Valid
	4	0.847	0.312	Valid

Variables	Item	rhitung	rtable	Information
	5	0.790	0.312	Valid
	6	0.813	0.312	Valid
	7	0.891	0.312	Valid
	8	0.732	0.312	Valid
Brand equity(X1)	1	0.823	0.312	Valid
	2	0.733	0.312	Valid
	3	0.767	0.312	Valid
	4	0.732	0.312	Valid
	5	0.719	0.312	Valid
	6	0.765	0.312	Valid
	7	0.672	0.312	Valid
	8	0.680	0.312	Valid
Lifestyle(X2)	1	0.826	0.312	Valid
	2	0.813	0.312	Valid
	3	0.831	0.312	Valid
	4	0.857	0.312	Valid
	5	0.876	0.312	Valid
	6	0.757	0.312	Valid
Product variations (X3)	1	0.777	0.312	Valid
	2	0.786	0.312	Valid
	3	0.854	0.312	Valid
	4	0.726	0.312	Valid
	5	0.791	0.312	Valid
	6	0.828	0.312	Valid

Source: processed data, 2024

Based on table 3.1, it shows that the level of validity of the instrument used is quite good. The calculated r value all statement items above are more than r_{table} . Thus all statement items in the research instrument are declared valid.

b. Reliability Test

The calculation was assisted by using the SPSS version 25 program. Based on the calculation, the results of the reliability of the research instrument can be seen in the following table 2:

Table 3.2. Reliability of Research Instruments

Variables	Cronbach's Alpha	Critical Alpha	Information
Purchase Decision (Y)	0.903	0.6	Reliable
Brand equity (X1)	0.877	0.6	Reliable
Lifestyle (X2)	0.904	0.6	Reliable
Product Variations (X3)	0.879	0.6	Reliable

Source: processed data, 2024

Based on table 3.2, it shows that the Cronbach's Alpha value for all variables is >0.6 , so that all variables can be said to be reliable.

Data analysis techniques use classical assumptions (Normality Test, Multicollinearity Test, and Heteroscedasticity Test), multiple linear regression analysis, R² determination coefficient, and hypothesis testing (t Test and F Test).

3. Results and Discussion/Results and Discussion

Respondent Description

This respondent description is a process of describing respondents based on gender, age, and education. In the study, 40 respondents were obtained where this result was known from the number of questionnaire distribution results.

Respondent Data Based on Gender

The following is data from respondents who are consumers. buy shoe Geoff Max In Ngadisimo City Kediri by gender:

Table 3 Respondents' Gender

No.	Gender	Frequency	Percentage (%)
1	Man	29	65.15
2	Woman	11	34.85
Total		40	100

Source: Processed primary data, 2024

From the results of table 3, it can be seen that the respondents were male, namely 65.15% and female respondents, namely 34.85%.

Respondent Data Based on Age

The following is data from respondents who are consumers. buy shoe Geoff Max In Ngadisimo City Kediri by age:

Table 4 Respondents' Age Level

No.	Age	Frequency	Percentage (%)
1	< 20 years	8	2.87
2	20-30 years	21	55.71
3	> 30 years	11	41.42
Total		40	100

Source: Processed primary data, 2024

From the results of table 4, it can be shown that respondents aged <20 years are 2.87% of the total respondents. Respondents aged between 20-30 years are 55.71% of respondents. Respondents > 30 years are 41.42% of all respondents.

Respondent Data Based on Occupation

The following is data from respondents who are consumers who buy buy shoe Geoff Max In Ngadisimo City Kediri based on job:

Table 5 Respondents' Employment Level

No.	Work	Frequency	Percentage (%)
1	Student	7	13
2	Student	18	49
3	Employee	15	38
Total		40	100

Source: Processed primary data, 2024

From the results of table 5, it can be shown that student respondents are 13% of the total respondents. Student respondents are 49% of respondents. Employee respondents are 38% of all respondents.

Data analysis

a. Classical Assumption Test

1. Normality Test

Based on the normality test using the SPSS program, the following image was obtained:

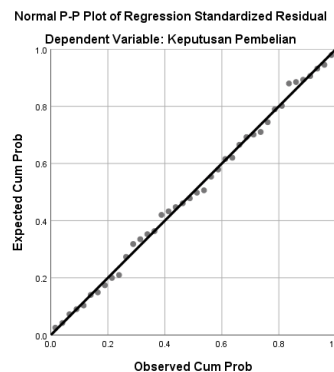


Figure 3.1. Normality Test Results

Source: SPSS version 25 output

From figure 3.1, it can be seen that the data is spread around the diagonal line and follows the direction of the diagonal line. The fact to prove that the regression product meets the assumption of normality, because the data from the results of respondents' answers about brand equity, lifestyle, product variations and purchasing decisions are spread between the diagonal lines.

2. Multicollinearity Test

Based on the research results that have been analyzed using SPSS, the following values were obtained:

Table 3.3. Multicollinearity Test Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Brand Equity	.424	3,082
	Lifestyle	.683	2,464
	Product Variations	.475	2,670

a. Dependent Variable: Purchase Decision

Source: SPSS version 25 output

From table 3.3, it can be seen that in the regression product there is no multicollinearity or perfect correlation between the independent variables. The criteria for no multicollinearity are the VIF value of brand equity, lifestyle, and product variation is less than 10 and the tolerance value is greater than 0.1.

3. Heteroscedasticity Test

Based on the classical assumption test using the SPSS program, the following image was obtained:

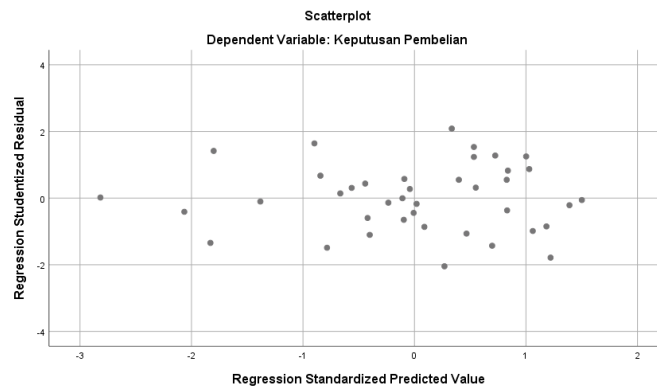


Figure 3.2. Heteroscedasticity Test

Source: SPSS version 25 output

Based on Figure 3.2, it is known that there is no clear pattern, and the points are spread above and below the number 0 on the Y axis, so there is no heteroscedasticity. This can be interpreted that the data from the respondents' answers about brand equity, lifestyle, and product variations do not have the same standard deviation or data deviation towards purchasing decisions.

$$Y = a + X_1 + X_2 + X_3 + e$$

Information

Y = variable buying decision

X₁ = variable brand equity

X₂ = variable lifestyle

X₃ = variable product variations

b₁, b₂, b₃ = Regression coefficient

e = error

After conducting a classical assumption test and multiple linear regression equation test, the next step is to conduct a research hypothesis test which aims to determine whether the independent variable (X) has a significant effect on the dependent variable (Y).

b. Multiple Linear Regression Analysis

The results of the multiple linear regression analysis can be seen in the following table:

Table 3.4. Results of Multiple Linear Regression Analysis

Coefficients ^a				
Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	1,551	3,796	
	<i>Brand equity</i>	.265	.183	.253
	<i>Lifestyle</i>	.347	.145	.288
	<i>Product Variations</i>	.588	.242	.394

a. Dependent Variable: Purchase Decision

Source: SPSS version 25 output

Based on the calculation results in table 3.4, the regression equation is compiled as follows:

$$Y = 1.551 + 0.265X_1 + 0.347X_2 + 0.588X_3$$

It means:

- a = 1.551 : if *brand equity* (X1), *lifestyle* (X2) and *product variation* (X3) are assumed to have no influence at all (=0), so the purchasing decision is 1.551.
- b1 = 0.265 : meaning if *brand equity* (X1) increases by 1 (one) unit and *lifestyle* (X2) and *product variation* (X3) remain the same, then purchasing decisions will increase by 0.265 units.
- b2 = 0.347 : meaning if *lifestyle* (X2) increases by 1 (one) unit, *brand equity* (X1) and *product variation* (X3) remain the same, then the purchasing decision will increase by 0.347 units.
- b3 = 0.588: this means that if *product variation* (X3) increases by 1 (one) unit, *brand equity* (X1) and *lifestyle* (X2) remain the same, then purchasing decisions will increase by 0.588 units.

c. Coefficient of Determination

The coefficient of determination is used to determine how much influence the independent variable has on the dependent variable. The value of the coefficient of determination is determined by the adjusted R square value as seen in table 5:

Table 3.5. Determination Test Results
Model Summary^b

Model	R	R Square	Adjusted R Square
1	.803a	.645	.616

a. Predictors: (Constant), *Product Variation*, *Lifestyle*, *Brand equity*

b. Dependent Variable: Purchase Decision

Source: SPSS version 25 output

Based on table 3.5, it is known that the adjusted R square value is 0.616. This shows that the magnitude of the influence of *brand equity*, *lifestyle*, and *product variations* on

purchasing decisions is 62%, meaning that there are still other variables that influence purchasing decisions by 38%, but these variables were not examined in this study, because they have been adjusted to the number of independent variables.

d. Hypothesis Testing

1) t-test (Partial/individual influence test)

Based on the results of the t-test that has been carried out, the following values were obtained:

**Table 3.6. t-Test Results
Coefficients^a**

Model		t	Sig.
1	(Constant)	.408	.685
	<i>Brand equity</i>	2,450	.006
	<i>Lifestyle</i>	2.394	.002
	<i>Product Variations</i>	2.432	.000

a. Dependent Variable: Purchase Decision

Source: SPSS version 25 output

Based on the calculations in table 3.6, it is known that:

- The brand equity variable obtained a significance value of $0.006 < 0.05$ and a tcount value of 2.450 while the ttable was 1.683 which means that $t_{count} > t_{table}$ so that it means that H_0 (it is suspected that brand equity does not affect purchasing decisions) is rejected and H_1 (it is suspected that brand equity affects purchasing decisions) is accepted. Thus, it is proven that brand equity (X_1) partially or individually has a significant influence on purchasing decisions (Y).
- The lifestyle variable obtained a significance value of $0.002 < 0.05$ and a tcount value of 2.394 while the ttable was 1.683 which means that $t_{count} > t_{table}$ so that it means that H_0 (it is suspected that lifestyle does not affect purchasing decisions) is rejected and H_2 (it is suspected that lifestyle affects purchasing decisions) is accepted. Thus it is proven that lifestyle (X_2) partially or individually has a significant influence on purchasing decisions (Y).
- The product variation variable obtained a significance value of $0.000 < 0.05$ and a tcount value of 2.432 while the ttable was 1.683 which means that $t_{count} > t_{table}$ so that it means that H_0 (it is suspected that product variation does not affect purchasing decisions) is rejected and H_3 (it is suspected that product variation affects purchasing decisions) is accepted. Thus, it is proven that product variation (X_3) partially or individually has a significant influence on purchasing decisions (Y).

b. F test (simultaneous influence test)

Based on the results of the F test that has been carried out, the following values were obtained:

Table 3.7. F Test Results
ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	774,396	3	258,132	21,834	.000b
	Residual	425,604	36	11,822		
	Total	1200.000	39			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Product Variation, *Lifestyle*, *Brand equity*

Source: SPSS version 25 output

From the calculation of table 3.7, it is known that the sig. value is $0.000 < 0.05$ and F_{count} is $21.834 > F_{table}$ of 2.606, which means that H_0 (it is suspected that brand equity, lifestyle, and product variation do not affect purchasing decisions) is rejected and H_4 (it is suspected that brand equity, lifestyle, and product variation affect purchasing decisions) is accepted. So it is proven that simultaneously brand equity (X1), lifestyle (X2), and product variation (X3) have a significant effect on purchasing decisions (Y).

5. DISCUSSION

From the test results conducted by the researcher, it was found that the three variables have a significant influence on purchasing decisions. The explanation of each variable will be explained as follows:

a. The Influence of Brand Equity Variable Partially on the Purchase Decision of Geoff Max Shoes in Ngadisimo, Kediri City

The brand equity variable (X1) partially has a significant effect on purchasing decisions (Y). Because the results of the statistical test in table 3.6 show that the brand equity variable obtained a significance value of $0.006 < 0.05$ and a t-count value of 2.450 while the t-table is 1.683 which means that $t_{count} > t_{table}$ so that it means that H_0 is rejected and H_1 is accepted. Thus, it is proven that brand equity (X1) partially or individually has a significant effect on purchasing decisions (Y). This means that brands with strong equity are able to create sales value and increase competitiveness in the market. This study supports research conducted by [6] which states that brand equity has a significant influence on purchasing decisions.

In addition, this research is also in accordance with the theory put forward by [3], Brand equity is the value owned by a brand or brand that can influence consumer response whether it comes from the brand name or the brand symbol. Brands with high equity tend to be more trusted, better known, and more preferred by consumers. This encourages consumers to choose products from that brand, even though the price may be higher than competitors. Components such as brand awareness, perceived quality, positive associations, and consumer loyalty play an important role in shaping purchasing decisions.

Based on the results of research and expert theories, strong brand equity plays a major role in influencing the purchasing decision of Geoff Max shoes in Ngadisimo, Kediri City. Brand awareness, perceived quality, and brand loyalty are the main drivers that make consumers trust, choose, and recommend Geoff Max products. Therefore,

Geoff Max must continue to strengthen brand equity through product innovation, creative marketing strategies, and closer interaction with the customer community.

b. The Influence of Lifestyle Variables Partially on the Purchase Decision of Geoff Max Shoes in Ngadisimo, Kediri City

The lifestyle variable (X2) partially has a significant effect on purchasing decisions (Y). Because the results of the statistical test in table 3.6 show that the lifestyle variable obtains a significance value of $0.002 < 0.05$ and a tcount value of 2.394 while the ttable is 1.683 which means that $tcount > ttable$ so that it means that H_0 is rejected and H_2 is accepted. Thus, it is proven that lifestyle (X2) partially or individually has a significant effect on purchasing decisions (Y). This means that the lifestyle of young urbanites, local product lovers, and creative individuals encourages them to choose Geoff Max as part of their identity and activities. This study supports research conducted by [7] which states that lifestyle has a significant influence on purchasing decisions.

In addition, this research is also in accordance with the theory put forward by [4] Lifestyle is broadly defined as a way of living that is identified by how people spend their time (activities), what they consider important in their environment (interests), and what they think about themselves and the world around them (opinions). Consumers tend to choose products that reflect their values, interests, and way of life. The more a product fits a consumer's lifestyle, the more likely it is to be purchased. Therefore, understanding the lifestyle of the target market is essential for companies in developing effective marketing strategies.

Based on the results of research and expert theories, Geoff Max needs to continue to adjust products and marketing strategies to be relevant to the lifestyles of its consumers, especially in Ngadisimo, Kediri City, such as prioritizing innovative designs and strengthening brand images that support creative communities.

c. The Influence of Product Variation Variables Partially on the Purchase Decision of Geoff Max Shoes in Ngadisimo, Kediri City

The product variation variable (X3) partially has a significant effect on purchasing decisions (Y). Because the results of the statistical test in table 3.6 show that the product variation variable obtains a significance value of $0.002 < 0.05$ and a t-count value of 2.432 while the t-table is 1.683, which means that $t-count > t-table$, so that it means that H_0 is rejected and H_3 is accepted. Thus, it is proven that product variation (X3) partially or individually has a significant effect on purchasing decisions (Y). This means that product variation refers to the variety of choices offered by a brand in terms of design, color, size, features, and models to meet different consumer preferences. This study supports research conducted by [8] which states that product variation has a significant influence on purchasing decisions.

In addition, this research is also in accordance with the theory put forward by [5] Product variation is a company strategy by increasing the diversity of its products with the aim that consumers get the products they want and need. Product variation is something that must be considered by companies to improve product performance. If the product is not diverse, then the product will certainly lose out to other products. The more diverse the product choices offered, the greater the opportunity for consumers to find products that suit their needs, preferences, and lifestyles. This encourages purchasing interest, increases satisfaction, and strengthens consumer loyalty to a brand.

Therefore, companies need to pay attention to the development of product variety as a strategy to increase sales.

Based on the results of research and expert theories, by providing a variety of choices that are relevant to consumer needs and preferences, Geoff Max can increase brand appeal, expand the market, and build customer loyalty, especially in Ngadisimo, Kediri City. Companies need to continue to innovate in design and ensure product quality to remain competitive in the footwear industry.

d. The Influence of Brand Equity, Lifestyle, and Product Variation Variables Simultaneously on Geoff Max Shoes Purchasing Decisions in Ngadisimo, Kediri City

Based on table 3.5, it is known that the adjusted R square value is 0.616. This shows that the magnitude of the influence of brand equity, lifestyle, and product variation on purchasing decisions is 62%, meaning that there are still other variables that influence purchasing decisions by 38%, but these variables were not examined in this study, because they have been adjusted to the number of independent variables, and in table 3.7, brand equity (X1), lifestyle (X2) and product variation (X3) obtained a significance value of 0.000, because the probability of $0.000 < 0.05$ and $F_{\text{count}} \text{ of } 21.834 > F_{\text{table}} \text{ of } 2.606$, then H_0 is rejected and H_4 is accepted. This means that brand equity (X1), lifestyle (X2) and product variation (X3) simultaneously influence purchasing decisions.

The results of this study are in accordance with the results of research conducted by [6], [7], [8], And [9] states that brand equity (X1), lifestyle (X2) and product variation (X3) have an effect on purchasing decisions. Brand equity, lifestyle, and product variation have a significant effect on purchasing decisions for Geoff Max shoes. The combination of these three factors creates a holistic appeal for consumers, from rational aspects (trust and quality) to emotional (identity and lifestyle). Geoff Max needs to integrate brand equity management, lifestyle-based strategies, and product innovation to continue to strengthen consumer purchasing decisions and maintain competitive advantage in the market.

Based on the results of previous research and studies, then by maximizing brand equity, adjusting products to consumer lifestyles, and offering relevant product variations, Geoff Max can strengthen its presence in the market. This strategic approach allows Geoff Max to not only increase sales but also build customer loyalty and maintain its competitiveness in the long term.

6. Conclusion

This study basically focuses on marketing management issues, especially to determine how much influence the variables of brand equity, lifestyle, and product variations partially or simultaneously have a significant effect on the decision to purchase Geoff Max shoes in Ngadisimo, Kediri City. Based on the results of the research and data analysis that have been carried out, it can be concluded that:

- There is a significant partial influence of brand equity on the decision to purchase Geoff Max shoes in Ngadisimo, Kediri City.
- There is a significant partial influence of lifestyle on the decision to purchase Geoff Max shoes in Ngadisimo, Kediri City.
- There is a significant partial influence of product variation on the purchasing decision of Geoff Max shoes in Ngadisimo, Kediri City.

d. There is a significant influence of brand equity, lifestyle, and product variation simultaneously on the purchasing decision of Geoff Max shoes in Ngadisimo, Kediri City.

For Geoff Max shoe company, by focusing on strengthening brand equity, adjusting to consumer lifestyle, and innovating in product variety, Geoff Max can maintain its competitive advantage in the local and global shoe market. This strategy needs to be integrated with superior customer service, a seamless shopping experience, and product innovation that continues to be relevant to market needs.

For further researchers, because in this study it is proven that there are still other variables that influence purchasing decisions but are not discussed in this study, this can be used as material to conduct further similar research by including other variables that are not yet in this study such as price variables, product quality, and promotion in order to obtain better results.

References

- [1] Arianto NF, Yogaswara B, Sagita BH. *Geoff Max Bandung Sneakers Product Positioning Design Based on Perceptual Mapping Using the Multidimensional Scaling Method (MDS)*. E-Proceedings Eng 2019;6.
- [2] Kotler and Keller. *Marketing Management*, Edition 12, Volume 1, PT. Indeks, Jakarta. vol. 000. 2019.
- [3] MR. *Brand equity and Halal Labeling in Their Influence on Purchase Interest of Lifebuoy Products*. J Ilm Ekon Islam 2020;6. <https://doi.org/10.29040/jiei.v6i3.1200>.
- [4] Mongisidi SJ, Sepang J, Soepeno D. *The Influence of Lifestyle and Price on Nike Shoes Purchase Decisions (Manado Town Square Case Study)*. JEMBA J Ris Econ Management, Business and Accounting 2021;7.
- [5] Lestari B, Novitaningtyas I. *The Influence of Product Variation and Service Quality on Consumer Repurchase Interest at Coffeerville-Oishi Pan Magelang*. J Nas Manaj SDM Marketer 2021;2. <https://doi.org/10.47747/jnmpsdm.v2i3.374>.
- [6] Trya May Indriani, Rois Arifin, M. Hufron. *The Influence of Brand Equity, Brand Image, Brand Trust, Price, Word Of Mouth on Purchase Decisions for Nike Brand Shoes*. J Ris Manaj PRODIManaj Faculty of Economics Unisma 2020.
- [7] Rido Kurniawan FS. *The Influence of Lifestyle on Purchasing Decisions on Fladeo Brand Shoes at Basko Grand Mall Padang*. Acad Manag J 2021;5:11–143.
- [8] Simanjuntak WMB, Siagian EM, Siregar H. *The Influence of Product Diversity on Purchasing Decisions at UD. Clinton Balige Shoe Store*. Manaj J Econ 2023;5. <https://doi.org/10.36985/manajemen.v5i2.806>.
- [9] Rianto T. *The Influence of Brand Equity, Lifestyle, and Product Variation on Gen Z's Aerostreet Shoe Purchase Decisions*. J Business Manag 2024;15:37–48.
- [10] Sugiyono. *Quantitative, Qualitative, and R&D Research Methods*. Bandung: CV: Alfabeta; 2023.