

The Influence of Lifestyle, Reference Group, and Electronic Word of Mouth on The Decision to Purchase Haircut Services Jack Barbershop City Kediri

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ABSTRACT

This study aims to determine the effect of life style, reference group, and E-WOM on purchasing decisions.

This study uses a quantitative approach with the multiple linear analysis method. The data were collected through questionnaires with a Likert scale and analyzed using SPSS software version 26. The results of this study indicate that both partially and simultaneously the variables of life style, reference group, and electronic word of mouth (E-WOM) have a significant effect on purchasing decisions. The coefficient of determination supports the results of this study by showing that 80.1% of the independent variable affects the dependent variable and the rest is influenced by other factors. The role of independent variables in this study as information and recommendations in shaping purchasing decisions consumers in using haircut services at Jack Babershop Kota Kediri.

INTRODUCTION

In the modern era marked by technological developments and rapid social changes, the service industry, including hairdressing services, has undergone a significant transformation. Barbershop as one of the haircut service providers not only serves as a place to take care of appearance, but also as a social space where consumers can interact and get an experience that is more than just a service. In this context, consumers' purchasing decisions are influenced by various factors, including life style, reference groups, and electronic word of mouth (E-WOM). Understanding the influence of these three factors is important for jack barbershops to be able to compete and attract consumers in an increasingly competitive market.

Jack barbershop Kediri is one of the barbershops that stands in the city of Kediri. Jack barbershop was established in 2014 by Rozack, the owner and barber of Jack

barbershop. Jack Barbershop is one of the barbershops that has conrow and hair dreadlocks services. Not only that, Jack Barbershop collaborates with the players of Perik Kediri and Liga 1 of Indonesian football when other teams travel to Persik Kediri. Jack Barbershop uses a vintage minimalist concept in his barbershop, displayed with various paintings and various antiques and some of the furniture is old furniture that is still very well maintained. Rozack's love for antiques makes his barbershop have its own uniqueness that is inherent in the minds of consumers.

Life style can be broadly defined as a way of life that is identified by how people spend their time (activities), what they consider important in the environment (interests) and what they think about themselves and the world around them (opinion) (Setiadi, 2010). Studies related to lifestyle indicate that consumers' lifestyle styles, such as hedonistic preferences, play a role in influencing purchasing decisions for fashion and cosmetics (Pamungkas & Ratmono, 2021).

Reference groups affect members in at least three ways: introducing a person to new behaviors and lifestyles, influencing attitudes and self-concepts, and creating comfort pressures that can influence their choices (Kotler and Keller, 2009). Previous research on reference groups, especially in terms of informational influence and value expression, has been shown to significantly influence cosmetic purchasing decisions (Rahma, 2016).

E-WOM is an evolution of Word of Mouth, where communication that was initially face-to-face has turned into interaction in cyberspace via the internet (Amin et al., 2021). E-WOM includes good or bad information written by buyers or former buyers, both actual and potential, about the company or product through internet means. The influence of E-WOM on purchase decisions has also been studied, especially in e-commerce platforms, where the elements of intensity, valence of opinions, and content are important factors (Arsyalan & Ariyanti, 2019). This is in line with the findings of Sari (2019) and Perkasa (2020), which also stated that E-WOM has a positive and significant effect on purchasing decisions.

Purchasing decisions are a process of problem solving consisting of analyzing or experiencing desires and desires, information seekers, assessment of selection sources on purchase alternatives, purchasing decisions and behavior after purchase (Sangadji, 2013).

According to Sumarwan (2014), life style is often described with activities, interests, and opinions of a person. A person's life style is usually not permanent and changes quickly. A person may quickly change the model and brand of his clothes as he adjusts to the changes in his life. Lifestyle Indicators according to Sumarwan (2014): 1) Activities, 2) Interest, 3) Opinion.

According to Sabrina (2021), a reference group is a group of people who influence

consumer attitudes, opinions, norms, and behavior. A group can become a reference group when the group makes an individual take the values, attitudes, or behaviors of the group members. Indicators of Reference Groups according to Sumarwan, (2011): 1) Normative Influence, 2) Influence of Value Expression, 3) Influence of Information.

Electronic Word of Mouth (e-WOM) communication is an opinion of whether or not statements are good or not sourced from consumers of a product who have done and this review is intended for everyone, using the internet (Samantha and Almalik, 2019). The existence of the internet and social media provides a wide space for exchanging information between consumers and from companies to consumers. Differences in respondents' perceptions or views regarding Electronic Word of Mouth communication can occur due to differences in experience, knowledge and information obtained by each consumer (Siswanty and Prihatini, 2020). EWOM indicators according to Gadhafi (2015): 1) Read product reviews from other online consumers, 2) Discuss with other online consumers, 3) Often seek information before buying, 4) Worry if you don't read reviews before buying, 5) Be confident after reading reviews.

According to Sabrina (2021), the purchase decision is the culmination of the experience of learning, choosing, using, and finally discarding products. This process starts from identifying needs, then looking for information about existing products, evaluating information, and finally making a purchase.

METHOD

This study uses a quantitative method. The population that will be used as this study is customers of Jack Barbershop Kediri City. In this study, the number of the population is not known for sure. The number of samples needed in this study was as many as 160 respondents using the Hair formula because the population was unknown. The sampling technique used in this study is accidental sampling. Data collection in this study was carried out by examining and distributing questionnaires. Questionnaire is a data collection technique that is carried out by providing respondents with a list of questions or written statements that need to be answered (Sugiono, 2018). The scale in this observation is the Likert Scale which aims to make it easier for respondents to answer statements (Sugiyono, 2016). The Data Analysis techniques used in this study are descriptive statistical tests, validity tests, reliability tests, classical assumption tests consisting of normality tests, multicollinearity tests, heteroscedasticity tests, linearity tests, multiple linear regression tests, and hypothesis tests consisting of t tests, F tests and R2 tests.

RESULTS AND DISCUSSIONS

Validity Test Results

Table 1. Validity Test

Variabel	Item	R count	R table	Information
Life style (X1)	X1.1	0,560	0,1552	Valid
	X1.2	0,597	0,1552	Valid
	X1.3	0,698	0,1552	Valid
	X1.4	0,538	0,1552	Valid
	X1.5	0,642	0,1552	Valid
	X1.6	0,644	0,1552	Valid
Reference Group (X2)	X2.1	0,505	0,1552	Valid
	X2.2	0,422	0,1552	Valid
	X2.3	0,480	0,1552	Valid
	X2.4	0,420	0,1552	Valid
	X2.5	0,491	0,1552	Valid
	X2.6	0,471	0,1552	Valid
	X2.7	0,489	0,1552	Valid
	X2.8	0,526	0,1552	Valid
	X2.9	0,507	0,1552	Valid
	X2.10	0,499	0,1552	Valid
E-WOM (X3)	X3.1	0,580	0,1552	Valid
	X3.2	0,666	0,1552	Valid
	X3.3	0,586	0,1552	Valid
	X3.4	0,565	0,1552	Valid
	X3.5	0,646	0,1552	Valid
	X3.6	0,602	0,1552	Valid
Purchase Decision (Y)	Y.1	0,588	0,1552	Valid

Variabel	Item	R count	R table	Information
	Y.2	0,552	0,1552	Valid
	Y.3	0,502	0,1552	Valid
	Y.4	0,465	0,1552	Valid
	Y.5	0,502	0,1552	Valid
	Y.6	0,589	0,1552	Valid
	Y.7	0,404	0,1552	Valid
	Y.8	0,559	0,1552	Valid
	Y.9	0,601	0,1552	Valid
	Y.10	0,555	0,1552	Valid

Source: Data taken from the appendix and processed using SPSS 26

Based on the results of the validity test, it can be concluded that all question items in the questionnaire for the research variables, namely life style (X1), reference group (X2), electronic word of mouth (E-WOM) (X3), and purchase decision (Y), have a greater calculated r value than the table r (0.1552). This shows that all of these question items are valid. In other words, all indicators used in the questionnaire are able to measure the construct in question precisely and are suitable for use in further analysis.

Reliability Test

Table 2. Reliability Test Results

Variabel	Reliability Test	Cronbach Alpha	Information
Life style (X1)	0,663	0,60	Reliable
Reference Group (X2)	0,622	0,60	Reliable
E-WOM (X3)	0,657	0,60	Reliable
Purchase Decision (Y)	0,717	0,60	Reliable

Source: Data taken from the appendix and processed using SPSS 26

Based on the table above, it can be seen that the reliability test value of life style (X1) is $0.663 > 0.60$, the reliability test of the reference group (X2) is $0.622 > 0.60$, the reliability test of E-WOM (X3) is $0.657 > 0.60$ and the reliability test of the purchase decision (Y) is $0.717 > 0.60$. Thus, these results mean that all items in the life style

variables, reference groups, E-WOM and purchase decisions can be said to be reliable and feasible to be used in the study because they are eligible.

Classic Assumption Test

Normality Test Results

Table 3. Normality Test Results

One-Sample Kolmogorov-Smirnov Test	
N	160
Asymp. Sig. (2-tailed)	0,200

Source: Data taken from the appendix and processed using SPSS 26

In this study, the normality test was used with the Kolmogrov-Smirnov test. Based on the table above, the Asymp value is obtained. Sig. (2-tailed) of $0.200 > 0.05$. The results of the table can be concluded that the regression model of this study is worth testing because it has met the requirements of the normality test.

Multicollinearity Test Results

Table 4. Multicollinearity Test Results

Model		Collinearity Statistics	
		Tolerance	BRIGHT
1	(Constant)		
	X1	0,998	1,002
	X2	0,999	1,001
	X3	0,999	1,001

Source: Data taken from the appendix and processed using SPSS 26

Based on the table above, the tolerance value of each independent variable > 0.10 and the VIF value < 10 were obtained, which means that it can be concluded that the research data is safe and free from multicollinearity problems and meets the test requirements.

Heterokedasticity Test Results

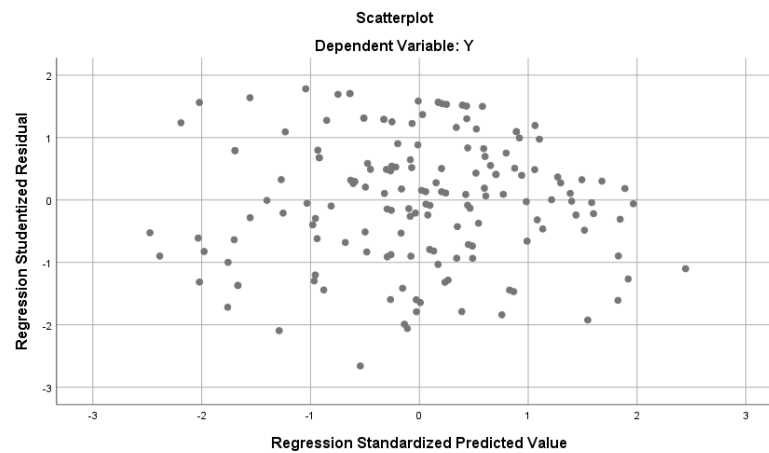


Figure 1. Heterokedasticity Test Results

Source: Data taken from the appendix and processed using SPSS 26

Based on this image, the results of the heterokedasticity test using a scatterplot graph can be seen that the dots are scattered randomly and scattered both above and below the number 0 on the Y axis.

Results of the Linearity Test

Table 5. Results of the Linearity Test

Variabel	Itself.	Error Rate	Information
Life style (X1)	0,226	0,05	Linear
Reference Group (X2)	0,796	0,05	Linear
E-WOM (X3)	0,132	0,05	Linear

Source: Data taken from the appendix and processed using SPSS 26

Based on the table above, it is known that the significance value of each variable is > 0.05 so it can be concluded that the relationship between each independent variable and the bound variable is linear.

Multiple Linear Analysis

Table 6. Multiple Linear Analysis

Variabel	Regresi (B)	t count	T table	Sig-t	Information
Life style (X1)	0,088	9.115	1.654	0,000	H1 accepted
Preference group (X2)	-0,122	-13.988	1.654	0,000	H2 accepted
E-WOM (X3)	0,194	19.245	1.654	0,000	H3 accepted

Variabel	Regresi (B)	t count	T table	Sig-t	Information
Constant (a)				35,017	
Correlation Values				0,897	
Coefficient Value of Determination (R ²)				0,801	
F table				2,66	
Significance F				0,000	
And					Purchase Decision

Source: Data taken from the appendix and processed using SPSS 26

The results of multiple linear regression analysis showed that life style variables, reference groups, and electronic word of mouth (E-WOM) simultaneously had a significant effect on the purchase decision of haircutting services at Jack Barbershop. This is shown by the value of the determination coefficient (R²) of 0.801 or 80.1%, which means that the three independent variables are able to explain 80.1% of the variation in purchasing decisions, while the remaining 19.9% are influenced by factors outside the research model.

Hypothesis Test

T Test Results

Table 7. T Test Results

Model	Unstandardized Coefficients	t	Itself.	
				B
1	(Constant)	35.017	75.220	0,000
	X1	.088	9.115	0,000
	X2	-.122	-13.988	0,000
	X3	.194	19.245	0,000

Source: Data taken from the appendix and processed using SPSS 26

Based on the results of the hypothesis test in Table 7, it can be concluded that all independent variables, namely life style, reference group, and electronic word of mouth (E-WOM) have a significant partial effect on the purchase decision. The three variables each showed a significance value of $0.000 < 0.05$, which means that the H1, H2, and H3

hypotheses are accepted. Thus, consumer lifestyles, the influence of reference groups, and information from E-WOM have an important role in influencing the purchase decision of barber services at Jack Barbershop.

F Test Results

Table 8. F Test Results

	Model	Sum of Squares	df	Mean Square	F	Itself.
1	Regression	33,125	3	11,042	214,277	0,000
	Residual	8,039	156	0,052		
	Total	41,164	159			

Source: Data taken from the appendix and processed using SPSS 26

Based on table 8 above, it is known that the significance value of $0.000 < 0.05$ means that the life style variables (X1), reference group (X2), and E-WOM (X3) have a simultaneous effect on the purchase decision (Y), so that the fourth hypothesis (H4) is accepted.

Results of the Coefficient of Determination R²

Table 9. Results of the Coefficient of Determination R²

	Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1		0,897	0,805	0,801	0,22700

Source: Data taken from the appendix and processed using SPSS 26

Based on table 9 above, it is known that the adjusted r square value is 0.801 which means that the free variable in this study is able to affect the bound variable by 80.1% and the rest is influenced by other factors.

Discussion

The Influence of Life Style on Purchase Decisions

This research has succeeded in proving that lifestyle has an effect on purchasing decisions. This can be seen in the significance value of the life style variable (X1) of $0.000 < 0.05$, so that the first hypothesis is accepted. Life style or life style reflects the daily values, interests, and habits that shape consumer behavior. Every consumer certainly has their own lifestyle which is influenced by their culture, education, work, and social environment. Consumers with a modern lifestyle will tend to pay attention to a more trendy appearance and in accordance with their aesthetic needs, so this will increase

purchasing decisions in choosing an experienced barbershop to be able to reflect a self-image that suits the consumer's lifestyle style. Therefore, barbershop owners need to understand and respond to various consumer lifestyles in order to increase satisfaction and loyalty to encourage positive purchasing decisions.

These results are supported by research conducted (Swatama & Warmika, 2022) and which states that life style affects the purchase decision. Consumer lifestyle can influence consumers in decision-making and how to acquire or use a good or service. The higher the consumer's lifestyle, the more it will increase purchasing decisions (Ginting & Bangun, 2022).

The Influence of Reference Groups on Purchasing Decisions

This study has successfully proven that reference groups have an effect on purchasing decisions. This can be seen in the significance value of the reference group variable (X2) of $0.000 < 0.05$ so that the second hypothesis is accepted. Reference groups are important things that have a big influence on consumer behavior. Reference groups are groups that influence the meaning of a person's behavior and provide a standard of assessment that becomes a determining perspective on how a person behaves and thinks. When social standards are determined in a group, it will shape preferences and purchasing behaviors, where consumers will feel compelled to follow the trends that exist in their group. This suggests that purchasing decisions can be influenced by perceptions through social interactions within reference groups.

These results are supported by research conducted (Samboro et al., 2023) and that states that reference groups have a significant impact on purchasing decisions. Reference groups are real evidence factors that influence consumer behavior, where consumers tend to see recommendations and information that spread quickly in social connections (Supardin, 2022).

The Influence of e-WOM on Purchase Decisions

This study has successfully proven that Electronic Word of Mouth (E-WOM) has an effect on purchase decisions. This can be seen in the significance value of the E-WOM variable (X3) of $0.000 < 0.05$ so that the third hypothesis is accepted. E-WOM or Electronic Word of Mouth is one of the important factors in the digital era to attract consumer interest in using a product or service. E-WOM is influenced by various factors from friends, family, or influencers who give positive or negative value statements about a product, service or company itself through social media. Consumers use these reviews as a basis for comparison or a reference in choosing products or services, so that with E-WOM consumers get an overview and value as a guideline in purchasing decisions. For consumers, positive reviews reflect that the product or service is trustworthy. This trust will form strong loyalty and a high frequency of visits by consumers. In other words, the

influence of electronic word of mouth not only contributes to purchasing decisions, but also shapes long-term relationships between consumers and business owners.

These results are supported by research conducted Sudarita (2020) which states that E-WOM has a significant effect on purchasing decisions. Before consumers make a purchase decision for a good or service, there are stages where consumers will use E-WOM to identify that the goods or services are in line with consumer expectations. This e-WOM has proven to be one of the most effective marketing strategies in influencing consumer purchase decisions.

The Influence of Life Style, Reference Groups, and E-WOM on Purchase Decisions

This study successfully proves that life style, reference groups, and Electronic Word of Mouth (E-WOM) have a significant effect simultaneously on purchasing decisions. This can be seen in the significance value of the free variable of $0.000 < 0.05$ so that the fourth hypothesis is accepted. Life style conveys a pattern of consumer behavior that is formed by various factors. This life style triggers how consumers behave consumpively according to the level of their needs. The existence of reference groups also strengthens a person's behavior in making purchasing decisions. Consumers will tend to combine life style and reference groups to decide how to use a product or service to match their expectations. In addition, the increasingly rapid development of digital has also created an inevitable phenomenon, namely the electronic word of mouth. This phenomenon supports consumers in sharing experiences and reviews about products or services online, thus influencing other people's perception of the brand. The combination of these three variables, namely life style, reference group, and E-WOM will create a good marketing strategy for brands to increase sales, because basically these three factors are very easy to influence consumer purchasing decisions.

CONCLUSION, LIMITATION AND SUGESSTION

Based on the results of the previous discussion about life style (X1), Reference group (X2), and electronic word of mouth (X3), on the purchase decision (Y) on the jack barbershop haircut in Kediri City, the following conclusions were drawn: 1) life style has a significant influence on the purchase decision, 2) the reference group has a significant influence on the purchase decision, 3) e-wom has a significant influence on the purchase decision, 4) life style (X1), reference group (X2), and e-wom (X3) have a significant influence on purchasing decisions (Y).

Based on the results of the research that has been conducted, there are several suggestions that can be applied to increase the effectiveness of the Jack barbershop marketing strategy. First, barbershops can better tailor their services and promotions to the lifestyle trends of their consumers, such as offering premium services or creating a more exclusive atmosphere according to the preferences of modern customers. Second,

given the importance of reference groups in purchasing decisions, Jack barbershop can collaborate with influential figures, such as athletes, local influencers, or public figures, to provide recommendations and positive testimonials to increase customer trust. Third, the optimization of electronic word of mouth (E-WOM) needs to be done by strengthening the digital presence, encouraging customers to provide positive reviews on various platforms, and actively sharing customer testimonials through social media. In addition, improving the quality of service and customer experience is also an important factor in maintaining loyalty, such as by providing training for barbers to stay up to date with the latest haircut trends and create better comfort for customers. Finally, for further research, it is recommended that the scope of the study be expanded to consider other variables, such as service quality or price, in order to gain a more comprehensive understanding of the factors influencing the decision to purchase haircutting services.

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