

THE DECISION TO CHOOSE ELDERLY RESIDENCE BASED ON THE IMPLEMENTATION OF SERVICESCAPE AND ELDERLY LIFESTYLE THROUGH BRAND IMAGE



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Abstract

This study aims to analyze the influence of lifestyle and servicescape on the decision to choose senior housing through brand image. The research method uses a quantitative method using a survey technique. The population used in this study were customers of the RUKUN Senior Living senior housing. The sampling technique is a saturated sample technique with a sample size of 80 respondents. The analysis technique used is descriptive statistical analysis and Structural Equation Modeling (SEM) using Smart PLS 3.0 software. The results of the study show that Lifestyle has a positive and significant effect on brand image (β 0.331, T-value 2.437, P-value 0.015), Servicescape has a positive and significant effect on brand image (β 0.301, T-value 2.530, P-value 0.011), Lifestyle has a positive and significant effect on purchasing decisions (β 0.285, T-value 2.514, P-value 0.012), Servicescape has a positive and significant effect on purchasing decisions (β 0.193, T-value 2.465, P-value 0.014), Brand Image has a positive and significant effect on purchasing decisions (β 0.547, T-value 5.840, P-value 0.000), Lifestyle has a positive and significant effect on purchasing decisions through brand image (β 0.185, T-value 2.235, P-value 0.025), servicescape has a positive and significant effect on purchasing decisions through brand image (β 0.165, T-value 2.347, P-value 0.025).

Keywords: Senior Living, Senior Housing, Purchasing Decision, Lifestyle, Servicescape, Brand Image

INTRODUCTION

According to the 2023 Indonesian Central Statistics Agency Data, there was an increase in the elderly population in Indonesia in the period 2010-2022. The number of elderly people in Indonesia increased by at least 4 percent in the period 2010-2022. This figure is estimated to continue to increase to 40 million people (13.8%) in 2035. Along with the increase in the elderly population, the life expectancy rate also increases. In 2022, the average life expectancy of elderly people in Indonesia is 72 years.

The increasing elderly population will be accompanied by an increase in demand for the needs of the elderly, one of which is the need for housing. The elderly need help from others to meet their needs, including help from family and the surrounding environment (Nurrohmi, 2020). In reality, not all families have the time or opportunity to accompany the elderly (Kwik, 2019). Likewise, the surrounding environment does not support the daily life needs of the elderly (Diba, 2023). The elderly need a place to live or a residence that can support the survival of the elderly and provide a sense of comfort, security, and health (Pricillia, Priyendiswara, & Tjung, 2020).

Housing for the elderly currently available in Indonesia consists of 2 categories: social-based elderly housing built by the government and elderly housing built by the private sector, either social-religious or business/commercial. (Murti, 2013). Although the ownership types differ, the two types of elderly housing are known to the public as *Panti Jompo* (Zenita, 2020). In the eyes of the Indonesian people, nursing homes are synonymous with negative things (Undip, 2021, Harbani 2021). The public's perception of the word nursing home tends to have a negative connotation, even though in reality nursing homes are not a 'dumping ground' for the elderly. (Harbani, 2021). The lifestyle of the elderly in Indonesia is still influenced by Eastern culture and a strong stigma that children are legally required to care for their parents as a reward. (Rionaldo, 2022). Elderly people in Indonesia, as many as 34.71 percent of the elderly live with three-generation families in Indonesia, while Western countries choose to live in elderly housing as their lifestyle, (Halidi, 2022). This public perception can be created because based on reality, the existing elderly housing still pays less attention to the suitability and comfort of living. The infrastructure and environment in the shelter seem to be less supportive of services so it can have an impact on the psychology

and quality of life of its residents. This is due to the lack of understanding of the owners of social shelters regarding the importance of arranging a space (Tanudjaja, Mariana, & Poppy, 2020).

Commercial senior housing owned by the private sector is still limited. According to the Indonesian Senior Living Association (ASLI), currently, only 3 senior living are registered as members, namely: RUKUN Senior Living in Sentul, West Java, Khayangan Senior Living in Cikarang, West Java, and Sada Jiwa in Bali. Meanwhile, several new senior livings have not been registered as members. The three senior livings carry a modern lifestyle that is practical and simple in living life in old age.

The potential for senior living to become a place of choice for the elderly is very large. Senior Living must be able to take into account the factors that make the elderly decide to choose it as a residence. The decision to choose can be influenced by three factors; 1) Internal Factors (personal), namely Perception, Motivation, Attitude, Family, Age, Lifestyle. 2) External Factors, namely Culture, Social, Community. 3) Situational Factors, namely Time and Physical Environment (Sangaji & Sopiah, 2013)

Based on the description above, it can be concluded that there is a negative perception of elderly housing due to factors of suitability and comfort of living as well as the lifestyle of Indonesian people with their eastern culture and the brand image of senior living as a modern residence.

REVIEW OF LITERATURE

Lifestyle

Lifestyle according to the Big Indonesian Dictionary (KBBI), means the behavior of a group of people in society in their daily lives. In marketing strategies, Lifestyle is often used to find out consumer behavior so that companies can adjust their products and services, to consumer values and preferences build relationships, and provide relevant experiences. According to Kotler and Keller (2016:172) stated that lifestyle is a person's lifestyle in the world which is expressed in activities, interests, and opinions. According to Akkaya (2021), Lifestyle is a measure of consumer behavior that influences purchasing decisions. The

measure used focuses on how they use their time, the things they are interested in, and their views.

Servicescape

Servicescape or what in Indonesian is called the physical environment, is the main thing that interacts directly with consumers. Servicescape is a physical environment that includes services in a facility's interior design, exterior design, symbols, parking lots, equipment provided, layout plans, air quality, or air temperature in the facility (Bitner, 1992). Servicescape is a physical environment where services or products are delivered to customers. Servicescape significantly influences purchasing decisions. Servicescape consists of layout, environmental cleanliness, ambiance can influence consumer perceptions (Oliver, 2014). The brand image indicators used in this study are ambient condition, layout and function, sign and

Brand Image

Brand Image is one of the variables that can influence Purchasing Decisions. Brand Image is a picture of the perception of a product that arises in the minds of consumers when remembering a brand of a particular product. Brand image plays a significant role in influencing purchasing decisions. Consumers choose brands that match their perceptions of the brand itself (Michael R. Solomon, 2018). According to Suria et al. (2016), Brand Image is the perception that consumers have of a brand including identity, product/service quality, and performance of the product/service in question. Brand Image Indicators according to Sangadji & Sopiah, (2013) include 1) Maker image 2) Product image 3) User image. The indicators used in this study are the superiority of brand associations, the strength of brand associations, the uniqueness of products or services, quality or quality, maker image, product image, and user image

Purchasing Decision

Purchasing Decision is one of the stages of the customer journey in interacting with a brand of product or service. In this stage, consumers make purchases according to their desires and needs based on the information and perception of value they receive. Purchasing decisions occur from a complex process influenced by psychological factors, social factors, and situational factors (Michael R. Solomon, 2018). According to Kotler & Keller, (2016),

consumer purchasing decisions are part of consumer behavior, namely analyzing how individuals, groups, and organizations choose, buy, use, and how goods, services, ideas, or experiences satisfy their desires and needs. The indicators used in this study are product selection, brand selection, according to needs, benefits of purchase time, and purchase method.

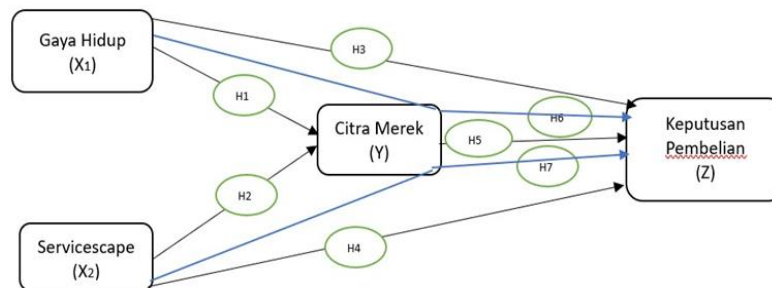
Senior Living

Senior Living is an integrated residential area with supporting facilities to support the mobility of elderly people or the elderly who live in it to remain active and productive even though they are starting to enter or have entered old age (Rantung et al., 2020).

Elderly

Elderly or Elderly is the final stage in human life. According to the Republic of Indonesia Law Number 13 of 1998 concerning the Welfare of the Elderly, an elderly person is someone who has reached the age of 60 (sixty) years and above.

Research Framework



Hypothesis

H1: Lifestyle influences Brand Image

H2: Servicescape influences Brand Image

H3: Lifestyle influences purchasing decisions

H4: Servicescape influences purchasing decisions

H5: Brand Image influences Purchasing Decisions

H6: Lifestyle influences Brand Image through Brand Image

H7: Servicescape influences purchasing decisions through brand image.

RESEARCH METHOD

This study uses a quantitative research method using a survey technique. The survey method in this study was carried out by distributing questionnaires containing a collection of positive and negative statements about the variables studied, namely Lifestyle (ξ_1), Servicescape (ξ_2), Brand Image (η_1), and Purchase Decision (η_2). The number of samples was 80 people who were users of the RUKUN Senior Living elderly residence. The data analysis technique used was Partial Least Square (PLS) because it allows for structural equation modeling with an adjustable sample size and does not require multivariate normal assumptions.

RESULTS AND DISCUSSION

Respondents in this study were mostly as many as 51 (63%) respondents were female and 29 (36%) respondents were male, in terms of age, the respondents were mostly aged 45-55 years. As many as 36 (45%) and 56-66 years as many as 33 (41%). In terms of education, it was found that 58 (73%) respondents had a Bachelor's degree and 10 (12%) respondents had a Master's degree.

Evaluation of Measurement Model (Outer Model)

Convergent Validity Test

Based on the test results with SmartPLS 3.0, the following results were obtained:

Table 1.
Convergent Validity Loading Factor

Latent	Construct	Loading Factor	Average Variance Extracted (AVE)	Valid Criteria (Loading Factor ≥ 0.7 * & AVE ≥ 0.5) *
Lifestyle (X1)	X1.1	0.852	0.752	Valid
	X1.2	0.890		Valid
	X1.3	0.859		Valid
Servicescape (X2)	X2.1	0.717	0.650	Valid
	X2.2	0.859		Valid
	X2.3	0.836		Valid

Latent	Construct	Loading Factor	Average Variance Extracted (AVE)	Valid Criteria (Loading Factor ≥ 0.7 * & AVE ≥ 0.5) *
Brand Image (Y)	Y1	0.958	0.811	Valid
	Y2	0.829		Valid
	Y3	0.861		Valid
	Y4	0.948		Valid
Purchase Decision (Z)	Z1	0.825	0.681	Valid
	Z2	0.843		Valid
	Z3	0.835		Valid
	Z4	0.847		Valid
	Z5	0.802		Valid
	Z6	0.800		Valid

Source: Smart PLS 3.0 Output Data Processing Results (2024)

*Chin (1998), Hair (2017)

The results of convergent validity in Table 1 show that all indicators have a factor loading greater than 0.7. and Average Variance Extracted (AVE) is more than 0.5. So, all indicators are valid and can be used for further analysis.

Discriminant Validity Test

Ghozali (2015) suggests using a reflective indicator, namely by looking at the cross-loading value for each variable must be ≥ 0.70 . The correlation value of the indicator to its construct must be greater than the correlation value between the indicator and other constructs.

The following presents the results of the discriminant validity test using the Smart PLS 3.0 program.

Table 2.
Cross Loading Discriminant Validity Test Value

	X1	X2	Y	Z
X1.1	0.852	0.381	0.348	0.450
X1.2	0.890	0.440	0.461	0.563
X1.3	0.859	0.401	0.409	0.616
X2.1	0.313	0.717	0.222	0.358

X2.2	0.401	0.859	0.469	0.513
X2.3	0.414	0.836	0.369	0.501
Y1	0.521	0.522	0.958	0.767
Y2	0.325	0.174	0.829	0.556
Y3	0.314	0.391	0.861	0.618
Y4	0.493	0.482	0.948	0.785
Z1	0.423	0.502	0.658	0.847
Z2	0.556	0.397	0.692	0.802
Z3	0.451	0.482	0.605	0.800
Z4	0.890	0.44	0.461	0.563
Z5	0.859	0.401	0.409	0.616
Z6	0.313	0.717	0.222	0.358

Source: Smart PLS 3.0 Output Data Processing Results (2024)

Table 3.
Cronbach's Alpha and Composite Reliability Values

Latent	Cronbach's Alpha $\geq$ 0.7*	Composite Reliability	AVE $\geq$ 0.5*
Lifestyle (X1)	0.836	0.901	0.752
Servicescape (X2)	0.735	0.847	0.650
Brand Image (Y)	0.922	0.945	0.811
Purchase Decision (Z)	0.906	0.928	0.681

Source: Smart PLS 3.0 Output Data Processing Results (2024)

*Chin (1998), Hair (2017)

The results of the discriminant validity test in Table 2 show a cross-loading value of more than 0.5. Indicating that the variable is valid. The results of the reliability test in Table 3 show that both Cronbach's Alpha and Composite Reliability have values of more than 0.7 and AVE values of more than 0.5, indicating that each variable is reliable and can be used in further analysis.

Hypothesis Testing

Table 4.
Results of the Analysis of the Direct Influence Hypothesis Test

Influence	Path Coefficient	T Statistics (O/STDEV) >1.96	P Values < 0.05
Lifestyle (X1) --> Brand Image (Y)	0.331	2,437	0.015
<i>Servicescape</i> (X2) --> Brand Image (Y)	0.301	2,530	0.011
Lifestyle (X1) --> Purchase Decision (Z)	0.285	2,514	0.012
<i>Servicescape</i> (X2) --> Purchase Decision (Z)	0.193	2.465	0.014
Brand Image (Y) --> Purchase Decision (Z)	0.547	5,840	0.000

Source: Smart PLS 3.0 Output Result Data Processing (2024)

Table 5.
Results of the Analysis of the Indirect Influence Hypothesis Test

Influence	Path Coefficient	T Statistics (O/STDEV) > 1.96	P Values < 0.05
Lifestyle→Brand Image→Buying decision	0.181	2.235	0.025
<i>Servicescape</i> →Brand Image→Buying decision	0.165	2,347	0.019

Source: Smart PLS 3.0 Output Result Data Processing (2024)

Table 4 shows the results of testing the direct influence of hypothesis 1 to hypothesis 5 that H1, H2, H3, H4, and H5 are accepted with p-values of 0.015, 0.011, 0.12, 0.014, 0.000, which means that the value is smaller than 0.05, while the T-value is >1.96, which states that there is a significant influence.

Table 5 shows the results of indirect tests on H6 and H7 with p-values of 0.025 each which is smaller than 0.019, so it can be concluded that H6 and H7 are accepted. While the T-values of 0.025 and 0.019 respectively >1.96 which indicate a significant effect

Influence of Lifestyle (X1) to Brand Image (Y)

This study found that lifestyle can significantly influence brand image. This is in accordance with previous studies conducted by Wang (2018) and Mawardi, Lestari (2023) where lifestyle has a positive and significant effect on brand image. These results can provide information that optimizing RUKUN Senior Living in creating various programs and activities based on lifestyle can improve a brand image.

Influence of Servicescape (X2) on Brand Image (Y)

This study found that Servicescape significantly influenced the image. Brand. This is following previous studies conducted by Ahmed et al. (2020), and Subroto et al. (2021) where Servicescape had a positive and significant effect on Brand Image. These results can provide information that optimizing RUKUN Senior Living's Servicescape according to the conditions and needs of the elderly can improve a better brand image. Optimization and changes to the layout and function that are in accordance with the preferences of the elderly's conditions can improve the RUKUN Senior Living Brand Image

Influence of Lifestyle (X1) on Purchasing Decisions (Z)

This study found that lifestyle significantly influences purchasing decisions. This is in accordance with previous studies conducted by Prasetyo, et al. (2023), and Mulyandi (2023) where lifestyle has a positive and significant effect on purchasing decisions. These results can provide information that optimizing RUKUN Senior Living programs and activities based on the lifestyle of the elderly can increase purchasing decisions. Increasing activity programs that can provide benefits for the elderly will be able to influence the elderly's families to make purchasing decisions.

Influence of Servicescape (X2) to Purchase Decision (Z)

This study found that Lifestyle can significantly influence purchasing decisions. This is in accordance with previous research conducted by Nurochani and Mulyana (2020) where Servicescape has a positive and significant effect on Purchasing Decisions. These results can provide information that optimizing RUKUN Senior Living's Servicescape in making the residential atmosphere look elegant, safe, and comfortable can improve a better brand image. Continuous improvements need to be made, especially in the layout and function so that they

are suitable and useful for the elderly, which can influence families to make purchasing decisions.

Influence of Brand Image (Y) towards Purchasing Decision (Z)

This study found that Brand Image significantly influences purchasing decisions. This is in accordance with previous studies conducted by Mulyandi (2020), Nurochani and Mulyana (2020), Soeswoyo (2021), Garcia (2023), and Ariawan (2023) where Brand Image has a positive and significant effect on purchasing decisions. These results can provide information that the brand image of RUKUN Senior Living as a senior housing that supports the lives of the elderly is able to improve a better brand image. Optimizing the brand image of RUKUN Senior Living with quality senior services and activities can improve purchasing decisions

Influence of Lifestyle (X1) on Purchasing Decisions (Z) through Brand Image (Y)

This study found that lifestyle significantly influences purchasing decisions through brand image. This is in accordance with previous studies conducted by Mulyandi (2020), Nurochani and Mulyana (2020), Soeswoyo (2021), Garcia (2023), Ariawan (2023) where lifestyle has a positive and significant effect on purchasing decisions through brand image. These results can provide information that services and activity programs that support the lives of the elderly are able to increase the perception of the RUKUN Senior Living brand image which influences purchasing decisions

Influence of Servicescape (X2) on Purchasing Decision (Z) through Brand Image (Y)

This study found that servicescape significantly influenced purchasing decisions through brand image. This follows previous research conducted by Gani (2023), where servicescape had a positive and significant effect on Purchasing Decisions through brand image. These results can provide information that the servicescape created by RUKUN Senior Living is able to support the lives of the elderly, increasing the perception of the RUKUN Senior Living brand image which influences purchasing decisions.

CONCLUSION

This study can be used as a reference for the development of senior living using variables analyzed lifestyle, servicescape, brand image, and purchasing decisions. This study

shows that lifestyle has a positive and significant effect on brand image, servicescape has a positive and significant effect on brand image, and servicescape has a positive and significant effect on purchasing decisions. brand image has a positive and significant effect on purchasing decisions, lifestyle has a positive and significant effect on purchasing decisions through brand image, and servicescape has a positive and significant effect on purchasing decisions through brand image.

The implications of this research can be described as follows:

1. The decision to purchase RUKUN Senior Living senior housing is influenced by the customer's lifestyle. Efforts to improve customer purchasing decisions can be made by maximizing services and activity programs that can support the lives of the elderly according to the preferences of the targeted customers. Activity programs and services that have benefits and are in accordance with the needs of the elderly will accelerate customers in deciding to choose RUKUN Senior Living as a place to live.
2. Comfortable and safe servicescape is a consideration for customers in choosing RUKUN Senior Living elderly housing. Efforts to improve customer purchasing decisions can be made by arranging and organizing servicescape. An attractive servicescape that can be used according to needs and is useful can speed up customers in deciding to purchase RUKUN Senior Living elderly housing.
3. The role of the strong and appropriate RUKUN Senior Living Brand Image as a senior housing that has good quality in providing senior services and activities can be one of the customer factors in deciding to choose it as a senior housing. Factors that can improve the RUKUN Senior Living brand image include quality senior services and activity programs and the arrangement of the RUKUN Senior Living servicescape that is appropriate to its function. If these two factors are maximized or improved, it will improve the RUKUN Senior Living brand image and can accelerate customers in making decisions to choose RUKUN Senior Living senior housing.

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