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**THE INFLUENCE OF STUDENTS' PURCHASE INTENTION ON MODERN  
RETAIL PRODUCTS: THE ROLE OF BRAND IMAGE, PRODUCT VARIETY,  
AND LIFESTYLE IN THE CAMPUS ENVIRONMENT**

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**Abstract**

This study aims to analyze the influence of brand image, product variety, and lifestyle on students' purchase intention toward modern retail products, with a focus on Alfamidi outlets in the vicinity of Muhammadiyah University of Surakarta (UMS). A quantitative approach was employed using an explanatory survey method. The research population was considered unlimited, and the sampling technique used was purposive sampling, resulting in 130 active student respondents. The instrument used was a closed-ended questionnaire, and the data were analyzed using multiple linear regression. The analysis results indicate that brand image ( $\alpha_1 = 0.200$ ;  $p = 0.018$ ), product variety ( $\alpha_2 = 0.297$ ;  $p = 0.001$ ), and lifestyle ( $\alpha_3 = 0.302$ ;  $p = 0.000$ ) each have a significant partial effect on purchase intention. Simultaneously, the three variables have a significant influence on purchase intention, with a coefficient of determination ( $R^2$ ) of 0.657 and a model significance value (Prob. F) of 0.000 ( $< \alpha 0.01$ ). These findings suggest that students' perceptions of brand, product diversity, and lifestyle play an important role in influencing purchasing decisions in modern retail. The practical implications of this study provide a strategic foundation for retail businesses in designing more adaptive marketing approaches tailored to the characteristics of young consumers in a university setting.

**Keywords:** Purchase Intention, Brand Image, Product Variety, Lifestyle, Students

## INTRODUCTION

The modern retail sector in Indonesia continues to experience significant growth in line with changing lifestyles and increasing consumer purchasing power (Jin & Kim, 2022). One indicator of this development is the rapid expansion of minimarkets and supermarkets, which are no longer limited to urban areas but have also reached university campuses and densely populated residential zones (Vetter et al., 2019; Iryani, 2024; Kelly, 2024). This phenomenon reflects a shift in consumer behavior and highlights the strategic role of the retail sector in driving national economic growth by creating employment opportunities and increasing the circulation of goods and services. Minimarkets such as Alfamidi—managed by PT Midi Utama Indonesia Tbk.—have successfully strengthened their market position through service strategies that emphasize convenience, accessibility, and product diversity (Dakhi, 2023). These strategies have made Alfamidi a preferred choice among middle-class consumers, including university students (Simange et al., 2023).

In understanding consumer behavior, purchase intention serves as an important indicator in evaluating the effectiveness of a brand's marketing strategy. Purchase intention reflects the consumer's psychological response influenced by both rational and emotional evaluations of a product or service (Joshi & Rahman, 2019; Akram et al., 2021). Fawaz (2024) identifies three main indicators of purchase intention: transactional intention (the desire to purchase and make a transaction), referential intention (the desire to recommend the product to others), and exploratory intention (the desire to try new products or services). Factors such as product quality, perceived value, and brand trust play significant roles in shaping purchase intention, which in turn becomes a key predictor of actual buying decisions (Halim & Iskandar, 2019). For university students, purchase decisions tend to be more complex due to financial limitations, intense exposure to digital promotions, and social pressure from peer environments on campus (De Beckker et al., 2021).

Previous studies have highlighted that brand image and product variety are two major factors influencing consumer perception and behavior in the retail sector (Ruhamak & Syai'dah, 2018; Graciola et al., 2020; Vazquez, 2021; Yang et al., 2021; Gunawati, 2022; Chaerunnisa et al., 2023; Sholichah & Mardikaningsih, 2024). Brand image refers to consumers' perceptions of quality, trustworthiness, popularity, and brand recall (Wardani & Maskur, 2022). A strong brand image can create positive associations with service quality and increase customer trust (Akoglu & Özbek, 2019). Meanwhile, product variety refers to the range and availability of products and brands offered (Indiani, 2022). A wide product selection allows consumers to tailor their choices based on personal preferences such as price, size, and brand, ultimately enhancing customer loyalty and satisfaction (Irawan, 2020; Mofokeng, 2024).

Lifestyle also plays a significant role in shaping purchase intention, especially among university students who often use consumption activities as a means of self-expression, self-actualization, and fulfilling personal values (Kamaluddin & Muhajirin, 2018; Rumbiati & Heriyana, 2020). In this context, lifestyle encompasses not only students' daily activities, interests, and opinions, but also the social and psychological dimensions of shopping. Rahmasari et al. (2022) identify three lifestyle indicators: social shopping (shopping as a social activity), gratification shopping (shopping for personal satisfaction), and value shopping (shopping based on value and benefit). This is relevant in understanding student

consumption motivations, which tend to be influenced by social interaction, the pursuit of enjoyable experiences, and economic value considerations.

Although several studies have examined the influence of brand image, product variety, and lifestyle on retail consumer purchase intentions, most remain focused on general consumers or other sectors such as large supermarkets and e-commerce platforms (Graciola et al., 2020; Vazquez, 2021; Yang et al., 2021; Triningsih, 2022; Mofokeng, 2024). These studies have yet to specifically address the student segment, which possesses unique characteristics as consumers. Students, as part of a productive age group and highly receptive to technological advancements, display distinctive consumption patterns—more price-sensitive, easily influenced by social trends, and responsive to digital marketing strategies (Fonseca et al., 2021).

Furthermore, there remains a gap in previous research due to the absence of a comprehensive model examining the relationship between brand image, product variety, and lifestyle in influencing student purchase intention within the modern retail sector (Islam & Singh, 2020). The psychographic characteristics of students are often overlooked in retail marketing research, resulting in a lack of relevant empirical evidence to support the development of data-driven marketing strategies, particularly in strategic areas such as the Universitas Muhammadiyah Surakarta (UMS), where Alfamidi operates actively.

Addressing these gaps is essential because students represent a potential market segment that remains underutilized in retail consumer behavior studies. Therefore, this study aims to analyze the influence of brand image, product variety, and lifestyle on students' purchase intentions toward products offered by Alfamidi in the UMS area. The novelty of this study lies in its focus on students as consumers with distinctive characteristics within the campus environment and in the development of a research model that integrates these three variables in the context of local-scale modern retail.

The main contribution of this research is the development of a consumer behavior-based research model that accounts for student psychographics and campus settings. Moreover, understanding the factors influencing students' purchase intentions can serve as a reference for industry players in formulating more targeted strategies. This study also contributes to the development of academic discourse and supports retail business practices focused on market segmentation, while serving as a reference for brand communication strategies within higher education environments.

## **REVIEW OF LITERATURE**

### **Brand Image and Students' Purchase Intention**

Brand image reflects students' perceptions of the quality, credibility, and symbolic associations of a retail product (Wardani & Maskur, 2022). A brand that is perceived as trustworthy, popular, and easy to remember can build a strong emotional connection. A positive brand image encourages students to perceive the product as part of their social identity, thereby increasing their intention to purchase it (Ruhamak & Syai'dah, 2018; Graciola et al., 2020; Gunawati, 2022). Based on the concept of the consumer-brand relationship (Alvarez et al., 2021), the stronger the brand image of a modern retail product, the higher the students' purchase intention. Therefore, the proposed hypothesis is:

H<sub>1</sub>: Brand image has a positive and significant effect on students' purchase intention toward modern retail products.

### **Product Variety and Students' Purchase Intention**

Product variety refers to the level of diversity and flexibility of options provided by a retailer to its consumers (Indiani, 2022). Students, as critical and adaptive consumers, highly value product diversity in terms of price, quality, size, and brand. According to utility theory, product variety enhances consumers' perceived value and satisfaction, which in turn increases purchase intention (Hou, 2025). When students are presented with various product alternatives that align with their personal preferences and financial constraints, the likelihood of making a purchase increases (Vazquez, 2021; Yang et al., 2021; Sholichah & Mardikaningsih, 2024). Therefore, the proposed hypothesis is:

H<sub>2</sub>: Product variety has a positive and significant effect on students' purchase intention toward modern retail products.

### **Lifestyle and Students' Purchase Intention**

Students' lifestyle is a combination of values, activities, and interests that shape their consumption patterns. From a psychographic perspective, lifestyle plays a crucial role in purchasing decisions, as students tend to choose products that reflect their personal identity and social values (Kamaluddin & Muhajirin, 2018; Rumbiati & Heriyana, 2020). The aspects of social shopping, gratification shopping, and value shopping indicate that consumption is not merely functional but also expressive and symbolic in nature (Rahmasari et al., 2022). According to the theory of planned behavior, alignment between students' lifestyles and the characteristics of modern retail products enhances the likelihood of purchase (Rozenkowska, 2023). Therefore, the proposed hypothesis is:

H<sub>3</sub>: Lifestyle has a positive and significant effect on students' purchase intention toward modern retail products.

## **RESEARCH METHOD**

This study adopts a quantitative approach using an explanatory survey method (De Matteis & Borgonovi, 2021; Toyon, 2021), aimed at empirically testing the influence of brand image, product variety, and lifestyle on students' purchase intention toward modern retail products, specifically at Alfamidi located at Universitas Muhammadiyah Surakarta (UMS). This approach was chosen because it allows the researcher to measure and analyze the impact of each marketing factor—both individually and simultaneously—on students' purchase intention as consumers.

The type of data used in this study is primary data, collected directly from students who have made or are currently making purchases at Alfamidi UMS. Data collection was conducted by distributing questionnaires using a five-point Likert scale: 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, and 5 = Strongly Agree (Tanujaya et al., 2022). The study was conducted within the Alfamidi UMS environment during the period of April to May 2025.

The population in this study consists of all active students of Universitas Muhammadiyah Surakarta who are located around the campus and have shopping experience at Alfamidi. Since the exact population size is unknown (infinite population), the sample size was determined based on the approach by Sarstedt et al. (2022), which recommends a

minimum sample size of five to ten times the number of research indicators. With a total of 13 indicators, the sample size was calculated using the following formula:

$$N = (5 \text{ s/d } 10) \times K \tag{1}$$

$$N = 10 \times 13 = 130 \tag{2}$$

Note: N is the sample size, K is the number of indicators, and the numbers 5–10 represent the minimum number of respondents per indicator. A total of 130 respondents were selected using a non-probability sampling technique, specifically purposive sampling (Etikan et al., 2016), with the criterion that the respondents must be students who have shopped at Alfamidi UMS. The questionnaire instrument was developed based on theoretical indicators of each studied variable—brand image, product variety, lifestyle, and students’ purchase intention—as detailed in Table 1.

**Table 1.**  
**Details of Research Variable Indicators**

Variable	Indicators	Source
Brand Image	A brand that has quality, a trustworthy brand, a well-known brand, and an easily remembered brand	(Wardani & Maskur, 2022)
Product Variety	The diversity of available products, the availability of products, and the range of marketed brands	(Indiani, 2022)
Lifestyle	Social shopping (shopping as a social activity), gratification shopping (shopping for personal satisfaction), and value shopping (value-driven shopping)	(Rahmasari et al., 2022)
Students’ Purchase Intention	Transactional intention (desire to purchase and conduct transactions), referential intention (desire to recommend to others), and exploratory intention (desire to try new products/services)	(Fawaiz, 2024)

The validity of the instrument’s content was tested through expert judgment by academics experienced in the fields of marketing and consumer behavior. Subsequently, construct validity and item reliability were tested through item-total correlation analysis and the calculation of Cronbach’s Alpha (Mohajan, 2017), with a minimum reliability threshold of 0.60. The data obtained were analyzed using the multiple linear regression method (Montgomery et al., 2021) to examine both the simultaneous and partial effects of the three independent variables on students’ purchase intention. The multiple linear regression model used in this study is formulated as follows:

$$Y = \alpha_0 + \alpha_1 X_1 + \alpha_2 X_2 + \alpha_3 X_3 + \varepsilon \tag{3}$$

This model is employed to analyze the influence of brand image ( $X_1$ ), product variation ( $X_2$ ), and lifestyle ( $X_3$ ) on students’ purchase intention ( $Y$ ). In this equation,  $Y$  is the dependent variable representing students’ purchase intention;  $\alpha_0$  is the constant indicating the purchase intention value when all independent variables are zero;  $\alpha_1$ ,  $\alpha_2$ , and  $\alpha_3$  are the regression coefficients of each independent variable; and  $\varepsilon$  is the error term reflecting the influence of variables outside the model.

Before conducting the regression analysis, classical assumption tests were performed to ensure that the regression model meets the BLUE (Best Linear Unbiased Estimator) criteria (Schaden & Ullmann, 2021). The classical assumption tests conducted include the

normality test, multicollinearity test, and heteroscedasticity test. Once the classical assumptions are satisfied, hypothesis testing is carried out through two types of tests, namely the F-test and the t-test. The F-test is used to determine the simultaneous effect of variables  $X_1$ ,  $X_2$ , and  $X_3$  on the dependent variable  $Y$ . The null hypothesis ( $H_0$ ) states that there is no simultaneous effect, while the alternative hypothesis ( $H_a$ ) states that there is a simultaneous effect. The t-test is then used to determine the partial effect of each independent variable on students' purchase intention. The null hypothesis ( $H_0$ ) in the t-test states that  $\alpha_i = 0$ , while the alternative hypothesis ( $H_a$ ) states that  $\alpha_i \neq 0$ . Furthermore, to measure the extent to which the three independent variables collectively explain the variation in students' purchase intention, the coefficient of determination test ( $R^2$ ) is used.

## RESULTS AND DISCUSSION

Validity testing is used to evaluate the extent to which the items in an instrument can accurately measure the intended construct. One commonly used technique is Pearson correlation analysis between each item's score and the total score of the variable. An item is considered valid if it shows a statistically significant correlation and falls within an acceptable range of correlation strength. In this study, the significance level is set at  $\alpha = 0.01$ .

**Table 2.**  
**Brand Image Validity Results**

Statement	Brand Image	
	PC	Sig.
Statement 1	0.609 <sup>a</sup>	0.000
Statement 2	0.623 <sup>a</sup>	0.000
Statement 3	0.626 <sup>a</sup>	0.000
Statement 4	0.703 <sup>a</sup>	0.000
Statement 5	0.738 <sup>a</sup>	0.000

Source: Questionnaire, processed by the author using SPSS (2025). Note: PC (Pearson Correlation); <sup>a</sup> PC is significant at  $\alpha (< 0.01)$ .

Table 2 shows that all statement items for the brand image variable have Pearson correlation coefficients ranging from 0.609 to 0.738, with a significance level of 0.000 for each item. Since the significance values are all below the  $\alpha$  threshold of 0.01, all items are statistically significant in relation to the total construct score. This means each statement is valid and consistently represents the brand image construct. The highest correlation is found in statement five ( $r = 0.738$ ), indicating the strongest contribution to measuring the construct, while the lowest is in statement one ( $r = 0.609$ ), which is still considered strong and significant. These findings reinforce construct validity and reflect students' consistent responses regarding brand image elements such as perceived quality, brand trust, popularity, and brand recall.

**Table 3.**  
**Product Variation Validity Results**

Statement	Product Variations	
	PC	Sig.
Statement 1	0.741 <sup>a</sup>	0.000
Statement 2	0.670 <sup>a</sup>	0.000

Statement 3	0.616 <sup>a</sup>	0.000
Statement 4	0.664 <sup>a</sup>	0.000
Statement 5	0.770 <sup>a</sup>	0.000

Source: Questionnaire, processed by the author using SPSS (2025). Note: PC (Pearson Correlation); <sup>a</sup> PC is significant at  $\alpha (< 0.01)$ .

Table 3 indicates that all items in the product variation variable have Pearson correlation coefficients ranging from 0.616 to 0.770, with significance values of 0.000 for all items. As these values fall below  $\alpha = 0.01$ , each item significantly correlates with the total construct score and is thus considered valid. Statement five shows the highest correlation ( $r = 0.770$ ), suggesting it best represents students' perceptions of product variety at Alfamidi. Meanwhile, the lowest correlation is in statement three ( $r = 0.616$ ), which still meets the statistical validity criteria. This demonstrates the instrument's capability to accurately capture students' perceptions of product diversity and availability in modern retail.

**Table 4.**  
**Lifestyle Validity Results**

Statement	Lifestyle	
	PC	Sig.
Statement 1	0.588 <sup>a</sup>	0.000
Statement 2	0.620 <sup>a</sup>	0.000
Statement 3	0.545 <sup>a</sup>	0.000
Statement 4	0.654 <sup>a</sup>	0.000
Statement 5	0.675 <sup>a</sup>	0.000

Source: Questionnaire, processed by the author using SPSS (2025). Note: PC (Pearson Correlation); <sup>a</sup> PC is significant at  $\alpha (< 0.01)$ .

Table 4 reveals that all items under the lifestyle variable have Pearson correlation coefficients ranging from 0.545 to 0.675, with a significance level of 0.000 across the board. Since all significance values are less than  $\alpha = 0.01$ , each indicator has a significant relationship with the total construct score. Statement five records the highest correlation ( $r = 0.675$ ), indicating the most substantial contribution to measuring students' lifestyles. Statement three has the lowest correlation ( $r = 0.545$ ), but it remains statistically valid. This construct validity confirms the instrument's effectiveness in capturing students' lifestyle characteristics, including social shopping behavior, personal enjoyment, and value orientation.

**Table 5.**  
**Students' Purchase Intention Validity Results**

Statement	Students' Purchase Intention	
	PC	Sig.
Statement 1	0,683 <sup>a</sup>	0,000
Statement 2	0,630 <sup>a</sup>	0,000
Statement 3	0,732 <sup>a</sup>	0,000
Statement 4	0,628 <sup>a</sup>	0,000
Statement 5	0,610 <sup>a</sup>	0,000

Source: Questionnaire, processed by the author using SPSS (2025). Note: PC (Pearson Correlation); <sup>a</sup> PC is significant at  $\alpha (< 0.01)$ .

Table 5 illustrates that all statement items under the student purchase intention variable have Pearson correlation coefficients between 0.610 and 0.732, with a significance level of 0.000 for all. As the significance values are below  $\alpha = 0.01$ , all indicators are considered to have a statistically significant correlation with the total construct score. Statement three shows the highest correlation ( $r = 0.732$ ), indicating the strongest contribution to measuring student purchase intention. Conversely, statement five has the lowest correlation ( $r = 0.610$ ), which is still statistically valid. These findings confirm that the dimensions of purchase intention—including transactional, referential, and exploratory aspects—are well measured and can be further applied in analyzing consumer behavior in modern retail, such as Alfamidi.

**Table 6.**  
**Reliability Results (Brand Image, Product Variation, Lifestyle, and Purchase Intention)**

Variable	CR	Sig.
Brand Image	0.666	0.60
Product Variation	0.718	0.60
Lifestyle	0.613	0.60
Purchase Intention	0.667	0.60

Source: Questionnaire, processed by the author using SPSS (2025). Note: CR (Cronbach's Alpha).

Reliability testing was conducted to evaluate the extent to which items within a construct consistently produce data. One commonly used indicator for measuring reliability is Cronbach's Alpha (CR), with values above 0.60 considered the minimum threshold for an instrument to be deemed reliable in social research. The reliability test results presented in Table 6 show that all variables in this study—brand image, product variation, lifestyle, and purchase intention—have Cronbach's Alpha values exceeding the minimum threshold ( $CR > 0.60$ ). Specifically, the CR values are 0.666 for brand image, 0.718 for product variation, 0.613 for lifestyle, and 0.667 for purchase intention. These findings indicate that the measurement instruments for each variable exhibit sufficient internal consistency and are therefore considered reliable. Thus, the questionnaire items are deemed valid for measuring the intended constructs and are appropriate for use in this study.

**Table 7.**  
**Multicollinearity Assumption Test Results**

Variable	VIF	Conclusion
Brand Image	1.551	No multicollinearity issue found (VIF < 10)
Product Variation	1.852	No multicollinearity issue found (VIF < 10)
Lifestyle	1.421	No multicollinearity issue found (VIF < 10)

Source: Questionnaire, processed by the author using SPSS (2025). Note: VIF (Variance Inflation Factor).

Table 7 indicates that the regression model does not suffer from multicollinearity. This is evidenced by the Variance Inflation Factor (VIF) values for the three independent variables—brand image (VIF = 1.551), product variation (VIF = 1.852), and lifestyle (VIF = 1.421)—all of which fall well below the maximum tolerance threshold of VIF < 10. These values suggest that there is no high correlation among the independent variables that could distort parameter estimates. Therefore, multicollinearity is not a significant issue in this

study, and the regression model is statistically viable for estimating the influence of each variable on students' purchase intention.

**Table 8.**  
**Residual Normality Assumption Test Results**

One-Sample Kolmogorov-Smirnov		
Sig.	$\alpha$	Conclusion
0.194	0.1	Data are normally distributed

Source: Questionnaire, processed by the author using SPSS (2025).

Table 8 shows that the model residuals are normally distributed. This conclusion is based on the One-Sample Kolmogorov-Smirnov Test, which yielded a significance value of 0.194, exceeding the critical significance level ( $\alpha = 0.10$ ). Thus, the residual distribution satisfies the normality assumption. Residual normality is a key prerequisite in classical regression tests to ensure inferential validity, as it enables accurate interpretation of significance levels and yields efficient, unbiased parameter estimates.

**Table 9.**  
**Heteroscedasticity Assumption Test Results**

Glejser Test			
Variable	Sig.	$\alpha$	Conclusion
Brand Image	0.112	0.1	No heteroscedasticity detected ( $> 0.1$ )
Product Variation	0.235	0.1	No heteroscedasticity detected ( $> 0.1$ )
Lifestyle	0.126	0.1	No heteroscedasticity detected ( $> 0.1$ )

Source: Questionnaire, processed by the author using SPSS (2025).

Table 9 demonstrates that there is no heteroscedasticity issue in the regression model. This conclusion is based on the results of the Glejser Test applied to the three independent variables, yielding significance values of 0.112 for brand image, 0.235 for product variation, and 0.126 for lifestyle. All values exceed the established significance threshold ( $\alpha = 0.10$ ), suggesting that the residual variance is homogeneous (homoscedasticity). The absence of heteroscedasticity strengthens the reliability of the regression model and ensures that parameter significance tests are not biased by inconsistent variance, thereby enhancing the credibility of the analysis results.

**Table 10.**  
**Multiple Linear Regression Analysis Results**

Variable	Coefficient	Sig.	Conclusion
Brand Image	0.200	0.018	Significant effect ( $< 0.05$ )
Product Variation	0.297	0.001	Significant effect ( $< 0.01$ )
Lifestyle	0.302	0.000	Significant effect ( $< 0.01$ )
Coefficient of Determination ( $R^2$ ) = 0.657			
Prob. $F = 0.000$ ( $< \alpha 0.01$ )			

Source: Questionnaire, processed by the author using SPSS (2025).

The results of the multiple linear regression presented in Table 10 show that all three independent variables—brand image, product variation, and lifestyle—have a significant partial effect on students' purchase intention. The regression coefficients are 0.200 for brand image ( $p = 0.018$ ), 0.297 for product variation ( $p = 0.001$ ), and 0.302 for lifestyle ( $p = 0.000$ ). All significance values fall below the 0.05 threshold, with two variables showing even

stronger significance at the 0.01 level. This suggests that each independent variable individually has a significant influence on purchase intention.

The coefficient of determination ( $R^2$ ) is 0.657, indicating that 65.7% of the variance in students' purchase intention can be explained by the three independent variables in the model. Furthermore, the F-probability value of 0.000, which is lower than  $\alpha = 0.01$ , confirms that all independent variables collectively have a statistically significant impact on purchase intention. Thus, the regression model is statistically valid and demonstrates strong predictive power regarding the dependent variable.

### **Discussion**

This study found that brand image has a significant influence on students' purchase intention ( $\alpha_1 = 0.200$ ;  $p = 0.018$ ). This finding indicates that students' positive perception of a brand is a key determinant in purchasing decisions. Brand image encompasses dimensions of trust, reputation, and emotional associations formed through experience, communication, and social influence (Luffarelli et al., 2023). When a brand is perceived as high-quality, relevant, and symbolically aligned with students' self-identity, the likelihood of choosing that product increases (Bairrada et al., 2018; Ugalde et al., 2023).

This finding is consistent with previous studies, as stated by Coelho et al. (2018) and Krishnan et al. (2024), which affirm that a strong brand image can foster consumer preference and long-term loyalty. Research by Tangka & Dotulong (2022), Mariska et al. (2024), and Purwaningrum & Saputro (2024) also supports this argument, showing that a positive brand image can enhance purchase intention, particularly among young consumers, including students. Therefore, efforts to build a strong and relevant brand image are essential in marketing strategies targeting the student segment.

In addition, product variety has been proven to have a significant effect on students' purchase intention, with a coefficient value of  $\alpha_2 = 0.297$  and a significance level of  $p = 0.001$ . This suggests that the more diverse the product options offered, the higher the students' purchase interest. Product variety includes the availability of different models, colors, sizes, additional features, and the ability of products to meet the diverse needs of students (Lu et al., 2023). Such diversity provides students with opportunities to tailor their purchases to personal preferences, lifestyles, and budgets (Faradila et al., 2022).

This finding aligns with the research of Zúñiga-Vicente et al. (2019), which emphasizes that product diversification can create added value for customers and drive an increase in purchase interest. Additionally, Yao et al. (2023) found that the greater the level of product variety offered, the higher the purchasing intention among young consumers, including students. Thus, a product variety strategy becomes a critical factor that not only strengthens competitiveness but also significantly influences students' purchasing decisions.

Another factor that significantly influences students' purchase intention is lifestyle ( $\alpha_3 = 0.302$ ;  $p = 0.000$ ). Lifestyle reflects how students allocate their time, activities, and finances within a particular social and cultural environment. When students' lifestyles align with the characteristics of a product, the tendency to make a purchase increases significantly. This result reinforces the findings of Kamaluddin & Muhajirin (2018), who asserted that lifestyle plays an important role in shaping young consumers' preferences and purchasing behavior, especially within higher education environments.

A dynamic lifestyle drives students to seek products that not only fulfill functional needs but also reflect personal identity and values (Aprilliyanti & Asmawan, 2023).

Therefore, companies that are able to tailor their products to match the lifestyle of the student market will have greater opportunities to increase purchase intention. This finding is consistent with the research by Espejo et al. (2025), which shows that lifestyle is a key determinant in the purchasing decisions of Generation Z. Thus, lifestyle becomes a strategic variable that cannot be overlooked in designing marketing strategies targeting the student segment.

Based on these findings, the implication is that businesses—particularly those targeting the student segment—need to build a strong and authentic brand image through consistent and meaningful communication strategies. In addition, continuous product innovation and diversification are necessary to meet the evolving expectations and preferences of students. In facing intense market competition, companies should develop value-based competitive strategies, such as relevant promotions, competitive pricing, and excellent after-sales services, in order to attract and retain the purchase interest of students, who are known to be critical and selective young consumers.

## CONCLUSION

This study aims to analyze the influence of brand image, product variation, and lifestyle on students' purchase intention. The results show that, individually, brand image, product variation, and lifestyle all have a significant effect on consumer purchase intention. Among these three variables, lifestyle has the most dominant influence, as indicated by the highest coefficient value ( $\alpha_3 = 0.302$ ;  $p = 0.000$ ), followed by product variation ( $\alpha_2 = 0.297$ ;  $p = 0.001$ ), and brand image ( $\alpha_1 = 0.200$ ;  $p = 0.018$ ). Simultaneously, these three variables also have a significant effect on purchase intention, as evidenced by the coefficient of determination value of 0.657. This indicates that 65.7% of the variation in purchase intention can be explained by these three variables, with the model's level of significance (Prob. F) at 0.000.

Based on these findings, it is recommended that companies focus their marketing strategies on strengthening lifestyle elements relevant to their target market segments, considering its most dominant influence on purchase intention. Additionally, efforts to enhance brand image and continuously expand product variation are also crucial to maintaining consistent appeal in the eyes of consumers. The implementation of an integrated marketing strategy that combines all three factors is expected to improve the effectiveness of promotional campaigns while reinforcing the company's competitive position in the market.

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