

The Influence of Product Quality and Lifestyle on the Intention to Purchase a Suzuki Fronx Car

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ABSTRACT

Increasingly fierce competition in the automotive industry has prompted the Company to understand the various factors that can influence the influence of product quality and way of living on purchase intention for the Suzuki Fronx in Bandung, based on the theoretical framework of product quality, lifestyle, and purchase intent according to Kotler and Keller, and supported by relevant prior research. This study uses a questionnaire instrument for data quantitative method. A questioners given to 90 purposefully chosen participants yielded primary data examined using multiple linear regression with the help of SPSS version 26. The results of the study indicate that product quality and lifestyle have a positive and significant effect purchase intention, either partially or simultaneously, with a coefficient of determination of 76.3%. Thus, improving product quality supported by marketing strategies aligned with consumers' lifestyles can increase purchase interest in the Suzuki Fronx.

INTRODUCTION

The transportation sector in Indonesia continues to grow in tandem with the public's increasing mobility. This trend is driving a rising demand for private vehicles particularly cars which are seen as offering greater comfort and safety and better supporting daily activities. Based Central Statistics Agency (2025), the total number of passenger vehicles in Indonesia rose from 16,414,348 units in 2021 to 19,906,353 units in 2024, reflecting significant growth potential for the automotive sector.

One of the automotive companies operating in Indonesia is Suzuki, through PT Suzuki Indomobil Sales (SIS). In 2025, Suzuki introduced the Suzuki Fronx, which features a modern design and is equipped with advanced features. However, sales of the Suzuki Fronx have fluctuated; after rising during the initial launch period, sales declined in the following months. This phenomenon indicates a decline in consumer purchase intent toward the Suzuki Fronx. Purchase intention is defined as consumers' tendency to choose a particular brand or make a purchase, as shown in behavior pointing consumers purchase probability (Parinussa et al., 2024).

The decline in consumer interest in terms of their willingness to visit may be due to product quality that does not meet consumer expectations. The capacity of a product's ability to perform its intended functions in accordance with its intended use (Farhan & Triwahyu, 2024). In addition, lifestyle is also a determining factor in purchasing interest. Lifestyle refers to a way of life as reflected in a person's activities, hobbies, and income level (Suleman et al., 2022).

Nevertheless, there is a research gap in previous studies, which still show inconsistent results lifestyle's impact on customer purchase intentions. A study conducted by Hidayat & Faramitha (2022) demonstrates that product quality has a positive effect on purchase intention. Meanwhile, findings of a survey carried out by Rosyadah & Aribowo (2024) point to the absence of a good influence of product quality on buying intention.

Furthermore, A study conducted by Daniyati & Sarah (2024), shows that lifestyle has a positive influence on purchase intent. This is inconsistent with the findings of Sutrisno et al. (2022) which suggest that lifestyle does not influence purchase intention. Therefore, this study seeks to examine how product quality and lifestyle affect buying intent for the Suzuki Fronx and so help to advance marketing science and offer businesses insights to create more successful campaigns.

LITERATURE REVIEW

Product Quality and Purchase Intention

Product quality leads to an understanding of the level of value or benefit a product offers, which is its key differentiator from other similar products (Septiano & Sari, 2021). Consumers are believed to always choose products that offer the best quality, reliability, and features according to the product concept (Kotler & Keller, 2009). Product quality is defined as a product's ability to meet consumer needs and expectations (Nuha & Erpurini, 2025).

AL-Sabbagh & Shanawa (2023) state that product quality has eight dimensions, namely: (1) Performance, (2) Features, (3) Reability, (4) Compatibility, (5) Durability, (6) Service, (7) Aesthetics, (8) Tangible quality.

Based on the product quality dimensions above, this study uses only five of the eight dimensions because they are considered most relevant to the characteristics of the Suzuki Fronx. Meanwhile, the other three dimensions were not used in this study because they were deemed less suitable for the research objectives and the context of the object under study. The five dimensions used in this study are as follows:

1. Performance

The product's ability to perform its primary function in a manner consistent with consumers' goals and expectations.

2 Features

These are the characteristics and attributes that support a product's primary function, which can enhance the product's value and provide an advantage over similar products.

3. Reability

The ability of a product to function properly, consistently, and reliably without any problems or malfunctions over a specific period of use.

4. Durability

The ability of a product to last and function properly without any damage.

5. Aesthetics

This is an aspect of a product related to its visual appeal, which refers to the product's outward appearance and aesthetic appeal.

This dimension emphasizes the importance of a product's ability to meet or exceed customer expectations in order to build a strong and lasting relationship between the brand and consumers (Syahrizal & Sigarlaki, 2024). According to a study by Rosadi & Kusdiyanto (2023) product quality has been shown to have a positive impact on purchasing interest. This result supports a Agustin & Nurmansyah (2025) which showed that intent is positively impacted by purchase intention.

H1: Product quality has a positive effect on purchase intention.

Lifestyle and Purchase Intention

Lifestyle related to the way a person spends their time and money (Hayati & Jayadi, 2024). Lifestyle is a reflection of one's identity and a statement of one's status (Saputra & Komaladewi, 2025). Lifestyle refers related to a person's way of life, as reflected in there is routine, the types of goods they own, and how they spend their free time.

Rahayu emphasized that lifestyle has three dimensions, namely:

(1) Activities, (2) Interest, (3) Opinion.

According to a study by Zaki et al. (2025) lifestyle has been shown to have a positive effect on purchasing interest. In addition, a study by P.B.Darmika & M.P.Ariasih (2025) also shows that lifestyle has a positive influence on purchase intention.

H2: Lifestyle has a positive effect on purchase intention.

Product Quality, Lifestyle, and Purchase Intention

Research conducted by Wulandari et al. (2025) product quality and lifestyle has a positive influence on purchase intent. These results also support earlier studies Efendi et al. (2022) indicating a beneficial impact of product quality and lifestyle on purchase intention. H3: Purchasing interest is favorably affected by both product quality and way of living.

Research Framework

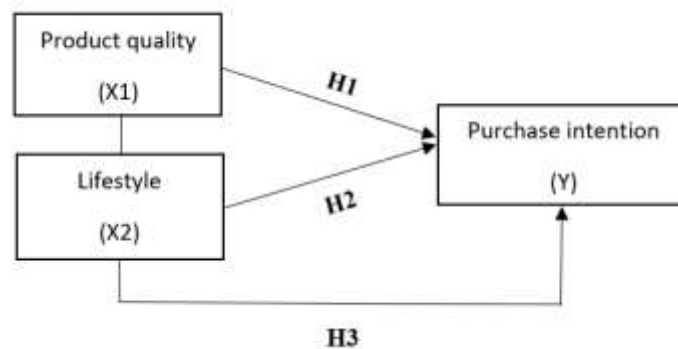


Figure 1. Conceptual Framework

METHODOLOGY

Using a questionnaire technique, Quantitative analysis is used in this study to look at how product quality and lifestyle could affect buying intent. An online survey using Google Forms that was disseminated via social media to participants satisfying the study requirements helped to gather the research data.

Using a non-probability sampling method, this study especially employed purposive sampling. Criteria for selecting respondents: individuals at least 25 years of age who expressed an interest in or had the potential to purchase a Suzuki Fronx and who reside in the city of Bandung. The sample size was 90 respondents.

Descriptive analysis focuses on highlighting the traits of the participants and summarizing the elements linked to product quality, lifestyle, and purchasing intent, derived from data collected via a 1–5 Likert scale. To examine the effect of product quality and lifestyle on consumers' purchasing intentions, an inferential analysis was conducted through multiple linear regression. Before testing the hypotheses, evaluations of the quality of the instruments were carried out, which involved assessments of validity and reliability, as well as examinations for traditional assumptions pertaining to normality, multicollinearity, and heteroscedasticity. Hypotheses were tested to assess the effect and contribution of independent variables on the dependent variable, employing a partial test (t-test), a simultaneous test (F-test), and the coefficient of determination (R²). All analyses were executed using SPSS version 26 with a significance threshold of 5%.

RESEARCH RESULT

Validity test

A test of the instrument's validity using Pearson's product-moment correlation yielded the following findings:

Table 1. Validity Test Result

Variable	Items	r count	r table	Description
Product Quality (X1)	X.1	0,705	0,207	Valid
	X.2	0,723	0,207	Valid
	X.3	0,604	0,207	Valid
	X.4	0,746	0,207	Valid
	X.5	0,654	0,207	Valid
Life Style (X2)	X.1	0,664	0,207	Valid
	X.2	0,752	0,207	Valid
	X.3	0,766	0,207	Valid
	X.4	0,747	0,207	Valid
	X.5	0,706	0,207	Valid
	X.6	0,740	0,207	Valid
purchase intention (Y)	Y.1	0,797	0,207	Valid
	Y.2	0,758	0,207	Valid
	Y.3	0,726	0,207	Valid
	Y.4	0,718	0,207	Valid
	Y.5	0,736	0,207	Valid

All items in the Product Quality variable (X1), Lifestyle (X2), and Purchase Intention (Y) have a correlation coefficient (computed r) higher than the table value of 0.207. So every statement item is regarded appropriate and legitimate for research tool use.

Reliability Test

Using the requirements that a variable is considered reliable if its Cronbach's alpha value is greater than 0.60, Cronbach's alpha (α) was applied to evaluate the instrument's dependability.

Table 2. The test results are presented

Variable	Cronbach's Alpha	N of Items	Description
Product Quality (X1)	0,717	5	Reliable
Lifestyle (X2)	0,820	6	Reliable
Purchase Intention (Y)	0,798	5	Reliable

The reliability test results demonstrate that Product Quality (0.717), Lifestyle (0.820), and Purchase Intention (0.798)—all research variables—exceeded the minimal cutoff of 0.60 for Cronbach's Alpha values. As a result, all research tools were thought reliable and fit for application as data collecting instruments.

Multiple Linear Regression Analysis

Regression analysis in this study was used to test the effect of independent variables on the dependent variable in order to draw accurate research conclusions.

Table 3. Results of Multiple Linear Regression Analysis

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	-1.794	1.418		-1.266	.209
	X1	.539	.085	.435	6.322	.000
	X2	.432	.057	.525	7.620	.000

a. Dependent Variable

A constant value of -1.794 was found from the regression analysis results. This number suggests that the expected purchase intention is -1.794 if the product quality and lifestyle factors are kept constant or equal to zero. The regression coefficients for product quality (0.539) and lifestyle (0.432), however, show that under the assumption all other variables stay constant, a one-unit rise in each variable will boost buy intent by the value of that coefficient.

Analysis of the Coefficient of Determination

The analysis of the coefficient of determination aims to determine the extent to which the variation in the dependent variable can be explained by the independent variables.

Table 4. Results of the coefficient of determination test

Model	Modal Summary			Std. Error of the Estimate
	R	R Square	Adjusted R Square	
1	0.873	0.763	0.757	1.440

Examination of the coefficient of determination yields an R² figure of 0.763, equivalent to 76.3%. This indicates that the independent variables account for 76.3% of the changes in the dependent variable, while factors not included in the study model affect the remaining 23.7%.

T-Test (Partial)

Based on their significance level (Sig. < 0.05) and comparison of their calculated t-value with the table's indicated t-value, the (partial) evaluates the influence of every independent variable on the dependent variable.

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Model		Unstandardized Coefficients		Standardized Coefficients	T Value	Sig
		B	Std. Error	Beta		
1	(Constant)	-1.794	1.418		-1.266	0.209
	X1	0.539	0.085	0.435	6.322	0.000
	X2	0.432	0.057	0.525	7.620	0.000

Based on the results of the (partial) t-test, the variables Product Quality (X1) and Lifestyle (X2) were found to have a positive and significant effect on Purchase Intention (Y). This is indicated by the significance values for each variable, which are 0.000 (< 0.05), as well as the calculated t-values for Product Quality (6.322) and Lifestyle (7.620), which are greater than the critical t-value of 1.988.

F-Test (Simultaneous)

Simultaneous hypothesis testing was conducted using the F-test to determine the combined effect of the independent variables on the dependent variable based on the significance level (Sig. < 0.05).

Table 4. Results of the F-test (simultaneous)

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig
1	Regresion	580.673	2	290.337	139.954	0.000
	Residual	180.482	87	2.075		
	Total	761.156	89			

The F-test shows that Purchase Intention (Y) is simultaneously and significantly positively influenced by Product Quality (X1) and Lifestyle (X2). With a calculated F-value of 139.954 that surpasses the table F-value of 3.10 and a significance level of 0.000 (< 0.05), this conclusion is therefore supported. Thus, H_0 is rejected and H_1 is accepted.

DISCUSSION

The Effect of Product Quality on Purchase Intention

The results of the study show that buy intention for the Suzuki Fronx in Bandung is positively and statistically significantly affected by product quality. This shows that the Suzuki Fronx's sales intention rises as customers' views of product quality improve. Strong performance, cutting edge technology, contemporary style, and durability all mirror the quality of the car critical factors in satisfying customer expectations and needs. More well-liked goods usually satisfy consumer demands and expectations. The results of this study support those published by Daya (2024), who found that product quality has a positive effect on purchase intention. Superior product quality can increase customer satisfaction while strengthening trust in the brand (Tirta & Dhameria, 2025).

The Effect of Lifestyle on Purchase Intention

The results of this study show that consumer purchase intention for the Suzuki Fronx in Bandung is significantly positively affected by lifestyle. This implies that choice of a car is greatly shaped by lifestyle. Products that mirror consumers' activities, wants, and self-image are more likely to attract their attention. The Suzuki Fronx is thus seen as a car that not only meets consumers' mobility needs but also fits their current lifestyle. These results are in line with those by Haedar et al. (2024), which also reported that lifestyle has a positive and significant effect on purchase intention.

The Effect of Product Quality, Lifestyle on Purchase Intention

According to the results of this survey, product quality and lifestyle taken together have a statistically significant and beneficial impact on consumer purchase intention toward the Suzuki Fronx in Bandung. These findings indicate that buyers' purchase intention is affected not just by product quality but also by daily activities and congruence with their way of living. The strong intention to buy the Suzuki Fronx is driven by the high quality of the product together with its ability to satisfy consumer lifestyle demands. These results are in line with those by Putra & Fatimah (2023), which also found that product quality and lifestyle simultaneously have a positive and significant effect on purchase intention.

CONCLUSION RECOMMENDATIONS

This study aimed to investigate the impact of product quality and lifestyle on consumer purchasing intentions for the Suzuki Fronx in Bandung. Based on the findings of the research, the following conclusions are presented:

1. The intention of consumers to buy the Suzuki Fronx is greatly and positively impacted by the quality of the product. The more the product quality is perceived, the more buyers want to buy the automobile.
2. Lifestyle positively influences purchase intention a Suzuki Fronx. The research findings show that consumers' lifestyles are one of the factors that can increase their intention to purchase. Consumers tend to be attracted to products that align with their lifestyles.
3. The quality of the product and way of life both have a statistically significant and favorable influence on customers' purchase intention for the Suzuki Fronx. These results show that product quality and way of life are important influences of consumers' buying intent since together they help to shape their decision to buy the vehicle.

For automotive companies, these results highlight the need of keeping and always enhancing product quality to raise customer purchase intention and boost market competitiveness. Companies must continue to innovate in terms of vehicle performance, features, design, and durability in order to meet consumer needs and expectations.

In addition, the company also needs to develop a marketing strategy tailored to the target market's lifestyle through the use of digital media and effective promotions. By combining high-quality products with a strategy relevant to consumers' lifestyles, the Suzuki Fronx has a strong chance of gaining greater popularity and competing more effectively in the automotive market.

ADVANCED RESEARCH

The inclusion of only two independent factors product quality and lifestyle to help to explain consumers' purchase intention for the Suzuki Fronx in Bandung is among the several limits of this study. Additionally, this study used a limited sample size and was conducted in only one research area, so the results cannot yet be widely generalized.

Therefore, future research is encouraged to incorporate additional variables that may influence consumers' purchase intention, such as price, brand image, promotion, and perceived quality. Future studies are also recommended to expand the geographic scope and increase the sample size to obtain findings that are more comprehensive and generalizable.

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