



The Influence of Influencers, Lifestyle, Brand Image, and Ethnocentrism on Purchasing Decisions of Local Brand Products in the Millennial Generation of Makassar City

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Abstract

This study aims to analyze the effect of influencers, lifestyle, brand image, and ethnocentrism on purchasing decisions for local brand products in Makassar City among millennial generations. In this study using quantitative descriptive methods and the variable measurement scale was carried out using a Likert scale. The sample in this study is the millennial generation in Makassar City who use local brand products and have witnessed influencers marketing local brand products in Makassar City. The number of samples collected and successfully analyzed was 400 respondents. Data were collected using a questionnaire. This data uses multiple regression analysis, multiple correlations, F-test (simultaneous), and T-test (partial). The results show that influencers have a positive and significant effect on purchasing decisions, lifestyle has a positive and significant effect on purchasing decisions, brand image has a positive and significant effect on purchasing decisions, and ethnocentrism has a positive and significant effect on purchasing decisions. Influencer, lifestyle, brand image, and ethnocentrism simultaneously have a positive and significant effect on purchasing decisions. Meanwhile, the variable that has the most influence on purchasing decisions for local brand products is the lifestyle of the millennial generation.

Keywords : *Influencer; Lifestyle; Brand Image; Ethnocentrism; Purchasing Decisions.*

INTRODUCTION

Local brand products have risen to penetrate the world market and the government has a special mission, namely that the government wants to invite the millennial generation in Indonesia to be proud to wear local brand products (Fikriyan, 2018). Local brand products are objects or services that have symbols, images, letters, words or features that companies use on their products with the aim of differentiating their products from others, where the origin of production comes from the region itself (Triawan, 2010).

Local products as part of the national identity and supporting the economic pace in the regions must be protected from the effects of globalization, namely the increasingly widespread entry of foreign products, because the entry of foreign products can cause bankruptcy of local entrepreneurs, which in turn can harm the region itself, for example the number of unemployed and can endanger the identity of the region because of the large number of invasion of foreign products (Basuki, 2014). The increasing popularity of online shopping, marketing through internet media, and electronic commerce has made it easier for consumers to get the goods they need, both from domestic and foreign sellers. Indonesian consumers find it easier to get

imported products which causes domestic producers to face increasingly fierce competition from domestic and foreign producers (Pradesta, 2014). But on the other hand, entrepreneurs in Makassar City are starting to experience enormous benefits by using the internet as compared to conventional media because it can reduce the amount of costs and time spent in the process of selling local products (Hamzah and Nadjib, 2016).

Based on the 2020 intellectual property database Indonesian, Makassar City has registered Makassar local brand products consisting of 22 clothing brands, 1 bag brand, 5 shoe brands, 1 book brand, 2 jewelry brand and also 54 brands for food and beverage products. One of the generations that plays a big role in the development of local brand products today is the millennial generation, where the millennial generation, who are the majority of the productive age population, support economic growth and provide for the welfare of all Indonesian people. This generation is a generation that involves technology in all aspects of life (BPS, 2018).

In a study conducted by Suyanto, et al. (2019), on the decision to purchase local branded products marketed through online media, by studying the lifestyle and consumption behavior of urban youth in Indonesia, local brand products that are often purchased online are mostly clothes, footwear, and the last is food and drink. Meanwhile, according to Anggreani (2015), local brands must also be able to compete by building strong brand love from customers as well as brand personality and brand image. Local brand products that are marketed must pay attention to the personality they want to convey with the brand must also be aligned with the personality of the customer. Influencers also effect consumer purchasing decisions, because influencers become communicators who have good credibility and will influence consumer behavior in making local product purchasing decisions (Ardani, 2020). In addition, buying local products is also influenced by consumer ethnocentrism (Kurnianto and Widiyanto, 2015).

Influencers build audiences on social media according to their sector, have the power to influence audience purchasing decisions due to the real or perceived authority that these influencers see in the sector (Sanahuja, 2020). Another thing that marketing researchers must pay attention to is a brand that can become strong if its identity matches the behavior of its customers (Bekraf, 2017). A brand image is a perception or impression of a brand which is reflected by a set of associations that connect customers with the brand in their memory (Ismail, 2012).

In one study, consumers tended to prefer to buy imported products because they felt imported products were of higher quality and prestige, even though they were aware that the prices of local products were more affordable (Setiawan, 2014). Lifestyle is how a person lives and spends money (Khan, 2006). One of the variables that influence local brand purchasing decisions is ethnocentrism, which is that consumers tend to prefer local brands to foreign brands (Shimp et al, 1995).

According to Fauzi and Asri research (2020), ethnocentrism, brand image and lifestyle have a positive effect on purchase decisions, as well as research conducted by Zukhrufani and Zakiy (2019), which states that influencers, brand image and lifestyle influence purchasing decisions.

With hopes and opportunities for the future for local brand products and also obstacles in marketing local products, the researchers were then interested and decided to conduct research by examining the influence of influencers, lifestyle, brand image and ethnocentrism on purchasing decisions for local brand products in the millennial generation in Makassar.

LITERATURE REVIEW

Influencers

An influencer is someone who has influence on other people (Hennessy, 2018). Ohanian (1991), created a scale to measure influencer effectiveness by looking at the expertise, trust and attractiveness of influencers, especially in the advertising process, which consists of factors, namely:

1. Attractiveness can be an important factor in creating effective messages in order to attract consumers' attention, the influencer attractiveness indicators consist of influencers' appearance, classy looks from influencers, beauty from influencers, elegant appearance that influencers have, and physical beauty that influencers have.
2. Trust refers to the honesty and trustworthiness of a source and is able to convince others to take the purchase intention of a product. The indicators of trust in influencers consist of the level of reliability of influencers in conveying messages for the products being promoted, the level of honesty of influencers in giving consumers confidence in a product, the level of reliability of the influencer on the product, the level of sincerity of influencers in conveying product messages to consumers, and influencers can be trusted in promoting products.
3. Expertise is the knowledge, skills and experience that influencers have in relation to their advertising topic. The influencer expertise indicators consist of expertise in conveying messages to consumers, experience related to a product or brand, the level of insight into product knowledge, quality in influencers in promoting products, and skill level related to the advertising topic.

Lifestyle

One of the personal factors that influence consumer behavior is a lifestyle which is a person's lifestyle in the world which is expressed in their activities, interests and opinions (Kolter and Keller, 2016). According to Khan (2006), Lifestyle is how a person lives and spends money. An individual's lifestyle is determined by past experiences, innate characteristics, and also current situations.

1. Interests are one's priorities and preferences. In other words, interests are what they consider important and what people consider in their environment.
2. Opinions are how a person feels about events. Opinion can also be interpreted as the opinion of each consumer that comes from their own person.
3. Activity can be described as how a person spends their time.

Brand Image

A brand image is a perception or impression of a brand that is reflected by a set of associations that connect customers with the brand in their memory. A unique, strong and likeable association will produce a positive brand image (Ismail, 2012). Meanwhile, according to Wijaya (2013), brand image is closely related to attitudes and beliefs that shape preference choices for a brand. And the dimensions that affect and shape the image of a brand, namely:

1. Brand identity refers to a physical or tangible identity associated with a brand or product that makes it easier for consumers to identify and differentiate from other brands or products, such as logos, colors, sounds, smells, packaging, location, corporate identity, slogans, and others.
2. Brand Personality is a characteristic of a brand that forms a certain personality as a human being, so that consumer audiences can easily distinguish it from other brands in the same category, such as assertive, rigid, dignified, noble, friendly, warm, affectionate, outgoing, dynamic, creative. , independently, and so on.
3. Brand Association are special things that are appropriate or always associated with a brand, can arise from the offering of a unique product, repeated and consistent activities for example in terms of sponsorship or social responsibility activities, very strong issues related to a brand, or, person, owner, and certain symbols and meanings that are very strongly attached to a brand.
4. Brand Behavior and Attitudes are the behaviors and attitudes of a brand when communicating and interacting with consumers in order to offer its benefits and values. In other words, brand attitudes and behavior are the attitudes, behaviors, and behaviors shown by brands and all of their attributes when communicating and interacting with consumers which in turn affect consumers' perceptions and assessments of the brand.
5. Competence and Brand Benefits are the distinctive values, advantages, and competencies offered by a brand in solving consumer problems, allowing consumers to benefit because their needs, desires, dreams, and obsessions are realized by what it offers.

Ethnocentrism

Sharma, et al (1995) defines consumer ethnocentrism as consumer beliefs regarding appropriateness or morality in purchasing foreign-made products, which concludes that ethnocentrism consumers tend to prefer local brands over foreign brands and state that the factors that influence a person's ethnocentrism are:

1. Openness to foreign products is a culture of openness that is determined by the willingness to interact with people from other cultures.
2. Patriotism is the love or devotion of a person to their country.
3. Collectivism is someone who considers the consequences of their actions on the group, they have a different attitude to individualism.

4. Conservatism is an attitude showing a tendency to respect traditions and social institutions that have survived.

Consumer Purchased Decision

Purchasing decisions are consumer decisions regarding preferences for brands in the choice set. There are indicators of purchasing decisions (Kotler, 1995), namely:

1. The stability of a product is the choice of consumers in choosing a product that is very good in terms of quality, quality and price so as to build consumer confidence in choosing the product for use
2. The habit of buying products is a continuous repetition because the product is too attached to the minds of consumers and has also felt its benefits. Therefore, consumers will buy the same products, which are already commonly used instead of trying new products.
3. Providing recommendations to others is sharing advice to one or more people, if the product can be trusted, or can also recommend a product.
4. Repurchasing is an individual making a purchase of a product or service and deciding to buy again, then the second purchase and hereinafter referred to as a re-purchase. This is based on customer satisfaction with previous purchases.

Conceptual Model

Based on the theoretical study that has been built, a conceptual framework of research is put forward where there is a relationship between the variables to be studied, namely influencers (X_1), lifestyle (X_2), brand image (X_3), ethnocentrism (X_4) influencing local brand purchase decisions (Y). So the conceptual framework of this research is:

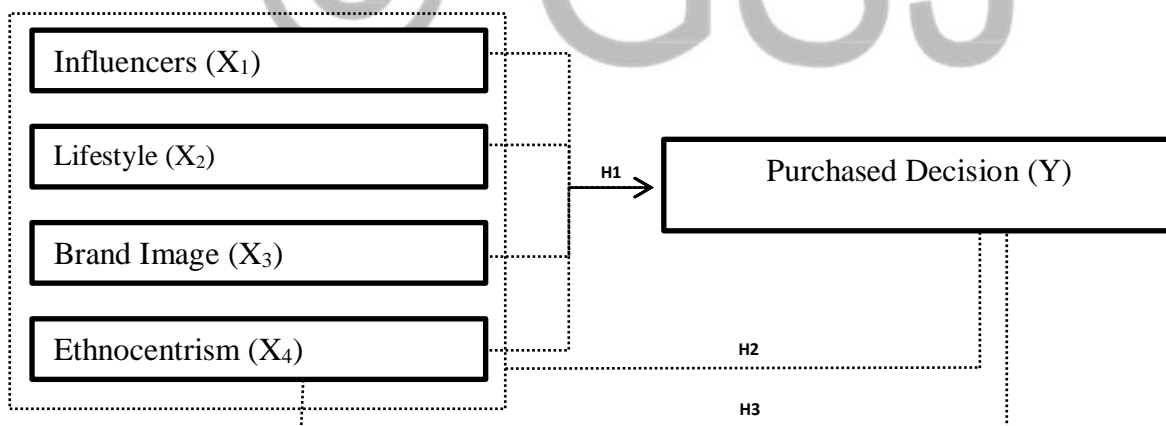


Figure 1: The Conceptual Model

Hypothesis 1 : Influencers, lifestyle, brand image and ethnocentrism spatially influence purchasing decisions for local brand products in the millennial generation of Makassar City.

Hypothesis 2 : Influencers, lifestyle, brand image and ethnocentrism simultaneously influence the purchasing decisions of local brand products in the millennial generation of Makassar City.

Hypothesis 3 : It is suspected that ethnocentrism has the most dominant influence on purchasing decisions for local brand products in the millennial generation of Makassar City.

RESEARCH METHOD

Location and Research Design

This research was conducted in Makassar City, South Sulawesi. This type of research is the quantitative descriptive. The time needed in this research was from September to November 2020

Population and Samples

The population is the millennial generation scattered in Makassar City, which is based Badan Pusat Statistik (2018), the concept of Indonesian millennial generation is Indonesian residents who is born between 1981-2000 or when in 2020, the population are 20-39 years old. The number of residents in Makassar City who have an age between 20-39 years is 560811 residents (BPS, 2019). Meanwhile, the determination of the number of samples taken, the Taro Yamane formula was used with precision (the level of inaccuracy/error) expected in the study to be 5%, with a 95% confidence level, so that the total sample size was 400 respondents with the criteria of having purchased local brand products and have seen influencers marketing local brand products in Makassar City.

Data Collection Method

The data collection techniques used in this study were primary and secondary data collection techniques.

1. Primary Data

Primary data is data that is obtained directly from sources, the process of obtaining data is obtained by collecting data quantitatively, namely through questionnaires. Where the questions are arranged in question sentences with the answer criteria that have been provided and are measured by a Likert scale.

2. Secondary Data

Secondary data can be obtained from literature studies, in the form of collecting data used in this research in the form of literature-scale data, books, journals, and other scientific publications.

Data Analysis Method

The data analysis technique used in this research is descriptive quantitative. namely explaining the effect of influencers, lifestyle, brand image and ethnocentrism on purchasing decisions for local brand products among millennial generations of Makassar City. This research uses:

1. Validity Test

Validity test, which is an instrument is said to be valid if it is able to measure what is desired and can explain the data from the variables under study accurately. The validity of an

item can be determined by comparing the correlation index. The criterion for making the validity test decision for each question is the Corrected item-total Correlation value must be above 0.3 (Sugiyono, 2016).

2. Reliability Test

Reliability is a tool for measuring questionnaires which are indicators of variables or constructs in this study, the measurement of reliability is carried out using the Cronbach's alpha method, where the questionnaire is said to be reliable if the Cronbach's alpha value is > 0.6 (Ghozali, 2011).

3. Multiple Linear Regression Analysis

The analysis used in this study is the multiple linear regression analysis. Multiple linear regression analysis is used to determine how much influence the independent variable has on the dependent variable.

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4$$

Where :

Y = Local Brand Product Purchase Decision

a = Constant

b₁, b₂, b₃, b₄ = regression line coefficient

X₁ = Brand Image

X₂ = Lifestyle

X₃ = Influencer

X₄ = Ethnocentrism

4. Hypothesis Testing: F-Test and T-Test

In determining the effect and the level of significance used $\alpha = 0.05$ or 5% can be tested using the F-test and T-test through the SPSS program.

5. The coefficient of determination (R^2)

The coefficient of determination can be used to determine the percentage change in the dependent variable caused by the independent variable (Ghozali, 2011)

EMPIRICAL RESULTS

Data Validation and Reliability

The criterion for making the validity test decision for each question is the Corrected Item-Total Correlation value must be above 0.3 (Sugiyono, 2016).

Table-1: Validity Test

Variabel	Indicator	Corrected Item-Total Correlation	Minimal r	Information
Influencers	X1.1	0,535	0,3	Valid
	X1.2	0,611	0,3	Valid
	X1.3	0,465	0,3	Valid
	X1.4	0,614	0,3	Valid
	X1.5	0,441	0,3	Valid
	X1.6	0,622	0,3	Valid
	X1.7	0,513	0,3	Valid
	X1.8	0,493	0,3	Valid
	X1.9	0,751	0,3	Valid
	X1.10	0,574	0,3	Valid
	X1.11	0,685	0,3	Valid
	X1.12	0,605	0,3	Valid
	X1.13	0,490	0,3	Valid
	X1.14	0,522	0,3	Valid
Lifestyle	X2.1	0,745	0,3	Valid
	X2.2	0,314	0,3	Valid
	X2.3	0,336	0,3	Valid
	X2.4	0,820	0,3	Valid
	X2.5	0,658	0,3	Valid
	X2.6	0,827	0,3	Valid
Brand Image	X3.1	0,620	0,3	Valid
	X3.2	0,849	0,3	Valid
	X3.3	0,832	0,3	Valid
	X3.4	0,829	0,3	Valid
	X3.5	0,744	0,3	Valid
Ethnocentrism	X4.1	0,481	0,3	Valid
	X4.2	0,493	0,3	Valid
	X4.3	0,685	0,3	Valid
	X4.4	0,421	0,3	Valid
	X4.5	0,526	0,3	Valid
	X4.6	0,555	0,3	Valid
	X4.7	0,535	0,3	Valid
	X4.8	0,631	0,3	Valid
Purchase Decision	Y.1	0,272	0,3	Not Valid
	Y.2	0,639	0,3	Valid
	Y.3	0,558	0,3	Valid
	Y.4	0,478	0,3	Valid

Source : Primary Data Processed, 2020

Reliability is a tool for measuring questionnaires which are indicators of variables or constructs (Ghozali, 2011), in this study, the questionnaire was said to be reliable if the cronbach's alpha value was > 0.6 . Reliability test was carried out on valid question items.

Table-2: Reliability Test

Variabel	cronbach's alpha	Reliability Standard	Information
Influencers (X1)	0,885	0,60	Reliabel
Lifestyle (X2)	0,807	0,60	Reliabel
Brand Image (X3)	0,910	0,60	Reliabel
Ethnocentrism (X4)	0,815	0,60	Reliabel
Purchase Decision (Y)	0,748	0,60	Reliabel

Source : Primary Data Processed, 2020

Multiple Regression Analysis

This analysis is used to calculate the amount of this analysis is used to calculate the amount of effect of influencer, lifestyle, brand image and ethnocentrism on purchasing decisions can be seen through the regression equation in the following table:

Table-3: Multiple Linear Regression Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-0,183	0,158		-1,158	0,248
	INFLUENCERS	0,163	0,043	0,145	3,823	0,000
	LIFESTYLE	0,515	0,050	0,452	10,297	0,000
	BRAND IMAGE	0,148	0,043	0,146	3,417	0,001
	ETHNOCENTRISM	0,225	0,040	0,214	5,659	0,000

a. Dependent Variable: PURCHASE DECISION

Source : Primary Data Processed, 2020

Based on the table, the influencer coefficient value (X1) is 0.163, lifestyle (X2) is 0.515, brand image (X3) is 0.148, and ethnocentrism (X4) is 0.225, then the calculated regression analysis results are formulated into the following equation:

$$Y = -0,183 + 0,163 X1 + 0,515 X2 + 0,148 X3 + 0,225 X4$$

Multiple Regression Test (F Test)

Table-4: Multiple Regression Test (F Test)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	162,084	4	40,521	178,586	,000 ^b
	Residual	89,625	395	0,227		
	Total	251,709	399			

a. Dependent Variable: PURCHASE DECISION

b. Predictors: (Constant), ETHNOCENTRISM, INFLUENCERS, BRAND IMAGE, LIFESTYLE

Source : Primary Data Processed, 2020

Based on the results of data processing, the significant value is smaller than 0.05 (0.000 < 0.05) and $F > F_{table}$ (178,586 > 2.4), it can be concluded that influencer variables, lifestyle, brand image and ethnocentrism affect purchasing decisions local brand products in Makassar.

Partial Hypothesis Test (T Test)

Table-5: Result of Spatial Hypothesis Test (T Test)

Variabel	t _{count} : t _{table}		Prob Sig.		Information
	t _{count}	t _{table}	Sig	α=0,5 %	
Influencers	3,823	2	0,000	0,05	Significant
Lifestyle	10,297	2	0,000	0,05	Significant
Brand Image	3,417	2	0,001	0,05	Significant
Ethnocentrism	5,659	2	0,000	0,05	Significant

Source : Primary Data Processed, 2020

1. The Effect of influencers on purchasing decisions.

The results of partial testing (t test) between influencers on purchasing decisions for local brand products in Makassar City show a t value of 3,823 > t table of 2 (3,823 > 2), and a significance level of 0.000 which is smaller than 0.05 (0.000 < 0, 05) then H₀ is rejected and

H1 is accepted. This means that the influencer variable has a positive and significant effect on purchasing decisions for local brand products in Makassar City.

2. The Effect of lifestyle on purchasing decisions.

The results of the partial test (t test) between lifestyle and purchasing decisions for local branded products in Makassar City show a t of 10,297 > ttable of 2 (10,297 > 2), and a significance level of 0.000 which is less than 0.05 (0.000 < 0, 05) then H0 is rejected and H2 is accepted. This means that the lifestyle variable has a positive and significant effect on purchasing decisions for local brand products in Makassar City.

3. The Effect of brand image on purchasing decisions.

The results of the partial test (t test) between brand image and purchasing decisions for local brand products in Makassar City show that the t value is 3,417 > ttable is 2 (3,417 > 2), and the significance level is 0.001 which is smaller than 0.05 (0.001 < 0, 05) then H0 is rejected and H3 is accepted. This means that the brand image variable has a positive and significant effect on purchasing decisions for local brand products in Makassar City.

4. The effect of ethnocentrism on purchasing decisions.

The results of the partial test (t test) between ethnocentrism on purchasing decisions for local brand products in Makassar City show that the t value is 5,659 > ttable is 2 (5,659 > 2), and the significance level is 0.000 which is less than 0.05 (0.000 < 0, 05) then H0 is rejected and H4 is accepted. This means that the ethnocentrism variable has a positive and significant effect on purchasing decisions for local brand products in Makassar City.

5. Lifestyle has a dominant influence on purchasing decisions

From the results of the partial test (t test) shows that the lifestyle variable with a tvalue of 10,297 with a significant level of 0.000 is the variable with the most dominant influence on purchasing decisions.

Coefficient of Determination (Adjusted R²)

Table-6: Adjusted R2

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.802 ^a	0,644	0,640	0,47634
a. Predictors: (Constant), ETHNOCENTRISM, INFLUENCERS, BRAND IMAGE, LIFESTYLE				

Source : Primary Data Processed, 2020

Based on the calculation, the adjusted R² value of 0.640 means that the independent variables consisting of influencers, lifestyle, brand image, and ethnocentrism contribute 64% to the decision to purchase local brand products in Makassar City, so there are independent variables outside this regression model that influence the decision purchase of local brand products from Makassar City by 36%.

The Results of Research Hypothesis

Based on the research results, the hypothesis can be described as follows:

Table-6: Hypothesis Results

Hypothesis		Conclusion
H ₁	Influencers, lifestyle, brand image and ethnocentrism have a spatial effect on purchasing decisions for local brand products in the millennial generation of Makassar City.	Hypothesis accepted
H ₂	Influencers, lifestyle, brand image and ethnocentrism simultaneously influence the purchasing decisions of local brand products in the millennial generation of Makassar City.	Hypothesis accepted
H ₃	Ethnocentrism has the most dominant influence on purchasing decisions for local brand products in the millennial generation of Makassar City.	Hypothesis is rejected

Source : Primary Data Processed, 2020

DISCUSSION

1. The Influencers, lifestyle, brand image and ethnocentrism have a spatial effect on purchasing decisions for local brand products in the millennial generation of Makassar City.

Ohanian (1991), made a scale to measure influencer effectiveness by looking at the expertise, trust and attractiveness of influencers, especially in the advertising process. Based on the research results, it shows that the influencer has a t-value of 3,823 with a significant value of 0.000 less than 0.05 ($0.00 < 0.05$), the results of multiple regression analysis have a positive value of 0,145. So the hypothesis results are "Influencer (X1) has a positive effect on purchasing decisions for local brand products in Makassar City". This shows that purchasing decisions will increase if the influence of influencers in marketing local brand products in Makassar City develops among the millennial generation of Makassar City. This is in accordance with the research of Amalia & Sagita (2019), which states that influencers influence purchasing decisions.

Lifestyle is how a person lives and spends money (Khan, 2006), a lifestyle describes a person's pattern of acting and interacting in the world through their activities, interests, and environment (Kotler & Armstrong, 2016). Based on the results of the study, it shows that the lifestyle has a t value of 10,297 with a significant value of 0.000 less than 0.05 ($0.000 < 0.05$), the results of multiple regression analysis have a positive value of 0.515. So the hypothesis is "Lifestyle (X2) has a positive effect on purchasing decisions for local brand products in Makassar City". This shows that purchasing decisions will increase if the local brand products of Makassar City are more compatible with the lifestyle of the Makassar City millennial generation. This is in accordance with the research by Puspita and Rachmi (2018), which states that lifestyle affects purchasing decisions.

A brand image is a perception or impression of a brand which is reflected by a set of associations that connect customers with the brand in their memory (Ismail, 2012). Based on the research results, it shows that the brand image has a t-value of 3,417 with a significant value of 0.001 smaller than 0.05 ($0.001 < 0.05$), the results of multiple regression analysis have a positive value of 0.148. So the result of the hypothesis is "Brand Image (X3) has a

positive effect on purchasing decisions for local brand products in Makassar City". This shows that purchasing decisions will increase if the influence of the local brand product brand image of Makassar City develops among the millennial generation of Makassar City. This is in accordance with the research of Firman and Ramadhia (2020), which states that brand image has a positive effect on purchasing decisions.

Sharma, et al (1995) define consumer ethnocentrism as consumer beliefs regarding appropriateness or morality in purchasing foreign-made products, which concludes that ethnocentrism consumers tend to prefer local brands over foreign brands. Ethnocentrism is built on patriotism, collectivism, conservatism and a willingness to accept foreign products (Sudarti, 2013). Based on the results of the study, it shows that ethnocentrism has a t value of 5,659 with a significant value of 0.000 less than 0.05 ($0.000 < 0.05$), the results of multiple regression analysis have a positive value of 0.225. So the result of the hypothesis is "Ethnocentrism (X4) has a positive effect on purchasing decisions for local brand products in Makassar City". This indicates that purchasing decisions will increase if the influence of ethnocentric consumers of local brand products in Makassar City develops among the millennial generations of Makassar City. This is in accordance with the research of Firman and Ramadhia (2020), which states that ethnocentrism has a positive effect on purchasing decisions.

2. The Influencers, lifestyle, brand image and ethnocentrism simultaneously influence the purchasing decisions of local brand products in the millennial generation of Makassar City.

Based on the results of data processing, the significant value is smaller than 0.05 ($0.000 < 0.05$) and $F > F$ table ($178.586 > 2.4$), it can be concluded that influencer variables, lifestyle, brand image and ethnocentrism simultaneously influence the purchase decision of local brand products in the millennial generation of Makassar City.

3. The variable that most influences the purchasing decision of Local Brand Products in The Millennial Generations of Makassar City

Based on the partial test (t test) between influencer variables, lifestyle, brand image and ethnocentrism, it shows the influencer t-value of 3,823 with a regression coefficient of 0,163, significance of 0.000, the t-value of lifestyle is 10,297 and with a regression coefficient of 0.515, significance of 0.000, t-value of brand image amounted to 3,417 with a regression coefficient of 0.148 with significance of 0.001. This proves that the lifestyle of purchasing decisions is greater than influencers, brand image and ethnocentrism. Therefore, the lifestyle must be paid more attention so that purchasing decisions continue to increase.

CONCLUSION

Based on the results of research and analysis, it can be concluded that influencers, lifestyle, brand image and ethnocentrism have a positive and significant effect on purchasing decisions spatially and simultaneously. Among the four variables, lifestyle has the greatest influence on purchasing decisions for local branded products in Makassar City. In further research, it is recommended to examine other variables that influence the decision to

purchase local brand products in Makassar City and also pay attention to the four influencer variables, lifestyle, brand image and ethnocentrism in developing local brand products among millennial generations of Makassar City.

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