ABSTRAK

Penelitian ini bertujuan untuk menjelaskan pengaruh gaya hidup, kualitas produk dan *social media marketing* terhadap keputusan pembelian pada pelanggan Fore Coffee. Metode pengambilan sampel yang digunakan yaitu non-probability sampling. Jumlah sampel sebanyak 190 responden. Pengumpulan data dilakukan dengan menyebarkan kuisioner kepada pelanggan Fore Coffee di DKI Jakarta. Teknik analisis data yang digunakan dari *structural equation modeling* (SEM) yaitu *partial least square* (PLS). Hasil penelitian menunjukkan bahwa variabel gaya hidup berpengaruh positif dan signifikan terhadap keputusan pembelian. Demikian pula kualitas produk dan *social media marketing* berpengaruh positif dan signifikan terhadap keputusan pembelian. Oleh karena itu, penting bagi Fore Coffee untuk meningkatkan gaya hidup, kualitas produk, dan *social media marketing* untuk meningkatkan keputusan pembelian pelanggan.

Kata Kunci: Gaya Hidup, Kualitas Produk Dan *Social Media Marketing*, Keputusan Pembelian.

ABSTRACT

The purpose of this study is to explain the effect of lifestyle, product quality and social media marketing on purchase decisions on the customer of Fore Coffee. The sampling method used in non-probability sampling. The number of samples is 190 respondents. Data collection is carried out by distributing questionnaires to customers of Fore Coffee in DKI Jakarta. The data analysis technique used in structural equation modeling (SEM) which is partial least square (PLS). The results of the study showed that variable of lifestyle had a positive and significant effect of purchasing decisions. Likewise, quality product and social media marketing have positive and significant effect on purchasing decisions. Therefore, it is important for Fore Coffee to improve lifestyle, quality product and social media marketing to increase customer purchasing decisions.

Keywords: Lifestyle, Product Quality and Social Media Marketing, Purchase Decisions.

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