

## ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *Electronic Word of Mouth* (E – WOM) dan Gaya Hidup terhadap Keputusan Pembelian Produk Kedai Kopi Janji Jiwa. Penelitian ini menggunakan metode kuantitatif, dan sampel sebanyak 130 responden yang merupakan pelanggan Toko Janji Jiwa dengan menggunakan metode *convenience sampling* dan data yang diperoleh dianalisis dengan menggunakan teknik analisis PLS (*Partial Least Square*) melalui software PLS. Hasil penelitian ini menunjukkan E – WOM dan Gaya Hidup berpengaruh positif signifikan terhadap Keputusan Pembelian.

**Kata Kunci:** E – WOM, Gaya Hidup, Keputusan Pembelian.



## **ABSTRACT**

*This study aims to determine the effect of Electronic Word of Mouth (E – WOM) and Lifestyle towards Buying Decision of Janji Jiwa Coffee Shop Product. This research uses quantitative methods, and a sample of 130 respondents who are customer of Janji Jiwa Coffee Shop by using convenience method and the data obtained were analyzed by using PLS analysis technique (Partial Least Square) through the PLS software. The results of this study showed E – WOM and Lifestyle have positive significant effect toward Buying Decision.*

**Keywords:** *Electronic Word of Mouth (E – WOM), Lifestyle, Buying Decision.*

