

## **ABSTRAK**

### **Pengaruh Motivasi Dan Gaya Hidup terhadap Keputusan Pembelian Di *Sadjati Cafe and Coffee***

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Penelitian ini bertujuan untuk mengetahui (1) tingkat motivasi konsumen di kafe (2) tingkat gaya hidup konsumen di kafe (3) tingkat keputusan pembelian di *Sadjati Cafe and Coffee* (4) menganalisis pengaruh motivasi dan gaya hidup terhadap keputusan pembelian di *Sadjati Cafe and Coffee*. Pengambilan data dalam penelitian ini menggunakan metode survei yang dilakukan di *Sadjati Cafe and Coffee*. Penentuan jumlah sampel menggunakan sampel insidental dengan berbatas waktu selama satu bulan yaitu diperoleh 125 responden. Analisis dalam penelitian ini menggunakan analisis deskriptif dan analisis regresi linier berganda. Hasil penelitian menunjukkan bahwa tingkat motivasi dalam berkunjung ke kafe dikategorikan tinggi. Tingkat gaya hidup dalam berkunjung ke kafe dikategorikan tinggi. Tingkat keputusan pembelian di *Sadjati Cafe and Coffee* dikategorikan tinggi. Motivasi dan gaya hidup berpengaruh terhadap keputusan pembelian di *Sadjati Cafe and Coffee*. Hasil *Adjust R Square* menunjukkan bahwa motivasi dan gaya hidup berpengaruh sebesar 40 persen terhadap keputusan pembelian.

Kata kunci: Motivasi, gaya hidup, keputusan pembelian

## **ABSTRACT**

### **The Effect of Motivation and Lifestyle Fowards The Buying Decisions at Sadjati Cafe and Coffee**

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This study aims to determine (1) the level of consumer motivation at the cafe (2) the level of consumer lifestyle at the case (3) the level of purchasing decisions at Sadjati Cafe and Coffee (4) analyze the influence of motivation and lifestyle on purchasing decisions at Sadjati Cafe and Coffee. Data collection in this study used a survey method conducted at Sadjati Cafe and Coffee. Determination of the number of samples using incidental samples with a time limit of one month obtained 125 respondents. The analysis in this study uses descriptive analysis and multiple linear regression analysis. The result showed that the level of motivation in visiting cafes was categorized as high. The level of lifestyle in visiting cafes is categorized as high. The level of purchasing decisions at Sadjati Cafe and Coffee is categorized as high. Motivation and lifestyle effect on purchasing decisions at Sadjati Cafe and Coffee. The results of R Square show that motivation and lifestyle have an effect of 40 percent on purchasing decisions.

Keywords: Motivation, lifestyle, purchasing decisions