

## **ABSTRACT**

### **THE INFLUENCE OF PRICE, SELF-SERVICE TECHNOLOGY, AND LIFESTYLE ON PURCHASE INTENTIONS AT COFFEE SHOPS IN TASIKMALAYA CITY.**

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Guide I: Apip Supriadi

Guide II: Ignatia Bintang Filia Dei Susilo

*The purpose of this study aims to determine the influence of price, self-service technology, and lifestyle on purchase intentions at coffee shops in Tasikmalaya City. The research method used is quantitative. Data collection was conducted using primary data obtained through the distribution of questionnaires. The analysis tool employed was structural equation modeling-partial least square (SEM-PLS). The results of the study indicate that: (1) price has a positive and significant influence on purchase intentions at coffee shops in Tasikmalaya City, (2) self-service technology has a positive but not significant influence on purchase intentions at coffee shops in Tasikmalaya City, and (3) lifestyle has a positive and significant influence on purchase intentions at coffee shops in Tasikmalaya City.*

**Keywords:** Price, Self-Service Technology, Lifestyle, Purchase Intentions

## **ABSTRAK**

### **PENGARUH HARGA, *SELF-SERVICE TECHNOLOGY*, DAN GAYA HIDUP TERHADAP MINAT BELI PADA *COFFEE SHOP* DI KOTA TASIKMALAYA**

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Penelitian ini bertujuan untuk mengetahui bagaimana pengaruh harga, *self-service technology*, dan gaya hidup terhadap minat beli pada *coffee shop* di Kota Tasikmalaya. Metode penelitian yang digunakan adalah metode kuantitatif. Teknik pengumpulan data yang digunakan yaitu data primer yang diperoleh melalui penyebaran kuesioner. Alat analisis menggunakan analisis *structural equation modelling-partial least square* (SEM-PLS). Hasil penelitian menunjukkan bahwa: (1) harga berpengaruh positif dan signifikan terhadap minat beli pada *coffee shop* di Kota Tasikmalaya. (2) *self-service technology* berpengaruh positif namun tidak signifikan terhadap minat beli pada *coffee shop* di Kota Tasikmalaya. (3) gaya hidup berpengaruh positif dan signifikan terhadap minat beli pada *coffee shop* di Kota Tasikmalaya.

**Kata kunci:** Harga, *Self-Service Technology*, Gaya Hidup, Minat Beli