

ABSTRACT
**THE INFLUENCE OF LIFESTYLE, PRODUCT
QUALITY, AND DIGITAL MARKETING
ON PURCHASE DECISIONS**
(Survey on Coffee Shop Consumers in Tasikmalaya)

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The purpose of this study was to determine and analyze the influence of lifestyle, product quality, and digital marketing on consumer purchasing decisions at Coffee Shops in Tasikmalaya City. The research method used was a survey method, data were obtained directly through questionnaires to 374 respondents taken from Coffee Shop consumers in Tasikmalaya City. Sampling was conducted using simple random sampling and the analysis method used in this study was path analysis. Based on the results of the study, lifestyle partially influenced purchasing decisions, product quality partially influenced purchasing decisions, and digital marketing partially influenced purchasing decisions at Coffee Shop consumers in Tasikmalaya City. Simultaneously, lifestyle, product quality, and digital marketing influenced consumer purchasing decisions at Coffee Shops in Tasikmalaya City. The implications of this study indicated that Coffee Shop business actors needed to design business strategies that were in line with consumer lifestyles, maintained and improved product quality consistently, and utilized digital marketing optimally to encourage purchasing decisions at Coffee Shops in Tasikmalaya City.

Keywords: Lifestyle, Product Quality, Digital marketing and Purchasing Decisions

ABSTRAK

PENGARUH GAYA HIDUP, KUALITAS PRODUK, DAN *DIGITAL MARKETING* TERHADAP KEPUTUSAN PEMBELIAN (Survei pada Konsumen *Coffee Shop* di Kota Tasikmalaya)

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Tujuan penelitian ini adalah untuk mengetahui dan menganalisis pengaruh gaya hidup, kualitas produk dan *digital marketing* terhadap keputusan pembelian konsumen *Coffee Shop* di Kota Tasikmalaya. Metode penelitian yang digunakan adalah metode survey, data yang diperoleh langsung melalui kuesioner kepada 374 responden yang diambil dari konsumen *Coffee Shop* di Kota Tasikmalaya. Penarikan sampel menggunakan *simple random sampling* dan metode analisis yang digunakan dalam penelitian ini adalah analisis jalur (*path*). Berdasarkan hasil penelitian, bahwa gaya hidup secara parsial berpengaruh terhadap keputusan pembelian, kualitas produk secara parsial berpengaruh terhadap keputusan pembelian dan *digital marketing* secara parsial berpengaruh terhadap keputusan pembelian konsumen *Coffee Shop* di Kota Tasikmalaya. Secara simultan gaya hidup, kualitas produk dan *digital marketing* berpengaruh terhadap keputusan pembelian konsumen *Coffee Shop* di Kota Tasikmalaya. Implikasi dari penelitian ini menunjukkan bahwa pelaku usaha *Coffee Shop* perlu merancang strategi bisnis yang selaras dengan gaya hidup konsumen, menjaga dan meningkatkan kualitas produk secara konsisten, serta memanfaatkan *digital marketing* secara optimal guna mendorong keputusan pembelian *Coffee Shop* di Kota Tasikmalaya.

Kata Kunci: Gaya Hidup, Kualitas Produk, *Digital marketing* dan Keputusan Pembelian