

ABSTRACT

IKHSAN ALQADRY / 1800861201385/ FACULTY OF ECONOMICS / MARKETING MANAGEMENT / THE INFLUENCE OF LIFESTYLE ON DECISIONS PURCHASE A GUITAR AT THE ADI GUITAR JAMBI GALLERY / ADVISOR 1ST. AHMAD TARMIZI., S.E., M.M 2ND ANASEPUTRI JAMIRA S.E., M.M.

In various company activities, marketing plays a very important role. Marketing success or failure can be the key to success business. The aim of the company's activities is to produce goods and services that can meet consumer needs. Although the initiation for producing goods and services comes from producers, success from business they rely heavily on consumer response. Whatever goods and the services produced are not liked by consumers.

These services will be detrimental to the company. The lifestyle concept makes it easier for marketers to understand the mind, consumer feelings and choices, and how consumers are influenced by surrounding environment (such as reference groups, family, sellers, etc.). This research basically aims to see the influence of lifestyle on purchasing decisions at the Jambi Adi Guitar gallery.

To answer the research objectives, the author used theoretical studies related to the research variables, namely lifestyle and satisfaction. Apart from that, the author also looked for relevant previous research in the form of previous journals/articles and theses to support this research. This research used 100 respondents with analysis techniques using simple linear regression and hypothesis testing using the t test.

The type of data used in this research is quantitative descriptive. Regression aims to test the relationship between the influence of one variable on other variables. The variable that influences is called the dependent variable, while the variable that influences is called the independent variable. From the results of data processing, the regression equation $Y = 1.058 + 0.611 + e$ is obtained. Meanwhile, from the hypothesis testing carried out, the results showed that lifestyle had a positive and significant effect on purchasing decisions.

The results of the research, data analysis and discussion in this research can be concluded that Gallery Adi Gitar Jambi provides a good lifestyle to consumers, and consumers also feel very satisfied with their lifestyle. Apart from that, there is a positive and significant influence between lifestyle on purchasing decisions of 41.10% and the remaining 59.00% is influenced by other variables outside the research model.

Keyword: *Lifestyle, Purchasing Decision*