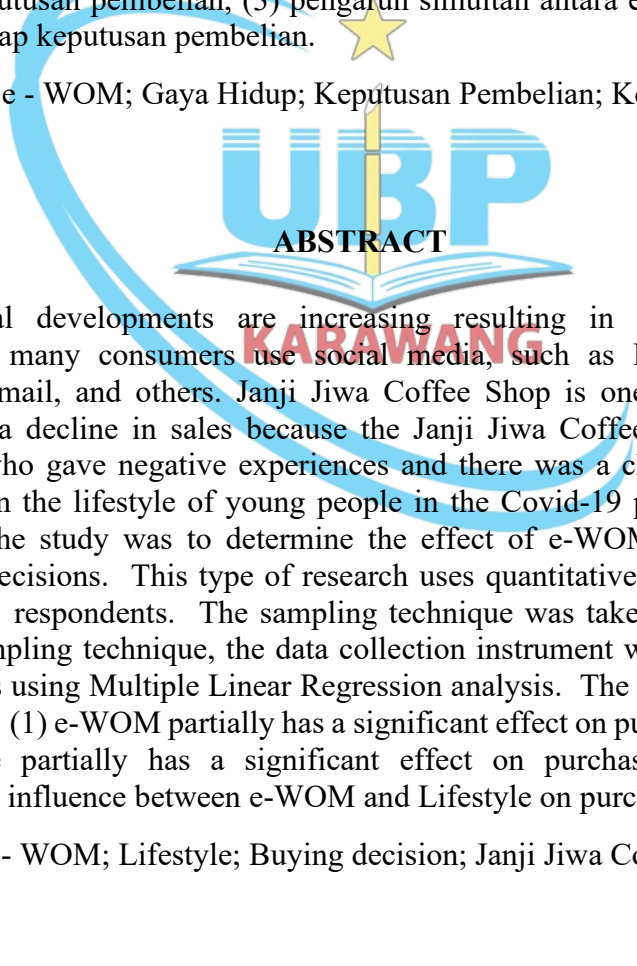


ABSTRAK

Perkembangan teknologi semakin meningkat mengakibatkan persaingan semakin ketat, banyak konsumen menggunakan sosial media, seperti *instagram*, *twitter*, *youtube*, *gmail*, dan lain - lainnya. Kedai Kopi Janji Jiwa merupakan salah satu kedai yang mengalami penurunan penjualan karena Kedai Kopi Janji Jiwa memiliki beberapa konsumen yang memberikan pengalaman negatif dan adanya perubahan era peradaban gaya hidup anak muda di era pandemi Covid-19. Tujuan Penelitian untuk mengetahui pengaruh e - WOM dan Gaya Hidup terhadap keputusan pembelian. Jenis penelitian menggunakan deskriptif kuantitatif, dengan sampel 71 responden. Teknik pengambilan sampel di ambil dengan teknik *Simple Random Sampling*, instrumen pengumpulan data dengan kuesioner. Analisis data menggunakan analisis Regresi Linier Berganda. Hasil penelitian ini menunjukkan bahwa; (1) e - WOM secara parsial mempunyai berpengaruh signifikan terhadap keputusan pembelian, (2) Gaya Hidup secara parsial berpengaruh signifikan terhadap keputusan pembelian, (3) pengaruh simultan antara e - WOM dan Gaya Hidup terhadap keputusan pembelian.

Kata Kunci : e - WOM; Gaya Hidup; Keputusan Pembelian; Kopi Janji Jiwa.



ABSTRACT

Technological developments are increasing resulting in increasingly fierce competition, many consumers use social media, such as Instagram, Twitter, YouTube, Gmail, and others. Janji Jiwa Coffee Shop is one of the shops that experienced a decline in sales because the Janji Jiwa Coffee Shop had several consumers who gave negative experiences and there was a change in the era of civilization in the lifestyle of young people in the Covid-19 pandemic era. The purpose of the study was to determine the effect of e-WOM and Lifestyle on purchasing decisions. This type of research uses quantitative descriptive, with a sample of 71 respondents. The sampling technique was taken using the Simple Random Sampling technique, the data collection instrument was a questionnaire. Data analysis using Multiple Linear Regression analysis. The results of this study indicate that; (1) e-WOM partially has a significant effect on purchasing decisions, (2) Lifestyle partially has a significant effect on purchasing decisions, (3) simultaneous influence between e-WOM and Lifestyle on purchasing decisions.

Keywords: e - WOM; Lifestyle; Buying decision; Janji Jiwa Coffee