

ABSTRACT

**Hendra Setiawan, "EFFECT OF LIFESTYLE CONSUMER PURCHASE
DECISION ON JAYA SURYA FURNITURE STORE IN TOWN
PALEMBANG"**

(Under Guidance Mrs. Lina, SE., M.Sc.)

This study aimed to investigate the effect of partially simultaneously and lifestyle of the consumer buying decision on Surya Jaya Furniture store in the city of Palembang. There are two hypotheses in this study. The first hypothesis is suspected the influence of lifestyle on consumer purchasing decisions at Surya Jaya Furniture store in the city of Palembang. The second hypothesis, which is the most dominant variable influencing consumer purchasing decisions at Surya Jaya Furniture store in the city of Palembang. In line with this hypothesis we used non probability sampling technique sampling is purposive sampling criteria Surya Jaya Furniture stores consumers have made a purchase Palembang 2 times. 100 samples used in this study. The results of processing analysis SPSS 17.0 state that there is a significant effect of lifestyle on consumer purchasing decisions at Surya Jaya Furniture store in the city of Palembang. The results of further analysis that is obtained in terms of opinion that the variable dominant influence consumer purchasing decisions followed by a variable interest and activity.

Keywords: Lifestyle, Activity, Interest, Opinion and Decision to Purchase.