

## **ABSTRACT**

*This study aimed to examine the effect of word of mouth communication and lifestyle on consumer purchasing decisions on J.CO Donut and Coffee in Palembang Icon Mall. The population in this study are all consumers who ever bought J.CO Donuts and Coffee in Palembang Icon Mall. The sample in this study of 100 respondents were selected using purposive sampling technique. Data collection techniques in this study using kuisioner. The result testing indicated that the first hypothesis (H<sub>1</sub>) that reads the word of mouth of influence on consumer purchasing decisions accepted. In the second hypothesis (H<sub>2</sub>) which reads the influence of lifestyle on consumer purchasing decisions accepted. On testing the F results of influence word of mouth (X<sub>1</sub>) and lifestyle (X<sub>2</sub>) jointly influence consumer purchase decisions on J.CO Donut and Coffee in Palembang Icon Mall.*

**Keyword:** *Word of mouth, Lifestyle, Consumer purchase decisions*