

ANALISIS PENGARUH VARIABEL GAYA HIDUP TERHADAP KEPUTUSAN KONSUMEN MEMBELI STEAK DI STAR STEAK BOYOLALI

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Abstract

The objective of this research is to analyze the impact of Life Style variable which includes activities, interest and opinion to customer's purchasing decision of steak in Star Steak Boyolali. The result of this research shows that simultaneous variable of life style have significant effect 0,263 to customer's purchasing decision with significance level 0,000. The result of the partial variable's effect shows: first, the activities variable has significant effect to customer's purchasing decision with beta coefficient of 0,235 with significance level of 0,000. The interest variable has significant effect to customer's purchasing decision with beta coefficient of 0,070 with significance level of 0,000. The opinion variable has significant effect to customer's purchasing decision with beta coefficient of 0,584 with significance level of 0,000, where the opinion variable has dominant effect to customer's purchasing decision. The opinion is the most dominant variable that impact to customer's purchasing decision, and interest is the lowest variable that impact to customer's purchasing decision. In the effort to increase customer's interest, the company must increase the promotion strategy and promotion activity.

Keywords

life style, AIO, customer's purchasing decision