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The Role of Lifestyle as a Determinant of Consumers' Purchase Decisions on Sukarara Woven Products

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Abstract

In the current era of globalization, the dynamics of cultural exchange and technological advancement have profoundly transformed consumer behavior and market orientation. Consumption patterns have shifted from a primarily functional focus toward the fulfillment of psychological and social needs, where lifestyle has become a key determinant of purchasing decisions for traditional cultural products. This study aims to examine the influence of consumer lifestyle, consisting of the dimensions of activities, interests, and opinions, on purchasing decisions for Sukarara woven products. A quantitative research design with a descriptive approach was employed, and data were collected from 150 purposively selected respondents using a structured questionnaire with a five point Likert scale. The data were analyzed using multiple linear regression through SPSS software to assess the contribution of each lifestyle dimension. The results indicate that all three dimensions have a significant and positive effect on purchasing decisions, with interests exerting the strongest influence, followed by activities and opinions. These findings demonstrate that modern consumers evaluate traditional products not only in terms of utility but also through symbolic meaning, aesthetic value, and expressions of self identity. The study emphasizes the importance of developing marketing strategies that enhance cultural relevance, diversify product usage, and strengthen value perceptions to sustain and promote Indonesia's traditional weaving industry in the global market.

Kata kunci: Lifestyle, Consumer Behavior, Purchase Decisions, Sukarara Weaving

1. Introduction

Indonesia, as an archipelagic country rich in cultural diversity, possesses a wide variety of traditional textiles of great value. Among these cultural treasures, traditional weaving stands out as a source of national pride, with distinct characteristics and uniqueness found across different regions. Weaving is not merely a handicraft product but also a representation of cultural identity, life philosophy, and the noble values of local communities, passed down from generation to generation. Woven fabric in Indonesia is one of the cultural heritages that reflects the richness of traditions from various regions. On the island of Lombok, one of the communities that has preserved the weaving tradition for generations is the Sasak people. This ethnic group constitutes the majority population in Lombok, accounting for approximately 90% of the island's total inhabitants [1]. Central Lombok, particularly the village of Sukarara, is one of the main centers of traditional weaving production that is deeply rooted in the lives of its people. Sukarara weaving holds a special distinction with its characteristic motifs and production techniques that continue to preserve traditional methods. Its uniqueness lies in the use of gold and silver threads, woven manually with traditional looms, resulting in products of remarkable quality and beauty. The meticulous process, which requires precision and considerable time, endows each piece of Sukarara woven fabric with both artistic and economic value. Thus, developing a business is a complex process that requires appropriate and well-planned strategies [2]. Emphasizing quality, such as artistic value, is one of the strategies that has already been implemented in this village.

Sukarara weaving has adapted to trends, as traditional weavings that were once typically red, yellow, green, and other bright colors have now been transformed into pastel shades (pastel songket), which are more appealing and refined, such as pastel pink, pastel blue, pastel green, and others. One piece of weaving consists of two panels measuring 55 cm by 190 cm each. When the two panels are joined to form a sarong, the size becomes 110 cm by 190 cm. The production process of a single woven fabric takes approximately three weeks to one month. Therefore, in the effort to preserve local culture, it is important to encourage a lifestyle that supports consumer decisions to purchase traditional textiles, particularly in the face of the increasingly intense currents of globalization. Consumers are now more selective in choosing products based on self-image, trends, as well as functional and symbolic values. [3] state that a deep understanding of consumer behavior and attitudes is a crucial aspect for retail

companies in formulating effective marketing strategies, strengthening competitiveness, and optimally meeting consumer preferences and needs.

Lifestyle influences purchasing decisions, where purchases are made not only to meet needs but also driven by desires that may not be essential [4]. Consumers no longer consider solely functional aspects in their purchasing decisions but also take into account factors such as prestige, self-identity, and lifestyle expression. Lifestyle has become one of the determining factors influencing consumer behavior in making purchasing decisions [5], including in the case of traditional handicraft products such as woven textiles. The shift in consumer orientation from basic needs to the fulfillment of psychological and social needs presents significant opportunities for traditional products to compete in the modern market. Besides, an individual's lifestyle is reflected through their activities, interests, and opinions in daily life. Activities refer to the actions undertaken by consumers in various situations and conditions, such as working, socializing, or engaging in recreation. Interests relate to consumers' attractions and preferences toward objects, topics, or events they consider important and appealing. Meanwhile, opinions reflect consumers' views, perceptions, and evaluations of a product or brand based on their experiences and knowledge.

The traditional weaving market is currently facing various challenges as well as opportunities that merit deeper examination. Thus, traditional woven products must compete with modern textiles that are mass-produced, more affordable, and available in a wider variety. On the other hand, there is a growing segment of consumers who value the authenticity, uniqueness, and exclusivity offered by traditional products. A thorough understanding of the characteristics and behavior of this consumer segment is key to developing effective marketing strategies for Sukarara woven products. Research on the relationship between lifestyle and purchasing decisions for traditional products remains relatively limited, particularly in the context of Sukarara weaving. Most previous studies have focused more on modern or international products, while local traditional products have not received sufficient attention from the perspective of marketing and consumer behavior. A deeper understanding of consumer attitudes toward lifestyle is essential, as it enables consumers to recognize how their attitudes shape purchasing decisions [6]. Therefore, understanding the factors that influence purchasing decisions for traditional products is crucial for the development of the creative industry and the preservation of the nation's cultural heritage.

Furthermore, the importance of this research is reinforced by the current condition of the traditional weaving industry, which continues to encounter challenges such as restricted market access, limited product innovation, and a lack of understanding of modern consumer preferences. According to [7], consumer behavior refers to a series of stages undertaken by individuals in the process of searching for, purchasing, using, evaluating, and disposing of a product or service. Hence, an in-depth study is needed to analyze the role of lifestyle in influencing consumer purchasing decisions for Sukarara woven fabric, thereby supporting the sustainability of the traditional weaving industry and enhancing its competitiveness in both domestic and global markets. In the absence of sufficient insight into the factors that influence consumer purchasing decisions, artisans and weaving entrepreneurs may struggle to design appropriate products and implement effective marketing strategies. Thus, this study seeks to contribute to bridging this knowledge gap. Considering the phenomena and issues outlined above, examining the role of lifestyle in purchasing decisions for Sukarara weaving is both timely and highly significant. Therefore, the purpose of this study is to examine the extent to which the three lifestyle dimensions affect purchasing decisions for Sukarara weaving.

2. Method

The study employed a quantitative approach using descriptive analysis and linear regression analysis. Thus, this linear regression technique was selected because it allows the researcher to examine the relationship between the independent and dependent variables [8]. Also, the purpose of the descriptive approach is to provide an accurate and systematic depiction of a population, situation, or phenomenon [9]. The quantitative approach was chosen to test hypotheses concerning the influence of lifestyle on purchasing decisions of Sukarara woven through numerical measurement and statistical analysis. The descriptive research aims to illustrate the characteristics of respondents and the studied variables, while the verificative research tests the hypotheses derived from relevant theories. The study adopts a survey design with a cross-sectional method, collecting data at a single point in time to capture the prevailing situation. It is categorized as explanatory research, aiming to explain causal relationships between the independent variables lifestyle dimensions (activities, interests, and opinions) and the dependent variable, purchasing decision of Sukarara woven.

The population comprises all consumers who have purchased or shown interest in purchasing Sukarara woven. Given the large population and research limitations, purposive sampling was applied with specific criteria, including individuals aged 18 and above, having purchased or been interested in Sukarara products, capable of

completing the questionnaire, and residing in areas with access to the product. The sample size was 150 respondents. Besides, a more suitable approach was to consider the effect size, with a minimum of 30 and a maximum of 500 participants [10]. All variables were measured using a five-point Likert scale. Likert scales assign a specific weight to each point on the scale, and an individual's overall score is obtained by summing their responses across all items [10]. Therefore, the research instrument was a structured questionnaire comprising demographic questions and statements related to the study variables, developed based on theoretical and empirical references.

Data collection was carried out through surveys, distributed both directly at strategic locations and online via social media and messaging platforms. Data analysis involved descriptive statistics and multiple linear regression. The hypotheses were examined using t-tests, with a significance level of 0.05. All analyses were conducted using SPSS software to determine the magnitude and significance of the relationships among variables.

3. Results and Discussion

A. Respondent Characteristics

This study involved 150 respondents who met the established criteria. Based on the data collected, the characteristics of the respondents can be described as follows:

Table 1. Respondent Characteristics Based on Gender

Gender	Frequency	Percentage
Male	45	30.0%
Female	105	70.0%
Total	150	100.0%

Table 1 shows that the majority of respondents are female, accounting for 70%, while male respondents represent 30%. The predominance of female respondents aligns with the characteristics of the traditional woven market, which is generally more appealing to female consumers due to its association with fashion and accessories. Moreover, this pattern reflects an emerging lifestyle trend among women who increasingly prioritize cultural identity, aesthetic value, and sustainability in their fashion selections. These lifestyle preferences not only influence purchasing decisions but also shape the overall direction of the modest fashion industry. Thus, the findings offer valuable insights for both new entrants and existing players in the modest fashion market to refine their business strategies and practices [11]. Recognizing that the market is largely driven by women with dynamic lifestyle orientations enables entrepreneurs to develop more focused products and marketing strategies, thereby supporting the growth of women entrepreneurs and enhancing their income through the exchange of effective business practices.

Table 2. Respondent Characteristics Based on Occupation

Occupation	Frequency	Percentage
Student	52	34.7%
Private Sector Employee	63	42.0%
Entrepreneur	28	18.7%
Other	7	4.6%
Total	150	100.0%

Table 2 shows the majority of respondents are private sector employees, accounting for 42.0%, followed by students at 34.7%. This indicates that consumers of Sukarara woven are predominantly workers and students who possess a high level of awareness of traditional products and local culture. Their interest in purchasing such products is further influenced by workplace expectations to maintain a neat and professional appearance, which consequently motivates their shopping behavior [12]. Thus, lifestyle also plays a significant role, as modern consumers increasingly integrate traditional elements into their daily fashion choices to express cultural pride, personal identity, and a preference for authenticity and sustainability.

Table 3. Respondent Characteristics Based on Income Level

Income Level	Frequency	Percentage
< Rp 1.000.000	38	25.3%
Rp 1.000.000-2.000.000	42	28.0%
Rp 2.000.000-4.000.000	55	36.7%
> Rp 4.000.000	15	10.0%
Total	150	100.0%

Table 3 shows that the majority of respondents have an income ranging from Rp 2.000.000 to Rp 4.000.000 representing 36.7%. This income distribution demonstrates that Sukarara woven products are affordable and accessible to a broad range of economic groups, from the lower-middle to the upper-middle class. Thus, it was not only fashion trends that influence consumers' purchase intentions, but price also played a significant role [13]. Furthermore, it implies that consumer interest is driven not only by affordability but also by an increasing appreciation for distinctive, handcrafted, and sustainable items that embody cultural heritage. These lifestyle preferences suggest that Sukarara woven products resonate with individuals who value tradition while seamlessly incorporating it into contemporary fashion and daily living.

Table 4. Preference for Sukarara Woven Products

Type of Product	Frequency	Percentage
Clothing & Accessories	89	59.3%
Traditional Fabrics	41	27.3%
Household Products	20	13.4%
Total	150	100.0%

Table 4 indicates that clothing and accessories, such as shawls, are the most preferred products among respondents, representing 59.3%, followed by traditional fabrics like Songket at 27.3%. This finding suggests that consumers tend to favor woven products that can be incorporated into their everyday fashion. Moreover, this preference highlights a lifestyle trend in which individuals aim to blend cultural heritage with contemporary fashion, emphasizing practicality, aesthetic value, and personal expression through locally crafted traditional textile.

Descriptive Analysis of Research Variables

Table 5. Descriptive Analysis

Variables	Indicators	Mean	Standard Deviation	Category
Activity (X1)	X1.1	4.12	0.68	High
	X1.2	3.89	0.72	High
	X1.3	4.25	0.61	Very High
	X1.4	3.76	0.84	High
	Average	4.01	0.71	High
Interest (X2)	X2.1	4.33	0.59	Very High
	X2.2	4.08	0.67	High
	X2.3	4.21	0.63	Very High
	X2.4	4.41	0.55	Very High
	Average	4.26	0.61	Very High
Opinion (X3)	X3.1	4.18	0.64	High
	X3.2	3.95	0.73	High

	X3.3	4.03	0.69	High
	Average	4.05	0.69	High
Purchasing Decision (Y)	Y1.1	4.16	0.66	High
	Y1.2	4.02	0.71	High
	Y1.3	4.09	0.68	High
	Y1.4	3.87	0.79	High
	Y1.5	4.28	0.58	Very High
	Average	4.08	0.68	High

Table 5 shows that the interest variable has the highest mean score (4.26), categorized as very high, followed by purchase decision (4.08), opinion (4.05), and activity (4.01), all of which are categorized as high. This indicates that the respondents demonstrate a positive lifestyle orientation toward Sukarara woven products. A high level of interest, opinion, and activity reflects an active and conscious lifestyle in appreciating cultural heritage and local craftsmanship. Therefore, this positive lifestyle significantly influences their tendency to make favorable purchase decisions for Sukarara woven products.

Multiple Linear Regression Analysis

Table 6. Results of Multiple Linear Regression Analysis

Variable	B	Std. Error	Beta	t
(Constant)	0.456	0.234		1.948
Activity (X1)	0.287	0.089	0.298	3.225
Interest (X2)	0.425	0.095	0.412	4.474
Opinion (X3)	0.203	0.077	0.234	2.636

a. Dependent Variable: Purchase Decision

The constant value of 0.456 indicates that even without the influence of lifestyle variables, the purchase decision already has a base value of 0.456. The activity coefficient (X1) of 0.287 shows that every one-unit increase in activity will increase the purchase decision by 0.287 units. The interest coefficient (X2) of 0.425 indicates that every one-unit increase in interest will increase the purchase decision by 0.425 units. Besides, the opinion coefficient (X3) of 0.203 shows that every one-unit increase in opinion will increase the purchase decision by 0.203 units.

Table 7. Results of Hypothesis Testing

Hypothesis	Variable	t-count	t-table	Sig.	Decision
H1	Activity → Purchase Decision	3.225	1.976	0.002	H1 Accepted
H2	Interest → Purchase Decision	4.474	1.976	0.000	H2 Accepted
H3	Opinion → Purchase Decision	2.636	1.976	0.009	H3 Accepted

The results of the hypothesis testing indicate that all proposed hypotheses are accepted. The first hypothesis (H1) is accepted, showing that activity has a positive and significant effect on the purchase decision of Sukarara woven products (t-count 3.225 > t-table 1.976; sig. 0.002 < 0.05). The second hypothesis (H2) is also accepted, indicating that interest has a positive and significant influence on the purchase decision of Sukarara woven products (t-count 4.474 > t-table 1.976; sig. 0.000 < 0.05). Besides, the third hypothesis (H3) is accepted, revealing that opinion has a positive and significant effect on the purchase decision of Sukarara woven products (t-count 2.636 > t-table 1.976; sig. 0.009 < 0.05). These results demonstrate that the lifestyle dimensions of activity, interest, and opinion collectively contribute to consumers' purchasing decisions for Sukarara woven products.

Discussion

The Influence of Activity on Purchase Decisions for Sukarara Woven Products

The results of the study show that activity has a positive and significant effect on purchase decisions for Sukarara woven products, with a regression coefficient of 0.287 and a significance level of 0.002. Thus, the lifestyle factors, such as activities, have a positive and significant influence on purchasing decisions [14]. This finding is consistent with lifestyle theory, which states that activity represents the tangible manifestation of an individual's lifestyle. Consumers with high levels of activity in using Sukarara woven products for various purposes, such as going to work, shopping, vacationing, or traveling long distances, demonstrate that the product has become an integral part of their lifestyle. The use of Sukarara woven products in various activities shows that consumers perceive these products as flexible, practical, and aligned with their lifestyle needs. From a consumer psychology perspective, the frequency of product usage reflects the level of consumer involvement with the product. Highly involved consumers tend to possess deeper product knowledge, be more selective in their purchasing decisions, and exhibit stronger brand loyalty. It can be concluded that lifestyle more accurately reflects an individual's behavior, specifically how they live, spend their money, and utilize their time [15].

The Influence of Interest on Purchase Decisions for Sukarara Woven Products

The interest variable shows the most dominant influence on purchase decisions, with a regression coefficient of 0.425 and a significance level of 0.000. Thus, the emergence of consumer interest in making repeat purchases is influenced by their learning experiences, which shape their actions and decision-making processes [16]. High consumer interest in Sukarara woven products reflects attraction that is not merely superficial but involves both emotional and rational aspects. Consumers who are fond of Sukarara woven products, perceive them as suitable for their needs, and are attracted by their quality and appealing designs, demonstrate that the products have met their expectations and preferences. The strong influence of interest on purchase decisions can be explained through the hierarchy of effects theory, which posits that interest is an essential stage in the consumer decision-making process. The lifestyle variable, such as interest, has a significant influence both individually and partially on purchasing decisions [17]. High levels of interest create strong internal motivation to engage in purchasing behavior. Therefore, interest is also related to the hedonic aspect of consumption, where consumers purchase products not only to satisfy functional needs but also to attain emotional and aesthetic satisfaction.

The Influence of Opinion on Purchase Decisions for Sukarara Woven Products

Consumer opinion has a positive and significant effect on purchase decisions, with a regression coefficient of 0.203 and a significance level of 0.009. Although its influence is relatively smaller compared to activity and interest, opinion remains an important factor in the consumer decision-making process [18]. Positive opinions regarding the ability of Sukarara woven products to enhance self-confidence, the variety of available designs, and the balance between price and quality indicate that consumers have a favorable evaluation of the product. Opinion is the result of the consumer's cognitive process in assessing various product attributes based on available information and personal experience. The influence of opinion on purchase decisions can be explained through consumer learning theory, which suggests that opinions are formed through a learning process derived from different sources of information and experiences. Consumers who hold positive opinions toward a product tend to exhibit favorable attitudes and higher purchase intentions. Therefore, opinions are used to describe interpretations, expectations, and evaluations, such as beliefs toward a particular product [19].

4. Conclusion

Based on the analysis conducted on the role of lifestyle in purchase decisions for Sukarara woven products, it can be concluded that consumer lifestyle, consisting of the dimensions of activity, interest, and opinion, has a significant influence on the purchase decisions of these traditional woven products. The interest dimension shows the most dominant influence, with a regression coefficient of 0.425, indicating that consumers' attraction to the product's quality, design, and suitability to their needs is the main driving factor in the purchasing decision process. In addition, the activity dimension (coefficient 0.287) and the opinion dimension (coefficient 0.203) also make significant positive contributions, suggesting that the use of the product in various occasions and consumers' perceptions of its value both affect purchasing behavior. Thus, this finding confirms that the marketing approach for traditional products must take into account the lifestyle characteristics of modern consumers, who seek not only utilitarian functions but also symbolic value, aesthetics, and self-identity expression. Therefore, the development and marketing strategies for Sukarara woven products should focus on enhancing product appeal, diversifying functional uses, and strengthening perceived value to meet the lifestyle expectations of contemporary consumers.

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