

ABSTRAK

PENGARUH *CONSUMER LIFESTYLE*, *DIGITAL MARKETING* DAN *PERCEIVED VALUE* TERHADAP KEPUTUSAN PEMBELIAN PRODUK *STREET COFFEE* DI KOTABARU YOGYAKARTA

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Penelitian ini bertujuan untuk (1) menganalisis pengaruh *consumer lifestyle*, *digital marketing*, dan *perceived value* secara simultan terhadap keputusan pembelian, (2) menganalisis pengaruh *consumer lifestyle* secara parsial terhadap keputusan pembelian, (3) menganalisis pengaruh *digital marketing* secara parsial terhadap keputusan pembelian, serta (4) menganalisis pengaruh *perceived value* secara parsial terhadap keputusan pembelian produk *street coffee* di Kotabaru, Yogyakarta. Penelitian ini menggunakan pendekatan kuantitatif eksplanatori dengan desain survei. Teknik pengambilan sampel yang digunakan adalah *non-probability sampling* melalui metode *purposive sampling* terhadap 96 konsumen *street coffee* yang memenuhi kriteria penelitian. Data dikumpulkan menggunakan kuesioner skala Likert yang disebarakan melalui *google form* dan dianalisis dengan uji validitas, uji reliabilitas, uji asumsi klasik, serta analisis regresi linear berganda menggunakan SPSS 28. Hasil penelitian menunjukkan bahwa secara simultan *consumer lifestyle*, *digital marketing*, dan *perceived value* berpengaruh signifikan terhadap keputusan pembelian. Secara parsial, *consumer lifestyle* berpengaruh signifikan terhadap keputusan pembelian, *digital marketing* berpengaruh signifikan terhadap keputusan pembelian, dan *perceived value* berpengaruh signifikan terhadap keputusan pembelian.

Kata Kunci: *consumer lifestyle*, *digital marketing*, *perceived value*, keputusan pembelian, *street coffee*

ABSTRACT

**THE EFFECT OF CONSUMER LIFESTYLE, DIGITAL MARKETING,
AND PERCEIVED VALUE ON PURCHASING DECISIONS FOR *STREET
COFFEE* PRODUCTS IN KOTABARU, YOGYAKARTA**

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This study aims to (1) analyze the simultaneous influence of consumer lifestyle, digital marketing, and perceived value on purchasing decisions, (2) analyze the partial influence of consumer lifestyle on purchasing decisions, (3) analyze the partial influence of digital marketing on purchasing decisions, and (4) analyze the partial influence of perceived value on purchasing decisions for street coffee products in Kotabaru, Yogyakarta. This study uses an explanatory quantitative approach with a survey design. The sampling technique used is non-probability sampling through purposive sampling of 96 street coffee consumers who meet the research criteria. Data were collected using a Likert scale questionnaire distributed via google form and analyzed with validity tests, reliability tests, classical assumption tests, and multiple linear regression analysis using SPSS 28. The results showed that consumer lifestyle, digital marketing, and perceived value simultaneously had a significant effect on purchasing decisions. Partially, consumer lifestyle significantly influences purchasing decisions, digital marketing significantly influences purchasing decisions, and perceived value significantly influences purchasing decisions.

Keywords: *consumer lifestyle, digital marketing, perceived value, purchasing decisions, street coffee*