

ABSTRACT

Consumer purchasing decisions are very important for Pijar coffee shop. Pijar Coffee shop will try to introduce their products to consumers by carrying out appropriate promotions with the hope of influencing people's purchasing decisions for the products offered in the end aiming to increase company profits. This study aims to analyze the effect of word of mouth (WOM), lifestyle, brand image, and service quality on the purchasing decisions of the Pijar coffee shop. The population in this study is the Pijar coffee shop consumers. Data were obtained through a questionnaire from a sample of 105 people using purposive sampling method. The data were processed and analyzed using multiple linear regression analysis with the help of the SPSS (Statistical Package for Social Science) version 25 program. The results showed that WOM, lifestyle, brand image, and service quality had a significant positive effect on Pijar coffee shop purchasing decisions. So that all the hypotheses determined in this study are proven.

Keywords: word of mouth (WOM), lifestyle, brand image, service quality, purchasing decisions