***ABSTRACT***

*Wimby / 26150013/2019 / The Influence of Lifestyle and Perceived Price Towards Consumer Purchasing Decisions Fore Coffee / Advisor: Rita Eka Setianingsih, S.E., M.M.*

*As the times evolve, drinking coffee is not just to eliminate sleepiness, but part of a lifestyle. This happens because urban communities are increasingly busy so they need a comfortable place to relieve fatigue. In addition, there is a perceived price that makes people have a view of the value they receive from purchases. So that lifestyle and perceived price can create purchasing decisions for a product or service. Theories used to support this research are definitions, dimensions and indicators related to lifestyle variables, perceived price and purchasing decisions. The research method used is descriptive method with a survey approach and causal-predictive method. This study uses a questionnaire to collect data of 30 respondents for the validity and reliability tests. Then, as many as 125 respondents for the average test, scale range, multiple linear regression analysis and the classic assumption test with non-probability sampling technique sampling with a purposive sampling approach. This data is processed using the SPSS 20.0 application. The resulting output is SPSS 20.0. shows that the value (Sig.) 0,000 <0.05 where lifestyle has a significant influence on purchasing decisions and perceived price there is a value (Sig.) 0.045 <0.005 so that it has a significant influence on purchasing decisions.*

*Lifestyle consists of three dimensions, namely Activity (Activity), Interest (Interest), and Opinion (Opinion). While Perceived Price consists of two dimensions, Perceived Quality and Perceived Monetary Sacrifice. The purchase decision consists of six dimensions namely Product Choice, Brand Choice, Distribution Channel Choice, Purchase Amount, Purchase Time, and Payment Method.*

*The object of this research is Fore Coffee consumers. Data collection techniques used were communication techniques using a questionnaire instrument distributed to 125 respondents, namely individuals who had consumed Fore Coffee. The author uses Google Docs, where respondents can fill out questionnaires online via the internet. Measuring instruments used in this research are validity test, reliability test, descriptive analysis, classic assumption test, and multiple linear regression analysis test. The tool used to analyze data is SPSS 20.*

*The results of the analysis show that respondents agree that consuming Fore Coffee products is part of the lifestyle of consumers and the perceived of the price illustrates that the prices incurred are in accordance with the quality of the products that Fore Coffee provides. This study found that lifestyle and perceived price had a positive effect on purchasing decisions.*

*The conclusion of this study is that lifestyle variables and perceived price influence positively and significantly on consumer purchasing decisions Fore Coffee.*