

# **The Influence Of Product Quality, Price, And Consumer Lifestyle To The Decision Of Purchasing Coffee In Coffee Shop Cak Wang Mastrip Jember**

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## **ABSTRACT**

The purpose of this study is to determine the correlation of influence Quality Product, Price and Lifestyle Consumers Against Decision Purchase Coffee At Coffee Shop Cak Wang Mastrip Jember. The combined factors of Product Quality, Price And Lifestyle Effect On Purchase Decision In Coffee Shop Cak Wang Mastrip Jember. The method of data analysis used in this research is multiple linear regression and to know the variables to the purchase decision of coffee in cakwang coffee shop mastrip jember. the overall result of this study can be concluded that Product Quality has no significant effect, Price has significant effect, And Lifestyle have an insignificant effect to the decision of buying coffee in cak wang mastrip jember coffee shop. Price Variable is the variable that has the most dominant influence to consumer purchasing decision of coffee in Cak Wang Mastrip Jember coffee shop.

*Keywords: Product Quality, Price, Lifestyle*