

THE INFLUENCE OF LIFESTYLE AND WORK ON PERCEPTION OF QUALITY AND ITS IMPLICATIONS ON PEARLY STORE PURCHASE DECISIONS

Citra Saffanah¹, Eka Elvira Br. Sinaga², Fitrianiingsih³, Imelda Mardayanti⁴

^{1,2,3,4}Sekolah Tinggi Ilmu Ekonomi Bina Karya

Email: citrasaffanah3@gmail.com¹, ekaelvira103@gmail.com², fitrianiingsihbk3@gmail.com³, 72nasution@gmail.com⁴

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Abstract

This study aims to analyze the influence of lifestyle and occupation on the perception of quality and its impact on consumer purchasing decisions at the Pearly Store in Tebing Tinggi City. In an era of increasingly tight retail competition, understanding the psychological and social factors of consumers is important for business actors. This study uses a quantitative approach with a survey method of 96 female consumer respondents who have shopped at the Pearly Store. The data analysis technique was carried out using Partial Least Square (PLS) with the help of SmartPLS 3.0 software. The results of the study indicate that lifestyle has a positive and significant effect on the perception of quality and purchasing decisions. Occupation has a significant effect on the perception of quality, but does not have a direct effect on purchasing decisions. Perception of quality is proven to have a significant effect on purchasing decisions, and acts as an intervening variable that mediates the relationship between occupation and lifestyle on purchasing decisions. These findings provide important implications for marketing strategies, especially in designing messages and products that are in accordance with the lifestyle and occupational background of the target market.

Keywords: *Lifestyle, Occupation, Perceived Quality, Purchase Decision, Pearly Store*

INTRODUCTION

At this time, progress in the business world has increased greatly and also has a positive impact on the industrial and service sectors because it plays a very important role in the current economy, where if the economy increases it will make significant changes for society, especially in the economic sector. It can be seen that with the development of the times, many businesses have emerged, for example, shops or retail businesses, retail businesses are indeed very competitive businesses. This is a reference for business owners to continue to develop their businesses by utilizing opportunities and individuals to get attention from the community or consumers, and implementing the right marketing strategy to dominate the market. In the increasingly competitive retail world, store managers must understand the various factors that influence consumer purchasing decisions in order to survive and thrive. One very important factor in purchasing decisions is consumer perception of product quality. Product quality is often one of the main indicators in determining whether consumers will buy a product or not. However, this perception of quality is not only influenced by the characteristics of the product itself, but also by various external factors that can shape consumer views, one of which is lifestyle and work. This also causes consumers to make purchasing decisions.

At the purchasing decision stage, consumers are influenced by two main factors that exist between purchasing intention and purchasing decision. According to (Kotler et al., 2016) Purchasing decisions are a decision-making process where consumers actually decide to buy one product among various alternative choices. Meanwhile, according to (Sinaga et al., 2023) Purchasing decision is a consumer's behavior to buy a product after receiving purchasing stimuli. Purchasing decision is the most awaited thing by producers and is usually driven by internal emotional drives or the influence of others.. It can be concluded that purchasing decisions are actions taken to overcome problems that occur and with steps taken to achieve goals at the most efficient cost possible. The main factor that influences purchasing decisions is lifestyle. From the research results (Akbar & Tjahjaningsih, 2023)

shows that lifestyle has a positive and significant influence on purchasing decisions. According to (Wowor et al., 2021) explains that lifestyle is a person's pattern of life in the world expressed in their activities, interests, and opinions. Lifestyle describes the whole person in interacting with their environment. With this it can be concluded that lifestyle is a person's behavior shown in activities, interests and opinions especially related to self-image to meet their social needs.

The lifestyle of modern society is currently undergoing significant changes, influenced by technological developments, urbanization, and shifts in social values. Most consumers now prefer products that not only meet their basic needs, but also reflect their social status, personal values, and the quality of life they want to achieve. For example, consumers who have a dynamic and modern lifestyle, such as those who work in the professional field, tend to choose products that can reflect a professional and successful image, with the best quality and premium design. Pearly Store, known for its high-quality products, strives to reach consumers who prioritize these values.

On the other hand, job factors also play an important role in shaping purchasing decisions. The results of the study (Anaswati, 2020) It is known that job factors have a significant influence on purchasing decisions. According to (Baiti, 2020) work is generally defined as an active activity carried out by humans, in a narrow sense the term work is used for a task or work that produces a work of value in the form of money for someone. A person's type of work influences their priorities and needs for certain products. For example, individuals who work in the creative or technology sector may pay more attention to the design and innovation aspects of the products they choose, while those who work in the business or corporate sector pay more attention to the quality and functionality of the product. Therefore, there is a complex relationship between lifestyle, work, and perceptions of product quality that needs to be understood more deeply, especially in stores that sell premium products such as Toko Pearly. Although there are many studies that discuss the factors that influence purchase decisions, there is a research gap in the relationship between lifestyle, occupation, and perceived product quality simultaneously. Most previous studies have focused on a single variable, such as lifestyle or perceived quality, without considering the interaction between the two. In addition, although several studies have discussed the influence of occupation on purchase decisions, few have discussed how a person's occupation specifically affects their perception of premium product quality in a particular store.

Then another factor that influences the purchasing decision is the perception of quality. From the research results (Asmaul et al., 2021) shows that perceived quality has a positive and significant effect on purchasing decisions. According to (Rivaldo et al., 2021) Quality perception is a customer's perception of the overall quality or excellence of a product or service related to what is expected by the customer. From the definition above, it can be concluded that quality perception is a consumer's assessment of the excellence of a particular product brand that is the same as what is expected. Quality perception is a consideration for consumers before determining the decision to buy a product.

Table 1. Best Seller Product Data at Pearly Store

No	Brand	Amount / month
1	Glad to glow	490
2	You	430
3	Wardah	400
4	Skintific	220
5	Something	190

Source: Pearly Store

Based on the table above, Glad to Glow is the most sold product with sales figures of 490 units per month, followed by You with 430 units. The Wardah brand, known as a famous beauty brand, is in third place with sales of 400 units. Several brands here such as Skintific and Something also show good performance even though their sales are slightly lower compared to the others. This table provides a clear picture of the products that are most in demand by customers at Toko Pearly. In this study, researchers are interested in seeing the object of study is modern society, especially female consumers at the Pearly Store in Tebing Tinggi City, because women are one of the largest segments in using beauty products. Based on the author's initial survey, most consumers use cosmetic products not only for skin needs but also because the product is viral in society, as well as other reasons because consumers use viral products because of lifestyle and work that affect their perception of quality to make purchasing decisions. Pearly Store as one of the premium product markets has a challenge to understand the factors

that influence consumers' perception of quality. Therefore, it is important to examine more deeply how lifestyle and type of work interact to shape perceptions of quality, and how these two factors ultimately influence purchasing decisions at Pearly Store. This study aims to fill this gap by analyzing the relationship between lifestyle, work, and perceptions of quality and their implications for purchasing decisions, thus providing a more holistic insight for Pearly Store managers in designing more effective marketing strategies.

LITERATURE REVIEW

Purchase Decision

According to (Tjiptono, 2016) Purchasing decisions are part of consumer behavior. Consumer behavior is an action that is directly related to the acquisition and identification of products and services, including the decision-making process before and after the action. Purchasing decision indicators according to (Kotler et al., 2016) as follows: Product choice, Brand choice, Distributor choice, Purchase time, Purchase amount, Payment method.

Lifestyle

According to (Kotler et al., 2016) Lifestyle is a person's pattern of life expressed in their activities, interests, and opinions. Lifestyle describes the whole person in interacting with their environment. According to (Kotler et al., 2016) Lifestyle indicators are: Activities, Interests, Opinions, and Abilities.

Job

According to (Suhartini, 2016) Work is a social activity in which individuals or groups put in effort over a period of time and space, sometimes with the expectation of monetary (or other) rewards, or without the expectation of rewards, but with a sense of obligation to others. According to research (Azira & Fadli, 2024) There are job indicators which include: Social factors, Experience, Job activity, Job attractiveness.

Quality Perception

According to (Asshidin et al., 2016) Perception of quality makes consumers assess and gives them reasons to buy or use and differentiate a brand from competing brands, so that quality is interpreted as an assessment of the strength of a product. According to research (Laraswati & Harti, 2022) Product quality perception indicators include factors such as: Product quality, Product reputation, Product characteristics, and Product performance.

METRESEARCH ODE

This type of research uses a quantitative method, the data collection technique in this study uses a questionnaire distributed using Google form to consumers at the Pearly Store in Tebing Tinggi City. The questionnaire distributed uses a Likert scale. This research was conducted from February to April 2025. The population in this study were all consumers of the Pearly Store in Tebing Tinggi City who were unknown, so to determine the number of samples in the unknown population, the Cochran formula was used and a sample of 96 respondents was obtained. The sampling technique used in this study was Accidental Sampling, namely determining the sample based on chance. Data analysis using Smart PLS 3.0 which was carried out in two stages. The first stage is the outer model test (measurement test), and the second stage is the inner model (structural test). As well as using validity and reliability tests, and determination coefficient tests, multiple linear regression. To test the hypothesis using direct testing and indirect testing.

RESULTS AND DISCUSSION

The measurement model (outer model) is confirmatory factor analysis (CFA) by testing the validity and reliability of latent constructs. The following are the results of the outer model evaluation in this study.

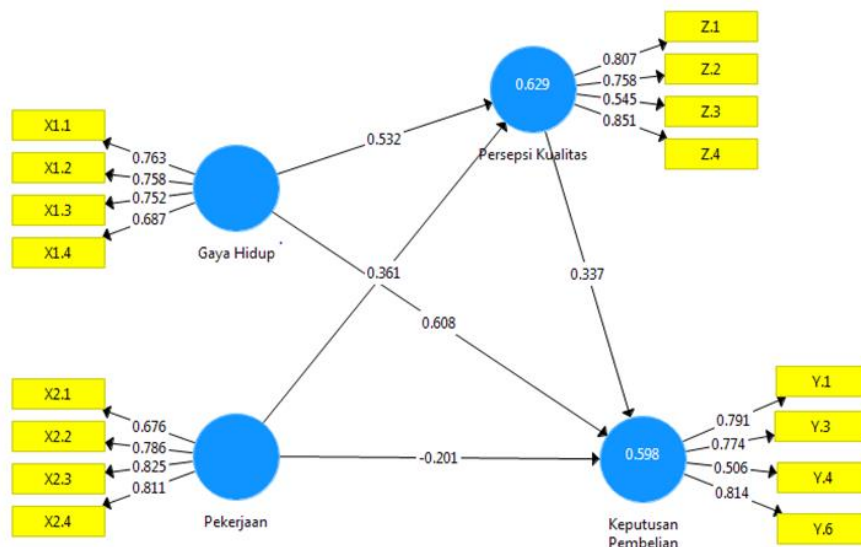


Figure 1: Structural Model (Outer Model)

Source: Processed primary data (2025)

1. Validity Test

This study uses the help of Smart PLS 3.0 software to test the validity and reliability of the research instrument. To test the validity of data, convergent validity can be used to see the outer loading value and discriminant validity by looking at the cross loading value.

a. Convergent Validity

Convergent validity from the measurement model with the reflective model, the indicator is assessed based on the correlation between the item scorer/component score and the construct score calculated with PLS. In this study, using an outer loading of 0.5 with the algorithm calculation on Smart PLS 3.0, the following results of the convergent validity measurement model test using outer loading can be seen in Table 2.

Table 2. Results of Instrument Validity Test Using Outer Loading

	Lifestyle	Buying decision	Work	Perception of Quality
X1.1	0.763			
X1.2	0.758			
X1.3	0.752			
X1.4	0.687			
X2.1			0.676	
X2.2			0.786	
X2.3			0.826	
X2.4			0.811	
Y.1		0.791		
Y.2		0.774		
Y.3		0.506		
Y.4		0.814		
Z.1				0.807
Z.2				0.758
Z.3				0.545
Z.4				0.851

Source: Processed primary data (2025)

Based on Table 2 above, it can be seen that all outer loading values have passed the limit of 0.5 so that it can be concluded that each indicator in this study is valid. Therefore, these indicators can be used to measure research variables.

b. Discriminant Validity

Discriminant validity comparing the Average Variance Extracted (AVE) value of each construct with the correlation between other constructs in the model. If the AVE root value of each construct is greater than the correlation value between the construct and other constructs in the model, then it is said to have a good discriminant validity value. The following are the results of testing the discriminant validity measurement model using cross loading which can be seen in Table 3:

Table 3. Results of Instrument Validity Test Using Cross Loading

	Lifestyle	Buying decision	Work	Perception of Quality
X1.1	0.763	0.469	0.537	0.562
X1.2	0.758	0.485	0.450	0.517
X1.3	0.752	0.613	0.368	0.567
X1.4	0.687	0.611	0.314	0.522
X2.1	0.418	0.437	0.676	0.529
X2.2	0.475	0.231	0.786	0.442
X2.3	0.368	0.141	0.825	0.526
X2.4	0.461	0.257	0.811	0.518
Y.1	0.565	0.791	0.226	0.493
Y.2	0.508	0.774	0.304	0.454
Y.3	0.423	0.506	0.309	0.311
Y.4	0.648	0.814	0.256	0.595
Z.1	0.580	0.635	0.492	0.807
Z.2	0.513	0.539	0.433	0.758
Z.3	0.424	0.191	0.553	0.545
Z.4	0.661	0.503	0.539	0.851

Source: Processed primary data (2025)

Based on Table 3 above, it can be seen that all cross loading values of each targeted indicator have a higher correlation with each variable compared to other variables. It can be concluded that the indicators above are valid as a whole.

2. Reliability Test

An instrument can be said to be reliable by looking at the value of Average Variance Extracted more than 0.5, Cronbach Alpha more than 0.6 and Composite Reliability more than 0.7. The following are the results of reliability calculations through Average Variance Extracted (AVE), Cronbach Alpha and Composite Reliability can be seen in the following table:

Table 4. Calculation of AVE, Cronbach Alpha, and Composite Reliability

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Lifestyle	0.725	0.724	0.829	0.548
Buying decision	0.702	0.744	0.818	0.536
Work	0.780	0.776	0.858	0.603
Perception of Quality	0.731	0.765	0.833	0.562

Source: Processed primary data (2025)

Based on Table 4 above, it can be seen that the Cronbach Alpha value of the Lifestyle variable is 0.725, the Purchase Decision variable is 0.702, the Job variable is 0.780 and the Perception of Quality variable is .731. From the calculation results above, it can be seen that all indicators are reliable in measuring their latent variables.

Structural Model Evaluation (Inner Model)

The evaluation of the inner model can be seen from several indicators including the coefficient of determination (R²), Predictive Relevance (Q²) and Goodness of Fit Index (GoF). The results of the structural model displayed by Smart PLS 3.0 in this study are as follows:

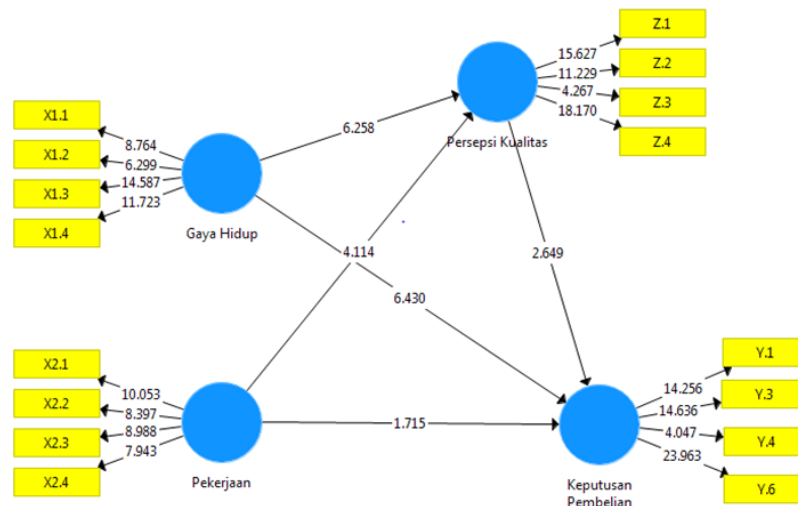


Figure 2: Structural Model (Inner Model)

Source: Processed primary data (2025)

R² (R-square) results

In assessing the model with PLS, it begins by looking at the Adjusted R-square for each dependent latent variable. The results of the r² calculation in this study are as follows:

Table 5. Correlation Value (r²)

	R Square	R Square Adjusted
Buying decision	0.598	0.585
Perception of Quality	0.629	0.621

Source: Processed primary data (2025)

Based on the calculation results using bootstrapping in Table 5 above, it is known that the r² value of the Purchasing Decision variable is 0.585, which means that the purchasing decision is influenced by lifestyle and work by 58.5% or in other words, the contribution of lifestyle and work is 58.5% while the remaining 41.5% is the contribution of other variables not discussed in this study such as location, price reference, service quality, convenience and others. The r² result of the quality perception variable is 0.621, which means that the perception of quality is influenced by lifestyle and work by 62.1% or in other words, the contribution of lifestyle and work is 62.1% while the remaining 37.9% is the contribution of other variables not discussed in this study such as product packaging, product variants and others.

Hypothesis Testing

All indicators in the outer model have met the validity and reliability requirements, so the model is suitable for use. Hypothesis testing is carried out with a significance level of 5% ($\alpha = 0.05$), which means the hypothesis is accepted if the t-statistic value ≥ 1.960 or p-value ≤ 0.05 . Hypothesis testing is divided into two, namely: Direct influence, analyzed by the bootstrapping method through SmartPLS 3.0. And indirect influence (mediation), analyzed through the t-statistic value on the indirect effect path.

1. Direct Influence Testing

Direct influence testing is used to explain hypotheses 1,2,3,4 and 5 through path coefficients. The path coefficient value can be seen through the t-statistic value which must be above the t-table, which is 1.96, which means that there is an influence of exogenous variables on endogenous variables in each hypothesis that has been determined. The t-statistic value ≥ 1.960 or the probability value \leq level of significance ($\alpha = 5\%$), has the conclusion that the hypothesis is accepted, namely there is a significant influence between the variables tested. Table 5 shows the results of direct hypothesis testing with bootstrapping on Smart PLS 3.0 software. Below is an explanation of each hypothesis in this study.

Table 6. Path Coefficients

	<i>Original Sample (O)</i>	<i>Sample Mean (M)</i>	<i>Standard Deviation (STDEV)</i>	<i>T statistics (O/STDEV)</i>	<i>P Values</i>
Lifestyle-> Purchase decisions	0.608	0.616	0.096	6,331	0,000
Lifestyle-> Perception of Quality	0.532	0.530	0.086	6,186	0,000
Jobs-> Purchasing Decisions	-0.201	-0.174	0.125	1,612	0.108
Job-> Perceived Quality	0.361	0.366	0.088	4,120	0,000
Perceived Quality -> Purchase Decision	0.337	0.318	0.125	2,688	0.007

Source: Processed primary data (2025)

Based on Table 6, the test results for each hypothesis are as follows:

H1: Lifestyle on Purchasing Decisions

Based on the test results in Table 6, it can be seen that the t-statistic value of the relationship between Lifestyle and Purchasing Decisions is 6.331 with a sig. of 0.000. The test results show that the t-statistic ≥ 1.96 and the sig. value \leq level of significance ($\alpha = 5\%$). This shows that Lifestyle has an effect on Purchasing Decisions, thus hypothesis 1 is accepted.

H2: Lifestyle on Perceived Quality

Based on the test results in Table 6, it can be seen that the t-statistic value of the relationship between Lifestyle and Perception of Quality is 6.186 with a sig. of 0.000. The test results show that the t-statistic ≥ 1.96 and the sig. value \leq level of significance ($\alpha = 5\%$). This shows that Lifestyle has an effect on Perception of Quality, thus hypothesis 2 is accepted.

H3: Job on Purchasing Decisions

Based on the test results in Table 6, it can be seen that the t-statistic value of the relationship between Job and Purchasing Decision is 1.612 with a sig. of 0.108. The test results show that the t-statistic ≤ 1.96 and the sig. value \geq level of significance ($\alpha = 5\%$). This shows that Job has no effect on Purchasing Decision, thus hypothesis 3 is rejected.

H4: Job On Perceived Quality

Based on the test results in Table 6, it can be seen that the t-statistic value of the relationship between Job and Perception of Quality is 4.120 with a sig. of 0.000. The test results show that the t-statistic ≥ 1.96 and the sig. value \leq level of significance ($\alpha = 5\%$). This shows that Job has an effect on Perception of Quality, thus hypothesis 4 is accepted.

H5: Perceived Quality on Purchasing Decisions

Based on the test results in Table 6, it can be seen that the t-statistic value of the relationship between Perceived Quality and Purchasing Decisions is 2.688 with a sig. of 0.007. The test results show that the t-statistic ≥ 1.96 and the sig. value \leq level of significance ($\alpha = 5\%$). This shows that Perceived Quality has an effect on Purchasing Decisions, thus hypothesis 5 is accepted.

2. Indirect Effect Testing

The indirect effect test is conducted by testing the strength of the indirect effect of the independent variable (X) to the dependent variable (Y) through the intervening variable (Z) with the condition that the t-statistic value is > 1.96 . The indirect effect can be stated as significant if both direct effects that form it are significant. The results of this test can be seen in the following table:

Table 7. Indirect Effect

	<i>Original Sample (O)</i>	<i>Sample Mean (M)</i>	<i>Standard Deviation (STDEV)</i>	<i>T statistics (O/STDEV)</i>	<i>P Values</i>
Lifestyle -> Perceived Quality -> Purchase Decision	0.179	0.170	0.075	2,377	0.018
Job -> Perceived Quality -> Purchase Decision	0.122	0.114	0.051	2,373	0.018

Source: Processed primary data (2025)

H6: Lifestyle on Purchasing Decisions with Perceived Quality as an Intervening Variable

Based on the test results in Table 7, it can be seen that the t-statistic value of the relationship between Lifestyle and Purchasing Decisions with Perceived Quality as an Intervening Variable is 2.377 with a sig. of 0.018. The test results show that the t-statistic ≥ 1.96 and the sig. value \leq level of significance ($\alpha = 5\%$). This shows that Lifestyle influences Purchasing Decisions with Perceived Quality as an Intervening Variable, thus hypothesis 6 is accepted.

H7: Job On Purchasing Decision With Perceived Quality As An Intervening Variable

Based on the test results in Table 7, it can be seen that the t-statistic value of the relationship between Job and Purchasing Decisions with Perceived Quality as an Intervening Variable is 2.373 with a sig. of 0.018. The test results show that the t-statistic ≥ 1.96 and the sig. value \leq level of significance ($\alpha = 5\%$). This shows that Job has an effect on Purchasing Decisions with Perceived Quality as an Intervening Variable, thus hypothesis 7 is accepted.

DISCUSSION

Based on the results of the hypothesis testing that has been done, the next stage is an explanation of the relationship between the variables in this study which is then linked to consumer behavior, previous studies and management science so that it can support previously existing statements. The explanation of the results is as follows:

1. Lifestyle influences purchasing decisions at Pearly Store

Based on the results of the analysis and hypothesis testing, it was found that there was a significant influence between lifestyle and purchasing decisions at the Pearly Store. These results indicate that lifestyle is an important factor in shaping consumption behavior. The lifestyle in question includes how individuals live their lives, such as preferences for trends, daily activities, values adopted, to the consumption patterns chosen. Consumers with active, modern, or hedonistic lifestyles tend to buy products not only based on functional needs, but also to support self-image, social status, or personal style. This shows that the more appropriate an individual's lifestyle is with the values offered by Pearly, the more likely the individual is to make a purchase. The results of this study are in line with the results of the study (Wowor et al., 2021) which states that lifestyle has a positive and significant influence on purchasing decisions.

2. Lifestyle influences the perception of quality at Pearly Store

Based on the results of the analysis and hypothesis testing, it was found that there is a significant influence between lifestyle and perception of quality at the Pearly Store. This is because lifestyle reflects the values, interests, and preferences of consumers which directly affect the way they evaluate a product. The results of this study are in line with the results of the study (Kartikasari, 2020) which shows that lifestyle variables have a significant positive influence on perceived quality.

3. Occupation influences purchasing decisions at Pearly Store

Based on the results of the analysis and hypothesis testing, it shows that work does not affect purchasing decisions. The results of this study are not in line with the results of the study (Rahmaniar & Rachmawati, 2024) which states that the work influence the purchasing decision to use a full service airline. Occupation greatly influences purchasing decisions because it is directly related to a person's income, needs, lifestyle, and preferences. Therefore, in a marketing strategy, it is important to consider the type of occupation of the target market so that the products offered are more relevant and attractive to consumers.

4. Work influences the perception of quality at Pearly Store

Based on the results of the analysis and hypothesis testing, it was found that work has a positive and significant influence on the perception of quality. The results of this study are not in line with the results of the study (Nauvalia & Herwinarni, 2021), When someone has a certain job, they will indirectly form a way of thinking and a way of assessing the quality of a product or service based on the experience, expectations, and economic capabilities inherent in that type of job.

5. Perception of Quality Influences Purchasing Decisions at Pearly Store

Based on the results of the analysis and hypothesis testing, it was found that perceived quality has a positive and significant influence on purchasing decisions. This means that the higher the consumer's perception of the quality of a product, the greater the likelihood that the consumer will decide to buy the product. The results of this study are in line with the results of the study (Asmaul et al., 2021) which states that perceived quality influences purchasing decisions.

6. Lifestyle on Purchasing Decisions with Perceived Quality as an Intervening Variable

Based on the results of the analysis and hypothesis testing, it was found that Lifestyle with Perceived Quality as an Intervening Variable has a positive and significant influence on purchasing decisions. Perceived quality plays a role as a strengthening relationship between consumer lifestyle and purchasing decisions. Therefore, in formulating marketing strategies and product development, business actors should consider both aspects simultaneously. This means that the higher the consumer's perception of the quality of a product, the greater the likelihood that the consumer will decide to purchase the product. The results of this study are in line with the results of the study (Kartikasari, 2020) states that there is an influence of lifestyle on purchasing decisions through perceived quality where positive and significant results are obtained. Perceived quality is able to mediate the relationship between lifestyle and purchasing decisions.

7. Jobs on Purchasing Decisions with Perceived Quality as an Intervening Variable

Based on the results of the analysis and hypothesis testing, it was found that Jobs with Perceived Quality as Intervening Variables have a positive and significant influence on purchasing decisions. The results of this study are in line with the results of the study (Maisaroh et al., 2023), Occupation is one of the important social factors that influence consumer behavior. A person's type of occupation often reflects their income level, lifestyle, social status, and shopping needs and preferences. Consumers with different occupations are likely to have different priorities, purchasing power, and quality standards in evaluating a product or service.

CONCLUSION

This study shows that lifestyle has a positive and significant effect on perceived quality and purchasing decisions at Pearly Store, while occupation only has a significant effect on perceived quality, not directly on purchasing decisions. Perceived quality is proven to be an important mediator connecting the influence of lifestyle and occupation on purchasing decisions. Therefore, Pearly Store needs to adjust its products and marketing

strategies to the lifestyle and occupational characteristics of the target market to improve perceived quality and encourage purchases.

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THE INFLUENCE OF LIFESTYLE AND WORK ON PERCEPTION OF QUALITY AND ITS IMPLICATIONS ON PEARLY STORE PURCHASE DECISIONS

Citra Saffanah **et al**

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