

ABSTRACT

This study aims to analyze the influence of Lifestyle, and the Reference Group on the decision of the Offroad Car Buying Daihatsu Taft Series. The subjects of this study are consumers who have never made a car purchase offroad Daihatsu Taft series. In this study, 95 respondents were selected using purposive sampling and nonprobability sampling method. The data analysis tool used is Multiple Linear Regression.

Based on the analysis that has been done, the result that lifestyle, and reference group have a significant positive effect on purchasing decision partially or together.

Keywords: Lifestyle, Reference Group, Purchase Decision

