

ABSTRACT

The phenomenon of growth in the use of cosmetic products in Indonesia is increasing every year caused by various factors, including increased demand, trends and lifestyles in society is growing. Based on the survey of Top Brand Cosmetics Wardah is most widely used in Indonesia. This study aims to determine how consumer behavior, lifestyles and the purchase decision process made by users of cosmetic products, the level of influence the behavior and lifestyles of consumers towards cosmetic products Wardah partially and simultaneously.

This research is quantitative research with descriptive and causal data analysis. The study population is unknown so that the samples use a nonprobability sampling with purposive sampling technique. Determination of respondents use Bernoulli formula to obtain 100 respondents of the brand cosmetic products Wardah. Then the analysis of data is obtained using multiple linear analysis.

Results showed that as partially behavioral variables not influence consumer purchase decision process the lifestyle significantly influence the purchase decision process amounted to 41.74%. Simultaneously showed that consumer behavior and lifestyle significantly influence the purchase decision process by 59.6%. While the remaining 43.1% is explained by other variables not examined in this study.

Keywords: *Wardah, Consumer Behavior, Lifestyle, Buying Decision Process*