

ABSTRACT

One of the highest needs right now is the need of houses. The high demand for houses also have an impact to demand increasing for home appliances. Today, consumers put home appliances as a lifestyle to show off their social status. The concept of lifestyle can help suppliers to understand the changing of consumer values and how well the lifestyle influence buying behaviour.

The study aims to determine the lifestyle of consumers Ace Hardware Indonesia, to determine the buying decision process in Ace Hardware Indonesia, and also to determine how much influence of lifestyle on buying decision process in Ace Hardware Indonesia.

The method used in this research is descriptive and causal methods with quantitative approaches. In this study primary data obtained from questionnaires and processed using simple linear regression analysis method. The number of samples in this study were 400 respondents using sampling technique, convenience sampling.

Based on the calculation of descriptive analysis, consumer lifestyle in this study are in good category with a percentage of 78.16%, buying decision process in Ace Hardware Indonesia in this study are in good category with a percentage of 78.07%. Lifestyle influence on the buying decision process of 20,3%, while there are other factors beyond the authors studied variables that influence buying decision process at 79,3%.

Based on the results of the study, to further enhance the purchasing decision, Ace Hardware Indonesia should continue to innovate and attention to consumer behavior in order to maintain consumers.

Keywords: *Lifestyle, Buying Decision Process, Home Appliances*