

## **ABSTRACT**

Culinary business development in Bandung City is currently growing rapidly, it can be seen from the number of cafes and restaurants in Bandung City increasing annually. Gathered in cafe or restaurant has become a lifestyle of Indonesian people, especially Bandung City. Using social media to share information has also become a habit of today's people. Each individual also has a different character and a different behavior in making the buying decision process. This makes the culinary sector should be more thorough and able to attract the attention of consumers to be able to compete .

The study aims to determine how the lifestyle of consumers Little White Cafe, the use of social media by Little White Cafe, and consumer buying decision process at the Little White Cafe. This type of research used in this study was a descriptive analysis, using sampling techniques, validity and reliability. By take sample from Little White Cafe's consumers or respondents who had visited Little White Cafe.

Results from this study that the lifestyle variables in Little White Cafe has 66.51% percentage, that means lifestyle variable implementation is good enough. While social media variables has 69.76% percentage, and consumer buying decision process in the Little White Cafe has 68.46% percentage, that mean both variables was included into good category.

Keywords: lifestyle, social media, purchase decision process.