

ABSTRACT

The development of the fashion business in Indonesia is growing very rapidly, this is evidenced by several businesses that are currently emerging. To enter the business industry which currently has intense competition, a business requires an innovation to survive and succeed. As the phenomenon that occurs in this study, men have used bags when going out. Unlike the old days, men prefer not to use bags when going out.

This study aims to find out how the influence of lifestyle on buying interest in Tuskbag products specifically for men. This research method uses quantitative methods and data collection techniques using questionnaires with the number of respondents is 100 distributed through Google Form. Respondents in this study were consumers and followers of the Tuskbag Official Instagram account. This research used purposive sampling. This study used multiple linear regression analysis to determine the influence of lifestyle on consumer buying interest and Official Tuskbag followers as the analysis technique.

The results obtained from this study are the activity, interest and opinion sub-variables have a positive and significant influence on buying interest both partially and simultaneously on buying interest in Official Tuskbag followers.

Keywords: *buying interest, fashion, lifestyle*