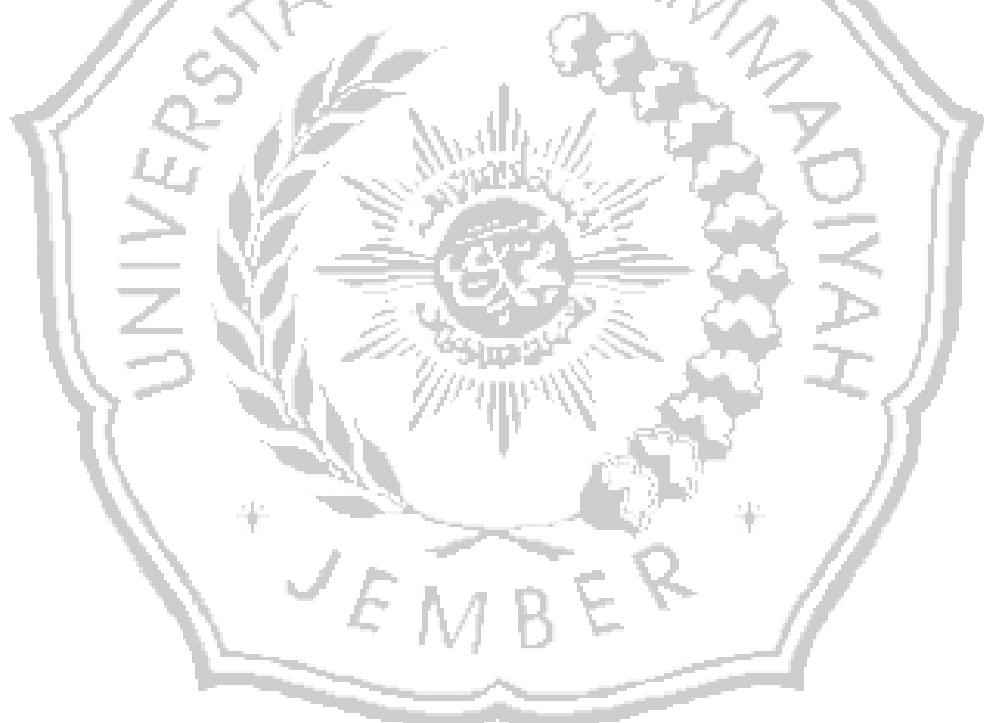


## **ABSTRAK**

Penelitian ini bertujuan untuk mengetahui pengaruh dari dua variabel yaitu *Customer Experience* Dan *Lifestyle Model* terhadap *purchase decision*. Hipotesis dalam penelitian ini *Customer Experience* Dan *Lifestyle Model* berpengaruh terhadap *purchase decision* secara parsial. Objek penelitian ini adalah member bioskop NSC Jember yang memiliki jumlah populasi 75 responden menggunakan teknik purposive sampling. Teknik pengumpulan data menggunakan observasi, wawancara dan kuesioner. Analisis yang digunakan meliputi uji validitas, uji reliabilitas, uji asumsi klasik (uji normalitas, uji multikolinearitas, uji heteroskedastisitas), analisis regresi linear berganda dan uji hipotesis (uji t, koefisien determinasi). Hasil penelitian menunjukkan bahwa *Customer Experience* Dan *Lifestyle Model* berpengaruh terhadap *purchase decision*.

**Kata kunci:** *Customer Experience, Lifestyle Model, Purchase Decision*



## **ABSTRACT**

*This study aims to determine the effect of two variables, namely Customer Experience and Lifestyle Model on purchase decisions. The hypothesis in this study that the Customer Experience and Lifestyle Model partially affect purchase decisions. The object of this study is a member of the NSC Jember cinema which has a total population of 75 respondents using a purposive sampling technique. Data collection techniques using observation, interviews and questionnaires. The analysis used includes validity test, reliability test, classic assumption test (normality test, multicollinearity test, heteroscedasticity test), multiple linear regression analysis and hypothesis testing (t test, coefficient of determination). The results showed that the Customer Experience and Lifestyle Model have an effect on purchase decisions.*

**Keywords:** *Customer Experience, Lifestyle Model, Purchase Decision*

