

## ABSTRACT

### **THE EFFECT OF SELF-IMAGE AND LIFESTYLE OF MALE CONSUMERS ON DECISION TO TREATMENT AT PUSPITA BEAUTY CLINIC BANDAR LAMPUNG**

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The term metrosexual were first introduced by Kompas on August 31, 2003 edition. Metrosexual associated with the lifestyle of men who take care of themselves which is currently developing. This study aims to determine the effect of Self Image and Men's Lifestyle in doing treatment at Puspita Beauty Clinic Bandar Lampung. The type of research was quantitative causality. The population were all men who do treatment at Puspita Beauty Clinic Bandar Lampung and 100 respondents took by purposive sampling. The research concluded that self-image and lifestyle both partially and simultaneously affect men's decisions to do a treatment at Puspita Beauty Clinic Bandar Lampung.

Keywords: Self-image, Lifestyle, Purchase decision