

ABSTRACT

THE EFFECTS OF HEALTHY LIFESTYLES, REFERENCE GROUPS, PERCEPTIONS OF QUALITY, AND PRICE ON PURCHASE DECISIONS FOR SIDO MUNCUL HERBAL PRODUCTS

By

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The purpose of this study was to examine the impact of healthy lifestyle, reference group, perceived of quality, and price on the decision to purchase Sido Muncul herbal products. This type of research is causality-associative research. The sampling method for this study uses probabilistic sampling with a purposive sampling technique, with a total sample of 100 respondents drawn according to the Lameshow formula. The results of this study indicate that a healthy lifestyle does not affect the purchase of herbal products and reference groups, perceptions of quality, and price affect the purchasing decisions of Sido Muncul herbal products.

Keywords: Healthy Lifestyle, Reference Group, Perceived of Quality, And
Price, Purchase Decision, Herbal

