

ABSTRACT

One of the current online shopping trends is personal shopping of branded goods. This study aims to determine the effect of consumer satisfaction and lifestyle on purchasing decisions for personal shopping of branded goods. Consumer satisfaction includes satisfaction on product quality, price, promotion, service quality and speed of delivery. The research method used is a descriptive type of research with a quantitative approach where the data obtained from the results of questionnaires are distributed via google form and distributed through social media. The population is consumers who know and have shopped at personal shopping with a sample of 100 respondents taken by the non probability sampling method with purposive sampling technique. The data processing method is the Partial Least Square method with the help of the SMARTPLS 3.0 application. The results showed that the effect of consumer satisfaction and lifestyle on purchasing decisions was 73.3% and a loss of 26.7% was influenced by other factors that did not affect this study. Consumer satisfaction has a positive and significant impact on purchasing decisions with a path coefficient of 0.735 and lifestyle has a positive impact on purchasing decisions with a path coefficient of 0.195.

Keywords: Personal Shopper, Consumer Satisfaction, Lifestyle, Purchase Decision, Product Quality