

The Influence of Viral Marketing and Lifestyle on the Purchase Decision of Online Shop "Shopee" in Mataram City

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Abstract

This study aims to determine the influence of viral marketing and lifestyle on consumer purchasing decisions on Shopee in Mataram City. Shopee, as one of the largest e-commerce platforms in Indonesia, utilizes viral marketing strategies through social media, influencers, and promotional programs to attract consumer interest. On the other hand, people's increasingly modern and practical lifestyles also influence online shopping preferences. This study used a quantitative approach with a purposive sampling method and obtained 72 respondents who were Shopee users in Mataram City. Data were collected through questionnaires and analyzed using multiple linear regression. The results showed that both viral marketing and lifestyle significantly influenced purchasing decisions. These findings indicate that appropriate marketing strategies and an understanding of consumer lifestyles can increase promotional effectiveness and customer loyalty on e-commerce platforms.

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1. INTRODUCTION

Looking at the current economic situation, where rapid information and communication technology in recent years has changed the way people interact with various sectors, one of which is *E-Commerce*. At the moment *E-Commerce*. Online shopping has become a rapidly growing trend, given the ease of access and convenience it offers. Indonesians, especially in large cities, are increasingly accustomed to online transactions for purchasing a variety of products, from clothing and food to electronics.

According to (Witarisma, 2017), e-commerce itself is the use of computers and the internet with a web browser to sell and buy products. Along with this, Indonesia is experiencing a trend of buying and selling goods via...*E-Commerce*. There are various e-commerce platforms in Indonesia, such as Shopee, Lazada, Tokopedia, Bukalapak, Blibli, and others that are easy to find according to the product category you're looking for. Shopee is an E-Commerce company that...*E-Commerce big* in Indonesia.

Shopee utilizes various marketing strategies to maintain and increase consumer appeal in the Indonesian market. One of the key strategies Shopee employs is viral marketing, which leverages the power of social media and influencers to reach a wider consumer base. Through viral campaigns, often involving major events, attractive promotions, and celebrity collaborations, Shopee is able to generate consumer interest in purchasing products and increase engagement with consumers.

According to Boentoro and Paramita (2020) *viral marketing* is one of the marketing techniques that utilizes social media for marketing purposes, where the working concept is assumed to be like the development of a virus that reproduces itself.

According to (Lubis, Irawati, Karina, & Sembiring, 2020:34) "*lifestyle is a pattern of one's life behavior, patterns in shopping and allocating time*". Lifestyle is broadly defined as how a person spends their time (activities), what they consider important in their environment (interests), and what they think about themselves and the world around them (opinions).

According to (Fadila et al., 2021) a purchase decision is a choice of two or alternative options, including decisions about the benefits and type of product, decisions about the form of the product, decisions about the brand, decisions about the total product, decisions about the time of purchase, and payment methods.

2. MATERIALS AND METHODS

This research was conducted using an associative quantitative approach, which means the analysis uses statistical figures to measure the extent of the relationship between two independent variables, namely *viral marketing* and lifestyle on one dependent variable, namely purchasing decisions on Shopee. This research was conducted in Mataram City, considering the high e-commerce activity among the city's residents.

Population and Sampling Techniques

The population in this study included all Shopee app users residing in Mataram City. Because the exact number was unknown, the researchers used a non-probability sampling technique with a purposive sampling method, which involves selecting samples based on specific criteria. The criteria were:

- Minimum age 17 years
- Living in Mataram City
- Have made a purchase through Shopee

The sample size was determined based on the approach adopted by Hair et al. (2020), which is six times the number of research variable indicators. Since the number of indicators used is 12, the minimum sample size determined is:

$$n = 6 \times 12 = 72 \text{ respondents} = 6 \times 12 = 72 \text{ respondents}$$

Research Instruments and Measurement Scales

Researchers used a closed-ended questionnaire based on Google Forms, consisting of 12 statements. All statements were measured on a 5-point Likert scale, as follows:

No	Respondent Answer Criteria	Score
1	Strongly agree	5
2	Agree	4
3	Neutral	3
4	Don't agree	2
5	Strongly Disagree	1

Source: Sugiyono (2015)

The following is the indicator structure of each variable:

Variables	Indicator	Number of Grains
Viral Marketing (X1)	Social media, Product knowledge, Talking about products	3
Lifestyle (X2)	Activities, Interests, Opinions	3
Purchase Decision (Y)	Product, Brand, Distributor, Quantity, Time, Payment Method	6

1. Validity and Reliability Test

a. Validity Test

According to Sugiyono (2017:125), it shows the degree of accuracy between the actual data that occurs on the object and the data collected by the researcher. The validity test was conducted on 72 respondents in Mataram City who use the Shopee application. If $r_{count} > r_{table}$ and the value is positive, then the variable is declared valid. Conversely, if $r_{count} < r_{table}$ then the variable is declared invalid. The basis for making a decision on whether or not a statement is valid is stated by Sugiyono (2017:126) that if $r_{count} > 0.23$ (r_{table}) with a significance level of 5%, which means the statement is said to be valid and accurate. This validity test is carried out using the Pearson Correlation formula. (*Correlation Product Moment*). A statement is said to be valid if the calculated r is seen from *Corrected Item Total Correlation* exceeds r_{table} (0.23). The formula tested using Pearson Product Moment correlation, namely:

$$r = \frac{n(\sum XY) - (\sum X)(\sum Y)}{\sqrt{[n\sum X^2 - (\sum X)^2][n\sum Y^2 - (\sum Y)^2]}}$$

Information:

r_{count} : Validity coefficient of the question items sought

n : Number of respondents (sample)

X : The score obtained by the subject for each item

$\sum X$: Total score obtained from all items

b. Reliability Test

According to Sugiyono (2017:130), reliability testing is the extent to which measurement results using the same object will produce the same data.

Ghozali (2018:46) states that the testing criteria are if the coefficient *Cronbach Alpha* > 0.60 , then the variable is declared reliable. Therefore, it is suitable for use in research. Conversely, if the coefficient *Cronbach Alpha* < 0.60 , the variable is declared unreliable. The calculation of the reliability of the Cronbach Alpha formulation in this study used the SPSS program.

c. Classical Assumption Test

Before conducting the regression test, the data was tested through the following stages:

a). Normality Test

The normality test examines whether the independent and dependent variable data in the resulting regression equation are normally distributed or not. A regression equation is considered good if the independent and dependent variable data are normally distributed or close to normal.

Meanwhile, for the Kolmogorov-Smirnov test, the confidence level (α) is set at 5%. The test variables are:

- If the significance > 0.05 then the data is normal
- If the significance is < 0.05 then the data is not normally distributed.

b) Multicollinearity Test

Multicollinearity aims to test whether the regression model finds a correlation between independent variables.

To test for multicollinearity, we examine the Tolerance and Variance Inflation Factors (VIF) values. According to Ghazali (2016), the criteria used are:

- If the tolerance value is > 0.10 and $VIF < 10$, it can be said that there is no multicollinearity or is free from multicollinearity or free from multicollinearity between the independent variables in the regression model.
- If the tolerance value is < 0.10 and $VIF > 10$, it can be said that there is multicollinearity between the independent variables in the regression model.

d. Multiple Linear Regression Analysis

Sugiyono (in Salimun and Sugiyanto, 2021:573) stated that linear regression analysis is used to predict how the value of the dependent variable will change if the value of the independent variable is increased or decreased. The model formula used:

$$Y = \alpha + b_1X_1 + b_2X_2 + e$$

Where:

- a = Constant
- and = Error
- b₁ = Viral marketing coefficient
- b₂ = Lifestyle coefficient
- AND = Purchase decision
- X₁ = Viral marketing
- X₂ = Lifestyle

e. Hypothesis Testing

a) t-test (Partial)

The F test (simultaneous test) is to see whether the independent variables together (simultaneously) have a significant influence on the dependent variable. Through variable testing with the following steps: $H_0: b_1, b_2 = 0$ means together (simultaneously) *viral marketing and lifestyle not* available for purchase decision $H_a: b_1, b_2 \neq 0$ means that together (simultaneously) viral marketing and lifestyle have an influence on purchasing decisions.

Based on the hypothesis formulation, hypothesis testing is then conducted, namely, to determine whether a hypothesis is accepted or rejected. To conduct this testing, an F-test variable is used with a significance level of 5%. The formula is as follows:

$$F_h = \frac{R^2/K}{(1 - R^2)/(n - k - 1)}$$

Where:

h = F count which will be compared with F_{table}

R = Multiple correlation coefficient

K = Number of independent variables

n = Number of samples

Next value of F count compared with F table at $\alpha = 5\%$, $df_1 = k - 1$, $df_2 = n - (k + 1)$, with the following conditions:

- a). -If F count $\geq F_{table}$ then H_0 is rejected (there is a significant influence simultaneously).
- b). -If F count $< F_{table}$ then H_0 is accepted (there is no simultaneous influence).

Based on the basis of significance, the criteria are:

- a) If the significance > 0.05 then *TO* accepted.
- b) If the significance is < 0.05 then *TO* rejected.

b) F Test (Simultaneous)

According to Ferdinand (2014) the purpose of the T-test is to determine how far the influence of the independent variables individually in explaining the variation of the dependent variable. The null hypothesis (H_0) to be tested is the regression coefficient parameter test (b_1) equal to zero or $H_0 = b_1 = 0$, meaning that an independent variable is not a significant explanation of the dependent variable. The alternative hypothesis (H_a) is a parameter of a variable that is greater than zero or $H_a = b_1 > 0$, meaning that an independent variable is a significant explanation of the dependent variable.

The overall significance test of the regression coefficients uses a t-test using degrees of freedom (df) = $n - k - 1$, at a confidence level of 95% and $\alpha = 0.05$.

The decision-making criteria are as follows:

- a) H_0 is rejected and H_a is accepted, if $t \text{ count} \geq t \text{ table}$
- b) H_0 is accepted and H_a is rejected, if $t \text{ count} \leq t \text{ table}$

f. Coefficient of Determination (R^2)

- a. The individual coefficient of determination (R^2) indicates how much each independent variable contributes to the dependent variable individually or partially. The (R^2) value can be used to predict how much influence the independent variables (viral marketing and lifestyle) have on the dependent variable (purchase decisions).
- b. The coefficient of determination (R^2) value is between zero (0) and one (1). If the R^2 value is close to 1 or more than half, then the independent variables (viral marketing and lifestyle) have a large influence on the dependent variable (purchase decisions). Meanwhile, if the R^2 value is close to 0 or less than half, then the independent variables (viral marketing and lifestyle) have a small influence on the dependent variable (purchase decisions).

3. RESULTS AND DISCUSSION

RESULTS

a. Validity and Reliability Test

Variables	Question Items	Person Correlation	R Table	Information
		(r count)		
Viral Marketing (X1)	Q1	0.741	0.232	Valid
	Q2	0.840	0.232	Valid
	Q3	0.804	0.232	Valid

Source: Processed Primary Data, 2025

Variables	Question Items	Person Correlation	R Table	Information
		(r count)		
Lifestyle (X2)	Q4	0.763	0.232	Valid
	Q5	0.760	0.232	Valid
	Q6	0.740	0.232	Valid

Source: Processed Primary Data, 2025

Variables	Question Items	Person Correlation	R Table	Information
		(r count)		
Purchase Decision (AND)	Q7	0.678	0.232	Valid
	Q8	0.734	0.232	Valid
	Q9	0.777	0.232	Valid
	Q10	0.811	0.232	Valid
	Q11	0.641	0.232	Valid
	Q12	0.655	0.232	Valid

Source: Processed Primary Data, 2025

Criteria: an item is considered valid if the value $r \geq r_{table}$. In this study, the value r_{table} for $N = 72$ and $\alpha = 5\%$ is 0.232. Result: all statement items are declared valid because the calculated r is greater than the table r .

1.) Reliability Test

According to Sugiyono (2017:130), reliability testing is the extent to which measurement results using the same object will produce the same data.

Criteria: alpha value ≥ 0.60 indicates a reliable instrument (Ghozali, 2018).

Ghozali (2018:46) states that the testing criteria are if the coefficient *Cronbach Alpha* > 0.60 , then the variable is declared reliable. Therefore, it is suitable for use in research. Conversely, if the coefficient *Cronbach Alpha* < 0.60 , the variable is declared unreliable. The calculation of the reliability of the Cronbach Alpha formulation in this study used the SPSS program.

Variables	Number of Items	Cronbach's Alpha	Information
Viral Marketing (X1)	3	0,704	Reliable
Lifestyle (X2)	3	0,606	Reliable
Purchase decision (Y)	6	0,798	Reliable

Source: Output SPSS, 2025

Based on the table above, it can be seen that all Cronbach's Alpha values are above 0.60, so it can be concluded that the questionnaire instrument is declared reliable and can be used for further analysis.

b. Classical Assumption Test

Before conducting the regression test, the data was tested through the following stages:

a) Normality Test

Using the Shapiro-Wilk Test. Criteria:

- Sig $> 0.05 \rightarrow$ data is normally distributed Results:
- Viral Marketing: Sig = 0.000
- Lifestyle: Sig = 0.001
- Purchase Decision: Sig = 0.000

All significant values below 0.05 \rightarrow the data is declared abnormal.

b) Multicollinearity Test

Objective: To determine whether there is a high correlation between independent variables. Tested with:

- Tolerance Value (must be > 0.10)
- VIF value (must be < 10)

Results:

- Tolerance: 0,502
- VIF: 1.993 Conclusion: No multicollinearity occurs.

c. Analysis Multiple Linear Regression

After all assumptions are met, multiple linear regression analysis is carried out to determine the effect of variables X_1 and X_2 on Y . The model formula used is:

Coefficients							
	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics
		B	Std. Error	Beta			Tolerance
1	(Constant)	6.111	2.020		3.025	.003	
	X1	.721	.203	.388	3.559	.001	.502
	X2	.817	.202	.441	4.045	.000	.502

Source: Output SPSS, 2025

$$Y = 6.111 + 0.721X_1 + 0.817X_2$$

Based on the SPSS output above, the following regression equation is obtained: $Y = 6.111 + 0.721X_1 + 0.817X_2$. This model shows the meaning that:

- The constant = 6.111 shows that if the independent variables, namely viral marketing and lifestyle, are in a constant state or do not experience change (equal to zero), then the purchasing decision is 6.111.
- The coefficient $X_1 = 0.721$ shows that if viral marketing increases, it will result in an increase in purchasing decisions to buy products on the Shopee application by 0.721.
- The coefficient $X_2 = 0.817$ shows that if lifestyle improves, it will result in an increase in purchasing decisions to buy products on the Shopee application by 0.817.

Hypothesis Testing

a) t-test (Partial)

Model	R	R Square	Adjusted R Square	Std. Error
1	0,767	0,588	0,576	1,79788

Source: Output SPSS, 2025

Based on the results of the summary model, it is known that the R Square value is 0.588, which means that 58.8% of the variation in Purchasing Decisions (Y) can be explained by the Viral Marketing (X_1) and Lifestyle (X_2) variables together. This shows that both independent variables (viral marketing and lifestyle) make a significant contribution to changes in the dependent variable (Purchase Decisions).

b) F Test (Simultaneous)

Model	Sum of Squares	Df	Mean Square	F	Sig.
1	317.953	2	158.976	49.183	0.000

Source: Output SPSS, 2025

The ANOVA test results based on table 4.10 show a significance value of $0.000 < 0.05$, which means the regression model formed is simultaneously significant. This means that the Viral Marketing (X1) and Lifestyle (X2) variables together have a significant effect on Purchasing Decisions (Y) among Shopee users in Mataram City.

Coefficient of Determination (R^2)

The R^2 value = 0.588 \rightarrow means that 58.8% of the change in purchasing decisions can be explained by viral marketing and lifestyle. The remaining 41.2% is explained by other factors not examined in this model.

DISCUSSION

1. Influence of Viral Marketing (X1) on Purchase Decisions (Y)

The results of multiple linear regression show that the Viral Marketing variable (X1) has a significance value of $0.001 < 0.05$ and a regression coefficient of 0.721, which means it has a positive and significant effect on Purchasing Decisions (Y). This means that the higher the intensity and effectiveness of viral marketing carried out by Shopee, the greater the likelihood of consumers making purchases. This indicates that Viral Marketing has a positive and significant effect on Purchasing Decisions (Y). The stronger the viral marketing strategy implemented by Shopee, the greater the likelihood of consumers making purchases on the platform.

Shopee's active viral marketing strategy through various digital channels such as social media, influencers, and major campaign events (e.g., the 11.11 Big Sale and 12.12 Birthday Sale) has successfully captured the attention of a wide audience and created a social impact that encourages consumer behavior. These campaigns typically feature popular public figures and distribute interactive, easily viral promotional content such as short videos, challenges, and Shopee Live livestreams. Furthermore, these results are supported by several previous studies, including:

- a. Andora (2021) stated that viral marketing has a significant influence on consumer purchasing decisions by increasing trust in the Shopee platform.
- b. Mihartinah et al. (2023) found that viral marketing positively and significantly influences purchasing decisions on the e-commerce platform Shopee, especially during major promotional campaigns.
- c. Susanto & Riyadi (2024) in their research on Shopee users concluded that viral marketing through social media and celebrity endorsements significantly increased product purchase intentions.

Thus, it can be concluded that viral marketing is a crucial strategy for influencing consumer purchasing decisions on Shopee, especially in today's digital age. The use of social media, influencers, and interactive promotions makes this strategy not only effective in reaching a wide audience but also in driving direct sales conversions. Viral marketing, spread through social media, influencers, and Shopee promotional programs like flash sales or free shipping, can shape strong perceptions and emotional appeals in consumers.

2. Influence of Lifestyle on Purchasing Decisions

The results of the multiple linear regression analysis show that the Lifestyle variable (X2) has a significance value of $0.000 < 0.05$ and a regression coefficient of 0.817, which means it has a positive and significant effect on Purchase Decisions (Y). This means that the more consumers' lifestyles align with the values offered by Shopee, the higher their tendency to make purchases.

Lifestyle reflects a person's lifestyle patterns, activities, and interests, including product selection and shopping methods. Shopee, as a digital platform, offers numerous features tailored to modern lifestyles, such as 24-hour shopping convenience, digital payments, personalized promotions, and Shopee Live. Consumers with a digital lifestyle are strongly influenced by the convenience and speed offered by this platform. These findings align with the theory proposed by Engel, Blackwell, and Miniard (1995), which states that lifestyle is a key determinant in consumer decision-making. A lifestyle oriented toward convenience, efficiency, and accessibility will tend to choose a shopping platform that supports these needs. These findings are also supported by previous studies, such as:

- a. Putri & Fitriani (2021) concluded that lifestyle has a positive influence on online purchasing decisions, especially among the younger generation who are accustomed to digital activities.
- b. Dewi & Arfan (2022) in their research on Shopee users in Palembang, stated that lifestyle significantly influences purchasing behavior because consumers increasingly adapt their shopping needs to their daily routines.
- c. Irawati et al. (2023) also found that lifestyle is a strong predictor of online purchasing decisions across various e-commerce platforms, including Shopee, as it is directly related to preferences and daily lifestyle.

Thus, it can be concluded that lifestyle plays a significant role in influencing consumer purchasing decisions, particularly in today's digital era, where ease and convenience are key factors in choosing a shopping platform. Shopee, as an e-commerce platform that adapts to people's digital lifestyles, has successfully attracted consumers who value efficiency, accessibility, and interactivity in shopping.

3. The Simultaneous Influence of Viral Marketing and Lifestyle on Purchasing Decisions

Based on the results of the ANOVA test, it is known that the significance value is $0.000 < 0.05$ and the F value is 49.183. This indicates that the Viral Marketing (X1) and Lifestyle (X2) variables simultaneously have a significant effect on Purchasing Decisions (Y). In addition, the R Square value of 0.588 from the Model Summary indicates that 58.8% of the variation in Purchasing Decisions can be explained by these two independent variables.

The combination of viral marketing strategies aligned with modern consumer lifestyles has a strong influence on driving purchasing decisions. Shopee has succeeded in creating a digital shopping ecosystem that relies not only on viral promotions through social media and celebrities, but also provides a shopping experience that suits today's urban lifestyle—fast, easy, and integrated. This supports the theory of Kotler & Keller (2016), which states that consumer purchasing decisions are strongly influenced by a combination of marketing factors and personal characteristics, such as lifestyle. When promotions and consumer lifestyles support each other, purchasing decisions will be more easily formed. This research also aligns with findings from:

- a. Wulandari & Aisyah (2022) showed that viral marketing and lifestyle together contribute significantly to the formation of purchasing decisions in e-commerce in Indonesia.
- b. Ramadhan & Kusuma (2021) stated that integrating marketing strategies with an understanding of consumer lifestyles is a major determining factor in the success of online sales.
- c. Fadillah et al. (2023) emphasized that the combination of digital lifestyle and viral

promotions creates a synergistic effect in driving purchasing decisions among Shopee users.

Thus, it can be concluded that Viral Marketing and Lifestyle are two factors that complement each other and together have a strong influence on consumer purchasing decisions on the Shopee platform.

4. CONCLUSION

Based on the results of the discussion and data analysis in this study, the following conclusions can be drawn:

1. Viral Marketing has a significant influence on Purchasing Decisions. The t-test results show that the Viral Marketing variable (X1) has a significance value of 0.001 (<0.05) and a positive regression coefficient of 0.721. This means that the stronger the viral marketing strategy implemented by Shopee, such as the use of influencers, creative promotions on social media, and major campaigns such as 12.12 or 11.11, the greater the likelihood of consumers to make a purchase.
2. Lifestyle significantly influences purchasing decisions. The Lifestyle variable (X2) shows a significance value of 0.000 (<0.05) with a regression coefficient of 0.817. This means that consumers' modern, efficient, and digital lifestyles significantly influence their decisions to use Shopee as a shopping platform. Shopee's features, such as fast shopping, digital payments, and live shopping, align with today's lifestyle needs and routines.
3. Viral Marketing and Lifestyle simultaneously have a significant influence on Purchasing Decisions. Based on the results of the F test (ANOVA), a significance value of 0.000 (<0.05) and an R Square value of 0.588 were obtained. This indicates that the combination of Viral Marketing and Lifestyle explains 58.8% of the variation in consumer Purchasing Decisions. Therefore, it can be concluded that these two variables together have a strong influence on the purchasing decisions of Shopee users in Mataram City.

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