

## ABSTRACT

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### **PREDICTED PURCHASE MOTIVATION FROM LIFESTYLE MODERATED BY SOCIAL ENJOYMENT AT MAMATJOE DIMSUM RESTAURANT**

(xvi+132 halaman; 4 gambar; 41 tabel; 10 lampiran)

*Di Indonesia, dimsum telah menjadi pilihan makanan yang populer karena harganya yang terjangkau dan beragam, sehingga menjadi makanan pokok di banyak masyarakat. Motivasi pembelian dimsum di kabupaten-kabupaten ini didorong oleh keinginan akan cita rasa tradisi dan rasa kebersamaan, karena dimsum sering kali disantap bersama keluarga dan teman. Kenyamanan dan kewajaran dimsum juga turut berkontribusi terhadap popularitasnya, sehingga menjadi pilihan banyak pembeli.*

*Alasan dilakukannya penelitian ini adalah untuk menyimpulkan penelitian mengenai pengaruh Gaya Hidup terhadap Motivasi Membeli dengan Kenikmatan Sosial sebagai variabel moderasi pada Restoran Mamatjoe Dimsum Medan dengan menggunakan informasi primer dan sekunder serta 97 responden yang dikumpulkan melalui penyebaran kuesioner. dengan kemudahan pengambilan sampel. Dengan menggunakan Smart PLS 4.0, penelitian dianalisis melalui beberapa uji seperti uji normalitas, uji heteroskedastisitas, uji multikolinearitas, uji linearitas, uji koefisien determinasi, uji hipotesis, dan analisis regresi yang dimoderasi. Hasil penelitian menyimpulkan terdapat 1 hipotesis yang diterima yaitu pengaruh Gaya Hidup terhadap Motivasi Pembelian dan 1 hipotesis yang tidak diterima yaitu pengaruh Gaya Hidup terhadap motivasi pembelian yang dimoderasi oleh kenikmatan sosial. Skor kepuasan dan loyalitas Mamatjoe Dimsum Medan yang rendah menunjukkan perlunya peningkatan dalam pengalaman bersantap. Studi tersebut menyarankan peningkatan atmosfer, pelatihan staf, dan promosi gaya hidup sehat. Kepuasan pelanggan dipengaruhi oleh pengalaman bersantap, dengan kepuasan terendah disebabkan oleh pemesanan makanan sehari-hari. Studi ini juga menyarankan untuk menawarkan paket tambahan dan menganalisis aspek spesifik dari pengalaman bersantap untuk meningkatkan kepuasan.*

*Referensi: 43 (2015-2023)*

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(xvi+132pages; 4 figures; 41 tables; 10 appendixes)

In Indonesia, dimsum has gotten to be a popular food choice due to its affordability and variety, making it a staple in many communities. The purchase motivation for dimsum in these districts is driven by the want for a taste of tradition and a sense of community, as dimsum is frequently delighted in with family and companions. The comfort and reasonableness of dimsum also contribute to its popularity, making it a go-to alternative for numerous buyers.

The reason of this inquire about is to conclude the investigation for the impact of Lifestyle towards Purchase Motivation with Social enjoyment as a moderating variable at Mamatjoe Dimsum Restaurant Medan by the utilization of primary and secondary information as well as 97 respondents which were collected through questionnaires distribution with convenience sampling. Using Smart PLS 4.0, the research was analysed through a few tests such as normality test, heteroscedasticity test, multicollinearity test, linearity test, coefficient of determination test, hypothesis test, and moderated regression analysis. The results of the study conclude that there is 1 hypothesis accepted namely the Lifestyle influence towards Purchase Motivation and 1 hypothesis not accepted is Lifestyle influence toward purchase motivation moderated by social enjoyment. Mamatjoe Dimsum Medan's satisfaction and loyalty scores are low, indicating a need for improvement in the dining experience. The study suggests enhancing the atmosphere, staff training, and promoting a healthy lifestyle. The satisfaction of customers is influenced by the dining experience, with the lowest satisfaction attributed to daily food ordering. The study also suggests offering additional packages and analyzing specific aspects of the dining experience to improve satisfaction.

**Keywords: Lifestyle, Social Enjoyment, Purchase Motivation, Mamatjoe Dimsum Restaurant Medan**

References: 43 (2015-2023)