

CHAPTER I

INTRODUCTION

1.1. Background of the Study

1.2. Problem Limitation

Due to the limited occasion and expenditure, this research will be conducted at Mamatjoe Dimsum Restaurant Medan that is located at Jalan Madong Lubis No.47B, Medan from February 2024 to June 2024 about those relevant problems including purchase motivation from lifestyle and social enjoyment perspective. For the problem limitation already chooses by writer where there are some independent variables (Variable X) consist of lifestyle, social enjoyment (Variable Z) and dependent variable (Variable Y) consist of purchase motivation.

Purchase Motivation can be described as the impetus of the individual person and force him to do it, and this motivation generated by the pressure arising from the needs that do not meet. Indicators used to measure purchasing motivations are: (1) Encouragement of need to own a product, (2) Encouragement of needs to use a product every moment, (3) Encouragement to support appearance, (4) Encouragement from social environment's trend, (5) Encouragement from liking a product.

Lifestyle is when every individual aspires to fulfill their own interests and requirements, while external influences such as the environment and societal progress might influence one's inclination to adapt their desires. Indicators used to

measure lifestyle are: (1) activities, (2) interests, and (3) opinions.

Social enjoyment is the comfort possessed by groups of individuals when visiting a place. The indicators used to measure social enjoyment are: (1) Feels excited to enjoy the food and drinks offered, (2) Enjoys spending time with social groups while enjoying the food and drinks offered, (3) Feels comfortable in enjoying food and drinks with families and social groups.

1.3. Problem Formulation

From research at Mamatjoe Dimsum Restaurant, the writer obtained several questions regarding the arising problems which are.

- a. Does lifestyle have influence on consumer purchase motivation at Mamatjoe Dimsum Restaurant Medan positively?
- b. Does social enjoyment strengthen the relationship between lifestyle and purchase motivation positively?

1.4. Objective of Research

The objective of this research is to find out about:

- a. To find out if lifestyle influences purchase motivation positively.

- b. To discover if social enjoyment strengthens the relationship between lifestyle and purchase motivation positively.

1.5. Objective of Research

The benefits of this research can be listed as follows:

1.5.1 Theoretical Benefits

The results of this research are expected to contribute to the existing theories relevant to purchasing motivation from a lifestyle perspective is moderated by social enjoyment.

1.5.2 Practical benefits

The practical benefits of this research as follow:

- a. For the writer, the result of this research is expected to contribute to the exciting theories relevant to purchase motivation, lifestyle, and social enjoyment.
- b. To Provide Mamatjoe Dimsum Restaurant Medan with recommendations on how to boost purchasing motivation in connection to social enjoyment and lifestyle.
- c. For other researchers, to be a guide and reference in leading the researcher to do other research that is compatible with this research.