

ABSTRACT

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THE INFLUENCE OF CONSUMERS LIFESTYLE AND CONSUMERS RESOURCES ON CONSUMERS PURCHASING MEDIATED BY CONSUMERS MOTIVATION AT STREET FOOD STALL AT SELAT PANJANG MEDAN

(xcvi+ 96 pages; 9 figures; 45 tables; 12 appendices)

Selat Panjang Street in Medan is a well-known culinary destination, where long-standing street food stalls have continued to attract large crowds over the years. Based on the consumers review at street food stalls at Selat Panjang Medan, it is found that many consumers perceive the price are expensive as street food. The purpose of this research is to find out the influence of consumers lifestyle (CL) and consumers resources (CR) on consumers purchasing (CP) through consumers motivation (CM). This research using a quantitative approach, collecting data through a Google Form questionnaire distributed to people who visited Selat Panjang Medan within the past 12 months. A total of 115 responses were analyzed. All the data results have passed the validity and reliability tests conducted using Ms.Excel. Additionally, data results passed the outer loading test using SmartPLS 4. The P-value of CL and CR have a significant direct impact on CP. However, the mediating role of CM in relationships between CL and CR on CP is insignificant. Similarly, CM's direct influence on CP is also insignificant. The R-square adjusted value of 46.6% indicates that 53.4% influenced by other variables not included in this research, such as brand image, price, word of mouth, and others. Recommendation for street food stalls at Selat Panjang Medan to adjust pricing strategies to align with consumers expectations, which could enhance CP.

Keywords: Street Food, Consumers Lifestyle, Consumers Resources, Consumers Motivation, Consumers Purchasing.

References: 59 (2015 – 2024)

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Jalan Selat Panjang di Medan adalah destinasi kuliner yang terkenal, di mana kios-kios makanan kaki lima yang telah lama berdiri terus menarik banyak pengunjung dari waktu ke waktu. Berdasarkan ulasan konsumen di warung makanan kaki lima di Selat Panjang Medan, ditemukan bahwa banyak konsumen menanggapi harga yang ditawarkan terlalu mahal untuk kategori makanan kaki lima. Tujuan penelitian ini adalah untuk mengetahui pengaruh gaya hidup konsumen (CL) dan sumber daya konsumen (CR) terhadap pembelian konsumen (CP) melalui motivasi konsumen (CM). Penelitian ini menggunakan pendekatan kuantitatif dengan mengumpulkan data melalui kuesioner google Form yang didistriburikan kepada orang-orang yang telah mengunjungi Selat Panjang Medan dalam 12 bulan terakhir. Sebanyak 115 tanggapan dianalisis. Semua hasil data telah lulus uji validitas dan reliabilitas yang dilakukan menggunakan Ms. Excel. Selain itu, hasil data juga telah melewati uji outer loading menggunakan SmartPLS 4. Nilai P-value dari CL dan CR menunjukkan dampak langsung yang signifikan terhadap CP. Namun, peran mediasi CM dalam hubungan antara CL dan CR terhadap CP tidak signifikan. Demikian pula, pengaruh langsung CM terhadap CP juga tidak signifikan. Nilai R-square adjusted sebesar 46,6% menunjukkan bahwa 53,4% dipengaruhi oleh variable lain, seperti citra merek, harga, word of mouth, dll. Rekomendasi untuk pedagang kaki lima di Selat Panjang Medan agar menyesuaikan strategi penetapan harga agar selaras dengan ekspektasi konsumen, yang dapat meningkatkan nilai CP.

Keywords: *Street Food, Consumers Lifestyle, Consumers Resources, Consumers Motivation, Consumers Purchasing.*

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