

ABSTRACT

Lifestyle can affect consumer interest for products today. Lifestyle also as a reference for selecting suitable products and in accordance with the consumer lifestyle, thus forming a certain pattern of behavior to decide to buy a product. users wheels Enkei Wheels Japanese Meet Up who mostly have fixed incomes preferring the wheels because the price is relatively cheaper than other Japanese wheels. But in reality, even though the event was dominated by participants who do not have a fixed income, Japan Enkei alloy wheels, which are cheaper and not the choice of the participants in the event.

The purpose of this study was to determine the lifestyle of the Japanese Racing Enkei alloy wheels, the purchase decision process Enkei alloy wheels Racing Japan, and the influence of lifestyle on the purchase decision process Enkei alloy wheels Racing Japan.

This study uses a quantitative research with descriptive research type and causality . Respondents were examined in this study amounted to 100 users wheels Enkei Racing Japanese in Indonesia with data collection techniques are questionnaires , observations and Library Studies . The results showed that the activities are variable in number position with excellent category , variable interest in the position numbers with good category , opinion variables in the position numbers with very good categories , and the variable purchase decision process with very good category .

Keywords: Lifestyle, Purchase Decision, Enkei Rim