THE INFLUENCE OF LIFESTYLE AND MARKETING STIMULI ON PURCHASE DECISION OF BBQ HOME SERVICE IN MANADO

PENGARUH GAYA HIDUP DAN BAURAN PEMASARAN TERHADAP KEPUTUSAN PEMBELIAN BBQ HOME SERVICE DI MANADO

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Abstract: Online food delivery is the process concerned with the ordering of food products from the digital platform and management of the customer's orders. To market their products, online businesses should pay attention to some factors that can influence the purchase decision. The purpose of this study is to know the simultaneous and partial influence of lifestyle and marketing stimuli on purchase decision of BBQ home service in Manado. This research used multiple regression analysis with sample of 100 respondents. The result shows that lifestyle and marketing stimuli have a simultaneous and significant influence on purchase decision of BBQ home service in Manado simultaneously and partially. The BBQ Home Service should learn about the consumer's wants and perception. The BBQ home service in Manado can take an advantage of consumer lifestyle in a good way to increase sales. Looking by Manado citizen lifestyle, the BBQ home service can add like a family menu or birthday party menu to attract the consumers

Keywords: Lifestyle, Marketing Stimuli, Consumer Purchase Decision

Abstrak: *Pesan antar makanan daring merupakan proses yang berkaitan dengan pemesanan produk makanan dari platform digital dan pengelolaan pesanan pelanggan. Untuk memasarkan produknya, bisnis daring harus memperhatikan beberapa faktor yang dapat memengaruhi keputusan pembelian konsumen. Tujuan dari penelitian ini adalah untuk mengetahui pengaruh simultan dan parsial gaya hidup dan rangsangan pemasaran terhadap keputusan pembelian konsumen layanan BBQ rumah di Manado. Penelitian ini menggunakan analisis regresi berganda dengan sampel 100 responden. Hasil penelitian menunjukkan bahwa gaya hidup dan rangsangan pemasaran memiliki pengaruh simultan dan signifikan terhadap keputusan pembelian konsumen layanan BBQ rumah di Manado secara simultan dan parsial. BBQ Home Service harus mengetahui keinginan dan persepsi konsumen. BBQ home service di Manado dapat memanfaatkan gaya hidup konsumen dengan baik untuk meningkatkan penjualan. Melihat dari gaya hidup masyarakat Manado, BBQ home service dapat ditambahkan seperti menu keluarga atau menu pesta ulang tahun untuk menarik minat konsumen.*

Kata Kunci: *Gaya Hidup, Bauran Pemasaran, Keputusan Pembelian Konsumen.*

INTRODUCTION

Research Background

To market their products, online businesses should pay attention to some factors that can influence the consumer purchase decision. According to Kotler and Armstrong (2014), purchase decision is the stage in the buyer decision-making process where consumers actually buy. Decision making is an individual activity that is directly involved in obtaining and using the goods offered. Another definition of a purchasing decision is a process of decision making about a purchase which includes determining what to buy or not to make a purchase (Lubis, Irawati, and Sembiring2020).

There are some factors than can influence consumer purchase decision, one of the factors are lifestyle (Al-Dmour et al., 2017). According to Setiadi (2008:148) lifestyles is widely identified as a way of life that

identified by how people spend their time (activity), what they consider important in their environment (interest), and what they think about themselves and the world surroundings (opinion).

Another factor that can influence consumer purchase decision is marketing stimuli or marketing mix (4p's). The role of marketing in the stimulus affects the perception of the customers towards purchasing decisions is very important. Marketing managers decide the level of marketing expenditure in order to achieve marketing objectives of the firm and, after finalizing the market budget can decide how to divide the total marketing budget among the various tools in the marketing mix (Singh, 2012).

The Korean wave is intensely sweeping the world by storm as South Korea's cultural economy continues to export pop culture, entertainment, music, TV dramas and movies all over the world. Because of this, Korean cuisine is gaining more traction these days. One popular type of Korean cuisine people often see actors and actresses enjoying in Korean dramas and movies is Korean Barbeque. It's known locally as *gogi-gui* refers to the Korean cuisine method of grilling meat such as beef, chicken or pork on gas or charcoal grills inlaid into the dining table itself. In Manado, there is a lot of BBQ business, and during the COVID-19 pandemic, the business owner was using a home delivery service. Online food delivery is the process concerned with the ordering of food products from the digital platform and management of the customer's orders.

Table 1. BBQ Home Service in Manado

BBQ Home Service	Social Media (Instagram)	Since
Enex Grill Kitchen	@enexgrillkitchen	
Grill de' Shabu	@grilldeshabu	
Grill Delicious	@grilldelicious_manado	
Grill House	@grillhousemdc	
Grill Point	@grillpoint.manado	
Grill Seekers	@grillseekers.mdc	2020
Happy Grilling	@happygrilling.mdc	
Hogworth	@hogworth.id	
Manado Korean Grill	@manadokgk	
My Grill	@mygrill.manado	
Grill Eat	@grilleat.mdc	
Grill Home	@grillhome.manado	2021

Source: Data Processed (2022)

Table 1 shows the Korean BBQ home service in Manado. The interest in Korean BBQ food is increasing, it can be seen from the emergence of various Korean BBQ home service in Manado. There's a lot of Korean BBQ home service were opened in 2020 and some were opened in the early of 2021. The food business become one of the businesses that is in great demand by the consumer, because in addition to generating high profits, food is also a basic necessity for everyone. With the huge influence of Korean culture and the effect of COVID-19 pandemic that force people to keep safe by stay at home, the Korean BBQ home service business become more developed in Manado. Based on the research background above of the huge impact of Korean wave that also impact to the Korean cuisine popularity resulting in increased BBQ home service. Thus, it is interesting to study the influence of lifestyle and marketing stimuli on consumer purchase decision of BBQ home service in Manado".

Research Objectives

The research objectives used are as follows:
1. To know the influence of lifestyle and marketing stimuli on consumer purchase decision of BBQ home service in Manado.
2. To know the influence of lifestyle on consumer purchase decision of BBQ home service in Manado.
3. To know the influence of marketing stimuli on consumer purchase decision of BBQ home service in Manado.

THEORETICAL FRAMEWORK

Marketing

According to the American Marketing Association (AMA), Marketing is the social process by which individuals and organizations obtain what they need and want through creating and exchanging value with others. Kotler and Armstrong (2014) define marketing as the science and art of exploring, creating, and delivering value

to satisfy the needs of a target market at a profit. Marketing identifies unfulfilled needs and desires. It defines, measures and quantifies the size of the identified market and the profit potential. It pinpoints which segments the company is capable of serving best and it designs and promotes the appropriate products and services.

Consumer Behavior

Consumer behavior is a subset of a larger set of activities consisting of all human behavior. It includes everything that occurs as prospective customers for products and services become actual customers. It also encompasses such activities as browsing, influencing others, being influenced by others, and complaining about and returning products, as well as exposure to the media (Hanna and Wozniak, 2001). Consumer behavior is defined as the behavior that consumers display in searching for, purchasing, using, evaluating, and disposing of products and services that they expect will satisfy their needs (Schiffman and Kanuk, 2004).

Consumer Purchase Decision

Buying decision is consumer action to choose product from several alternate products which will be used by the consumer. It means that purchase decision is series of choices made by a consumer prior to making a purchase that begins once the consumer has established a willingness to buy. Peter and Olson (2004) pointed out that consumer decisions are target-oriented, and that consumers always need to make choices regarding the different decisions during the process of problem-solving

Marketing Stimuli

Marketing strategy is a plan for achieving the overall objectives of the company satisfying consumers. A successful marketing strategy is generally determined by one variable attributes of the game. The marketing stimuli or marketing mix as a set of controllable tactical marketing tools and combined by the hotel in order to produce the desired response of the target market. The marketing mix consists of everything that the company can be effect on the demand for its products (Kotler and Armstrong, 2014).

Lifestyle

The term "lifestyle" stems from the fields of psychology and sociology, referring to a person's particular way of living, and has been used primarily for examining the living patterns and mobility of the various social classes (Bei, 2000). Bei pointed out that two methods for applying lifestyle to market segmentation exist – general lifestyle research and specific lifestyle research. General lifestyle research focuses on the personal activities, interests and opinions of consumers in their daily lives, whereas specific lifestyle research emphasizes the responses of consumers pertaining to a particular product.

Previous Research

Maney and Mathews (2021) identified the factors that influence lifestyle and the youth lifestyle that influence the purchase decision. A survey instrument was developed using Likert's scale and data was collected from the college students in the Bangalore city, India. The study's findings revealed that youth purchase products that reflect their lifestyle, and they adopt brand name as a criterion to exhibit their lifestyle at the workplace and social gatherings.

Inaolaju and Narci (2022) focused on investigating how marketing mix elements affect consumer purchasing decision. The research population was Oyo State while the research sample was 384. The study adopted a convenient research sampling technique. The study made use of multiple regression analysis to test the research hypotheses. The result of the study shows that the four hypotheses were accepted. The result shows that product strategies, price strategies, place and promotion strategies all have positive relationship and impact on consumer purchasing decision. Based on the result of the study, the various marketing mix elements have been found to affect the ability of customers to purchase soda.

Hafiz and Ali (2018) aimed to examine the influence of product, price, promotion, and place on consumer purchase decision of makeups. The researchers applied store intercept model (convenience sampling) by using self-administered survey. Multiple regression was employed. The researchers conducted a pilot study of 102 respondents aged from 18 to 25 years old who shopped at shopping malls in Klang Valley, Malaysia. The empirical results confirm that promotion is the only construct that has a significant relationship with consumer purchase decision.

Conceptual Framework
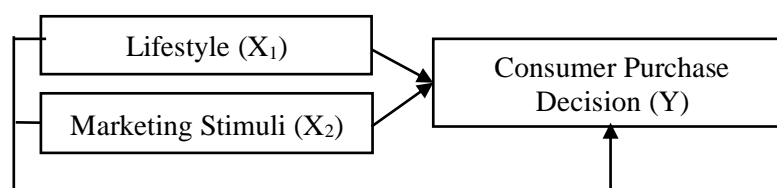
Figure 1. Conceptual Framework
Source: Theoritical Framework, 2024

RESEARCH METHOD

Research Approach

This research type is causal which uses quantitative type of research. Quantitative research or quantitative method defined as research method based on positivism paradigm that used to investigate specifics population or samples. This research is focus on consumer behavior, which is consumer purchase decision. This research used quantitative method. Quantitative research seeks to quantify the data. It seeks conclusive evidence based on large, representative samples and typically involving some form of statistical analysis (Malhotra, 2010). The method used in this research is multiple regression analysis.

Population, Sample Size, and Sampling Technique

The population in this research are the customer who order BBQ home service in Manado more than 2 times with total sample is 100 respondents The samples using purposive sampling.

Data Collection Method

In this research the questionnaire distributed to the customers of BBQ Home Service in Manado. Questionnaires are distributed to respondents so they can respond directly on the questionnaire. Questionnaires are administrated personally without any coercion by the researcher. There were two sections in the questioner. The first section asked about respondent's identities and the second asked about things that related with the variables.

Operational Definition and Indicators of Research Variables
1. Lifestyle: The way a person spends her money and time to order the BBQ home service. Indicators: Activity, Interest, and Opinion
2. Marketing Stimuli: Controllable variables that a company can use to influence the responses of buyers. Indicators: Price, Product, Promotion
3. Consumer Purchase Decision: Individual activities that are directly involved in the decision to make the purchase of the products offered by the BBQ home service restaurant. Indicators: Consumer desire, Consumer satisfaction, Consumer loyalty.

Validity and Reliability Test

Validity is a test of how well an instrument that is developed measures the particular concept it is intended to measure. The validity of testing can use the Product-Moment Correlation Pearson techniques. Questionnaires were used as a measuring instrument should qualify the validity of the content (Sekaran and Bougie, 2010). An instrument has high validity if it can deliver results in accordance with the purpose of measuring the measurements itself which is valid at 0.01 level or higher.

Reliability analysis is used to measure the correlation between multiple measurements of a construct in order to quantify some underlying dimension. The reliability of a measure is established by testing for both consistency and stability (Sekaran and Bougie, 2010). Reliability was measured by using Cronbach's Alpha coefficient, when the value of Cronbach's alpha increases the consistency also increases. Research instrument is acceptable if the test shows the alpha in the range of 0.7 and the reliability is good if above 0.80 (Sekaran and Bougie, 2010).

Testing of Classical Assumption
Multicollinearity
Multicollinearity shows the intercorrelation of independent variable. R2's near 1 violate the assumption of no perfect collinearity, while high R2 increases the standard error of beta coefficient and makes assessment of the unique role of each independent difficult or impossible. To assess multi collinearity, researcher can use tolerance or VIF, which build in the regressing of each independent on all the other. Even when multicollinearity is present, note that estimates of the importance of each variable in the equation (variable which are not collinear with other) are not affected.

Heteroscedasticity
Models in which the errors do not all have the same variance are said to exhibit heteroscedasticity (Newbold, Carlson, and Thorne, 2006).). When the phenomenon is present, the least square is not the most efficient procedure for estimating the coefficients of the regression model. Moreover, the usual procedure for deriving confidence interval and test of hypothesis for theses coefficients are no longer valid. Scatter plot is the residuals against an independent variable. A model can be concluded not apparent of heteroscedasticity if the scatter plot doesn't form any pattern (Sulaiman, 2004).

Normality
In multiple linear regression models, the residual is assumed to be normally distributed. A residual is the differences between the observed and model-predicted values of the dependent variable. The residual product is the observed value of the error term for that product. A histogram or P-P plot the residuals can help researchers to check the assumption of normality of the error term.

Multiple Linear Regression Analysis
Multiple Regression is an extension of simple linear regression. It is used to predict the value of a variable based on the value of two or more other variables. Multiple regression is a descriptive tool used to develop a self-weighting estimating equation by which to predict values for a dependent variable from the values of independent variables, to control confounding variables to better evaluate the contribution of other variables. The formula of multiple regression models in this research is shown below:

$$y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + e$$

y   : Consumer Purchase Decision
a   : Intercept
β_1-β_2 : Regression Coefficient of Each Variable
X_1 : Lifestyle
X_2 : Marketing Stimuli
e   : Error

Testing the Goodness of Fit: Coefficient of Correlation (R) and Coefficient of Determination (R2)
Coefficient of determination (R2) is used to show the percentage of variability in Y that can be explained by regression equation. Coefficient of Multiple Correlation is used to measure the strength of relationship between Y and X (Newbold, Carlson, and Thorne, 2006).

Hypotheses Testing
F-Test (Simultaneously)
The Ftest is used to determine the effect of all independent variables to a dependent variable. If Fcount is higher that Ftable, the alternative hypothesis (H1) is accepted.

T-Test (Partially)
Ttest is any statistical test in which the statistic has an F-distribution if the null hypothesis is true. The Ttest is the test to know partial influence of an independent variable to dependent variable. If tcount ≥ ttable then H0 is rejected and H2 – H3 are accepted and if tcoun t ≤ ttable then H2 – H3 are rejected.

RESULT AND DISCUSSION

Result
Validity and Reliability Test
Tabel 2. Reliability Test

Variables	Standard Deviation	Cronbach's Alpha
Lifestyle (X_1)	0.6	0.693
Marketing Stimuli (X_2)	0.6	0.731
Consumer Purchase Decision (Y)	0.6	0.775

Source: Data Processed, 2024

Table 2 shows the Cronbach's Alpha values of all indicators are above 0.60, it means that all the variables (lifestyle, marketing stimuli, and consumer purchase decision) in this research is considered reliable.

Tabel 3. Validity Test

| Variable	Item	R_{count}	R_{table}	Status
Lifestyle (X_1)	$X_{1.1}$	0.789	0.195	Valid
	$X_{1.2}$	0.775	0.195	Valid
	$X_{1.3}$	0.840	0.195	Valid
Marketing Stimuli (X_2)	$X_{2.1}$	0.838	0.195	Valid
	$X_{2.2}$	0.720	0.195	Valid
	$X_{2.3}$	0.893	0.195	Valid
Consumer Purcahase Decision (Y)	Y_1	0.888	0.195	Valid
	Y_2	0.756	0.195	Valid
	Y_3	0.851	0.195	Valid

Source: Data Processed, 2024

All the total values for each indicator for independent variables and dependent variable are above R_{table} (0.196). It means all the indicators are valid and can be used on this research.

Classical Assumption Tests
Tabel 4. Multicolienearity

| Model	Collinearity Statistics	
	Tolerance	VIF
Lifestyle	.936	1.069
Marketing Stimuli	.936	1.069

Source: Data Processed, 2024

Table 4 shows that the tolerance and VIF values. The tolerance value of lifestyle and marketing stimuli are more than 0.1. The VIF value are less than 10. Since all the tolerance value is more than 0.1 and the VIF value is less than 10, so this research is free from multicollinearity.

Heteroscedasticity
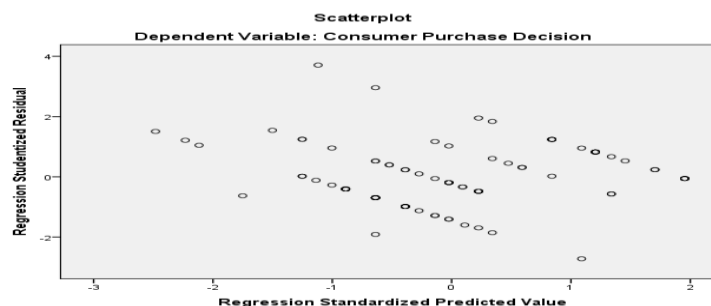
Figure 2. Heteroscedasticity
Source: Data Processed (2024)

Figure 2 shows that the dots is not created a specific pattern and also spread above and below 0 (zero). It proves that there is no heteroscedasticity in this regression model.

Normality Test
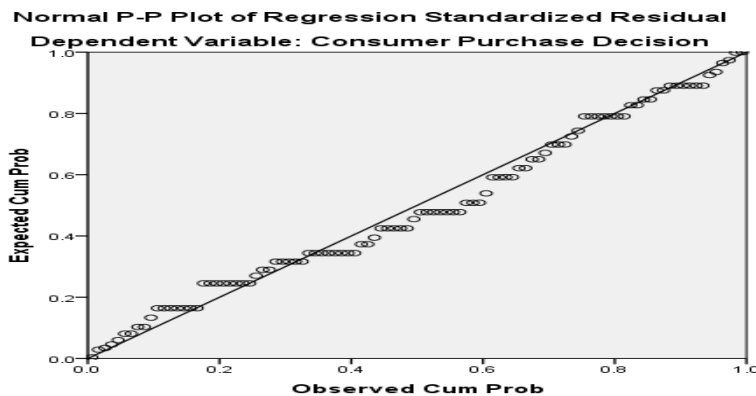
Figure 3. Normality Test
Source: Data Processed (2024)

Figure 3 shows that the dots are speard in the direction of the diagonal lines, it shows that the distribution of the data in this research is normally distributed.

Multiple Linear Regression Analysis
Table 5. Multiple Linear Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.889	.326		2.731	.008		
	Lifestyle	.238	.065	.252	3.685	.000	.936	1.069
	Marketing Stimuli	.587	.061	.655	9.596	.000	.936	1.069

a. Dependent Variable: Consumer Purchase Decision
Source: Data Processed, 2024

The result in the Table 5 can be expressed in regression equation as:

$$Y = 0.889 + 0.238 \, X1 + 0.587 \, X2 + e$$

The interpretation of the equation is:
1. Constant value of 0.889 means that in a condition of ceteris paribus, if all independents' variables equal to zero, then consumer purchase decision (Y) as dependent variable is 0.987
2. Lifestyle coefficient value of 0.238 means that if there is one unit increase in lifestyle (X_1) then consumer purchase decision (Y) will improve and increase by 0.238
3. Marketing Stimuli coefficient value of 0.587 means that if there is one unit increase in marketing stimuli (X_2) then the consumer purchase decision (Y) will improve and increase by 0.587.

Table 6. R and R^2

Model	R	R Square
1	.759a	.576

Source: Data Processed (2024)

R and R^2 or R Square are used to see the relationship between independent and dependent variables. Table 6 shows that the R^2 is 0.576 which mean the independent variable affecting the dependent variable with 57.6%.

Hypothesis Testing
Table 7. F-Test Output

ANOVAᵃ					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	10.041	2	5.021	66.019	.000ᵇ
Residual	7.377	97	.076		
Total	17.418	99			

Source: Data Processed, 2024

Table 7 shows that in this research the F_{count} is higher than F_{table}, $F_{count} = 66.019 \geq F_{table} = 3.938$, H_1 is accepted. Independent variables lifestyle and marketing stimuli are simultaneously influencing consumer purchase decision as dependent variable.

Table 8. T-Test Output

Variable	t_{count}	t_{table}	Description
Lifestyle (X_1)	3.685	1.984	Accepted
Marketing Stimuli (X_2)	9.596	1.984	Accepted

Source: Data Processed, 2024

1. Table 7 shows that t_{count} is 3.685 and since the level of significant is 5% (0.05) then the t_{table} is 1.984, the result is $t_{count} = 3.685 \leq t_{table} = 1.984$. Since the t_{count} is lower than t_{table} then H_2 is rejected. It means that variable lifestyle is significantly influence consumer purchase decision.
2. Table 6 shows that that t_{count} is 9.596 and since the level of significant is 5% (0.05) then the t_{table} is 1.984, the result is $t_{count} = 9.596 \geq t_{table} = 1.984$. Since the t_{count} is higher than t_{table} H_3 is accepted. It means that variable marketing stimuli is significantly influence consumer purchase decision.

Discussion
Lifestyle and Consumer Purchase Decision
The term of "lifestyle" on this research is a person's particular way of living, and has been used primarily for examining the living patterns and mobility of the various social classes (Bei, 2000). Blackwell, Miniard and Engel (2005) pointed out that lifestyle is personalized and so alters with changes in the environment, involving adjustments to maintain consistency between one's lifestyle, personal values and personality. As an individual's lifestyle changes so, do their needs for different goods and services. This change in needs and attitudes results in changes to their purchase and consumption behavior. Lifestyle plays an important role in the purchase decisions of consumers. Consumers are motivated to buy products in order to maintain or pursue a certain lifestyle. For the lifestyle measurement is the AIO scale, which is comprised of activities, interests and opinions. The result shows that lifestyle has a positive and significant influence on consumer purchase decision of BBQ home service in Manado where the strongest influenced sub-variables is activity and the weakest influenced sub-variables is interest. According to the consumer, they are feel happy when ordered the BBQ home service with their friends and family (activity) and add the BBQ home service as their priority when they have a birthday party or another party (interest). The consumer also think that BBQ home service is currently become a trend in Manado City (opinion). The consumer feels that order a BBQ home service their lifestyle needs can be fulfilled. The BBQ home service in Manado can take an advantage of consumer lifestyle in a good way to increase sales. Looking by Manado citizen lifestyle, the BBQ home service can add like a family menu or birthday party menu to attract the consumers. The previous research by Pratiwi and Yasa (2019) shows that lifestyle have positive and significant effect on purchasing decisions. This means that the lifestyle adopted by a person will influence consumer decisions in making purchases at The Alleyway Cafe.

Marketing Stimuli and Consumer Purchase Decision
The term of "marketing stimuli (marketing mix)" on this research are is a set of controllable variables that a company can use to influence the responses of buyers. The marketing mix is considered as one of the key principles of marketing. It is considered as foundation of every marketing strategy (Zeithaml, Bitner, and Gremler, 2006). Moreover, Ergen (2011) posits that marketing mix is the mixture of activities that are used to achieve a particular market need. The marketing mix consists of everything that the company can be effect on the demand for its products (Kotler and Armstrong, 2014). The result shows that marketing stimuli (marketing mix) has a

positive and significant influence on consumer purchase decision of BBQ home service in Manado. According to the customers, they are pay attention to the BBQ home service's promotion such as discount and free delivery fee and that become their consideration to choose a BBQ home service in Manado. Consumers also pay attention to product quality factors which are a good taste and hygiene of food (meats, vegetable, and sauce) and also the hygiene of the tableware (chopstick, grill pan, bowl, and plate) became their top priority in choosing BBQ home service. Not only pay attention to the product quality and promotion, the consumers interested in BBQ home service which has an affordable price. Based on the result, the BBQ home service should learn about the consumer's wants and perception, BBQ home service in Manado should prioritize the quality of the products. They should choose a fresh and good quality of the meats, vegetable, and sauce. Also, they should pay attention about the cleanliness of the tableware and make sure that all the tableware is feasible to use. BBQ home service in Manado can add more promotion things such as: 1). Discount every weekend, because most of the customers already have a job, they have a free time to enjoy the BBQ home service at weekend; 2). Discount with minimum purchase; 3). Add more discount on delivery fee or even free delivery fee (with term and condition). The previous research by Saling et al, 2016 shows that marketing stimuli has a significant and positive influence on consumer purchase decision. The result indicates that the granting of a marketing stimuli will strengthen position of the hotel as to improve the image of the hotel in the eyes of increased customers hotel image certainly will provide more value to customers who use it so that it can increase the customer wishes to continue using the hotel services. Different with another previous research by Rahma, Sumarwan, and Najib (2018) shows that marketing stimuli (marketing mix) has not significantly influence consumer purchase decision. Means that the greater the contribution to the marketing mix indicator, then not necessarily the greater the purchase decision. Based on the results, it can be said that the marketing mix variables are mediating variables or false variables on purchasing decisions.

CONCLUSION AND RECOMMENDATION

Conclusion
        Based on the result of analyzing and discussing, the conclusion are:
1. The result shows that lifestyle and marketing stimuli have a simultaneous and significant influence on consumer purchase decision of BBQ home service in Manado.
2. The result shows that lifestyle has significantly influence on consumer purchase decision of BBQ home service in Manado.
3. The result shows that marketing stimuli has significantly influence on consumer purchase decision of BBQ home service in Manado.

Recommendation
        There are three recommendations that can be concluded from the overall result in this research, which are listed as follow:
1. Based on the result, marketing stimuli has significantly influence on consumer purchase decision of BBQ home service in Manado. Marketing stimuli elements on this research are product, price, and promotion. Based on the result, the BBQ Home Service should learn about the consumer's wants and perception, BBQ Home Service in Manado should prioritize the quality of the products. They should choose a fresh and good quality of the meats, vegetable, and sauce. Also, they should pay attention about the cleanliness of the tableware and make sure that all the tableware are feasible to use. BBQ home service in Manado can add more promotion things such as: 1). Discount every weekend, because most of the customers already have a job they have a free time to enjoy the BBQ home service at weekends; 2). Discount with minimum purchase; 3). Add more discount on delivery fee or even free delivery fee (except for the area which is quite far from the BBQ home service).
2. Lifestyle is the second factor that influence the consumer purchase decision of BBQ home service in Manado. The lifestyle elements on this research are activity, interest, and opinion. The BBQ home service in Manado can take an advantage of consumer lifestyle in a good way to increase sales. Looking by Manado citizen lifestyle, the BBQ home service can add like a family menu or birthday party menu to attract the consumers.

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