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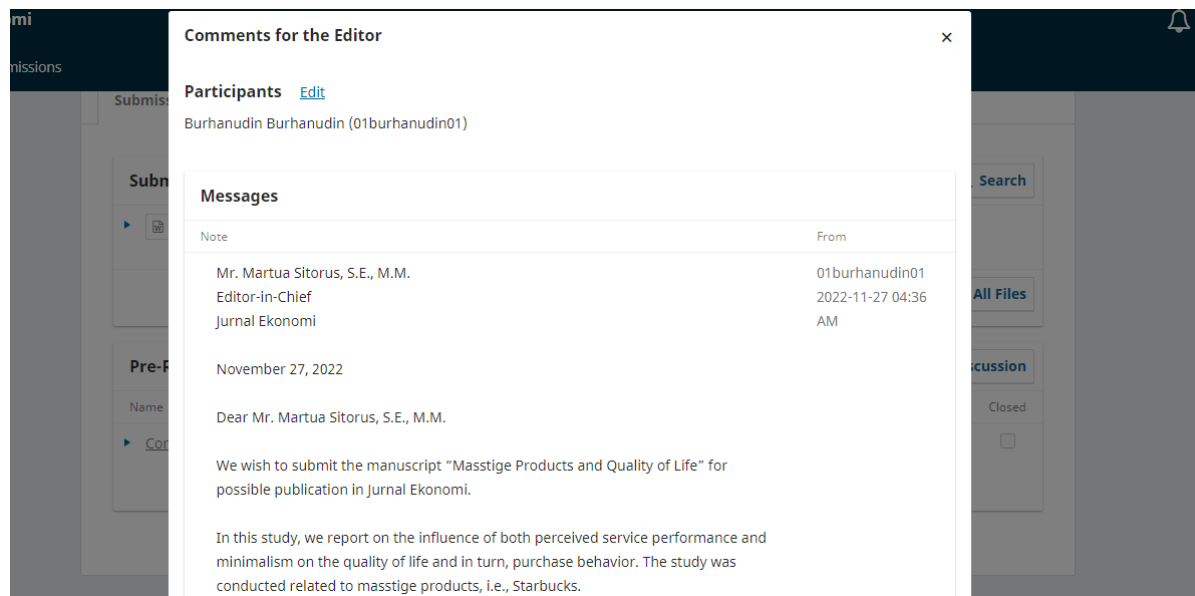
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Messages

Note	From
Mr. Martua Sitorus, S.E., M.M. Editor-in-Chief Jurnal Ekonomi	01burhanudin01 2022-11-27 04:36 AM
November 27, 2022	
Dear Mr. Martua Sitorus, S.E., M.M.	
We wish to submit the manuscript "Masstige Products and Quality of Life" for possible publication in Jurnal Ekonomi.	
In this study, we report on the influence of both perceived service performance and minimalism on the quality of life and in turn, purchase behavior. The study was conducted related to masstige products, i.e., Starbucks.	

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MASSTIGE PRODUCTS AND QUALITY OF LIFE


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KEYWORDS: Perceived Service Performance, Minimalism, Quality Of Life, Purchase Behavior

ABSTRACT

The culinary world today is not only food that is in demand, drinks are also quite popular. Masstige stands for prestige for the masses and of Starbucks products fall into this category. This study aims to determine the effect of perceived service performance and minimalism on quality of life and in turn, purchase behavior. There were 302 customers of Starbucks participated in the study. The data was analyzed using SEM (Structural Equation Modeling). The results showed perceived service performance and minimalism had significant effects on quality of life and




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