

## ABSTRAK

Skripsi dengan judul “Pengaruh Citra Merek, Gaya Hidup dan Promosi terhadap Keputusan Pembelian Pakaian Bekas di Butik Murah 88 Tulungagung” ini di tulis oleh Bella Siska Febriani, NIM. 12402183432, Jurusan Ekonomi Syariah, Fakultas Ekonomi dan Bisnis Islam, Universitas Islam Negeri Sayyid Ali RamaTullah Tulungagung, Pembimbing Suminto, M.Pd.I.

Penelitian dilatar belakangi perkembangan bisnis Pakaian bekas di Tulungagung sangat pesat. keputusan seseorang dalam memilih sesuatu tergantung dari berbagai hal. Faktor pribadi yang dimaksud ialah usia dan tahap siklus hidup, pekerjaan, keadaan ekonomi, gaya hidup serta kepribadian dan konsep diri pembeli. Tujuan penelitian dalam skripsi ini adalah Untuk Menganalisis apakah citrak merek, gaya hidup dan promosi berpengaruh terhadap keputusan pembelian di Butik Murah 88 dan untuk menganalisis apakah citra merek, gaya hidup dan promosi berpengaruh secara simultan terhadap keputusan pembelian di Butik Murah 88 Tulungagung.

Peneliti menggunakan pendekatan kuantitatif dengan jenis penelitian asosiatif. Populasi penelitian pelanggan Butik Murah 88 dalam sebulan rata-rata ada 500 pelanggan. Sampel diambil dengan teknik *simple random sampling* sejumlah 83 responden. Variabel independen citra merek, gaya hidup dan promosi, variabel dependen keputusan pembelian. Data diambil dengan kuesioner, kemudian dianalisis dengan uji regresi linear berganda.

Hasil dari penelitian didapatkan: 1) Citra merek berpengaruh terhadap keputusan pembelian pakaian bekas di Butik Murah 88 Tulungagung. 2) Gaya hidup berpengaruh terhadap keputusan pembelian pakaian bekas di Butik Murah 88 Tulungagung. 3) Promosi berpengaruh terhadap keputusan pembelian pakaian bekas di Butik Murah 88 Tulungagung. 4) Citra merek, gaya hidup dan promosi - berpengaruh secara simultan sebesar 86,1 %.

**Kata Kunci:** Citra merek, Gaya hidup, Promosi, Keputusan pembelian

## **ABSTRACT**

*Thesis with the title "The Influence of Brand Image, Lifestyle and Promotion on the Decision to Purchase Used Clothing at the Cheap Boutique 88 Tulungagung" was written by Bella Siska Febriani, NIM. 12402183432, Department of Islamic Economics, Faculty of Islamic Economics and Business, State Islamic University Sayyid Ali RamaTullah Tulungagung, Advisor Suminto, M.Pd.I.*

*The background of the research is the rapid development of the used clothing business in Tulungagung. A person's decision in choosing something depends on various things. The personal factors in question are age and stage of the life cycle, occupation, economic situation, lifestyle and the personality and self-concept of the buyer. The purpose of the research in this thesis is to analyze whether brand image, lifestyle and promotion influence purchasing decisions at Butik Cheap 88 and to analyze whether brand image, lifestyle and promotion simultaneously influence purchasing decisions at Butik Cheap 88 Tulungagung.*

*The researcher uses a quantitative approach with associative research type. The research population of 88 Cheap Boutique customers in a month on average there are 500 customers. Samples were taken using simple random sampling technique of 83 respondents. The independent variable is brand image, lifestyle and promotion, the dependent variable is purchasing decision. Data was taken by questionnaire, then analyzed by multiple linear regression test.*

*The results of the study obtained: 1) Brand image has an effect on the decision to buy used clothes at the Cheap Boutique 88 Tulungagung. 2) Lifestyle influences the decision to buy used clothes at the Cheap Boutique 88 Tulungagung. 3) Promotion has an effect on the decision to buy used clothes at the Cheap Boutique 88 Tulungagung. 4) Brand image, lifestyle and promotion have a simultaneous effect of 86.1%.*

**Keywords:** *Brand image, Lifestyle, Promotion, Purchase decision*