

ABSTRAK

Skripsi dengan judul “Pengaruh Citra Merek, Kualitas Produk, Gaya Hidup, dan *Word Of Mouth* terhadap Keputusan Pembelian *Smartphone* Iphone di One Store Tulungagung” ini ditulis oleh Raihan Rasyidin Akhyar, NIM. 126402211049, dengan pembimbing promotor Rendra Erdkhadifa, M.Si.

Kata Kunci: Keputusan Pembelian, Citra Merek, Kualitas Produk, Gaya Hidup, *Word Of Mouth*

Penelitian ini dilatar belakangi oleh perkembangan teknologi informasi dan komunikasi yang begitu cepat dan pesat. Peningkatan teknologi komunikasi tersebut didorong oleh kebutuhan manusia yang semakin meningkat serta banyaknya pelonjakan pada tingkat persaingan dunia bisnis, termasuk dibidang teknologi komunikasi. Permintaan yang tinggi terhadap teknologi komunikasi khususnya *smartphone* dapat memicu persaingan bisnis dimana setiap pelaku bisnis bersaing untuk menonjolkan produknya dan terus melakukan inovasi serta membuat produk kuliatas terbaik untuk menarik konsumen.

Tujuan dari penelitian ini adalah (1) Untuk menguji pengaruh citra merek, kualitas produk, gaya hidup, dan *word of mouth* terhadap keputusan pembelian *smartphone* Iphone di One Store Tulungagung, (2) Untuk menguji pengaruh citra merek terhadap keputusan pembelian *smartphone* Iphone di One Store Tulungagung, (3) Untuk menguji pengaruh kualitas produk terhadap keputusan pembelian *smartphone* Iphone di One Store Tulungagung, (4) Untuk menguji pengaruh gaya hidup terhadap keputusan pembelian *smartphone* Iphone di One Store Tulungagung, (5) Untuk menguji pengaruh *word of mouth* terhadap keputusan pembelian *smartphone* Iphone di One Store Tulungagung.

Penelitian ini menggunakan pendekatan kuantitatif dan jenis penelitian asosiatif. Pengambilan sampel menggunakan teknik *non probability sampling* dengan *quota sampling*. Jumlah sampel pada penelitian ini sebanyak 40 responden. Metode pengumpulan data menggunakan sumber data primer yang dianalisis menggunakan regresi linier berganda dan data diolah menggunakan SPSS 25.

Hasil penelitian ini menunjukkan bahwa: (1) Citra merek, kualitas produk, gaya hidup, dan *word of mouth* secara simultan berpengaruh secara signifikan terhadap keputusan pembelian *smartphone* Iphone di One Store Tulungagung, (2) Citra merek berpengaruh secara signifikan terhadap keputusan pembelian *smartphone* Iphone di One Store Tulungagung, (3) Kualitas produk berpengaruh secara signifikan terhadap keputusan pembelian *smartphone* Iphone di One Store Tulungagung, (4) Gaya hidup tidak berpengaruh secara signifikan terhadap keputusan pembelian *smartphone* Iphone di One Store Tulungagung, (5) *Word of mouth* berpengaruh secara signifikan terhadap keputusan pembelian *smartphone* Iphone di One Store Tulungagung.

ABSTRACT

This thesis with the title “The Effect of Brand Image, Product Quality, Lifestyle, and Word Of Mouth on Purchasing Decisions for Iphone Smartphones at One Store Tulungagung” was written by Raihan Rasyidin Akhyar, NIM. 126402211049, with the supervisor of promoter Rendra Erdkhadifa, M.Si.

Keywords: Purchase Decision, Brand Image, Product Quality, Lifestyle, Word Of Mouth

This research is motivated by the rapid development of information and communication technology. The increase in communication technology is driven by increasing human needs and the many surges in the level of competition in the business world, including in the field of communication technology. High demand for communication technology, especially smartphones, can trigger business competition where every business competes to emphasize its products and continue to innovate and make the best quality products to attract consumers.

The objectives of this study were (1) To examine the effect of brand image, product quality, lifestyle, and word of mouth on purchasing decisions for Iphone smartphones at One Store Tulungagung, (2) To examine the effect of brand image on purchasing decisions for Iphone smartphones at One Store Tulungagung, (3) To examine the effect of product quality on purchasing decisions for Iphone smartphones at One Store Tulungagung, (4) To examine the effect of lifestyle on purchasing decisions for Iphone smartphones at One Store Tulungagung, (5) To examine the effect of word of mouth on purchasing decisions for Iphone smartphones at One Store Tulungagung.

This research uses a quantitative approach and associative research type. Sampling using non probability sampling technique with quota sampling. The number of samples in this study were 40 respondents. The data collection method uses primary data sources which are analyzed using multiple linear regression and the data is processed using SPSS 25.

The results of this study indicate that: (1) Brand image, product quality, lifestyle, and word of mouth simultaneously have a significant effect on purchasing decisions for Iphone smartphones at One Store Tulungagung, (2) Brand image has a significant effect on purchasing decisions for Iphone smartphones at One Store Tulungagung, (3) Product quality has a significant effect on purchasing decisions for Iphone smartphones at One Store Tulungagung, (4) Lifestyle has no significant effect on purchasing decisions for Iphone smartphones at One Store Tulungagung, (5) Word of mouth has a significant effect on purchasing decisions for Iphone smartphones at One Store Tulungagung.