

**PENGARUH GAYA HIDUP DAN PERSEPSI KUALITAS PRODUK
TERHADAP MINAT BELI *SMARTPHONE* MEREK SAMSUNG
(Studi di Kecamatan Buleleng)**

Oleh:

Auliya Maulidah, NIM 2017041091

Jurusan Manajemen

ABSTRAK

Ponsel pada masa sekarang telah berperan sebagai bagian dari kehidupan duniawi masyarakat, meliputi pelajar. Tampaknya semakin populer di Indonesia diketahui berdasarkan terus bertambahnya jumlah pengguna ponsel pintar yang terlepas dari pekerjaan, gaji, atau faktor lainnya. Oleh karena itu, maksud dilakukannya studi ini adalah untuk menyelidiki hubungan antara gaya hidup dan persepsi kualitas produk terhadap minat beli. Metode penelitian yang dipergunakan bersifat kuantitatif kausal. Purposive sampling dipergunakan untuk memilih sampel penelitian ini. Jumlah responden yang digunakan adalah 110 responden. Subjek penelitian ini yaitu pemakai ponsel yang pernah atau sedang menggunakan ponsel merek Samsung dan objek penelitiannya yakni gaya hidup, kualitas produk, dan minat beli. Informasi dikumpulkan melalui kuesioner dan pencatatan laporan. Analisis regresi linier berganda dipergunakan selama analisis data. Hasil pengujian memperlihatkan bahwasanya (1) gaya hidup dan persepsi kualitas produk berpengaruh signifikan terhadap minat beli, (2) gaya hidup memuat pengaruh positif dan signifikan terhadap minat beli, dan (3) persepsi kualitas produk memuat pengaruh positif dan signifikan terhadap minat beli smartphone merek Samsung bagi konsumen di Kecamatan Buleleng.

Kata-kata kunci : gaya hidup, persepsi kualitas produk, minat beli

***THE INFLUENCE OF LIFESTYLE AND PERCEPTION OF PRODUCT
QUALITY ON INTEREST IN BUYING SAMSUNG BRAND SMARTPHONES***

(Study in Buleleng District)

By:

Auliya Maulidah, NIM 2017041091

Management Department

ABSTRACT

Nowadays, cell phones have played a role in people's worldly lives, including students. It seems to be increasingly popular in Indonesia based on the continued increase in the number of smartphone users regardless of job, salary or other factors. Therefore, the purpose of this study is to investigate the relationship between lifestyle and perceived product quality on purchase intention. The research method used is causal quantitative. Purposive sampling was used to select the sample for this research. The number of respondents used was 110 respondents. The subjects of this research are cellphone users who have used or are currently using Samsung brand cellphones and the research objects are lifestyle, product quality and purchasing interest. Information is collected through questionnaires and recording reports. Multiple linear regression analysis was used during data analysis. The test results show that (1) lifestyle and perceived product quality have a significant influence on buying interest, (2) lifestyle has a positive and significant influence on buying interest, and (3) perceived product quality has a positive and significant influence on buying interest in branded smartphones. Samsung to consumers in Buleleng District.

Keywords : lifestyle, perceived product quality, buying interest