

# PENGARUH KUALITAS PRODUK DAN LIFESTYLE TERHADAP KEPUTUSAN PEMBELIAN PRODUK TEMANI KOPI

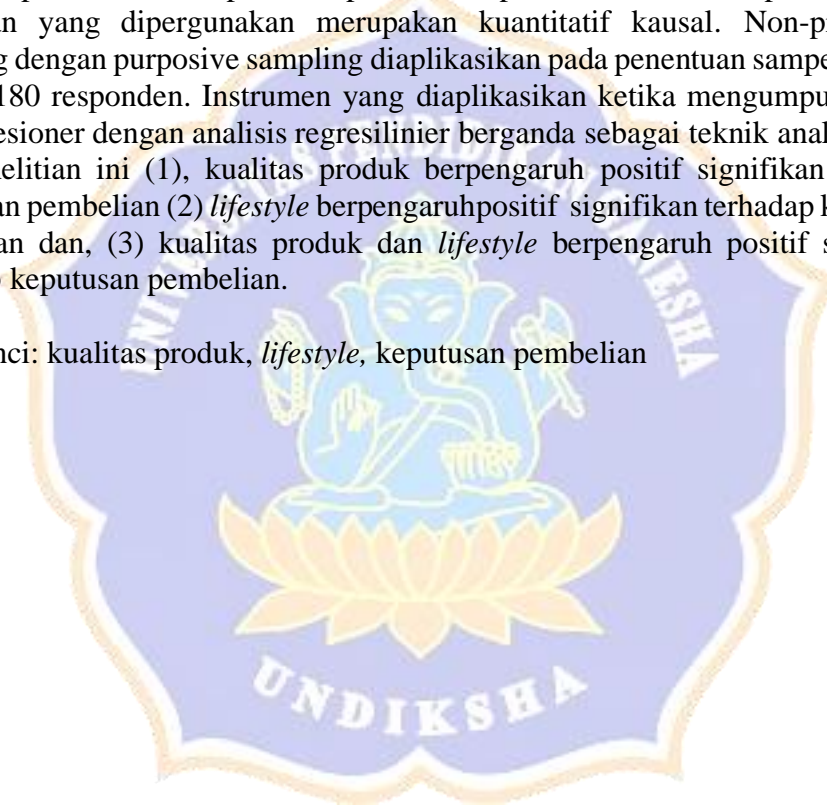
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## ABSTRAK

Penelitian dilaksanakan guna pengujian kualitas produk serta *lifestyle* secara simultan parsial atas keputusan pembelian produk Temani Kopi. Rancangan penelitian yang dipergunakan merupakan kuantitatif kausal. Non-probability sampling dengan purposive sampling diaplikasikan pada penentuan sampel. Jumlah sampel 180 responden. Instrumen yang diaplikasikan ketika mengumpulkan data ialah kuesioner dengan analisis regresi linier berganda sebagai teknik analisa. Hasil dari penelitian ini (1), kualitas produk berpengaruh positif signifikan terhadap keputusan pembelian (2) *lifestyle* berpengaruh positif signifikan terhadap keputusan pembelian dan, (3) kualitas produk dan *lifestyle* berpengaruh positif signifikan terhadap keputusan pembelian.

Kata kunci: kualitas produk, *lifestyle*, keputusan pembelian



***THE INFLUENCE OF PRODUCT QUALITY AND LIFESTYLE ON  
PURCHASING DECISIONS FOR TEMANI COFFEE PRODUCTS***

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***ABSTRACT***

*The research was conducted to test product quality and lifestyle simultaneously partially on the decision to purchase Temani Kopi products. The research design used is causal quantitative. Non-probability sampling with purposive sampling was applied to sample determination. The sample size was 180 respondents. The instrument applied when collecting data is a questionnaire with multiple linear regression analysis as an analysis technique. The results of this study (1), product quality has a significant positive effect on purchasing decisions (2) lifestyle has a significant positive effect on purchasing decisions and, (3) product quality and lifestyle have a significant positive effect on purchasing decisions.*

*Keywords: product quality, lifestyle, purchasing decisions*