

# **PENGARUH KUALITAS PRODUK DAN GAYA HIDUP TERHADAP KEPUTUSAN PEMBELIAN DI PANAMENA**

**Oleh**

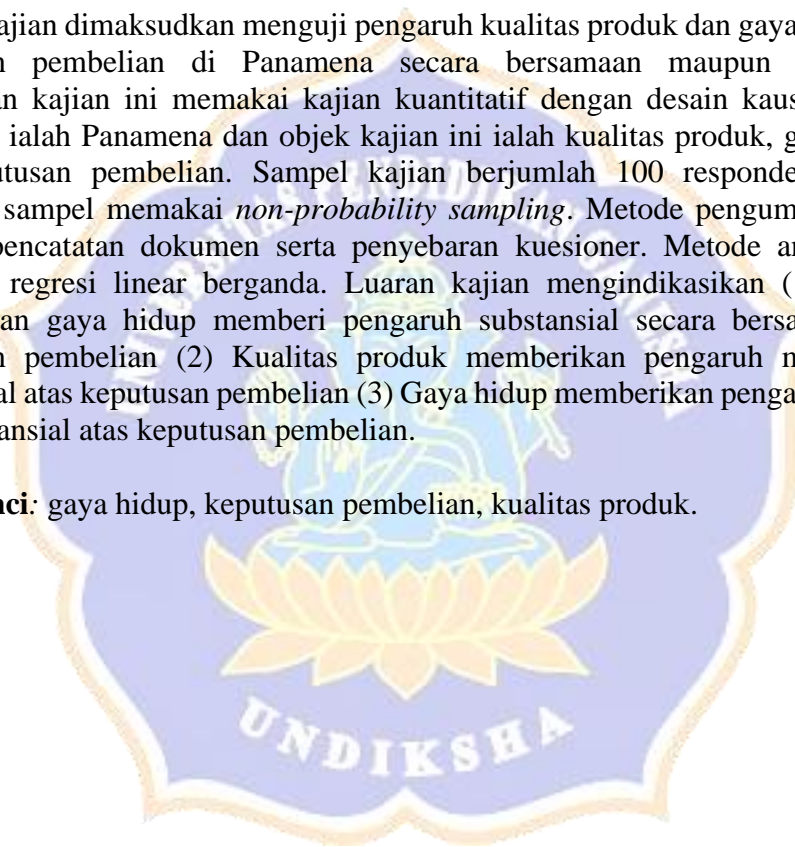
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## **ABSTRAK**

Kajian dimaksudkan menguji pengaruh kualitas produk dan gaya hidup atas keputusan pembelian di Panamena secara bersamaan maupun individual. Rancangan kajian ini memakai kajian kuantitatif dengan desain kausal. Subjek kajian ini ialah Panamena dan objek kajian ini ialah kualitas produk, gaya hidup, dan keputusan pembelian. Sampel kajian berjumlah 100 responden, dengan penentuan sampel memakai *non-probability sampling*. Metode pengumpulan data melalui pencatatan dokumen serta penyebaran kuesioner. Metode analisa data memakai regresi linear berganda. Luaran kajian mengindikasikan (1) kualitas produk dan gaya hidup memberi pengaruh substansial secara bersamaan atas keputusan pembelian (2) Kualitas produk memberikan pengaruh mutlak dan substansial atas keputusan pembelian (3) Gaya hidup memberikan pengaruh mutlak dan substansial atas keputusan pembelian.

**Kata kunci:** gaya hidup, keputusan pembelian, kualitas produk.



***THE INFLUENCE OF PRODUCT QUALITY AND LIFESTYLE ON  
PURCHASING DECISIONS IN PANAMENA***

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***ABSTRACT***

*The study is intended to test the influence of product quality and lifestyle on purchasing decisions in Panamena simultaneously and individually. This study design uses a quantitative study with a causal design. The subject of this study is Panamena and the object of this study is product quality, lifestyle and purchasing decisions. The study sample consisted of 100 respondents, with sample determination using non-probability sampling. The data collection method is through recording documents and distributing questionnaires. The data analysis method uses multiple linear regression. The results of the study indicate (1) product quality and lifestyle have a substantial influence simultaneously on purchasing decisions (2) Product quality has an absolute and substantial influence on purchasing decisions (3) Lifestyle has an absolute and substantial influence on purchasing decisions.*

**Key words:** *lifestyle, purchasing decisions, product quality.*