

**PENGARUH GAYA HIDUP DAN CITRA MEREK TERHADAP MINAT
BELI IPHONE DI
BADILAN GROSIR SINGARAJA
(STUDI PADA BADILAN GROSIR SINGARAJA)**

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ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh (1) gaya hidup terhadap minat beli iPhone di Badilan Grosir Singaraja, (2) citra merek terhadap minat beli iPhone di Badilan Grosir Singaraja, dan (3) gaya hidup dan citra merek secara simultan terhadap minat beli iPhone di Badilan Grosir Singaraja. Rancangan penelitian yang digunakan adalah kuantitatif kausal. Data dianalisis menggunakan analisis regresi linier berganda dengan menggunakan program *Statistical Package for Social Science* (SPSS) 27.0 *for Windows* untuk mengolah data. Metode pengambilan sampel menggunakan metode *non probability sampling* dengan teknik *purposive sampling* serta jumlah sampel dalam penelitian ini yaitu 120. Hasil penelitian menunjukkan bahwa: (1) gaya hidup dan citra merek secara simultan berpengaruh signifikan terhadap minat beli iPhone, (2) gaya hidup berpengaruh positif dan signifikan terhadap minat beli iPhone, (3) citra merek berpengaruh positif dan signifikan terhadap minat beli iPhone.

Kata Kunci : Gaya hidup, Citra merek, Minat beli, iPhone, Badilan Grosir

***THE INFLUENCE OF LIFESTYLE AND BRAND IMAGE ON BUYING
INTEREST IN IPHONE AT
BADILAN GROSIR SINGARAJA
(STUDY ON BADILAN GROSIR SINGARAJA)***

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ABSTRACT

This study aims to examine the effect of (1) lifestyle on iPhone purchase intention at Badilan Grosir Singaraja, (2) brand image on iPhone purchase intention at Badilan Grosir Singaraja, and (3) lifestyle and brand image simultaneously on iPhone purchase intention at Badilan Grosir Singaraja. The research design used was causal quantitative. The data were analyzed using multiple linear regression analysis using the Statistical Package for Social Science (SPSS) 27.0 for Windows program to process the data. The sampling method used a non-probability sampling method with purposive sampling technique and the number of samples in this study was 120. The results showed that: (1) lifestyle and brand image simultaneously have a significant effect on iPhone purchase intention, (2) lifestyle has a positive and significant effect on iPhone purchase intention, (3) brand image has a positive and significant effect on iPhone purchase intention.

Keywords: Lifestyle, Brand image, Purchase intention, iPhone, Badilan Grosir