

**PENGARUH GAYA HIDUP, KUALITAS PRODUK, DAN PERSEPSI
HARGA TERHADAP KEPUTUSAN PEMBELIAN *SMARTPHONE*
IPHONE PADA MAHASISWA FAKULTAS EKONOMI UNDIKSHA**

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh gaya hidup, kualitas produk dan persepsi harga terhadap keputusan pembelian *smartphone* Iphone pada Mahasiswa Fakultas Ekonomi Undiksha. Jenis penelitian ini adalah penelitian kuantitatif. Populasi dalam penelitian ini adalah seluruh Mahasiswa Fakultas Ekonomi, Universitas Pendidikan Ganesha sebanyak 3.006 orang. Metode penentuan sampel yang dipergunakan adalah metode *purposive sampling*. Banyaknya jumlah sampel yang dipergunakan berdasarkan acuan Ferdinand (2014), sehingga sampel yang digunakan sebanyak 170 responden. Instrumen yang digunakan dalam pengumpulan data adalah kuesioner. Pengolahan data dalam penelitian ini menggunakan bantuan program *Statistical Package for The Sosial Science* (SPSS) versi 25. Teknik analisis data yang digunakan adalah analisis regresi linear berganda. Hasil penelitian ini menunjukkan bahwa: (1) Gaya hidup berpengaruh positif dan signifikan terhadap keputusan pembelian *smartphone* Iphone pada Mahasiswa Fakultas Ekonomi Undiksha, (2) Kualitas produk berpengaruh positif dan signifikan terhadap keputusan pembelian *smartphone* Iphone pada Mahasiswa Fakultas Ekonomi Undiksha, (3) Persepsi harga berpengaruh positif dan signifikan terhadap keputusan pembelian *smartphone* Iphone pada Mahasiswa Fakultas Ekonomi Undiksha dan (4) Gaya hidup, kualitas produk dan persepsi harga berpengaruh signifikan terhadap keputusan pembelian *smartphone* Iphone pada Mahasiswa Fakultas Ekonomi Undiksha.

Kata kunci: gaya hidup, keputusan pembelian, kualitas produk, persepsi harga.

**THE INFLUENCE OF LIFESTYLE, PRODUCT QUALITY,
AND PRICE PERCEPTION ON THE DECISION TO PURCHASE
IPHONE SMARTPHONES (CASE STUDY ON STUDENTS OF THE
FACULTY OF ECONOMICS, UNDIKSHA)**

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ABSTRAC

This study aims to determine the influence of lifestyle, product quality and price perception on the decision to purchase an iPhone smartphone on students of the Faculty of Economics, Undiksha. This type of research is quantitative research. The population in this study were all students of the Faculty of Economics, Ganesha University of Education, totaling 3,006 people. The sample selection method used was the purposive sampling method. The number of samples used was based on Ferdinand's reference (2014), so that the sample used was 170 respondents. The instrument used in data collection was a questionnaire. Data processing assistance in this study used the Statistical Package for The Social Science (SPSS) version 25 program. The data analysis technique used was multiple linear regression analysis. The results of this study indicate that: (1) Lifestyle has a positive and significant influence on the decision to purchase an iPhone smartphone among students of the Faculty of Economics, Undiksha, (2) Product quality has a positive and significant influence on the decision to purchase an iPhone smartphone among students of the Faculty of Economics, Undiksha, (3) Price perception has a positive and significant influence on the decision to purchase an iPhone smartphone among students of the Faculty of Economics, Undiksha, and (4) Lifestyle, product quality and price perception have a significant influence on the decision to purchase an iPhone smartphone among students of the Faculty of Economics, Undiksha.

Keywords: *lifestyle, purchasing decisions, product quality, price perception.*