

**PENGARUH GAYA HIDUP DAN KELOMPOK REFERENSI TERHADAP  
KEPUTUSAN PEMBELIAN PRODUK *FASHION* MELALUI *E-  
COMMERCE SHOPEE***

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**ABSTRAK**

Riset ini bertujuan untuk menguji dampak *life style* & kelompok referensi terhadap ketetapan pembelian produk fashion dalam *e- commerceshopee*. Desain riset yg dipakai dalam riset ini ialah kuantitatif kausal. Subjek riset ini ialah pengguna aplikasi Shopee pada masyarakat di Kota Singaraja, Kecamatan Buleleng, dan objek riset ini ialah *life style*, kelompok referensi & ketetapan pembelian. Populasi yg dipakai sebanyak 100 responden. Data disatukan dengan kuesioner kemudian dianalisa dengan analisa regresi liner berganda. Perolehan riset menamphendak bahwasanya: (1) Gaya hayati berdampak positif dan substansial terhadap ketetapan pembelian produk fashion melalui *e- commerce* Shopee, (2) Kelompok surat keterangan berdampak positif dan substansial terhadap ketetapan pembelian produk fashion melalui *e- commerce* Shopee, dan (3) *Life style* & kelompok surat keterangan berdampak positif terhadap ketetapan pembelian produk fashion melalui *e- commerce* Shopee.

**Kata Kunci:** gaya hidup, kelompok referensi, keputusan pembelian.

**THE INFLUENCE OF LIFESTYLE AND REFERENCE GROUP ON  
FASHION PRODUCT PURCHASE DECISIONS THROUGH E-  
COMMERCE SHOPEE**

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**ABSTRACT**

This research aims to examine the impact of lifestyle & reference groups on the decision to purchase fashion products in e-commerce shopee. The research design used in this research is causal quantitative. The subject of this research is the Shopee application users in the community in Singaraja City, Buleleng District, and the object of this research is life style, reference groups & purchasing decisions. The population used is 100 respondents. The data were combined with a questionnaire and then analyzed using multiple linear regression analysis. Research findings indicate that: (1) Lifestyle has a positive and substantial impact on the determination to purchase fashion products through Shopee e-commerce, (2) The certificate group has a positive and substantial impact on the determination to purchase fashion products through Shopee e-commerce, and (3) Life style & group certificates have a positive impact on purchasing decisions for fashion products through Shopee e-commerce.

**Keywords:** lifestyle, reference group, purchasing decision