

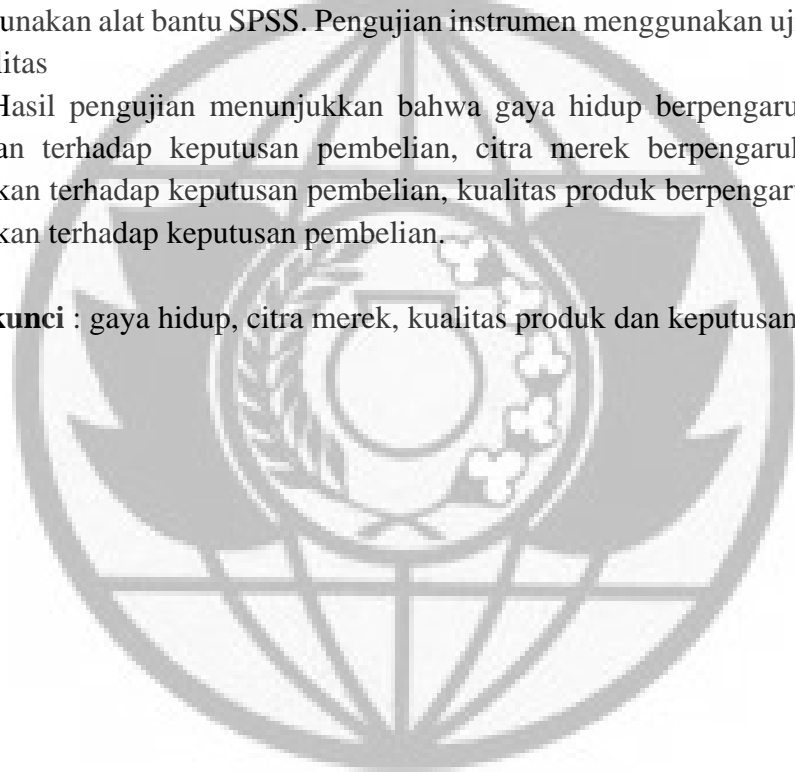
ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh gaya hidup, citra merek, dan kualitas produk terhadap keputusan pembelian produk sandal Fipper. Populasi yang digunakan dalam penelitian yaitu mahasiswa Sekolah Tinggi Ilmu Ekonomi Indonesia Surabaya.

Jenis penelitian ini adalah penelitian kualitatif. Jenis data yang digunakan adalah data primer, teknik pengambilan anggota sampel menggunakan metode *non probability sampling* dengan anggota sampel sebanyak 100 responden. Teknik analisa yang digunakan dalam penelitian ini adalah regresi linier berganda dengan menggunakan alat bantu SPSS. Pengujian instrumen menggunakan uji validitas dan reliabilitas

Hasil pengujian menunjukkan bahwa gaya hidup berpengaruh positif dan signifikan terhadap keputusan pembelian, citra merek berpengaruh positif dan signifikan terhadap keputusan pembelian, kualitas produk berpengaruh positif dan signifikan terhadap keputusan pembelian.

Kata kunci : gaya hidup, citra merek, kualitas produk dan keputusan pembelian.



ABSTRACT

This research aimed to find out the effect of lifestyle, brand image, and product quality on customers' buying decision of Fipper slippers. While, the population was students of School of Economics of Indonesia (STIESIA) Surabaya.

The research was qualitative. Moreover, the data were primary. Furthermore, the data collection technique used non probability sampling, in which the Sample was taken accidentally. It meant, anyone who was meet by the researcher could become the sample. In line with, there were 100 respondents of Fipper slippers' customer as sample. In addition, the data analysis technique used multiple linear regression with SPSS (Statistical Product and Service Solution). Meanwhile, the testing instrument was validity and reliability test.

The research result concluded lifestyle had positive and signification effect on customers' buying decision of Fipper Slippers. Likewise, brand image had positive and significant effect on customers' buying decision of Fipper Slippers. Similarly, product quality had positive and signification effect on customers' buying decision of Fipper Slippers.

Keywords: lifestyle, brand image, product quality, buying decision

