

ABSTRAK

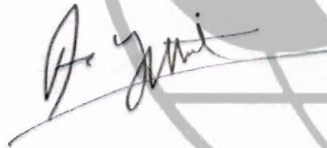
Penelitian bertujuan untuk mengetahui pengaruh kualitas produk, citra merek, dan gaya hidup terhadap keputusan pembelian produk sepatu casual merek Nike di Kota Surabaya. Apabila kualitas produk, citra merek, dan gaya hidup sesuai denganyang diharapkan, maka dikatakan baik dan memuaskan. Jenis penelitian dikategorikan sebagai penelitian pendekatan kuantitatif yang bersifat kausal komperatif.

Populasi yang digunakan dalam penelitian merupakan seluruh konsumen yang membeli dan memakai produk sepatu casual merek Nike di Kota Surabaya. Sampel penelitian ini sesuai dengan kuisioner yang diisi oleh 100 responden yang ditentukan dengan menggunakan teknik metode *nonprobability sampling* dan penentuan sampel menggunakan *accidental sampling*. Metode analisis data dengan menggunakan analisis regresi linear berganda. Dengan alat bantu SPSS (*Statistical Product and Service Solution*) versi 25.0.

Hasil penelitian ini menunjukkan bahwa variabel citra merek dan gaya hidup berpengaruh positif dan signifikan terhadap keputusan pembelian sedangkan variabel kualitas produk tidak berpengaruh positif dan tidak signifikan terhadap keputusan pembelian

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

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ABSTRACT

This research aimed to find out the effect of product quality, brand image, and lifestyle on the purchasing decision of causal shoe product Nike brand in the city of Surabaya. If the product quality, brand image, and lifestyle were as expected, it was stated as good and satisfied. The research categorized the quantitative approach with causal-comparative.

Moreover, the research population used all the customers who have ever purchased and used the shoe product of Nike in the city of Surabaya. The research sample used questionnaires distributed to the 100 respondents defined by nonprobability sampling method technique meanwhile the sample determination used accidental sampling. On the other hand, the data analysis method used multiple linear regression analysis. In addition, this research used SPSS (Statistical Product and Service Solution) 25.0 version.

The research result concluded that the variable of brand image and lifestyle had positive and significant on the purchasing decision meanwhile, the product quality variable did not significantly positive affect the purchasing decision.

Keywords: Brand Image, Product Quality, Lifestyle, Purchasing Decision



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