

## ABSTRAK

Persaingan dalam industri *smartphone* sangat kompetitif dan semakin banyak diminati di Indonesia, khususnya Kota Surabaya. Semakin banyak merek *smartphone* yang muncul di pasaran, salah satunya adalah iPhone. Penjualan iPhone turun sebesar 8,2% pada kuartal pertama 2020 (Gartner, Inc 2020). Berdasarkan hasil riset Gartner pada kuartal pertama 2020 Apple Inc menjual sekitar 40,92 juta unit *smartphone*, mengalami penurunan sebanyak 3,7 juta unit dari 44,57 juta unit *smartphone* yang terjual pada kuartal pertama tahun 2019. Tujuan penelitian ini untuk mengetahui dan menganalisis pengaruh citra merek, harga dan gaya hidup terhadap keputusan pembelian pada pengguna iPhone.

Jenis penelitian yang digunakan adalah penelitian kuantitatif dengan total sampel 100 responden. Populasi yang digunakan dalam penelitian ini adalah generasi z di Kota Surabaya yang menggunakan iPhone. Metode pengumpulan data dalam penelitian ini menggunakan kuesioner *google form*. Teknik analisis data penelitian menggunakan regresi linier berganda.

Hasil penelitian menunjukkan bahwa citra merek, harga, dan gaya hidup berpengaruh positif dan signifikan terhadap keputusan pembelian *smartphone* merek iPhone pada generasi z di Kota Surabaya.

**Kata kunci:** Citra Merek, Harga, Gaya Hidup, Keputusan Pembelian

## **ABSTRACT**

*Despite the competition among the smartphone industry being really competitive, many Indonesian people are interested in running the business, especially in Surabaya. There are many brands of smartphones which come up in the market, one of them is iPhone. According to Gartner's data, Apple Inc sold around 40,92 million smartphones in the first quarter of 2020, a decrease of about 3,7 million units from the 44,57 million units sold in the first quarter of 2019. Therefore, this research aimed to find out the effect of brand image, price, and lifestyle on consumers' buying decisions of iPhone.*

*The research was quantitative. While the population was Z-generation in Surabaya who used iPhone. Moreover, the instrument in data collection technique used questionnaires of Google form. Furthermore, the questionnaires were distributed to 100 respondents of consumers as a research sample. Furthermore, the data analysis technique used multiple linear regression.*

*The research result concluded that brand image had a positive and significant effect on consumers; buying decisions. Likewise, price had a positive and significant effect on consumers; buying decisions. Similarly, lifestyle had a positive and significant effect on consumers' buying decisions of iPhone for Z-generation in Surabaya.*

**Keywords:** *Brand Image, Price, Lifestyle, Buying Decisions*



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**M. Faisal, S.Pd., M.Pd**

STIESIA Language Center  
Menur Pumpungan 39 Surabaya 60118, Indonesia