

## ABSTRAK

Tujuan penelitian untuk mengetahui dan menganalisis Kualitas Produk, Citra Merek, *Word of Mouth* dan Gaya Hidup terhadap keputusan pembelian sepatu Converse. Jenis penelitian ini kuantitatif dengan teknik pengambilan sampel menggunakan *accidental sampling*. Populasi yang digunakan Mahasiswa Sekolah Tinggi Ilmu Ekonomi Indonesia (STIESIA) Surabaya, dengan responden yang berjumlah 100 responden. Teknik pengumpulan data menggunakan kuesioner melalui *googleform* pada Mahasiswa aktif Sekolah Tinggi Ilmu Ekonomi Indonesia (STIESIA) Surabaya. Metode analisis menggunakan regresi linier berganda dengan alat bantu SPSS (*Statistic Product and Service Solutions*).

Hasil penelitian menunjukkan bahwa kualitas produk, citra merek, *word of mouth* dan gaya hidup berpengaruh positif dan signifikan terhadap keputusan pembelian sepatu Converse pada Mahasiswa Sekolah Tinggi Ilmu Ekonomi Indonesia (STIESIA) Surabaya.

Kata kunci : Kualitas Produk, Citra Merek, *Word Of Mouth*, Gaya Hidup dan Keputusan Pembelian

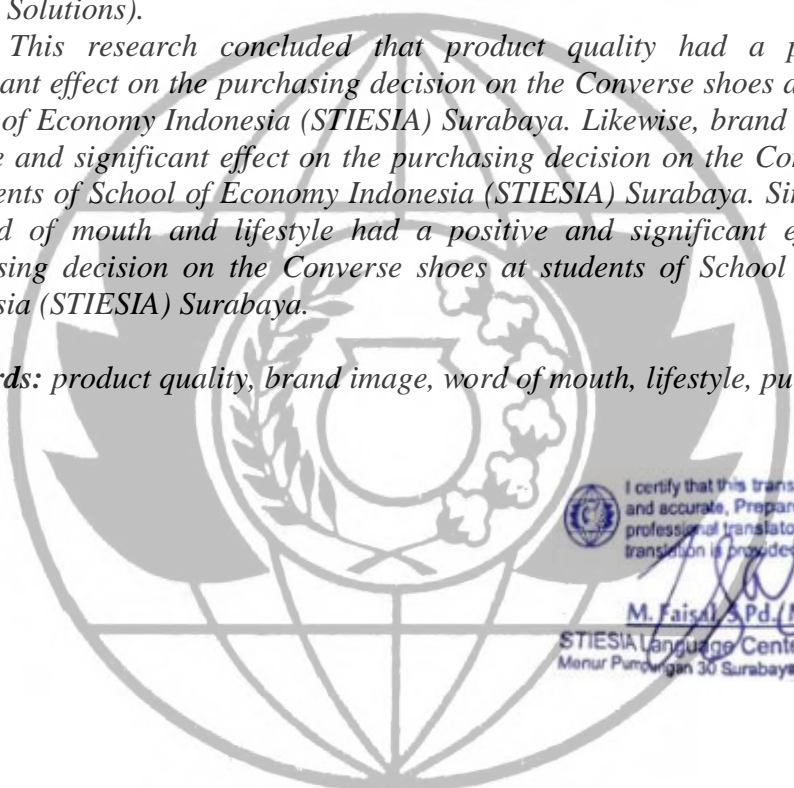


## **ABSTRACT**

*This research aimed to find out and analyze the product quality, brand image, word of mouth, and lifestyle in the purchasing decision of Converse shoes. This research was quantitative, while the research sample collection technique was accidental sampling. Furthermore, the research population used students of School of Economy Indonesia (STIESIA) Surabaya, moreover, the respondents used 100 respondents. On the other hand, the research data collection technique used questionnaires with google form on the active students of School of Economy Indonesia (STIESIA) Surabaya. Moreover, the research analysis method used multiple linear regression analysis with SPSS (Statistic Product and Service Solutions).*

*This research concluded that product quality had a positive and significant effect on the purchasing decision on the Converse shoes at students of School of Economy Indonesia (STIESIA) Surabaya. Likewise, brand image had a positive and significant effect on the purchasing decision on the Converse shoes at students of School of Economy Indonesia (STIESIA) Surabaya. Similarly, both of word of mouth and lifestyle had a positive and significant effect on the purchasing decision on the Converse shoes at students of School of Economy Indonesia (STIESIA) Surabaya.*

**Keywords:** *product quality, brand image, word of mouth, lifestyle, purchasing*



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