

ABSTRAK

PENGARUH GAYA HIDUP TERHADAP MINAT BELI SMARTPHONE XIAOMI

Studi Kasus: Mahasiswa/i Fakultas Ekonomi Kampus I Universitas Sanata Dharma

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Penelitian ini bertujuan untuk mengetahui apakah gaya hidup berpengaruh terhadap minat beli. Penelitian ini dilakukan selama bulan Maret sampai April 2017 di kampus I Universitas Sanata Dharma, Yogyakarta. Populasi dalam penelitian ini adalah Mahasiswa/i Fakultas Ekonomi Kampus I Universitas Sanata Dharma Program Studi Akuntansi, Manajemen, dan Ilmu Ekonomi yang telah mengetahui tentang *smartphone* Xiaomi namun belum memiliki *smartphone* Xiaomi. Pengambilan sampel menggunakan teknik *Nonprobability Sampling*. Data dalam penelitian ini diperoleh dengan membagikan kuesioner kepada 100 responden. Uji Validitas menggunakan teknik *Korelasi Product Moment* dan Uji Reliabilitas menggunakan rumus *Cronbach's Alpha*. Teknik analisis data dalam penelitian ini adalah analisis deskriptif. Dari penelitian ini dapat disimpulkan bahwa gaya hidup berpengaruh positif terhadap minat beli.

Kata kunci : gaya hidup, minat beli

ABSTRACT

THE EFFECT OF LIFESTYLE TOWARDS PURCHASE INTENTION OF XIAOMI SMARTPHONE

Case Study: Economic Faculty Students of Campus I Sanata Dharma University

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This study is conducted to discover the influence of lifestyle towards purchase intention. This research was carried out on March to April 2017 in campus I Sanata Dharma University, Yogyakarta. The population within this study is Economic Faculty Students of Campus I Sanata Dharma University from Accounting, Management, and Economic Studies Department who are familiar with Xiaomi smartphone before but have not owned it yet. Sampling carried out with Nonprobability Sampling technique. The data in this study was obtained through distributing questionnaire to 100 respondents. Test Validity is using Product Moment Correlation technique and Reliability Test using Cronbach's Alpha formula. Data analysis technique used in this research is descriptive analysis. It can be concluded from this research that lifestyle has positive effect to purchase intention.

Keywords: lifestyle, purchase intention