

ABSTRAK

PENGARUH GAYA HIDUP, KUALITAS PRODUK DAN HARGA TERHADAP
MINAT BELI *SMARTPHONE* XIAOMI

Studi pada Mahasiswa Universitas Sanata Dharma Yogyakarta

Christoforus Rendy Setiawan

Universitas Sanata Dharma

Yogyakarta

2018

Penelitian ini bertujuan untuk mengetahui pengaruh gaya hidup, kualitas produk dan harga terhadap minat beli *smartphone* Xiaomi pada mahasiswa Universitas Sanata Dharma di Yogyakarta. Populasi dalam penelitian ini adalah seluruh mahasiswa/I Universitas Sanata Dharma Yogyakarta yang telah mengetahui tentang *smartphone* Xiaomi namun belum memiliki *smartphone* Xiaomi, sampel dalam penelitian ini adalah sebagian mahasiswa/I aktif 2013-2017 Universitas Sanata Dharma Yogyakarta dengan sampel sebanyak 100 responden. Teknik pengambilan sampel adalah teknik *purposive sampling*. Teknik pengumpulan data yang digunakan adalah kuesioner. Metode analisis data menggunakan teknik analisis analisis regresi linear berganda, uji asumsi klasik, uji F, uji t. Hasil penelitian menunjukkan bahwa gaya hidup, kualitas produk dan harga secara simultan berpengaruh positif dan signifikan terhadap minat beli *smartphone* Xiaomi. gaya hidup, kualitas produk dan harga secara parsial berpengaruh positif dan signifikan terhadap minat beli *smartphone* Xiaomi.

Kata Kunci : Gaya Hidup, Kualitas Produk, Harga, Minat Beli

ABSTRACT

THE INFLUENCE OF LIFESTYLE, PRODUCT QUALITY AND PRICE
TOWARDS PURCHASE INTENTION OF XIAOMI SMARTPHONE

Study to Students of Sanata Dharma University Yogyakarta

Christoforus Rendy Setiawan

Sanata Dharma University

Yogyakarta

2018

This research aims to determine the partial and simulant influence of lifestyle, product quality and price towards purchase intention of Xiaomi smartphone on Sanata Dharma University students in Yogyakarta. The population within this study were all students of Sanata Dharma University who are familiar with Xiaomi smartphone before but have not owned it yet. The sample within this study were some of the 2013-2017 active students of Sanata Dharma University Yogyakarta with a sample as many as 100 respondents. Sampling technique is purposive sampling technique. Data collection technique used was questionnaires. Methods of data analysis used multiple linear regression analysis, classical assumption test, F test, t test. The results showed that (1) lifestyle, product quality and price simultaneously had a positive and significant influence on Xiaomi smartphone purchase intention: (2) lifestyle, product quality and prices partially had a positive and significant influence on Xiaomi smartphone purchase intention.

Keywords : lifestyle, product quality, price, purchase intention