ABSTRAK

PENGARUH CITRA MEREK, KUALITAS PRODUK, DAN GAYA HIDUP TERHADAP MINAT BELI *IPHONE*

(Studi Kasus pada Mahasiswa Fakultas Ekonomi Kampus 1
Universitas Sanata Dharma Yogyakarta)

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Penelitian ini bertujuan untuk mengetahui apakah citra merek, kualitas produk, dan gaya hidup berpengaruh terhadap minat beli *iPhone*. Populasi dalam penelitian ini adalah mahasiswa Kampus 1 Universitas Sanata Dharma Yogyakarta yang telah mengetahui tentang *iPhone* namun belum memiliki *iPhone*. Pengambilan sampel menggunakan teknik *nonprobability sampling* yaitu *purposive sampling*. Data dalam penelitian ini diperoleh dengan membagikan kuesioner kepada 100 responden melalui google form. Metode analisis data yang digunakan yaitu analasis regresi linear berganda, uji asumsi klasik, uji F, uji t, koefisien determinasi. Hasil penelitian ini menunjukkan bahwa citra merek, kualitas produk, dan gaya hidup secara bersama-sama berpengaruh terhadap minat beli iPhone. Citra merek dan gaya hidup berpengaruh secara parsial terhadap minat beli iPhone.

Kata kunci: citra merek, kualitas produk, gaya hidup, minat beli.

ABSTRACT

THE EFFECT OF BRAND IMAGE, PRODUCT QUALITY, AND LIFE STYLE TOWARDS PURCHASE INTENTION OF *IPHONE*

(Case Studies on Economics Faculty Students of Campus 1 Sanata Dharma University Yogyakarta)

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This study aims to determine the effect of brand image, product quality, and lifestyle on iPhone purchase intentions. The population within this is Economics Faculty Students of Campus 1 Sanata Dharma University Yogyakarta who are familiar with Iphone before but have not owned it yet. Sampling using nonprobability sampling technique, namely purposive sampling. The data in this study were obtained through distributing questionnaires to 100 respondents via google form. The data analysis method used is multiple linear regression analysis, classical assumption test, F test, t test, coefficient of determination. The results of this study indicate that brand image, product quality, and lifestyle simultaneously influence the purchase intention of iPhone. Brand image and lifestyle partially influence the purchase intention of iPhone.

Keywords: brand image, product quality, lifestyle, purchase intention.