

**ABSTRAK****PENGARUH GAYA HIDUP, CITRA MEREK, DAN HARGA TERHADAP  
KEPUTUSAN PEMBELIAN JASA TRANSPORTASI GO-JEK *ONLINE*  
(Studi pada Mahasiswa Universitas Sanata Dharma Yogyakarta)**

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Penelitian ini bertujuan untuk mengetahui pengaruh gaya hidup, citra merek dan harga terhadap keputusan pembelian jasa transportasi GO-JEK *online*. Populasi penelitian ini adalah mahasiswa/i aktif Universitas Sanata Dharma yang pernah menggunakan atau membeli jasa transportasi GO-JEK, dengan sampel sebanyak 100 responden yang berasal dari kampus I dan III angkatan 2015 - 2019 yang sudah pernah melakukan keputusan pembelian jasa transportasi GO-JEK *online* khususnya Go-Ride minimal 1 kali dalam 3 bulan terakhir. Teknik pengambilan sampel adalah *purposive sampling*. Teknik pengumpulan data yang digunakan adalah kuesioner. Analisis data menggunakan regresi linier berganda, uji asumsi klasik, uji F, uji t. Hasil penelitian menunjukkan bahwa gaya hidup, citra merek dan harga secara simultan berpengaruh dan signifikan terhadap keputusan pembelian jasa transportasi GO-JEK *online*, gaya hidup dan citra merek secara parsial tidak berpengaruh dan signifikan terhadap keputusan pembelian jasa transportasi GO-JEK *online*, sedangkan harga secara parsial berpengaruh terhadap keputusan pembelian jasa transportasi GO-JEK *online*.

Kata Kunci: Gaya Hidup, Citra Merek, Harga dan Keputusan Pembelian.

**ABSTRACT**

**THE INFLUENCE OF THE LIFE STYLE, BRAND IMAGE, AND PRICE  
TOWARDS THE PURCHASE DECISION OF GO-JEK ONLINE  
TRANSPORTATION SERVICE  
Study on Sanata Dharma University Students Yogyakarta**

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This study aims to know the influence of the life style, brand image, and price towards the purchase decision of GO-JEK online transportation service. The population used in this study is the students of Sanata Dharma University who are still active in following the learning process at the campus, who at least once used or purchased the service of GO-JEK transportation especially Go-Ride for at least once in the last 3 months. The sample consist of as many as 100 respondents coming from campus I and III class of 2015-2019. Purposive sampling is the technique used in obtaining the samples. Meanwhile, in obtaining the data, the researcher used questionnaires. In analyzing the data, the researcher used multiple linier regression analysis, classical assumption test, F test and t test techniques. The result of this study shows that life style, brand image and price were simultaneously and significantly influenced purchase decision of GO-JEK online transportation service. The life style and brand image partially did not influence the decision to purchase the service of GO-JEK transportation, while the price partially influenced the decision in purchasing GO-JEK online transportation service.

**Keywords:** Life Style, Brand Image, Price and Purchasing Decision