

ABSTRAK

PENGARUH KELOMPOK ACUAN DAN GAYA HIDUP TERHADAP MINAT BELI SEPEDA MERK POLYGON DI MASA PANDEMI

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Penelitian ini bertujuan untuk mengetahui: (a). pengaruh secara simultan kelompok acuan dan gaya hidup terhadap minat beli sepeda merek Polygon; (b). pengaruh secara parsial kelompok acuan terhadap minat beli sepeda merek Polygon, dan (c). pengaruh secara parsial gaya hidup terhadap minat beli sepeda merek Polygon. Populasi dalam penelitian adalah pesepeda komunitas MTB Kebumen, sedangkan sampelnya adalah 100 responden anggota pesepeda komunitas MTB Kebumen. Pengambilan sampel menggunakan metode *convenience sampling*. Teknik pengumpulan data menggunakan kuesioner. Analisis data menggunakan analisis deskriptif, analisis regresi linear berganda, uji hipotesis, dan koefisien determinasi yang diolah menggunakan *Software Statistical Package Science (SPSS)* versi 16. Dari penelitian ini dapat disimpulkan bahwa; (a). kelompok acuan dan gaya hidup secara simultan berpengaruh terhadap minat beli konsumen sepeda merek Polygon ; (b). kelompok acuan secara parsial berpengaruh positif terhadap minat beli ulang sepeda merek Polygon; (c). gaya hidup secara parsial berpengaruh positif terhadap minat beli konsumen sepeda merek Polygon.

Kata Kunci : gaya hidup, kelompok acuan, minat beli.

ABSTRACT

THE INFLUENCE OF REFERENCE GROUP AND LIFESTYLE TOWARDS PURCHASE INTEREST ON POLYGON BYCICLE DURING PANDEMY

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This study aims to determine: (a). the simultaneous influence of reference groups and lifestyle towards purchase interest on Polygon bicycles; (b). partial influence of the reference group towards purchase interest of Polygon brand bicycles, and (c). the influence of lifestyle towards purchase interest of Polygon bicycles. The population in this study was cyclists from the Kebumen MTB community, while the sample was 100 respondents who were members of the Kebumen MTB community cyclists. Sampling technique used convenience sampling method. Data collection techniques used a questionnaire. Data analysis used descriptive analysis, multiple linear regression analysis, hypothesis testing, and coefficient of determination which were processed using Statistical Package Science (SPSS) software version 16. From this study it can be concluded that; (a). the reference group and lifestyle simultaneously influenced consumer purchase interest on Polygon brand bicycles; (b). the reference group partially had a positive influence on the purchase interest on Polygon bicycles; (c). lifestyle partially had a positive influenced on consumer purchase interest on Polygon bicycles.

Keywords: lifestyle, reference group, buying interest.