

ABSTRAK

PENGARUH ATRIBUT PRODUK, EKUITAS MEREK, DAN GAYA HIDUP TERHADAP KEPUTUSAN PEMBELIAN SMARTPHONE REALME DI KOTA SUKABUMI

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Penelitian ini bertujuan untuk mengetahui: 1) pengaruh secara simultan atribut produk, ekuitas merek, dan gaya hidup terhadap keputusan pembelian *smartphone* Realme di Kota Sukabumi, 2) pengaruh secara parsial atribut produk, ekuitas merek, dan gaya hidup terhadap keputusan pembelian *smartphone* Realme di Kota Sukabumi. Populasi dalam penelitian ini yaitu konsumen pengguna *smartphone* Realme di Kota Sukabumi. Total sampel dalam penggunaan peneliti sebanyak 100 responden dan disebarikan melalui kuesioner. Teknik pengambilan sampel menggunakan *non probability sampling* dengan metode *purposive sampling*. Teknik analisis data yang digunakan peneliti yaitu analisis deskriptif, uji asumsi klasik, regresi linier berganda, uji F, uji t, dan koefisien determinasi dengan menggunakan aplikasi *IBM SPSS* versi 26. Hasil penelitian menunjukkan bahwa atribut produk, ekuitas merek, dan gaya hidup secara simultan berpengaruh terhadap keputusan pembelian *smartphone* Realme. Atribut produk, ekuitas merek, dan gaya hidup secara parsial berpengaruh positif terhadap keputusan pembelian *smartphone* Realme di Kota Sukabumi.

Kata Kunci: Atribut Produk, Ekuitas Merek, Gaya Hidup, Keputusan Pembelian.

ABSTRACT

THE INFLUENCE OF PRODUCT ATTRIBUTES, BRAND EQUITY, AND LIFESTYLE ON PURCHASE DECISION OF REALME SMARTPHONE IN SUKABUMI CITY

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The purpose of this research is to determine: 1) the simultaneous influence of product attributes, brand equity, and lifestyle on purchase decisions of Realme smartphones in Sukabumi City, 2) the partial influence of product attributes, brand equity, and lifestyle on purchase decisions of Realme smartphones in Sukabumi City. The population in this study is Realme smartphone users in Sukabumi City. The total sample used by the researcher is 100 respondents and distributed through questionnaires. The sampling technique used non-probability sampling with a purposive sampling method. The data analysis techniques used by the researcher are descriptive analysis, classical assumption tests, multiple linear regression, F-test, t-test, and coefficient of determination using IBM SPSS version 26. The results of the study indicate that product attributes, brand equity, and lifestyle have a simultaneous influence on purchase decisions of Realme smartphones. Product attributes, brand equity, and lifestyle also have a positive partial influence on purchase decisions of Realme smartphones in Sukabumi City.

Keywords: Product Attributes, Brand Equity, Lifestyle, Purchase Decision.