

UNIVERSITAS BINA NUSANTARA

School of Business Management
Jurusan Marketing
Skripsi Sarjana Marketing
Semester Ganjil 2017/2018

PENGARUH GAYA HIDUP, CITRA MEREK, DAN KUALITAS PRODUK TERHADAP KEPUTUSAN PEMBELIAN MOBIL DAIHATSU AYLA PADA PT ASTRA INTERNATIONAL TBK – DAIHATSU CABANG SUNTER

Cyndi Megawati (1900535512)
Sekar Hanjani Putri (1901549543)

ABSTRAK

Penelitian ini berjudul “Pengaruh Gaya Hidup, Citra Merek, Kualitas Produk Terhadap Keputusan Pembelian Mobil Daihatsu Ayla” (Studi kasus PT Astra Internasional Daihatsu, Sunter) bertujuan untuk mengetahui seberapa besar pengaruh gaya hidup, citra merek, kualitas produk terhadap keputusan pembelian mobil Daihatsu Ayla. Populasi adalah Daihatsu menggunakan *accidental sampling* dengan jumlah sampel 100 responden. Hasil penelitian dijelaskan dalam bentuk deskripsi dan penjelasan. Metode pengolahan menggunakan uji asumsi klasik, analisis regresi berganda, uji hipotesis melalui uji F dan uji t serta analisis koefisien determinasi (R Square). Kemudian data diolah dengan program SPSS 24 (Statistical Package for Social of Science). Hasil penelitian menunjukkan variabel gaya hidup (X1), citra merek dan kualitas produk (X3) berpengaruh searah secara simultan terhadap keputusan pembelian (Y) dengan nilai yang signifikan dan positif.

Kata Kunci : Gaya Hidup, Citra Merek, Kualitas Produk, Keputusan Pembelian

ABSTRACT

This research is entitled "The effect of lifestyle, brand image, and product quality to purchasing decision of daihatsu ayla car at PT Astra International Daihatsu Tbk – Daihatsu Sunter Branch. aims to find out how big the influence of lifestyle, brand image, product quality to the purchase decision of Daihatsu Ayla . The population is Daihatsu using accidental sampling with the sample number of 100 respondents. The results are described in the form of description and explanation. The processing method uses classical assumption test, multiple regression analysis, hypothesis test through F test and t test and coefficient of determination analysis (R Square). Then the data is processed with SPSS 24 (Statistical Package for Social of Science). The result showed that lifestyle variable (X1), brand image and product quality (X3) influenced simultaneously toward purchase decision (Y) with significant and positive value.

Keywords: Lifestyle, Brand Image, Product Quality, Purchase Decision