

ABSTRAK

Sitti Nur Indah Magfirah, 2021. Pengaruh Lifestyle Terhadap Keputusan Pembelian Yang Di mediasi Brand Image (studi pada distro radsa miharbi ternate).

Tujuan penelitian ini adalah : (1) ingin mengetahui apakah *LifeStyle berpengaruh* terhadap keputusan pembelian di distro radsa miharbi ternate ; (2) ingin mengetahui apakah *Lifestyle* berpengaruh terhadap *brand image* ; (3) ingin mengetahui apakah *Brand image* berpengaruh signifikan terhadap keputusan pembelian di distro radsa miharbi. Jumlah sampel penelitian adalah sebanyak 124 orang yang sering berbelanja di distro radsa miharbi ternate. Analisis datanya menggunakan analisis statistik deskriptif, path analysis dan sobel test dengan bantuan program SPSS 16.0.

Hasil dari penelitian ini menunjukkan bahwa : (1) life style berpengaruh positif dan signifikan terhadap brand image di distro Radsa Miharbi ; (2) life style berpengaruh positif dan tidak signifikan terhadap keputusan pembelian : (3) brand image berpengaruh positif dan signifikan terhadap keputusan pembelian di distro radsa miharbi.

Kata Kunci : Lifestyle, Keputusan Pembelian dan Brand Image.

ABSTRACT

Sitti Nur Indah Magfirah, 2021. The Influence of Lifestyle on Purchasing Decisions Mediated by Brand Image (a study on the radio distribution of Miharbi Ternate).

The objectives of this study were: (1) to find out whether LifeStyle has an effect on purchasing decisions at Miharbi Ternate radio distro; (2) want to know whether lifestyle affects the brand image; (3) want to know whether the brand image has a significant effect on purchasing decisions at miharbi radsa distro. The number of research samples were as many as 124 people who often shop at the Radsa Miharbi Ternate distribution. The data analysis used descriptive statistical analysis, path analysis and sobel test with the help of the SPSS 16.0 program.

The results of this study indicate that: (1) life style has a positive and significant effect on brand image in the Radsa Miharbi distribution; (2) life style has a positive and insignificant effect on purchasing decisions: (3) brand image has a positive and significant effect on purchasing decisions at miharbi radsa distro.

Keywords: Lifestyle, Purchase Decision and Brand Image.

