

PENGARUH *LIFESTYLE*, *BRAND IMAGE*, *BRAND LIKING*, DAN *PERCEIVED PRICE* TERHADAP KEPUTUSAN PEMBELIAN THE BOBATIME INDONESIA

ABSTRAK

Penelitian ini bertujuan untuk menganalisa Pengaruh *Lifestyle*, *Brand Image*, *Brand Liking*, dan *Perceived Price* terhadap Keputusan Pembelian The Bobatime Indonesia. Jenis penelitian ini adalah penelitian kuantitatif dengan teknik pengumpulan data yaitu menggunakan metode survei melalui pengedaran kuesioner. Sampel yang digunakan dalam penelitian ini adalah 100 konsumen The Bobatime Indonesia di Yogyakarta. Analisis dalam penelitian ini menggunakan Uji Instrumen (Uji Validitas dan Uji Reliabilitas), Uji Asumsi Klasik (Uji Normalitas, Uji Multikolinearitas, dan Uji Heterokedastisitas), Analisis Data (Analisis Statistik Deskriptif, Analisis Regresi Linier Berganda, dan Uji t. Hasil dari penelitian ini membuktikan bahwa : (1) Variabel *Lifestyle* tidak berpengaruh secara signifikan terhadap Keputusan Pembelian, (2) Variabel *Brand Image* tidak berpengaruh secara signifikan terhadap Keputusan Pembelian, (3) Variabel *Brand Liking* berpengaruh secara signifikan terhadap Keputusan Pembelian, (4) Variabel *Perceived Price* berpengaruh secara signifikan terhadap Keputusan Pembelian.

Kata kunci: *Lifestyle*, *Brand Image*, *Brand Liking*, *Perceived Price*, Keputusan Pembelian.

THE EFFECT OF LIFESTYLE, BRAND IMAGE, BRAND LIKING, AND PERCEIVED PRICE ON THE BOBATIME INDONESIA PURCHASE DECISION

ABSTRACT

This study aims to analyze the influence of Lifestyle, Brand Image, Brand Liking, and Perceived Price on Purchase Decisions of The Bobatime Indonesia. This type of research is quantitative research with data collection techniques using survey methods through the distribution of questionnaires. The sample used in this study were 100 consumers of The Bobatime Indonesia in Yogyakarta. The analysis in this study uses Instrument Test (Validity Test and Reliability Test), Classical Assumption Test (Normality Test, Multicollinearity Test, and Heteroscedasticity Test), Data Analysis (Descriptive Statistical Analysis, Multiple Linear Regression Analysis, and t Test). The results of this study proves that: (1) Lifestyle variable has no significant effect on Purchase Decision, (2) Brand Image variable has no significant effect on Purchase Decision, (3) Brand Liking variable has significant effect on Purchase Decision, (4) Perceived Price variable has an effect on significantly to the Purchase Decision.

Keywords: *Lifestyle, Brand Image, Brand Liking, Perceived Price, Decision Purchase.*