

**PENGARUH GAYA HIDUP, CITRA MEREK, PERSEPSI HARGA, DAN
POTONGAN HARGA TERHADAP KEPUTUSAN PEMBELIAN PRODUK
FASHION PADA TOKO ONLINE SORABEL.COM**

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis : (1) pengaruh gaya hidup terhadap keputusan pembelian *fashion* pada toko *online* Sorabel.com, (2) pengaruh citra merek terhadap keputusan pembelian *fashion* pada toko *online* Sorabel.com, (3) pengaruh persepsi harga terhadap keputusan pembelian *fashion* pada toko *online* Sorabel.com, (4) pengaruh potongan harga terhadap keputusan pembelian *fashion* pada toko *online* Sorabel.com, (5) pengaruh gaya hidup, citra merek, persepsi harga, dan potongan harga secara simultan terhadap keputusan pembelian *fashion* pada toko *online* Sorabel.com. Sampel penelitian ini terdiri dari 111 responden berumur 17 tahun yang pernah berbelanja dan menggunakan produk Sorabel.com dalam 3 bulan terakhir. Pengumpulan data dilakukan dengan kuesioner yang kemudian diuji validitas dan reliabilitasnya. Hasil uji asumsi klasik menyatakan bahwa data terdistribusi normal, model regresi tidak mengalami heteroskedastisitas dan multikolinieritas. Hasil penelitian menunjukkan bahwa: (1) Gaya hidup berpengaruh positif dan signifikan terhadap keputusan pembelian *fashion* pada toko *online* Sorabel.com, (2) Citra merek berpengaruh positif dan signifikan terhadap keputusan pembelian *fashion* pada toko *online* Sorabel.com, (3) Persepsi harga berpengaruh negatif dan signifikan terhadap keputusan pembelian *fashion* pada toko *online* Sorabel.com, (4) Potongan harga berpengaruh negatif dan signifikan terhadap keputusan pembelian *fashion* pada toko *online* Sorabel.com, (5) Gaya hidup, citra merek, persepsi harga, dan potongan harga secara simultan berpengaruh terhadap keputusan pembelian *fashion* pada toko *online* Sorabel.com.

Kata Kunci: Gaya Hidup, Citra Merek, Persepsi Harga, Potongan Harga, Keputusan Pembelian

**THE EFFECT OF LIFESTYLE, BRAND IMAGE, PRICE PERCEPTION, AND
PRICE DISCOUNT ON FASHION PRODUCTS PURCHASE DECISION IN
SORABEL.COM ONLINE STORE**

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ABSTRACT

This study aims to analyze: (1) the effect of lifestyle on fashion purchase decision at the Sorabel.com online store, (2) the effect of brand image on fashion purchase decision on Sorabel.com online stores, (3) the effect of price perceptions on fashion purchase decision on Sorabel.com online store, (4) the effect of price discounts on fashion purchase decision on Sorabel.com online store, (5) the simultaneous effect of lifestyle, brand image, price perception, and price discount on fashion purchase decisions at Sorabel.com online store. Sample consists of 111 respondents aged 17 years who had shopped and used Sorabel.com products in the last 3 months. Data was collected with questionnaires that had been tested for validity and reliability. Classic assumption proves that data is normally distributed, does not experience heteroscedasticity and multicollinearity. The results shows that: (1) Lifestyle has a positive and significant effect on fashion purchase decision at Sorabel.com online store, (2) Brand image has a positive and significant effect on fashion purchase decision at Sorabel.com online store, (3) Price perception has negative and significant effect on fashion purchase decision at the Sorabel.com online store, (4) Price discount has a negative and significant effect on fashion purchase decision at Sorabel.com online store, (5) Lifestyle, brand image, price perception, and price discount have simultaneous effect on fashion purchase decision on the Sorabel.com online store.

Keywords: Lifestyle, Brand Image, Price Perception, Price Discount, Purchasing Decision