

PENGARUH GAYA HIDUP (*LIFESTYLE*) DAN *WORD OF MOUTH* TERHADAP KEPUTUSAN PEMBELIAN *SMARTPHONE*

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ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh gaya hidup dan *word of mouth* terhadap keputusan pembelian *smartphone* di Jakarta. Penelitian ini menggunakan data primer yang berasal dari 200 responden yang pernah membeli *smartphone*. Data dikumpulkan melalui penyebaran kuesioner dengan menggunakan teknik *non probability sampling*. Hasil penelitian dengan analisis regresi linear sederhana dan berganda menunjukkan bahwa variabel gaya hidup dan *word of mouth* memiliki pengaruh positif dan signifikan terhadap keputusan membeli *smartphone*. Berdasarkan analisis keragaman terhadap variabel *word of mouth*, terdapat perbedaan keragaman pada kelompok usia dan kelompok merek *smartphone*, dan pada variabel gaya hidup perbedaan keragaman terdapat juga pada kelompok usia dan kelompok merek *smartphone*. Selanjutnya, untuk variabel keputusan membeli terdapat perbedaan keragaman hanya pada kelompok usia saja.

Kata kunci: gaya hidup, *word of mouth*, keputusan pembelian, *smartphone*

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THE EFFECT OF LIFESTYLE AND WORD OF MOUTH ON PURCHASE DECISION OF SMARTPHONE

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ABSTRACT

The purpose of this research is to examine the effect of lifestyle and word of mouth on purchase decision of smartphone. This research uses primary data from 200 respondents who had bought smartphone. The data were collected through questionnaires using non probability sampling technique. The results which were analyzed by using simple and multiple linear regression showed that lifestyle and word of mouth has positive and significant effect on purchase decision smartphone. Based on the analysis of the diversity of the word of mouth variable, the analysis shows there are differences in group of age and group of brands smartphone and for the lifestyle variable there are differences too in group of age and group of brands smartphone. Furthermore, for purchase decision variable, there is difference only in group of age.

Key words: lifestyle, word of mouth, purchase decision, smartphone.

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