

## ABSTRAK

**Nur Hayany Rahman, 2025. *Pengaruh Kualitas Produk, Citra Merek dan Gaya Hidup Terhadap Keputusan Pembelian Iphone Mahasiswa Angkatan 2021 FEB UNISMUH Makassar*. Dibimbing Oleh Moh. Aris Pasigai dan Nasrullah**

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas produk, citra merek dan gaya hidup terhadap keputusan pembelian iphone pada mahasiswa angkatan 2021 FEB Unismuh Makassar. Penelitian ini menggunakan metode kuantitatif. Sampel terdiri dari 96 responden, yang dipilih menggunakan rumus Lemeshow. Data dikumpulkan melalui kuesioner dan studi dokumentasi. Sumber data mencakup data primer dan sekunder. Metode analisis data yang diterapkan meliputi uji validitas, uji reliabilitas, uji asumsi klasik, regresi linear berganda, serta pengujian hipotesis. Hasil kuesioner diolah menggunakan aplikasi statistik SPSS versi 30. Hasil analisis menunjukkan bahwa variabel kualitas produk (X1) melalui uji t diperoleh nilai  $t_{hitung} 3,100 > t_{tabel} 1,986$  dengan tingkat signifikansi 0,003, variabel citra merek diperoleh  $1,790 < t_{tabel} 1,986$  dengan tingkat signifikansi 0,077 dan variabel gaya hidup  $3,983 > t_{tabel} 1,986$  dengan tingkat signifikansi 0,001. Dari penelitian ini dapat disimpulkan bahwa kualitas produk dan gaya hidup memiliki pengaruh positif dan signifikan terhadap keputusan pembelian, sedangkan citra merek tidak berpengaruh secara parsial terhadap keputusan pembelian.

**Kata Kunci :** *kualitas produk, citra merek, gaya hidup, keputusan pembelian*



## ABSTRACT

**Nur Hayany Rahman, 2025. *The Influence of Product Quality, Brand Image, and Lifestyle on the Purchase Decision of iPhone among 2021 Batch Students of FEB UNISMUH Makassar*. Supervised by Moh. Aris Pasigai and Nasrullah.**

This study aims to determine the influence of product quality, brand image, and lifestyle on the purchase decision of iPhones among 2021 batch students of the Faculty of Economics and Business (FEB) at Universitas Muhammadiyah Makassar. This research employs a quantitative method, with a sample of 96 respondents selected using the Lemeshow formula. Data were collected through questionnaires and documentation studies, with data sources consisting of both primary and secondary data. The data analysis methods applied in this study include validity tests, reliability tests, classical assumption tests, multiple linear regression, and hypothesis testing. The questionnaire results were processed using the SPSS statistical software version 30. The analysis results indicate that the product quality variable (X1) obtained a t-value of 3.100, which is greater than the t-table value of 1.986, with a significance level of 0.003. The brand image variable obtained a t-value of 1.790, which is less than the t-table value of 1.986, with a significance level of 0.077, while the lifestyle variable obtained a t-value of 3.983, which is greater than the t-table value of 1.986, with a significance level of 0.001. From this study, it can be concluded that product quality and lifestyle have a positive and significant influence on purchase decisions, whereas brand image does not have a partial effect on purchase decisions.

**Keywords:** product quality, brand image, lifestyle, purchase decision.