

ABSTRAK

Nama : Lintang Juniar Putri

Nim : 3012221005

Judul : Pengaruh *Brand Image*, Gaya Hidup, *Electronic Word of Mouth* (*eWOM*), dan Nilai Pelanggan Terhadap Keputusan Pembelian *Smartphone* iPhone (Studi Pada Mahasiswa S1 Prodi Manajemen Universitas Muhammad Husni Thamrin).
viii + 98 hlm

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh *Brand Image*, Gaya Hidup, *Electronic Word of Mouth* (*eWOM*), dan Nilai Pelanggan terhadap Keputusan Pembelian *smartphone* iPhone pada mahasiswa S1 Program Studi Manajemen Universitas Muhammad Husni Thamrin.

Penelitian ini menggunakan pendekatan kuantitatif dengan teknik sampling jenuh (*sensus*) terhadap 90 mahasiswa pengguna iPhone sebagai responden. Data dikumpulkan melalui kuesioner dengan skala Likert dan dianalisis menggunakan metode *Partial Least Squares-Structural Equation Modeling* (PLS-SEM) dengan bantuan software SmartPLS 3.

Hasil penelitian menunjukkan bahwa secara parsial, *Brand Image* *Electronic Word of Mouth* (*eWOM*), dan Nilai Pelanggan berpengaruh positif dan signifikan terhadap Keputusan Pembelian, sedangkan Gaya Hidup tidak berpengaruh signifikan. Secara simultan, keempat variabel tersebut berpengaruh signifikan terhadap Keputusan Pembelian dengan nilai *R Square* sebesar 0,781, yang menunjukkan bahwa 78,1% variasi Keputusan Pembelian dapat dijelaskan oleh keempat variabel bebas dalam penelitian ini, sementara sisanya dipengaruhi oleh variabel lain di luar model. Hasil penelitian ini diharapkan dapat menjadi bahan pertimbangan bagi Apple dan para pemasar dalam merumuskan strategi pemasaran iPhone yang lebih efektif, khususnya pada segmen konsumen mahasiswa.

Daftar Acuan: 33 (1988-2024)

Kata Kunci: Brand Image, Gaya Hidup, Electronic Word of Mouth, Nilai Pelanggan, Keputusan Pembelian

ABSTRACT

Nama : Lintang Juniar Putri

Nim : 3012221005

Judul : The Influence of Brand Image, Lifestyle, Electronic Word of Mouth (eWOM), and Customer Value on iPhone Smartphone Purchase Decisions (A Study on Undergraduate Students of the Management Study Program, Universitas Muhammad Husni Thamrin).
viii + 98 hlm

This study aims to determine and analyze the influence of Brand Image, Lifestyle, Electronic Word of Mouth (eWOM), and Customer Value on the Purchase Decision of iPhone smartphones among undergraduate students of the Management Study Program at Universitas Muhammad Husni Thamrin.

This study employed a quantitative approach using a saturated sampling (census) technique on 90 iPhone-using students as respondents. Data were collected through a questionnaire using a Likert scale and analyzed using the Partial Least Squares-Structural Equation Modeling (PLS-SEM) method with the assistance of SmartPLS 3 software.

The results show that, partially, Brand Image, Electronic Word of Mouth (eWOM), and Customer Value have a positive and significant effect on Purchase Decision, while Lifestyle has no significant effect. Simultaneously, the four variables have a significant effect on Purchase Decision with an R Square value of 0.781, indicating that 78.1% of the variation in Purchase Decision can be explained by the four independent variables in this study, while the remainder is influenced by other variables outside the model. The results of this study are expected to serve as a consideration for Apple and marketers in formulating more effective iPhone marketing strategies, particularly for the student consumer segment.

References: 33 (1988–2024)

Keywords: Brand Image, Lifestyle, Electronic Word of Mouth, Customer Value, Purchase Decision