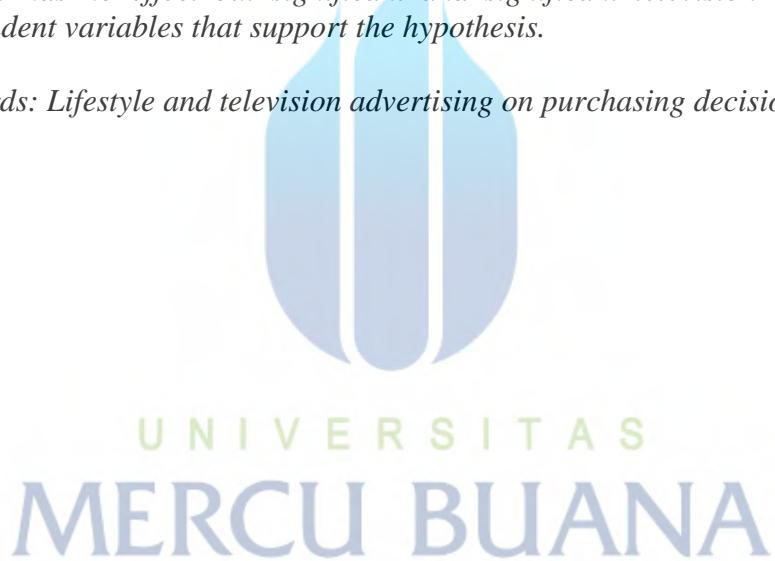


ABSTRACT

This study aims to analyze the influence of lifestyle and television advertising on the smartphone oppo purchase decision. The object of this research is in the southern meruya region, west Jakarta. This study was conducted on 100 respondents using a quantitative descriptive approach. Analysis of the data used is statistical analysis in the form of multiple linear regression tests.

The results of this study indicate that persistently and simultaneously, the Lifestyle variable does not have an effect but it is significant for purchasing decisions and television advertising influencing the decision to buy an Oppo smartphone in the southern region of West Jakarta. evidenced by the results of simultaneous tests (Test F) and the results of the formal test (t test) also show that Lifestyle has no effect but significant and significant television Ads from two independent variables that support the hypothesis.

Keywords: Lifestyle and television advertising on purchasing decisions



ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh Gaya hidup dan iklan televisi terhadap keputusan pembelian oppo smartphone . Objek penelitian ini diwilayah meruya selatan, jakarta barat. Penelitian ini dilakukan pada 100 responden menggunakan pendekatan deskriptif kuantitatif. Analisis data yang digunakan adalah analisis statistik berupa uji regresi linier berganda.

Hasil penelitian ini menunjukan bahwa secara persisten dan simultan, variabel Gaya hidup tidak berpengaruh tapi signifikan terhadap keputusan pembelian dan Iklan televisi mempengaruhi keputusan pembelian oppo smartphone diwilayah meruya selatan jakarta barat. dibuktikan dengan hasil tes simultan (Uji F) dan hasil uji persial (uji t) juga menunjukkan Gaya hidup tidak berpengaruh tapi signifikan dan Iklan televisi signifikan dari dua variabel independen yang mendukung hipotesis.

Kata kunci: Gaya hidup dan iklan televisi terhadap keputusan pembelian

