

INTISARI

Tujuan penelitian ini adalah untuk menganalisa pengaruh gaya hidup, persepsi harga, dan citra merek terhadap keputusan pembelian produk Tupperware bagi masyarakat Wonosari, Gunung Kidul. Sampel yang digunakan dalam penelitian sebanyak 100 responden. Dalam penelitian ini cara pengambilan sampel menggunakan desain *non-probability sampling*. Metode analisis data yang digunakan dalam penelitian ini analisis regresi meliputi uji validitas dan reliabilitas, analisis regresi berganda, uji Goodness of Fit melalui uji F dan uji t, dan koefisien determinasi R^2 .

Berdasarkan analisa yang telah dilakukan diperoleh bahwa, (1) Bahwa gaya hidup, persepsi harga, dan citra merek berpengaruh secara simultan terhadap keputusan pembelian produk Tupperware (2) Gaya hidup berpengaruh positif dan signifikan terhadap keputusan pembelian produk Tupperware (3) Persepsi harga berpengaruh positif dan signifikan terhadap keputusan pembelian produk Tupperware (4) Citra merek berpengaruh positif dan signifikan terhadap keputusan pembelian produk Tupperware.

Kata Kunci: Gaya Hidup, Persepsi harga, Citra Merek dan Keputusan Pembelian.

ABSTRACT

The purpose of this study was to analyze the effect of life style, price, and brand image on product purchasing decisions for the community Tupperware Wonosari Gunung Kidul. The sample used in the study were 100 respondents. In this study used a non-probability sampling design. Methods of data analysis used in this study include the regression analysis of validity and reliability, multiple regression analysis, test Goodness of Fit through F test and t test, and the coefficient of determination R².

Based on the analysis that has been done shows that, (1) That life style, price, and brand image influence simultaneously on product purchasing decisions of Tupperware (2) Lifestyle positive and significant effect on purchasing decisions of Tupperware products (3) Prices perceptions positive and significant effect on product purchasing decisions of Tupperware (4) brand image positive and significant effect on product purchasing decisions of Tupperware.

Keywords: *Lifestyle, Price Perceptions, Brand Image and Purchase Decision.*

