

PENGARUH GAYA HIDUP, HARGA DAN KELOMPOK REFERENSI TERHADAP KEPUTUSAN PEMBELIAN SMARTPHONE MERK IPHONE”

(Studi Pada Mahasiswa Program Studi Manajemen UPN “Veteran” Yogyakarta)

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ABSTRACT

This research look into the influence of the life style, price and reference group to purchase decision. The objective of this research is to test and analyze 1) the effect of life style, price and reference group in to purchase decision on smartphone brand iPhone in Program Study Management Faculty of Economy University Pembangunan Nasioneal “Veteran” Yogyakarta 2) the effect of life style, price and reference group partially purchase decision on smartphone brand iPhone in Program Study Management Faculty of Economy University Pembangunan Nasioneal “Veteran” Yogyakarta. This research used primary data through a survey of 100 respondent. The Statistical Package for the Social Sciens (SPSS) was used to analyze the data, using SPSS version 19.0 software. The result of this research has shown that 1) life style, price and reference group in to significantly and positive affect in to purchase decision 2) life style, price and reference group partially significantly and positive affect purchase decision.

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Keywords : life style, price, reference group, purchase decision.