

## ABSTRAK

Jalial Nur Afri, No. Bp 14101155310143, Manajemen, 2021. Pengaruh Kualitas Produk, Promosi, Harga dan Gaya Hidup Terhadap Keputusan Pembelian *Smartphone* Merek OPPO di Kecamatan Tigo Nagari Kabupaten Pasaman.

Penelitian ini bertujuan untuk mengetahui seberapa besar Pengaruh Kualitas Produk, Promosi, Harga dan Gaya Hidup Terhadap Keputusan Pembelian *Smartphone* Merek OPPO di Kecamatan Tigo Nagari Kabupaten Pasaman. Penelitian ini terdiri dari empat variabel independent yaitu Kualitas Produk, Promosi, Harga, Gaya Hidup dan satu variabel dependent Keputusan pembelian. Metode analisis yang digunakan adalah korelasi dan regresi linier berganda. Metode pengumpulan data pada penelitian ini adalah dengan menggunakan kuesioner yang diisi oleh responden yaitu Pengguna OPPO. Di Kecamatan Tigo Nagari Kabupaten Pasaman.

Hasil penelitian yang didapatkan berdasarkan uji parsial (uji t) diperoleh : (a) secara parsial terdapat pengaruh positif dan signifikan Kualitas Produk terhadap Keputusan Pembelian. Maka dapat diperoleh  $H_0$  ditolak  $H_a$  diterima. (b) secara parsial terdapat pengaruh positif dan signifikan Promosi terhadap Keputusan Pembelian. Maka dapat diperoleh  $H_0$  ditolak  $H_a$  diterima. (c) secara parsial terdapat pengaruh negatif dan signifikan Harga terhadap Keputusan Pembelian. Maka dapat diperoleh  $H_0$  ditolak  $H_a$  diterima. (d) secara parsial terdapat pengaruh positif dan signifikan Gaya Hidup terhadap Keputusan Pembelian. Maka dapat diperoleh  $H_0$  ditolak  $H_a$  diterima. (e) secara simultan terdapat pengaruh positif dan signifikan Kualitas Produk, Promosi, Harga, Gaya Hidup terhadap Keputusan Pembelian. Dimana nilai  $F_{hitung}$  lebih besar dari nilai  $F_{tabel}$  ( $28,682 > 2,47$ ). Nilai  $F$  28,682 dengan tingkat signifikan 0,000 lebih kecil dari alpha 0,05. Maka diperoleh  $H_0$  ditolak dan  $H_a$  diterima

Akhirnya, penulis menyarankan kepada perusahaan *Smartphone* Merek Oppo untuk dapat memperhatikan dan meningkatkan Promosi melalui peningkatan Frekuensi promosi, Jangkauan promosi, Kuantitas penayangan iklan, Waktu promosi, Ketetapan atau kesesuaian promosi. Memperhatikan dan meningkatkan Kualitas Produk melalui peningkatan Keandalan, Kinerja, Daya Tahan, Servicebility, Estetika. Memperhatikan Gaya Hidup melalui Aktivitas, Minat, dan Opini Konsumen. Kemudian memperhatikan Harga melalui peningkatan Kesesuaian Harga dengan kualitas, Keterjangkauan Harga, Kesesuaian Harga dengan manfaat, dan Harga bersaing.

**Kata kunci : Kualitas Produk, Promosi, Harga dan Gaya Hidup, Keputusan Pembelian**

## ABSTRACT

*Jalial Nur Afri, No. Bp 14101155310143, Management, 2021. The Influence of Product Quality, Promotion, Prices and Lifestyle on Purchasing Decisions of OPPO Brand Smartphones in Tigo Nagari District, Pasaman Regency.*

*This study aims to determine how much the influence of product quality, promotion, price and lifestyle on purchasing decisions for OPPO brand smartphones in Tigo Nagari District, Pasaman Regency. This study consists of four independent variables, namely product quality, promotion, price, lifestyle and one dependent variable purchasing decisions. The analysis method used is correlation and multiple linear regression. The data collection method in this study is to use a questionnaire filled out by respondents, namely OPPO users. In Tigo Nagari District, Pasaman Regency.*

*The research results obtained based on the partial test (t test) obtained: (a) partially there is a positive and significant effect of Product Quality on Purchasing Decisions. Then it can be obtained that H<sub>0</sub> is rejected, H<sub>a</sub> is accepted. (b) partially there is a positive and significant effect of Promotion on Purchasing Decisions. Then it can be obtained that H<sub>0</sub> is rejected, H<sub>a</sub> is accepted. (c) partially there is a negative and significant effect of Price on Purchasing Decisions. Then it can be obtained that H<sub>0</sub> is rejected, H<sub>a</sub> is accepted. (d) partially there is a positive and significant lifestyle influence on purchasing decisions. Then it can be obtained that H<sub>0</sub> is rejected, H<sub>a</sub> is accepted. (e) Simultaneously there is a positive and significant influence on Product Quality, Promotion, Price, Lifestyle on Purchasing Decisions. Where the F value is greater than the F value (28.682 > 2.47). The F value of 28.682 with a significant level of 0.000 is smaller than alpha 0.05. So it is obtained that H<sub>0</sub> is rejected and H<sub>a</sub> is accepted*

*Finally, the authors suggested to the Oppo Brand Smartphone company to be able to pay attention to and improve Promotion through increasing the frequency of promotion, promotion reach, quantity of ad serving, promotion time, promotion or suitability. Pay attention to and improve product quality through increased reliability, performance, durability, serviceability, aesthetics. Paying attention to lifestyle through consumer activities, interests and opinions. Then pay attention to price through increasing price compatibility with quality, affordability, price compatibility with benefits, and competitive prices.*

***Keywords : Product Quality, Promotion, Price and Lifestyle, Purchase Decision.***