

ABSTRACT

Cindy Putri Dwi Lestari, The Influence of Lifestyle and Price on the Purchase Decision of Wardah Exclusive Matte Lip Cream at the Routine Women's Association Rt 03 Sumberwono Village, Mojokerto Regency. Under the guidance of Suyono, S.E., M.S.M.

The purpose of this study was to determine the lifestyle. The purpose of the partial influence of lifestyle on the purchasing decision of Wardah Exclusive Matte Lip Cream at the routine association of mothers in RT 03 Sumberwono Village Mojokerto Regency, to determine the effect of price partially on the purchasing decision of Wardah Exclusive Matte Lip Cream at routine gatherings. the women of RT 03 Sumberwono Village Mojokerto Regency, knowing the influence of lifestyle and price partially on the purchasing decision of Wardah Exclusive Matte Lip Cream at the routine gathering of women from RT 03 Sumberwono Village Mojokerto Regency.

This research is a quantitative research with survey method. The population of this research is the women of RT 03 Sumberwono Village who are consumers or users of Wardah Exclusive Matte Lip Cream products. Because at the gathering in RT 03, Sumberwono Village, there were 104 people known. The sampling technique used non-probability sampling with purposive sampling method in order to obtain a sample of 50 employees. The data analysis technique used is multiple regression.

The test results simultaneously (simultaneously) show that lifestyle and price variables have a positive effect on the purchasing decision of Warda Exclusive Matte Lipcream, it can be proven that the results obtained are 4,469. Lifestyle variables have a significant positive effect on purchasing decisions, this is evidenced by the value of $t_{count} = 2,965 < t_{table} 1,678$. and the correlation coefficient value shows a relationship of 15.68%. The price variable has effect on

purchasing decisions, this is evidenced by the value of $t_{count} = -0,058 < t_{table} 1,678$. and the correlation coefficient value shows a relationship of 0.44%

Keyword : lifestyle, price, and purchasing decision

ABSTRAK

Cindy Putri Dwi Lestari, Pengaruh Gaya Hidup Dan Harga Terhadap Keputusan Pembelian Wardah *Exclusive Matte Lip Cream* Di Perkumpulan Rutin Ibu-Ibu Rt 03 Desa Sumberwono Kabupaten Mojokerto. Dibawah Bimbingan Suyono, S.E.,M.S.M.

Tujuan dari penelitian ini adalah untuk mengetahui gaya hidup Tujuan pengaruh gaya hidup secara parsial terhadap keputusan pembelian Wardah Exclusive Matte Lip Cream di perkumpulan rutin ibu-ibu RT 03 Desa Sumberwono Kabupaten Mojokerto, mengetahui pengaruh harga secara parsial terhadap keputusan pembelian Wardah Exclusive Matte Lip Cream di perkumpulan rutin ibu-ibu RT 03 Desa Sumberwono Kabupaten Mojokerto, mengetahui pengaruh gaya hidup dan harga secara parsial terhadap keputusan pembelian Wardah Exclusive Matte Lip Cream di perkumpulan rutin ibu-ibu RT 03 Desa Sumberwono Kabupaten Mojokerto.

Penelitian ini termasuk penelitian kuantitatif dengan metode survey. Populasi penelitian ini adalah ibu-ibu RT 03 Desa Sumberwono yang menjadi konsumen atau pengguna dari produk Wardah *Exclusive Matte Lip Cream*. Karena pada perkumpulan di Ibu-Ibu RT 03 Desa Sumberwono sudah diketahui sebanyak 104 orang. Teknik penentuan sampel menggunakan non-probability sampling dengan metode purposive sampling sehingga diperoleh sampel sebanyak 50 orang karyawan. Teknik analisis data yang digunakan adalah regresi berganda.

Hasil pengujian secara bersama-sama (simultan) menunjukkan bahwa variabel gaya hidup dan harga berpengaruh positif terhadap keputusan pembelian Warda *Exclusive Matte Lipcream*, hal ini dapat dibuktikan hasil an tersebut diperoleh sebesar 4,469. Variabel gaya hidup berpengaruh positif signifikan terhadap keputusan pembelian hal ini dibuktikan dari nilai $t_{hitung} = 2,965 < t_{tabel} 1,678$. dan nilai koefisien korelasi menunjukkan hubungan sebesar 15,68%. Variabel harga berpengaruh terhadap keputusan pembelian hal ini dibuktikan dari nilai $t_{hitung} = -0,058 < t_{tabel} 1,678$. dan nilai koefisien korelasi menunjukkan hubungan sebesar 0,44%

Kata Kunci : Gaya Hidup, Harga, dan keputusan Pembelian.

