

[Home](#) / [Archives](#) /[Vol. 4 No. 1 \(2021\): The Strategy of Creative Economy Development Through Small Business and Culture \(on process\)](#)

/

[Articles](#)

Product Quality, Brand Image and Life Style Towards Purchase Decisions for Oppo Brand Smartphones

Samsuranto Samsuranto

STIE Widya Gama Lumajang

Rudi Hartono

STIE Widya Gama Lumajang

Keywords: Product Quality, Brand Image, Life Style, Purchasing Decisions

Abstract

The emergence of smartphones is one of the impacts of technological development. OPPO is one of the most popular electronic and technology service providers in the community. smartphones OPPO brand have good product quality, brand image known to the public and smartphones are OPPO brand able to influence people's lifestyles. The purpose of this research is to know effect of Product Quality, Brand Image and Life Style partially or simultaneously on Purchasing Decisions. The subject or location in this study is in Khally V Cell Candipuro, with 60 respondents using the smartphone OPPO brand. The sampling method used in this study was purposive sampling. The data analysis technique used in this study is multiple linear regression analysis. The results showed that partially product quality and variables life style significantly influence purchasing decisions. As for the variable, it brand image does not significantly influence purchasing decisions. The results simultaneously show that the product quality, variables brand image and life style have a simultaneous effect on purchasing decisions. With detriminas coefficient (R²) of 55.3% shows the influence of the independent variables on purchasing decisions, while the remaining 44.7% of purchase decisions are influenced by other variables not examined in this study.

References

Ali, I., Irdiana, S., & Irwanto, J. (2019). Dampak Brand Image , Brand Equity Dan Brand Trust Terhadap Keputusan Pembelian Laptop Asus (Studi Pada Toko Komputer Lumajang Computer Centre Di Kabupaten Lumajang). Progress Conference, 2(July), 406–413.

<http://proceedings.stiewidyagamalumajang.ac.id/index.php/progress/article/view/210/199>

Assauri, S. (2011). Manajemen Pemasaran Dasar Konsep dan Strategi. In PT Raja Grafindo Persada, Jakarta. <https://doi.org/10.1109/ACC.2007.4282338>

Auliyanti, E., Muttaqien, F., & Atho'illa, M. (2018). Pengaruh Gaya Hidup, Kepercayaan Merek dan Kualitas Produk Terhadap Keputusan Pembelian OPPO Smartphone. Jurnal Riset Manajemen, 1(1), 114–126.

Kotler, P., & Keller, K. L. (2009). Manajemen pemasaran Jilid , Jakarta : Erlangga.

Laely, M. R., & Djoko, H. (2015). Pengaruh Brand Image, Kualitas Produk dan Life Style Terhadap Keputusan Pembelian Mobil Mitsubishi Pajero Sport Pada PT. SUN MOTOR Kota Semarang. Jurnal Riset Manajemen, 151, 10–17. <https://doi.org/10.1145/3132847.3132886>

Marchiani, N., Hidayat, W., & Dewi, R. (2015). Pengaruh Gaya Hidup, Citra Merek, Dan Kualitas Produk Terhadap Keputusan Pembelian Sepatu Sneakers Merek Converse (Studi Pada Mahasiswa Universitas Diponegoro Semarang). Jurnal Ilmu Administrasi Bisnis, 4(3), 324–332.

Neneng, L. A., & Rachmi, A. (2018). Pengaruh Brand Image Dan Gaya Hidup Terhadap Keputusan Pembelian Pada Loka Supermarket Malang. Jurnal Aplikasi Bisnis, 74–79.

Priansa, D. J. (2017). Komunikasi Pemasaran Terpadu. CV. Pustaka Setia.

Puspita, S. D., & Fitriani, A. (2014). TERHADAP KEPUTUSAN PEMBELIAN YOGHURT (Survey pada Konsumen Yoghurt Youjell PT . Insan Muda Berdikari) THE EFFECT OF PRICE , PRODUCT QUALITY , AND BRAND IMAGE ON YOGHURT PURCHASE DECISIONS (Yoghurt Youjell Consumen Survey PT . Insan Muda Berdikari).

Rizan, M., Nauli, M. O., & Mukhtar, S. (2017). THE INFLUENCE OF BRAND IMAGE, PRICE, PRODUCT QUALITY AND PERCEIVE RISK ON PURCHASE DECISION TRANSFORMER PRODUCT PT. SCHNEIDER INDONESIA. JRMSI - Jurnal Riset Manajemen Sains Indonesia. <https://doi.org/10.21009/jrmsi.008.1.06>

Samsudin Umar, M., Nawangsih, & Muttaqien, F. (2019). Pengaruh Kualitas Produk dan Promosi Terhadap Keputusan Pembelian Batik Pada CV. Arlin Di Desa Tempeh Kidul Kabupaten Lumajang. Riset Manajemen, 2(1), 38–44.

Setiawan, U., P, P. D., & Haryono, A. T. (2015). Pengaruh Citra Merek, Harga, Kualitas Produk Dan Gaya Hidup Terhadap Keputusan Pembelian Handphone Blackberry Gemini (Studi Pada Mahasiswa Mahasiswi Fakultas Ekonomi Universitas Pandanaran Semarang). Jurnal Manajemen Pemasaran.

- Sulistyan, R. B. (2021). Peningkatan Kualitas Pegawai melalui Program Autocad : Pendekatan Social Exchange Theory. *Dinamisia : Jurnal Pengabdian Kepada Masyarakat*, 5(1), 101-105. doi: 10.31849/dinamisia.v5i1.4297
- Sulistyan, R. B. (2020). Lecturer E-learning Training: The Role of Social Exchange Theory. *Empowerment Society*, 3(2), 50-56. doi: 10.30741/eps.v3i2.589
- Suhaily, L., & Darmoyo, S. (2017). EFFECT OF PRODUCT QUALITY , PERCEIVED PRICE AND BRAND IMAGE ON PURCHASE DECISION (Study On Japanese Brand Electronic Product). *XXI(02)*, 179–194.
- Suryani, T. (2008). *Perilaku Konsumen : Implikasi Pada Strategi Pemasaran*. Prenadamedia.
- Umboh, S. O., Tumbel, A., & Soepeno, D. (2015). Keputusan Pembelian Pakaian Wanita Di Mississippi Analysis of Product Quality , Brand Image and Life Style Towards Purchasing. *Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*.
- Wahyuni, H. C., Sulistiyowati, W., & Khamim, M. (2015). Pengendalian Kualitas Aplikasi Lean Six Sgma Servqual. *Graha Ilmu*.
- Wardhani, P. A. K., & Samboro, J. (2016). Pengaruh Citra Merek (Brand Image) Dan Kualitas Produk Terhadap Keputusan Pembelian Sepatu Merek Nike (Studi Pada Mahasiswa Jurusan Administrasi Niaga Politeknik Negeri Malang Tahun Akademik 2015-2016). *Administrasi Niaga, Politeknik Negeri Malang*, 45–48.



PROGRESS -Conference-

E-ISSN: 2622-304X

P-ISSN: 2622-3031

Volume 4 Nomor 1 (2021)



PROGRESS
-Conference

PROCEEDINGS



STIE Widya Gama Lumajang

INDONESIAN CONFERENCE ON SOCIAL SCIENCE AND HUMANITIES

August 18-19, at STIE Widya Gama Lumajang

 pdf

Published

2021-09-30

Issue

[Vol. 4 No. 1 \(2021\): The Strategy of Creative Economy Development Through Small Business and Culture \(on process\).](#)

Section

Articles

License



This work is licensed under a [Creative Commons Attribution-NonCommercial 4.0 International License](#).

Information

[For Readers](#)[For Authors](#)[For Librarians](#)

For More Information about the Conference please visit <https://www.progressconference.org>

Platform &
workflow by
OJS / PKP