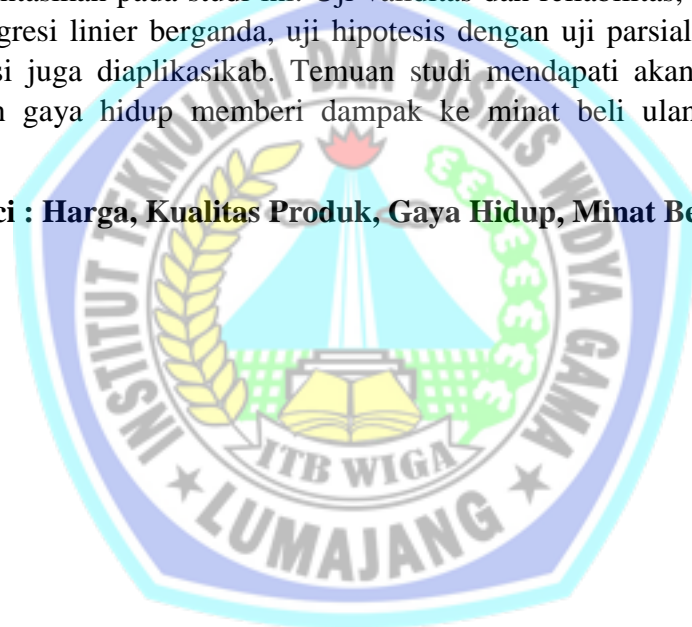


## ABSTRAK

Kemajuan dalam teknologi komunikasi dan informasi saat ini menjadi sangat penting bagi kehidupan manusia karena berkontribusi pada penyebaran informasi. Guna mencari dan mengolah data, manusia mengaplikasikan teknologi informasi. Munculnya produk yang canggih salah satunya handphone, disebabkan oleh kemajuan teknologi komunikasi. Seiring berjalannya waktu, teknologi akan memainkan peran dalam bisnis dan mencerminkan kemajuan industry teknologi. Studi ini bermaksud guna pengetahuan juga pengkajian dampak harga, kualitas produk, dan gaya hidup pada minat beli ulang handphone Oppo di Lumajang. Populasi penelitian yakni pengguna handphone Oppo di desa Munder periode Bulan Januari 2023 dan senilai 80 responden sebagai sampel berdasarkan teknik *purposive sampling*. Metode kuantitatif dan analisis linier berganda diimplementasikan pada studi ini. Uji validitas dan reliabilitas, uji asumsi klasik, analisis regresi linier berganda, uji hipotesis dengan uji parsial t, serta koefisien determinasi juga diaplikasikan. Temuan studi mendapati akan kualitas produk, harga, dan gaya hidup memberi dampak ke minat beli ulang dengan positif signifikan.

**Kata kunci : Harga, Kualitas Produk, Gaya Hidup, Minat Beli Ulang.**



## **ABSTRACT**

*Advances in communication and information technology are currently very important for human life because they contribute to the dissemination of information. To search and process data, humans use information technology. The emergence of sophisticated products, one of which is cellphones, is caused by advances in communication technology. As time goes by, technology will play a role in business and reflect the progress of the technology industry. The purpose of this study is to ascertain and examine how lifestyle, product quality, and pricing affect consumers' inclination to repurchase Oppo cellphones in Lumajang. Up to 80 respondents were selected using a purposive sample technique from the research population, which is Oppo smartphone users in Munder village during the period of January 2023. By focusing on validity and reliability tests, classical assumption tests, multiple linear regression analysis, f testing, hypothesis testing with partial t tests, and the coefficient of determination, this study employs quantitative methods and multiple linear analysis. The findings of the study indicate that repurchase interest is positively and significantly impacted by price, product quality, and lifestyle.*

**Keywords:** *Price, Product Quality, Lifestyle, Repurchase Intention.*

