

## ABSTRAK

Penelitian ini bertujuan untuk menguji dan menganalisis pengaruh hedonism lifestyle, brand trust, product quality dan price perception terhadap keputusan pembelian produk iPhone dikalangan Mahasiswa di Kabupaten Jember. Populasi dalam penelitian ini adalah seluruh mahasiswa yang mempunyai iPhone di Kabupaten Jember. Sampel yang diambil yaitu dengan menggunakan rumus Slovin yang ditemukan hasil sebanyak 100 responden. Kemudian untuk ujiannya peneliti menggunakan uji instrumen, analisis linier berganda, uji asumsi klasik, uji hipotesis dan koefisiensi determinasi. Hasilnya menunjukkan bahwa hedonism lifestyle, brand trust, product quality dan price perception berpengaruh positif dan signifikan terhadap keputusan pembelian produk iPhone dikalangan Mahasiswa.

Kata kunci : Gaya hidup, Kepercayaan merek, Kualitas Produk, Price Perception, Keputusan Pembelian



## **ABSTRACT**

*This study aims to test and analyze the influence of hedonism lifestyle, brand trust, product quality and price perception on the decision to purchase iPhone products among students in Jember Regency. The population in this study were all students who have iPhones in Jember Regency. The sample taken was by using the Slovin formula which found results of 100 respondents. Then for the test, the researcher used instrument testing, multiple linear analysis, classical assumption testing, hypothesis testing and coefficient of determination. The results showed that hedonism lifestyle, brand trust, product quality and price perception had a positive and significant effect on the decision to purchase iPhone products among students.*

*Keyword : Hedonism lifestyle, Brand Trust, Produk quality, Price perception, Decision to purchase*

