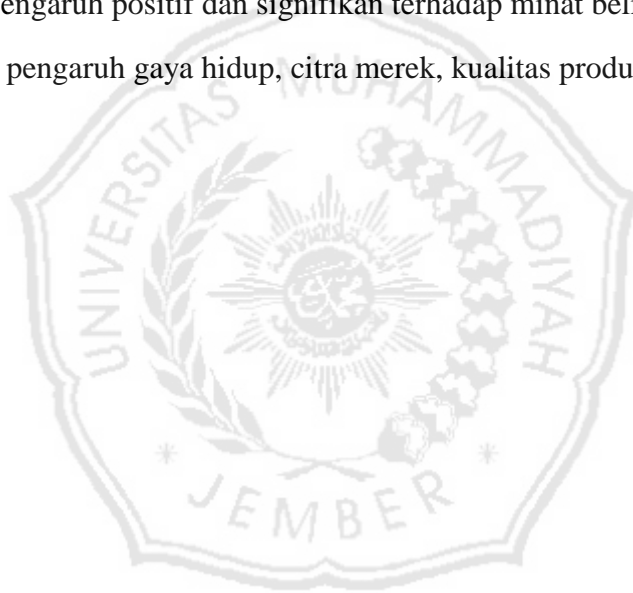


ABSTRAK

Penelitian ini dilakukan pada pelanggan Gatsby Styling Pomade. Penelitian ini bertujuan untuk mengetahui pengaruh gaya hidup, citra merek dan kualitas produk terhadap minat beli ulang. Dalam penelitian ini data dikumpulkan dengan alat bantu berupa observasi, wawancara dan kuesioner terhadap 75 responden dengan teknik purposive sampling, yang bertujuan untuk mengetahui persepsi responden terhadap masing-masing variabel. Analisis yang digunakan meliputi uji instrumen data (uji validitas, dan uji reliabilitas), uji asumsi klasik (uji normalitas, uji multikolinearitas, uji heteroskedastisitas), analisis regresi linear berganda, uji hipotesis dan uji koefisien determinasi. Dari hasil analisis menggunakan regresi dapat diketahui bahwa variabel pengaruh gaya hidup, citra merek dan kualitas produk, berpengaruh positif dan signifikan terhadap minat beli ulang.

Kata kunci: pengaruh gaya hidup, citra merek, kualitas produk, minat beli ulang



ABSTRACT

This research was conducted on Gatsby Styling Pomade customers. This study aims to determine the effect of lifestyle, brand image and product quality on repurchasing interest. In this study data was collected by means of observations, interviews and questionnaires on 75 respondents with purposive sampling technique, which aims to determine respondents' perceptions of each variable. The analysis used includes test data instruments (validity test, and reliability test), classic assumption test (normality test, multicollinearity test, heteroscedasticity test), multiple linear regression analysis, hypothesis testing and coefficient of determination test. From the results of the analysis using regression, it can be seen that the influence of lifestyle variables, brand image and product quality has a positive and significant effect on repurchase interest.

Keywords: influence of lifestyle, brand image, product quality, repurchase interest

