ABSTRACT

M. Muslimin. 2015."The Influence of Lifestyle and Implementation of Advertising on Purchase Decision on Ouval Research Bandung". Under Guidance Trustorini Handayani S.E., Msi

Facing an increasingly modern world in terms of the progress of society, many new needs in the community that have a high mobility in everyday life, giving rise to the present-day society, many fashionable lifestyle to determine the lifestyle of consumers in this globalization era living very modern, lifestyle is not unusual anymore for the community. The existence of which fulfill a consumer need at this point that has led to a lifestyle that will determine the choices of goods and services will then make consumer goods. This study aims to determine the effect of lifestyle and advertising execution terhdap purchasing decisions Ouval Research Bandung.

In this study, the method used sample of 105 respondents with a minimum limit of 100 respondents. Sampling methods sttatified random sampling. Analissi data analysis using descriptive and verification which consists of a simple linear regression analysis, correlation analysis and the coefficient of determination as well as the testing of hypotheses that are used to influence mengukurbesarnya Lifestyle and Advertising Implementation of the Purchase Decision on Ouval Research Bandung.

The results showed that, in field trials on lifestyle and execution of advertising on purchasing decisions included in either category. This is evident from the results of simple linear regression analysis in the form of the equation is $\boldsymbol{Y = 4{,}893 + 0{,}979X_1}$ ***and*** $\boldsymbol{Y = 5.019 + 0{,}934X_2}$ *pales Lifestyle increase the buying decision will increase as well. And the results of the correlation can be dihasil for Lifestyle with Purchase Decision is 0.705, meaning that the variable relationship Lifestyle with Purchase Decision is Correlation Strong Enough. While the results of coefficient of determination of 0.601 or 60.1% stated that the variable purchase decision is influenced by lifestyle and Implementation of Advertising, while 39.9% is influenced by other variables which do not exist in this study.*

Keywords: Lifestyle, Implementation Advertising and Purchasing Decisions