

## ABSTRAK

Penelitian ini dilakukan untuk mengetahui pengaruh *word of mouth*, citra merek dan gaya hidup terhadap minat beli *smartphone* Apple (studi kasus pada pengguna iPhone di Kota Bandung). Tujuan penelitian ini adalah untuk mengetahui seberapa besar *word of mouth* mempengaruhi minat beli produk *smartphone* Apple pada pengguna iPhone di Kota Bandung, untuk mengetahui seberapa besar pengaruh citra merek terhadap minat beli produk *smartphone* Apple pengguna iPhone di Kota Bandung, untuk mengetahui seberapa besar pengaruh gaya hidup terhadap minat beli produk *smartphone* Apple pengguna iPhone di Kota Bandung, dan untuk mengetahui seberapa besar pengaruh *word of mouth*, citra merek dan gaya hidup terhadap minat beli produk *smartphone* Apple pengguna iPhone di Kota Bandung.

Penelitian ini menggunakan metode penelitian kuantitatif dengan pendekatan *explanatory research*. Pengambilan sampel penelitian ini ditetapkan 20 kali dari jumlah variabel berdasarkan pendapat ahli. Jumlah sampel dalam penelitian ini yaitu sebanyak 80 orang yang merupakan pengguna *smartphone* Apple di kota Bandung dengan menggunakan teknik *random sampling*. Teknik analisis data yang digunakan dalam penelitian ini adalah uji asumsi klasik yang terdiri dari uji Normalitas, uji multikolinearitas dan uji Heteroskedastisitas, analisis regresi linear berganda serta uji hipotesis yang terdiri dari uji t (parsial) serta uji f (simultan).

Berdasarkan hasil pengujian hipotesis uji t, nilai t hitung *word of mouth* 1,339 > t tabel 1,293 maka H01 ditolak dan H1 diterima artinya *word of mouth* berpengaruh terhadap minat beli *smartphone* Apple secara parsial. Nilai t hitung citra merek 1,638 > t tabel 1,293 maka H02 ditolak dan H2 diterima artinya citra merek berpengaruh terhadap minat beli *smartphone* Apple secara parsial. Nilai t hitung gaya hidup 3,024 > dari t tabel 1,293 maka H03 ditolak dan H3 diterima artinya gaya hidup berpengaruh terhadap minat beli *smartphone* Apple secara parsial. Berdasarkan hasil pengujian hipotesis uji f, nilai f hitung *word of mouth*, citra merek dan gaya hidup 11,780 > t tabel 2,725 artinya variabel *word of mouth*, citra merek dan gaya hidup berpengaruh terhadap minat beli *smartphone* Apple secara simultan.

Kesimpulan penelitian ini adalah bahwa *word of mouth*, citra merek dan gaya hidup berpengaruh terhadap minat beli *smartphone* Apple pada pengguna iPhone di kota Bandung.

**Kata Kunci:** *Word of mouth*, Citra merek, Gaya hidup, Minat beli.

## **ABSTRACT**

*This research was conducted to determine the effect of word of mouth, brand image and lifestyle on buying interest in Apple smartphones (a case study of iPhone users in Bandung). The purpose of this study was to find out how much word of mouth influences the intention to buy Apple smartphone products for iPhone users in Bandung City, to find out how much influence brand image has on the intention to buy Apple smartphone products for iPhone users in Bandung City, to find out how much influence lifestyle has on the intention to buy Apple smartphone products for iPhone users in Bandung City, and to find out how much influence word of mouth, brand image and lifestyle have on the intention to buy Apple smartphone products for iPhone users in Bandung City.*

*This study uses a quantitative research method with an explanatory research approach. Sampling of this study was determined 20 times the number of variables based on expert opinion. The number of samples in this study were 80 people who are Apple smartphone users in the city of Bandung using a random sampling technique. The data analysis technique used in this study is the classical assumption test which consists of the Normality test, multicollinearity test and Heteroscedasticity test, multiple linear regression analysis and hypothesis testing which consists of t test (partial) and f test (simultaneous).*

*Based on the results of testing the t-test hypothesis, the value of t-count word of mouth is  $1.339 > t\text{-table } 1.293$ , then  $H_0$  is rejected and  $H_1$  is accepted, meaning that word of mouth influences the intention to buy Apple smartphones partially. The t value of brand image is  $1.638 > t\text{ table } 1.293$ , then  $H_0$  is rejected and  $H_2$  is accepted, meaning that brand image has a partial effect on Apple's smartphone purchase intention. The t value for lifestyle is  $3.024 > \text{from } t\text{ table } 1.293$ , then  $H_0$  is rejected and  $H_3$  is accepted, meaning that lifestyle influences the intention to buy Apple smartphones partially. Based on the results of testing the hypothesis test f, the value of f calculated word of mouth, brand image and lifestyle  $11,780 > t\text{ table } 2.725$  means that word of mouth, brand image and lifestyle variables influence the intention to buy Apple smartphones simultaneously.*

*The conclusion of this study is that word of mouth, brand image and lifestyle influence the intention to buy Apple smartphones among iPhone users in the city of Bandung.*

**Keywords:** *Word of mouth, Brand image, Lifestyle, purchase intention.*