

ANALISIS PENGARUH TREN GAYA HIDUP TERHADAP KEPUTUSAN PEMBELIAN SPORT WATCH

(Studi kasus pada Masyarakat Kecamatan Bengkalis).

Nama Mahasiwa : Gideon Marbun
Nim : 5604221032
Dosen Pembimbing : Tri Handayani, SE., M.Si

Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh tren gaya hidup terhadap keputusan pembelian *sport watch* pada masyarakat Kecamatan Bengkalis. Metode penelitian yang digunakan adalah penelitian kuantitatif dengan jenis penelitian asosiatif. Data penelitian diperoleh dari 100 responden masyarakat Kecamatan Bengkalis yang pernah membeli dan menggunakan *sport watch*. Teknik pengambilan sampel menggunakan *Non Probability Sampling* dengan metode *Purposive Sampling*. Pengumpulan data dilakukan melalui observasi, wawancara, kuesioner, dan studi pustaka. Analisis data dilakukan menggunakan aplikasi IBM SPSS Statistics, meliputi uji validitas, uji reliabilitas, uji asumsi klasik, analisis korelasi sederhana, analisis regresi linier sederhana, koefisien determinasi, dan uji hipotesis (uji t). Penelitian ini diharapkan mampu memberikan gambaran mengenai pengaruh tren gaya hidup terhadap keputusan pembelian *sport watch* pada masyarakat Kecamatan Bengkalis. Hasil penelitian nantinya diharapkan dapat menjadi bukti empiris mengenai hubungan antara tren gaya hidup dan keputusan pembelian serta menjadi bahan pertimbangan bagi pelaku usaha dalam menyusun strategi pemasaran yang sesuai dengan perkembangan gaya hidup konsumen.

Kata Kunci: Tren Gaya Hidup, Keputusan Pembelian, *Sport Watch*.

ANALYSIS OF THE INFLUENCE OF LIFESTYLE TRENDS ON SPORTS WATCH PURCHASING DECISIONS

(A Case Study of the People of Bengkalis District)

Name : Gideon Marbun
Student Registration Number : 5604221032
Dosen Pembimbing : Tri Handayani, SE., M.Si

Abstrack

This study aims to analyze the influence of lifestyle trends on the purchasing decisions of sports watch among the people of Bengkalis District. The research employed a quantitative approach using an associative research design. The data were collected from 100 respondents in Bengkalis District who had purchased and used sports watch. The sampling technique used was Non-Probability Sampling with the Purposive Sampling method. Data were collected through observation, interviews, questionnaires, and literature review. The data were analyzed using IBM SPSS Statistics, including validity testing, reliability testing, classical assumption testing, simple correlation analysis, simple linear regression analysis, coefficient of determination analysis, and hypothesis testing (t-test). This study is expected to provide an overview of the influence of lifestyle trends on sports watch purchasing decisions among the people of Bengkalis District. The findings are expected to provide empirical evidence regarding the relationship between lifestyle trends and purchasing decisions, as well as serve as a reference for business practitioners in developing marketing strategies that align with changing consumer lifestyles.

Kata Kunci: Lifestyle Trends, Purchasing Decisions, Sport Watch.