

**PENGARUH GAYA HIDUP KONSUMEN TERHADAP
PENGAMBILAN KEPUTUSAN PEMBELIAN PRODUK SAMSUNG
GALAXY TAB**

Vinna Riesta Gunawan

Jurusan Manajemen, Fakultas Ekonomi ,STIE Musi

Email : vin_rye_xia@yahoo.com

ABSTRACT

This study used a sample of 100 respondents using purposive sampling method. The data has been collected, and then inputted into excel, then the data will be processed using computer software, namely SPSS (Statistical Package for Social Science) version 13.0. In this study, using descriptive analysis and multiple regression. Where in this descriptive analysis, the activity variable (X1) can be said that the average score was categorized agree, where the variables of this activity indicates that respondents do their activities using the Samsung Galaxy Tab. On the average scores on the variables of interest (X2) said that the average score was categorized agree, which in variable interest indicates that respondents have interest in Samsung Galaxy Tab product. In the mean opinion score variable (X3) said that the average score was categorized agree, which is the variable of this opinion indicates that respondents believe in the existence of opinions on social issues, particularly on the Samsung Galaxy Tab. On an average score purchase decision variables (Y) can be said that the average score was categorized agree, which in this purchase decision variables indicate that respondents had purchased the product accurately in Samsung Galaxy Tab. And in a multiple regression analysis, the variable activity, interests, and opinions have an influence on the purchase decision.

Keywords: Lifestyle (Activities, Interests, and Opinions), Consumer Buying Decision.