

**PENGARUH *BRAND IMAGE* DAN GAYA HIDUP TERHADAP
PERILAKU PEMBELIAN PRODUK THE BODY SHOP
(STUDI PADA MAHASISWA UNISSULA SEMARANG)**

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ABSTRAK

Perkembangan bisnis dalam dunia kecantikan semakin meningkat pesat. Untuk mempertahankan eksistensinya, perusahaan harus menjaga *brand image* produk. Dalam membangun *image* yang positif di dalam benak konsumen, perusahaan harus membangun komunikasi yang intensif dengan cara pelayanan yang baik agar dapat menimbulkan keyakinan, ide dan kesan yang dimiliki oleh seseorang terhadap suatu merek. Tujuan penelitian ini adalah untuk mengetahui pengaruh *brand image* dan gaya hidup terhadap perilaku pembelian produk The Body Shop.

Penelitian ini merupakan tipe penelitian kuantitatif dengan paradigma positivisme. Metode penelitian ini menggunakan kuantitatif eksplanatif dengan teknik sampling *purposive non random sampling* dengan total sampel sebanyak 100 responden. Teori dalam penelitian ini adalah teori *Reasoned Action* yang digunakan untuk menjelaskan pengaruh *brand image* dan gaya hidup terhadap perilaku pembelian.

Berdasarkan temuan data penelitian menggunakan alat analisis IBM SPSS 25, hasil analisis regresi berganda antara variabel independent yaitu variabel *Brand Image* (X1) terhadap variabel dependent Perilaku Pembelian (Y) mendapatkan nilai sebesar 0,152. Sedangkan variabel Gaya Hidup (X2) terhadap variabel dependent Perilaku Pembelian (Y) mendapatkan nilai sebesar 0,681. Dalam uji hipotesis dengan nilai signifikansi 0,05 *Brand Image* (X1) dan Gaya hidup (X2) secara simultan berpengaruh terhadap perilaku pembelian (Y). Kesimpulan dari analisis regresi *brand image* dan gaya hidup memberikan pengaruh positif terhadap perilaku pembelian. Keterbatasan penelitian ini hanyalah menggunakan subjek mahasiswa unissula. Rekomendasi untuk penelitian selanjutnya diharapkan bisa diperluas lagi ke seluruh mahasiswa perguruan tinggi di Jawa Tengah.

Kata Kunci : *Brand Image, Gaya Hidup, Perilaku Pembelian.*

THE EFFECTS OF THE BRAND IMAGE AND THE LIFE STYLE ON THE
BUYING BEHAVIOR OF THE BODY SHOP PRODUCT
(A STUDY OF STUDENTS AT SULTAN AGUNG ISLAMIC UNIVERSITY)

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Abstract

Bussiness development in the world of beauty has increased rapidly. To maintain its existence, a company must maintain the brand image of its products. In building a positive image in the consumers' mind, companies must build intensive communication by providing excellent service in order that the consumers keep in their mind about the beliefs, ideas and impressions regarding with the brand of a particular product. The purpose of this study is to determine the effect of the brand image and the lifestyle on the consumers buying behavior of The Body Shop products.

This study is a type of quantitative research with a positivism paradigm. The method used in this study was quantitative explanatory with a purposive non random sampling technique involving a total sample of 100 respondents. The theory applied in this study was the Reasoned Action theory which was used to explain the effect of the brand image and the lifestyle to the purchasing behavior.

Based on the findings of the research data using IBM SPSS 25 analysis tools, the results of multiple regression analysis between independent variables, the Brand Image variable (X1), to the dependent variable, Purchasing Behavior (Y), obtained a value of 0, 152 while the Lifestyle variable (X2) to the dependent variable Purchasing Behavior (Y) resulted a value of 0, 681. In the hypothesis test with a significance value of 0.05, the Brand Image (X1) and Lifestyle (X2) simultaneously affected the buying behavior (Y). The conclusion from the regression analysis of the brand image and lifestyle shows a positive effect on the purchasing behavior. The limitation of this study is that it only measured the students of Sultan Agung Islamic University as the subjects. Recommendations for further research which can be considered are to involve all college students in Central Java.

Keywords: Brand Image, Lifestyle, Buying Behavior.

