

**PENGARUH GAYA HIDUP DAN CITRA DIRI TERHADAP
KEPUTUSAN PEMBELIAN KOSMETIK WARDAH MELALUI
MINAT BELI (Studi Kasus pada Mahasiswi Universitas
Peradaban Bumiayu)**

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh gaya hidup dan citra diri, terhadap keputusan pembelian kosmetik wardah melalui minat beli. Populasi dalam penelitian ini adalah mahasiswa Universitas Peradaban Bumiayu. Penelitian Sampel dalam penelitian ini sebanyak 100 responden dengan menggunakan teknik pengambilan sampel *purposive sampling*. Analisis data dalam penelitian ini menggunakan analisis regresi linier berganda untuk menguji secara parsial variabel independen gaya hidup dan citra diri terhadap variabel dependen minat beli dan keputusan pembelian. Dan menggunakan sobel test untuk mengetahui pengaruh langsung dan tidak langsung. Hasil penelitian menunjukkan bahwa gaya hidup dan citra diri berpengaruh positif dan signifikan terhadap minat beli, gaya hidup, citra diri dan minat beli berpengaruh positif dan signifikan terhadap keputusan pembelian. Gaya hidup berpengaruh signifikan terhadap keputusan pembelian melalui minat beli dan citra diri berpengaruh signifikan terhadap keputusan pembelian melalui minat beli.

Kata Kunci : Gaya Hidup, Citra Diri, Minat Beli dan Keputusan Pembelian

***THE INFLUENCE OF LIFESTYLE AND SELF-IMAGE TO
PURCHASE DECISIONS OF WARDAH COSMETICS
THROUGH INTEREST IN BUYING (Case Study on University
Students of Bumiayu Civilization)***

ABSTRACT

This study aims to analyze the influence of lifestyle and self-image, on wardah cosmetic purchasing decisions through buying interest. The population in this study were students of the Earthayu Civilization University. Research Samples in this study were 100 respondents using purposive sampling sampling technique. Data analysis in this study used multiple linear regression analysis to partially test the independent variables of lifestyle and self-image on the dependent variable of buying interest and purchasing decisions. And use the sobel test to find out direct and indirect influences. The results showed that lifestyle and self-image had a positive and significant effect on buying interest, lifestyle, self-image and buying interest had a positive and significant effect on purchasing decisions. Lifestyle has a significant effect on purchasing decisions through buying interest and self-image has a significant effect on purchasing decisions through buying interest

Keywords: Lifestyle, Self Image, Buying Interest and Purchasing Decisio