

## ABSTRAK

Zulfatus Sholeha, *Pengaruh Gaya Hidup, Kesadaran Merek, Citra Merek, Electronic Word of Mouth (E-WOM) dan Persepsi Kualitas terhadap Minat Beli iPhone Second (Studi Kasus Pada Masyarakat Kota Madiun)*. Program Studi Manajemen, Fakultas Ekonomi dan Bisnis Universitas PGRI Madiun. Pembimbing I: Dr. Apriyanti, S.E., M.M. CPSMM., Pembimbing II: Indra Ayu Fatmala, S.E., M.M., CPSMM

Penelitian ini bertujuan untuk mengetahui Pengaruh Gaya Hidup, Kesadaran Merek, Citra Merek, *Electronic Word of Mouth* (E-WOM) dan Persepsi Kualitas terhadap Minat Beli iPhone *Second* (Studi Kasus Pada Masyarakat Kota Madiun). Penelitian ini menggunakan metode penelitian Kuantitatif. Populasi penelitian ini adalah semua orang yang mengetahui produk iPhone *second* di Kota Madiun sebanyak 384 orang melalui kuesioner google form. Teknik pengumpulan data penelitian ini menggunakan teknik *Nonprobability Sampling* dengan metode pengambilan sampel menggunakan *Purposive Sampling*. Metode analisis data penelitian ini menggunakan analisis Regresi Linier Berganda dengan menggunakan program SPSS 25. Analisis data yang dilakukan dengan menggunakan Uji Asumsi Klasik, Uji Linier Berganda, Uji Hipotesis. Hasil penelitian ini membuktikan bahwa 1) Gaya Hidup berpengaruh positif dan signifikan terhadap Minat Beli iPhone *Second* di Kota Madiun. 2) Kesadaran Merek berpengaruh positif dan signifikan terhadap Minat Beli iPhone *Second* di Kota Madiun. 3) Citra Merek tidak berpengaruh secara signifikan terhadap Minat Beli iPhone *Second* di Kota Madiun. 4) *Electronic Word of Mouth* berpengaruh positif dan signifikan terhadap Minat Beli iPhone *Second* di Kota Madiun. 5) Persepsi Kualitas berpengaruh positif dan signifikan terhadap Minat Beli iPhone *Second* di Kota Madiun.

Kata Kunci: Gaya Hidup, Kesadaran Merek, Citra Merek, E-WOM, Persepsi Kualitas, Minat Beli

## ABSTRACT

Zulfatus Sholeha, *The Effect of Lifestyle, Brand Awareness, Brand Image, Electronic Word of Mouth (E-WOM) and Perceived Quality on Purchase Intention iPhone Second (Case Study on the People in Madiun City). Management Study Program, Faculty of Economics and Business, University PGRI Madiun. Advisor I: Dr. Apriyanti, S.E., M.M. CPSMM., Supervisor II: Indra Ayu Fatmala, S.E., M.M., CPSMM.*

*This study aims to determine the effect of lifestyle, brand awareness, brand image, electronic word of mouth (E-WOM) and perceived quality on buying interest in iPhone Second (case study of Madiun City residents). This study uses Quantitative research methods. The population of this study were all people who knew the second iPhone product in Madiun City as many as 384 people through a google form questionnaire. This research data collection technique uses Nonprobability Sampling technique with sampling method using Purposive Sampling. The data analysis method of this study uses Multiple Linear Regression analysis using the SPSS 25 programme. Data analysis was carried out using the Classical Assumption Test, Multiple Linear Test, Hypothesis Test. The results of this study prove that 1) Lifestyle has a positive and significant effect on buying interest in iPhone Second in Madiun City. 2) Brand Awareness has a positive and significant effect on Buying Interest in iPhone Second in Madiun City. 3) Brand Image has no significant effect on Buying Interest in iPhone Second in Madiun City. 4) Electronic Word of Mouth has a positive and significant effect on Purchase Intention of iPhone Second in Madiun City. 5) Perceived Quality has a positive and significant effect on Purchase Intention of iPhone Second in Madiun City.*

*Keywords: Lifestyle, Brand Awareness, Brand Image, E-WOM, Perceived Quality, Purchase Intention.*