

ABSTRAK

Tifani Dwi Prastika. 2025. Pengaruh *Life Style, Brand, Image*, Kualitas Produk, Harga dan Keputusan Pembelian iPhone *Second* Bergaransi Ex Internasional (Studi Kasus Konsumen Gen Z di Madiun. Skripsi. Program Studi Manajemen Fakultas Ekonomi dan Bisnis. Universitas PGRI Madiun. Pembimbing (I) Dian Citaningtyas Ari Kadi, S.E.M.M. Pembimbing (II) Metik Asmike, S.E.M.M.

Penelitian ini menganalisis pengaruh life style, brand image, kualitas produk, dan harga terhadap keputusan pembelian iPhone second bergaransi ex internasional pada Generasi Z di Kota Madiun. Menggunakan pendekatan kuantitatif dengan probability dan purposive sampling, diperoleh 385 responden. Data dikumpulkan melalui kuesioner dan dianalisis menggunakan SPSS 27. Hasil uji t menunjukkan keempat variabel berpengaruh positif dan signifikan secara parsial terhadap keputusan pembelian, sedangkan uji F menunjukkan pengaruh positif dan signifikan secara simultan. Temuan ini menyarankan pelaku usaha untuk menyesuaikan strategi pemasaran dengan gaya hidup Gen Z, memperkuat citra merek, meningkatkan kualitas produk, dan menawarkan harga kompetitif.

Kata kunci: *life style, brand image*, kualitas produk, harga, keputusan pembelian, iPhone *second* ex internasional, (Studi Kasus Konsumen Gen Z di Madiun).

ABSTRAC

Tifani Dwi Prastika. 2025. *The Influence of Lifestyle, Brand, Image, Product Quality, Price and Purchase Decision of Second Hand iPhone with Ex International Warranty (Caucus Study of Gen Z Consumers in Madiun). Thesis. Management Study Program, Faculty of Economics and Business. Universitas PGRI Madiun. Supervisor (I) Dian Citaningtyas Ari Kadi, S.E.M.M. Supervisor (II) Metik Asmike, S.E.M.M.*

The Influence of Lifestyle, Brand, Image, Product Quality, Price, and Purchase Decisions towards Second-hand iPhones with an Ex-International Warranty (A Case Study of Gen-Z Consumers in Madiun).

This study analyzes the influence of lifestyle, brand image, product quality, and price towards the purchase decisions of second-hand iPhones with an ex-international warranty among Z Generations in Madiun City. Using a quantitative approach with probability and purposive sampling, 385 respondents were recruited. Data were collected through a questionnaire and analyzed using SPSS 27. The t-test results indicated that all four variables had a positive and significant partial effect on purchase decisions, while the F-test showed a positive and significant simultaneous effect. These findings suggest that businesses should adapt their marketing strategies to Gen Z's lifestyles, strengthen brand image, improve product quality, and offer competitive prices.

Keywords: Lifestyle, Brand Image, Product Quality, Price, Purchase Decision, Second-Hand iPhones.