

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *shopping lifestyle* dan *word of mouth*, secara parsial dan simultan terhadap keputusan pembelian melalui aplikasi Shopee. Lokasi penelitian ini dilakukan di Universitas Dhyana Pura Bali dan sampel sebanyak 100 responden. Teknik analisis data menggunakan Uji Validitas, Uji Reliabilitas, Uji Asumsi Klasik, Analisis Regresi Berganda, Analisis Korelasi Parsial, Analisis Korelasi Berganda, Uji Koefisien Determinasi, Uji F Dan Uji T. dari hasil penelitian dapat dilihat bahwa: (1) *shopping lifestyle* berpengaruh positif signifikan terhadap keputusan pembelian, dimana diperoleh nilai t-hitung 3,542 > nilai t-tabel 1,660 dan signifikansi 0,001 < 0.05. (2) *word of mouth* berpengaruh positif signifikan terhadap keputusan pembelian, dimana diperoleh nilai t-hitung 3,501 > nilai t-tabel 1,660 dan signifikansi 0.001 < 0.05. (3) secara simultan *shopping lifestyle* dan *word of mouth* berpengaruh signifikan terhadap keputusan pembelian, dimana diperoleh nilai F-hitung 36,923 > nilai F-tabel 2,31 dan signifikansi 0,000 < 0,05. Besarnya pengaruh variabel bebas terhadap keputusan pembelian adalah 42,1%. Saran yang dapat diberikan penulis adalah Shopee bisa lebih meningkatkan kualitas iklan produk yang ditampilkan, meningkatkan penjualan produk barang *branded*, Shopee juga diharapkan bisa menjual produk dimana harga sesuai dengan kualitas.

Kata kunci: *Shopping Lifestyle*, *Word of Mouth*, Keputusan Pembelian, dan Shopee

ABSTRACT

This study aims to determine the effect of shopping lifestyle and word of mouth, partially and simultaneously on purchasing decisions through the Shopee application. The location of this research was conducted at Dhyana Pura University Bali and a sample of 100 respondents. The data analysis technique uses Validity Test, Reliability Test, Classical Assumption Test, Multiple Regression Analysis, Partial Correlation Analysis, Multiple Correlation Analysis, Determination Coefficient Test, F Test, and T-Test. from the research results it can be seen that: (1) shopping lifestyle has a significant positive effect on purchasing decisions, where the t-count value is obtained $3.542 > t\text{-table value } 1.660$ and significance $0.001 < 0.05$. (2) word of mouth has a significant positive effect on purchasing decisions, where the t-count value is $3.501 > t\text{-table value } 1.660$ and significance $0.001 < 0.05$. (3) simultaneously shopping lifestyle and word of mouth have a significant effect on purchasing decisions, where the F-count value is obtained $36.923 > F\text{-table value } 2.31$ and significance $0.000 < 0.05$. The magnitude of the influence of the independent variables on purchasing decisions is 42.1%. The suggestion that can be given by the author is that Shopee can further improve the quality of product advertisements displayed, and increase sales of branded goods products, Shopee is also expected to sell products where the price matches the quality.

Keywords: Shopping Lifestyle, Word of Mouth, Purchase Decision, and Shopee

