

## **ABSTRACT**

### ***INFLUENCE OF CUSTOMER VALUE AND LIFESTYLE ON SMARTPHONE APPLE BRAND PURCHASING DECISION***

***By***

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*The purpose of this research is to find out the influence of customer value and lifestyle toward smartphone APPLE brand purchase decision for students in University of Lampung. The type of this research is used explanatory research with quantitative approach. The data analysis method are using descriptive analysis, bivariate regression analysis and multiple regression analysis. Methods of data collection is questionnaire distributed by the 100 respondents who use smartphone APPLE brand. The result showed that the customer values and lifestyle affected purchasing decisions. The research result with multiple regression analysis it was obtained of correlation values of 0,432 that shown the customer values and lifestyle have an influence on purchasing decisions at 43,2% on students in University of Lampung. According to the result of t-test and F test that customer values and lifestyle impact purchasing decisions partially and simultanly. Thus it can be conclude that there was a significant and positive relationship between customer values and lifestyle to purchasing decisions.*

***Keyword:*** *Customer values, Lifestyle, Purchasing Decisions*