

ABSTRAK

PENGARUH GAYA HIDUP, *BRAND IMAGE*, DAN *BRAND TRUST* TERHADAP *IMPULSE BUYING* PEMBELIAN iPHONE DI KALANGAN GENERASI Z DI KOTA BANDAR LAMPUNG

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Perkembangan generasi digital saat ini mendorong perubahan perilaku konsumsi di kalangan generasi Z, yang dikenal responsif terhadap tren, teknologi, serta terhubung erat dengan media sosial. Salah satu produk yang menjadi simbol gaya hidup modern dan teknologi premium adalah iPhone. Penelitian ini bertujuan untuk mengetahui pengaruh gaya hidup, *brand image*, dan *brand trust* terhadap *impulse buying* pembelian iPhone di kalangan generasi Z di Kota Bandar Lampung. Penelitian ini berlandaskan teori perilaku konsumen dan menggunakan metode *explanatory research* dengan pendekatan kuantitatif. Teknik pengambilan sampel menggunakan *purposive sampling* dengan perhitungan rumus *cochran* dan mendapatkan hasil 100 responden. Pengumpulan data dilakukan dengan metode penyebaran kuesioner kepada pengguna iPhone dari kalangan generasi Z di Kota Bandar Lampung melalui media sosial, yang kemudian dianalisis menggunakan program SPSS versi 26. Teknik analisis data yang digunakan meliputi uji validitas, uji reliabilitas, statistik deskriptif, analisis regresi linear berganda, uji asumsi klasik, dan uji hipotesis. Hasil penelitian menunjukkan bahwa secara parsial gaya hidup, *brand image*, dan *brand trust* berpengaruh positif dan signifikan terhadap *impulse buying* pembelian iPhone di kalangan generasi Z di Kota Bandar Lampung. Kemudian secara simultan gaya hidup, *brand image*, dan *brand trust* berpengaruh positif dan signifikan terhadap *impulse buying* pembelian iPhone di kalangan generasi Z di Kota Bandar Lampung.

Kata Kunci : Gaya Hidup, *Brand Image*, *Brand Trust*, *Impulse Buying*, Generasi Z, iPhone

ABSTRACT

THE INFLUENCE OF LIFESTYLE, BRAND IMAGE, AND BRAND TRUST ON IMPULSE BUYING OF iPHONE AMONG GENERATION Z IN BANDAR LAMPUNG CITY

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The growth of digital generation has driven changes in consumer behavior, especially among generation Z, who are known to be highly responsive to trends, technology, and social media. One product that has become a symbol of modern lifestyle and premium technology is the iPhone. This study aims to determine the influence of lifestyle, brand image, and brand trust on impulse buying of iPhone among generation Z in Bandar Lampung City. The research is based on consumer behavior theory and applies an explanatory research method with a quantitative approach. The sampling technique used a purposive sampling with Cochran's formula, resulting in 100 respondents. Data was collected through questionnaires distributed to generation Z iPhone users in Bandar Lampung via social media, then analyzed using SPSS version 26. The data analysis techniques used include validity test, reliability test, descriptive statistics, multiple linear regression analysis, classical assumption tests, and hypothesis testing. The results of the study indicate that partially, lifestyle, brand image, and brand trust each have a positive and significant influence on impulse buying of iPhone among Generation Z in Bandar Lampung. Furthermore, simultaneously, lifestyle, brand image, and brand trust also have a positive and significant effect on impulse buying behavior in this group.

Keywords : Lifestyle, Brand Image, Brand Trust, Impulse Buying, Generation Z, iPhone