

## ABSTRAK

### **PENGARUH *LIFESTYLE*, *REFERENCE GROUP*, *PERCEIVED QUALITY* TERHADAP KEPUTUSAN PEMBELIAN IPHONE *SECOND* PADA GENERASI Z DI BANDAR LAMPUNG**

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Meningkatnya tren penggunaan iPhone di kalangan generasi Z sebagai simbol gaya hidup digital namun memiliki keterbatasan finansial dalam membeli unit baru, menjadikan pasar iPhone *second* sebagai alternatif yang sangat rasional dan kompetitif. Penelitian ini bertujuan untuk menganalisis pengaruh *lifestyle*, *reference group*, *perceived quality* terhadap keputusan pembelian iPhone *second* pada Generasi Z di bandar lampung. Penelitian ini menggunakan pendekatan kuantitatif dengan jenis *explanatory research*. Populasi dalam penelitian ini adalah Generasi Z di Bandar Lampung yang menggunakan atau pernah membeli iPhone *second*. Sampel sebanyak 100 responden yang ditentukan menggunakan rumus Cochran dengan pendekatan *purposive sampling*. Analisis data menggunakan regresi linier berganda dengan bantuan perangkat lunak SPSS 27. Hasil penelitian menunjukkan bahwa secara parsial, *lifestyle* berpengaruh positif namun tidak signifikan terhadap keputusan pembelian, sedangkan *reference group* dan *perceived quality* berpengaruh positif dan signifikan terhadap keputusan pembelian. Kemudian, secara simultan *lifestyle*, *reference group*, *perceived quality* berpengaruh positif dan signifikan terhadap keputusan pembelian.

**Kata Kunci:** *Lifestyle*, *Reference Group*, *Perceived Quality*, iPhone *Second*, Keputusan Pembelian

## **ABSTRACT**

### ***THE EFFECTS OF LIFESTYLE, REFERENCE GROUPS, AND PERCEIVED QUALITY ON THE DECISION TO PURCHASE OF SECOND-HAND IPHONE AMONG GENERATION Z IN BANDAR LAMPUNG***

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*The growing trend of iPhone usage among Generation Z as a symbol of a digital lifestyle, coupled with financial constraints in purchasing new units, makes the secondhand iPhone market a highly rational and competitive alternative. This study aims to analyze the influence of lifestyle, reference group, and perceived quality on the decision to purchase secondhand iPhones among Generation Z in Bandar Lampung. This study employs a quantitative approach using an explanatory research design. The population consists of Generation Z individuals in Bandar Lampung who currently use or have previously purchased a second-hand iPhone. A sample of 100 respondents was selected using Cochran's formula with a purposive sampling approach. Data analysis was conducted using multiple linear regression with the assistance of SPSS 27 software. The results show that, partially, lifestyle has a positive but non-significant effect on purchase decisions, while reference group and perceived quality have positive and significant effects on purchase decisions. Furthermore, simultaneously, lifestyle, reference group, and perceived quality have a positive and significant effect on purchase decisions.*

***Keywords: Lifestyle, Reference Group, Perceived Quality , Second-Hand iPhone, Purchase Decision.***