

**PENGARUH GAYA HIDUP, CITRA MERK, KUALITAS PRODUK,
DAN HARGA TERHADAP KEPUTUSAN PEMBELIAN SEPEDA
POLYGON DI MASA PANDEMI DI GERAJ POLYGON RODA
LINK SEMARANG**

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ABSTRAK

Pada masa pandemi COVID-19 bersepeda telah menjadi eksistensi olahraga yang diminati oleh semua kalangan masyarakat. Antusiasme pengguna sepeda selama masa transisi PSBB sangat meningkat terutama di kota-kota besar. Kenaikan pesepeda di kota besar sejumlah 93% hingga 100% atau 10 kali lipat jumlah keseluruhannya. Keputusan konsumen dalam membeli produk dipengaruhi oleh beberapa faktor diantaranya adalah Gaya Hidup (X1), Citra Merek (X2), Kualitas Produk (X3) dan Harga (X4). Tujuan penelitian ini adalah untuk menguji hipotesis apakah Gaya Hidup (X1), Citra Merek (X2), Kualitas Produk (X3) dan Harga (X4) secara parsial dan simultan terhadap Keputusan Pembelian Sepeda Polygon di Gerai Polygon Roda Link Semarang.

Populasi dalam penelitian ini sebanyak 709 orang sedangkan untuk sampelnya dihitung menggunakan rumus Slovin sebanyak 88 responden. Teknik pengambilan sampel yang digunakan dalam penelitian ini menggunakan metode *accidental sampling* yakni sampel diambil ketika responden ditemui pada saat pembelian sepeda di gerai polygon roda link Semarang.

Hasil persamaan regresi linier berganda yaitu $Y = -2,449 + 0,025X_1 + 0,072X_2 + 0,364X_3 + 0,595X_4 + e$. Hasil uji t dari gaya hidup nilai yaitu $0,858 < 1,660$ signifikansi sebesar $0,393 > 0,05$, citra merk yaitu $1,348 < 1,660$ signifikansi sebesar $0,181 > 0,05$, kualitas produk yaitu $13,170 > 1,660$ nilai signifikansi sebesar $0,000 > 0,05$, harga nilai yaitu $21,328 > 1,660$ signifikansi sebesar $0,000 > 0,05$. Dapat disimpulkan bahwa X1 dan X2 tidak berpengaruh terhadap Y, X3 dan X4 berpengaruh positif dan signifikan terhadap keputusan pembelian. Hasil uji simultan (Uji F) Nilai Signifikansi yang didapatkan sebesar $0,000 < 0,05$, maka berkesimpulan bahwa H0 ditolak dan Ha diterima, sehingga Variabel Gaya Hidup, Citra Merk, Kualitas Produk, Harga berpengaruh positif dan signifikan secara simultan terhadap variabel Keputusan Pembelian. Nilai R Square pada tabel dapat diketahui sebesar 0,940 maka memiliki arti bahwa variabel Gaya hidup, Citra Merk, Kualitas Produk, Harga memberikan pengaruh secara bersama-sama sebesar 0,940 atau 94% terhadap variabel Keputusan Pembelian dan sisanya 6% dipengaruhi Variabel lain diluar penelitian ini.

Kata Kunci : Gaya Hidup, Citra Merek, Kualitas Produk, Harga, Keputusan Pembelian

THE EFFECT OF LIFESTYLE, BRAND IMAGE, PRODUCT QUALITY, AND PRICE ON THE PURCHASE DECISION OF A POLYGON BIKE DURING THE PANDEMIC AT THE POLYGON RODA LINK STORE, SEMARANG

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ABSTRACT

During the COVID-19 pandemic, cycling has become a sport that is in demand by all circles of society. The enthusiasm of bicycle users during the PSBB transition period greatly increased, especially in big cities. The increase in cyclists in big cities is 93% to 100% or 10 times the total. Consumer decisions in buying products are influenced by several factors including Lifestyle (X1), Brand Image (X2), Product Quality (X3) and Price (X4). The purpose of this study was to test the hypothesis whether Lifestyle (X1), Brand Image (X2), Product Quality (X3) and Price (X4) partially and simultaneously on Polygon Bike Purchase Decisions at Polygon Roda Link Outlets, Semarang.

The population in this study was 709 people while the sample was calculated using the Slovin formula as many as 88 respondents. The sampling technique used in this study used the accidental sampling method, namely the sample was taken when the respondent was met at the time of purchasing a bicycle at the Polygon Roda Link outlet in Semarang.

The results of the multiple linear regression equation are $Y = -2.449 + 0.025X_1 + 0.072X_2 + 0.364X_3 + 0.595X_4 + e$. The results of the t-test of the lifestyle value are $0.858 < 1.660$, the significance is $0.393 > 0.05$, the brand image is $1.348 < 1.660$, the significance is $0.181 > 0.05$, the product quality is $13.170 > 1.660$, the significance value is $0.000 > 0.05$, the price value ie $21.328 > 1.660$ a significance of $0.000 > 0.05$. It can be concluded that X1 and X2 have no effect on Y, X3 and X4 have a positive and significant effect on purchasing decisions. Simultaneous test results (Test F) The significance value obtained is $0.000 < 0.05$, it is concluded that H0 is rejected and Ha is accepted, so that Lifestyle, Brand Image, Product Quality, Price variables have a positive and significant effect simultaneously on the Purchase Decision variable. The value of R Square in the table can be seen at 0.940, which means that the variables of Lifestyle, Brand Image, Product Quality, Price have a joint influence of 0.940 or 94% on the Purchase Decision variable and the remaining 6% is influenced by other variables outside of this study.

Keywords: Lifestyle, Brand Image, Product Quality, Price, Purchase Decision