

ABSTRAK

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Program Studi : Manajemen
Judul : Pengaruh Gaya Hidup terhadap Keputusan pembelian
Skin care Skintific

Penelitian ini mengkaji pengaruh gaya hidup terhadap keputusan pembelian *Skin care Skintific* pada Mahasiswi Fakultas Ekonomi dan Bisnis Universitas Malikussaleh. Sampel dalam penelitian ini adalah 155 Mahasiswi Fakultas Ekonomi dan Bisnis Universitas Malikussaleh yang menggunakan *Skincare Skintific*. Alat analisis yang digunakan adalah uji regresi linear berganda dan uji hipotesis yang menggunakan uji t dan uji F. Hasil penelitian menunjukkan bahwa Gaya Hidup dari aspek *Activity, Interest* dan *Opinion* berpengaruh terhadap keputusan pembelian *skincare Skintific*. Dan, secara simultan Gaya Hidup dari aspek *Activity, Interest dan Opinion* berpengaruh terhadap keputusan pembelian *skincare Skintific*.

Kata kunci: Gaya hidup, *Activity, Interest, Opinion*, Keputusan pembelian dan *Skin care Skintific*

ABSTRACT

Name : Khairun Nisa

Study Program : Management

Title : Influence of Lifestyle Purchasing Decisions for Skintific Skin Care

This study examines the effect of lifestyle on purchasing decisions for Skin care Skintific on students of the Faculty of Economics and Business, University of Malikussaleh. The sample in this study were 155 female students of the Faculty of Economics and Business, Malikussaleh University who use Skin care Skintific. The analytical tool used is multiple linear regression tests and hypothesis testing using the t test and F test. Hypothesis test which uses the t test and F test. The results showed that Lifestyle from the aspects of Activity, Interest and Opinion has an effect on Skintific skincare purchasing decisions. And, simultaneously Lifestyle from aspects of Activity, Interest and Opinion have an effect on purchasing decisions Skintific skincare.

Keywords: Lifestyle, Activity, Interest, Opinion, Purchasing decisions and Skintific skin care