

**PENGARUH GAYA HIDUP, KEPERCAYAAN DAN IKLAN TERHADAP
KEPUTUSAN PEMBELIAN PRODUK *FASHION* DI SHOPEE**

ABSTRACT

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This study was conducted to determine the effect of lifestyle, beliefs and advertising on purchasing decisions for fashion products at Shopee. This type of research is an explanatory research with a quantitative approach. The population used is 100 community respondents in Jombang Regency who have and use the Shopee application. The sampling technique used in this study is judgment sampling, data collection method by means of questionnaires, documentation using validity and reliability tests and multiple linear regression analysis techniques and hypothesis testing with t-test and f-test. Based on the results of the study, it shows that lifestyle has a good impact on purchasing decisions for fashion products at Shopee, which means that purchasing decisions for fashion products at Shopee also increase. on fashion products at Shopee and advertisements have a good impact on purchasing decisions for fashion products at Shopee, which means that by attracting advertisements, the higher the decision to purchase fashion products at Shopee. There is a simultaneous influence of lifestyle, belief and advertising that both have an impact on increasing purchasing decisions for fashion products at shopee.

Keyword : *Lifestyle, Trust, Advertising And Purchasing Decisions*