

# **PENGARUH BRAND IMAGE DAN LIFESTYLE TERHADAP KEPUTUSAN PEMBELIAN MERCHANDISE E-SPORTS INDONESIA**

**(Studi Pada Konsumen dan Viewer Esports di Instagram)**

## **ABSTRAK**

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Penelitian ini bertujuan untuk mengetahui dan menjelaskan pengaruh *Brand Image* dan *Lifestyle* terhadap keputusan pembelian Merchandise Esports Indonesia pada konsumen dan viewer esports di Instagram. Penelitian ini menggunakan metode penelitian kuantitatif yang dilaksanakan melalui pengumpulan data kuisisioner. Populasinya adalah konsumen yang pernah membeli merchandise esports dan viewer esports di Instagram dengan sampel penelitian sebanyak 120 responden. Analisa data dengan menggunakan metode statistic Regresi Linier Berganda dan pengujian hipotesis dan koefisien determinasi ( $R^2$ ). Data diolah menggunakan SPSS 20. Berdasarkan hasil penelitian menunjukkan bahwa *Brand Image* berpengaruh positif dan signifikan terhadap keputusan pembelian , serta *Lifestyle* berpengaruh positif dan signifikan terhadap keputusan pembelian.

**Kata kunci : Brand Image, Lifestyle, Keputusan Pembelian**

**THE INFLUENCE OF BRAND IMAGE AND LIFESTYLE ON  
THE PURCHASE DECISION OF INDONESIAN E-SPORTS  
MERCHANDISE**

**(Studies on Consumers and Viewers of Esports on Instagram)**

**ABSTRACT**

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*This study aims to find out the data and explain the influence of Brand Image and Lifestyle on purchasing decisions for Indonesian Esports Merchandise among consumers and esports viewers on Instagram. This study uses quantitative research methods carried out through questionnaire data collection. The population is consumers who have bought esports merchandise and esports viewers on Instagram with a research sample of 120 respondents. Data analysis using the Multiple Linear Regression statistic method and testing the hypothesis and the coefficient of determination ( $R^2$ ). The data was processed using SPSS 20. Based on the results of the study, it showed that Brand Image had a positive and significant effect on purchasing decisions, and Lifestyle had a positive and significant effect on purchasing decisions.*

***Keywords: Brand Image, Lifestyle, Purchase Decision***