

Abstract

This study aims to determine the effect of lifestyle that consists of sub variable activities, interest, and opinion on the Android smartphone purchase decision process. This study uses an explanatory method which is research to test the hypothesized relationship between the variables. The number of respondents in the study of 320 people (who use smartphone android only), using a quota sampling technique. The analytical method used is multiple linear regression analysis, where this method is used as a tool to explain the effect of the activities, interests, and opinions of the purchase decision process. The survey results revealed that lifestyle significantly influence the purchase decision process Android smartphone. However, when studied the influence of lifestyle activities through sub-variables, interest, and opinion found that significantly influence the purchase decision process only sub-variables of interest, while activities and opinion has no effect. This has an impact on lifestyles contribute to the process of purchasing decisions amounted to only 17.1% were included in the very low category. This research is expected to help the company further develop android smartphone smartphone features that support a variable interest of consumers.

Keywords: activities, interests, opinions, purchase decision process