

## **ABSTRACT**

*The development of technology in this modern era is getting faster, starting from information technology, communication, digitals, and so on. Various companies are competing in developing those technologies to meet various needs that are increasing and developing in a short time and in line with one's lifestyle. No exception for smartphone products that have developed very fast which once were a secondary or a tertiary product and have now developed into primary goods which used to be only a communication media and now have become a centre of information and amusement. Various smartphone manufacturers are making their products with a variety of innovations and product specifications that are very diverse for consumers. Advertising is one of the ways to attract consumers, one of which is by recruiting and hiring brand ambassadors. The development of one's lifestyle has an effect on companies to make them developing their products even more and attracting consumers by their brand ambassadors, one of the companies is Oppo smartphone.*

*This research was conducted to find out the influence of lifestyle, product attributes, and brand ambassadors variables on Oppo Smartphone's Product Purchase Decisions. The purpose of this research is to study and analyze the influence of lifestyle, product attributes, and brand ambassadors on Oppo smartphone products, how much are the influence of lifestyle, product attributes, and brand ambassadors simultaneously and partially on the Oppo smartphone's product purchase decisions in Bandung City.*

*This research used quantitative method with descriptive and causal research types. Sampling was carried out using a non probability sampling method, purposive sampling type, with a total of 100 respondents. Data analysis technique used was descriptive analysis and multiple linear regression analysis.*

*Based on the descriptive analysis results, the lifestyle, product attributes, brand ambassadors and consumer decisions variables are overall categorized in the good category. The result of multiple linear regression analysis technique showed that lifestyle, product attributes, and brand ambassadors simultaneously influence the Oppo smartphone's product purchase decisions. The magnitude of the influence of lifestyle, product attributes, and brand ambassadors to the purchase decisions is amounted together to 47.2% and the remaining 52.8% is influenced by other variables, such as price, brand image, brand, and country of origin. Partially, lifestyle, product attributes and brand ambassadors have a positive and significant effect on purchasing decisions with lifestyle variable as the highest influence, then brand ambassadors, and finally, product attributes.*

**Keywords:** *Lifestyle, Product Attributes, Brand Ambassadors, Purchase Decision*