

ABSTRAK

E. MAYANG KHARISMAYA, Pengaruh *Hijabers Community* dan Gaya Hidup terhadap Keputusan Pembelian Jilbab Merek ZOYA. (Studi Kasus di Wilayah Kebon Jeruk, Jakarta Barat). Dibimbing oleh Bapak Abdurrahman.

Penelitian ini bertujuan untuk mengetahui seberapa besar Pengaruh *Hijabers Community* dan Gaya Hidup terhadap Keputusan Pembelian Jilbab Merek ZOYA. (Studi Kasus di Wilayah Kebon Jeruk, Jakarta Barat). Teknik analisis data menggunakan Analisis Regresi Linier Berganda. Sampel yang diambil sebanyak 120 responden yakni wanita yang pernah membeli dan menggunakan jilbab merek ZOYA. Penentuan sampel dengan teknik non probability sampling.

Berdasarkan hasil penelitian dapat disimpulkan bahwa secara parsial *Hijabers Community* dan Gaya Hidup berpengaruh positif terhadap Keputusan Pembelian Jilbab Merek ZOYA. Dan secara simultan variabel *Hijabers Community* dan Gaya Hidup berpengaruh positif terhadap Keputusan Pembelian Jilbab Merek ZOYA di Wilayah Kebon Jeruk, Jakarta Barat.

Kata Kunci : *Hijabers Community*, Gaya Hidup dan Keputusan Pembelian.

ABSTRACT

E. MAYANG KHARISMAYA, *The Effect of Hijabers Community and Lifestyle on the Purchase Decision of the ZOYA Brand. (Case Study in Kebon Jeruk Region, West Jakarta). Supervised by Mr. Abdurrahman.*

This study aims to determine how much influence the Hijabers Community and Lifestyle have on the Purchase Decision of the ZOYA Brand. (Case Study in Kebon Jeruk, West Jakarta). Data analysis techniques using Multiple Linear Regression Analysis. Samples taken were 120 respondents, namely women who had bought and used the Hijab brand headscarf. Determination of samples with non probability sampling technique.

Based on the results of the study it can be concluded that partially the Hijabers Community and Lifestyle have a positive effect on the Purchase Decision of the ZOYA Brand. And simultaneously the Hijabers Community and Lifestyle variables have a positive effect on the Purchase Decision of ZOYA Brand Hijab in Kebon Jeruk Region, West Jakarta.

Keywords: *Hijabers Community, Lifestyle and Purchase Decisions.*