

**THE INFLUENCE OF ENDORSEMENT, PRODUCT DESIGN, AND  
LIFESTYLE ON EYEWEAR PURCHASE DECISIONS**

**( Consumer Case Study of Nusa Gkb Optical Eyewear Shop Manyar Gresik Branch )**

**ABSTRACT**

*This study aims to determine the influence of endorsement, product design, and lifestyle on the purchase of glasses at Nusa Gkb optics Manyar Gresik branch. This type of research is quantitative research. The population of this study is consumers of Nusa Gkb optical glasses store Manyar Gresik branch. The number of samples was 96 respondents. The sample selection technique used is simple random sampling probability. The tests used were validity test, reliability test, classical assumption test, multiple linear regression analysis test, multiple correlation test, determination coefficient test, t test (partial), F test (simultaneous). The results of the study showed that the t-test on the variables of endorsement, product design, and lifestyle had a t-value calculated  $>$  the t-table which means that the t-test had a partial effect. The F test has a value of  $0.01 < 0.05$  which means that the F test has an effect simultaneously. In the Coefficient of Determination test, a value of 0.557 was obtained, meaning that 55% could be explained by independent variables and 45% was influenced by other variables.*

*Keywords: Influence of Endorsement, Product Design, Lifestyle, and Purchase Decision.*

**PENGARUH ENDORSMENT, DESAIN PRODUK, DAN GAYA HIDUP  
TERHADAP KEPUTUSAN PEMBELIAN KACAMATA  
( Studi Kasus Konsumen Toko Kacamata Optik Nusa Gkb Cabang Manyar Gresik )**

**ABSTRAK**

Penelitian ini bertujuan untuk mengetahui pengaruh endorsment, desain produk, dan gaya hidup terhadap pembelian kacamata di optik nusa Gkb cabang Manyar Gresik. Jenis penelitian ini adalah penelitian kuantitatif. Populasi dari penelitian ini adalah konsumen toko kacamata optik nusa Gkb cabang Manyar Gresik. Jumlah sampel sebanyak 96 responden. Teknik pemilihan sampel yang digunakan adalah probabilitas simple random sampling. Uji yang digunakan adalah uji validitas, uji reliabilitas, uji asumsi klasik, uji analisis regresi linier berganda, uji korelasi berganda, uji koefisien determinasi, uji t (parsial), uji F (simultan). Hasil penelitian menunjukkan bahwa pada uji t pada variabel endorsment, desain produk, dan gaya hidup memiliki nilai t hitung  $>$  t tabel yang berarti uji t berpengaruh secara parsial. pada uji F memiliki nilai  $0,01 < 0,05$  yang berarti uji F berpengaruh secara simultan. Pada uji Koefisien Determinasi diperoleh nilai 0,557 berarti 55% dapat dijelaskan oleh variabel independen dan 45% dipengaruhi variabel lain.

Kata kunci : Pengaruh Endorsment, Desain Produk, Gaya hidup, dan Keputusan Pembelian.