

The Effect of Lifestyle, Brand Image, and Product Quality on iPhone Purchase Decisions

Mariah *¹, Yuswari Nur ²

*¹ Institut Teknologi dan Bisnis Nobel Indonesia, Makassar, South Sulawesi, Indonesia

² Institut Teknologi dan Bisnis Nobel Indonesia, Makassar, South Sulawesi, Indonesia

ARTICLE INFO



Jurnal Economic Resources

ISSN: 2620-6196

Vol. 5 Issues 2 (2022)

Article history:

Received – August 28, 2022

Revised – September 29, 2022

Accepted – September 30, 2022

Email Correspondence:

mariah@stienobel-indonesia.ac.id

Keywords:

Lifestyle

Brand Image

Product Quality;

Purchasing Decision

ABSTRACT

This study aims to determine the effect of lifestyle, brand image, and product quality on iPhone purchasing decisions for students who use iPhones at the Indonesian Nobel Institute of Technology and Business. The population used in this study were all Indonesian Nobel Institute of Technology and Business students who used the iPhone, with a sample of 96 respondents. The sampling technique is a non-probability sampling technique, namely convenience sampling. Data collection was carried out using a questionnaire technique. The data analysis method used is multiple linear regression analysis techniques, classic assumption test, F test, t-test, and coefficient of determination. The results of this study indicate that brand image, product quality, and lifestyle simultaneously influence iPhone purchasing decisions. Brand image and lifestyle have a partial effect on iPhone purchasing decisions.

INTRODUCTION

Technology is a form of human creation realized with specific tools and techniques to facilitate a job in producing something. Along with the development of technology, especially in communication tools, many cellular phone manufacturers are currently issuing Smartphone products. With the development of technology, the human lifestyle was forced to keep up with its development. Likewise, with increasingly advanced communication tools. If in the past we only knew cell phones, which were only used for calling and sending short messages (SMS), now we would be spoiled with various features that make it very easy for us. The cell phone has also turned into a smartphone. Mobile phones are one of the most frequently used communication devices in daily activities and activities. Mobile phones have changed from simple communication tools to sophisticated wireless mobile devices, often referred to as smartphones. A smartphone is a mobile phone consisting of a microprocessor, memory and screen, and a modem that is integrated into the device (El Hami & Sidik, 2017). In general, a smartphone is a multifunctional mobile phone that combines several functions of a PDA (personal digital assistance), such as a personal scheduler, calendar, phone book, and other features such as internet connection, Wi-Fi, GPS, and others. Currently, there are two types of Operation Systems (OS) in smartphones that are well known to the public, namely Android, which is carried by several smartphone brands such as Samsung, Sony, Xiaomi, OPPO, Vivo, and others. Moreover, there is iOS, which Apple brands only use.

The Apple company is a brand with the highest valuation in the world; most of this achievement was obtained due to the success of the iPhone in the market (<https://id.fxssi.com>). In line with that, Apple's

products have a good impression and response in the minds of consumers. So it is very profitable for Apple company. Every Apple product, such as the iPhone, is always anticipated and followed by its development by its loyal consumers. So, there is no doubt that every series released by the Apple iPhone has always been the target of its consumers. The strength of the Apple brand attached to the iPhone makes this smartphone the ideal smartphone, which is seen as having good quality in the minds of consumers. This is proven because the features and specifications embedded in each series released by the iPhone are constantly updated and developed to maintain standards as the most sophisticated smartphones to pamper consumers.

A recent survey by Piper Jaffray revealed that millennials with an average age of 16 years prefer to use iPhone devices over Android smartphones. The percentage differences are significant and unmitigated; more than 80 percent of teenagers choose the iPhone, while 11 percent choose Android. Piper Jaffray is an investment and asset management company that has regularly monitored this market segment for the last few years (Chusnaini et al., 2021). As a surveyor, they claimed to have obtained the research data from 6,000 US youth respondents from 40 states. The survey, packaged as "Taking Stock with Teens," is conducted once a year. Based on the report from the survey, it was found that 82 percent of teenagers in the United States currently have an iPhone. Meanwhile, 84 percent of teenage respondents said they planned to buy an iPhone as their newest smartphone. This figure tends to increase from the previous survey.

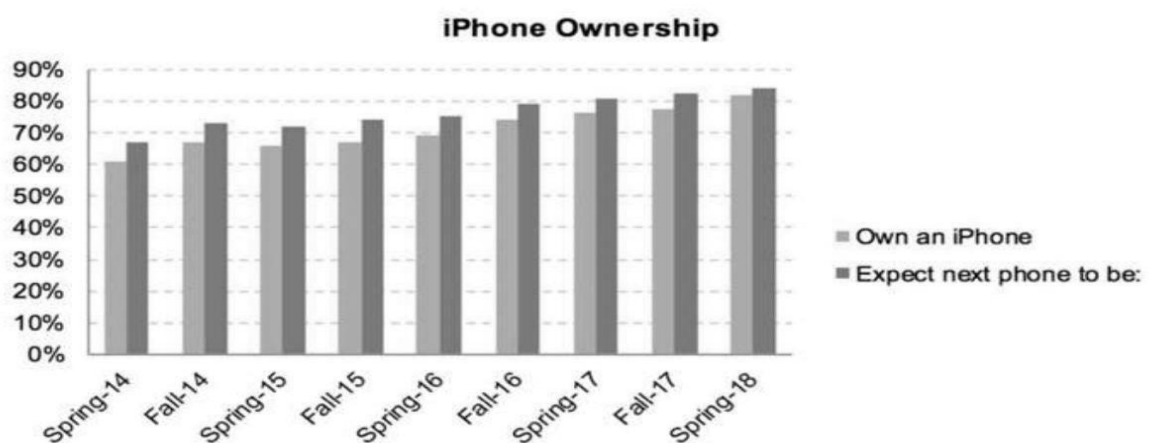


Figure 1. Iphone Ownership

Sumber: apple.com/piperjaffray.com

Responding to the survey results, several sources said this was partly because most teenagers had "inherited" used iPhones from their parents, so they were more used to iPhone devices than Android. This is common in America and other countries because it is considered more economical than buying a new cell phone. In addition, the millennial generation also considers the iPhone as a symbol that can elevate social status. Physical appearance is a top priority that concerns teenagers or students; many even want to buy products from brands only to increase self-esteem and self-confidence. Several studies have found that physical appearance significantly contributes to adolescent self-confidence (El Hami & Sidik, 2017). One of the forms of adolescent behavior in increasing their physical appearance in the eyes of their group is to follow the fashion that is in demand by their peer group. Apple iPhone is a smartphone brand that is quite popular among teenagers, especially students, both in big cities and not big cities. Iphone is included in the premium-class cellphone category. In Indonesia, the iPhone has a brand image that sticks in the public's minds as a classy, luxurious, and expensive communication product. Under these conditions, Indonesian people think owning an iPhone can raise their self-esteem and make them more confident. The

selection of objects for students of the Indonesian Nobel Institute of Technology and Business is because many students use the latest iPhone models. Moreover, the desire of students to buy an iPhone is high, but the purchasing power of students is low; this is because the selling price offered by the iPhone is quite expensive; meanwhile, the respondents that the author wants to take in this study are students, where students whose income is sourced from parents because respondents are less able to buy an iPhone.

Purchasing decisions are a concept in purchasing behavior where consumers decide to act or do something in purchasing or utilizing certain products or services (Balawera, 2013). According to Ependi (2019), consumer decisions in buying or consuming products will be preceded by steps to identify needs, time, changing situations, product thinking, individual differences, marketing influence, and internal and external information search. Factors that influence purchasing decisions are lifestyle, brand image, and product quality.

Lifestyle is also often used as a motivation and guide in making a purchase decision for a product. According to Kotler and Keller (2009), lifestyle is a person's pattern of living in the world which is reflected in activities, interests, and opinions. A person's lifestyle is a pattern of living in the world expressed through one's activities, interests, and opinions. This lifestyle often reflects something behind social class. Personal characteristics also influence purchase decisions, and one of them is lifestyle. Several companies worldwide aim to serve consumers with excess finances and create products that have prices above competitors by offering good quality, a strong brand image, and can reflect one's lifestyle. Previous research (Mahanani, 2018; Marchiani et al., 2015) showed that lifestyle significantly positively affects purchasing decisions. In contrast to research (Dinggon et al., 2015; Mongisidi et al., 2019), lifestyle has no significant effect on purchasing decisions. Along with the development of various smartphone brands in the market, companies must compete and innovate to have their appeal to consumers. In addition to price attractiveness which has often been used as a corporate strategy, people's lifestyles can also greatly assist companies in attracting public buying interest. The lifestyle that reflects the social class of a group of people can be seen in the products they use. If a product already has good quality to build a good image in the minds of consumers, the company should not hesitate to make products with prices above the average.

Consumer considerations in assessing brand image can be measured by a positive impression on the field, a high reputation, and quickly recognized advantages. Tjiptono (2019) states that brand image describes consumer associations and beliefs about specific brands. Brand image means an image of a product in the minds of mass consumers. Everyone will have the same image of a brand. Previous research (Marchiani et al., 2015; Padinding & Istriani, 2021) showed that brand image significantly positively affected purchasing decisions. In contrast to research (Deisy et al., 2018; Nurhayati, 2017; Sari et al., 2014), brand image has no significant effect on purchasing decisions. One of the advantages of a company's competition is product quality that can meet consumer desires. If it meets the specifications, the product will be accepted. Even if the product is still within the specified tolerance limits, the product should be recorded to avoid more significant errors in the future. Customer conditions that are increasingly critical in terms of quality also force companies to maintain and improve the quality of their products to avoid claims or dissatisfaction with company customers in order to compete with similar companies. Previous research conducted by (Fitria, 2018; Marchiani et al., 2015) shows that product quality significantly affects purchasing decisions. In contrast to research (Aziz, 2019), product quality has no significant effect on purchasing decisions.

Based on the background description and the differences from the results of previous studies, the researcher is interested in researching the effect of lifestyle, brand image, and product quality on iPhone purchasing decisions. The American Marketing Association (AMA) states that the definition of marketing is an organizational function and a set of processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders (Kotler & Keller, 2009). Marketing is an art as well as a science which, of course, demands

a balance between the formulated side and the creative side. Marketing is not just a process of delivering products or services to consumers, this process starts before goods are produced and are not only focused on sales, but marketing activities must also be able to communicate and provide satisfaction to consumers. According to Wisudawati (2014), lifestyle is a person's pattern of life in the world of daily life which is expressed in the activities, interests, and opinions (opinions) concerned. Lifestyle describes the "whole person" who interacts with his environment. People from sub-cultures of social class, even from the same job, may have different lifestyles. Lifestyle reflects more than social class on the one hand and personality on the other. According to Kotler (2010), there are main dimensions used to measure Attitudes, Interests, and Opinions, as well as demographic factors. The first dimension includes work, hobbies, social activities, vacations, entertainment, club memberships, community, shopping, and sports. The second dimension is interesting, including family, home, work, community, recreation, fashion, food, media, and achievement.

In the Lifestyle Marketing book, four factors motivate consumers to purchase due to lifestyle (Kala & Chaubey, 2018), including a. Ultirian Purchase. Consumers buy these products in conditions that are not very urgently needed but give confidence that the product or service they buy will improve a better and easier life. b. Indulgences (self-indulgence). The individual tries to live a life of few luxuries without adding much to the sacrifice of his spending. The gratification of this product or service lies in the emotional factor. Examples are cosmetics, jewelry, perfume, hobbies, vacations to salons, and so on. c. Lifestyle Luxuries (luxury lifestyle). Lifestyle Luxuries offers benefits and uses for consumers in the form of increased prestige, images, and superior brand quality. d. Aspirational Luxuries (Desire for Luxury). Along with indulgences, Aspirational Luxuries satisfy consumers' emotional needs; through purchases, consumers can express themselves, their value systems, interests, and desires.

The American Marketing Association defines a brand as "a name, term, sign, symbol or design, or a combination of them, intended to identify the goods or services of one seller or group of sellers and to differentiate them from competitors." So, a brand is a product or service whose dimensions differentiate the brand from other products or services designed to satisfy the same need (Hasanah, 2019). According to Sari, (2016) brand image is a set of beliefs, ideas, and impressions that a person has of a brand. This statement is corroborated by Rizan (2015) Brand image is a set of associations consumers perceive for specific brands. Kotler (2009) defines brand image as a set of beliefs, ideas, and impressions a person has of a brand. Therefore, the attitudes and actions of consumers towards a brand are very much determined by the image of the brand. Cuong (2021) mentions the factors forming a brand image: a. Quality or quality, related to the quality of goods offered by manufacturers with specific brands. b. It can be trusted or relied upon, related to opinions or agreements formed by the community about a consumed product. c. Usability or benefits are related to the function of a product that consumers can utilize. d. Service, which is related to the task of producers in serving consumers. e. Risk is related to the size of the consequences, profits, and losses that consumers may experience. f. Price, related to the high or low amount of money consumers spend to influence a product, can also affect the long-term image. g. The image that the brand owns is in the form of views, agreements, and information related to a brand of a particular product.

The eight dimensions of product quality (Hapsoro & Hafidh, 2018), namely: a. Performance, level of consistency, and goodness of product functions. b. Beauty (aesthetics) is related to the appearance of the product form (e.g., style and beauty) and the appearance of facilities, equipment, personnel, and communication materials. c. Ease of maintenance and repair (serviceability) related to maintaining the product. d. Uniqueness (features) are product characteristics that differ functionally from similar products. e. Reliability is the possibility or probability of the product performing the intended function within a specific time. f. Durability, product durability, or useful product life. g. The quality of conformance is a measure of whether a product or service meets established specifications. h. Appropriate use (fitness for use) is the suitability of the product to perform the functions as advertised or promised. Purchasing decisions are consumer decisions regarding brand preferences in a collection of choices (Rahmat, 2017).

According to Tamara (2021), there are five roles that people play in purchasing decisions: a. Originator: The person who first comes up with the idea to buy a product. b. Influencers: People whose views or suggestions influence decisions. c. Decision maker: The person who decides each component of the buying decision (to buy or not to buy, how to buy, and where to buy). d. Buyer: The person who makes the actual purchase. e. Users: People who will consume and use certain products.

H1. Lifestyle has a positive and significant effect on Iphone purchasing decisions.

H2. Brand Image has a positive and significant effect on Iphone purchasing decisions.

H3. Product quality has a positive and significant effect on Iphone purchasing decisions.

RESEARCH METHOD

The type of research used in this research is quantitative research with a descriptive approach. The quantitative research method is a type of research whose specifications are systematic, planned, and structured from the start to the creation of the research design. In this study, the population studied was Indonesian Nobel Institute of Business and Finance students who used the iPhone. In this study, using Simple Random Sampling, then according to Sugiyono (2017), Simple Random Sampling takes sample members from a population and is carried out randomly without regard to the strata in that population. So based on this method, the number of samples obtained was 83 respondents.

The source of data used in this research is primary data. The preliminary data obtained in this study came from distributing questionnaires to respondents. To explain the results of the respondent's research on the research variables, it is carried out based on the average value of each variable. The highest rating of respondents with an average score of 5 and the lowest score 1. The data that has been collected will be analyzed through several stages of testing. The first stage is to perform descriptive statistical tests. The second stage is the data quality test (a validity and reliability test). The third stage is the classical assumption test (normality test, heteroscedasticity test, multicollinearity test). The fourth stage is to test all the hypotheses proposed in this study which will be proven through a partial test (t-test), simultaneous test, and examination of the coefficient of determination.

Table 1. Operational Definition

Variable	Item	Indicator	Reference
Lifestyle (X1)	X1.1	Curiosity	(Mongisidi et al., 2019; Rahmah et al., 2018)
	X1.2	Easy to make decisions	
	X1.3	Use popular products	
	X1.4	Achieve goals on an ongoing basis	
Brand Image (X2)	X2.1	Maker image	(Akbar et al., 2021; Hafilah et al., 2019)
	X2.2	User image	
	X2.3	Product image	
Product Quality (X3)	X3.1	Performance	(Sipayung & Sinaga, 2017; Susanto, 2016)
	X3.2	Beauty Product	
	X3.3	Ease of maintenance and repair	
	X3.4	Uniqueness	
	X3.5	Reliability	
Purchasing Decision (Y)	Y1.1	Stability in a product	(Aeni, 2020; Hatta et al., 2018)
	Y1.2	Habits in buying products	
	Y2.3	According to the needs	
	Y2.4	Brand awareness	

RESULTS AND DISCUSSION

The first stage tests research data instruments consisting of validity and reliability tests. This test aims to determine whether the questionnaire corresponds to the indicators on the research variables correctly. If $r \text{ count} > r\text{-table}$, then the question is valid. Conversely, if the count $< r\text{-table}$, then the question is said to be invalid. The test results are presented in table 3.

Table 2. Validity and Reliability Test Results

Variable	Instrument	r-count	r-table	Cronbach Alpha	Info
Lifestyle	X1.1	0,723	0,1807	0,855	Valid dan reliable
	X1.2	0,858	0,1807		Valid dan reliable
	X1.3	0,755	0,1807		Valid dan reliable
	X1.4	0,729	0,1807		Valid dan reliable
	X1.5	0,823	0,1807		Valid dan reliable
	X1.6	0,882	0,1807		Valid dan reliable
Brand Image	X2.1	0,785	0,1807	0,883	Valid dan reliable
	X2.2	0,760	0,1807		Valid dan reliable
	X2.3	0,877	0,1807		Valid dan reliable
	X2.4	0,830	0,1807		Valid dan reliable
	X2.5	0,749	0,1807		Valid dan reliable
	X2.6	0,790	0,1807		Valid dan reliable
Product Quality	X3.1	0,934	0,1807	0,752	Valid dan reliable
	X3.2	0,754	0,1807		Valid dan reliable
	X3.3	0,844	0,1807		Valid dan reliable
	X3.4	0,934	0,1807		Valid dan reliable
	X3.5	0,885	0,1807		Valid dan reliable
	X3.6	0,953	0,1807		Valid dan reliable
Purchasing Decision	Y1.1	0,764	0,1807	.867	Valid dan reliable
	Y1.2	0,829	0,1807		Valid dan reliable
	Y1.3	0,740	0,1807		Valid dan reliable
	Y1.4	0,763	0,1807		Valid dan reliable
	Y1.5	0,837	0,1807		Valid dan reliable
	Y1.6	0,812	0,1807		Valid dan reliable

Source: SPSS output 22.00

Based on the results of the validity test, which we can see in table 2, each item of the questionnaire statement shows the value of $R\text{-count} (R_{xy}) > R\text{table} (0.1807)$. These results indicate that out of a total of 24 statement items on the four types of research variables, there are 24 valid statement items, and none of the statement items are invalid (invalid). Based on the results of the reliability test, the value of Cronbach's Alpha on the Lifestyle variable (X1) is 0.855, Brand Image (X2) is 0.883, Product Quality variable (X3) is 0.752, and Purchase Decision variable (Y) is 0.867. These results indicate that Cronbach's Alpha value for each instrument variable has a Cronbach's Alpha value greater than 0.60 and deserves to be declared reliable.

The third stage is the classic assumption test which consists of a normality test that is carried out to find out whether the research variable data is normally distributed or not. Based on the Residual Regression P-P Plot graph that we can see in Figure 3, the distribution of the data distribution points follows a diagonal line, and there are no far from deviations at the points. These results indicate that the residual data distribution of the Purchase Decision regression (Y) is normal.

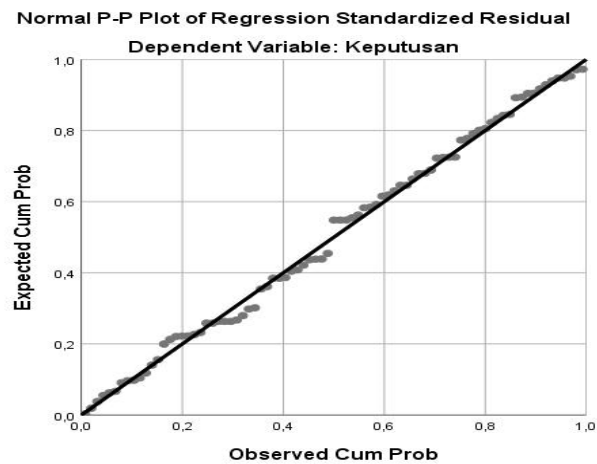


Figure 2. Normal P-P Plot

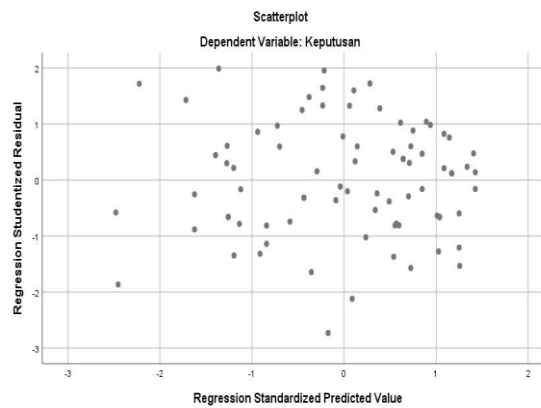


Figure 3. Scatterplot Graph

Based on the Scatterplot graph that we can see in Figure 3, the points spread randomly and are spread both above and below the number 0 on the Y-axis and do not have a specific pattern. Therefore, there is no heteroscedasticity in the research data.

Furthermore, the multicollinearity test aims to test whether the regression model found a correlation between the independent variables. A good regression model should not correlate with the independent variables. Multicollinearity can be seen from the tolerance value and the Variance Inflation Factor (VIF). Data is said to be free from multicollinearity problems if it has a tolerance value > 0.10 or equal to a VIF value < 10 .

Table 4. Multicollinearity Results

		Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics	
Model		B	Std. Error	Beta	t	Sig.	Tolerance
1	(Constant)	-,117	,561		-,209	,811	
	Lifestyle	,380	,113	,339	3,363	,000	,730
	Brand Image	,534	,121	,489	4,413	,000	,598
	Product Quality	,116	,155	,077	,748	,431	,738

Based on the results of the multicollinearity test, which we can see in Table 5.11, the Tolerance values for the three independent variables, namely Lifestyle (X1), Brand Image (X2), Product Quality (X3) > 0.10 with a VIF value < 10. Thus, it can be concluded that there is no multicollinearity between independent variables.

After the results of the classical assumption test have been carried out and the overall results show that the regression model meets the classical assumptions, the fourth stage is to evaluate and interpret the multiple regression model. Multiple linear regression analysis was used to determine the effect of the independent variables (lifestyle, brand image, and product quality) on the dependent variable (Iphone purchase decision). The test results can be seen in table 5.

Table 5. Multiple Linear Regression Test Results Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-,117	,561		-,209	,811
Lifestyle	,380	,113	,339	3,363	,000
Brand Image	,534	,121	,489	4,413	,000
Product quality	,116	,155	,077	,748	,431

Based on table 5, the regression equation formed in this regression test is:

$$Y = -0,117 + 0,380 X1 + 0,534 X2 + 0,116X3$$

Furthermore, the partial test determines whether the independent variable (X) significantly affects the dependent variable (Y). Criteria for testing the significance level $\alpha = 0.05$. The test results are presented in table 6.

Table 6. Partial Test Results (t test) Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-,117	,561		-,209	,811
Lifestyle	,380	,113	,339	3,363	,000
Brand Image	,534	,121	,489	4,413	,000
Product quality	,116	,155	,077	,748	,431

Lifestyle variable (X1) with a regression coefficient of 0.380 and a t-count (3.363) > t-table (1.665) and a Sig. (0.000) < α (0.05) indicates that (H01), which reads, "Lifestyle does not affect the decision to purchase an iPhone for students of the Indonesian Nobel Institute of Technology and Business," is rejected, while (Ha1), which reads, "Lifestyle influences on iPhone purchasing decisions for students of the Indonesian Nobel Institute of Technology and Business" is accepted, so lifestyle variables have a significant effect on iPhone buying decision variables.

Brand Image variable (X2) with a regression coefficient of 0.534 and t-count (4.413) > t-table (1.665) or Sig. (0.000) < α (0.05) indicates that (H02), which reads, "Brand image has no effect on Iphone purchasing decisions for students of the Indonesian Nobel Institute of Technology and Business," is rejected, while (Ha2) which reads, "Brand image influences on iPhone purchasing decisions for students of the Nobel Indonesia Institute of Technology and Business" is accepted, so the brand image variable has a significant effect on the iPhone purchasing decision variable.

Product Quality Variable (X3) with a regression coefficient of 0.116 and a t-count (0.784) < t-table (1.665) or a Sig. (0.431) > α (0.05) indicates that (H03), which reads, "Product quality does not affect the decision to purchase an Iphone for students of the Indonesian Nobel Institute of Technology and Business," is accepted, while (Ha3) which reads, "Product quality influences on Iphone purchasing decisions at the Indonesian Nobel Institute of Technology and Business" is rejected; thus the product quality variable does not have a significant effect on the iPhone purchasing decision variable.

Furthermore, a simultaneous test is used to test whether the independent variables (lifestyle, brand image, and product quality) simultaneously affect the dependent variable (Iphone purchase decision). This test uses α 5%, with the condition that if the significance of Fcount is <0.05, then the hypothesis proposed can be accepted. The test results are presented in table 7.

Table 7. F Test Results (Simultaneous Test)
ANOVA^a

	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1016,834	3	338,945	31,208	,000 ^a
	Residual	857,999	79	10,861		
	Total	1874,833	82			

From the F test based on table 7, the Fcount value is 31.208 with a Sig. = 0.000. Based on table F with a significance level (α) = 0.05 it is known that Ftable with df1 (k-1) = 3-1 = 2 and df2 (n-k-2) = 83-3-2 = 78, so the value of Ftable = 3,11. These results indicate that the Fcount value (31.208) > Ftable value (3.11) and the Sig. (0.000) < α (0.05). This shows that H0 is rejected and Ha is accepted, so it can be interpreted that the brand image, lifestyle, and product quality simultaneously influence the iPhone purchasing decision.

Furthermore, determination analysis (R²) is used to determine how far the model's ability to explain variations in the dependent variable (Iphone smartphone purchase decisions) is influenced by independent variables (lifestyle, brand image, and product quality). The test results are presented in table 8.

Table 8. Correlation Coefficient Analysis Results
Model Summary^b

	Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1		,730 ^a	,655	,620	,54928

The test results in table 8 show that the coefficient of determination shown from the Adjusted R Square value is 0.655. This means that the magnitude of the influence of Lifestyle (X1), Brand Image (X2), and Product Quality (X3) on variations in Iphone smartphone purchase decision-making (Y) is 65.5%, while the remaining 34.5% is influenced by other factors not discussed in this study.

Discussion

The Effect of Lifestyle on Iphone Purchase Decisions

Based on the analysis of partial hypothesis testing, it is known that lifestyle has a significant effect on iPhone purchasing decisions, so the first hypothesis is proven. The lifestyle desired by a person affects the buying behavior within him and will further influence or even change the individual's lifestyle. The lifestyle carried out by these students is in the form of activities, interests, and opinions. In terms of action, the Iphone has been shown to play an essential role in students' daily activities in terms of communication needs and social life. The use of the iPhone for more than 5 hours a day makes the iPhone also considered to be following the lifestyle of students. However, from the three statements, students were more influenced by opinions, such as students who use the iPhone feel they are in a particular class and social status because they feel more confident when using the Iphone as a means of communication. The results

of this study are in line with (Mahanani, 2018; Marchiani et al., 2015), which show that lifestyle has a positive and significant effect on purchasing decisions.

The Effect of Brand Image on Iphone Purchase Decisions

Based on the results of the partial analysis, it is known that brand image has a significant effect on iPhone purchasing decisions, so the second hypothesis is proven. The results of this study indicate that the decision to purchase an iPhone can be built by increasing brand image, which includes, among others, the introduction of the iPhone brand, which has long been among the public so that people do not doubt when choosing an iPhone smartphone. Then the iPhone has also become a popular and attractive smartphone brand, especially among students who mostly like something popular, so it supports their decision to choose something. Apart from that, iPhone is also the first choice when consumers buy a smartphone; it is a brand that is easily recognized and increases the confidence of its users. Moreover, the Apple logo on the smartphone makes this brand look more exclusive. The results of this study indicate that brand image influences buying decisions for iPhone smartphones, especially in brand popularity, which takes work to maintain. Still, it can be maintained properly. In that case, this can help a product to exist amid intense competition, which is getting more challenging day by day. . The results of this study are in line with those (Marchiani et al., 2015; Padinding & Istriani, 2021) which shows that brand image has a positive and significant effect on purchasing decisions.

Effect of Product Quality on iPhone Purchase Decisions

Based on the partial analysis results, it was concluded that product quality does not significantly influence iPhone purchasing decisions, so the third hypothesis needs to be proven. iPhone is a smartphone that is considered reasonable by students of the Indonesian Nobel Institute of Technology and Business, both in terms of packaging with high-class technology, applications that keep up with the times, an operating system that meets the standards and specifications offered according to the information on the packaging and has good resistance. However, the results of this study show that all the good quality criteria that the iPhone has do not significantly influence purchasing decisions. Product competition is getting tougher, making consumers prioritize the brand image of the iPhone, which has proven sound and increases confidence when used and suits their lifestyle so that consumers do not make product quality the main criterion in purchasing decisions. In addition, many companies have created smartphones with higher and better quality than the iPhone, so quality is no longer the dominant factor in choosing an iPhone. This study's results align with those (Aziz, 2019), which shows that product quality has no significant effect on purchasing decisions.

The Effect of Brand Image, Product Quality, and Lifestyle on Iphone Purchase Decisions

Based on the results of multiple linear regression, lifestyle (X1), brand image (X2), and product quality (X3) simultaneously (simultaneously) have a significant effect on iPhone (Y) purchasing decisions. Decision-making is an individual activity that is directly involved in obtaining and using the goods offered so that many variables can influence the decisions taken by consumers. The results of this study indicate that if there is a change in the independent variables, namely lifestyle (X1), brand image (X2), and product quality (X3), there will also be a change in the purchasing decision (Y) made by consumers. According to research (Mahanani, 2018; Marchiani et al., 2015), lifestyle, brand image, and product quality, together (simultaneously), have a positive and significant effect on purchasing decisions.

CONCLUSION

Based on the results of the analysis and discussion of the results of the research data analysis that has been described, this study concludes that lifestyle and brand image have a positive and very significant

effect on the decision to purchase an iPhone for students at the Nobel Indonesian Institute of Technology and Business. Meanwhile, product quality has a positive but insignificant effect on the decision to purchase an iPhone at the Indonesian Nobel Institute of Technology and Business as well; as simultaneously, lifestyle, brand image, and product quality have a positive and significant effect on iPhone purchasing decisions for students at the Indonesian Nobel Institute of Technology and Business.

The study results show that the iPhone smartphone brand image and consumer lifestyle influence purchasing decisions; therefore, Apple Inc. should still maintain a good brand image of the product in the eyes of consumers. This should also be accompanied by increased product quality regarding hardware and software. One of the drawbacks of the latest version of the iPhone, which is widely discussed in electronic media, is that no external memory card is used. With various kinds of features that can drain internal memory, it is essential to add external memory. In the output of the previous iPhone, the iPhone had a camera resolution that was superior to other smartphones. However, smartphones began to appear that offered higher camera resolutions, even reaching 24 MP for the front camera, making the iPhone have to consider increasing the camera resolution so that it could still compete with other smartphone brands.

REFERENCE

- Aeni, N. (2020). Effect of product quality, prices, and places on purchase decisions. *Journal of Research in Business, Economics, and Education*, 2(1), 391–398. <https://www.neliti.com/publications/322942/effect-of-product-quality-prices-and-places-on-purchase-decisions>
- Akbar, S. S., Violinda, Q., Setiawati, I., & Rizwan, M. (2021). The influence of product quality, product design, brand image on realme smartphone purchase decisions. *Journal of Digital Marketing and Halal Industry*, 3(2), 121–132. <https://doi.org/10.21580/jdmhi.2021.3.2.9331>
- Aziz, N. (2019). Analisis pengaruh kualitas produk, harga, promosi terhadap keputusan pembelian air minum dalam kemasan (AMDK) merek Aicos produksi PT. Bumi Sarimas Indonesia. <https://osf.io/preprints/w6dt5/>
- Balawera, A. (2013). Green marketing dan corporate social responsibility pengaruhnya terhadap keputusan pembelian konsumen melalui minat membeli produk organik di Freshmart kota Manado. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 1(4). <https://doi.org/10.35794/emba.1.4.2013.3421>
- Chusnaini, A., Rasyid, R. A., & Candraningrat, C. (2021). Pengaruh perceived quality, corporate image, perceived value yang di mediasi oleh customer satisfaction terhadap brand loyalty pada pengguna smartphone merek Iphone (studi kasus pada Gen Z di Surabaya). *Media Mahardhika*, 20(2), 264–275. <http://ojs.stiemahardhika.ac.id/index.php/mahardhika/article/view/394>
- Cuong, D. T. (2021). The relationship between product quality, brand image, purchase decision, and repurchase intention. *International Conference on Emerging Technologies and Intelligent Systems*, 533–545. https://link.springer.com/chapter/10.1007/978-3-030-82616-1_44
- Deisy, M., Lapien, S. J., & Mandagie, Y. (2018). Analisis citra merek, harga produk dan kualitas terhadap keputusan pembelian handphone samsung pada seluruh gerai-gerai seluler di It Center Manado. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 6(4). <https://doi.org/10.35794/emba.v6i4.20997>
- Dinggon, M. R., Lumanauw, B., & Trang, I. (2015). Pengaruh bauran pemasaran, celebrity endorsment dan gaya hidup terhadap keputusan pembelian smartphone samsung galaxy pada mahasiswa Feb Unsrat Manado. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 3(3). <https://doi.org/10.35794/emba.3.3.2015.10421>
- El Hami, A., & Sidik, A. A. (2017). Studi komparasi self-esteem pengguna iphone dan bukan pengguna Iphone pada remaja. *Psymphatic: Jurnal Ilmiah Psikologi*, 4(2), 183–192.

- <https://doi.org/10.15575/psy.v4i2.1347>
- Ependi, R., & Subkhan, M. (2019). Pengaruh gaya hidup, kualitas produk, harga, dan citra merek terhadap keputusan pembelian produk sepatu futsal specs (studi kasus pada produk sepatu futsal specs). STIE Widya Wiwaha. <http://eprint.stieww.ac.id/id/eprint/966>
- Fitria, E. (2018). Analisis pengaruh gaya hidup, kualitas produk terhadap keputusan pembelian dengan citra merek sebagai variabel intervening (studi kasus J-Co Suzuya Mall Rantauprapat). ECOBISMA (Jurnal Ekonomi, Bisnis Dan Manajemen), 5(2), 1–14. <https://doi.org/10.36987/ecobi.v5i2.49>
- Hafilah, E., Chaer, V., & Usman, O. (2019). The effect of brand ambassador, brand image, product quality, and price on purchase decisions Samsung Smartphones. Brand Image, Product Quality, and Price on Purchase Decisions Samsung Smartphones (January 11, 2019). <https://dx.doi.org/10.2139/ssrn.3314080>
- Hapsoro, B. B., & Hafidh, W. A. (2018). The influence of product quality, brand image on purchasing decisions through brand trust as mediating variable. Management Analysis Journal, 7(4), 528–539. <https://doi.org/10.15294/maj.v7i4.30407>
- Hasanah, S. H. (2019). Pengaruh citra merek, kepercayaan merek, dan persepsi kualitas produk terhadap keputusan pembelian smartphone oppo di Kecamatan Kalianget. Universitas Wiraraja. <http://repository.wiraraja.ac.id/id/eprint/306>
- Hatta, I. H., Rachbini, W., & Parenrengi, S. (2018). Analysis of product innovation, product quality, promotion, and price, and purchase decisions. South East Asia Journal of Contemporary Business, 16(5), 183–189. http://www.seajbel.com/wp-content/uploads/2018/11/seajbel5_268.pdf
- Kala, D., & Chaubey, D. S. (2018). The effect of eWOM communication on brand image and purchase intention towards lifestyle products in India. International Journal of Services, Economics and Management, 9(2), 143–157. [https://www.researchgate.net/profile/Dhani-Chaubey/post/Can someone suggest me that what are the guidelines to adapt a questionnaire in a research paper/attachment/5f35719ced60840001c6d041/AS%3A924116756463616%401597338012246/download/The+effect+of+eWOM+c](https://www.researchgate.net/profile/Dhani-Chaubey/post/Can_someone_suggest_me_that_what_are_the_guidelines_to_adapt_a_questionnaire_in_a_research_paper/attachment/5f35719ced60840001c6d041/AS%3A924116756463616%401597338012246/download/The+effect+of+eWOM+c)
- Kotler, P., & Armstrong, G. (2010). Principles of marketing. Pearson education.
- Kotler, P., & Keller, K. L. (2009). Manajemen pemasaran, edisi 13. Jakarta: Erlangga, 14.
- Mahanani, E. (2018). Pengaruh citra merek, kualitas produk, harga dan gaya hidup terhadap keputusan pembelian produk Mataharimall. Com. Journal Ikhrath Humaniora, 2(1), 53–61. <http://repository.upi-yai.ac.id/1922/>
- Marchiani, N. D., Hidayat, W., & Dewi, R. S. (2015). Pengaruh gaya hidup, citra merek, dan kualitas produk terhadap keputusan pembelian sepatu sneakers merek converse (studi pada mahasiswa Universitas Diponegoro Semarang). Jurnal Ilmu Administrasi Bisnis, 4(3), 324–332. <https://doi.org/10.14710/jiab.2015.8918>
- Mongisidi, S. J., Sepang, J., & Soepeno, D. (2019). Pengaruh lifestyle dan harga terhadap keputusan pembelian sepatu Nike (studi kasus Manado Town Square). Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi, 7(3). <https://doi.org/10.35794/emba.v7i3.24041>
- Nurhayati, S. (2017). Pengaruh citra merek, harga dan promosi terhadap keputusan pembelian handphone Samsung di Yogyakarta. Jurnal Bisnis, Manajemen, Dan Akuntansi, 4(2). <http://jurnal.stibsa.ac.id/index.php/jbma/article/download/66/80>
- Pabidang, D., & Istriani, E. (2021). Analisis pengaruh gaya hidup, citra merek dan kualitas produk terhadap keputusan pembelian Uniqlo. <https://www.unisbank.ac.id/ojs/index.php/sendu/article/view/8575>
- Rahmah, K., Sumarwan, U., & Najib, M. (2018). The effect of brand equity, marketing mix, and lifestyle to purchase decision at Maxx Coffee, Bogor. Journal of Consumer Sciences, 3(2), 1–15. <https://doi.org/10.29244/jcs.3.2.01-15>
- Rahmat, A. (2017). Pengaruh gaya hidup dan citra merek terhadap pengambilan keputusan pelanggan.

- Jurnal Manajemen, 21(3), 350–362. <https://doi.org/https://doi.org/10.24912/jm.v21i3.256>
- Rizan, M., Handayani, K. L., & RP, A. K. (2015). Pengaruh citra merek dan kualitas produk terhadap keputusan pembelian (studi banding konsumen Indomie dan Mie Sedaap). *JRMSI-Jurnal Riset Manajemen Sains Indonesia*, 6(1), 457–478. <https://doi.org/10.21009/JRMSI.006.1.07>
- Sari, F. P., & Yuniati, T. (2016). Pengaruh harga citra merek dan word of mouth terhadap keputusan pembelian konsumen. *Jurnal Ilmu Dan Riset Manajemen (JIRM)*, 5(6). <http://jurnalmahasiswa.stiesia.ac.id/index.php/jirm/article/download/746/756>
- Sari, R. L., Mandey, S. L., & Soegoto, A. S. (2014). Citra merek, harga dan promosi pengaruhnya terhadap keputusan pembelian perhiasan emas pada PT. Pegadaian (Persero) Cabang Manado Utara. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 2(2). <https://doi.org/10.35794/emba.2.2.2014.4706>
- Sipayung, M. L., & Sinaga, A. H. (2017). Marketing mix effect and quality product purchase decision on rice pandaraman in South Tapanuli Region. *IOSR Journal of Business and Management*, 19(3), 85–89. <https://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.1064.7013&rep=rep1&type=pdf>
- Sugiyono, P. D. (2017). *Metode penelitian bisnis: pendekatan kuantitatif, kualitatif, kombinasi, dan R&D*. Penerbit CV. Alfabeta: Bandung, 225.
- Susanto, H. (2016). The effect of brand image, product quality and price toward purchase decision (emprical study on consumer Cv. Rown Division in Surakarta). *Universitas Muhammadiyah Surakarta*. <http://eprints.ums.ac.id/id/eprint/42429>
- Tamara, S., Alie, J., & Wadud, M. (2021). The effects of brand image and price on purchase decision of vivo smartphones in Pampangan District. *International Journal of Marketing & Human Resource Research*, 2(1), 12–26. <http://www.journal.jis-institute.org/index.php/ijmhrr/article/view/175>
- Tjiptono, F., & Sumarwan, U. (2019). Strategi pemasaran dalam perspektif perilaku konsumen. In *Strategi pemasaran dalam perspektif perilaku konsumen* (p. 103). PT Penerbit IPB Press.
- Wisudawati, R., Widiastuti, W., & Yudisiani, Y. (2014). Pengaruh citra merek dan gaya hidup terhadap keputusan pembelian tas Hermes tiruan pada wanita karir. *Universitas Bengkulu*. <http://repository.unib.ac.id/id/eprint/9201>