

THE INFLUENCE OF BRAND IMAGE, PRODUCT QUALITY AND LIFESTYLE ON THE DECISION TO PURCHASE AN IPHONE SMARTPHONE IN SURABAYA

Muhammad Rizky Awwalul Ramadhan ^{a)}, Siti Aminah ^{a*)}, Nanik Hariyana ^{a)}

^{a)} Universitas Pembangunan Nasional "Veteran" Jawa Timur, Surabaya, Indonesia

^{*)}Corresponding Author: sitiaminah.ma@upnjatim.ac.id

Article history: received 13 August 2024; revised 21 September 2024; accepted 21 October 2024

DOI: <https://doi.org/10.33751/jhss.v8i3.10848>

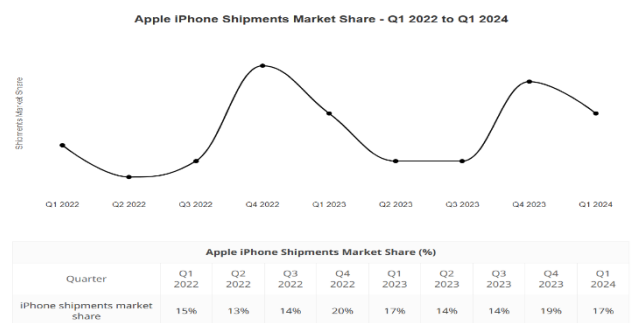
Abstract. The increasingly rapid development of technology has made people's daily activities easier, so that dependence on technology, especially smartphones, is increasing. The purpose of this study is to examine how factors like lifestyle, product quality, and brand perception affect people's decisions to buy iPhones. Participants were iPhone-using students from UPN Veteran East Java. A quantitative approach is used in this research, with a sample size of 120 respondents determined using the Likert formula. The purposive sampling method was used to conduct the sampling technique. The Partial Least Squares (PLS) program was used to analyze the data. According to the findings, consumers' choices to buy iPhones are positively and significantly impacted by factors like brand image, product quality, and lifestyle.

Keywords: brand image; product quality; lifestyle; purchase decision

I. INTRODUCTION

As the realm of information and communication technology continues to evolve, new doors will open for companies looking to venture into lucrative markets. The increasingly rapid development of technology has made people's daily activities easier, so that dependence on technology is increasing. In response to this, many companies are competing to create cellular telephone products to meet consumer needs. One company that has successfully developed in this sector is Apple, which is widely known as a leading brand [18]. In 2023, iPhone will launch its newest product, namely the iPhone 15 series. The high demand for the iPhone 15 Pro Max and iPhone 15 Pro is reflected in consumer interest in Indonesia. In particular, supplies for the natural titanium color were limited when pre-orders opened, indicating the popularity of this model. However, behind the successful launch of the iPhone 15 series, problems emerged that users experienced at the end of 2023. The virality of a number of posts on social media discussing issues related to this product gave rise to various responses from netizens. Some of them stated that they were not surprised, because previous series also experienced similar problems, such as screen burn-in problems, software bugs, and a decrease in the quality of iPhone materials. Even though iPhone prices in Indonesia tend to be high, consumers consider iPhone products to be more durable. However, new consumers who used the latest series were disappointed because unexpected problems appeared on the newly released cellphone. As a

result, the iPhone market share, which previously increased at the end of 2023 after the launch of the latest series, experienced a decline at the beginning of 2024. The following are the results of iPhone market share data from the first



quarter of 2022 to

Figure 1. market share iphone

Based on market share data, iPhone smartphones experienced fluctuations, namely an increase followed by a decrease. In the third quarter of 2022, the iPhone will experience significant improvements. This increase was triggered by the launch of the latest iPhone series, so that the iPhone market share increased from 14% to 20% in fourth quarter 2022. However, in first quarter on 2023, there was a decline of 3%. This decreasing phenomenon also continued in the fourth quarter of 2023 to the first quarter of 2024, with a decline of 2%. It cannot be denied that the iPhone market share tends to decline after the launch of the latest series.

A. Brand Image

According to [12], brand image is perception that formed when consumers first hear a slogan and it is remembered and embedded in their minds. According to [1] the indicators that form a brand image are: 1) the corporate image, 2) the product image, and 3) the user image.

B. Product Quality

According to [11], product quality refers to the product's ability to meet consumer needs and satisfaction, both from a physical and psychological perspective, which is reflected in the attributes or characteristics of an item or result. Product Performance, Features, Reliability, Appropriate Specifications, Durability, Availability of Repairs, Aesthetics, and Recommended Quality are the eight indicators of product quality, according to [6].

C. Lifestyle

According to [3] Lifestyle reflects a person's overall identity in interacting with their environment. This includes an individual's overall pattern of acting and interacting in the world around him. According to [16] Lifestyle has several indicators, namely as follows: 1) Activities, 2) Interests, 3) Opinions,

D. Purchase Decision

Purchasing decisions are factors that influence how consumers make choices about purchasing products according to their needs. According to [19]. There are three purchasing decision indicators taken from [9], namely: 1) Product stability, 2) product purchasing habits, 3) Recommend to others.

The conceptual framework used in the research is as follows

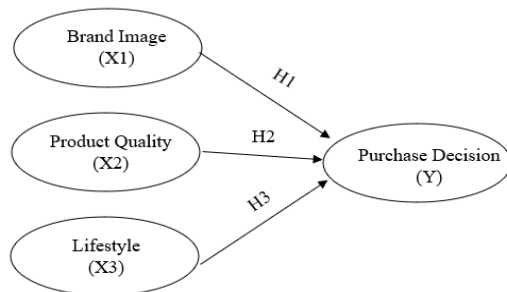


Figure 2. conceptual framework

H1: Brand image is assumed to have a positive influence on purchasing decisions for iPhone smartphones.

H2: Product quality is assumed to mean that product quality has a positive influence on the decision to purchase an iPhone smartphone.

H3: Lifestyle has a positive influence on the decision to purchase an iPhone smartphone.

II. RESEARCH METHOD

Quantitative methodology was used in this research by collecting data through questionnaires distributed online using

Google Form. Respondents were selected based on predetermined criteria, namely UPN Veteran East Java students who had used iPhone smartphones in Surabaya. The sample size calculation technique in this research refers to the guidelines proposed by [8], specifically, multiplying the number of indicators by 5–10. The study requires a minimum of 119 respondents (7x17 indicators), as there are 17 indicators in total.

III. RESULTS AND DISCUSSION

A. Outer Model

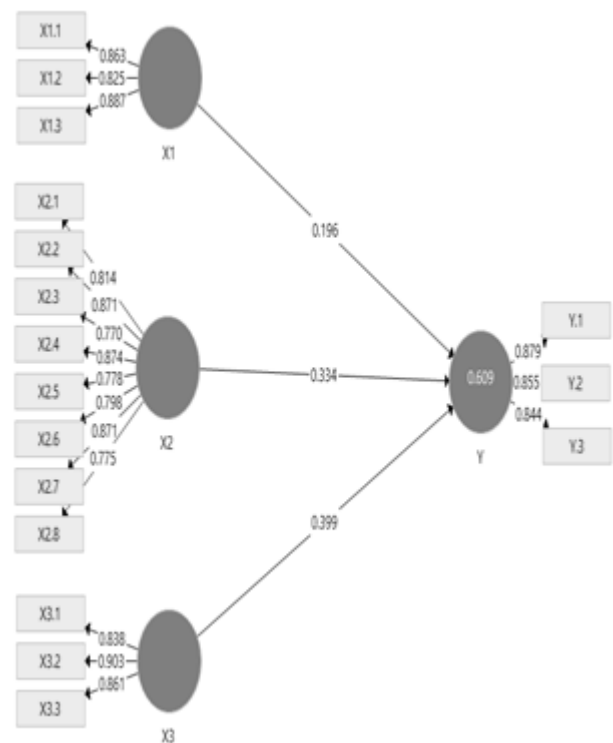


Figure 3. PLS Model

Above the arrow connecting the variable to the indicator is the loading coefficient value for each indicator, as seen in the PLS output image. The magnitude of the path coefficient is also shown in this figure, with the arrow connecting the endogenous and exogenous variables. The highest loading coefficient for Brand Image indicator is User Image, If the load factor value is 0.887. For the variable Product Quality, the indicator with the highest loading factor value is According to Specifications with a value of 0.874. Furthermore, the highest loading coefficient on the Lifestyle indicator is Interest, The load factor is 0.903. Meanwhile, for Purchase Decision variable, the indicator with the highest loading factor value is Product Stability, with a value of 0.879.

TABLE I
 OUTER LOADINGS

		Original sample (O)
Brand Image (X1)	X1.1	0,863
	X1.2	0,825
	X1.3	0,887
Product Quality (X2)	X2.1	0,814
	X2.2	0,871
	X2.3	0,770
	X2.4	0,874
	X2.5	0,778
	X2.6	0,798
	X2.7	0,871
	X2.8	0,775
Lifestyle (X3)	X3.1	0,838
	X3.2	0,903
	X3.3	0,861
Purchase Decision (Y)	Y.1	0,879
	Y.2	0,855
	Y.3	0,844

Factor loading ("sample origin") and significance value (T) for all variables indicating product quality, lifestyle, and brand image on purchase decisions are greater than 0.50, according to the outer load table. All indicator estimates were either highly defensive or strongly validated, with a statistical value of $Z\alpha = 0.05$ ($5\% = 1.96$).

TABLE II
 CONSTRUCT RELIABILITY AND VALIDITY

	Composite reliability
Brand Image (X1)	0,894
Product Quality (X2)	0,942
Lifestyle (X3)	0,901
Purchase Decision (Y)	0,894

A composite reliability value is used to measure the reliability of a construct. A construct is deemed reliable if the score is higher than 0.70. Consistent indicators for measuring latent variables are those with composite reliability values greater than this threshold. According to the results, there is enough reliability since the composite reliability value of the brand image, product quality, lifestyle, and purchasing decision variables is more than 0.7.

TABLE III
 AVE

	Average variance extracted (AVE)
Brand Image (X1)	0,737
Product Quality (X2)	0,673
Lifestyle (X3)	0,753
Purchase Decision (Y)	0,738

After that, we should think about the average variance extract (AVE) measurement model, which finds the percentage

of indicator variance that is contained in the latent variable. The latent variable is considered to have good convergent validity when the AVE value is more than 0.5. It is possible to use the AVE value of each construct (variable) as a reference value for variables with a reflective index. The model is deemed good if the AVE value for each construct is higher than 0.5.

TABLE IV
 LATENT VARIABLE CORRELATIONS

	Brand Image (X1)	Product Quality (X2)	Lifestyle (X3)	Purchase Decision (Y)
Brand Image (X1)	1,000	0,540	0,429	0,548
Product Quality (X2)	0,540	1,000	0,606	0,682
Lifestyle (X3)	0,429	0,606	1,000	0,686
Purchase Decision (Y)	0,548	0,682	0,686	1,000

latent variable above. The value closest to 1 indicates a stronger correlation, and the maximum correlation between variables is 1. The highest value, 0.686, is shown by the relationship between lifestyle and purchasing decision making in the latent variable correlation table. This shows that among the research variables there is the strongest relationship between lifestyle and purchasing decisions compared to other variables.

B. Inner Model

TABLE V
 R-SQUARE

	R-square	R-square adjusted
Purchase Decision (Y)	0,609	0,599

With an R-squared value of 0.609, the model successfully accounts for approximately 60.90% of the variation in purchase decisions. Excluded from the model are additional variables and error sources that account for the remaining 39.10%. Thus, other variables not included in the model contribute 39.10%, while Brand Image, Product Quality, and Lifestyle contribute 60.90%. Other, non-model and non-error factors account for the remaining 39.10%. This indicates that variables such as Brand Image, Product Quality, and Lifestyle account for 60.90% of the total, while variables such as price and promotion, which were not included in the model, account for 39%.

C. Hypothesis Testing

Based on the table above, the results of the hypothesis test can look like this:

- In terms of brand image, the path coefficient is 0.196, the t-statistic is $2.132 > 1.96$ (t-table value $Z\alpha = 0.05$), and the p value = 0.033 is smaller than $\alpha = 0.05$. These factors suggest that brand image has a noticeable positive impact

on the decision to buy an iPhone smartphone, with a 5% influence and significant positive outcomes, **with Significant (Positive) results.**

TABLE VI
PATH COEFFICIENTS

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STD EV)	P values
Brand Image (X1) -> Purchase Decision (Y)	0,196	0,195	0,092	2,132	0,033
Product Quality (X2) -> Purchase Decision (Y)	0,334	0,343	0,115	2,899	0,004
Lifestyle (X3) -> Purchase Decision (Y)	0,399	0,393	0,114	3,488	0,001

- The product's quality has a notable positive impact on the decision to buy an iPhone smartphone (5%), as indicated by the path coefficient of 0.334, a t-statistic of 2.899 > 1.96 (t-table value $Z\alpha = 0.05$), and a p value of 0.004 that is less than $\alpha = 0.05$, **with Significant (Positive) results.**
- Lifestyle has a significant positive influence on the decision to purchase an iPhone smartphone (5%), with significant positive results, as indicated by the path coefficient of 0.399, the t-statistic of 3.488 > 1.96 (t-table value $Z\alpha = 0.05$), and the p value of 0.001, which is smaller than $\alpha = 0.05$, **with Significant (Positive) results.**

A. The Influence of Brand Image on Purchasing Decisions

These results support the null hypothesis that consumers' perceptions of the Apple brand have no bearing on their final decision to buy an iPhone. The t-test and p-value results demonstrate that the brand image variable is significantly influential, proving this. Our research shows that consumers let their perceptions of a brand—its management, its products, and its customers—shape their final purchase decisions. Among the many indicators that go into consumers' final decisions, the "user image" stands head and shoulders above the rest. The iPhone is able to boost its users' social profiles and is widely believed to be a trustworthy premium brand. This is a major component that influences more people to buy.

These results are consistent with previous studies that have shown that consumers' perceptions of a brand significantly impact their propensity to buy that brand [17]. Research [5] also found similar things, stating that consumers' perceptions of a brand significantly impact their decisions to buy. The results are corroborated by other studies [13] that show how important

brand image is for consumers' decision-making process. Customers are more likely to buy an iPhone from a company with a positive reputation, since this is the case when the brand's image is favorable. In the end, a positive brand image is formed when customers' messages and perceptions of the brand are favorable.

B. The Influence of Product Quality on Purchasing Decisions

Research results show that the second hypothesis (H2) is accepted. In other words, the quality of the product has a positive impact on solutions for purchasing iPhone smartphones. This is confirmed by test results and P value. This indicates that the variable quality of the product has a great effect. Based on the analysis of all product quality indicators, such as performance, durability, compliance with specifications, features, reliability, Aesthetic Impression and Quality Perception, it is known that all of these indicators influence Purchasing Decisions. The "Conformity to Specifications" indicator is the most dominant factor in influencing purchasing decisions. Specifications that match user needs or expectations not only provide visual appeal, but also help consumers understand the benefits and how to use the product, which ultimately improves their perception of product quality. If these specifications are maintained properly, consumer confidence in the product will increase, so they decide to buy an iPhone smartphone.

Product quality significantly influences consumers' decisions to buy, according to [18]. Product quality and lifestyle both significantly and positively affect consumers' propensity to buy, which is in line with the results of this study [15]. Previous research [2], backs this up, showing that product quality does influence buying decisions. All things considered, the results show that product quality is a key factor in determining which solution to purchase.

C. Influence of Lifestyle on Purchasing Decisions

The results of the study indicate that the third hypothesis (H3) is accepted, lifestyle has a positive and significant impact on the purchase decision of iPhone smartphone. This is proven by the results of t-test and p-value which show that lifestyle variables have a significant impact. Based on the analysis of all lifestyle indicators, such as activities, interests, and opinions, all of these indicators have been found to influence the purchase decision. Indicator "Reteng" is the most dominant factor that influences the purchase decision. Lifestyle is an important part of consumer behavior that can influence their purchasing decisions. Consumer purchasing decisions are strongly influenced by their lifestyle, where they tend to choose the products that are being considered usefulness and of high quality. Changes in consumer satisfaction vary with lifestyle characteristics measured on the basis of activities performed such as work, leisure, shopping, entertainment, sports, interest in the desired product, etc product also influences purchase decision making behavior. This shows that the more lifestyle relevant a product is to consumers, the more likely it is to be purchased, such as the iPhone smartphone.

According to research [7], one's way of life has a positive and substantial impact on their purchasing choices. Consistent

with previous research, these findings demonstrate that lifestyle factors significantly and positively affect consumer choices (refer to [20] for more details). Research [15], has confirmed this finding, and lifestyle claims it influences consumers' decisions to buy. In light of these findings, it is reasonable to assume that lifestyle variables significantly influence the aforementioned variable solutions.

IV. CONCLUSIONS

The results of the PLS analysis that was conducted to determine the impact of brand image, product quality, and lifestyle on the decision to buy an iPhone show that the brand image variable has the most bearing on this decision. What this means is that people are more likely to buy an iPhone if they have a positive impression of the brand. When deciding to buy an iPhone, factors like product quality and lifestyle play a role. Consumers' willingness to pay a premium for high-quality iPhone products is directly proportional to this. Similarly, consumers' purchasing decisions are influenced by the level of advancement in their iPhone lifestyle.

REFERENCES

- [1] Aaker, David, A. dan Alexander, L. Biel, 2009, *Brand Equity and Advertising: Advertising Role In Building Strong Brand*, Lawrence Erlbaum Associates, Inc., Hillsdale.
- [2] Ajeng Syarif Al Kaunaini, D., & Aminah, S. (2022). *The Effect of Brand Image and Product Quality on Indomilk Milk Purchasing Decisions in Sidoarjo Studies on Indomilk Milk Consumers in Waru District*, Pengaru. Management Studies and Entrepreneurship Journal, 3(4), 2549-2557.
- [3] Ardiatama, E., & Budiarti, A. (2020). *Pengaruh Gaya Hidup, Kualitas Produk, Promosi, Dan Citra Merek Terhadap Keputusan Pembelian Eiger*.
- [4] *Building Strong Brand*, Lawrence Erlbaum Associates, Inc., Hillsdale.
- [5] Eltonia, N., & Hayuningtias, K. A. (2022). *Pengaruh Citra Merek, Persepsi Harga dan Kualitas Produk terhadap Keputusan Pembelian Air Minum dalam Kemasan (AMDK) Merek Le Minerale 600ml di Kota Semarang*. Jurnal Mirai Management, 7(1), 250-256.
- [6] Fandy Tjiptono. 2015. Strategi Pemasaran, Edisi 4, Andi Offset, Yogyakarta.
- [7] Fitriana, Fitriana, et al. "Pengaruh Gaya Hidup, Harga, dan Kualitas Produk terhadap Keputusan Pembelian Kosmetik Oriflame." *Jurnal Manajemen dan Bisnis*, vol. 2, no. 1, 2019, doi:[10.37673/jmb.v2i1.304](https://doi.org/10.37673/jmb.v2i1.304).
- [8] Ghozali, Imam. (2011). *Aplikasi Analisis Multivariate Dengan Program IBM SPSS 17*, Cetakan Kelima, Semarang: Badan Penerbit Universitas Diponegoro.
- [9] Kotler & Armstrong. 2018. *Manajemen Pemasaran*. Jakarta: Erlangga.
- [10] Kotler, Philip dan Kevin Lane Keller (2013). *Manajemen Pemasaran Edisi 13 Jilid 1*. Jakarta: Penerbit Erlangga.
- [11] Kotler, P. 2015. *Manajemen Pemasaran : Analisis, Perencanaan, Implementasi, dan Kontrol*. Jilid 1. Edisi Bahasa Indonesia dari Principles of Marketing 9e. Penerbit PT. Prenhalindo. Jakarta.
- [12] Kotler, P. dan L. Keller. 2015. *Manajemen Pemasaran*. Edisi Keduabelas. Jilid Satu. PT. Indeks, Jakarta.
- [13] Laura S., Sri Ekanti. (2023). *Pengaruh Brand Ambassador, Citra Merek dan Harga terhadap Keputusan Pembelian Produk Skincare Scarlett pada Masyarakat di Yogyakarta*. Sekolah Tinggi Ilmu Manajemen YKPN, Yogyakarta – Indonesia
- [14] Mandey, Silvy L. (2009). *Pengaruh Faktor Gaya Hidup Terhadap Keputusan Pembelian Konsumen*. Jurnal Manajemen Pemasaran, Maret, Vol 6 No. 1: 92 – 100.
- [15] Nur Hidayati, S., Rachmawati, E., Septin Muji, T. R., & Yusnar Kharismasyah, A. (2023). Issue 1 (2023) Pages 209-222 INOVASI: Jurnal Ekonomi. In *Keuangan dan Manajemen* (Vol. 19).
- [16] Puranda, N.R dan Madiawati, P.N. (2017). *Pengaruh Perilaku Konsumen dan Gaya Hidup Terhadap Proses Keputusan Pembelian Produk Kosmetik Wardah*. Jurnal Bisnis dan IPTEK Vol.10 No. 1.
- [17] Putra, M. S., & Aminah, S. (2022). *Pengaruh Citra Merek dan Persepsi Harga Terhadap Keputusan Pembelian*. Jurnal Pendidikan Ekonomi (JURKAMI), 7(2).
- [18] Susanto, D. M. (2021). *Pengaruh Citra Merek, Kualitas Produk, Dan Harga Terhadap Keputusan Pembelian Iphone (Studi Pada Mahasiswa di Surabaya)* Krido Eko Cahyono Sekolah Tinggi Ilmu Ekonomi Indonesia (STIESIA) Surabaya.
- [19] Tjiptono. 2014. *Pemasaran Jasa (Prinsip, Penerapan, Penelitian)*. Yogyakarta. Andi.
- [20] Yulia Sari, R., & Elsandra, Y. (2022). *Pengaruh Kepercayaan, Keamanan, Kemudahan, Dan Gaya Hidup Terhadap Keputusan Pembelian Online Di Market Place*. *Jurnal Penelitian Dan Pengkajian Ilmiah Sosial Budaya*, 1(1), 106-117. <https://doi.org/10.47233/jppisb.v1i1.4>