INFLUENCE OF BRAND IMAGE, LIFESTYLE, AND PRODUCT QUALITY ON IPHONE SMARTPHONE PURCHASE DECISION

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Abstract: *This study aims to determine the brand image, lifestyle, and product quality on the Iphone smartphone purchase decision. The population used in this study were STIE PERTIBA Pangkalpinang students. The method used in this study is a partial test with a Likert scale. The sample in this study were iPhone smartphone consumers with a total of 100 respondents. Statistical tests were carried out using multiple linear regression analysis with SPSS 25 computer program. Validation test using Pearson Product Moment. Meanwhile, the reliability test uses the Cronbach'c alpha value, the classical assumption test. After all the results of the indicator items used in this study are valid and reliable, then the hypothesis is tested. Of the three hypotheses proposed, all of them are supported and for each hypothesis there is one researcher who says the results are not significant. The conclusion of this study is the importance of maintaining a brand image for a better lifestyle and maintaining good product quality, in order to get good consumer reviews, besides that it is also important to pay attention to lifestyle in order to remain confident and make purchasing decisions.*

.***Keywords***: *Brand Image, Lifestyle, Product Quality and Purchase Decision.*

1. Introduction

In this increasingly advanced era, competition is getting tougher, especially in the field of communication technology which has an effect on the increasing level of demand for new and innovative communication tools. According to Defriansyah (2016), increasing competition in the market, especially for several well-known brands, makes consumers more careful when buying a product(Defriansyah et al., 2016).

In 2019, precisely in the era of the Covid-19 pandemic, it has changed the teaching and learning process from the face-to-face stage at school to distance learning at home. This is an effort to stop the spread of covid 19. Of course, facilities are needed to support an effective teaching and learning process, this study aims to see the influence of smartphone learning media. about student learning during the Covid 19 pandemic. The formulation of the problem in this study is to determine the influence of smartphone learning media in the era of the covid-19 pandemic, the benefits of smartphone learning media in the pandemic era and the obstacles faced

by students in the teaching and learning process using smartphones in the current pandemic period.

According to Rizki (2015) a smartphone with the Iphone brand is one of the brands that is well known among the Indonesian people with guaranteed product quality, although the iPhone has a relatively expensive price, the iPhone remains one of the most popular smartphone products in Indonesia and is capable of penetrate the Indonesian market(Rofiq Rizki, 2015). However, most of those who use this Iphone smartphone are only for lifestyle purposes and as a characteristic that represents the image that is in the user. This statement is in line with what is described by Mowen (2002: 282) which states that lifestyle influences a person's behavior which ultimately determines consumption patterns(Mowen & Minor, 2002).

Iphone smartphones are now known by the Indonesian people with trusted product quality, Apple continues to innovate in creating quality and sophisticated smartphone products with more complete specifications and features that can meet the needs of modern society.(Claudia et al., 2017). With the very high public response to mobile smartphones, it is the background of Apple Inc. to participate fairly in enlivening the smartphone market. Maybe many people, especially Indonesia, don't know about the history of Apple Inc. Apple Inc, formerly known as Apple Computer. Inc. was first founded in 1976. However, on January 9, 2007 the word "Computer" was removed to reflect Apple's focus on the consumer electronics field after the launch of the iPhone as an Apple smartphone with its address in Cupertino, California, United States. In 2007 Apple then worked on the smartphone market.

The above statement shows that product quality has an important role in consumer purchasing decisions, because good product quality has a good impact on the company(Iskuntianti et al., 2020). The IOS version itself has a variety of technological developments from year to year which will be available around the middle of 2020. IOS devices have rapid development and will be updated every year. And iPhone Indonesia Electronics has customer service (Service Center) spread across several cities in Indonesia to satisfy its consumers. Seeing that there is a significant influence between brand image and lifestyle on purchasing decisions, the researcher suggests to further researchers to develop their research using other variables.(Wicaksono, 2018). Product quality is the ability of a product to carry out its functions, including durability, constraints, ease of operation and repair, as well as other valuable attributes that are valuable to the product as a whole.

In order to compete in the market successfully, the product must be of superior quality compared to similarly competitive products. iPhone is a smartphone that continues to improve the quality of its products, this is evidenced by the increase in specifications of the iPhone having 2 GB RAM, 1.1715 mAh battery capacity, 12 MP main camera and 5 MP front camera to 12 MP iPhone, Optical Image Capture Facetime HD camera 7 MP, True Tone Quend Flash– Led, 2x Faster Battery than iPhone 6s, 3D Touch, Advanced Audio and EarPods with Character Lighting. The quality of the iPhone is also seen from the design that uses a quality metal casing, the iPhone screen is also made more scratch-resistant, which has a different scratch-resistant screen for each iPhone packaging. It is also seen that the iPhone packaging looks more elegant and simple which makes consumers interested in using it and is made with high quality materials. When buying and consuming a product, consumers will of course first consider decisions about what product is needed, when, how and where to buy and what consumers will do with the product. Consumers

will make a decision to use the product if the product can meet their needs, can feel the benefits, or just to support their lifestyle. Consumers will of course first consider decisions about what products are needed, when, how and where to buy and what consumers will do with these products. Consumers will make a decision to use the product if the product can meet their needs, can feel the benefits, or just to support their lifestyle. Consumers will of course first consider decisions about what products are needed, when, how and where to buy and what consumers will do with these products. Consumers will make a decision to use the product if the product can meet their needs, can feel the benefits, or just to support their lifestyle.

Purchase decisions made by a consumer at the end of the selection of goods can not be directly instantaneous, before the consumer makes a decision, first the consumer will look for information about the product to be purchased and even compare it with other products. Khakim (2015), products that have a trusted brand image can provide purchase security that can influence consumer purchasing decisions(Judge, 2015). According to Rizky & Ginting (2020) Lifestyle and attitude looking for related product information will influence the person in making a decision to choose which product to buy, which is called a purchase decision.(Princess & Ginting, 2020). In addition, product quality is an important factor that must get the main thing from the company because product quality also has an impact on consumer purchasing decisions(Judge, 2015). Decision making is a process of selecting the best alternative from several other alternative options that are systematically used in problem solving(Septiarini et al., 2019). Decision making is taken based on considerations in determining an option that is considered the most appropriate and does not cause errors that will have a major effect.

Based on the description of the background above, this research is interested in examining the influence of Brand Image, Lifestyle, and Product Quality on iPhone Smartphone Purchase Decisions. Therefore the research took the title of this proposal is "The Influence of Brand Image, Lifestyle, and Product Quality on iPhone Smartphone Purchase Decisions".

2. Literature Review
2.1. Brand Image

Brand image is the overall perception of a product or brand that is formed from information and past experiences of the product or brand(Stefanus & Sutisna, 2022). One measure of success in marketing is the ability of a product to maintain and increase market share. Therefore the image or image can be maintained. In this case, marketers must have the ability to know which strategies are carried out so that the products or services produced can obtain a good image or image for consumers or can periodically conduct surveys to the public to find out whether the company's activities improve its image. According to Keller & Swaminthan (2019), the factors that shape brand image that can be evaluated by consumers are three, namely the strength of brand associations, the advantages of brand associations, and the uniqueness of brand associations.(Keller & Swaminathan, 2019).

According to Rauntung (2009: 90) brand image is a brand perception associated with brand associations that are embedded in consumers' memories(Iskuntianti et al., 2020). So that brand image can influence purchasing decisions. Some previous researchers support this(Amilia, 2017). Brand image has a positive influence on consumer purchasing decisions. This researcher is also supported by Hamidah (2013) who states that purchasing decisions are positively and

significantly influenced by brand image(Hamidah & Anita, 2013). However, according to researcher Sriyanto (2017) which states that brands do not have a positive impact on purchasing decisions. However, according to researcher Al Qouimi (2019), there is a positive influence on the brand image variable with purchasing decisions(Al Qoyumi, 2019). According to Setiadi (2019), consumers who have a positive image of a brand are more likely to make purchases(Setiadi, 2019).

2.2. Lifestyle

Based on the results of previous studies, the authors measure lifestyle research that refers to lifestyle research is a person's lifestyle identified by the part people spend their time (activities), what they consider important in their environment (interests) and what they think. about themselves and the world around them. According to Suryani (2013), lifestyle is more about showing how individuals run their lives, how to spend money and how to use their time(Suryani, 2013).

Spending money and how to use time. According to Gotro Sukma Adi (2019), a lifestyle consisting of activities, interests and opinions simultaneously or together has a positive effect on purchase satisfaction(Adi, 2019). Melissa Poendan and Maria Tielung (2017) say that lifestyle has a positive and significant effect on purchasing decisions. Wijaya (2017) also said the same thing. Lifestyle has a positive influence on purchasing decisions, which means that when there is an increase in consumer lifestyles, it will further increase purchasing decisions.(Wijaya, 2017). However, there is one study that says lifestyle and decision making do not have a significant relationship(Fatimah, 2013). But there are studies that say that lifestyle has a positive and significant effect on purchasing decisions, which means that the higher the lifestyle, the purchasing decisions will increase(Wisudawati et al., 2014). Kapantouw & Mandey (2015) said that simultaneous lifestyle in one research model has a positive and significant influence on purchasing decisions.(Kapantouw & Mandey, 2015). According to Sahir (2016) Lifestyle has a positive and significant effect on purchasing decisions(Sahir et al., 2016).

2.3. Product Quality

To meet or exceed the expectations of customers, thus leading to a decision to buy. According to Nasution (2012) product quality is a dynamic condition related to products, people/labor, processes and tasks, as well as the environment that meets or exceeds consumer expectations.(Nasution, 2012). From the above definition, it can be concluded that product quality is a condition where consumers feel they are suitable for a product or in accordance with the wishes that are expected to meet their needs.

According to Sunarto (2015) that there is a significant overall effect between product quality on purchasing decisions(Sunarto, 2015). Igir (2018) also said the same thing, namely the quality of the product is partially positive and has a significant effect on purchasing decisions(Igir et al., 2018). Saputra's research (2017) shows that product quality variables have a significant effect on purchasing decisions(Saputra et al., 2017). However, there is one study that says product quality has no effect on purchasing decisions(Rawung et al., 2015). Product quality has a significant effect on purchasing decisions(Kasanti et al., 2019). Product quality partially positive and significant effect on purchasing decisions. Independent variables (Product Quality and Price)

which have the most dominant influence on the dependent variable (Purchase Decision)(Felicia, 2021).

2.4. Purchase Decision (Y)

Purchase Decision (Y) Philip and Keller (2016) state that the core of consumer purchasing decisions is a process that combines knowledge to evaluate two or more cognitive behaviors and choose one of them.(Philip & Keller, 2016). According to Kotler and Armstrong (2012), product quality is the ability of a product to perform its functions, this includes overall durability, reliability, accuracy, ease of operation, and product repair, as well as other product attributes.(Kotler & Armstrong, 2012).

Indicator indicators on purchasing decisions (y) used in this study, namely:

1) Cultural factors which include Belief in the product, Recommendations for choosing a product, and Good and bad views on the product.
2) Social factors include the presence of friends or groups to choose products, the presence of relatives to choose products, and the presence of parents to choose products.
3) Personal factors which include Age, Employment, and Monthly Income.
4) Psychological factors which include Motivation, Experience, and Attitude

3. Research Methodology

This study uses a data collection method in the form of a questionnaire that uses a Likert scale. The sampling method in this research is non-probability sampling with saturated sampling. So, the number of samples to be studied is 100 respondents. The data processing method with multiple linear regression analysis was carried out using SPSS veri 25 software for Windows. The validity test using Pearson Product Moment Sugiyono, (2018) states that the validity test is an equation of data reported by researchers with data obtained directly that occurs in research subjects If r 0.300 then the items are declared valid and then reliability uses Cronbach's alpha According to Sugiyono (2018) Cronbach's alpha is between 0.50 - 0.60. So the author uses an alpha value of 0.05. This test is done by calculating the Cronbach alpha coefficient of each instrument in a variable. Furthermore, using the classical assumption test such as the normality test used is the Kolmogorov-Smirnov test. The data is said to be normally distributed, if the significant value is greater than 0.05 at (P>0.05), multicollinearity test by looking at the tolerance value, i.e. If the tolerance value 0.10 or equal to the VIF value 10, it shows that there is no multicollinearity (Ghozali 2016) and heteroscedasticity test If there is no clear pattern, and the points spread above and below the number 0 on the Y axis, then there is no heteroscedasticity Ghozali (2018). Furthermore, using the classical assumption test such as the normality test used is the Kolmogorov-Smirnov test. The data is said to be normally distributed, if the significant value is greater than 0.05 at (P>0.05), multicollinearity test by looking at the tolerance value, i.e. If the tolerance value 0.10 or equal to the VIF value 10, it shows that there is no multicollinearity (Ghozali 2016) and heteroscedasticity test If there is no clear pattern, and the points spread above and below the number 0 on the Y axis, then there is no heteroscedasticity Ghozali (2018). Furthermore, using the classical assumption test such as the normality test used is the Kolmogorov-Smirnov test. The data is said to be normally distributed, if the significant value is greater than 0.05 at (P>0.05), multicollinearity test by looking at the tolerance value, i.e. If the

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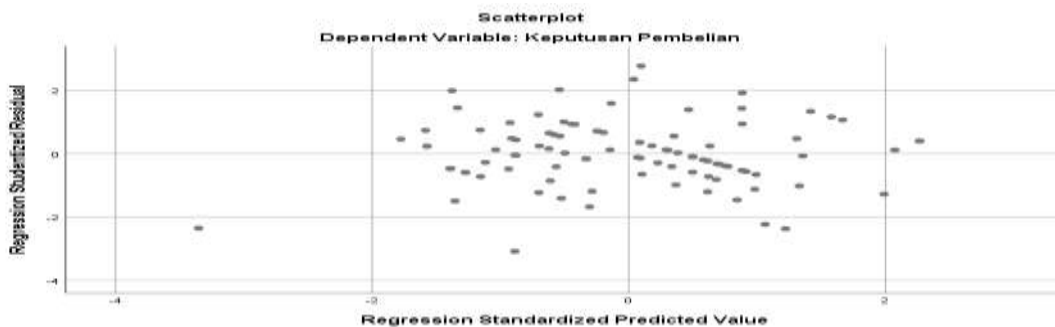
4. Results

Based on the results of tests that have been carried out through SPSS software with Validity Test and Reliability Test, it has several results. First, all questionnaire items are valid and reliable and reach the measurement standard. In the Brand Image (CM) construct, the 5 statement items are valid and reliable. The Lifestyle Construct (GH) of 5 items is valid and reliable. The Product Quality Construct (KP) of the 4 statement items is valid and reliable. And lastly, the Purchase Decision construct of 5 items is also a valid and reliable statement. Furthermore, classical assumption testing is carried out. With information on the normality test, all data are normally distributed, there is no multicollinearity and no heteroscedasticity and the results of multiple linear regression can be seen in the following table:

Table 1.
Multicollinearity Test

Coefficientsa								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	4.234	1.447		2,926	.004		
	Brand Image	.259	.071	.269	3.657	.000	.865	1.156
	Lifestyle	.175	.054	.247	3.225	.002	.803	1,245
	Product quality	.365	.062	.454	5.873	.000	.786	1,273
a. Dependent Variable: Purchase Decision								

Source: Primary Data Processed by Researchers 2022

Based on table 1.1, it is known that the tolerance value 0.10 and VIF 10 so that it can be interpreted that there is no multicollinearity in the data so that it can be continued in the next analysis.

Source: Primary Data Processed by Researchers 2022

Figure 1.
Heteroscedasticity Test

Figure 1.1. shows that the graph shown by the dots spread above and below the number 0 on the Y axis, it can be concluded that there is no heteroscedasticity

5. Discussion And Conclusion

Based on the results of the research and discussion that have been described previously, the following conclusions can be drawn The results of the multiple linear regression analysis above are known to have a direct influence between brand image on purchasing decisions with the acquisition value of the unstandardized coefficients B of 0.259 and the acquisition of t_table of 3.657 and sig 0.000. The direct influence between lifestyle on purchasing decisions is 0.175 and the t_table acquisition is 3.225 with sig 0.000. And the direct relationship between product quality and purchasing decisions is 0.365 and the t_table is 5.873 with a significance of 0.000.

6. Research Limitations

This research still has limitations such as the results that are not in accordance with the results of previous studies, but with different results making the novelty of this research, the research is expected to contribute to the world of education or decision making for Costumer.

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