
Analysis of the Influence of Product Quality, Lifestyle, and Brand Image on the Purchase Decision of Iphone Smartphones in Batulicin, Tanah Bumbu Regency

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Abstract

The purpose of this study was to determine the effect of Product Quality, Lifestyle, and Brand Image simultaneously or partially on Purchase Decision of Iphone Smartphones in Batulicin, Tanah Bumbu Regency. This study uses a quantitative approach with explanatory research, the type of data used in this research is quantitative data. The population in this study consists of iPhone users in Batulicin, Tanah Bumbu Regency. Since the population size is unknown in this study, the researcher used the Lemeshow Formula to determine the sample size, resulting in a final sample of 96.04 or rounded up to 100 respondents. To determine the causal relationship between the variables of Product Quality, Lifestyle, and Brand Image on the Purchase Decision of Iphone Smartphones in Batulicin, Tanah Bumbu Regency. The results of the study show that: 1) Simultaneously there is a significant influence between Product Quality, Lifestyle, and Brand Image on the Purchase Decision, 2) Partially, Product Quality, Lifestyle, and Brand Image on the Purchase Decision 3) Brand Image that have been tested, the dominant variable influencing the Purchase Decision of iPhone smartphones in Batulicin, Tanah Bumbu Regency is Lifestyle.

Keywords: Product Quality, Lifestyle, Brand Image, Purchase Decision

1. Introduction

The development of the telecommunications industry and the use of smartphones in Indonesia have become integral parts of people's lives, with numerous brands competing to create superior products. To compete effectively, manufacturers must understand consumer behavior and produce products that align with their preferences. Indonesia stands as one of the largest markets for smartphones, with a population that finds it increasingly difficult to detach from smartphone and internet usage. One of the smartphone companies operating in Indonesia is Apple, renowned for its unique design and high product quality, particularly its iPhone. According to Norbaiti & Rahmi (2020), the iPhone has a different operating system from other smartphones and is exclusively used by Apple products that employ their proprietary operating system.

In Indonesia, there are many smartphones available in the market, and one of the brands is iPhone. iPhone's revenue experiences fluctuations each year. In the first quarter of 2022, Apple Inc. reported a revenue of US\$123.9 billion or IDR 1,772 trillion. This revenue increased by 48.74% compared to the previous quarter, which amounted to US\$83.3 billion. Although Apple has diversified its product line with iPad, Mac, and other services, the iPhone remains the largest

contributor to Apple Inc.'s revenue, accounting for 50% of it. The iPhone has been one of Apple Inc.'s most valuable products since 2008 and remains its primary source of income. According to Business of Apps data, iPhone revenue reached US\$71.62 billion or approximately IDR 1,021 trillion in the first quarter of 2022. This figure represents an impressive 84.3% increase compared to the previous quarter's revenue of US\$38.86 billion. Moreover, iPhone revenue in the first quarter of 2022 increased by 9.16% compared to the same quarter the previous year, which was US\$65.61 billion. iPhone sales were reported to be 242 million units in 2021, a 22.9% increase from the previous year when it was 196.9 million units. When looking at the regions, the highest iPhone sales occurred in the United States, reaching 84.3 million units, followed by Europe and China with 56.1 million units and 42.9 million units, respectively.

Here is the table of unit sales based on the Global Ranking Of Smartphone Production and Market Share is the top-ranking dominated by Samsung with a sales share of 21.6% in the year 2022. In the second position, we have Apple with sales of 18.8%, followed by Xiaomi in third place with 12.7% sales share. This is followed by Oppo at 8.6% and Vivo at 8.2%, while various other brands collectively account for 30.1% of sales. Globally, Apple product sales experienced a slight decrease in 2022, accounting for 18.8% with 226.4 million units sold, compared to 234.8 million units sold in 2021. Apple's sales also lag behind Samsung, which sold 260.9 million units in 2022. This situation highlights the need for Apple to continue innovating its products. The iPhone brand has its own dedicated fanbase in Indonesia, but there are several reasons for the decline in iPhone sales. It's not a sudden drop; rather, the slightly higher iPhone prices do not seem to justify the features provided. The faster release dates of new iPhone models lead to earlier sales peaks and subsequent declines as competitors with better quality emerge. Some consumers find the distinct iPhone characteristics uncomfortable, prompting them to switch to products that better suit their preferences. The publicity surrounding the iPhone has also diminished somewhat, as it is no longer seen as an exclusive product due to its widespread ownership among consumers.

In addition to the reasons mentioned above, there is currently a significant presence of refurbished iPhones in the market. This is a result of products being claimed under warranties or having software and hardware defects reported by users. These products are repaired, thoroughly tested, and then re-marketed by Apple at a lower price. However, consumers in Indonesia have less trust in the quality of refurbished products, as evidenced by a petition signed by over 200,000 consumers who oppose the existence of refurbished iPhones.

The research will focus on the variable of purchase decision because the increasing availability of products requires careful consideration by consumers. Consumer purchase decisions, both individual and organizational, are based on psychological factors and considerations that involve the alignment of products with their needs and desires. Companies need to understand the importance of building a strong brand image through marketing strategies and product innovation. Currently, consumers often buy products not only based on functional benefits but also because of the brand image and associated lifestyle. Consumer attitudes are influenced by psychological factors and individual preferences, so companies need to pay attention to maintaining a positive brand image. A strong brand image has a significant impact on influencing consumer purchase decisions. In addition to the brand, product quality is also

important to maintain consumer loyalty and prevent them from switching to competing products. Products can include physical goods, services, individuals, regions, organizations, and inspiration.

Based on the existing phenomenon and issues, the research question related to the Analysis of the Influence of Product Quality, Lifestyle, and Brand Image on the Purchase Decision of iPhone Smartphones in Batulicin, Tanah Bumbu Regency, is:

- a. Does Product Quality, Lifestyle, and Brand Image collectively have a significant influence on the Purchase Decision of iPhone Smartphones in Batulicin, Tanah Bumbu Regency?
- b. Does Product Quality, Lifestyle, and Brand Image individually have a significant influence on the Purchase Decision of iPhone Smartphones in Batulicin, Tanah Bumbu Regency?
- c. Which variable has the dominant influence on the Purchase Decision of iPhone Smartphones in Batulicin, Tanah Bumbu Regency?

2. Literature Review

2.1 Marketing

According to Philip Kotler, marketing is a social and managerial process in which individuals and groups obtain what they need and want through the creation, offering, and exchange of products or value with others. This definition is based on several core concepts, such as needs, wants, and demands for products (goods, services, and ideas), value, cost and satisfaction, exchange and transactions, relationships and networks, markets, marketers, and prospects (Kotler, 2019:33).

According to Kotler and Armstrong (2018:6), marketing is the process in which a company creates value for customers and builds strong customer relationships with the goal of capturing value from customers in return. According to the American Marketing Association (AMA), marketing is a management function and set of processes for creating, communicating, and delivering value to customers and for managing customer relationships in a way that benefits all stakeholders. Mangkunegara (Stanton, 2019:15) defines marketing as a comprehensive system of business activities aimed at planning, determining prices, promoting, and distributing goods or services that satisfy the needs of both existing and potential buyers.

2.2 Product Quality

Product quality is an important aspect that every company must strive for if they want their products to compete in the market. According to Kotler and Armstrong (2015:224), product quality refers to how the product provides value that can satisfy consumers both physically and psychologically, demonstrating that the attributes or characteristics present in a product or result. Meanwhile, according to Assauri (2015:90), product quality is the aspect of a product or result that makes it suitable for the purpose for which it is intended. According to Kotler and Armstrong (2015:272), the development of a product is related to determining the benefits to be provided, and these benefits are combined with product attributes, namely Product benefits, product features, and product design.

According to Husein (2015:162), product quality is determined through eight dimensions there are Performance, Features, Reliability, Conformance, Durability, Serviceability, Aesthetic, Fit and Finish.

Product quality has dimensions that can be used to analyze the characteristics of a product. According to Kotler and Keller (2018:361), there are eight indicators of product quality there are Performance quality, Perceived quality, Durability, Reliability, Repairability, Conformance, Design, Feature.

2.3 Lifestyle

According to Kotler (2016:192), lifestyle is an individual's pattern of living in the world expressed through their activities, interests, and opinions. Lifestyle portrays the entirety of a person in interaction with their environment. It depicts the overall personality interacting with its surroundings. People from different subcultures, social classes, and even the same occupation may have different lifestyles. Lifestyle reflects something beyond social class on one hand and personality on the other. According to Kotler (2016), there are main dimensions used to measure Attitudes, Interests, and Opinions, as well as demographic factors. The first dimension includes activities such as work, hobbies, social activities, vacations, entertainment, club memberships, communities, shopping, and sports. The second dimension is interests, including family, home, work, community, recreation, fashion, food, media, and achievement. The third dimension is opinions, including self-perception, social issues, politics, companies, economy, education, products, the future, and culture. The final dimension is demographic, encompassing age, education, income, occupation, family size, residence, geographic location, city size, and life stage.

The lifestyle indicators according to Kotler and Keller in Vivi Endah Sari (2019) are as follows:

- a. Activity: Real actions of consumers that are characteristic of their daily lives.
- b. Interest: Interests or passions are personal factors that influence the consumer decision making process, where consumers invest time and money in what they find appealing.
- c. Opinion: Verbal or written responses given by an individual in response to a stimulus.

2.4 Brand Image

According to Kotler and Keller (2018:346), brand image is the perception and beliefs held by consumers, as reflected in the associations that occur in consumer memory. Consumers who have a positive image of a brand are more likely to make a purchase. As mentioned in the Social Comparison Theory proposed by social psychologist Leon Festinger in 1954, humans have a drive to evaluate their own beliefs and perceptions about their social identity and that of others. Consumers often use the image of other brand users as a source of information to evaluate their own beliefs and perceptions about their social identity, thereby creating a brand image in their minds.

According to Kenneth and Donald (2018:42), brand image reflects the feelings held by consumers and businesses about the overall organization as well as its products or product lines. Schiffman and Kanuk (2018) mention that the factors shaping brand image include Quality, Reliability, Utility, Service, Risk, Price, and the image that the brand itself possesses.

According to Timmerman (Ratri, 2017), brand image is often conceptualized as a collection of all associations related to a brand, consisting of:

- a. Physical factors: The physical characteristics of the brand, such as design, packaging, logo, brand name, product features, and the utility of the brand's products.
- b. Psychological factors: Formed by emotions, beliefs, values, and personality traits that consumers perceive as representing the brand's products.

The indicators used to measure Brand Image, as mentioned by Aaker and translated by Aris Ananda (2016:10), are Recognition, Reputation, and Affinity.

2.5 Purchase Decision

According to Kotler and Keller (2015:192), the buying decision process consists of five stages: recognizing needs, searching for information, evaluating alternatives, making the purchase decision, and post-purchase. The purchase decision signifies the consumer's ultimate choice to make a purchase. Consumers engage in activities throughout these stages. The quality of each activity contributes to the overall best conclusion that aligns with their needs and desires.

Customers, when deciding to purchase a product, consider several primary interests, including:

- a. Decision on the availability and utility of a product.
- b. Decision on the relationship with the product or service.
- c. Recognition of problems or needs.
- d. Information-seeking activities.
- e. Alternative evaluation.
- f. Purchase activity.
- g. Post-purchase actions.

The dimensions and indicators of purchase decisions according to Kotler and Keller, as translated by Tjiptono (2019), are explained as follows:

- a. Product Choice
- b. Brand Choice
- c. Seller Choice
- d. Timing of Purchase
- e. Quantity of Purchase

2.6 Conceptual Framework and Research Hypothesis

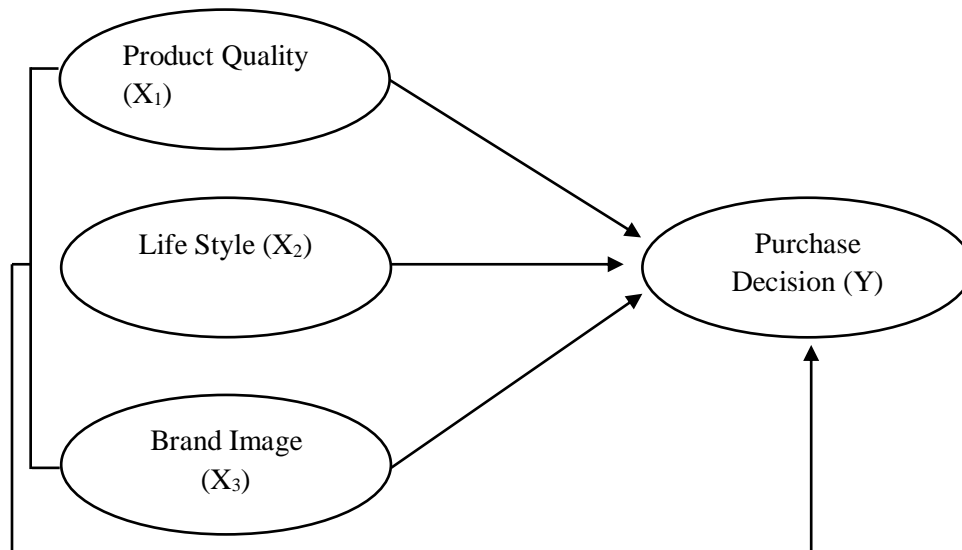


Figure 1. Conceptual Framework

Hypotheses are temporary answers to research findings, the truth of which will be verified through the research results. The hypotheses proposed in this study are as follows:

- Product Quality, Lifestyle, and Brand Image have a significant simultaneous effect on the Purchase Decision of iPhone Smartphones in Batulicin, Tanah Bumbu Regency.
- Product Quality, Lifestyle, and Brand Image have a significant partial effect on the Purchase Decision of iPhone Smartphones in Batulicin, Tanah Bumbu Regency.
- Product Quality is the dominant factor influencing the Purchase Decision of iPhone Smartphones in Batulicin, Tanah Bumbu Regency.

3. Research methods

To address the research problem stated earlier, the type of research employed by the researcher is quantitative research. This type of research aims to answer or test predefined hypotheses based on a specific sample or population, utilizing specific research instruments. It adopts an Associative approach, which is research designed to understand the relationship between two or more variables. In this research, a theory can be developed to explain, predict, and control a phenomenon. In this study, the objective is to analyze and examine the influence of independent variables (product quality, lifestyle, and brand image) on the dependent variable (purchase decisions).

Due to the relatively large population in Batulicin, Tanah Bumbu Regency, the researcher does not know the exact number of iPhone users in that area. Therefore, in this study, the population consists of iPhone users in Batulicin, Tanah Bumbu Regency. The sampling technique used is judgment sampling because the sampling process has been considered by first specifying

specific characteristics based on specific objectives to provide the required information to the researcher (Silalahi, 2018). The research subjects are selected by considering specific criteria determined by the researcher. The criteria set by the researcher are as follows:

- a. iPhone users in Batulicin, Tanah Bumbu Regency.
- b. Aged between 15-45 years.

Since the population size is unknown in this study, the researcher used the Lemeshow Formula to determine the sample size, resulting in a final sample of 96.04 or rounded up to 100 respondents.

The data analysis technique used in this research is instrument testing which includes Validity and Reliability Tests, Classical Assumption Tests, and Multiple Regression Analysis.

4. Research Result

4.1 Validity Test

Table 1
Validity Test Result

Variable	Item Statement	r-count	r-table	Description
Product Quality (X ₁)	X _{1.1}	0,310	0,197	Valid
	X _{1.2}	0,564	0,197	Valid
	X _{1.3}	0,259	0,197	Valid
	X _{1.4}	0,257	0,197	Valid
	X _{1.5}	0,276	0,197	Valid
	X _{1.6}	0,682	0,197	Valid
Lifestyle (X ₂)	X _{2.1}	0,375	0,197	Valid
	X _{2.2}	0,586	0,197	Valid
	X _{2.3}	0,678	0,197	Valid
	X _{2.4}	0,524	0,197	Valid
Brand Image (X ₃)	X _{3.1}	0,529	0,197	Valid
	X _{3.2}	0,496	0,197	Valid
	X _{3.3}	0,557	0,197	Valid
	X _{3.4}	0,429	0,197	Valid
Purchase Decision (Y)	Y.1	0,365	0,197	Valid
	Y.2	0,435	0,197	Valid
	Y.3	0,791	0,197	Valid
	Y.4	0,714	0,197	Valid

Source: SPSS data output 2023

The validity testing is conducted using a correlation coefficient approach, which involves correlating the scores of individual questionnaire items with the total score. The validity test in this study utilizes item analysis, which entails correlating the score of each item with the total score, which is the sum of the scores for all items. The validity of each questionnaire item is

assessed based on the correlation coefficient values. Table 1 demonstrates that all statement items are valid, as indicated by the correlation coefficients (r-count) for each item, all of which are greater than (0.197), exceeding the critical r-table.

4.2 Reliability Test

Table 2.
Reliability Test Result

Variable	Item Statement	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Product Quality (X ₁)	X _{1.1}	69,41	9,759	-,013	,213	,626
	X _{1.2}	69,30	8,798	,157	,286	,699
	X _{1.3}	69,38	9,389	,047	,220	,724
	X _{1.4}	69,41	9,962	-,135	,199	,758
	X _{1.5}	69,43	9,419	,113	,134	,612
	X _{1.6}	69,35	7,907	,220	,217	,876
Lifestyle (X ₂)	X _{2.1}	69,32	8,967	,274	,257	,883
	X _{2.2}	69,37	8,943	,101	,135	,815
	X _{2.3}	69,25	8,553	,198	,245	,687
	X _{2.4}	69,39	8,483	,349	,322	,657
Brand Image (X ₃)	X _{3.1}	69,23	8,947	,141	,121	,704
	X _{3.2}	69,32	9,311	,018	,184	,636
	X _{3.3}	69,33	8,668	,175	,301	,794
	X _{3.4}	69,44	9,400	,014	,135	,734
Purchase Decision (Y)	Y.1	69,29	9,359	,092	,288	,614
	Y.2	69,33	9,314	,032	,108	,931
	Y.3	69,43	8,470	,214	,477	,682
	Y.4	69,33	8,769	,256	,491	,779

Source: SPSS data output 26

Based on the table above for the reliability testing results, it is evident that among the tested questionnaire items, all of them are reliable as they have Cronbach's alpha values if the item is deleted that are above 0.60.

4.3 Multiple Linear Regression

Table 3
Coefficients Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	std. Error	Beta		
1	(Constant)	12,739	2,913		8,373	,000
	Product Quality (X ₁)	,721	,103	,322	2,207	,007
	Life Style (X ₂)	,744	,113	,389	4,274	,000
	Brand Image (X ₃)	,705	,108	,201	2,026	,002

Source: SPSS data output 26

Based on Table 3, the multiple linear regression equation is $Y = 12.739 + 0,721X_1 + 0,744X_2 + 0,507X_3$

The regression equation can be explained as follows:

- a. 12.739 (B₀) means that the independent variables, namely Product Quality, Lifestyle, and Brand Image, have a positive relationship with a 69-point increase in Purchase Decisions. This value indicates that as Product Quality, Lifestyle, and Brand Image increase, they will influence consumer Purchase Decisions.
- b. 0.721 X₁ means the coefficient of the Product Quality variable, signifying that for every increase in the Product Quality variable, Purchase Decisions also increase, assuming that other variables remain constant or unchanged.
- c. 0.744 X₂ means the coefficient of the Lifestyle variable, indicating that for every increase in the Lifestyle variable, Purchase Decisions also increase, assuming that other variables remain constant or unchanged.
- d. 0.507 X₃ means the coefficient of the Brand Image variable, suggesting that for every increase in the Brand Image variable, Purchase Decisions also increase, assuming that other variables remain constant or unchanged.

4.4 F test (simultaneous)

Table 4
Recapitulation of Simultaneous Test Results

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	5,625	3	1,875	16,092	,000a
	Residual	164,815	96	1,717		
	Total	170,440	99			

Based on the statistical testing using the F-test method, where the obtained significance level is smaller, specifically 0.000, compared to the standard significance level of 5% or 0.05, and the comparison between the calculated F-value (Fhitung) of 16.092, which is greater than the critical F-value (Ftabel) of 2.70, it can be concluded that H1 is accepted. This means that Product Quality, Lifestyle, and Brand Image have a significant impact on purchase decisions. Therefore, it can be inferred that based on the theory and statistical research results, Quality Product, Lifestyle, and Brand Image have a significant influence on the purchase decisions of iPhone smartphones in Batulicin.

4.5 t test (partial)

Based on the results of the regression analysis on table 3 between Product Quality, Lifestyle, and Brand Image on Purchase Decisions, it can be elaborated as follows:

a. Product Quality on Purchase Decisions

In the significance test between Product Quality and Purchase Decisions, the calculated t-value is 2.207, and the t-table value is 1.99. Therefore, the influence of Product Quality on Purchase Decisions is considered significant because the calculated t-value (2.207) is greater than the t-table value (1.99), thus accepting H2.

b. Lifestyle on Purchase Decisions

In the significance test between Lifestyle and Purchase Decisions, the calculated t-value is 4.274, and the t-table value is 1.99. Therefore, the influence of Lifestyle on Purchase Decisions is considered significant because the calculated t-value (4.274) is greater than the t-table value (1.99), thus accepting H2.

c. Brand Image on Purchase Decisions

In the significance test between Brand Image and Purchase Decisions, the calculated t-value is 2.026, and the t-table value is 1.99. Therefore, the influence of Brand Image on Purchase Decisions is considered not significant because the calculated t-value (2.026) is not greater than the t-table value (1.99), thus rejecting H2.

4.6 Dominant Test

To determine the extent of the contribution of each independent variable and identify the most significant (dominant) influence on the dependent variable in a linear regression model, we use the Beta coefficient (Beta Coefficient), which is standardized (Standardized Coefficient). The largest Beta coefficient (β) value indicates that the respective independent variable has a dominant influence on the dependent variable.

As seen in Table 3 from the multiple regression analysis in the column of Standardized Coefficients (β values), it can be concluded that the Product Quality variable has a Beta coefficient (β) value of 0.322, Lifestyle (X2) has a Beta coefficient (β) value of 0.389, and Brand Image (X3) has a value of 0.201. In this case, it can be inferred that Lifestyle (X2) is the dominant independent variable with a significant impact on the purchase decisions of iPhone smartphones in Batulicin, as it has the highest Beta coefficient (β) value compared to the other independent variables.

5. Discussion

Based on the test results, it is evident that Product Quality, Lifestyle, and Brand Image have a significant partial impact on the purchase of iPhone smartphones in Batulicin. Here is the discussion:

a. Product Quality on Purchase Decisions

It can be observed that product quality has a significant partial impact on the purchase decisions of iPhone smartphones. According to Kotler and Armstrong (2017:98), the meaning of product quality is "the ability of a product to perform its functions, including the product's overall durability, reliability, precision, ease of operation and repair, and other valued attributes." This implies the product's capability to fulfill its intended functions, encompassing aspects such as durability, reliability, precision, ease of use and repair, as well as other valued product attributes. Based on this research, it is evident that the motivation for people, especially young adults, to desire iPhones is rooted in the product quality that iPhones offer. This attracts consumers due to various advantages associated with iPhones, including performance, durability, reliability, features, compliance with specifications, aesthetics, and the overall impression of the quality of iPhone products.

b. Lifestyle on Purchase Decisions

Lifestyle reflects the overall personality interacting with one's environment. People from the same social class or even the same occupation may have different lifestyles. Lifestyle represents something beyond social class on one hand and personality on the other. According to Kotler (2016), there are main dimensions used to measure Attitudes, Interests, Opinions, and demographic factors.

c. Based on the results of this research, Lifestyle is the most dominant variable influencing the purchase decisions of iPhone smartphones. Initially, the hypothesis suggested that the Product Quality variable would have the dominant influence, but this was rejected or not supported based on the Beta coefficient values of each standardized Coefficient, where the highest Beta coefficient (β) value was found for Lifestyle. Therefore, it can be concluded that Lifestyle has a more dominant impact on iPhone smartphone purchase decisions.

Lifestyle encompasses an individual's activities, interests, and opinions. iPhones play a significant role in consumers' daily activities, particularly in communication and social life. Opinions or perceptions about the iPhone affect consumers' social status and identity, in line with Baudrillard's theory of consumption. Baudrillard emphasizes that in consumer society, consumption is more focused on signs and the image associated with a product rather than its utility. The use of the iPhone becomes a symbol of luxury and social status, and a

preference for the product's image like this drives ongoing consumption. As a result, a consumer society is formed that prioritizes the image and messages conveyed by products.

d. **Brand Image and Purchase Decision**

It can be noted that brand image significantly influences the purchase decision of an iPhone smartphone, partially. According to Freddy Rangkuti (2018:107), brand image is a set of brand associations formed in the minds of consumers. Consumers who are accustomed to using a particular brand tend to have consistency in their brand image perception. Brand image comprises a combination of tangible and intangible attributes, such as ideas, beliefs, values, interests, and features that make it unique. Visually and collectively, a brand image should represent all internal and external characteristics that can influence how a brand is perceived by the target market or customers.

Humans have a drive to evaluate their own beliefs and perceptions about their social identity and that of others. Consumers often use the image of other brand users as a source of information to evaluate their own beliefs and perceptions about their social identity, thus creating a brand image in their minds. Based on this theory, the iPhone, being a popular brand among various smartphone options, can easily instill confidence in potential consumers to choose it. The iPhone inherently becomes a new social identity for its owners, along with the brand image it carries, solidifying its place in consumers' minds and choices. Brand image provides a brief portrayal of the quality and appearance of the product. The product's appearance should not deceive potential consumers in terms of quantity or quality.

In the initial hypothesis, it was stated that product quality is the dominant variable influencing the purchase decision. However, after conducting hypothesis testing, it can be determined that the research results reveal that the most dominant independent variable affecting the purchase decision of iPhone smartphones in Batulicin is Lifestyle. This research has shown a positive and significant influence of lifestyle on purchasing decisions, which means that consumers prioritize lifestyle when buying an iPhone. In this context, consumers assume that owning an iPhone enhances their presence and self-confidence in their daily interactions. Since the majority of consumers are young adults who prioritize recognition from their social environment and do not heavily consider product quality, it can be concluded that lifestyle is the primary factor influencing an individual's choice of smartphone, which in turn affects their purchase decision.

In reality, among consumers, using an iPhone is primarily about emphasizing one's presence, and the recognition from others when using an iPhone significantly impacts the consumer's confidence within their social circle. Therefore, companies should maintain the positive image that is already established in society and consistently update their product information.

6. Conclusion

Based on the analysis and discussion presented, the conclusions of this research are as follows:

1. Overall, Product Quality, Lifestyle, and Brand Image simultaneously have a significant influence on the Purchase Decision of iPhone smartphones in Batulicin, Tanah Bumbu Regency.
2. Partial test results have shown that each independent variable, namely Product Quality,

Lifestyle, and Brand Image, individually and simultaneously have a significant impact on the Purchase Decision of iPhone smartphones in Batulicin, Tanah Bumbu Regency.

3. Among the three independent variables, namely Product Quality, Lifestyle, and Brand Image that have been tested, the dominant variable influencing the Purchase Decision of iPhone smartphones in Batulicin, Tanah Bumbu Regency is Lifestyle.

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