

Penentu Keputusan Pembelian Smartphone: Peran Kualitas Produk, Persepsi Harga, Citra Merek, dan Gaya Hidup di Kalangan Mahasiswa Manajemen

Determinants of Smartphone Purchase Decisions: The Role of Product Quality, Price Perception, Brand Image, and Lifestyle Among Management Students

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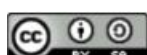
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Abstrak: Di era digital, smartphone telah menjadi produk konsumen yang penting, terutama di kalangan konsumen muda seperti mahasiswa. iPhone Apple, sebagai merek smartphone premium, terus menarik perhatian karena citra mereknya yang kuat dan fitur-fitur inovatif. Namun, memahami faktor-faktor yang mempengaruhi keputusan pembelian di antara segmen konsumen tertentu tetap penting bagi pemasar dan akademisi. Penelitian ini bertujuan untuk mengkaji pengaruh kualitas produk, persepsi harga, citra merek, dan gaya hidup terhadap keputusan pembelian iPhone di kalangan mahasiswa Program Studi Manajemen, Universitas Muhammadiyah Angkatan 2020. Penelitian ini menggunakan pendekatan kuantitatif, menggunakan kuesioner terstruktur yang didistribusikan ke sampel 86 responden yang dipilih melalui teknik Slovin. Data dianalisis menggunakan regresi linier berganda dengan dukungan SPSS versi 25. Temuan ini menunjukkan bahwa kualitas produk, persepsi harga, citra merek, dan gaya hidup semuanya memiliki dampak positif dan signifikan pada keputusan pembelian. Selain itu, variabel-variabel ini secara kolektif berkontribusi secara signifikan untuk menjelaskan perilaku konsumen dalam konteks pembelian smartphone premium. Studi ini berkontribusi pada literatur yang ada dengan mengintegrasikan beberapa teori perilaku konsumen dalam satu kerangka kerja yang diterapkan pada kelompok konsumen muda dan dinamis dalam konteks pasar negara berkembang. Hasilnya menawarkan wawasan praktis kepada pemasar yang bertujuan untuk meningkatkan posisi merek dan strategi pemasaran yang menargetkan mahasiswa. Selain itu, studi ini memberikan dasar untuk penelitian masa depan tentang pengambilan keputusan konsumen di pasar produk teknologi.

Kata Kunci: Keputusan pembelian; Kualitas produk; Persepsi harga; Citra merek; Gaya hidup; Perilaku konsumen

Abstract: In the digital era, smartphones have become essential consumer products, particularly among young consumers such as university students. Apple's iPhone, as a premium smartphone brand, continues to attract attention due to its strong brand image and innovative features. However, understanding the factors that influence purchasing decisions among specific consumer segments remains crucial for both marketers and academics. This study aims to examine the influence of product quality, price perception, brand image, and lifestyle on iPhone purchasing decisions among students of the Management Study Program at Muhammadiyah University, Class of 2020. The research employed a quantitative approach, using a structured questionnaire distributed to a sample of 86 respondents selected through the Slovin technique. Data were analyzed using multiple linear regression with the support of SPSS version 25. The findings indicate that product quality, price perception, brand image, and lifestyle all have a positive and significant impact on purchasing decisions. Furthermore, these variables collectively contribute significantly to explaining consumer behavior in the context of premium smartphone purchases. This study contributes to the existing literature by integrating multiple consumer behavior theories within a single framework applied to a young and dynamic consumer group in an emerging market context. The results offer practical insights for marketers aiming to enhance brand positioning and marketing strategies targeting university students. Additionally, the study provides a foundation for future research on consumer decision-making in technology product markets.

Keywords: Purchase decision; Product quality; Price perception; Brand image; Lifestyle; Consumer behavior



Introduction

In Indonesia there is a smartphone market consisting of several Smartphone brands, namely Samsung, Infinix, Xiaomi, Oppo, Vivo, Huawei and others. With the emergence of the latest cellphone brands that appear in the Indonesian market, the competitiveness of Android and Apple sales is increasingly tight. Proven by data quoted by CNN Indonesian, the number of cellphone shipments increased by 7.8% globally, but the iPhone actually experienced a significant decline of almost 10%

Not much different in the world of lectures where with a lifestyle that is too high, students' desire to use Android smartphones is more in demand than iPhones, where the relatively expensive price makes students prefer Android smartphones to iPhones, especially now that Android appears with product quality that is no less good than the iPhone, making many students choose Android smartphones for them to use, with relatively cheap prices and product quality that is no less good than the iPhone, making Android's brand image look luxurious in the eyes of students, as evidenced by the data that I distributed through Google Facebook to UMT Management Study Program students, class of 2020 (semester) where Android smartphones are more in demand than iPhones. The following is a table of iPhone user data for UMT Management Study Program students, class of 2020.

Consumer purchasing decisions involve many things such as product quality perceptions. Product quality is a product's ability to meet every consumer need, a product that is able to meet every consumer need, a product that is able to meet every consumer need according to the needs and desires of consumers. Kotler & Keller, (2017) stated that product quality is the ability of a product to carry out its functions, including durability, reliability, accuracy, ease of operation and repair, and other valuable attributes. Apple has good product quality in society, but there are some negative things about Apple products, namely the quality of the battery that is easily damaged, and also the old model iPhone products experience a decrease in performance quality due to software system updates that require a fairly large memory capacity.

In addition to product quality, another factor that influences purchasing decisions is price perception. Price perception is how consumers see prices as high, low and fair. According to Peter and Olson (2000) who explained that price perception is how consumers understand a price and convey a meaningful meaning to them. Price perception plays an important role in creating purchasing decisions. Another reason consumers switch smartphone brands is the reason for the perception of high, unreasonable and unreliable price policies that will negatively affect purchasing decisions. Consumers want good quality products at affordable prices that they can easily buy and if a company provides this to consumers, it will build good relationships with consumers.

One of the biggest factors of purchasing decision is brand image. Brand image can also influence purchasing decision the main goal of brand and product management is to build a strong brand image which in turn generates large short term and long term profits. Brand image can influence purchasing decision the main goal of brand and product management is to build a strong brand image which in turn generates large short term and long term profits. According to Sutiyono & Brata (2020) brand image is a form of brand identity for a product offered to customers that can differentiate a product from competing products. Customers so that customers remain interested in the products offered so that the company can continue to compete with competitors in the market. The Apple company has a distinctive characteristic that is different from the Apple company, namely the bitten apple design. This characteristic makes Apple known to many people as too exclusive and elite, making some consumers consider the price to be relatively very expensive.

In addition to brand image, factors that influence the decision to purchase an iPhone product are lifestyle. Lifestyle is part of a habit that has become the main consensus. For the

minds of gay customers, life becomes a choice of decision to buy a product. Lifestyle is a person's attitude in describing a real problem that is in the mind of that person and tends to combine various things related to psychological and emotional problems or can also be seen from what is of interest and his opinion about an object (Laksono & Iskandar 2018). Lifestyle can be a measure of a person's social condition. Lifestyle can be seen from the way of dressing, habits, and how a person behaves in facing this increasingly sophisticated era. Therefore, lifestyle can be used as an opportunity by companies. Lifestyle can also influence someone to buy a product because certain products can bring someone to certain social classes. iPhone is one of the prestigious products that can fulfill the lifestyle of its users. Therefore, many consumers make purchasing decisions on iPhone smartphones to fulfill their lifestyle without considering the price and without considering the quality because many iPhone users buy second ex International iPhones to fulfill their lifestyle. Based on the description above, brand image, product features, and lifestyle have an influence on purchasing decisions because a good brand image, superior product features and a person's lifestyle can encourage consumers to make purchases on a product.

Based on the description above and seeing the importance of product quality, price perception, brand image, and lifestyle in increasing purchasing decisions, I would like to feel interested in discussing the writing of a research thesis proposal entitled "The Influence of Product Quality, Price Perception, Brand Image, and Lifestyle on iPhone Purchasing Decisions for Students of the Muhammadiyah University of Tangerang Management Study Program". The formulation of the problem is to find out product quality, price perception, brand image and lifestyle have a joint influence on the decision to purchase iPhone products for students of the Muhammadiyah University of Tangerang.

Literature Review

Product Quality

According to (Kotler and Keller 2017) product quality is the ability of a product to perform its function, including durability, reliability, accuracy, ease of operation and repair and other valuable attributes. According to (Kotler and Armstrong, 2017) product quality is the ability of a product to demonstrate its function, this includes the overall durability, reliability, accuracy, ease of operation and repair of the product, as well as other product attributes. According to (Kotler and Keller 2017) product quality is the ability of an item to provide results or performance that matches or even exceeds what customers want. Meanwhile, according to (Maulana, 2021) product quality is an overall evaluation process for customers regarding improvements in the performance of a product.

Price Perception

Definition of Price Perception according to Kotler & Keller (2017) which states that Price Perception is the amount of money charged for a product and service or the amount of value exchanged by consumers to obtain benefits from using a product and service.

Price is one of the determinants of a company's success because the price determines how much profit the company will get from selling its products, both goods and services. Price is also one of the second factors that influence purchasing decisions and customer satisfaction and an important factor in the company to make a profit.

Every player tries to set affordable prices in order to be superior to their competitors. With the existence of a price policy in this case, a discount given by the company, it is hoped that sales will be increased. In order for the company to use prices effectively, good planning should be carried out by considering all factors related to promotion and price policies so that what is implemented can be successful (Sari & Ganesha, 2021).

According to Kotler and Armstrong in (Agung, 2019), price is the amount of money charged for a good or service or the amount of money exchanged by consumers for the benefits

of having or using the product or service.

Brand Image

Brand image is one of the things that is remembered in the minds of consumers when buying a particular brand product. According to (Tjiptono, 2015:49) in (Hsieh et al., 2023) brand image is the description of consumer associations and beliefs towards a particular brand. Brand image is the observation and belief held by consumers, as reflected in associations or in consumer memory.

According to (Tjiptono, 2011:112) in (Sutiyono & Hadibrata, 2020) brand image is a description of associations and beliefs towards a particular brand. According to (Kotler, 2017) brand image is the perception and beliefs carried out by consumers, as reflected in the associations that occur in consumer memory.

Lifestyle

According to (Setiadi, 2010:148) in (Ditiya Hermawan, 2023) life style is a way of life that is defined by how people spend their time, what they think about themselves and also the world around them. According to (Sutisna, 2010:145) in (Salsabila et al., 2023) lifestyle is how a person's lifestyle is in spending their time (activities), interests (interests) and behavior in daily activities (opinions).

According to (Sumarwan, 2011:45) in (Octavia et al., 2023) lifestyle is a consumption pattern that describes a person's behavior, namely how he lives using his money and utilizing the time he has. According to (Kotler and Keller, 2017) lifestyle is a person's pattern of life in the world expressed in his activities, interests and opinions. According to (Kotler and Keller, 2017) life style is a person's pattern of life as expressed in activities, interests and opinions. This describes the whole person interacting with his environment.

Buying decision

According to (Kotler and Keller, 2017) in (Oktavianingsih et al., 2020) purchasing decisions are stages in the decision-making process played by consumers who actually buy. According to (Tjiptono, 2015:21) defining consumer purchasing decisions is a process in which consumers recognize their problems, seek information about certain products or brands. According to (Kotler and Keller, 2017) purchasing decisions are part of consumer behavior, namely the study of how individuals, groups, and organizations choose, buy, use, and how goods, services, ideas or experiences to satisfy their needs and desires.

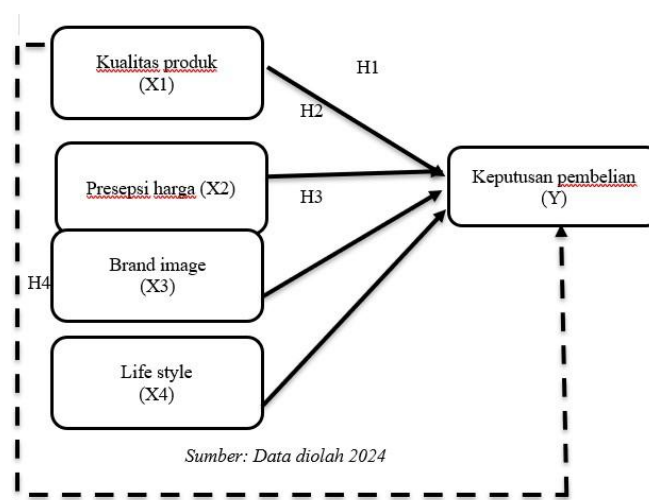


Figure 1. Conceptual Framework

The Influence of Product Quality on Purchasing Decisions

According to (Kotler and Keller 2017) product quality is the ability of a product to perform its function, including durability, reliability, accuracy, ease of operation and repair and

other valuable attributes. Previous research on Product Quality, namely "The Influence of Product Design, Product Quality, and Price Perception on Purchasing Decisions for Cycling Jersey Products in South Tangerang" by Hananto, (2021) The results of this study revealed that product quality has a positive effect on purchasing decisions.

Previous research on product quality, namely "The Influence of Brand Image, and Product Quality on KFC Purchasing Decisions in Bangkulu City" by Yusuf Irawan Andi (2020), the results of the study showed that Product Quality has a positive effect on Purchasing Decisions. In the study, it can be concluded that the greater the quality of the product can cause an increase in purchasing decisions from the description, the hypothesis that can be put forward is.

H1: Product quality has a positive and significant effect on purchasing decisions.

The Influence of Price Perceptions on Purchasing Decisions

Definition of Price Perception according to Kotler & Keller (2017) which states that Price Perception is the amount of money charged for a product and service or the amount of value exchanged by consumers to obtain benefits from using a product and service. Previous Research on Price Perception, namely "Previous Research on Product Quality, namely "The Influence of Product Design, Product Quality, and Price Perception on Purchasing Decisions for Bicycle Jersey Products in South Tangerang" by (Yoseph P. Hutabarat, 2022) The results of this study revealed that Price Perception has a positive effect on purchasing decisions.

Previous research on price perceptions of product quality, namely "The Influence of Promotion and Price Perception on Consumer Purchasing Decisions at RM Stores in Langsa City" By (Salsabila et al., 2023). The results of the study revealed that Price Perception has a positive effect on purchasing decisions. In the study it can be concluded that the greater the price perception can cause an increase in purchasing decisions from the description, the hypothesis that can be put forward is.

H2: Price perception has a positive and significant influence on purchasing decisions.

The Influence of Brand Image on Purchasing Decisions

According to (Tjiptono, 2011:112) in (Oktavianingsih et al., 2020) brand image is a description of associations and beliefs towards a particular brand. Previous research on Brand Image, namely "The Influence of *Brand Image* And Product Quality on Purchasing Decisions at KFC in Bengkulu" by Yudi Irawan Abdi (2020). The results of the study revealed that Brand Image has a positive effect on purchasing decisions. Previous research on Brand Image, namely "The Influence of Brand Image, Lifestyle, and Price on Purchasing Decisions of Janji Jiwa Coffee in Central Cikarang" by (Yusuf Indriyanto, 2023)). The results of the study revealed that Brand Image has a positive effect on Purchasing Decisions.

In the research, it can be concluded that the greater the Brand Image, the greater the increase in purchasing decisions. From the description, the hypothesis that can be put forward is:

H3 : Brand Image has a significant positive influence on purchasing decisions

The Influence of Life Style on Purchasing Decisions

According to (Setiadi, 2010:148) in (Hinggo & Febrian, 2023) *lifestyle* (lifestyle) is a way of living that is defined by how people spend their time, what they think about themselves and the world around them.

Previous research on Life Style, namely "The Influence of Product Quality, Brand Image, and Life Style on Purchasing Decisions for Valino Donna Brand Women's Clothing at Parkson Medan" by Yoseph Hutabarat., SE., M.SI (2022). The results of this study revealed that life style has a positive influence on Purchasing Decisions.

Previous research on Brand Image, namely "The Influence of Brand Image, Lifestyle, and Price on Purchasing Decisions for Janji Jiwa Coffee in Central Cikarang" by Yusuf Indriyanto (2023). The results of the study revealed that Lifestyle has a positive effect on

Purchasing Decisions. In the study, it can be concluded that the greater the lifestyle can cause an increase in purchasing decisions from the description, the hypothesis that can be put forward is.

H4 : Life Style has a positive and significant influence on purchasing decisions

The Influence of Product Quality, Price Perception, Brand Image, and Lifestyle on Purchasing Decisions

Arinawati (2021:164) states that "product quality is the totality of features and characteristics of a product or service that has the ability to satisfy stated or implicit needs" according to Kotler & Keller (2016) who state that Price Perception is the amount of money charged for a product and service or the amount of value exchanged by consumers to be able to obtain benefits from using a product and service.

According to Laksono and Iskandar (2018:157), lifestyle is a person's attitude in describing a real problem that is in the person's mind and tends to combine with various things related to psychological and emotional problems or can also be seen from what is of interest and his opinion about an object. According to Kotler and Armstrong (2017) purchasing decisions are part of consumer behavior, consumer behavior is about how individuals, groups, and organizations choose, buy, use, and how goods, services, ideas, or experiences to satisfy their needs and desires.

Previous research on product quality, brand image and lifestyle Namely "The Influence of Product Quality, Brand Image, and Lifestyle on Purchase Decisions for Valino Donna Brand Women's Clothing at Parkson Medan" by Yoseph Hutabarat, (2022) The results of this study revealed that Product Quality, Brand Image and lifestyle have a positive effect on Purchase Decisions. Previous research on price perception "Product quality, brand image and price perception on purchasing decisions (Study on Kopi Lain Hati Lamper Consumers, Semarang City)" by Alvina Rahma Anggraeni (2020) the results of price perception have a positive and significant effect on purchasing decisions. In this study it can be concluded that the greater the product quality, price perception, brand image, and lifestyle can cause an increase in purchasing decisions from the description, the hypothesis that can be put forward is

H5: Product quality, price perception, brand image, and lifestyle have a positive and significant influence on purchasing decisions.

Methods

This research approach is quantitative research, which means that this type of research produces findings that can be achieved (obtained) by using statistical procedures or other methods of quantification (measurement).

In this study, the method used is a research method with an associative formulation that is causal with a quantitative approach, namely research conducted to determine the relationship between two or more variables. The type of associative research is a research formulation that is in question about the relationship between two or more variables. A causal relationship is a relationship that is cause and effect. So here there are (independent variables (variables that influence) and dependent variables (variables that are influenced).

According to (Sugiyono 2019) qualitative research is called a new method, because its popularity has not been long, called a postpositivistic method because it is based on the philosophy of postpositivity. This method is also called an artistic method, because the research process is more artistic (less patterned), and is called an interpretive method because the research data is more concerned with the interpretation of data found in the field.

The population in this study, the total number of iPhone users among students at the Faculty of Economics and Business, Muhammadiyah University of Tangerang, was 600 people. Based on the calculation of the sample of respondents in this study, it was adjusted to 86 students or around 14.33% of all students at Muhammadiyah University of Tangerang.

Results and Discussion

In 2002, the Muhammadiyah Tangerang Nursing Academy was changed to the Muhammadiyah Tangerang College of Health Sciences (STIK). Then, with the increasing development of this institution, STIK Muhammadiyah Tangerang was upgraded to the Muhammadiyah University of Tangerang in 2007.

The Faculty of Economics of the University of Muhammadiyah Tangerang was established as part of the University of Muhammadiyah Tangerang's efforts to provide quality education in the fields of economics and business. UMT itself was established in 1986 and is part of the Muhammadiyah University network spread across various regions in Indonesia. The following is a hypothesis test to determine the influence.

Table 1. t Test Results

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	3.160	2,536		.216
	PRODUCT QUALITY	.526	.186	.514	.006
	PRICE PERCEPTION	.251	.149	.255	.096
	BRAND IMAGE	.029	.174	.028	.867
	LIFE STYLE	.080	.156	.082	.611

a. Dependent Variable: PURCHASE DECISION

Results of the t-test of the Product Quality Variable (X1) on Purchasing Decisions (Y) From the calculation results, the t-value is $2.835 > t\text{-table } 1.989$ with a significance of $0.006 < 0.05$, thus H_0 is rejected and H_a is accepted. So it can be said that there is a significant influence between Product Quality (X1) and Purchasing Decisions (Y).

Results of the t-test of the Price Perception Variable (X2) on Purchasing Decisions (Y) From the calculation results, the t-value is $1.686 < t\text{-table } 1.989$ with a significance of $0.096 > 0.05$, thus H_a is rejected and H_0 is accepted. So it can be said that there is no influence between Price Perception (X2) and Purchasing Decisions (Y).

Results of the t-test of the Brand Image variable (X3) on purchasing decisions (Y) From the calculation results, the t-value is $0.168 < t\text{-table } 1.989$ with a significance of $0.867 > 0.05$, thus H_a is rejected and H_0 is accepted. So it can be said that there is no influence between Brand Image (X3) and Purchasing Decision (Y). Results of the t-test of the Life Style Variable (X4) on Purchasing Decisions (Y)

From the calculation results, the tcount value is $0.511 < t\text{table } 1.989$ with a significance of $0.611 > 0.05$, thus H_a is rejected and H_0 is accepted. So it can be said that there is no influence between Life Style (X4) and Purchasing Decisions (Y).

Table 2. F Test Results

ANOVA					
Model		Sum of Squares	Df	Mean Square	Sig.
1	Regression	6073.618	4	1518.404	.000b
	Residual	2440.336	81	30.128	
	Total	8513.953	85		

a. Dependent Variable: PURCHASE DECISION
b. Predictors: (Constant), LIFE STYLE, BRAND IMAGE, PRICE PERCEPTION, PRODUCT QUALITY

From the calculation results, the F count value is 50.399 with a significance of 0.000. F count is greater than F table (2.48), the alpha value or significance of 0.000 also shows a

number below 0.05 so it can be concluded that H_0 is rejected and H_a is accepted, meaning that there is a significant influence together from the product quality variables (X_1), Price perception (X_2), Brand Image (X_3) and Life Style (X_4) on Purchasing Decisions (Y).

Discussion

The Influence of Product Quality on Purchase Decisions

The results of the study show that product quality has a positive and significant influence on iPhone purchase decisions among students of the Management Study Program of the University of Muhammadiyah Tangerang class of 2020. This shows that the higher the consumer's perception of the quality of iPhone products, the more likely they are to decide to buy the product. Students as young consumers tend to pay more attention to quality aspects such as performance, durability, and advanced technological features offered by a product. These results support the theory that product quality is one of the key elements in shaping consumer value and satisfaction, as well as being a key factor in the purchasing decision-making process (Parasuraman et al., 1988). Therefore, manufacturers like Apple need to continue to maintain and improve the quality standards of their products to stay relevant to the needs and expectations of young consumers.

The Influence of Price Perception on Purchase Decisions

Based on the results of the analysis, price perception does not show a significant influence on iPhone purchase decisions among college students. Although iPhones are known as a premium-priced product, college students' perceptions of price don't directly influence their decision to buy the product. This can be caused by factors such as students' tendency to see the long-term value and benefits of a product, as well as the reliance on quality factors and a more dominant brand image. In addition, the homogeneity of the respondent group in terms of financial ability and consumption patterns may also be the cause of the less significant of these variables. These results imply that a marketing strategy that focuses solely on price adjustments or price promotions may not be effective enough if it is not balanced with improved quality and brand image.

The Influence of Brand Image on Purchase Decisions

The results of the study show that brand image does not have a significant influence on iPhone purchase decisions among college students. Although the iPhone is known to have a strong and prestigious brand image, it is not directly the main consideration in the purchase decision-making process. This can be explained by the fact that students tend to pay more attention to the functional and quality aspects of the product in decision-making, especially when the product has a relatively high price. Additionally, brand image factors may be more relevant in building post-purchase loyalty than in the initial purchase process. Therefore, while brand image did not have a direct effect on the study, it is still important to maintain as part of a long-term marketing strategy.

The Influence of Lifestyle on Purchase Decisions

The results of the analysis showed that lifestyle did not have a significant influence on iPhone purchase decisions among college students. Although lifestyle is an important psychographic factor in understanding consumer behavior, in the context of this study, lifestyle is not the dominant variable in determining purchasing decisions. This can happen because of the tendency of students to be more rational in making purchasing decisions, especially for high-priced products such as iPhones. In addition, there may be uniformity in the lifestyle of the respondent group that leads to variations that are not large enough to influence purchasing decisions. Nonetheless, lifestyle remains a factor to consider in market segmentation and the development of marketing communication strategies.

Simultaneous Influence

Overall, the results of the simultaneous test showed that product quality, price perception, brand image, and lifestyle together had a positive and significant influence on iPhone purchase decisions. Although only partial product quality showed a significant influence, the combination of these four variables still made a significant contribution in explaining the variation in purchasing decisions. This suggests that while one variable may be more dominant, other factors remain

interrelated and contribute to shaping consumer purchasing decisions. These results make an important contribution to understanding the behavioral dynamics of young consumers in the context of purchasing premium technology products, as well as being the basis for the development of a more holistic and integrated marketing strategy.

Conclusion and Suggestion

Based on the results of data analysis and discussions that have been carried out, it can be concluded that product quality has a positive and significant influence on iPhone purchase decisions among students of the Management Study Program of the University of Muhammadiyah Tangerang class of 2020. This shows that the higher the student's perception of the quality of iPhone products, the more likely they are to buy the product. In contrast, price perception, brand image, and lifestyle do not show a statistically significant influence on purchasing decisions. Nonetheless, simultaneously, all four variables — product quality, price perception, brand image, and lifestyle — have a significant influence on iPhone purchase decisions together. These results suggest that although some variables are not dominant individually, interactions between variables still contribute to shaping consumer behavior.

Based on the findings of the research, some suggestions can be given for related parties. First, for manufacturers like Apple, it is advisable to continuously improve and maintain product quality as a major factor influencing young consumers' purchasing decisions. Second, although price perceptions were not significant in this study, it is important for marketers to keep an eye on pricing strategies and offer a variety of payment options or more flexible installments for college students. Third, for future researchers, it is recommended to expand the research variables by adding other factors such as friend recommendations, social media use, or brand loyalty in order to provide a more comprehensive picture of the factors that influence the purchase decision of a premium smartphone.

This research has several limitations that need to be considered. First, the research sample was only limited to students of the Management Study Program of the University of Muhammadiyah Tangerang class of 2020, so the results could not be generalized to all students or smartphone consumers in Indonesia. Second, the use of questionnaire-based primary data has a risk of subjective bias from respondents, especially in the perception of constructs such as brand image and lifestyle. Third, the study did not include other variables that might influence purchasing decisions, such as the influence of advertising, promotions, or recommendations from peers. Therefore, further research with broader methods and frameworks is needed.

This research contributes both theoretically and practically. Theoretically, the results of this study enrich the literature on factors that influence the purchase decision of technology products, especially in the context of young consumers in Indonesia. Practically, this study provides strategic recommendations for marketers in designing more effective marketing strategies, especially in reaching the student segment as potential consumers. In addition, the results of this study can also be a reference for future researchers who are interested in studying consumer behavior in technology products or premium smartphones.

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