



The Influence Of Lifestyle And Brand Image On The Purchase Decisions Of Apple Mobile Phone of Sam Ratulangi University Student's Manado

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ABSTRACT

In the ever-evolving digital era, mobile phones have become a primary need for many individuals, especially premium phones such as Apple that have a significant market share. This study aims to analyze the effect of lifestyle and brand image on purchasing decisions for Apple mobile phones for students at Sam Ratulangi University, Manado. This study uses quantitative methods with purposive sampling techniques and a survey approach to collect data from a number of respondents who are users or potential users of Apple products. Data analysis was carried out using multiple linear regression to identify the effect of independent variables, namely lifestyle and brand image, on the dependent variable, namely purchasing decisions. with the sample calculation formula used, namely Lemmshow calculation with a total of 100, then the data was distributed via questionnaire and processed from the SPSS application. The results showed that the two independent variables had a partial and simultaneous influence on purchasing decisions for Apple cellphones. A modern and dynamic lifestyle and a strong and exclusive brand image are proven to be the main factors that encourage consumers to choose Apple products.

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1. INTRODUCTION

In an increasingly sophisticated age, technology has become a premier human need. With the presence of smartphones, work and activities are easier to do. Users can easily access information from around the world. In addition, smartphones are very helpful in the transaction process, helping the promotion process and much more. Apart from that, the number of smartphone users is increasing every day. Reported by insider monkey [1], as many as 7.33 billion smartphone users. which means as much as 91.40% of the global population is connected via cellular networks.

One company that is able to carve a reputation as one of the most innovative and prestigious brands in the world is apple inc. according to Kantar Brandz [2] rankings, apple managed to maintain the title of the most valuable brand in the world with a value of \$880,455 million. Apple has proven to be resilient in the face of challenging market conditions, which justifies the premium price with a

positive perception that creates the impression that the iPhone is different and stands out from other products. Apple products ranked first in the consumer technology and service platforms, iPhone accounted for more than 80% of the total brand value. The top 10 brands in this category, totaling \$1,078,324 M

Judging from the Statista data [3], Apple is ranked 5th of Apple's market share in Indonesia is still relatively low at 11.57% when compared to its competitors. This is due to the value proposition that has not been accepted by the people in Indonesia. Although the Apple brand has for years been the most valuable trademark with high market share, in fact it does not make this product in the first position. One of the reasons is the low income of the people, when compared to other Southeast Asian countries, namely Singapore, Brunei Darussalam, Malaysia and Thailand. And another factor is the high selling price of the product. That is why some Indonesians choose other alternatives with more affordable prices. However, even so, the enthusiasts of some people, especially young people, still decide to buy an iPhone. There are several factors that influence the purchase of iPhone, such as Lifestyle and the image of the brand. Lifestyle has become self-existence, which describes patterns, or ways and behaviors such as interest in something. People's interest in making purchase decisions is based on a description of their lifestyle. Where some Apple smartphone users feel that iPhone products can support their trendy lifestyle, which is in line with the image created by Apple products themselves. With an expensive, quality image that has been successfully created in the minds of consumers, this product is easily recognized by the public and it is not uncommon for many consumers to prefer products that have a positive image.

2. METHOD

2.1 Research Approach

The method to be used in this research is quantitative method, and multiple linear regression analysis as an analytical method. The study will also involve an online survey using a structured questionnaire as a data collection tool. The design of this study is chosen because it allows a deep statistical analysis of the deep relationship between brand image variables, lifestyle and purchasing decisions.

2.2 Population and Sample Size

The intended population comprises students at Sam Ratulangi University in Manado who have either used or are contemplating purchasing Apple brand smartphones. This study utilizes Lemeshow calculation. The minimum result of the calculation of the formula above is 96.04 where this is the lower limit and is rounded up to 97 and above, according to the number of valid respondent answers.

2.3 Data Collection Method

A questionnaire is a method of gathering data wherein respondents are presented with a series of questions or written statements to respond to. It proves to be an effective technique when researchers possess knowledge about the variables they intend to measure and are aware of consumers' expectations. And the technique used to analyze this variable is multiple linear regression, used to understand the relationship between one dependent variable and two or more independent variables.

2.4 Testing of Research Instruments

The study uses a questionnaire to collect data on Apple's brand image, respondents' lifestyles, and factors influencing the purchase of Apple phones. The questionnaire's validity will be tested, with items deemed valid if their correlation with the total score is 0.3 or higher; items below 0.3 are invalid. Reliability is assessed through a reliability test, with an alpha coefficient of ≥ 0.60 indicating the instrument is reliable, and below 0.60 indicating it is not reliable.

2.5 Data Analysis

Data analysis involves simplifying and making data more readable. This process transforms data into a format that is easier to understand and interpret. The collected data will first be analyzed using classical assumption tests like normality, multicollinearity, and heteroscedasticity tests. Once these tests are completed, the data will then be analyzed using multiple linear regression analysis.

2.6 Classical assumption tests

Classical assumption tests include normality, multicollinearity, and heteroscedasticity tests. Normality tests, such as the Kolmogorov-Smirnov test, check if variables are normally distributed, with a significance value above 0.05 indicating normality. Multicollinearity tests ensure independent variables are not highly correlated. Heteroscedasticity tests, like the Glejser test, assess the consistency of residual variances across observations; a significance value above 0.05 indicates no heteroscedasticity, while below 0.05 suggests its presence. A good regression model should show homoscedasticity, meaning consistent residual variance across observations.

2.7 Multiple linear regression

Multiple linear analysis is a statistical method used to understand the relationship between one dependent variable and two or more independent variables. The theoretical concepts in this analysis include linear relationship, independence assumption, homoscedasticity, normality, multicollinearity, model fitting, and model validity. A linear relationship asserts that a change in the independent variable will result in a fixed change in the dependent variable. The independent variables in this study are: lifestyle (X1), Brand Image (X2) The dependent variable is the purchase decision (Y). The regression equation for the four predictors (variables) used according to [4]:

$$Y = a + b1.X1 + b2. X2 + b3.X3 + e$$

Description:

Y = Purchase decision (Dependent variable)

a = Constant

b1,b2,b3 = Regression coefficient of independent variables

X1 = Lifestyle factor (Independent variable)

X2 = Brand image (Independent variable)

E = Confounding variable

2.8 Hypothesis Testing

The T-test (partial) determines if individual independent variables significantly affect the dependent variable by comparing the calculated t-value with the critical t-value, and using a significance level of ≤ 0.05 to indicate significance. The F-test (simultaneous), or ANOVA, assesses if multiple groups differ in their means by comparing the calculated F-value with the critical F-value; a greater calculated F-value indicates a simultaneous influence of independent variables on the dependent variable

3. RESULT AND DISCUSSION

3.1 Validity and Reliability Test

Tabel 1. Validity Test Result

| No | variable | INDICATOR | VALIDIDTY | | RESULT |
|----|---------------------|-----------|-----------|---------|--------------|
| | | | R COUNT | R TABLE | |
| 1 | X1 Life style | X1.1 | 0.848 | 0.196 | VALID |
| | | X1.2 | 0.583 | 0.196 | VALID |
| | | X1.3 | 0.826 | 0.196 | VALID |
| 2 | X2 Brand Image | X2.1 | 0.747 | 0.196 | VALID |
| | | X2.2 | 0.816 | 0.196 | VALID |
| | | X2.3 | 0.790 | 0.196 | VALID |
| 3 | Y Purchase Decision | Y1 | 0.911 | 0.196 | VALID |
| | | Y2 | 0.828 | 0.196 | VALID |
| | | Y3 | 0.914 | 0.196 | VALID |
| | | Y4 | 0.872 | 0.196 | VALID |

Based on the table above, it can be seen that all the indicators are said to be valid because the R-Count value exceeds the R-table value of 0.196.

Table 2. Reliability Test Result

| VARIABLE | Cronbach's Alpha | Requirement | Result |
|---------------------|------------------|-------------|----------|
| X1 Lifestyle | 0.843 | > 0.6 | Reliable |
| X2 Brand Image | 0.876 | > 0.6 | Reliable |
| Y Purchase Decision | 0.904 | > 0.6 | Reliable |

Source: SPSS Output, 2023

From the data displayed in table 2, the results of each variable have Cronbach's alpha greater than 0.6, which means that the instrument used is reliable.

3.2 Classical Assumption Test

3.2.1 Normality Test

Table 3. One-Sample Kolmogorov-Smirnov Test

| | | Unstandardized Residual |
|----------------------------------|----------------|-------------------------|
| N | | 100 |
| Normal Parameters ^{a,b} | Mean | .0000000 |
| | Std. Deviation | 1.49569463 |
| Most Extreme Differences | Absolute | .050 |
| | Positive | .048 |
| | Negative | -.050 |
| Test Statistic | | .050 |
| Asymp. Sig. (2-tailed) | | .200 ^{c,d} |

Source: SPSS Output, 2023

Based on the results of the normality test, it is known that the significance value is $0.200 > 0.05$, it can be concluded that the residuals are normally distributed.

3.2.2 Multicollinearity Test

Table 4. Multicollinearity Test Result

| | | Collinearity Statistics | |
|-------|----|-------------------------|-------|
| Model | | Tolerance | VIF |
| 1 | X1 | .272 | 3.682 |
| | X2 | .272 | 3.682 |

Source: SPSS Output, 2023

Based on the results displayed above, with the tolerance value obtained by the variable (X1,X2) = 0.272 and the VIF value of 3.682, it can be concluded that there is no multicollinearity in the two variables studied.

3.2.3 Heteroscedasticity Test

The Glejser test is applied in this research to evaluate the significance coefficient between independent variables, if the correlation significance is $> 0,05$, then there is no heteroskedasticity problem. As seen in Table 4.6 above, it can be observed that the correlation for Product (x1) is 0.821 sig., for Price (x2) is 0.965 sig., for Place (x3) is 0.317 sig., and for Promotion (x4) is 0.593 sig. Therefore, it can be concluded that there is no heteroskedasticity issue for any of the independent variables.

Table 5. Heteroscedasticity Glejser Test Result

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|-------------|-----------------------------|------------|---------------------------|-------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 1.175 | .683 | | 1.721 | .088 |
| | Lifestyle | -.032 | .085 | -.074 | -.381 | .704 |
| | Brand Image | .044 | .087 | .100 | .512 | .610 |

Source: SPSS Output, 2023

Based on the results displayed above, variable X1 have a significant effect of 0.704 and X2 0.610 then the conclusion, there are no symptoms heteroscedasticity

3.2.4 Multiple Linear regression

Multiple linear regression analysis aims to evaluate the extent of the impact of independent variables on the dependent variable. In Table 8, the results of the multiple linear regression analysis are presented, which can be interpreted as follows:

Table 6. Multiple Linear Regression Analysis

| Model | | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. |
|-------|-------------|-----------------------------|------------|---------------------------|-------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 1.723 | .908 | | 1.899 | .061 |
| | Lifestyle | .522 | .112 | .394 | 4.643 | .000 |
| | Brand Image | .734 | .116 | .539 | 6.349 | .000 |

Source: SPSS Output, 2023

$$Y = a + b1. X1 + b2. X2$$

$$1.723 + 0.522X1 + 0.734X2$$

1. The constant value (a) has a positive value of 1,723. a positive sign means that it shows a unidirectional influence between the independent and dependent variables. This shows that, if all independent variables which include Lifestyle (X1) Brand Image (X2) are 0% or have not changed, then the value of the purchase decision is 1,723.
2. The regression coefficient value for variable X1 is 0.522. This shows that if Lifestyle increases by 1%, the purchasing decision will increase by 0.522 with the assumption that the other independent variables are considered constant. The positive sign indicates a unidirectional influence between the independent variable and the dependent variable
3. The regression coefficient value for the Brand Image variable has a positive value of 0.734. this indicates that if X2 (Brand image) increases by 1%, the purchase decision for the apple brand cellphone will increase by 0.732, assuming that the other independent variables are considered

3.2.5 Hypothesis Testing

Table 7. T-test (Partial Hypothesis Testing)

| Model | | Unstandardized Coefficients | | Standardized | T | Sig. |
|-------|-------------|-----------------------------|------------|--------------|-------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 1.723 | .908 | | 1.899 | .061 |
| | Lifestyle | .522 | .112 | .394 | 4.643 | .000 |
| | Brand Image | .734 | .116 | .539 | 6.349 | .000 |

Source: SPSS Output, 2023

From the table above, it is concluded that the results of the hypothesis test are as follows:

Variable Lifestyle (X1) with a significance value of 0.00 is lower than 0.05 and the t-count value on the lifestyle variable (X1) of 4.643 is greater than the value of 1.190 (t-table), it is concluded that “there is a partial influence of the lifestyle variable (X1) on the purchasing decision variable (Y)” or H1 is accepted and H0 is rejected.

The brand image variable with a significance value of 0.00 is lower than 0.05 and the t-count value on the Brand image variable (X2) is 6.349 greater than the value of 1.190 (t-table). compared to the t-table value of 1.190, it is concluded, there is a partial influence between the Brand image variable (X2) on the purchasing decision variable (Y), therefore it is stated that H0 is rejected, and H2 is accepted.

3.2.6 F-test (Simultaneously Hypothesis Testing)

Table 8. F-test (Simultaneously Hypothesis Testing)

| Model | | Std. Error | Mean Square | F | Sig. | |
|-------|------------|------------|-------------|---------|---------|------|
| 1 | Regression | 1824.344 | 2 | 912.172 | 206.534 | .000 |
| | Residual | 428.406 | 97 | 4.417 | | |
| | Total | 2252.750 | 99 | | | |

Source: SPSS Output, 2023

The results of the f test can be concluded that the significance value obtained is 0.00 less than 0.05 And the results of the comparison between the f-count value and the f-table, where the results of the f-count value obtained are 206.534 greater than 3.09, it is known that there is a simultaneous

influence of x1 (lifestyle) x2 brand image on purchasing decisions (y) and it is concluded that H0 is rejected, variable X1 lifestyle, X2 brand image affects variable Y purchase decisions

3.3 Discussion

3.3.1 The influence of lifestyle on the purchase decisions of apple mobile phone

The research shows that lifestyle significantly influences the purchase of Apple brand cell phones among students at Sam Ratulangi University Manado. Lifestyle is crucial in marketing, especially in decisions involving high-design products like the iPhone. Individuals prioritizing technology or design often choose iPhones, influenced by social media and influencers. An iPhone purchase reflects and enhances the user's lifestyle. This aligns with theories by [5] Djarot, and [6] Kasali, defining lifestyle through activities, interests, and opinions. Supporting studies by [7], Dermawan, et al., [8], and Adhila and Raymond confirm the positive effect of lifestyle on purchasing decisions. Respondents indicated strong agreement that the iPhone fits young people's activities and conveys a trendy, luxurious lifestyle, with a significant preference for its aesthetic appeal. The hedonistic lifestyle, focused on personal pleasure, greatly impacts purchasing decisions. Understanding customer lifestyles allows companies to develop effective marketing strategies and target audiences, enhancing marketing effectiveness.

3.3.2 The influence of Brand image on the purchase decisions of apple mobile phone

The t-test and f-test results indicate that brand image significantly influences the decision to purchase Apple mobile phones. According to Kotler & Keller [9] brand image comprises the beliefs, ideas, and impressions one holds about a product. Surachman in Musay F.P [10] adds that brand image positively affects customer responses to products or services. A reputable brand attracts more customers, making brand image crucial in marketing. Apple maintains a strong brand image through exclusivity, higher pricing, and selective distribution, creating a perception of sophistication and excellence. This appeals particularly to young people. Studies by Darajat [11] Gifani and Syahputra [12] confirm the significant impact of brand image on purchasing decisions. In this research, 76.2% of respondents view Apple's brand image positively, with 74.4% agreeing that iPhones have a strong brand image. Apple's effective branding strategy, including its recognizable logo, contributes to its success in influencing purchasing decisions.

3.3.3 Lifestyle, brand image on the purchase decisions of apple mobile phone

The f-test results show that lifestyle (X1) and brand image (X2) simultaneously affect the purchase decision of Apple brand cellphones. According to Kotler [13], purchasing decisions involve individual behaviors or actions in acquiring or using products, aiming to provide satisfaction and manage potential risks. This indicates that purchasing decisions are steps consumers take to meet their needs by addressing their problems. Indrawati [14] supports this, finding that brand image and lifestyle significantly influence purchasing decisions. Respondents' responses reveal that 81.1% seek information before buying iPhones, 81.9% are satisfied and recommend the brand to others, and 78% are satisfied and intend to repurchase the brand.

4. CONCLUSION

The results of this study state that, lifestyle (X1) partially has a significant effect on purchasing decisions (Y) for apple brand cell phones. This means that the higher the lifestyle of students, the more likely they will choose to buy iPhone products. Brand image (X2) partially has a significant effect on purchasing decisions (Y) for apple mobile phones. This means that apple's strategy of building a positive image is successful. From the statements distributed 80% of respondents gave a positive response to the image provided. This is what influences consumers in making purchasing decisions. Lifestyle (X1) and brand image (X2), simultaneously effect on purchasing decisions (Y) for apple mobile phone. Based on

the results obtained from the results of multiple linear regression and t-test that the variable that has the greatest influence is the brand image variable with a value of (0.734) where there is a slight difference with the lifestyle variable, namely (0.522) this is because students are more focused on choosing products with a positive image and that are trusted, and are well known.

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