



***THE INFLUENCE OF LIFESTYLE AND BRAND IMAGE
ON DECISIONS TO PURCHASE IPHONE PRODUCTS AT ITIAR
OLSTORE PADANG***

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ABSTRACT

The aim of this research is to examine the influence of lifestyle and brand image on purchasing decisions for iPhone products at Itiar Olstore Padang. The variables used in this research include the dependent variable, namely purchasing decisions (Y), and independent variables, namely lifestyle (X1) and brand image (X2). This type of research uses quantitative methods, collecting data through distributing questionnaires to 93 respondents using probability sampling. By using instrument tests (validity test and reliability test), assumption tests (normality test, multicollinearity test and heteroscedasticity test) then multiple linear regression and hypothesis testing with the help of the SPSS application. The results of this research show that lifestyle has a positive and significant effect on purchasing decisions and brand image has a positive and significant effect on purchasing decisions.

Keywords: *lifestyle, brand image, purchasing decisions*

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INTRODUCTION

Technological developments throughout the world are currently very fast and are always followed by increasingly smart consumers. Therefore, it makes it difficult for many companies to influence consumer purchasing decisions, when there are competitors who offer similar products with slight changes. The mobile phone or smartphone market is one sector where competition is increasingly fierce in the information and communications technology industry. Currently, mobile phones have experienced significant development and are becoming increasingly sophisticated. Mobile phones can also be used for more than just communication, they can also be used for other purposes such as accessing internet networks and taking pictures. Currently, cellphones are a very useful and efficient tool for interacting with other people (Bambang Somantri, Ridha Afrianka, 2020).

Smartphones have become a necessity and part of a consumer's daily activities, so companies can seize this opportunity to offer the smartphone products they need. Apart from being a necessity, the reason for using smartphones nowadays is also for

fashion reasons, and recently using smartphones has become a trend and lifestyle in society and most of all among young people. Changes and developments in increasingly advanced communication and information technology have directly or indirectly caused changes in outlook and lifestyle (Wolff et al., 2021).

There are many smartphone brands available on the market, so consumers must be able to decide what brand to choose and buy. Consumers must first determine the product they will buy before starting the purchasing process, which begins when consumers realize their needs (Fitria & Qurohman, 2022).

One of the smartphone brands circulating in the Indonesian market is the iPhone. The iPhone is a device designed by Apple which became very popular when it was first released in 2007. The iPhone is one of the cellular telephone devices used daily by Indonesian people today. Judging from its development, the iPhone continues to get better every year, adding more advanced features and following the trend of people's needs (Herawati, 2022).

Toko Itiar Olstore is a shop that sells iPhone products in Padang City, located on Jl. Ir. H. Juanda No.28, Rimbo Kaluang, West Padang District, Padang City, West Sumatra. The Itiar Olstore store is considered one of the stores that provides iPhones at affordable prices with fairly good quality. Apart from that, the iPhone also has an increasingly sophisticated and sharp camera, which continues to improve as the latest iPhone models themselves are improved. The iPhone is also said to have a processor brain that is twice as fast as other smartphones. So it makes the cellphone more powerful than others. Apart from that, the graphics quality is twice as good as the A5 processor.

Based on the results of observations and interviews conducted by the author, sales fluctuations are caused by problems with lost networks or unregistered networks. Unregistered IMEI numbers on iPhones can have serious problems that have an impact on brand image. The IMEI number is a unique identification assigned to each mobile device, and its presence is important because it associates the device with the network, ensures legitimacy, and helps in tracking lost or stolen devices.

The problem of missing networks or not registering networks on an iPhone can have a significant negative impact on sales. A missing IMEI can cause concerns about the security and authenticity of the product. This issue could result in lower iPhone sales as consumers may look for alternatives that are considered more reliable and secure. It is necessary for companies to promptly respond to consumer complaints, provide software updates or technical troubleshooting where possible and provide adequate customer support, and provide assurance to consumers that steps have been taken to prevent the occurrence of similar problems in the future.

Brand image influences consumer purchasing decisions in buying because positive perceptions of a brand are formed in the minds of consumers when consumers recall about a brand. The perception of a company among consumers can also be considered as part of a company's image. Consumers form opinions about a brand based on various factors, including how the brand's marketing materials are delivered, consumers' own experiences with the brand, and the experiences of others (Sanita et al., 2019). This is supported by previous research conducted by (Febri & Saputra 2022) brand image has a positive and significant influence on purchasing decisions.

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This shows consumer assessment of a brand based on their interaction with the brand. In the current era of technological development, the role of smartphones in people's lives is becoming increasingly important. This study has a difference from previous research, namely it lies in the title, time and object of research where researchers take objects at the Itiar Olstore Padang Store.

The influence of lifestyle on purchasing decisions

Lifestyle is a person's pattern of life expressed in his activities, interests and opinions in spending his money and allocating his time (Sahir et al., 2016). Lifestyle is formed through social interaction. Lifestyle is the way a person lives his life which includes activities, interests, attitudes, consumption and expectations. Lifestyle drives individual needs and attitudes and influences activity and product use. As a driver that influences a person's decision-making process in buying a product, lifestyle is grouped into several parts of the lifestyle classification.

Then (Avicena & Ita Purnama, 2023) states that lifestyle is how other people spend their time (activities) seen from work, hobbies, shopping, sports, and social activities and interests consisting of food, fashion, family, recreation and also opinions consisting of themselves, social issues, business, and products. Lifestyle encompasses more than just a person's social class or personality.

Previous research conducted by (Muhammad Fadhli Noor, 2023) examined the effect of product quality, brand image and lifestyle on purchasing decisions for iPhone smartphones. That the results showed that lifestyle has a positive and significant effect on purchasing decisions for iPhone smartphones. Thus, the conclusion of this study is that lifestyle has a positive and significant effect on consumer purchasing decisions.

Previous research conducted by (Setijadi & Wijaya, 2021) which examines the influence of brand, price, product features and lifestyle on purchasing decisions for Xiaomi smartphones at Cendana Cell Banjarnegara Store. The results showed that lifestyle has a positive and significant effect on purchasing decisions. So it can be concluded in this study that lifestyle has a positive and significant effect on purchasing decisions.

Previous research conducted by (Trimartati, 2014) which examined the Lifestyle of Guidance and Counseling Students at Ahmad Dahlan University. and Counseling Students of Ahmad Dahlan University. The results showed that lifestyle has a positive and significant effect on purchasing decisions. So it can be concluded in this study that lifestyle has a positive and significant effect on purchasing decisions.

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

The influence of brand image on purchasing decisions

Brand image refers to identifiable but not easily articulated elements of a brand, including symbols, unique typography or color schemes, or consumers' opinions about a product or service represented by the brand. Since brands are already embedded in consumers' minds, they serve as a representation of consumer perceptions. Strong brands are better at influencing consumer preferences in buying a product. Getting the

hearts and even consumer loyalty to a product is greatly helped by a strong and good image (Musa, 2017).

Then (Ratri, 2007) says brand image is a combination of all currently available information about the company, its products and services. There are two methods that can be used to obtain this information, the first is direct consumer experience, which includes both functional and emotional satisfaction. In addition to operating at peak efficiency and fulfilling its commitments, a brand must be able to understand consumers' desires, advocate the values upheld by consumers, and also be able to fulfill consumers' specific requirements that will strengthen their bond with the brand.

Previous research conducted by (susanti & Saputra, 2022) examined the effect of country of origin, brand image and product design on purchasing decisions for Nike brand sports shoes for students at Smkn 1 Painan. That the results showed that brand image has a positive and significant effect on purchasing decisions for Nike brand sports shoes for students at Smkn 1 Painan. This implies that more decisions will be made to buy if the assessment of the Nike sports shoe brand is increasing.

Previous research conducted by (Martha and Dinet Maini, 2022) which examines the effect of celebrity endorsers, brand image and brand trust on purchasing decisions for Yamaha Nmax motorbikes at Cv. Tjahaja Baru Surantih. The results showed that purchasing decisions were positively and significantly influenced by brand image. Thus, the conclusion of this study is that brand image has a positive and significant effect on consumer purchasing decisions.

Previous research conducted by (Gifani & Syahputra 2017) which examined the Effect of Brand Image on Purchasing Decisions for Oppo Smartphone Products for Telkom University Students. The results showed that brand image has a positive and significant effect on purchasing decisions. So it can be concluded in this study that brand image has a positive and significant effect on purchasing decisions.

H₂ Brand image has a positive and significant effect on purchasing decisions.

RESEARCH METHODS

Types of research

Based on the quantitative research used. Quantitative research is data in the form of research numbers. Quantitative research aims to test predetermined hypotheses. Based on positivist ideology, which is used to study certain populations or samples, as well as to collect data using research instruments, and analyze data quantitatively and statistically (Sugiyono, 2017).

Research Object or Location

Before a researcher conducts research, the object of the research must be determined. The research object is a problem that will be discussed, tested or researched by a researcher (Sugiyono, 2017). The location of the research object is currently being carried out at the Itiar Olstore Padang shop which sells iPhone-specific products, which is located on Jl. Ir. H. Juanda No.28, Rimbo Kaluang, West Padang District, Padang City, West Sumatra was the target of the research.

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Population and Sample

Population

A population is a group of items or individuals with certain characteristics or qualities that the researcher chooses to study and from which conclusions can be made which can form a population. This is an area of generalization. Based on the definition given above, the population of this research is consumers who buy products at Itiar Olstore Padang. To conduct this research, 1,240 total consumers who bought iPhones at Itiar Olstore Padang in 2023 will be used as the population.

Sample

In this study, researchers took 93 subjects as research samples. The consideration for using total sampling is the total sales of Itiar Olstore Padang. In this research, the sample collection technique used was probability sampling. (Sugiyono, 2017) probability sampling is a sampling technique that provides equal opportunities or opportunities for each element of the population to be selected as a sample.

Data Types and Sources

Data type

In this research, researchers used quantitative data as a type of data, by conducting a survey directly on the research object. According to (Sugiyono, 2017) quantitative data is a collection of data that can be measured and calculated in the form of numbers or numbers.

Data source

The information used in this research is primary data, namely data that is obtained and researched entirely directly on certain data. The information collected is the latest without manipulation and directly without intermediaries. The form of data used is observation, interviews and distribution of questionnaires at the Itiar Olstore Padang Store. Primary data is a data source that is directly obtained from the data source studied.(Sugiyono, 2017).

Data collection technique

The data collection technique used in this research is to approach the data as follows:

1. Observation, is data collection carried out by making direct observations at the location to obtain accurate data.
2. Interview, is collecting data by asking questions directly to obtain information.
3. Distribution of questionnaires is an act of distributing questionnaires to research respondents to answer research objectives.

Table 1
Operational Definition of Variables

No	Variables	Definition	Indicator	Source
1	Purchase Decision (Y)	Purchasing decisions are a process in making purchasing decisions which include gathering information about consumer desires and preferences, assessing products, determining whether to buy them, and then making additional evaluations after purchase.	a. Steadiness to buy after knowing product information. b. Deciding to buy because of the most preferred brand. c. Buying because it suits your wants and needs. d. Buying because they get recommendations from other people.	(Dedhy Pradana, Syarifah Hidayah, 2017)
2	Lifestyle (X1)	A person's lifestyle is considered a sign of identification and recognition of his social status, which can be seen from his behavior that always follows the latest trends to meet the needs of daily life. Even lifestyle becomes more important than basic needs.	a. <i>Activity</i> b. <i>Interest</i> d. <i>Opinion</i>	(Pratiwi & Patrikha, 2021)
3	Brand Image (X2)	The process of selecting, organizing, and interpreting input data to produce a meaningful image is what is meant by "brand image", as well as the excitement of all associations associated with a brand that already exists in the minds of consumers.	a.Product attributes b.Consumer benefits c.Brand personality	(Randheer et.al., 2012)

Data analysis technique
Test Research Instruments



Validity test

For research where most of the measurements use questionnaires, there needs to be validity because validity testing determines the extent to which a measuring instrument can measure what it wants to test. The indicator that can measure this validity is Corrected Item Total Correlation (CITC), with a standard of 0.300, so it can be concluded as follows:

- a. If the correlation coefficient is > 0.3 , it can be concluded that the instrument is valid.
- b. If the correlation coefficient is < 0.3 then it can be concluded that the instrument is invalid.

Reliability Test

Reliability testing can be done using the alpha coefficient (Cronbach's alpha). A questionnaire statement can be said to be reliable (feasible) if the Cronbach's alpha value is > 0.6 and unreliable (not feasible) if the Cronbach's alpha value is < 0.6 (Setyo, 2017).

Descriptive Analysis

Research on independent variables without making comparisons or connecting them with other variables is called descriptive research. Descriptive analysis is used using a frequency table to see how the data is distributed in a variable (Usvela & Qomariah, 2019). The formula used is:

$$TCR = \frac{\text{Rata-rata Skor}}{n} \times 100\%$$

Information:

TCR = Respondent Achievement Level

Rs = Average score of respondents' answers (mean)

n = Answer score value

Classic assumption test

Normality test

The normality test aims to assess how the data in a group, whether data or variables, is, whether the distribution of the data distributed is normally distributed or not. The indicators that measure the normality test are the One Sample Kormogorof Smirnov Test with an Alpha standard of 0.05. Conclusions can be drawn, namely:

- a. If the sign is > 0.05 then the distribution of the regression model is normal.
- b. If the sign < 0.05 then the distribution of the regression model is not normal.

Multicollinearity Test

The indicators that measure the multicollinearity test are Variance Inflation Factor (VIF) and Tolerance with standards for VIF 10 and Tolerance 0.1. It can be concluded that if the VIF is less than 10 and the Tolerance is greater than 0.1 then the research is free from symptoms of multicollinearity, conversely if the VIF is greater than 10 and the Tolerance is smaller than 0.1 then the research is not free from symptoms of multicollinearity.

Heteroscedasticity Test

The heteroscedasticity test can be used to test for differences in variables from the residuals of one observation to another, where if this happens it can be concluded that there are symptoms of heteroscedasticity (Sugiyono, 2017). The Glejser test with a standard α of 0.05 is the indicator used in the heteroscedasticity test. Therefore, it can be concluded that if the sign is greater than 0.05 then the research has no indication of heteroscedasticity, and if the sign is smaller than 0.05 then the research has an indication of heteroscedasticity.

Multiple Linear Regression Analysis

The purpose of multiple regression analysis is to test the relationship between the influence of one variable on other variables. The variable that is influenced is called the dependent variable, while the independent variable or independent variable is the one that influences (Nugroho, 2005).

$$Y = a + b_1X_1 + b_2X_2 + e$$

Hypothesis testing

1. The hypothesis can be accepted if the t-count > t-table or if the significance value is <0.05. It can be concluded that the independent variable has a significant effect on the dependent variable.
2. The hypothesis is rejected if the t-value < t-table or if the significance value is > 0.05. So it can be concluded that the independent variable has no significant effect on the dependent variable.

RESEARCH RESULTS AND DISCUSSION

Validity Test

Table 2
Validity Test Results for Lifestyle Variables (X1)

Question	Corrected Item-Total Correlation	Rule Of Thumb	Conclusion
X1.1	0.724	0.300	Valid
X1.2	0.692	0.300	Valid
X1.3	0.610	0.300	Valid
X1.4	0.726	0.300	Valid
X1.5	0.573	0.300	Valid



Question	Corrected Item- Total Correlation	Rule Of Thumb	Conclusion
X1.6	0.782	0.300	Valid

Source: SPSS 21 data (processed 2024)

From the table above, it is known that all statements regarding variable X1 (Lifestyle) can be declared valid where the Corrected Item-Total Correlation is greater than the Role of Thumb value of 0.300, so further research can be continued.

Table 3
Brand Image Validity Test Results (X2)

Question	Corrected Item- Total Correlation	Rule Of Thumb	Conclusion
X2.1	0.638	0.300	Valid
X2.2	0.721	0.300	Valid
X2.3	0.783	0.300	Valid
X2.4	0.815	0.300	Valid
X2.5	0.729	0.300	Valid
X2.6	0.677	0.300	Valid

Source: SPSS 21 data (processed 2024)

From the table above, it is known that all statements regarding variable X2 (Brand Image) can be declared valid where the Corrected Item-Total Correlation is greater than the Role of Thumb value of 0.300, so further research can be continued.

Table 4
Validity Test Results for Purchasing Decisions (Y)

Question	Corrected Item- Total Correlation	Rule Of Thumb	Conclusion
Y.1	0.358	0.300	Valid
Y.2	0.422	0.300	Valid
Y.3	0.480	0.300	Valid
Y.4	0.409	0.300	Valid
Y5	0.474	0.300	Valid
Y6	0.539	0.300	Valid
Y.7	0.400	0.300	Valid
Y8	0.387	0.300	Valid
Y9	0.484	0.300	Valid

Source: SPSS 21 data (processed 2024)

From the table above, it is known that all statements regarding variable Y (Purchasing Decision) can be declared valid where the Corrected Item-Total Correlation is greater than the Role of Thumb value of 0.300, so further research can be continued.

Reliability Test

Table 5
Reliability Test Results

No	Variable	Cronbach's Alpha	Measurement Standards	Conclusion
1.	Lifestyle	0.762	0.600	Reliable
2.	Brand Image	0.820	0.600	Reliable
3.	Buying decision	0.741	0.600	Reliable

Source: SPSS 21 data (processed 2024)

From the results of the reliability test, the Cronbach's Alpha value for the Lifestyle, Brand Image and Purchase Decision research variables was more than 0.600, which gives the result that the variables studied can be said to be reliable.

Descriptive Analysis

The purchasing decision variable (Y) obtained an average value of 3.71 and a TCR value of 75.68. From the table above, the criteria for the statement of the purchasing decision variable (Y) are in the good category. The lifestyle variable obtained an average value of 3.67 and an average TCR of 72.48. From the table above, the criteria for lifestyle (X1) are in the good category. The brand image variable obtained an average value of 3.71 and an average TCR of 71.47. From the table above, the criteria for the brand image statement (X2) are in the good category. It can be concluded that the purchasing decision at Itiar Olstore Padang has good criteria.

Classic assumption test

Normality test

Table 6
Normality Test Results

Asymp. Sig. (2-tailed)	Alpha	Conclusion
0.820	0.05	Normally Distributed

Source: SPSS 21 data (processed 2024)

Based on the table above, it can be seen from the data processing results that the value of Asymp. Sig. (2-tailed) $0.820 > 0.05$, so it can be concluded that the processed data is normally distributed.



Multicollinearity Test

Table 7
Multicollinearity Test Results

Variable	Collinearity Statistics		Conclusion
	Tolerance	VIF	
Lifestyle	0.721	1,218	Free of Multicollinearity Symptoms
Brand Image	0.710	1,347	Free of Multicollinearity Symptoms

Source: SPSS 21 data (processed 2024)

Based on the multicollinearity test, it shows that the tolerance value of each variable is above 0.1, and the VIF value is below 10, so the conclusion is that there is no multicollinearity problem.

Heteroscedasticity Test

Table 8
Heteroscedasticity Test Results

Variable	Sig.	Alpha	Conclusion
Lifestyle	0.691	0.05	Free of Heteroscedasticity Symptoms
Brand Image	0.740	0.05	Free of Heteroscedasticity Symptoms

Source: SPSS 21 data (processed 2024)

Based on the results of the heteroscedasticity test above, it can be seen that the significant value of Lifestyle (X1) is $0.691 > 0.05$, the significant value of Brand Image (X2) is $0.740 > 0.05$, so this research is free from symptoms of heteroscedasticity and is worthy of research.

Multiple Linear Regression Analysis

Table 9
Multiple Linear Analysis Results

Variables & Constants	Coefficient
(Constant)	0.739
Lifestyle	0.663
Brand Image	0.812

Source: SPSS 21 data (processed 2024)

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + e$$

$$Y = 0.739 + 0.663(X_1) + 0.812(X_2)$$

Based on the table above, the results of the multiple linear regression equation provide the assumption that:

1. A constant value of 0.739 means that if the variables studied, in this case lifestyle and brand image have a value of zero, then the purchasing decision remains at 0.739
2. The lifestyle regression coefficient value is 0.663, if lifestyle increases one unit then purchasing decisions will also increase by 0.663 assuming the brand image is constant.
3. The brand image regression coefficient value is 0.812, if the brand image increases one unit then purchasing decisions will increase by 0.812 assuming lifestyle is constant. The multiple linear regression equation above has the following meaning:

Hypothesis testing

Table 10
t Test Results

No	Variable	t-count	t-table	A	Sign	Conclusion
1	Lifestyle (X1)	2,712	1,661	0.05	0,000	H1 is accepted
2	Brand Image (X2)	3,932	1,661	0.05	0.013	H2 is accepted

Source: SPSS 21 data (processed 2024)

Based on the results of the t test above, the following analysis can be carried out:

- a. Hypothesis 1 (H1) The test results above can be seen that lifestyle has a positive and significant effect on iPhone purchasing decisions, this is because the t-count value is greater than the t-table ($2,712 > 1,661$) with a sign value smaller than the alpha value ($0.000 < 0.05$).
- b. Hypothesis 2 (H2) The test results above can be seen that brand image has a positive and significant effect on iPhone purchasing decisions, this is because the t-count value is greater than the t-table ($3,932 > 1,661$) with a sign value smaller than the alpha value ($0.013 < 0.05$).

Discussion

Effect of Life Style on Purchasing Decisions

Based on the tests that have been carried out, it can be concluded that the first hypothesis which states that the lifestyle variable has a positive and significant effect on purchasing decisions, meaning that based on the tests that have been carried out, the results show that there is a significant relationship between lifestyle and purchasing



decisions for iPhone products. In this context, the relationship is positive, which means that the higher a person's lifestyle, the more likely they are to choose iPhone products. Thus, it can be concluded that lifestyle plays an important role in influencing the purchase decision of iPhone products.

According to (Pulungan et al., 2018) stated that a person's lifestyle is considered a sign of identification and recognition of his social status, which can be seen from his behavior which always follows the latest trends to meet the needs of daily life. Even lifestyle becomes more important than basic needs and a person's pattern of life is how they spend their time, what they consider most important to them in their daily lives and how they view themselves and the world around them.

This research is in line with the research of Badjamal et al., (2019) it can be concluded that lifestyle has a positive and significant effect on purchasing decisions. Lifestyle is a person's behavior that is shown in activities, interests and opinions, especially those related to self-image to reflect his social status, so that lifestyle has a very positive and significant effect on purchasing decisions.

Effect of Brand Image on Purchasing Decisions

Based on the tests that have been carried out, it can be concluded that the second hypothesis which states that the brand image variable has a positive and significant effect on Purchasing Decisions, means that based on the tests that have been carried out, the results show that there is a significant relationship between brand image and purchasing decisions for iPhone products. In this context, the relationship is positive, which means that the stronger the iPhone brand image in consumers' minds, the more likely they are to choose the product when making purchasing decisions. Thus, it can be concluded that the iPhone brand image has a significant influence on the purchase decision of iPhone products.

In addition (Kertajaya, 2007) also states that he believes that the process of selecting, organizing, and interpreting input data to produce a meaningful image is what he means by “brand image”, as well as the excitement of all associations associated with a brand that already exists in the minds of consumers and it also consists of the seller's ideas organized into a name or mark that becomes the distinguishing feature of a product from what is meant by a competing product that has the same purpose as his product and has a function that is not much different from the product offered.

The results of this study are the same as the research conducted by Randheer et.al., (2012), brand image has a positive and significant effect on purchasing decisions. has a positive and significant effect on purchasing decisions. With a good brand image, consumers will buy the product. For this reason, brand image has a positive and significant effect on purchasing decisions.

Conclusion

The results of research on the effect of Lifestyle and Brand Image on Purchasing Decisions for Iphone Products at Itiar Olstore Padang can be concluded as follows: (1) Lifestyle has a positive and significant effect on Purchasing Decisions for

Iphone Products at Itiar Olstore Padang. (2) Brand Image has a positive and significant effect on Purchasing Decisions at Itiar Olstore Padang.

Suggestion

The results of the study are expected to contribute to Itiar Olstore Padang. Researchers put forward suggestions that can be useful in an effort to maintain consumer activity and a comfortable, friendly, and pleasant store environment for consumers. So it is recommended to Itiar Olstore Padang in order to make an attractive store arrangement and display attractive iPhone products.

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