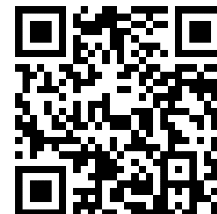


The Influence of Reference Groups, Lifestyle, and Brand Image on Purchasing Decisions for Samsung Brand Smartphones (Study on Undergraduate Students of Management, Faculty of Economic and Business, Udayana University)



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ABSTRACT: The current technological advancements have a significant impact on human life, especially smartphones, which have changed consumer behavior patterns, particularly among students at the Faculty of Economics and Business, Udayana University. Although Samsung leads the global market share, students tend to use Apple brand smartphones. To understand this dynamic, research needs to be conducted in line with the aim of this study, which is to investigate the perceptions of the influence of reference groups, lifestyle, and brand image on the purchasing decision of Samsung smartphones. This research was conducted on undergraduate students of the Management Study Program, Faculty of Economics and Business, Udayana University, with a total sample of 91, determined using the simple random sampling method with the Slovin formula. The results show that reference groups have a positive and significant partial effect on purchasing decisions. Lifestyle also has a positive and significant partial effect on purchasing decisions. Brand image has a positive and significant partial effect on purchasing decisions. The theoretical implications of the study provide a deeper understanding of how the variables of reference groups, lifestyle, and brand image contribute to purchasing decisions. Practically, it is hoped to provide input for Samsung in conducting its business by paying attention to the influence of the variables of reference groups, lifestyle, and brand image on consumer purchasing decisions.

KEYWORDS: Reference Groups, Lifestyle, Brand Image, Purchasing Decisions

I. INTRODUCTION

Reference groups play a significant role in shaping individuals' attitudes and behaviors towards certain products or brands (Basallama & Ariyanti, 2023). These groups can be influential in guiding consumers towards specific choices, such as opting for Samsung smartphones over other brands. Lifestyle, on the other hand, reflects an individual's way of living and can impact their purchasing decisions (Nugraha et al., 2022). For instance, individuals with a tech-savvy lifestyle may be more inclined to choose smartphones that align with their preferences and needs, such as Samsung devices known for their innovative features. Moreover, brand image is a key factor that can sway consumer decisions (Putri & Hanafi, 2023). The perception of Samsung as a reputable and reliable brand in the smartphone industry can heavily influence individuals when making purchasing choices. Positive brand image can instill trust and confidence in consumers, leading them to opt for Samsung smartphones over competitors. By exploring how these factors interplay in the context of Samsung smartphone purchases, we can gain valuable insights into consumer behavior and decision-making processes. Research has shown that lifestyle segmentation can provide valuable insights into consumer behavior, particularly in relation to mobile phone purchases (Nugraha et al., 2022). Lifestyle choices are often intertwined with consumption decisions, making them a crucial aspect to consider when analyzing purchasing behaviors. Understanding how lifestyle factors intersect with brand image and reference groups can offer a comprehensive view of what drives individuals to choose Samsung smartphones over other options available in the market. Furthermore, the influence of lifestyle on purchasing decisions has been a subject of interest in various studies (Pujiastuti et al., 2022). Lifestyle choices can significantly impact consumer behavior, including their preferences for specific brands or products. By examining how lifestyle factors interact with reference groups and brand image, we can better comprehend the underlying motivations behind consumers' decisions to purchase Samsung smartphones. In addition, the impact of brand image on purchasing decisions has been widely

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studied across different industries (Putri & Hanafi, 2023). A positive brand image can serve as a powerful driver for consumer choices, especially in competitive markets like the smartphone industry. Understanding how brand image, lifestyle, and reference groups collectively influence purchasing decisions for Samsung smartphones can provide valuable insights for marketers and businesses aiming to enhance their market positioning and appeal to target consumers.

The use of smartphones in Indonesia is very diverse, involving various age groups ranging from children to adults. Data shows that the most dominant age group in smartphone usage is those between 20 and 29 years old. This age range especially reflects young people, including undergraduate and graduate students (Finaka & Syaifullah, 2019). Udayana University is one of the universities with the most students, the Undergraduate Management Study Program, Faculty of Economics and Business, Udayana University is one of the faculties at Udayana University with the most students with a total of 4,988 people based on PDDikti which was accessed on October 30, 2023 (Harbani, 2021). Undergraduate students with an average age of 20.8 years based on BPS data who are Gen Z and S2 students with an average age of 24.3 years based on BPS data who are the Millennial generation, Gen Z tend to use smartphones more often than the Millennial generation based on the results of a survey conducted by the POCO brand with the data company YouGov revealed that generation Z tends to make cellphones their main entertainment center (Andarningtyas & Zulaikha, 2023). The survey results reflect changes in consumer behavior, especially among generation Z, who are increasingly integrating mobile devices into aspects of their daily entertainment. The Bachelor of Management study program has the highest number of students who demonstrate the significant impact of technology, especially smartphones in their daily lives. Undergraduate Management students have a deep understanding of consumer behavior and marketing making them ideal research subjects to examine the influence of reference groups, lifestyle, and brand image on Samsung smartphone purchase decisions. Since its inception, smartphones have undergone significant evolution in terms of features and functionality. Especially among students, the existence of smartphones has changed the dynamics of learning. The learning process that used to be conventional, tied to a classroom and a certain time, has now become more flexible. The use of smartphones as one of the learning tools is implemented within the Faculty of Economics and Business at Udayana University with the latest dean's circular stating to allow online meetings from 40% of the total meetings so that the presence of smartphones can facilitate students in the teaching and learning process. Thus, it is important to recognize and understand the role of smartphones as a means of learning in this modern era. Various smartphone brands are used by students at the Faculty of Economics and Business, Udayana University. One of them is Samsung, Samsung is an IT product from South Korea which in 2023 shows that Samsung is also ranked second with the largest market share in Indonesia at 18.69% from the period December 2022 to December 2023 (Stat Counter GlobalStats, 2024).

The market share data is not in accordance with the results of a pre-survey that researchers conducted among undergraduate students of Management, Faculty of Economics and Business, Udayana University. Pre-Survey of Smartphone Users that researchers conducted on 30 respondents. The data shows that the majority of undergraduate management students at the Faculty of Economics and Business, Udayana University use Apple brand smartphones reaching 73.3%, followed by Samsung with a percentage of 16.7%, then Xiaomi with a percentage of 6.7% and the least is Vivo users (Abhimantra, 2024). This is not in accordance with the Samsung brand smartphone which is in a superior position with a market share in 2023 reaching 18.69% compared to Apple brand smartphones. Therefore, it is necessary to conduct further research among S1 Management, Faculty of Economics and Business, Udayana University on Samsung brand smartphones (Stat Counter GlobalStats, 2024). Apple still dominates the premium smartphone market in 2023, holding a market share of 71 percent. However, other vendors such as Huawei and Samsung are starting to catch up, especially after launching their latest phone series. Statistics from Counterpoint Research show a 6 percent increase in sales of premium phones priced above USD 600 or IDR 9 million in the fourth quarter of 2023, contrary to projections of a decline in the overall mobile market. Although Apple still dominates, their market share has decreased by 4 percent. Meanwhile, Huawei and Samsung managed to capture some of the share. The growth of the premium mobile market is mainly driven by the ultra-premium segment with prices above USD 1,000 or IDR 15 million (Rizal, 2024).

This study aims to examine the influence of reference groups, lifestyle, and brand image on purchasing decisions for Samsung brand smartphones for undergraduate students of Management, Faculty of Economics and Business, Udayana University. Based on the background that has been described, this study formulates three main problems: how does the influence of reference groups on purchasing decisions, how does lifestyle influence purchasing decisions, and how does brand image influence purchasing decisions on Samsung brand smartphones. Therefore, the purpose of this study is to explain in detail the effect of each of these variables on purchasing decisions for Samsung brand smartphones, so as to provide certainty and a deeper understanding of the factors that influence purchasing decisions among students.

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II. GRAND THEORY

Consumer Behavior

Consumer Behavior is the study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy their needs and wants (Nassè, 2021). It involves understanding the psychology behind why consumers make the decisions they do, including how they process information, their motivations, and the factors that influence their choices. Consumer behavior is a multidisciplinary field that draws from psychology, sociology, economics, and anthropology to analyze how consumers interact with the market.

Purchase Decision

Purchase Decision refers to the process that consumers go through in identifying, evaluating, and selecting products or services to satisfy their needs and wants (Rinck, 2023). It involves a series of stages, including problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase evaluation. Purchase decisions can be influenced by various factors such as personal preferences, social influences, marketing strategies, and past experiences. Understanding purchase decisions is crucial for businesses to tailor their offerings to meet consumer needs effectively.

Reference Group

Reference Group is a term used in sociology and psychology to describe a group of people that individuals use as a reference point in making evaluations, decisions, and forming attitudes (Nassè, 2021). Reference groups can be direct (family, friends, colleagues) or indirect (celebrities, influencers, aspirational figures). Individuals often compare themselves to members of their reference groups and may adopt similar behaviors, preferences, or attitudes to fit in or gain approval. Reference groups play a significant role in shaping consumer behavior and influencing purchasing decisions.

Lifestyle

Lifestyle refers to the way in which individuals or groups live and spend their time and money (Marina et al., 2022). It encompasses an individual's patterns of behavior, activities, interests, opinions, values, and the products they consume. Lifestyle reflects how people express their identities and social status through their choices and consumption habits. Marketers often segment markets based on lifestyle factors to target specific consumer groups effectively. Lifestyle can influence purchasing decisions by aligning products or brands with consumers' values and aspirations.

Brand Image

Brand Image is the perception or set of beliefs that consumers have about a particular brand (Marina et al., 2022). It is formed through a combination of factors such as brand reputation, quality, values, and associations. A strong brand image can differentiate a product or service from competitors, build trust with consumers, and influence their purchase decisions. Brand image is shaped by marketing efforts, customer experiences, word-of-mouth, and the brand's overall positioning in the market. Maintaining a positive brand image is essential for long-term success and customer loyalty.

Theoretical Framework

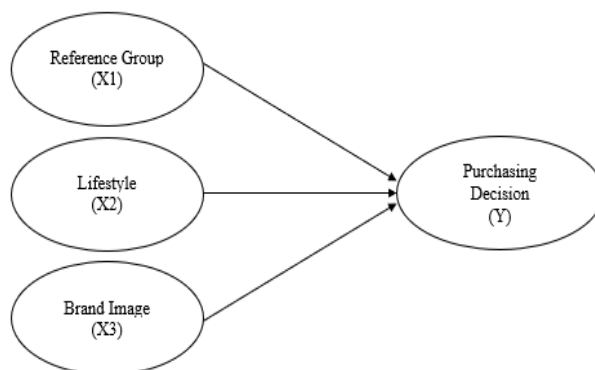


Figure 1. Theoretical Framework

Research Hypothesis

- H1: Reference groups have a significant positive effect on purchasing decisions
- H2: Lifestyle has a significant positive effect on purchasing decisions
- H3: Brand image has a significant positive effect on purchasing decisions

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III. METHOD

This study uses a quantitative approach to examine the influence of reference groups, lifestyle, and brand image on purchasing decisions for Samsung smartphones, with the population and sample being students who have purchased Samsung smartphones. Data analysis was carried out using multiple regression methods using the SPSS program (Ghozali, 2018). The research was conducted at the Faculty of Economics and Business, Udayana University, which was chosen because it has a large number of students, especially the S1 Management study program, so it is considered representative enough to obtain accurate results. The object of research is undergraduate students of the Faculty of Economics and Business, Udayana University, focusing on consumer behavior related to the influence of reference groups, lifestyle, and brand image on purchasing decisions. The independent variables in this study are reference groups, lifestyle, and brand image, while the dependent variable is the purchase decision.

Research Indicator

Table 1. Research Indicator

Variable	Indicator
Reference Group (X1)	1. Knowledge
	2. Experience
	3. Activeness
	4. Attractiveness
Lifestyle (X2)	1. Habits
	2. Personality
	3. Value
	4. Attitude
	5. Digital
Brand Image (X3)	1. Attributes
	2. Benefits
	3. Value
	4. Culture
	5. Personality
	6. User
Purchase Decision (Y)	1. Price decision
	2. Promotion decision
	3. Place decision
	4. People recommendations

Source: Secondary Data Processed, 2024

Population, Sample, and Sampling Method

The population of this study were undergraduate students of the Faculty of Economics and Business Management, Udayana University who were active throughout 2023. The sample was taken using simple random sampling technique, with a sample size of 91 respondents determined using the Slovin formula for a population of 1,004 students with an accuracy level of 10%. The randomization process is carried out using the RAND function in Microsoft Excel, and if there are students with low response rates, the closest data from the population list will be used.

IV. RESULT AND DISCUSSION

Validity Test

Testing the validity of the research instrument was carried out on 30 research samples by calculating the Pearson Product Moment Correlation value. The basis for decision making is if the correlation coefficient ≥ 0.30 then the instrument can be said to be valid. The validity test results of each research instrument are presented in Table 2.

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Table 2. Validity Test Result

Variable	Indicator	Correlation Coefficient	Description
Reference Group (X1)	X _{1.1}	0,872	Valid
	X _{1.2}	0,886	Valid
	X _{1.3}	0,784	Valid
	X _{1.4}	0,879	Valid
Lifestyle (X2)	X _{2.1}	0,784	Valid
	X _{2.2}	0,892	Valid
	X _{2.3}	0,836	Valid
	X _{2.4}	0,798	Valid
	X _{2.5}	0,861	Valid
Brand Image (X3)	X _{3.1}	0,821	Valid
	X _{3.2}	0,925	Valid
	X _{3.3}	0,869	Valid
	X _{3.4}	0,939	Valid
	X _{3.5}	0,912	Valid
	X _{3.6}	0,945	Valid
Purchase Decision (Y)	Y _{.1}	0,669	Valid
	Y _{.2}	0,755	Valid
	Y _{.3}	0,920	Valid
	Y _{.4}	0,920	Valid

Source: Primary Data Processed, 2024

The validity test results in Table 2. show that all research instruments used to measure reference group variables, lifestyle, brand image, and purchasing decisions have a correlation coefficient value with the total score of all statement items greater than 0.30. This shows that the statement items in the research instrument are valid and suitable for use as research instruments.

Reliability Test

Reliability testing was carried out on 30 research samples by looking at the Cronbach's Alpha (A) value. The Cronbach's Alpha value can be said to be reliable if the value is > 0.60. The validity test results of each research instrument are presented in Table 3.

Table 3. Reliability Test Result

No	Variable	Cronbach's Alpha	Description
1	Reference Group (X1)	0,874	Reliabel
2	Lifestyle (X2)	0,885	Reliabel
3	Brand Image (X3)	0,952	Reliabel
4	Purchase decision (Y)	0,807	Reliabel

Source: Primary Data Processed, 2024

The reliability test results presented in Table 3. show that all research instruments have a Cronbach's Alpha coefficient of more than 0.60. So it can be stated that all variables have met the reliability requirements so that they can be used to conduct research.

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Respondent Characteristics

Table 4. Respondent Characteristics Result

Variable	Classification	People	Percentage (%)
Sex	Male	42	46,2%
	Female	49	53,8%
	Total	91	100%
Semesters Attempted	1-2	24	26,4%
	3-4	33	36,3%
	5-6	8	8,8%
	7-8	26	28,6%
	Total	91	100%
Monthly Allowance	< Rp500.000,-	12	13,2%
	Rp500.000,- s/d Rp1.000.000,-	61	68,1%
	Rp1.000.000,- s/d Rp2.000.000,-	14	15,4%
	>Rp2.000.000,-	3	3,3%
	Total	91	100%

Source: Primary Data Processed, 2024

Table 4 shows that respondents with female gender dominated with 49 respondents or 53.8 percent, while men totaled 42 respondents or 46.2 percent. This female dominance may be due to their tendency to socialize and a higher level of conversation synchronization than men, as reported by spsp.org. This makes women pay more attention to reference groups and brand image in making purchasing decisions, and are more involved in paying attention to lifestyle, whether in terms of health, beauty, or other aspects of daily life. In the semester variable taken, respondents who took semesters 3 to 4 dominated with 32 respondents or 35.28 percent, while respondents in semesters 5 to 6 were the lowest with 8 respondents or 8.8 percent. Students in semesters 3 to 4 may dominate more because they already have a better understanding of reference groups, lifestyles, and brand image, and are more aware of the influence of peers, lifestyle trends, and certain brand images that are relevant to their purchasing decisions. In the variable pocket money per month, respondents who get an allowance of IDR 500,000 to IDR 1,000,000 are the most dominant with 62 respondents or 68.1 percent, while respondents who get an allowance of more than IDR 2,000,000 are the lowest with 3 respondents or 3.3 percent. Students with an allowance of Rp500,000 to Rp1,000,000 may be at an optimal point where they have enough money to buy the things they need without being too restricted by the budget, thus having more flexibility in spending compared to students with lower or higher allowances.

Description of Respondents' Answers

Data collection through questionnaires consists of respondents' statements based on each variable. Respondents' assessments of the variables in the study need to determine the frequency distribution based on the interval value, as for determining the interval value is as follows.

$$\text{Interval} = \frac{\text{Highest Value} - \text{Lowest Value}}{\text{Number of Classes}} = \frac{5-1}{5} = 0.80$$

Table 5. Measurement Criteria Description of Research Variables

Scale	Positive Statement	Negative Statement
1,00 – 1,80	Very Unfavorable	Very Unfavorable
1,81 – 2,60	Not Good	Not Good
2,61 – 3,40	Fair	Fair
3,41 – 4,20	Good	Good
4,21 – 5,00	Very Good	Very Good

Source: (Ghozali, 2018)

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Reference Group (X1)

Table 6. Description of Respondents' Answers to Reference Groups

No.	Statement	Frequency of Respondents'					Average	Criteria
		Answers						
		STS	TS	CS	S	SS		
1.	My friend knows the advantages of Samsung smartphones	0	12	3	28	48	4,23	Very good
2.	My friend has experience using Samsung smartphones	0	12	4	36	39	4,12	Good
3.	My friend is active in providing information about Samsung smartphones	0	5	14	11	61	4,41	Very good
4.	Seeing my friend using a Samsung smartphone makes me interested in owning one	0	5	16	18	52	4.29	Very good
Overall average of reference group variables							4,26	Very good

Source: Primary Data Processed with SPSS, 2024

Table 6 reveals respondents' perceptions of the reference group variables, highlighting the lowest and highest averages. The statement "My friend has experience using a Samsung smartphone" has the lowest average of 4.12, indicating that many students have not used a Samsung smartphone, despite being within the good criteria. Conversely, the statement "My friends are active in providing information about Samsung smartphones" has the highest average of 4.41, falling within the excellent criteria. This suggests that friends in the reference group are very active and influential in sharing information about Samsung smartphones. The credibility and usefulness of this information enhance group members' trust and confidence in the product, thereby potentially influencing purchasing decisions through trusted recommendations.

Lifestyle (X2)

Table 7. Description of Respondents' Answers to Lifestyle

No.	Statement	Frequency of Respondents'					Average	Criteria
		Answers						
		STS	TS	CS	S	SS		
1.	I tend to use Samsung smartphones most of the day	0	8	8	29	46	4,24	Very good
2.	I am interested in the advanced features on Samsung smartphones	0	9	8	44	30	4,04	Good
3.	The features on Samsung smartphones help me complete my daily activities more easily.	0	3	14	24	50	4,33	Very good
4.	The benefits offered by Samsung smartphones attract me to own one.	0	4	14	24	49	4,30	Very good
5.	I use a Samsung smartphone to shop online	0	3	13	17	58	4,43	Very good
Overall average of lifestyle variables							4,26	Very good

Source: Primary Data Processed with SPSS, 2024

Table 7 shows respondents' perceptions of lifestyle variables, highlighting the lowest and highest averages. The statement "I am interested in the advanced features on Samsung smartphones" has the lowest average of 4.04, indicating that advanced features are not the main driver for respondents' interest in Samsung smartphones, as they may prioritize other factors like brand or price. Conversely, the statement "I use a Samsung smartphone to shop online" has the highest average of 4.43, suggesting that Samsung smartphones offer features or platforms that support a satisfying online shopping experience, thereby encouraging users to use these devices for online shopping activities.

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Brand Image (X3)

Table 8. Description of Respondents' Answers to Brand Image

No.	Statement	Frequency of Respondents'					Average	Criteria
		Answers						
		STS	TS	CS	S	SS		
1.	Samsung smartphones have high-quality cameras	0	4	12	31	44	4,26	Very good
2.	Using a Samsung smartphone allows me to complete my work more efficiently.	0	10	8	27	46	4,20	Good
3.	Samsung smartphones are practical to use	0	2	16	24	49	4,32	Very good
4.	Samsung smartphones focus on smartphones with new innovations	0	3	12	10	66	4,53	Very good
5.	Samsung smartphones have a stylish design	0	7	9	16	59	4,40	Very good
6.	Samsung smartphones are favored by young people	0	2	16	13	60	4,44	Very good
Overall average brand image variable							4,35	Very good

Source: Primary Data Processed with SPSS, 2024

Table 8 shows respondents' perceptions of the brand image variable, highlighting the lowest and highest averages. The statement "Using a Samsung smartphone allows me to complete my work more efficiently" has the lowest average of 4.20, indicating that respondents may have doubts about Samsung's contribution to work efficiency, possibly due to perceived mismatches in features or performance. Conversely, the statement "Samsung smartphones focus on smartphones with new innovations" has the highest average of 4.53, suggesting that respondents view Samsung as a brand committed to continuous technological development and innovation. This perception enhances Samsung's brand image as a pioneer in the smartphone industry, likely increasing respondents' interest and confidence in using Samsung products in the future.

Purchasing Decisions (Y)

Table 9. Description of Respondents' Answers to Purchasing Decisions

No.	Statement	Frequency of Respondents'					Average	Criteria
		Answers						
		STS	TS	CS	S	SS		
1.	I tend to choose Samsung smartphone prices that match my income	0	9	7	41	34	4,10	Good
2.	Attractive promos encourage me to buy a Samsung smartphone	0	1	15	30	45	4,31	Very good
3.	The availability of Samsung smartphones in various places makes me interested in owning them	0	1	15	22	53	4,40	Very good
4.	Recommendations from friends are my consideration in buying a Samsung smartphone	0	4	12	25	50	4,33	Very good
Overall average purchasing decision variables							4,28	Very good

Source: Primary Data Processed with SPSS, 2024

Table 9 shows respondents' perceptions of the purchasing decision variable, highlighting the lowest and highest averages. The statement "I tend to choose the price of a Samsung smartphone that suits my income" has the lowest average of 4.10, indicating that while price is considered, other factors like features, product quality, brand, or personal preferences may be more prioritized

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in purchasing decisions. Conversely, the statement "The availability of Samsung smartphones in various places makes me interested in owning them" has the highest average of 4.40, suggesting that the wide and easily accessible availability of Samsung products significantly attracts consumer interest. High availability enhances consumer comfort and trust in the buying process, ensuring good after-sales service and technical support, which ultimately strengthens their decision to buy a Samsung smartphone. This underscores the importance of product accessibility in an effective marketing and distribution strategy to attract and retain customers.

The Influence of Reference Groups on Purchasing Decisions

Based on the results of testing the first hypothesis, this study shows that reference groups have a positive and significant influence on student purchasing decisions on Samsung smartphones. The stronger the influence of reference groups, such as recommendations from friends, family, or public figures, the more purchasing decisions increase, proving the correctness of the first hypothesis. The influence of reference groups through information delivery, social influence, and the social comparison process (Kotler et al., 2023) plays an important role in shaping consumer perceptions and preferences. When someone sees people around them choosing or recommending a product, they tend to consider the product more seriously. Research shows that women are more influenced by reference groups than men, because they prioritize social interaction and interpersonal relationships in decision making. Women's dominance in purchasing decisions can be reinforced by the social influence of reference groups. Effective marketing strategies should consider the importance of reference groups in influencing women's purchasing decisions, emphasizing the use of testimonials, recommendations, and social influence. The influence of reference groups on purchasing decisions is a crucial aspect to consider in marketing strategies for Samsung brand smartphones. Reference groups play a significant role in shaping individuals' attitudes and behaviors towards purchasing decisions (Saraswati & Giantari, 2022). When individuals identify with a particular reference group that holds Samsung smartphones in high regard, they are more likely to be influenced by the group's opinions and choices, leading to a higher propensity to purchase Samsung smartphones. Understanding how reference groups impact consumer behavior can aid Samsung in targeting specific groups effectively to enhance brand loyalty and increase sales. This finding is in line with the research of (Samboro et al., 2023; Sarah & Artanti, 2020; Sari & Suci, 2022) which show that reference groups have a positive and significant effect on purchasing decisions.

The Influence of Lifestyle on Purchasing Decisions

Based on the results of testing the second hypothesis, this study shows that lifestyle has a positive and significant influence on student purchasing decisions on Samsung smartphones. The higher the lifestyle of students, the more purchasing decisions increase, proving the correctness of the second hypothesis. Lifestyle, which reflects a person's lifestyle in activities, interests, and opinions, has a significant effect on consumer preferences and behavior in buying certain products or services (Kotler et al., 2023). Consumptive lifestyles or those that emphasize certain aspects such as health or hobbies can encourage the purchase of appropriate goods or services. In the context of smartphone purchases, a lifestyle that prioritizes communication, efficiency, and connectivity plays an important role. Consumers with active and mobile lifestyles will look for smartphones with long battery life, reliable connectivity, and productivity apps. The research also shows the dominance of female respondents, who are often the innovators in the adoption of lifestyle and technology trends, and are more influenced by reference groups. Women tend to consider practical and emotional aspects of purchasing, such as product superiority, aesthetic value, and testimonials from reference groups. Lifestyle also plays a pivotal role in influencing purchasing decisions for Samsung smartphones. Consumers often make choices based on how a product fits into their lifestyle and self-image (Saktiawan & Harsono, 2021). Samsung can leverage this by aligning its marketing strategies to resonate with different consumer lifestyles, showcasing how their smartphones cater to various needs and preferences. By understanding the diverse lifestyles of their target market segments, Samsung can tailor their messaging and product features to appeal to a wide range of consumers, thereby increasing the likelihood of purchase decisions. This is in line with the research of (Herlina & Suhardi, 2024; Suyono et al., 2023; Tammu & Palimbong, 2022) which shows that lifestyle has a positive and significant effect on purchasing decisions.

The Influence of Brand Image on Purchasing Decisions

Based on the results of testing the third hypothesis, this study shows that brand image has a positive and significant influence on student purchasing decisions on Samsung smartphones. The stronger the brand image, the higher the purchasing decision, proving the correctness of the third hypothesis. This means that a positive brand image increases the likelihood of consumers choosing the product (Saputro & Setyaningrum, 2023). A strong brand image in terms of quality, reputation or values can influence consumer purchasing decisions. Conversely, a negative brand image reduces the likelihood of purchase. This research also shows

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that the dominance of female respondents in purchasing decisions can be attributed to brand images being more relevant to women, who are often affected by emotional and aesthetic aspects and brand values. For example, Samsung smartphones with a strong brand image in innovation, quality and aesthetics are more attractive to female consumers. Therefore, companies need to ensure their brand image is aligned with women's preferences as a key consumer group. Brand image is a critical factor that significantly influences purchasing decisions for Samsung smartphones. A positive brand image can enhance consumer perceptions of product quality, reliability, and desirability, ultimately leading to increased purchase intent (Tjahjono et al., 2021). Samsung's brand image, characterized by innovation, technological advancement, and reliability, plays a vital role in attracting and retaining customers. By consistently reinforcing a positive brand image through marketing campaigns, product quality, and customer service, Samsung can strengthen consumer trust and loyalty, driving purchasing decisions in favor of their smartphones. This finding is in line with research by (Nurjaya et al., 2021; Solihin, 2021; Sugianto et al., 2022) which show that brand image has a positive and significant effect on purchasing decisions.

Classical Assumption Test

A. Normality Test

The data normality test aims to test whether the multiple regression models are normally or abnormally distributed (Ghozali, 2018). Normality testing in this study used the Kolmogorov Smirnov Test method. The data distribution is said to be normal if the resulting significance value is > 0.05 , indicating that there is insufficient statistical evidence to reject the assumption of normality in the data.

Table 10. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		91
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.65426648
Most Extreme Differences	Absolute	.066
	Positive	.051
	Negative	-.066
Test Statistic		.066
Asymp. Sig. (2-tailed)		.200 ^{c,d}
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Source: Primary Data Processed with SPSS, 2024

Table 10. shows that the significance value using the Asymp. Sig. (2-tailed) test is 0.200 which is greater than the alpha value (0.05). Therefore, based on these results it can be concluded that the regression model used in this study is normally distributed, which indicates that the basic assumptions of regression analysis have been met properly.

B. Heteroscedasticity Test

The Heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from the residuals of one observation to another. A good regression model is that heteroscedasticity does not occur. The Glejser test was used to test for heteroscedasticity in this study. The significance probability level of each independent variable is greater than 0.05, so it can be concluded that heteroscedasticity does not occur.

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Table 11. Heteroscedasticity Test Results

Model	Coefficients ^a				
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
1 (Constant)	2.761	.711		3.882	.000
Reference Group	-.044	.039	-.150	-1.105	.272
Lifestyle	-.025	.032	-.095	-.794	.430
Brand Image	-.009	.031	-.039	-.284	.777

a. Dependent Variable: Abs_RES

Source: Primary Data Processed with SPSS, 2024

Table 11. shows that the significant value for the reference group variable is 0.272 ($0.272 > 0.05$), the significant value for the lifestyle variable is 0.430 ($0.430 > 0.05$), and the significant value for the brand image variable is 0.777 ($0.777 > 0.05$). It is known that all independent variables have a significance value greater than 0.05. So there is no heteroscedasticity in the regression model.

C. Multicollinearity Test

The Multicollinearity test aims to test whether there is a correlation between the independent variables in the regression model (Ghozali, 2018). If there is a high correlation between the independent variables, the relationship between the independent variable and the dependent variable will be disrupted. A good regression model should not have a correlation between the independent variables. Multicollinearity can be seen from the tolerance value and VIF (Variance Inflation Factor). To be free from multicollinearity problems, the tolerance value must be > 0.1 and the VIF value < 10.38 .

Table 12. Multicollinearity Test Results

Model	Coefficients ^a	
	Collinearity Statistics	
	Tolerance	VIF
1 Reference Group	.588	1.700
Lifestyle	.749	1.334
Brand Image	.563	1.776

a. Dependent Variable: Purchasing Decisions

Source: Primary Data Processed with SPSS, 2024

Table 12. shows that the tolerance value for the reference group variable is 0.588 ($0.588 > 0.1$) with a VIF value of 1.700 ($1.700 < 10.38$), the tolerance value for the lifestyle variable is 0.749 ($0.749 > 0.1$) with a VIF value of 1.334 ($1.334 < 10.38$), and the tolerance value for the brand image variable is 0.563 ($0.563 > 0.1$) with a VIF value of 1.776 ($1.776 < 10.38$). All variables in the multiple regression model have a tolerance value greater than 0.1 and a VIF value smaller than 10.38, it can be concluded that the regression model used is free of multicollinearity.

Multiple Linear Regression Analysis

The data analysis used in this study is multiple linear regression analysis. This analysis is used to determine how much influence the independent variables, namely: Reference Group (X1), Lifestyle (X2), Brand Image (X3), on the dependent variable, namely the Purchase Decision (Y) which is tested with a confidence level of 95% or $\alpha = 5\%$ (Ghozali, 2018).

Table 13. Multiple Linear Regression Analysis Results

Model	Coefficients ^a				
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
1 (Constant)	1.289	1.130		1.140	.257
Reference Group	.252	.063	.301	4.017	.000

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Lifestyle	.155	.050	.204	3.078	.003
Brand Image	.315	.049	.496	6.475	.000

a. Dependent Variable: Purchasing Decisions

Source: Primary Data Processed with SPSS, 2024

Table 13. Shows the multiple linear regression equation: $Y = 0.301X_1 + 0.204X_2 + 0.496X_3$. The reference group variable, with a coefficient of 0.301, indicates that an increase in the reference group positively influences purchasing decisions by 0.301. The lifestyle variable, with a coefficient of 0.204, suggests that an increase in lifestyle positively influences purchasing decisions by 0.204. Lastly, the brand image variable, with a coefficient of 0.496, shows that an increase in brand image positively influences purchasing decisions by 0.496. This demonstrates that all three variables—reference group, lifestyle, and brand image—positively impact purchasing decisions, with brand image having the most significant influence.

Simultan Test

The F test has the aim of showing the feasibility of multiple linear regression models that test the effect of independent variables on the dependent variable. If the significance value of $anova < \alpha = 0.05$ then this model all independent / free variables have a significant influence on the dependent / dependent variable (Ghozali, 2018).

Table 14. Simultan Test Results

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	610.124	3	203.375	71.839	.000 ^b
	Residual	246.294	87	2.831		
	Total	856.418	90			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Brand Image; Lifestyle; Reference Group

Source: Primary Data Processed with SPSS, 2024

Table 14. Shows the results of the simultaneous significance test (F test) obtained an F significance value of 0.000. A significant value of $0.000 < 0.05$ means that this multiple regression model is feasible to use, and the independent variables including reference groups, lifestyle, and brand image simultaneously have a significant influence on the dependent variable purchasing decisions, thereby validating the success of the model in explaining the relationship between these variables in the research context.

Coefficient of Determination (R2)

The coefficient of determination (R Square) essentially measures the ability of the model to explain the dependent variable. Adjusted R Square means that R Square is adjusted to the degree of each of the sum of the squares included in the Adjusted R Square calculation. The value of the coefficient of determination is 0 (zero) or 1 (one). A small Adjusted R Square value means that the ability of the independent variables to explain the dependent variable is very limited (Ghozali, 2018).

Table 15. Coefficient of Determination (R2) Test Results

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.844 ^a	.712	.702	1.683

a. Predictors: (Constant), Brand Image; Lifestyle; Reference Group

b. Dependent Variable: Purchasing Decisions

Source: Primary Data Processed with SPSS, 2024

Table 15 can be observed that the adjusted R2 value of 0.702 means that 70.2% of changes (ups and downs) in purchasing decisions are influenced by reference groups, lifestyle, and brand image, while the remaining 29.8% is influenced by other factors outside this study.

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Partial Test (T-Test)

The t test is used to find out how much influence the reference group, lifestyle, and brand image variables individually (partially) have on the purchasing decision variable. In the t test, the significant level used is 5% or 0.05, if the significant probability ≤ 0.05 then H_0 is rejected, meaning that there is a partially significant effect of the independent variable (X) on the dependent variable (Y) (Ghozali, 2018).

Table 16. Partial Test (T-Test) Results

Model	Coefficients ^a				
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
1 (Constant)	1.289	1.130		1.140	.257
Reference Group	.252	.063	.301	4.017	.000
Lifestyle	.155	.050	.204	3.078	.003
Brand Image	.315	.049	.496	6.475	.000

a. Dependent Variable: Purchasing Decisions

Source: Primary Data Processed with SPSS, 2024

1. The Effect of Reference Group on Purchasing Decisions: Table 16. shows the results of the t test of the effect of reference groups on purchasing decisions, obtained a significance value of 0.000 with a regression coefficient value of 0.301 which is positive. The significance value of $0.000 < 0.05$ indicates that H_1 is accepted. This result means that the reference group is thought to be significantly positively related to purchasing decisions.
2. The Effect of Lifestyle on Purchasing Decisions: Table 16. shows the results of the t test for the effect of lifestyle on purchasing decisions, obtained a significance value of 0.003 with a regression coefficient value of 0.204 which is positive. The significance value of $0.003 < 0.05$ indicates that H_2 is accepted. This result means that lifestyle is thought to be significantly positively related to purchasing decisions.
3. The Effect of Promotion on Purchasing Decisions: Table 16. shows the results of the t test for the effect of brand image on purchasing decisions, obtained a significance value of 0.000 with a regression coefficient value of 0.496 which is positive. The significance value of $0.000 < 0.05$ indicates that H_3 is accepted. This result means that brand image is thought to be significantly positively related to purchasing decisions.

Theoretical Implications

The theoretical implications of this study provide an in-depth understanding of how the variables of reference group, lifestyle, and brand image contribute to the purchase decision of a Samsung smartphone. Reference groups emphasize the importance of social factors in the consumer decision-making process, so companies need to take advantage of the positive influence of friends, family, or public figures to strengthen brand image and increase sales. Lifestyle emphasizes the importance of understanding consumer preferences and values in designing effective marketing strategies, so companies must tailor products, promotions, and distribution to consumer needs. A positive brand image can influence consumers' perceptions and motivate them to choose products, so companies need to invest in building and enhancing brand image through consistent and innovative marketing strategies. Overall, this study emphasizes the importance of paying attention to the relationship between reference groups, lifestyle, and brand image in influencing purchasing decisions, which can help companies increase product appeal, consumer loyalty, and competitive advantage in the Samsung smartphone market.

Practical Implications

The practical implication of this research is to provide input for Samsung companies to pay attention to the influence of reference groups, lifestyle, and brand image on consumer purchasing decisions. By utilizing the positive influence of friends, family, or public figures, Samsung can improve its brand image and expand its network of influence. In addition, by tailoring products and promotions to the lifestyle of target consumers, companies can strengthen the appeal of their products. Investing in building and maintaining a strong brand image is also important to influence consumers' perceptions and encourage them to choose Samsung products. With this approach, Samsung can optimize marketing strategies to achieve sustainable growth and increase market share in the smartphone industry.

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CONCLUSION

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

1. Reference groups have a positive and significant effect on purchasing decisions. This result means that the stronger the reference group will increase purchasing decisions, and vice versa, if there is a decrease in the reference group, it will result in low purchasing decisions.
2. Lifestyle has a positive and significant effect on purchasing decisions. This means that an increasing lifestyle can increase purchasing decisions, and vice versa, if there is a decrease in lifestyle, it can reduce purchasing decisions for Samsung smartphones.
3. Brand image has a positive and significant effect on purchasing decisions. This means that increasing the brand image will increase the purchase decision of a Samsung smartphone, and vice versa, if there is a decrease in brand image, it can reduce purchasing decisions from consumers.

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