

The Influence of Hedonistic Lifestyle, Brand Image and Product Quality on Iphone Product Purchase Decisions



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ABSTRACT: In the era of disruption like today, it can be said that technology has become a basic need. Through the use of technology, communication processes and information delivery can be carried out easily. This has an impact on the high number of Smartphone users so that many companies in Indonesia and other countries compete to launch their best products. This study aims to determine and analyze the influence of hedonistic lifestyle, brand image and product quality on purchasing decisions for iPhone products. The object of research is Universities/Colleges located in Jember Regency. This type of research uses a quantitative method with a sample size of 100 respondents and uses a purposive proportional random sampling technique. This study uses a data collection technique in the form of a questionnaire to respondents. The data analysis technique for this study uses instrument testing, classical assumptions, multiple linear regression and hypothesis testing. The results of the analysis obtained indicate that hedonistic lifestyle, brand image and product quality have a positive and significant effect on purchasing decisions for iPhone products in Jember Regency.

KEYWORDS: hedonistic lifestyle, brand image, product quality, purchasing decisions

INTRODUCTION

The interaction between humans and technology seems easier than ever in today's era. As a result, it can be said that having access to technology is an essential need for everyone. Technology tries to simplify people's lives by helping their work, needs, and interests to be effective (Ray et al., 2024), (Novita & Hari., 2023). In the past, things could not be done as quickly as they are now because they were much more complicated. Mobile phone usage was more dominated by smart phones or smartphones (Yusri, 2020). The increasing need for smartphones urges the enthusiasm of individuals who can do all kinds of social activities such as communication, online shopping, browsing, push email, mobile banking, and updating status on social media. This is what triggers the increase in demand for smartphones, which in the end may become very necessary for everyday life. As a result, more and more people are using smartphones, and almost everyone has one (Utomo et al., 2023).

In the era of disruption like today, it can be said that technology has become a basic need. Through the use of technology, communication processes and information delivery can be carried out easily. This has an impact on the high number of Smartphone users so that many companies in Indonesia and from other countries compete to launch their best products with the aim of fulfilling consumer needs (Fitria, 2022). There is competition between companies involved in the technology sector. The emergence of many competitors in similar businesses has resulted in a struggle for the sales market (Fitria, 2022). As a result of increasingly open market competition, consumers are more aware of information related to the smartphone brands offered (Salsabill & Kusuma, 2023).

Smartphone usage in Indonesia increases almost every year. Except in 2022, the increase in smartphone usage only reached 62.84%, the total average is 1-3%. However, smartphone usage increased again in 2023, reaching 65.87% (Lutian et al., 2024). Encyclopedic opportunities will continue in the coming years as the population increases (Sutedjo & Sumiyati, 2022). Smartphone users reach almost two-thirds of the Indonesian population, or twice as many as those who do not have smartphones. So, it is not surprising that many smartphone brands can be found. One of the top smartphone manufacturers in the Indonesian market is the Apple company which launched its first smartphone in 2007 (Fitria, 2022). Apple is one of the companies that has succeeded in building a reputation that consumers love. This can be seen from the sharp increase in demand for the iPhone. This

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smartphone has a large following even before it was introduced. The total dollar value of smartphone sales transactions in the second quarter of 2021 reached USD 96 billion (Ummah, 2019). Thus, the trend of iPhone purchases has increased over the past five years and is expected to continue to increase in the next five years. Purchasing decisions are important for product and service providers. Purchasing decisions made by consumers will have an impact on the survival of the company. According to (Kotler dan Keller, 2021) The definition of purchasing decision is the process that consumers go through to make decisions, where consumers actually buy. Some factors that are suspected of increasing purchasing decisions are hedonism lifestyle, brand image and product quality.

There are many factors that can influence consumers when deciding to buy a product, both from internal factors, namely within themselves, and external factors such as environmental influences (Rachmawati et al., 2020). Viewed from external factors, the brand image factor is also one of the factors that has quite an influence on the process of purchasing a product, while viewed from internal factors, the lifestyle factor is also a factor that has quite an influence on the process of purchasing a product carried out by consumers. The definition of hedonism is living a life of pleasure and wasting money without caring about the consequences that will be obtained later (Pambudi & Setiawan, 2023). Then it is further explained that it is a lifestyle that is oriented solely towards pleasure and makes this pleasure the goal of life (Tirtayasa & Ramadhani, 2023). Research by (Sahara et al., 2023), (Bila & Marlana, 2024), (Vivian, 2020), (Alfiyanto et al., 2024), (Pratiwi & Patrikha, 2021), states that a hedonistic lifestyle has a positive and significant effect on consumer purchasing decisions. While on the other hand, research (Ayu, 2020), (Nurmaeni et al., 2020) stated that lifestyle does not influence purchasing decisions.

Another factor that influences the purchasing decision for iPhone products is brand image. Brand image is the main factor in which consumers will repurchase a product. According to (Tjiptono & Anastasia, 2019), Brand image is one of the important concepts in marketing a product. Although not all providers or sellers of products/services agree on how to measure it. However, there is one generally accepted concept, namely consistency with the memory model related to a particular relationship. It can be understood that brand image is the acceptance or response of consumers to a particular brand according to what is in the memory stored in its association (Fauzi et al., 2024). Even today, the image of a Smartphone product brand is mostly built by promotion and advertising or usage, no longer lies in the features, technology, and actuality of the product. This is in line with (Yani & Sugiyanto, 2022), which states that brand image is an explanation/description related to something that consumers believe is related to a brand. Another study that also discusses the relationship between brand image and purchasing decisions was conducted by (Maulani & Sanawiri, 2019), (Krisnawati, 2016), (Eliasari & Sukaatmadja, 2017), (Setiawan & Rabuani, 2019), (Dwiyanti et al., 2018), (N. Sari & Santika, 2017), (Dewi & Warmika, 2017), (Wenas et al., 2014), (Kalangi et al., 2019), (Wulandari & Nurcahya, 2015), (Purwanto & Suharyono, 2018), (Bramantya & Jatra, 2016), (Septiani & Oentoeng, 2020), (Catur et al., 2018; Fakhrudin, 2019; Sinambela et al., 2020), (Qomariah et al., 2024), (Maharani et al., 2025), (Sanosra et al., 2024), (Andikasari et al., 2023), (Qomariah & Zaman, 2020), (Putra et al., 2020), (Khamil et al., 2023).

Quality is one of the things that influences consumer desire to buy a product, where a product is said to be of quality if it meets the buyer's expectations (Qomariah, 2016). The quality of a product refers to the capacity of the goods to provide functions that meet or exceed the buyer's expectations (Armstrong, 2019). This is in line with research conducted (Rina et al., 2023), where it is explained that the quality of goods has a big influence on the buyer's desire to buy. Product quality is a supporting factor in purchasing decisions. The competitive atmosphere and increasing consumer demand have caused many companies to try to realize their desire to produce quality products so that they can compete in the market (Haristiyanti et al., 2023). Product factors (product quality) undoubtedly influence consumer purchasing decisions. Research (Bila & Marlana, 2024), (D. D. Febrianti et al., 2024), (Maulana et al., 2022), (Napik et al., 2018), (Fiorentino et al., 2021), found that acceptable product quality is the main element that influences consumer purchasing behavior. On the other hand, research (Abdillah et al., 2024) stated that product quality has no impact on purchasing decisions.

The tendency that says that iPhone product users are a reflection of modern society and have their own social value or prestige. So that it can raise the impression of their status. In other words, they buy iPhone products because they are related to the popularity of the smartphone. This market share is created, among other things, because of the satisfaction and trust created by the effects of using the sports product. Every consumer makes various decisions about searching, purchasing, using various products and brands in each certain period. This study began with a research gap from the concept used in this study, namely the difference in research results between hedonistic lifestyle, brand image and product quality when associated with the decision to purchase a product. Thus, the purpose of this study is to determine the impact of hedonistic lifestyle, brand image and quality on iPhone purchasing decisions.

LITERATURE REVIEW

Purchase Decision

The concept of purchase decision refers to the buying behavior in which the buyer decides to act or do something, such as purchasing a particular product or service or utilizing it. According to (Hidayatullah & Tuti, 2022), Purchasing decision is a consumer decision that is influenced by financial economics, technology, politics, culture, products, prices, locations, promotions, physical evidence, people and processes, thus forming an attitude in consumers to process all information and draw conclusions in the form of responses that arise what products will be purchased. According to (Kotler dan Keller, 2021) The definition of a purchasing decision is the process that consumers go through to make a decision, where consumers actually buy. Meanwhile, according to (Fahirra & Andjarwati, 2022) Purchasing decisions are part of consumer behavior, namely the study of how individuals, groups, and organizations select, buy, use and dispose of goods, services, ideas or experiences to satisfy their needs and wants (Rachmawati et al., 2020).

Hedonistic Lifestyle

According to (Anggraini & Fikry, 2023) Lifestyle is a person's pattern of living in the world that is expressed in their activities, interests and opinions. While (Listiana & Sudarusman, 2023) states that lifestyle shows how a person lives his life, how he spends his money and how he uses his time. According to (Suryani et al., 2024), hedonism according to general assumption is identical to living a life of pleasure and wasting money without caring and considering the consequences, including disasters in the future. Hedonism in this sense will ultimately threaten the future of humanity and the environment they have. A hedonistic lifestyle is an activity of pursuing happiness in life which is done by wasting time playing outside the house, buying high-value products to satisfy desires, and tending to be followers (Oktaviani et al., 2022). Individuals who have a hedonistic lifestyle will influence their decisions.

Brand Image

Brand image can be defined as a representation of the overall perception of a brand formed from information and past experiences of consumers with a particular brand. Brand image is related to attitudes, beliefs and preferences for a particular brand (Ummah, 2019). Mean while (Armstrong, 2019) said that brand image is a form of brand identity for a product offered to customers that can differentiate a product from a competitor's product. A brand is an intangible asset that exists in the minds of customers while a product (or goods) is a physical asset that exists in the physical space of the customer (Fitria, 2022). These concepts come together when product image becomes part of brand image. Some researchers use meanings and associations such as beliefs, attitudes, and feelings to describe brand image (Kuncoro, 2020). Thus, it can be concluded that brand image or also known as product/brand image is a picture of a product that consumers believe in based on their knowledge, responses and experiences with a particular product (Rogayah & Nurlinda, 2023).

Product Quality

Product quality is a totality that has characteristics of a product or service that can have the ability to meet the needs that will be stated implicitly. According to (Rezky et al., 2022) states that one of the product qualities that can show a measure that can last long so that we can trust our products. we can see from the marketing aspect a quality measure in various perceptions about a buyer what the quality and quality of the product is. According to (Pasaribu, 2022) is the word overall product quality can have characteristics and also from the nature of a product quality that can affect the ability to satisfy the quality of our products to consumers and customers. The better the quality of our products, the more new variants we make so that consumers are interested in our products. According to (Ramadhani et al., 2022) Product quality is an element of business that we need to pay attention to by consumers or customers, but there are especially for consumers or customers who want to maintain the quality of our products that we want to market. According to (I. W. A. Wijaya et al., 2020) Product quality is everything that can be offered by producers to be noticed, used, purchased and also consumed by consumers and producers according to the needs of certain consumers.

METHODS

According to (Sujarweni, 2014) Quantitative research is a type of research that produces findings that can be achieved using statistical procedures or other quantitative methods. The quantitative method of this research is carried out by observation, questionnaires, library research (Sugiyono, 2016). In addition, this research is descriptive, specifically this study aims to better understand the influence of hedonism lifestyle, brand image and product quality in influencing the decision to purchase an iPhone product. The collected data is then processed using validity and reliability tests. Then presented with the results of the hypothesis test analysis and finally conclusions and suggestions are given (Sugiyono, 2016). The analysis technique used in this study uses multiple linear regression analysis with the help of SPSS 25 for Windows.

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According to (Sugiyono, 2016), population is a generalization area consisting of objects or subjects that have certain qualities and characteristics that have been determined by researchers which will then be studied and conclusions drawn. In this study, researchers determined the population, namely students in Jember City. Where there are 9 universities in Jember City. Among them are Jember University, Muhammadiyah University of Jember, KHAS State Islamic University of Jember, Islamic University of Jember, Moch. Sroedji University, PGRI Argopuro University, Dr. Soebandi University, Jember State Polytechnic and Mandala Institute of Technology and Science. The number of students in the 9 universities is 70,105 students that researchers obtained from the pddikti website. The grouping table of students in Jember City is as follows.

Table 1. Number of Students in Jember City

No	State Universities / Private Universities	Total
1.	Universitas Jember	37.492
2.	Universitas Muhammadiyah Jember	8.022
3.	Universitas Islam Negeri KHAS Jember	5.563
4.	Universitas Islam Jember	3.828
5.	Universitas Moch. Sroedji	1.975
6.	Universitas PGRI Argopuro	2.967
7.	Universitas dr. Soebandi	2.572
8.	Politeknik Negeri Jember	6.286
9.	Institut Teknologi dan Sains Mandala	1.400
Total		70.105

Source: <https://pddikti.kemdikbud.go.id/>

This study used a probability sampling technique, namely Proportionate stratified random sampling. Probability sampling is a sampling technique where each member of the population has a known and equal chance of being selected as part of the sample (Sugiyono, 2019). Proportionate stratified random sampling is a technique used when the population has elements/members that are not homogeneous and are stratified proportionally. The number of samples in this study was taken using the slovin formula. After the calculation was carried out using the sloving formula, the sample results were obtained, namely 99.85 which would be rounded up to 100 samples.

RESULTS

Descriptive Statistics Results of Respondents

Respondents based on age, gender and agency origin. The majority of respondents are in the age range of 18-25 years with a frequency of 79 people or 79%, while respondents in the age range of 26-30 years are 20 people or 20% and >36 years are 1 or 1%. This reflects that the majority of respondents are aged 18-25 years. Based on gender, there are respondents with a higher female gender, namely 76 people or 76%, compared to men as many as 24 people or 24%. The descriptive results of these respondents show that the market segmentation of iPhone smartphone users is young people aged 18-25 years with female gender.

Validity Test Results

Validity test is used to measure the validity or otherwise of a questionnaire. A questionnaire is said to be valid if the statements in the questionnaire are able to reveal the contents of the statements to be measured by the questionnaire (Sugiyono, 2016). The statement in the questionnaire is declared valid if the value of $r_{count} > r_{table}$ and significant < 0.05 . Based on the results of the validity test in table 4.10, the results of the validity test can be seen that the correlation between each indicator of the hedonistic lifestyle variable (X1), brand image (X2), product quality (X3) and purchasing decisions (Y) shows valid test results, this is because that $r_{count} > r_{table}$ (0.197) and the significance value < 0.05 (5%). So it can be concluded that all statement items are declared valid.

Reliability Test Results

Reliability test is used to determine the level of constraints of a research instrument. A reliable instrument is an instrument that if used repeatedly to measure the same object will produce the same data. A variable is said to be reliable if it produces a Cronbach's alpha value > 0.06 (Sugiyono, 2016). The results of the Reliability Test show that the hedonism lifestyle variable instrument (X1) has a Cronbach's Alpha value of 0.777, brand image (X2) has a Cronbach's Alpha value of 0.792, product quality

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(X3) has a Cronbach's Alpha value of 0.716 and purchasing decisions (Y) has a Cronbach's Alpha value of 0.812. These results can be stated that the instrument in this study is reliable because the Cronbach Alpha value is greater than 0.06.

Hypothesis Test Results

The t-test is a test in the hypothesis used to show the influence of the independent variables of hedonistic lifestyle (X1), brand image (X2), product quality (X3) individually or partially on the dependent variable (purchase decision (Y), the second test criteria if the t-count > t-table and the significance value <0.05 (5%) then the independent variable has a significant influence on the dependent variable.

Table 2. T-Test (Partial)

Variable	Significance Count	of Significance Level	t -count	t table
Hedonistic Lifestyle (X1)	0,016	0,05	6.281	1.985
Brand Image (X2)	0,000	0,05	1.721	1.985
Product Quality (X3)	0,008	0,05	8.603	1.985

DISCUSSION

The Influence of a Hedonistic Lifestyle on Purchasing Decisions

The first hypothesis is that the hedonistic lifestyle on the purchasing decision variable for iPhone products in Jember Regency has a positive and significant impact. This research proves that the hedonistic lifestyle influences the purchasing decision for iPhone products in Jember Regency, so H1 is proven. So, the higher the tendency of a person to have a hedonistic lifestyle, the higher the possibility of making a purchasing decision. This is due to a person's desire to improve their social status by buying goods even though they don't really need them. The parameters of a hedonistic lifestyle include, excessive consumption of luxury goods, use of sophisticated and latest technology, luxurious and exclusive lifestyle, dependence on instant pleasure, lack of awareness of moral and spiritual values (Lestari & Rahmawan, 2023).

The results of this study are in line with previous research by (Fauzi et al., 2024) which shows a significant and positive influence between hedonistic lifestyle and purchasing decisions. This proves that an individual is happy with a hedonistic lifestyle, thus allowing many purchasing decisions to be created. Research (Budiyanto, 2023) shows that a hedonistic lifestyle has a positive effect on purchasing decisions. The increasing predisposition of a person in a hedonistic or wasteful lifestyle causes dissatisfaction in him, causing all his desires to be fulfilled to the maximum. In addition, based on a sense of prestige or equalization of social status, they are willing to buy expensive goods even though they do not need the goods (Fitria, 2022). On the other hand, research by (Darojat, 2020) said that life style has a negative and no significant influence on consumer purchasing decisions.

The Influence of Brand Image on Purchasing Decisions

The second hypothesis is that brand image on the purchasing decision variable on iPhone products in Jember Regency has a positive and significant impact. This research proves that brand image influences the purchasing decision of iPhone products in Jember Regency, then H2 is proven, that if a product has a strong image in the minds of students, it will provide a good perception of the view of the iPhone product and students will be interested in the products offered.

Iphone products always provide superior products to the tendency of students to buy iPhone products, iPhone products can guarantee a warranty when there is a damage problem. Iphone products are always unique to attract students' attention, therefore students are always looking for information related to Iphone products. The results of this study identify the brand image given to students to think and feel an attribute of a brand so that students can properly stimulate purchasing decisions and increase brand value. This is in accordance with previous research conducted by (Rina et al., 2023) shows that brand image has a significant impact on purchasing decisions and other research was conducted by (Listiana & Sudarusman, 2023), (Dakhi et al., 2020), (E. Wijaya et al., 2021), (Ekawaty et al., 2020), (Setyaningsih & Murwatiningsih, 2017), (Dayrobi & Raharjo, 2020), (Indra & Sanosra, 2016), (Husen et al., 2018), (Agustina et al., 2018), (Ambarini et al., 2016), (Napik et al., 2018), (Indah, 2020), (Zahroh, 2020), (Mahiri, 2020), (Akbar & Arianti, 2021), (Nurcahyo & Riskayanto, 2018), (Putra et al., 2020), (Kustantia et al., 2021), all the results of this study provide evidence that brand image has a positive and significant influence on purchasing decisions.

The Influence of Product Quality on Purchasing Decisions

The third hypothesis is that product quality on the purchasing decision variable for iPhone products in Jember Regency has a positive and significant impact. This research proves that product quality influences the purchasing decision for iPhone products in Jember Regency, then H2 is proven, that if the product quality given to students meets expectations, they will refer

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iPhone products to others to use them too. The results of this study identified that students always want to get good quality products, namely guaranteeing the speed of the cellphone in operating, ease of user features according to daily needs and providing comfort in using the iPhone and the physical design of the iPhone includes

This result is in accordance with previous research found by (Suryani et al., 2024) shows that good product quality will influence purchasing decisions. Other research in line with this was conducted by (Tirtayasa & Ramadhani, 2023) shows that product quality has a positive and significant effect on purchasing decisions. To improve purchasing behavior by focusing on product quality, what management must do is focus on the function and nature of the product to satisfy consumer tastes and needs based on the value of money spent (Saputro et al., 2024), (Aghitsni & Busyra, 2022; Chaerudin & Syafarudin, 2021; W. Febrianti & Hasan, 2022; Ferdinand & Tamunu, 2014; R. M. Sari & Prihartono, 2021).

CONCLUSION AND SUGGESTIONS

Hedonistic lifestyle, brand image and product quality have a positive and significant effect on the decision to purchase iPhone products in Jember Regency. The decision to purchase products in Jember Regency is influenced by the level of a person's hedonistic lifestyle who prioritizes a brand for his inner pleasure, a good brand image will build consumer perceptions that provide positive perceptions of iPhone products, making it easier for others to be interested in making purchasing decisions and ensuring product quality that can satisfy users. Further research can involve more complex constructs to be able to explore consumer behavior towards luxury and symbolic products, conduct pre-resets and expand research objects. Social attachment, brand benefits, and product personalization are interesting variables to be involved in further research.

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