

THESIS

THE INFLUENCE OF PRODUCT QUALITY, BRAND IMAGE AND LIFESTYLE ON CUSTOMER BUYING DECISION OF APPLE IPHONE

(Case Study on Students of the Faculty of Economics and Business Unhas)

**MUHAMMAD SARWAN MA
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**MANAGEMENT DEPARTMENT
FACULTY OF ECONOMICS AND BUSINESS
HASANUDDIN UNIVERSITY
MAKASSAR
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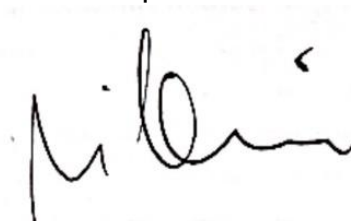
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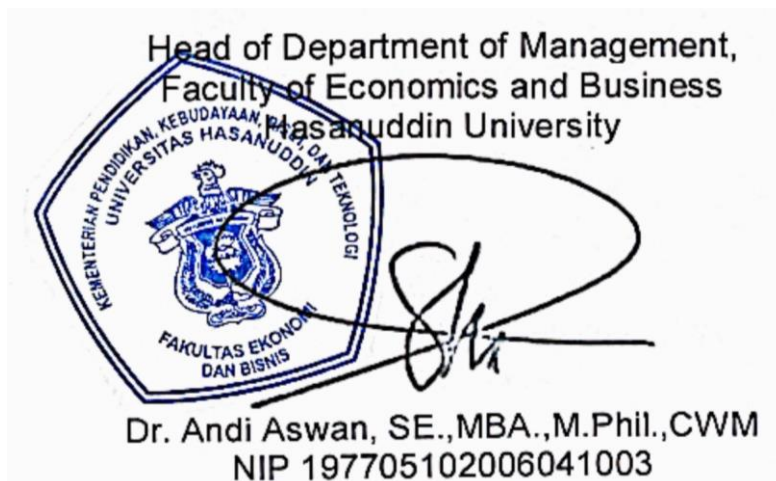
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has been defended in the thesis examination
on **July 21, 2023** and
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(Case Study on Students of the Faculty of Economics
and Business Unhas)**

Is my own research and to the best of my knowledge there is no other scientific works that has been submitted by others to obtain an academic degree in other universities or academic institutions, and there are no works or opinions that have been written or published by others except those cited in the text and mentioned in the bibliography.

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Who make the statement,



MUHAMMAD SARWAN MA

PREFACE

Bismillahirrahmanirrahim.

All praise to Allah Subhanahu wa ta'ala who has given grace, favor, and guidance to researcher so that finally researcher can complete the thesis entitled "The Influence of Product Quality, Brand Image and Lifestyle on Customer Buying Decision of Apple Iphone in Faculty of Economy & Business UNHAS" as a one of the requirements to obtain Bachelor of Economics degree at Universitas Hasanuddin.

In the process of writing this thesis, researcher has received help, guidance, advice, and support from various parties. Therefore, let me express my deepest gratitude to:

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14. All parties who are willing to be respondents in this research and all of friends who have helped researcher to distribute the research questionnaires.

Researcher has tried to compile the thesis as well as possible but researcher realizes that this thesis has limitations. Therefore, researcher willing to accept any constructive criticism and suggestions in order to make this thesis more better. Finally, researcher hope this thesis can be useful and can add insight to anyone who reads it.

ABSTRACT

The Influence of Product Quality, Brand Image and Lifestyle on Customer Buying Decision of Apple Iphone

Muhammad Sarwan MA

Idayanti Nursyamsi

Haeriah Hakim

This research aims to analyze the Influence of Product Quality, Brand Image and Lifestyle on Customer Buying Decision of Apple Iphone Customers. Design of this research is scientific research with quantitative approach. Data were obtained from questionnaire and library research. Population of this research is students of the Faculty of Economics Hasanuddin Makassar, Class of 2018-2020 which is 1.388 audiences. This research used accidental sampling technique with a total sample of 100 based on the Slovins formula. Data were analyzed using descriptive analysis, multiple linear regression, classical assumption test, hypotheses testing consisting of T-test and coefficient of determination test using the SPSS 25 software. The results of this research indicate that there is a positive and significant effect of product quality, brand image and lifestyle partially toward customer buying decisions.

Keywords: product quality, brand image, lifestyle, buying decision

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BAB I

INTRODUCTION

1.1 Background

The development of science and technology today is developing very rapidly. This is clearly seen by the circulation of sophisticated and modern equipment on the market. The development of science and technology also has an impact on the needs of society. One technology that is growing rapidly and cannot be separated from human life today is the smartphone. Smartphones are a very useful communication tool for humans, which previously only used to communicate, can now be used for everything needed by humans, the benefits of using smartphones include making it easier to communicate, easy to get information, as entertainment or as a means of business, and many more benefits of using smartphones for humans. Once the upper class had mobile phones, now mobile phones are owned by almost everyone. From elementary school students to high-end businessmen must have a mobile phone. Therefore, the current needs of mobile phones can be said to be primary needs.

Along with the increasing demand for mobile phones, the smartphone industry is also growing. This situation creates a great opportunity in the field of mobile phones. Slowly but surely, in Indonesia began to grow and develop various kinds of companies engaged in smartphones. Therefore, many companies that produce smartphones in Indonesia, there is fierce market competition. Various products with all their advantages are offered to the community. In order to win this increasingly fierce competition, companies are definitely competing to offer attractive choices to the public by paying attention to product quality, brand image and consumer lifestyle which are very important for smartphone manufacturers to get customer attention.

One smartphone that often leads in the customer industry is the iPhone, iPhone is a smartphone made by a company called Apple Inc., Apple's own company founded by Steve Jobs, a multinational company headquartered in Silicon Valley, Cupertino California. On January 9, 2007 at the MacWorld event in San Francisco, United States, in that year the iPhone was present as a communication tool that is not underestimated by the world, in that year the iPhone was the first mobile phone capable of making calls and could connect to the internet just by navigating using human fingers. Apple's iPhone has attracted the attention of consumers because of its advantages and differences with other products, namely design, brand, menu display, choice of models, touch screen, battery and camera. These advantages and differences are not owned by other brands of cellphones, therefore their trademarks or product differentiation are only owned by the iPhone brand. Various strategies that have been carried out by the iPhone are expected to be able to have product differentiation so that it can lead the technology market in Indonesia and in the end it is expected that this product differentiation can influence consumers in making decisions and can be seen by iPhone sales statistics:

Table 1. 1 Global Smartphone Market Share

Brand	2020	Brand	2021	Brand	2022
Samsung	16%	Samsung	18%	Samsung	23%
Iphone	21%	Iphone	15%	Iphone	18%
Xiaomi	11%	Xiaomi	16%	Xiaomi	12%
Oppo	9%	Oppo	10%	Oppo	9%
Vivo	8%	Vivo	10%	Vivo	8%
Other	35%	Other	31%	Other	30%

Source : <https://www.counterpointresearch.com/global-smartphone-share/>

Based on the data above, it shows the development of iPhone market share from 2020 to 2022, but the data shows that there will be a decline in iPhone sales in 2021 by 7% along with the emergence of competing brand products such as Samsung and Xiaomi. Based on the data above, iPhone smartphone sales in 2022 increased by 3% compared to 2021. The global smartphone market share states that the increase in global smartphone sales is influenced by global conditions that are experiencing pandemic recovery. The decline in iPhone sales, based on Table 1.1, shows that the iPhone needs to create a new strategy to increase its sales and one of the things that can be done is to conduct market research, to find out how consumer tastes change from day to day in line with current trends is a challenge for companies to be able to predict future trends. This understanding needs to be researched further, to find out how consumers consider everything before finally making a decision to buy.

According to Schiffman & Kanuk (2011: 42), the decision is the selection of two or more alternative options. In other words, alternative options must be available to a person when making a decision. If a person has a choice between making a purchase or not, that person is in a position to make a decision. Kotler and Keller (2008: 86) explain that smart companies will try to fully understand the customer's decision-making process, all their experiences in learning, selecting, using, even in product disposition. According to Kotler and Armstrong (2008), consumer purchases are strongly influenced by four factors, namely cultural factors, social factors, personal factors and psychological factors. Most of these factors cannot be controlled by marketers, but they must be considered.

Judging from psychological factors, the perception of product quality is one of the factors considered by consumers to buy the product. The increasing number of sources of information about a product makes consumers smarter in making their choices. Good product quality, allows the company to maintain its business

and be able to compete with other competitors. Improving the quality of products offered can indirectly affect consumer satisfaction and it is expected that many consumers will make purchasing decisions on the products offered. In today's competition, companies are required to offer quality products and have more value, so they look different from competitors' products. Quality is one of the factors that consumers consider before buying a product. Quality is determined by a set of uses and functions, including durability, independence from other products or other components, comfort, external appearance (color, shape, packaging, etc.).

Product quality is the factors contained in an item or result that cause the good or result to conform to the intended purpose for which the good or result is intended. While according to Swastha & Handoko (2010) product quality is a condition of an item based on an assessment of its conformity with established measurement standards, the higher the quality of the product to be assessed. The company's ability to provide quality products will also be a weapon to win the competition, because by providing quality products, customer satisfaction will be achieved. With good quality and reliable, products will always stick in the minds of consumers, because consumers are willing to spend some money to buy quality products. Especially for smartphone products, consumers choose smartphones that have good performance and reliable durability considering the level of smartphone use is quite high and used for a long time.

In addition to product quality, Brand image is a guide used by consumers to evaluate products when they do not have enough knowledge about a product (Roslina, 2010: 334). There is a tendency for consumers to choose products that are already known through experience using such products or based on information obtained through various sources. Brand image according to Kotler and Keller (2009: 403) is a consumer perception of a brand as a reflection of the associations that exist in the minds of consumers. Brand image is an association

that arises in the minds of consumers when remembering certain brands (Tjiptono, 2015: 49). Associations can easily emerge in the form of certain thoughts and images associated with a brand. So brand image is important for consumers to make choices in buying a product.

Another factor is that lifestyle is broadly defined as a way of life identified by some people who spend their time doing activities, so that what they consider important in their environment is interested in what they think of themselves and the world around them. Lifestyle is a pattern of a person's life in the world expressed in his activities, interests, and opinions (Kotler and Keller, 2016). A lifestyle that describes a person as a whole in interacting with his environment. As for other things, lifestyle describes all the patterns a person acts and interacts in the world. Based on the opinions that will be expressed by these experts, namely a person's lifestyle described by his activities, interests, and opinions is called lifestyle.

Young people, especially college students, are often categorized as consumer groups who tend to be open to new products introduced to the market. This group is also believed to always want to keep up with the latest lifestyle trends, regardless of whether they really need the products and benefits of the products they consume. There is a demand to know more information in order to increase their insight and intelligence, making students inseparable from the world of information and news. Many students in their job search have to look for references from browsing the internet and also conduct small group discussions through forums created on social networks and instant messaging sites.

The development of various smartphone brands on the market, companies are required to compete and innovate in order to have their own appeal to consumers. In addition to the attractiveness of prices that have often been used as company strategies, people's lifestyles can also greatly help companies in

attracting people's buying interest. A lifestyle that reflects the social class of a group of people can be seen from the products they use. If a product already has good quality so that it can build a good image in the minds of consumers, then the company should not hesitate to create products with prices above average.

The Faculty of Economics is one of the faculties at Hasanuddin University whose students come from various circles with different social strata. The majority of students of the Faculty of Economics include users of Apple iPhone smartphone products, the reason for the consumption pattern is because the iPhone brand smartphone has features that suit your needs. iPhone is a smartphone product that offers its own advantages such as stylish design, excellent graphics performance, responsive screen, easier use and choice of quality applications. This is another reason for students of the Faculty of Economics and Business, Hasanuddin University to use iPhones.

Based on the above, the author is interested in conducting research with the title **"THE INFLUENCE OF PRODUCT QUALITY, BRAND IMAGE AND LIFESTYLE ON THE BUYING DECISIONS OF APPLE IPHONE CUSTOMERS"**.

1.2 Problem Statement

Based on the background description discussed earlier, the formulation of the problem in this study is: "How does product quality, brand image and lifestyle affect the buying decisions of Apple iPhone customers?"

1.3 Research Objectives

The purpose of this study was to find out whether product quality, brand image and lifestyle influence the decision making of Apple iPhone customers.

1.4 Research significance

Ideally, research is carried out to increase knowledge, so that every research that has been done is expected to contribute to all interested parties. This research is expected to be useful:

First, as a source of information and increase knowledge and insight into the influence of product quality, brand image and lifestyle on customer Buying decisions.

Second, provide information and evaluation materials for companies to find out how influential product quality, brand image and lifestyle are on customer Buying decisions.

Third, the results of this study can be knowledge about customer Buying decisions.

Fourth, as a reference for people who will conduct research related to product quality, brand image, lifestyle and Buying decisions in the future.

BAB II

LITERATURE REVIEW

2.1 Theoretical framework

2.1.1 Product quality

The word quality contains many definitions and meanings because different people will interpret it differently, such as conformity to requirements or demands, suitability for use in continuous improvement, freedom from damage or defects, fulfillment of customer needs, doing everything with pleasure. According to Kotler and Armstrong (2012: 316) product quality is the ability of a product to perform its functions, including durability, reliability, accuracy, ease of operation and repair, and other valuable attributes. Product quality is the understanding that a product is an opportunity offered by the seller to have more selling value than competing products do not have. Therefore the company tries to focus on the quality of the product and compare it with the products offered by competing companies. Quality in principle is to keep customer promises so that the parties served are satisfied and expressed. Quality has a very close relationship with customer satisfaction, that is, quality provides encouragement to customers to live a strong relationship with the company. In the long run, this kind of bonding allows companies to carefully understand customer expectations as well as their needs. Thus, companies can increase customer satisfaction.

There are nine product quality indicators according to Kotler (2014: 8-10) as follows:

- 1) Shape, including the size, shape, or physical structure of the product
- 2) Features, product characteristics that complement the basic functions of the product.
- 3) Quality of performance, is the level at which the main characteristics of the product operate.

- 4) The impression of quality is often said to be the result of the use of indirect measurements because there is a possibility that the consumer does not understand or lacks information about the product in question.
- 5) Durability, a measure of the expected operating life of a product under normal or stressful conditions, is a valuable attribute for a particular product.
- 6) Reliability, is a measure of the probability that a product will not break or fail within a certain time.
- 7) Ease of repair, is a measure of the ease of repair of a product when the product malfunctions or fails.
- 8) Style, describing the appearance and taste of the product to the buyer.
- 9) Design, is the totality of features that affect the appearance, feel, and function of the product based on customer requirements.

Based on the above indicators, it can be concluded that quality indicators are conditions for a product value to satisfy customers as expected.

A product can be said to have good quality if the product includes these dimensions. With these dimensions in a product, it is expected that the product has more value than competing products. Building product quality is a strategic step that must be done by the company. This is due to the fact that product quality is a plus or superior in the eyes of customers. The achievement of quality value is realized by building better production processes and systems that are able to reduce relatively low costs. Therefore, product quality is an effective competitive tool in achieving competitive advantage.

Improving product quality is very important. Thus the company's products are getting higher quality. If product quality improvement is carried out by the company, then the company will be able to continue to satisfy consumers and increase the number of consumers. In the development of a company, product quality issues will determine the rapid development of the company or not. If in an increasingly

competitive marketing situation, the role of product quality will be even greater in the development of the company.

2.1.2 Product Quality Approach or Quality Perspective

After knowing the dimensions of product quality, it must be known how the quality perspective is an approach used to realize the quality of a product. Tjiptono (2009: 51). Identified 5 commonly used quality perspective alternatives, namely:

1) Transcendental Approach

According to this approach, quality can be perceived or known, but it is difficult to operationalize. This point of view is usually applied in music, drama, dance and visual arts. In addition, the company can promote its products with statements, such as pleasant shopping places (supermarkets), elegant (cars), facial beauty (cosmetics), and skin softness and smoothness (body soap). Thus, the production and service planning functions of an enterprise are difficult to use such a definition as a basis for quality management because it is difficult to design the right product. This makes its implementation also difficult.

2) Product-Based Approach

This approach considers quality as a characteristic or attribute that can be measured and measured. Differences in product quality refer to differences in the number or attributes of products, because their views are very objective, unable to explain the differences in tastes, needs, and preferences of each.

3) User-Based Approach

This approach is based on the premise that the quality of a product depends on the person using it and that the product that best meets one's preferences (e.g., perceived quality) is the product of the highest quality. This subjective and demand-oriented perspective also states that different consumers have different needs and wants. Thus, the quality of the product for a person is equal to the maximum perceived satisfaction.

4) Manufacturing-Based Approach

This perspective is supply-based and primarily pays attention to engineering and manufacturing practices, and defines product quality as conformance to requirements. In the service sector, it can be said that quality is driven by operations. This approach focuses on customizing internally developed specifications, often driven by productivity improvement goals and cost approaches. So, what determines the quality of the product is the standard set by the company, not the consumers who use it.

5) Value-Based Approach

This approach looks at product quality in terms of value and price. By considering the trade-off between product performance and price, quality is defined as "affordable profitability". Product quality in this perspective is relative so the highest quality product is not necessarily the most valuable product. However, the most valuable is the product or service that is the fastest to buy (best buy).

2.1.3 Brand Image

Brand image is something that is remembered in the minds of consumers when buying an item. According to Kotler and Keller (2009: 403) brand image is the perception and beliefs held by consumers, as reflected in associations embedded in customer memory, which are always remembered first when they hear slogans and embedded in their consumers' minds, then according to Tiptono (2015: 49) "Brand image is a description of consumer associations and beliefs about a particular brand. Brand image is the observations and beliefs held by consumers, as reflected in associations or in consumer memory. Based on the definition of experts, it can be concluded that brand image is a belief that exists in the minds of consumers as a differentiator from other brands, both in terms of symbols, designs, colors, logos and even brand quality.

2.1.4 Brand Image Shaping Factors

According to Schiffman and Kanuk (2007) "Brand image is a set of associations about a brand stored in the mind or memory of consumers". There are several factors that affect brand image Schiffman and Kanuk (2007) mentioned that the factors that make up brand image are:

- 1) Quality, related to the quality of goods offered by manufacturers of a particular brand.
- 2) Trusted or relied upon. Relating to opinions or agreements formed by the community about a product consumed.
- 3) Uses or benefits related to the proper functioning of a product that can be used by consumers.
- 4) Price, which in this case relates to the high or low or amount of money spent by consumers to influence a product, can also affect the long-term image.
- 5) The image owned by the brand itself, which is in the form of views, agreements, and information related to the brand of a particular product.

According to Keller (2012: 26) shows the factors of brand image formation, including:

- 1) Favorability of brand association

One of the advantages of brand association is to form a brand image for consumers, because products that are superior to competitors' products will make consumers feel confident in using the brand. The advantages of brand association can also make consumers believe that the attributes and benefits provided by a brand can satisfy consumer needs and desires so that it will form a positive attitude towards the brand. The ultimate goal of any consumption by consumers is to derive satisfaction from their needs and wants. The existence of needs and desires in consumers raises expectations, where consumers try to meet these expectations by using products and brands that are considered capable of meeting the desired

expectations. If the products and brands used exceed expectations, consumers will be satisfied, and vice versa. The excellence of brand association is one of the factors of brand image in the minds of consumers, so it must be done continuously so that the brand image created remains strong and can be received positively. The factors that form the advantage of brand association are desirability and delivery. Desires are divided into points, namely the quality of the product and the convenience of using the product. Meanwhile, deliverability is also divided into several points, namely the ability of promoters to demonstrate product benefits and maximize resource utilization.

2) Strength of brand association

The power of association is also one of the building blocks of brand image, which relies on how information enters the consumer's memory and how this information is processed by the brain as a brand image. Therefore, the strength of brand association is the image or impression that the brand creates in the minds of customers. Placing a brand image in the minds of consumers must be done continuously in order to create a brand image. When a consumer shares information about a product or service with a person or potential customer, stronger associations will be created in the consumer's memory. Building brand popularity with communication strategies, through advertising or other communication media, is a form of brand association strength. The factors that make up the strength of a brand association are attributes that consist of the shape of the product and the time of use, and the benefits that have the point of satisfying the need and a sense of pride in using the product.

3) Uniqueness of brand associations

The uniqueness of brand association is the third factor in the formation of brand image, the uniqueness of brand association is the essence of how the brand is in the minds of consumers, so consumers can easily remember a brand because

there is uniqueness in the brand that can distinguish it from other brands or competitors. Therefore, a competitive advantage must be created that can be used as a reason for consumers to choose a particular brand. Brand associations help determine the scope of competition with other products and services. Making a unique impression shows a significant difference between other brands thus creating competitive value and consumer interest in the brand. The goal of this strategy is to create strong and unique associations in the minds of consumers deeply. The factors that make up the uniqueness of brand associations are points of parity and points of difference. Point of parity items are of equal quality with other products and legendary brands. The point of difference is the long-term use of products and products that are easily available.

2.1.5 Lifestyle

People's interest in various items is influenced by their lifestyle and the items they buy reflect that lifestyle. Lifestyle in principle is a person's pattern in managing his time and money. Lifestyle influences a person's behavior which ultimately determines a person's consumption patterns. According to Kotler and Keller (2009: 175) lifestyle is a person's lifestyle in the world based on psychographics that are reflected in activities, interests and opinions. Lifestyle captures the interaction of the "whole person" with his environment. Some lifestyles are shaped by limited money and limited consumer time. Companies aimed at serving consumers with limited finances, will create inexpensive products and services. Companies that aim to serve consumers who are experiencing time constraints, will create convenient products and services, because in this group they will be more concerned with time than money. Lifestyle is defined as a way of life defined by how people spend their time, what they think about themselves and also the world around them (Setiadi, 2015).

2.1.6 Lifestyle Indicators

Lifestyle can be measured with the AIO (Activity, interest and opinion) system with the existence of an Activity or company activity can easily find out what activities are being carried out by consumers, making it easier for companies to make strategies from the information obtained. Interests, by understanding the interests of its customers, can make it easier for a company to create new ideas. Meanwhile, Opinion is the opinion of every consumer.

According to Kotler and Keller (2009: 175) indicators that affect lifestyle include:

- a. Activity is the identification of what consumers do, what they buy, and how they spend their time.
- b. Interest is a form of focus on consumer preferences and priorities. Interest is a consumer's personal factor in influencing the decision-making process.
- c. An opinion is the opinion of each consumer that comes from the person himself.

2.1.9 Customer Buying Decision

The consumer's decision to buy a product is an action that is usually done by each consumer when making a purchase decision. The decision to buy or not to buy is part of an element inherent in individual consumers called behavior, where it refers to real physical actions. Buying decision can be interpreted as a decision made by prospective buyers regarding the certainty of buying or not (Kotler & Keller, 2012). Based on the above definition, researchers came to understand that a buying decision is a decision that is influenced by several factors that will make consumers really consider everything and ultimately consumers buy the products they like the most. Meanwhile, the consumer's decision to buy a product includes six sub-decisions (product choice, brand choice, dealer choice, purchase time, purchase amount, payment method), Kotler & Keller (2012) explain it as follows:

1. Product Selection

Consumers can make the decision to buy products or use their money for other purposes. In this case, the company should focus its attention on people who are interested in buying a product and the alternatives they are considering.

2. Brand Choice

The buyer must make a decision about which brand to buy. Each brand has its own differences. In this case, the company must know how consumers choose a brand.

3. Dealer Options

The buyer must decide which dealer to visit. Every buyer has different considerations in determining the dealership, which can be caused by factors such as close location, low prices, complete inventory and others.

4. Time of Purchase

Consumer decisions in choosing the time of purchase can vary, for example: some buy every day, once a week, every two weeks, once every three weeks or once a month.

5. Purchase Amount

Consumers can make decisions about how many products to buy at once. Purchases made may be more than one. In this case, the company must prepare the number of products in accordance with the wishes of different buyers.

6. Payment Methods

Buyers can take directly about the payment method that will be made in making consumer decisions to use goods and services, in this case also purchasing decisions are also influenced by the technology used in purchase transactions.

According to Kotler and Keller (2005) indicators used to measure consumer purchasing decisions include:

- a. Problem introduction
- b. Information search
- c. Evaluation of alternatives
- d. Purchase decision
- e. Post-purchase behavior

2.1.10 Factors Influencing Purchasing Behavior

The main factor that influences the purchasing behavior of consumers who make decisions is not being in a place isolated from the surrounding environment (Kotler and Keller, 2012), namely:

1) Cultural Factors

Cultural factors that have a broad and profound influence on cultural behavior consist of several components.

- a. Culture is the most basic determinant of desires and behavior. If the creature is inferior, its behavior is largely governed by instinct.
- b. Each culture consists of smaller sub-cultures that provide more specific characteristics and socialization of its members.
- c. A social class is a relatively more homogeneous and enduring group in a society, organized in a hierarchical order

2) Social factors

Consumer behavior is also influenced by social factors, such as a person's reference group consisting of all groups that have a direct influence (through face-to-face). The family is the most important organization (a small group of buyers) in society. Roles and status. Roles include activities that a person is expected to perform. Each role has a status.

3) Personal factors

Purchasing decisions are also influenced by personal characteristics that include age and life cycle stage. People buy different goods and services throughout their lives.

Personal factors consist of:

- a. A person's work affects his consumption patterns. A person's lifestyle is a person's lifestyle expressed in his activities, interests and opinions.
- b. Personality and self-concept is that everyone has a different personality that influences their buying behavior

4) Perception

Perception is the process by which individuals select, organize, and interpret inputs and information to create a meaningful picture of the world.

5) Knowledge

Knowledge is basically someone acting, they are learning. Learning describes a person's behavior, individual change comes from experience. Beliefs are descriptive thoughts about something held by a person. Based on this, it can be concluded that companies in product strategy must be able to produce the best products desired by consumers.

2.2 Empirical studies

Previous research was conducted in assessing customer purchasing decisions, both product quality, brand image and lifestyle with multiple linear regression analysis that aims to examine the relationship between one variable and another. With some previous research discussed as follows:

1. Agustina (2020)

The influence of lifestyle, brand image and product quality on iPhone purchase decisions in Ngawi. The results showed that, it can be concluded that partly and simultaneously lifestyle, brand image and product quality have a positive and significant influence on iPhone purchasing decisions in Ngawi.

2. Darajat (2020)

The influence of product quality, brand image and lifestyle on purchasing decisions. The result is positive product quality, brand image and lifestyle that have a significant impact on consumer purchasing decisions at Metropolitan Mall Bekasi.

3. Foster (2016)

The Influence of Brand Image on the Purchase Decision of "Amidis" Mineral Water Products. The results showed that such attitudes had a scarring impact on dcision purchases rather than variable attributes and benefits.

4. Juliani (2019)

The influence of product quality, brand image and lifestyle on the purchasing decision of women's clothing brand Valino Donna in Medan. The results of the data analysis can be concluded that simultaneously and partly the variables of product quality, brand image and lifestyle have a positive and significant effect on the purchasing decision of the Valino Donna women's clothing brand in Medan

5. Oktapia (2020)

The influence of product quality, brand image and features on Oppo smartphone purchase decisions. The results of this study show that product quality, brand image and features have a significant and simultaneous influence on purchasing decisions.

6. Panduan (2017)

The influence of brand image, product quality, and style focus on iPhone purchase decisions. The results of this study show that brand image, product quality, and lifestyle simultaneously influence iPhone purchase decisions. Brand image and lifestyle have a partial effect on iPhone purchase decisions.

7. Parashinta (2019)

The influence of lifestyle and brand image on the survey of purchasing decisions of iPhone users in Malang. The results of this study are lifestyle variables and brand image variables have a significant effect simultaneously and partially on purchasing decisions.

8. Pujianto (2022)

It influences brand image, product quality, and lifestyle on iPhone purchase decisions. Based on data analysis, it can be concluded that brand image, product quality and lifestyle have a positive and significant effect on iPhone purchase decisions.

9. Pradipta (2017)

The influence of quality perception, brand image, lifestyle and service quality on purchasing decisions. As a result of this study, there is a significant influence between quality perception, brand image, lifestyle, and service quality on the purchasing decision process at Bakoel Koffie Senopati.

10. Rizal (2022)

The influence of brand image, Lifestyle and product quality on iPhone smartphone buying decisions. The results of the indicator items used in this study are valid and reliable. Of the three hypotheses put forward, all are supported.

Table 2.1 List of Empirical Studies

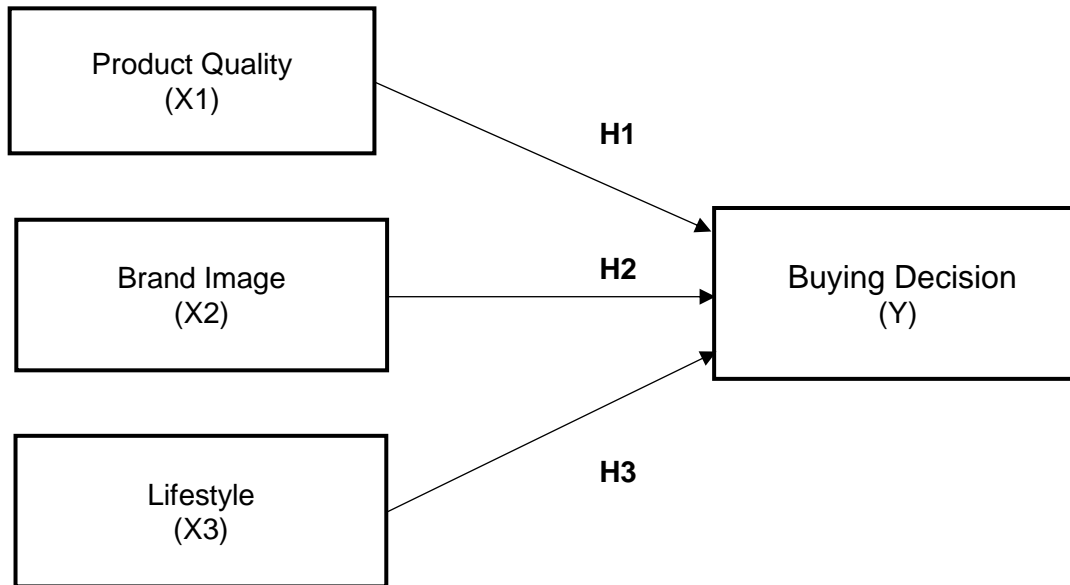
No.	Author	Variable	Research Results
1.	Agustina (2020)	X1: Lifestyle X2: Brand Image X3: Product Quality Y: Buying Decision	Based on the results of the study, it can be concluded that lifestyle, brand image and product quality partially and simultaneously have a positive and significant influence on the decision to buy an iPhone in Ngawi.
2.	Darojat (2020)	X1: Product Quality X2: Brand Image X3: Lifestyle Y: Buying Decision	The result is product quality, brand image and lifestyle that is positive and has a significant impact on consumer purchasing decisions at Metropolitan Mall Bekasi
3.	Orphanage (2016)	X: Brand Image Y: Purchase Decision	The results showed that such attitudes had a scarring impact on decision purchases rather than variable attributes and benefits.
4.	Juliani (2019)	X1: Product Quality X2: Brand Image X3: Lifestyle Y: Buying Decision	The results of the data analysis can be concluded that simultaneously and partly the variables of product quality, brand image and lifestyle have a positive and significant effect on the purchasing decision of the Valino Donna women's clothing brand in Medan.
5.	Oktapia (2020)	X1: Product Quality X2: Brand Image X3: Features Y: Buying Decision	The results of this study show that product quality, brand image and features have a significant and simultaneous influence on purchasing decisions.

6.	Panduan (2017)	X1: Brand Image X2: Product Quality X3: Lifestyle Y: Buying Decision	The results of this study show that brand image, product quality, and lifestyle simultaneously influence iPhone purchase decisions. Brand image and lifestyle have a partial effect on iPhone purchase decisions.
7.	Parashinta (2019)	X1: Lifestyle X2: Brand Image Y: Buying Decision	The results of this study are lifestyle variables and brand image variables have a significant effect simultaneously and partially on purchasing decisions.
8.	Pujianto (2022)	X1: Brand Image X2: Product Quality X3: Lifestyle Y: Buying Decision	Based on data analysis, it can be concluded that brand image, product quality and lifestyle have a positive and significant effect on iPhone purchase decisions.
9.	Pradipta (2017)	X1: Quality received X2: Brand Image X3: Lifestyle X4: Quality of Service Y: Purchase Decision	As a result of this study, there is a significant influence between quality perception, brand image, lifestyle, and service quality on the purchasing decision process at Bakoel Koffie Senopati.
10.	Rizal (2022)	X1: Brand Image X2: Lifestyle X3: Product Quality Y: Purchase Decision	The results of the indicators used in this study are valid and reliable. Of the three hypotheses put forward, all are supported.

Source: Researcher (2022)

2.3 Conceptual framework

The buying decision will occur if there are several factors influencing it, in this study there are four factors: Apple iPhone products, product quality, brand image and lifestyle. This study explains the influence of product quality (X1), the influence of brand image (X2) and the influence of lifestyle (X3) on the buying decision of Apple iPhone products (Y1). Based on the foregoing, the following research ideas were generated:



Source: Researcher (2022)

Figure 2.1 Conceptual Framework

2.4 Hypothesis

Based on the study of previous theories and research above, hypotheses were formulated, namely:

H1: Product quality influences the buying decisions of iPhone smartphone customers in students of the Faculty of Economics, Hasanuddin University.

H2: Brand image influences the buying decisions of Iphone smartphone customers in students of the Faculty of Economics, Hasanuddin University.

H3: Lifestyle influences the buying decisions of Iphone smartphone customers in students of the Faculty of Economics, Hasanuddin University.