

THE INFLUENCE OF BRAND IMAGE AND LIFESTYLE ON PURCHASING DECISIONS IPHONE IN JAMBI CITY

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Abstract

This research is entitled "The Influence of Brand Image and Lifestyle on Iphone Purchasing Decisions in Jambi City". The purpose of this study is first to determine the effect of brand image on Iphone purchasing decisions. The second is to determine the effect of lifestyle on Iphone purchasing decisions. The third is to determine the effect of brand image and lifestyle on Iphone purchasing decisions. The first data analysis method used was the instrument test. Both multiple linear regressions. The third uses hypothesis testing. The results of this study concluded that brand image and lifestyle influence iphone purchasing decisions. Both brand image and lifestyle have an effect on Iphone buying decision. The three brand images and lifestyles simultaneously have a significant effect on Iphone purchasing decisions in Jambi City. This is evidenced by the calculated F test results of (64.851) > (2.70) with a significance level of 0.05.

Keywords: Brand Image, Lifestyle, Purchasing Decisions

Introduction

The development of business and technology has recently emerged a phenomenon, namely the increasing number and variety of products offered by companies in the same industry. Communication and information technology is growing very rapidly where almost everyone needs it in everyday life, from children to adults using smartphones in various purposes, whether for business, family, or other purposes.

Brands are names, logos, and slogans to distinguish companies and individuals from each other in terms of what they offer. For consumers, brands are useful for simplifying the purchase decision process. In decision making someone will pay attention to what brand to buy, one of the considerations is prestige. According to Urde (in Pujadi, 2011), companies in the future will increasingly rely on brands, which means it is not enough just to be product-oriented.

One of Apple's products that is often awaited for its appearance is its smartphone product, the iPhone. The Apple brand offers prices with premium class and targets the upper middle class. One of the characteristics of Apple users themselves always wants to follow the latest lifestyle trends, regardless of whether they really need the product and benefit from the product it consumes (Saunders, 2018).

In Indonesia, of the various smartphone brands in circulation, Apple is one of the brands that is increasing day by day. Apple Computer, Inc. is a technology company founded by Steve Jobs based in Cupertino, California. Apple played an important role in the beginning of the personal computer revolution in the 1970s with its product Apple II and advanced it to this day with the Macintosh computer. The iPhone is a product that is currently the basis of Apple's business. Tim Cook, CEO of Apple, said that the iPhone is a gateway for sales of other Apple products such as iTunes, iWatch, and so on. The iPhone is said to be like this because the additional accessories that are compatible with the iPhone are very much and can increase sales and profits of the Apple company (<http://id.mac.wikia.com/>).

Apple is a smartphone vendor that can slide up quickly every year. This is evidenced by Apple's high market share in the world which can be illustrated in the following table:

Table 1. Apple Smartphone Sales Data in the World Year 2019 – 2020

Vendors	1Q20 Shipment Volume	1Q20 Market Share	1Q19 Shipment Volume	1Q19 Market Share	Year Over Year Change
Samsung	58,3	21.1%	71.9%	23.0%	-18.9%
Huawei	49,0	17.8%	59.1%	18.9%	-17.1%
Apple	36,7	13.3%	36.8%	11.8%	-0.4%
Xiaomi	29,5	10.7%	27.8%	8.9%	6.1%
Vivo	24,8	9.0%	23.2%	7.4%	7.0%
Others	77,5	28.1%	93.5%	29.9%	-17.2%
Total	275,8	100%	312.3%	100.0%	-11.7%

Source: IDC Worldwide Quarterly Mobile Phone Tracker, April 2020

In the table above, it can be seen that in 2020, the highest *smartphone* sales in the world were achieved by Samsung. But you must know that Apple's sales in the world have reached the top 3 in 2020 (<https://id.techinasia.com/idc-penjualan-smartphone-2020>).

Apple's sales achievements in Jambi City are also increasing every year, these achievements can be illustrated in the following table:

Table 2. Apple Smartphone Sales Data in Jambi City

Year	Sales Unit for 1 Year
2017	368 units
2018	420 units
2019	645 Units
2020	600 Units
Total	2,033 units

Source: Erafone Megastore Ruko Sipin Jambi, April 2021

In the table above, it can be seen that every year Apple always experiences an increase in unit sales in Jambi City, it's just that in 2020 Apple experienced a slight decrease in unit sales due to the Covid-19 outbreak that year (Erafone Megastore Ruko Sipin Jambi, April 2021).

With this percentage, it proves that people in Jambi City have a high interest in using Apple, even though it is expensive. And also Apple's exclusive and cool branding with the addition of trusted camera quality is a strong reason people in Jambi City want to have the smartphone.

The hypotheses proposed in this study are as follows:

H1 : Brand Image (X1) has a significant influence on purchasing decisions (Y).

H2 : Lifestyle (X2) has a significant effect on purchasing decisions (Y).

H3 : Simultaneously Brand Image (X1) and Lifestyle (X2) have a significant influence on purchasing decisions.

The form of the relationship of the influence of Brand Image and Lifestyle on the purchase decision of Apple Products in Jambi city, can be illustrated by the following chart:

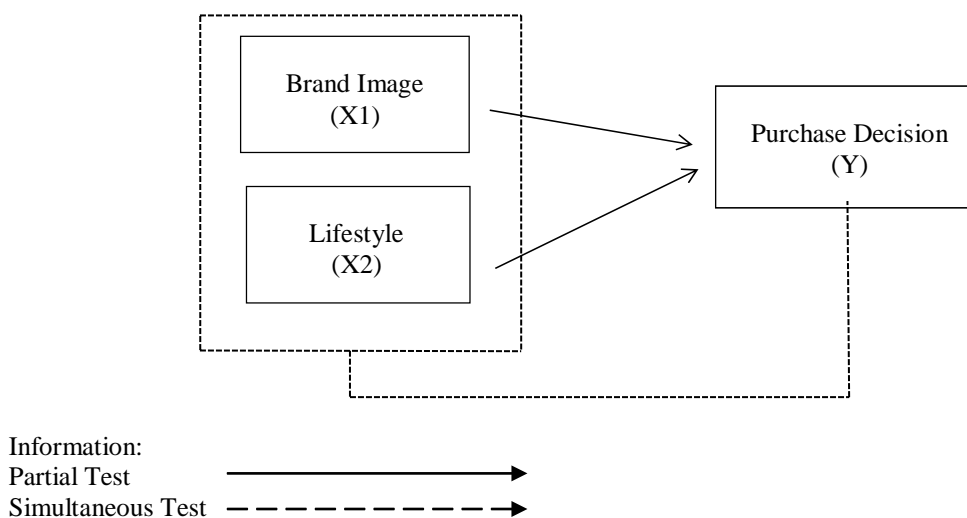


Figure 1. Conceptual Framework

Methods

Researchers use the descriptive-quantitative paradigm, namely research by emphasizing its analysis on numerical data (numbers) processed by statistical methods, and providing a clearer picture of research results by focusing on certain aspects and often showing the influence between various variables (DR. Riduwan, M.B.A, 2014).

The descriptive method is a statistical method that focuses on collecting, presenting, managing and summarizing data where this activity does not continue to draw conclusions.

Populasi and Samples

The population is the overall subject of the study. The population in this study is the population in this study is the Jambi City Community who already know and use iPhone smartphones.

The number of samples taken in this study uses the Lemeshow formula, this is because the population number is unknown or infinite. $96.04 = 100$ (rounded)

Data Analysis Methods

The data in this study used primary data, namely data taken from respondents through questionnaire answers. Data collection techniques in this study were questionnaires and documentation. The data analysis

methods used in this study are t test, F test, multiple linear regression analysis, coefficient of determination analysis (R²).

Result and Discussion

Table 3. Validity Test Results

No	Statement items	Pearson Correlation	Rtable (N=96), Significance Level 5%	Information
1.	X1	0,945	0,2006	VALID
2.	X1	0,963	0,2006	VALID
3.	X1	0,927	0,2006	VALID
4.	X2	0,816	0,2006	VALID
5.	X2	0,895	0,2006	VALID
6.	X2	0,881	0,2006	VALID
7.	Y	0,801	0,2006	VALID
8.	Y	0,838	0,2006	VALID
9.	Y	0,886	0,2006	VALID
10.	Y	0,890	0,2006	VALID
11.	Y	0,867	0,2006	VALID

Source: Processed using SPSS 26

Table 3 above shows that all items are valid because the calculated r value is greater than the table r with a sample of 96 respondents and a significance level of 5% which is 0.2006. Thus, all questions that have been shared and processed using validity tests can be validated.

Table 4. Reliability Test Results

Variable	Cronbach's alpha	Information
Brand Image (X1)	0,939	Reliable
Lifestyle (X2)	0,826	Reliable
Purchase Decision (Y)	0,907	Reliable

Source: Processed using SPSS 26

Based on table 4 above, it shows that the results of Cronbach's alpha values of all variables related to this study show that it is greater than > 0.60. So that the questionnaire of all variables is reliable or worthy of trust as a variable measuring tool.

Table 5. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
	Unstandardized Residual	
N		96
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	3.02931466
Most Extreme Differences	Absolute	.106
	Positive	.050
	Negative	-.106
Test Statistics		.106
Asymp. Sig. (2-tailed)		.010 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Source: Processed using SPSS 26

Based on table 5, it is known that the significant value of all variables in this study is 0.010 which means greater than 0.05. So the data from the variables of brand image (X1), lifestyle (X2), purchase decision (Y) are distributed normally.

Table 6. Multiple Linear Regression Test Results

Coefficients ^a						
Type		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.972	1.369		2.901	.005
	BRAND IMAGE	.175	.139	.128	2,260	.211
	LIFESTYLE	1.077	.165	.663	6.542	.000

a. Dependent Variable: PURCHASE DECISION

Source: Processed using SPSS 26

Table 7. F Test Results

ANOVA ^a						
Type		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1215.834	2	607.917	64.851	.000 ^b
	Residuals	871.791	93	9.374		
	Total	2087.625	95			

a. Dependent Variable: PURCHASE DECISION

b. Predictors: (Constant), BRAND IMAGE, LIFESTYLE

Method 1 of the research above is known that sig is 0.05, then $0.000 < 0.05$ so H_0 rejected H_a accepted so that brand image and lifestyle affect the purchase decision of the iphone.

Method 2 where $F_{table} = 2.70$ (obtained by looking at the column df which is 2 : 93). For $F_{calculate} > F_{table} = 64.851 > 2.70$. So it can be concluded that H_0 is rejected and H_a is accepted, which means that brand image and lifestyle together have a significant influence on iPhone purchase decisions.

Table 8. T Test Results

Coefficients ^a						
Type		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.972	1.369		2.901	.005
	BRAND IMAGE	.175	.139	.128	2,260	.211
	LIFESTYLE	1.077	.165	.663	6.542	.000

a. Dependent Variable: PURCHASE DECISION

To find out t thetable is obtained by finding the value $df = n - k$ (n is the number of respondents, k is the number of variables) $df = 96 - 3 = 93$. By looking at the two-sided test with a α of 5%, which is 5%: $2 = 0.025$. The result of ttable is $t = 1.985$. Then the results can be summarized as follows:

1. In the brand image variable (X_1), which is $2,260 > 1,985$ which means $t_{count} > t_{table}$, it can be concluded that H_0 is rejected and H_a diterima there is a significant influence on brand image with purchase decisions.
2. In the lifestyle variable (X_2), which is $6.542 > 1.985$ which means $t_{count} > t_{table}$, it can be concluded that H_0 is rejected and H_a is accepted there is a significant influence on lifestyle on purchasing decisions.

Conclusion

Based on the results of the analysis and discussion of the results of research data analysis that has been described in Chapter V, the conclusions of this study are as follows:

1. In multiple linear regression analysis, the results show that the brand image variable on the decision to buy the iPhone in Jambi City obtained the result of the equation, namely $Y = 3.972 + 0.175 X_1$ which means that the constant value adds 1% of the variable X_1 . Based on testing the F hypothesis, it can be obtained that sig is 0.05, then $0.000 < 0.05$ so H_0 rejected H_a is accepted so that brand image and lifestyle affect the purchase decision of the iphone.
2. In multiple linear regression analysis, the results show that lifestyle variables on the decision to buy the iPhone in Jambi City obtained the result of the equation, namely $Y = 3.972 + 1.077 X_2$ which means that the constant value adds 1% of the variable X_2 . Based on testing the F hypothesis it can be obtained that sig is 0.05, then $0.000 < 0.05$ so H_0 rejected H_a accepted so that brand image and lifestyle affect the purchase decision of the iphone.
3. Brand image and lifestyle simultaneously have a significant influence on iPhone purchase decisions in Jambi City. This is evidenced by the results of the F count test of $(64.851) > (2.70)$ with a significance level of 0.05.

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