

The Influence of Product Quality, Brand Image and Brand Minded Style on iPhone Purchase Decisions

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ABSTRACT

One tool that can be used to communicate and access the internet is a smartphone. In addition to being a communication tool, smartphones can also be used as a medium for education, entertainment, productivity, and social interaction in the digital world. Communication is a process that typically occurs in daily life and plays a significant role in preserving and strengthening social relationships. Smartphones are the primary instrument for performing daily tasks due to their many functions. Apple has a particular place in the hearts of consumers, notably in Indonesia, because to its iPod, despite the fact that there are numerous smartphone brands competing in the worldwide market. The iPhone is renowned for its ability to create a strong ecosystem between its digital services, software, and hardware in addition to its technological innovations.

This study sought to determine "the influence of product quality, brand image, and brand-minded lifestyle on iPhone purchase decisions."

This study set intended to determine "the influence of product quality, brand image and brand minded lifestyle on iPhone purchase decisions. This study set intended to determine "the influence of product quality, brand image, and brand-minded lifestyle on iPhone purchase decisions." The study included 183 samples or responders. This study employs a quantitative

methodology, collecting primary data via a Google Forms questionnaire and secondary data from a range of sources, including student surveys, technology market reports, scientific journals, and publication research organizations, which offer evidence to support the theory. These results show that brand image has a good effect on decisions to buy, product quality has a major impact on decisions to buy, and a brand-minded lifestyle has a large impact on decisions to buy iPhone phones.

Keywords: Purchase decision: Purchase quality, Brand image, Brand minded lifestyle

INTRODUCTION

Smartphones are a popular way to communicate and access the internet. Smartphones can do much more than just make and receive calls and messages. They contain a number of sophisticated capabilities, including "browser, e-mail, WhatsApp, Facebook, Instagram, line, camera, video recorder, music and video player, data storage, games and so on." With the iPhone, Apple holds a particular place in the hearts of consumers worldwide, including in Indonesia, despite the fact that there are many other smartphone manufacturers that compete in the market. In addition to its cutting-edge technology, the iPhone is renowned for its ability to create a strong ecosystem that consists of digital

services, software, and hardware. Customers of iPhones frequently connect this device with superior quality, uniqueness, and a wonderful user experience.

Purchasing decisions are the final stage of the process that consumers go through after considering various aspects before deciding to buy a good or service (1). The iPhone's high quality is one of the things that contributes to its appeal. A person is more likely to make a purchase if the product is of higher quality. Product quality can be defined as the degree to which a product can best satisfy the wants and wishes of customers (2). Customers that prioritize product quality are more likely to select goods that provide greater value in terms of functionality, dependability, and longevity. However, numerous concerns regarding iOS17's shorter battery life were posted on Apple's support page. Therefore, it's possible that Apple will release iOS 17.1 to fix this problem.

A strong brand may foster customer loyalty, increasing the likelihood that customers would choose the product over competing ones. This is why brand image is just as vital in luring customers as product quality. A product with a strong brand image will undoubtedly make a good impression on a person, giving them confidence and trust in the provided goods. Customers will be reassured by a strong image that their high quality, cutting-edge features, and social standing provide them with something that many iPhone devices long for. This is also found in the study (3) Using the same method, which is quantitative, the results of his research show that brand image plays an important role in influencing purchasing decisions from consumers.

Brand-minded lifestyle also influences purchasing decisions, Brand-minded lifestyle refers to the tendency of consumers to choose products based on their brand, not solely because of the functionality or price of the product. Because the Apple brand is seen as reflecting the values they uphold, such as luxury, prestige, and innovation, the iPhone is frequently the top pick for customers who

lead brand-minded lives. Students at Universitas Nusantara PGRI Kediri, who are exposed to sociocultural and technical trends, experience this problem rather frequently, where they start to develop their sense of self and look to their social surroundings for approval. Students view owning an iPhone as a trend, not only because it meets their technological needs but also because it helps them fit in with their social groupings.

Previous research has discussed a lot about the impact of product quality and lifestyle on purchasing decisions by (4), Research on University of Mataram students' decisions to buy iPhone phones using the same variable X (brand image) and product quality. However, the inclusion of variable X—lifestyle—distinguishes this study from earlier research. According to their preferences for the products they want, a person's lifestyle is the way they go about their everyday activities to satisfy their demands, including employment, hobbies, shopping, sports, entertainment, and interests. Furthermore, prior research has typically looked at variables singly or in combination, failing to consider brand-minded lifestyle as a relevant influence. One aspect that has not yet been well examined is the brand-minded lifestyle, which displays the dependence on brands as a sign of identity and social standing, particularly in the context of the iPhone.

The relationship between brand image and lifestyle hedonism and purchasing decisions supported by research (5) The Surabaya City iPhone purchasing decision is significantly positively influenced by brand image and hedonistic lifestyle, according to surveys conducted using quantitative methods.

The UNP Kediri management study program is the ideal setting for this research because its students are thought to be sufficiently knowledgeable to comprehend consumer behavior-related topics, and they are also among the younger generation that actively uses technology, such as iPhones. Due to its reputation as a high-end, luxury product that represents lifestyle and is thought to be of superior quality, the iPhone is quite popular among students. Students themselves may

benefit from this research by becoming more informed customers when making judgments about the purchase of high-end goods.

According to the rationale given above, the goal of this study is to determine or quantify the degree to which brand image, lifestyle, and the caliber of items that align with a brand impact decision to buy. It is anticipated that this study would assist customers in making thoughtful judgments and offer business advice on successful tactics to sway consumer choices.

LITERATURE REVIEW

A. Purchase Decision Theory

Purchasing decisions are a process of knowledge or cognition of a person where consumers can make choices to buy something, be it a product or service (6) and the purchase decision process which is seen as an activity consisting of selecting, obtaining, and evaluating (7)

This entails a number of methodical phases or actions, including determining needs, providing information, and weighing available alternatives. When customers acquire a product or service, this theory is crucial because it explains their confidence both before and after the purchase, including whether they are correct in their choice based on all the information they have been given about the product or service.

Purchase decision making indicators, namely (6):

1. Stability of a product
The amount of consumer trust to determine the product to be purchased.
2. Habits of buying products
Consumers are used to buying goods/products because they want them
3. Recommend others
The desire of consumers or buyers to suggest to friends, relatives and family because they already know the benefits
4. Repurchase
Consumers' desire to buy again with the same product after feeling the quality and satisfaction of the previous purchase experience.

B. Product Quality

Product quality, which includes features such as reliability, durability, design, and functionality, is the capacity of a product to meet or exceed customer expectations or aspirations (8). If a product is of higher quality, a person is more likely to purchase it. Customers that prioritize product quality typically select items that provide greater value in terms of performance, dependability, and durability.

According to (9) There are several indicators as follows:

1. Performance: The level of ability of a product to fulfill and carry out its main function.
2. Durability: The extent to which the product can be used for a long period of time.
3. Features: Additional characteristics that increase the appeal of the product.
4. Safety: The level of protection that the product offers at the risk of its use

C. Brand image

According to (8) One of the most important ideas in product marketing is brand image. However, there is one widely recognized idea, which is consistency with the memory model for a particular relationship, although not all suppliers or sellers of goods and services agree on how to measure it, whereas according to (10) A product's brand image sets it apart from similar or rival offerings. A company's brand image is a key indicator of its success and influences consumers' decisions to purchase goods or services.

According to (11) There are several indicators of brand image:

1. The advantages of brand associations, the factor in the formation of brand image is the speciality of the product that makes it more prominent in market competition.
2. The strength of brand associations, each brand has values, characters and identities that are reflected in advertisements and other forms of promotion.

3. The uniqueness of the brand association, is the variety of distinctive characteristics that the product has

D. Gaya hidup brand minded

This lifestyle has become an important role in buying an iPhone, because many consumers feel that branded products reflect their personal identity and increase confidence. In their study, a brand-minded lifestyle became a dominant factor in premium product purchase decisions among the younger generation (12).

patterns of consumer behavior that emphasize popular brands as a means of social accomplishment and self-identification. Customers that lead this lifestyle frequently connect particular brands to confidence, status, and distinction. Products with strong brand values, like the iPhone or other well-known brands, are preferred because they are seen to represent their social standing and personal values. Brand-minded consumers frequently purchase goods that surpass their requirements and advantages, but they also constantly get input from their surroundings.

According to (5) There are several indicators of a minded brand lifestyle, namely:

1. Activities
How consumers divide their time into their daily activities, which include work, social interactions, refreshing time, community engagement and leisure activities
2. Interest
Everything that interests or is considered to have important value by consumers in their social lives, including trends, and other social media
3. Opinion
Opinions are the way of looking at themselves and the world around them. Includes personal opinions, knowledge and self-image.

MATERIALS & METHODS

This research uses a quantitative approach. Quantitative approach is a method that is

usually used to research a specific sample. Data collection using a quantitative approach was carried out to test the hypothesis that had been formulated previously (13).

Students at Universitas Nusantara PGRI Kediri's Management Study Program who have bought an iPhone make up the study's population. This demographic was selected since the present student body is heavily impacted by lifestyle, brand image, and product quality when making judgments on what to buy. Additionally, 183 individuals who met specific criteria were chosen through purposive sampling to make up the sample. Google Forms was used to gather some data, which multiple linear regression was then used to evaluate. Additionally, we employed the T and F tests to examine the impact of independent variables on dependent variables.

This research involves a classical assumption test consisting of 3 types, namely normality, multicollinearity, and heteroscedasticity. The following is a series of tests carried out in this study.

1. Test instruments
 - a. Validity
 - b. Reliability
2. Classic assumption test
 - a. Normality
 - b. Multicollinearity
 - c. Heteroskedasticity
3. Multiple linear analysis
4. Uji hypothesis
 - a. Simultaneous (f-test)
 - b. Partial (t-test)
 - c. Coefficient determination (r^2)

RESULT

A. Data analysis

1. Uji instrument

Instrument tests are carried out in two types of analysis, namely validity and reliability tests. The following are the results of the two analyses.

a. Validity test

To find out if the questionnaire is valid or not.

Tabel 1. Validity test
R table = 0.3610 (0.05, df = 28 (30-2))
Variable X1 (Product Quality)

Item	R count	Sig	R table	Ket
(performance)				
X1.11	0,838	0,000	0.361	Valid
X1.12	0,797			
X1.13	0,876			
Durability				
X1.21	0,558	0,000	0.361	Valid
X1.22	0,604	0,000		
X1.23	0,628	0,000		
(Feature)				
X1.31	0,821	0,000	0.361	Valid
X1.32	0,820			
X1.33	0,651			
(Safety)				
X1.31	0,812	0,000	0.361	Valid
X1.32	0,793			
X1.33	0,808			

All indicators of statements or questions in this variable display the computed R value that > R table, according to the findings of the data test mentioned above. It is claimed that the statement items or questions in the

Product Quality variable (X1) are appropriate for usage in this research assessment tool since each item has a value of R computed > 0.3610 (the R value of the table).

Variable X2 (Brand Image)

Variable X2 (Brand Image)				
Item	R count	Sig	R table	Ket
Brand Association Advantages				
X2.11	0,790	0,000	0.361	Valid
X2.12	0,785			
X2.13	0,729			
The Strength of Brand Associations				
X2.21	0,731	0,000	0.361	Valid
X2.22	0,739			
X2.23	0,796			
Uniqueness of Brand Associations				
X3.31	0,796	0,000	0.361	Valid
X3.32	0,778			
X3.33	0,798			

The results of the above data test can show that the overall indicators of statements or questions in this research variable have an R value calculated > R table. So that the R value is calculated for each item that >

0.3610 (the R value of the table). Therefore, it is stated that the statement/question item of the Brand Image variable (X2) can be used for the measurement instrument in this study.

Variable X3 (Lifestyle Brand Minded)

Variable X5 (Lifestyle Brand Minded)				
Item	R count	Sig	R tabel	Ket
Activities				
X3.11	0,644	0,000	0.361	Valid
X3.12	0,565			
X3.13	0,685			
Opinion				
X3.21	0,769	0,000	0.361	Valid

X3.22	0,774			
X3.23	0,734			
Interest				
X3.31	0,830	0,000	0.361	Valid
X3.32	0,850			
X3.33	0,836			

The results of the data analysis in the table above can show that all indicators of statements or questions of each variable in the study above have a calculated R value that > R table. This is due to the R value of

each item that > 0.3610 (R table). And so it is stated, statement items or questions in the Brand Minded Lifestyle variable are suitable for use as a measurement instrument in this study.

Variable Y (Purchase Decision)

Variable 1 (Purchase Decision)				
Item	R count	Sig	R table	Ket
Stability in a product				
Y1.1	0,837	0,000	0.361	Valid
Y1.2	0,723			
Y1.3	0,741			
Y1.4	0,736			
Provide recommendations to others				
Y2.1	0,785	0,000	0.361	Valid
Y2.2	0,879			
Y2.3	0,877			
Y2.4	0,857			
Make a repurchase				
Y3.1	0,847	0,000	0.361	Valid
Y3.2	0,809			
Y3.3	0,584			
Y3.4	0,693			

The R calculation's value is greater than the R table. This is due to the fact that each item's R-value exceeds 0.3610. Thus, it can be said that the Purchase Decision variable's statement item or question can be employed as a measuring tool in this research.

b. Reliability Test

The Alpha Cronbach value criterion states that if the coefficient obtained

> 0.60, then the research instrument is reliable or perfect, with the test criteria if the alpha value is greater than 0.90 then the reliability is perfect, and if the alpha is between 0.70 - 0.90 then the reliability is high, if the alpha is between 0.50 - 0.70 then the reliability is moderate and the alpha is less than 0.50 is unreliable (14)

Variable	Cronbach's alpha	Alpha Limit Value	Ket
Product Quality (X1)	0,929	0,6	Reliabel
Brand Image (X2)	0,914		
Lifestyle Brand Minded (X3)	0,898		
Purchase Decision (Y)	0,938		

Tabel 2. Reliability test

Based on the table above, it shows that the 4 variables contained in this study have a Cronbach's Alpha value of more than 0.6 so that it is reliable.

2. Classic assumption test

a. Normality Test

In the normality test of the data, it is carried out to identify whether the dependent and

independent variables in the regression model have a normal distribution or not (15). The probability values of the data are used to develop the criterion for determining

whether or not the data is normal. If the K-S value is not significant (Asymp. Sig (2-tailed) $> \alpha$ 0.05), the data is regarded as normal.

Tabel 3. Normality test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		183
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	3.09846751
Most Extreme Differences	Absolute	.058
	Positive	.053
	Negative	-.058
Test Statistic		.058
Asymp. Sig. (2-tailed)		.200 ^{c, d}
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

From the analysis of the data above, the normality test using 1 K-S was explained, the value of *Asymp.Sig. (2-tailed)* With $0.200 > 0.05$, so all the data of this study are normal.

b. Multicollinearity Test

This test is useful to show whether there is a strong or high correlation between independent variables in the regression (15).

Table 4. multicollinearity test

Coefficients ^a			
Model		Collinearity Statistics	
		Tolerance	VIF
1	Product Quality	.553	1.810
	Brand Image	.661	1.512
	Lifestyle Brandminded	.586	1.705
Dependent Variable: Keputusan Pembelian			

The findings of the multicollinearity test study showed a VIF value of product quality, which was 1,810. The VIF brand image value is 1,512. and the VIF value of a brand-minded lifestyle is 1,705. Where each variable shows a result > 0.10 , it can be known that multicollinearity does not occur. So it can be concluded that there is no interference in each variable in the purchase decision variable (Y)

c. Heteroscedasticity Test

Identifying in the regression model experienced variance inconsistencies of residual between one observation and with another. If the residual variation of a single observation is consistent, it is called homoscedasticity; while if the variant is different, it is called heteroscedasticity (15)

Table 5. Heteroscedasticity

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	(Constant)	4.554	1.216		3.745
	Product Quality	-.025	.029	-.086	-.861
	Brand Image	-.004	.034	-.010	-.114
	Lifestyle Brandminded	-.021	.034	-.060	-.626
Dependent Variable: ABS_RES					

According to the above table, the value of product quality significance (X1) is 0.390 according to the heteroscedasticity test utilizing the Glejser test. The Brand image (X2) has a significance value of 0.909. The brand-minded lifestyle (X3) has a significance value of 0.532. There were no signs of heteroscedasticity, as indicated by

the three independent variables' significance values of > 0.05 .

3. Multiple linear analysis

Multiple linear analysis aims to show the influence of independent variables on bound variables, with the formula:

$$Y = \alpha + b_1X_1 + b_2X_2 + b_3X_3 + e$$

Table 6. Multiple linear analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.063	1.954		3.614	.000
	Product Quality	.388	.047	.419	8.193	.000
	Brand Image	.177	.054	.153	3.283	.001
	Lifestyle Brandminded	.481	.055	.432	8.710	.000

Based on table 6, it is stated:

1. The constant 7.063 shows the variables X1, X2 and X3, this will increase the variable Y, which is 7.063.
2. coefficient of the variable of Product Quality (X1) is 0.388, so if the product quality has increased, which is 1%, then the Purchase Decision (Y) will also increase, which is 0.388%. On the other hand, if the quality of the product decreases by 1%, then the Purchase Decision will also decrease, which is 0.388%. This indicates that the variable X1 exerts a positive and significant influence on the Purchase Decision variable (Y).
3. The coefficient of the Brand Image variable (X2) is 0.177, then an increase in brand image of 1% will encourage an increase in Purchase Decision (Y) which is 0.177%. On the other hand, if the brand image decreases by 1%, then the Purchase Decision will also decrease, which is 0.177%. This means that the X2

variable has a positive and significant influence on the Purchase Decision (Y) variable.

4. The coefficient of the Brandminded Lifestyle variable (X3) is 0.481, so when the variable increases by 1%, the Purchase Decision (Y) also increases by 0.481%. On the other hand, a decrease in Brandminded Lifestyle of 1% will lead to a decrease in Purchase Decisions of 0.481%. Thus, the X3 variable has a positive and significant influence on the Purchase Decision (Y) variable.

4. Partial Test (t-test)

1. To determine if one variable, X, and another, Y, have an individual impact, the t-test is used. Using the formula $df = n - k - 1 = 183 - 3 - 1 = 179$, where n is the number of respondents and k is the number of independent variables with an error rate ($\alpha/2 = 0.05/2 = 0.025$), the t-test was performed in the Beirkut research. The ttable score was 1.973.

Table 7. partial test (t-test)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.063	1.954		3.614	.000
	Product Quality	.388	.047	.419	8.193	.000
	Brand Image	.177	.054	.153	3.283	.001
	Lifestyle Brandminded	.481	.055	.432	8.710	.000

Based on the test results of the 7 above, it is stated,

- a. The effect of product quality (X1) on the Purchase Decision (Y)

The ttable on Product Quality (X1) is 1.973 and $t_{\text{calculated}}$ is 8.193, so that the comparison of tcount with ttable shows a result of $8.193 > 1.973$, a significant value of $0.000 < 0.05$, therefore the variable Product Quality (X1) individually affects the Purchase Decision (Y).

- b. The Influence of *Brand Image* (X2) on Purchase Decisions (Y).

The ttable on the *Brand Image* (X2) is 1.973 and the t_{count} is 3.283, so that the comparison of the tcount with the ttable shows the result of $3.283 > 1.973$, the significant value is $0.001 < 0.05$, therefore the *Brand Image* (X2) variable individually (Partially) affects the Purchase Decision (Y).

- c. The Influence of *Brandminded Lifestyle* (X3) on Purchase Decisions (Y).

The ttable on the *Brandminded Lifestyle* (X3) is 1.973 and the t_{count} is 8.710, so that the comparison of the calculation with the ttable shows the result of $8.710 > 1.973$ with a significant value of $0.000 < 0.05$, therefore the *Brandminded Lifestyle* (X3) variable individually (partially) affects the Purchase Decision (Y).

2. Simultaneous Test (F)

This test is carried out with the aim of finding out that all independent variables have a joint influence on the bound variable (14)

Tabel 8. Simultaneous test (F)

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	5021.048	3	1673.683	171.459	.000 ^b
	Residual	1747.291	179	9.761		
	Total	6768.339	182			
a. Dependent Variable: Purchase Decision						
b. Predictors: (Constant), Gaya Hidup Brandminded, Brand Image, Kualitas Produk						

The distribution table F is sought i.e. at the confidence level of 95%, a 5%, the value $df_1 = k - 1$ (4-1) and df_2 the number of samples - the sum of the overall variable (183-4). So, the result of the Ftable value was obtained which was 2.66

The impact of concurrent independent factors on dependent variables is also examined using the F test. The fourth hypothesis is acceptable based on the calculation showing that $F_{\text{cal}} 171,459 >$

Ftable 2.66 with a significance value of $0.000 < 0.05$. This indicates that purchase decisions are significantly influenced by product quality, brand image, and brand-minded lifestyle all at the same time.

3. Coefficient test determination (R2)

To find out the extent of the percentage of influence that can be explained on variable X and variable Y

Table 9. coefficient test determination (R2)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.861 ^a	.742	.738	3.124
a. Predictors: (Constant), Brandminded Lifestyle, Brand Image, Product Quality				
b. Dependent Variable: Purchase Decision				

The Coefficient Value of Determination (R2) is 0.742 This means that the decision to purchase an iPhone phone in Unp Kediri Management Study Program students is influenced by 74.2% by bound variables in the form of Product Quality, *Brand Image* and *Brandminded Lifestyle* while the rest of

the 25.8% is affected by variables that are not included in this study

DISCUSSION

Among the many smartphone brands competing in the global market, Apple with its product, namely the iPhone, has earned a

special place in the hearts of many consumers, including in Indonesia. The iPhone is known not only for its advanced technology but also for its ability to build a robust ecosystem between its hardware, software, and digital services (16). Customers of iPhones frequently connect this device with superior quality, uniqueness, and a wonderful user experience. The need for a more detailed knowledge of how brand image, product quality, and brand-minded lifestyle impact local purchase decisions makes this research crucial. There hasn't been much discussion of the dynamics of consumer behavior in places like Kediri because the majority of comparable studies have been carried out in large cities or industrialized nations. This group of students differs from other groups due to their distinct traits, which are shaped by their access to technology, social goals, and budgetary constraints. Furthermore, this study has important applications. Businesses like Apple or other entrepreneurs can use the findings to create a highly successful marketing plan that targets the student market. Additionally, this study can help students become more informed shoppers when deciding which high-end goods to buy. This study uses the theory of purchase decisions. Purchase decision theory is a theory that states that a person's knowledge or cognitive process where consumers can make choices to buy something, be it a product or service with various available options (6). This entails a number of phases or actions that are obviously methodical and include determining needs, providing information, and assessing the solutions that are accessible. This hypothesis is crucial because it explains customers' confidence in their purchasing decisions both before and after they make a purchase, including whether they are correct to base their choice on all the information they have been given about the good or service.

The Influence of Product Quality on Purchase Decisions

A calculation score for Product Quality of 2,070 > a table of 1,973 yielded a positive regression coefficient of 0.388. The significance value achieved is $0.000 < 5\%$, while the error rate when comparing the significance value is 5%. According to the findings, students in the Management Study Program at Unp Kediri are greatly influenced by the Product Quality variable while deciding whether or not to buy an iPhone (H1 accepted). This demonstrates that high-quality products lead to more compelling buying decisions. Students in the UNP Kediri Management Study Program make purchasing decisions based in large part on values like the iPhone's revolutionary features, great durability, and optimal performance. The iPhone is seen as having more value because of its long-lasting sturdiness, dependable performance in supporting daily tasks, and cutting-edge features that cater to the demands of contemporary customers. The statement is in line with research conducted by (17) The researcher showed that the results of product quality and lifestyle had a positive and significant effect.

The Influence of Brand Image on Purchase Satisfaction

From the data analysis, a positive regression coefficient of 0.177 was obtained with a calculated score for *Brand Image* of 3.283 > table 1. 973 The error rate when comparing the significance value was 5%, where the significance value was 0.001, which $< 5\%$. Therefore, it is stated that the Brand Image variable has a positive and significant influence on the Decision to Purchase an iPhone Phone in UNP Kediri Management Study Program Students (H2 accepted). Such as research that has been carried out by (18) shows that brand image is one of the most positive influences on purchase decisions, and is an important aspect for the company because it acts as a tool for consumers to recognize products. A positive brand image will be embedded in the consumer's memory.

This demonstrates how better purchasing decisions can be influenced by a good brand image. Values like the iPhone's distinctiveness, strong brand linkage, and superior product quality can positively impact consumer perception, particularly among students enrolled in the UNP Kediri Management Study Program. Customers are deeply impacted by the benefits of iPhone goods, which include superior quality, cutting-edge technology, and distinctive design. Additionally, people are more inclined to choose the iPhone because of its strong relationship with confidence, modern living, and status. Additional distinctive features that influence decisions to buy include Apple's integrated ecosystem, enhanced data security, and dependable after-sales assistance. All of these elements work together to boost customer pleasure and loyalty on the iPhone, making it a popular option despite the competition in the smartphone market.

The Influence of Brandminded Lifestyle on Purchase Decisions

A positive regression coefficient of 0.481 was obtained with a tcal score for Brandminded *Lifestyle* of 8.710 > a table of 1.973. The error rate when comparing the significance value is 5%, where the significance value of 0.000 is < 5%. Therefore, it is stated, namely that the Brandminded *Lifestyle variable* has a significant positive impact on the Decision to Buy iPhone Phones for Management Study Program Students of Unp Kediri (H1 accepted). The following matters prove that a brandminded lifestyle can influence the decision to buy an iPhone phone among students of the UNP Kediri Management Study Program. The statement is in line with research (19) According to this, lifestyle has a favorable and substantial influence on buying choices. This implies that customers have a higher chance of buying an iPhone if their lifestyle and the product are more compatible.

High interest in iPhones can be fueled by values including a preference for high-end

brands, favorable opinions on items, and participation in contemporary lifestyle trends. Students' use of gadgets with sophisticated functions, their perceptions of the iPhone as a status symbol, and their desire to stay up to date with technical advancements might all affect their decision to buy the product. This mix of interests, viewpoints, and activities fosters brand loyalty, which eventually persuades students to pick the iPhone over other products.

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

According to the study's findings, students in the UNP Kediri management study program's decision to buy an iPhone was significantly influenced favorably by product quality, brand image, and a brandminded lifestyle all at the same time (H4 approved). The results of the f test validated the F table value of 2.66 and the F score of 171,459. As a result, it may be said that $F_{hitung} > F_{table}$, and 0.000 is also the sig value. With a sig value of $0.00 < 0.05$, it can be concluded that students in the UNP Kediri Management Study Program are positively and significantly influenced by When buying an iPhone, consider "product quality, brand image," and brand-minded lifestyle. High performance, stylish design, and cutting-edge features are examples of superior product quality that reassure customers about the worth and robustness of the things they buy. Students are encouraged to choose the iPhone as a status and prestige symbol because of the positive perception created by a strong brand image, which is mirrored in Apple's reputation as a premium brand. Additionally, while students view iPhones as a component of a contemporary lifestyle that places a premium on high quality, ease, and connectedness, a brand-minded lifestyle that supports increasingly complex technological trends and social needs also influences their purchasing decisions.

CONCLUSION

According to the data analysis, hypothesis testing, and discussion above, product quality significantly and favorably influences consumers' decisions to buy iPhone phones. Furthermore, it has been demonstrated that brand perception significantly influences decisions to make partial purchases. The same is true for brand-minded lifestyles, which have been shown to have a big impact on iPhone buying decisions. All things considered, decisions to buy iPhone phones are significantly influenced by brand image, product quality, and brand-minded lifestyle all at once. It is advised that manufacturers keep raising the caliber of iPhone models by introducing cutting-edge features like longer battery life, steady performance, and superior cameras that facilitate academic pursuits. Additionally, enhancing the brand's reputation as a high-end brand through advertising efforts that speak to younger consumers' lifestyles would support retaining customers. Apple can use digital marketing through social media and e-commerce to reach the student market by providing low-interest instalment plans or discounts. The customer experience also needs to be improved, from purchase to after-sales service, to maintain customer satisfaction. Finally, products that fit the student's lifestyle and preferences, such as special editions or attractive designs, can be an effective strategy to expand the market. And suggested to the next author, The following study could be developed in more depth by considering other variables that may influence purchasing decisions, such as after-sales service, or the influence of social media. Additionally, expanding the research population to include consumers from more diverse backgrounds can provide more comprehensive results.

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