

The Influence of Product Quality, Brand Image and Lifestyle on iPhone Purchasing Decisions For Generation-Z in Karawang

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Article Info

Article history:

Received May, 2024

Revised June, 2024

Accepted June, 2024

Keywords:

Product Quality

Brand Image

Lifestyle

Purchasing Decisions

ABSTRACT

In Indonesia, the iPhone became the ruler of the smartphone market share of 11.81%. However, the iPhone has a relatively expensive price for teenagers or gen-z, although with a high price there are still many who crave this smartphone, this study aims untuk determine the extent to which product quality, brand image, and lifestyle affect iPhone purchasing decisions in Generation-z in Karawang. This study uses a quantitative approach. The population studied based on domicile in Karawang, the number of samples used as many as 200 respondents. The determination of sampling technique in research is nonprobability sampling through purpose sampling. The results of this study stated that the quality of product brand image and lifestyle significantly influence the decision to buy an iPhone in Generation-z in Karawang. Further research may consider other factors such as cultural influences, social environment and price competitiveness in influencing iPhone purchase decisions.

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1. INTRODUCTION

After Indonesia has undergone many changes in transportation. Changes in communication are one example. To meet the communication needs of the community, the presence of various communication devices today has resulted in smoother and faster communication. Smartphones are communication tools. According to the

research institute, based on data from Insider Monkey and NEWZOO, Indonesia ranks 6th in terms of the largest smartphone usage in the world. With 277 million inhabitants, Indonesia is ranked 6th in terms of population in the world, and 6th in terms of the number of smartphone users in the world, according to world meters as of August 8, 2023. It is estimated that this number will swell to 115 million users by 2027.



Figure 1. Country Order of *most* smartphone users
(Source: www.goodstats.id)

Form, size, and technology are key in the development of these increasingly rapid smartphones. Today's smartphone companies have to meet the needs of a highly mobile society, so they are trying to meet it by making a wide variety of profitable smartphones. One of them is Apple's iPhone. Apple is a company that makes, develops, and sells electronics to customers.

iPhone, iPad, Mac, Air pods, and Apple Watch are some of Apple's products. In Indonesia, Apple's only smartphone product is the iPhone. iPhone commands 11.81% of the smartphone market share, while Android commands an additional 88.08%, which is shared by various brands. [1]. Unlike Android, which can be used by several other smartphone brands, the iPhone operating system can only be used on all Apple products. In addition to having a clearer camera, the iPhone is also one of the best smartphone cameras available on the market today. Many of these advantages make the iPhone and its users unique.

iPhone design models with other brands usually Apple tends to have an elegant design with a minimalist and clean look, often putting forward simple and sleek aesthetics. Other phone brands can have diverse designs, some focusing on different visual innovations with prominent features or more experimental designs. iPhones usually have a more limited number of models compared to some other mobile phone brands. Apple often offers several variants of the same model, for example iPhone 13, iPhone 13 Pro, and the like. Other brands may offer a wider range of products with many variations in design, size, features, and price. iPhone designs often have distinctive patterns in the placement of buttons and components, including camera placement and user interface, [2]. And iPhone is a lineup *smartphone* The most dominating in the last few quarters. Therefore, researchers make the iPhone as the object of their research.

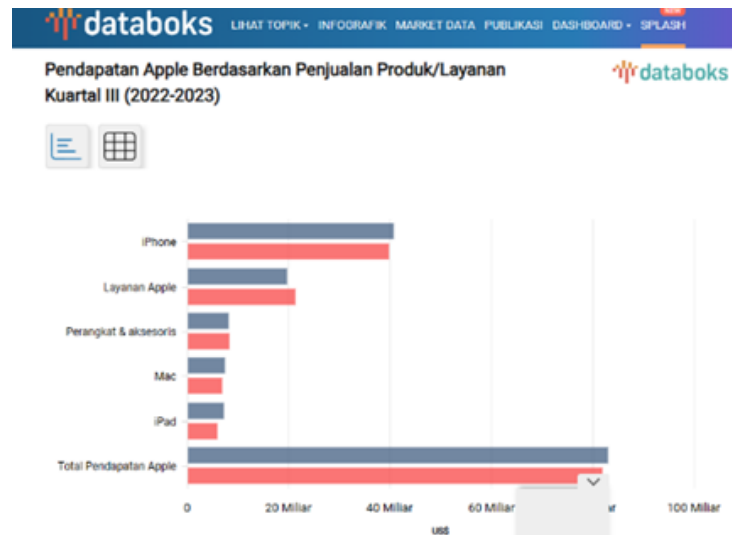


Figure 2. Apple's revenue based on third quarter (2022-2023) product/service sales

Source: [www. Data Box](http://www.DataBox)

Karawang Regency The area has an area of 351.24 km² and a population of 1,050,384 people, potentially developing into one of the leading metropolitan cities in Indonesia. Thus, Karawang will become the largest city in the PURWASUKA metropolitan area (Purwakarta, Subang and Karawang) [3]. Data on the calculation of the population in 2020 published by the Central Statistics Agency shows that the majority of Indonesia's population comes from generation z or gen z. That is, born between 1997 and 2012. The current generation controls a total of about 74.93 million people, or about 27.94% of the total population. [4]. In 2020, the number of individuals from generation Z in Karawang Regency reached 223,574 people for men and 200,344 people for women (BPS Regency Karawang).

The good reputation of the iPhone is due to the continuous improvement and development in the features and specifications of each iPhone series and is updated and developed to maintain the standard as the most advanced smartphone to pamper its consumers. A high-quality product will increase the brand value of that product. [6]. The key to differentiating yourself and competing is through building a brand with a strong advantage. In marketing, an effective strategy can only work by increasing the value of a product or service. [7]. Using a brand can increase one's confidence in the eyes of others, so it is

important for manufacturers and sellers to change customer perceptions. Consumer perception of products changes due to changes in consumer behavior in society. [8].

Brand mind is an important aspect from the perspective of making a purchase decision. According to the results of research from [9] Companies that offer high-quality products and are known for their strong brand image drive consumer demand and buying interest. Efforts with a strong brand image can increase consumer interest to buy their products again [9].

The decision of consumers to buy goods is not limited to their lifestyle. At first, consumers considered that buying goods because of their benefits, but now they assume that buying goods because of the value contained in products that can meet their needs and improve their social status. People who want to buy useful and high-quality goods [8]. According to research [10] that an exclusive lifestyle and the desire to have a prestigious product encourage Indonesians to use the iPhone. Customers choose to buy well-known brands like iPhones because they believe that the product can change their lifestyle and improve their social status.

Based on research results from [11] stated that the decision to buy an iPhone has a positive and meaningful impact on generation Z in the city of Surabaya. In line with the study, the results of the study [12] stated that the case of iPhone products has a

positive impact and is important for the interest in buying iPhones by generation Z in the city of Yogyakarta.

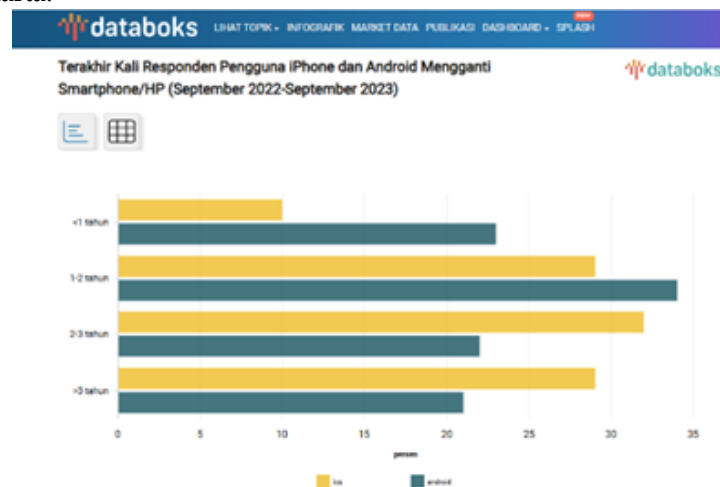


Figure 3. Frequency of smartphone switching among iPhone and Android users.

(Source: www.databoks.katadata.co.id)

Research conducted by Consumer Intelligence Research Partners (CIRP), a market research institute on smartphone replacement habits among iPhone and Android users, shows that iPhone or iOS users tend to be more "loyal" than Android users. This is due to the longer replacement period of their smartphones compared to Android users as well as by the better support provided by the iOS operating system compared to Android. It is stated in the report that iPhone owners keep their phones longer than Android owners, CIRP says, "Or maybe iPhone owners are easily satisfied, comfortable with their old iPhone and not too interested in replacing a new model." Therefore, researchers conducted a case study of I Phone on generation-z in Karawang Regency.

2. LITERATURE REVIEW

2.1 Marketing Management

According to [13] If a company wants to survive, thrive, and make a profit, one of the crucial aspects is marketing management. Meanwhile, according to research from [14] which states All line-of-business activities require marketing management, one of the most important areas of management science. Marketing management is an important part of the survival of a business or company to

achieve their goals. The same is the case with research from [15] Marketing management is a series of steps that include planning and strategy and The strategic implications of the creation, promotion, pricing, and distribution of goods, services and ideas, with the other objective of establishing satisfactory exchange relationships for both the target group and the organization. Overall, this study confirms the important role of marketing management in maintaining the survival and achievement of company goals through planning, pricing, promotion, and distribution.

2.2 Product Quality

Product quality refers to the ability of a product to perform its functions, including aspects such as reliability, precision, service life, ease of use and repair [16]. Product quality can be assessed using the company's internal and external perspectives. The ability of products to meet customer needs and requirements is referred to as product quality [16]. In marketing science, product quality is measured through buyer perception (Perreault et al., 2017). This definition centers on the customer and how they perceive the product to meet their purpose. Expectation of feelings Dissatisfaction arises because of disappointment, usually because the quality of the product or the quality of service provided is considered poor [17]. According

to [18] How consistently the resulting product can meet customer expectations and needs internally and externally is referred to as product quality. [19] so that it can It is concluded that product quality is a product qualification in meeting customer expectations and needs, with emphasis on consistency, satisfaction, and buyer perception. According to [9], [18] Indicators used in variables Product quality involves performance, features, conformity to specifications, durability, reliability, ease of use and aesthetics.

2.3 Brand Image

According to [18], Brand image is a view that endures, is formed from experience, and is related to stability. Therefore, customer response and behavior towards brand image is one of the key factors that encourage customers to get products. While based on research [21] deep [22] Consumers see a brand better if its design and branding strategy are better. This is reinforced by research from [23] who argues A very important part is brand image, according to research that it is a component that influences purchasing decisions. But according to [24] In situations where customers do not yet have a deep knowledge or understanding of an item, brands are often a good reference for consumers to make purchasing decisions when they decide to purchase an item. Brands allow customers to more easily distinguish the items they buy from other items based on satisfaction, quality, pride, or other features associated with the brand. Thus, these studies collectively emphasize the importance of effective brand image management and branding strategies in gaining consumer support and motivating product purchases. According to [25] indicators used in brand image variables are brand association, consumer trust, consumer loyalty.

2.4 Lifestyle

According to [26] shows that lifestyle is positively associated with consumptive tendencies in adolescents. The results of the study explain that a person's lifestyle affects their needs, desires, and buying behavior. According to [27] Consumer lifestyle is a term

used to describe how consumers live their lives, use their money, and make the most of their time. On the contrary, according to [28] Lifestyle shows every pattern in a person in interacting with his environment. Since one's activities, hobbies and thinking spend time and money, it can be concluded that one's lifestyle habits will not remain the same. According to [2] Indicators that refer to lifestyle factors such as activity, interests, and opinions.

2.5 Purchasing Decision

According to [29] Purchasing decisions have many factors themselves that influence such as lifestyle and confidence. While based on [30] Purchasing decisions are problem-solving steps that are taken through individuals when they are faced with several balanced choices and are considered the most appropriate steps when making purchases in the early stages of selection activity. It could be said that purchasing choice consists of the customer's attitude about what they do before undertaking post-purchase behavior involving the individual, or organization selecting, buying, and using goods or services to meet his wants and needs. From this perspective it describes purchasing decisions as a customer attitude that involves selecting, implementing, and evaluating products/services to meet their wants and needs, before and after purchase. There are 4 indicators of purchasing decisions, according to P. Kotler & Keller, 2012 in research [31] In other words, product stability, purchasing habits, recommendations and buybacks.

H1: The Effect of Product Quality on Purchasing Decisions

According to research [32] The decision of consumers to buy products is directly influenced by product quality factors. This is supported by research [33] which identified that product quality has a significant impact on consumers' decisions to buy smartphones at Samsung store Mall Bintaro Exchange. This is different from research [34], which found that product quality did not influence consumers' purchasing decisions positively or

significantly, so their decision to buy a smartphone would not improve.

H2: The Influence of Brand Image on Purchasing Decisions

In line with research [35] stated that Apple's brand image did not have a significant impact on consumers' decision to buy an iPhone. in other words, consumer preferences for buying an iPhone are influenced by other factors, But these results contradict research from [10] supported by research from According to [18], brand perception is a consistent and long-lasting view, influenced by experience, and relatively stable. The study's findings support that theory: brand image has a huge influence on purchasing decisions. As a result, customer attitudes and actions towards brands are the main factors that encourage them to buy certain goods. The better the brand depicted on the iPhone product, the greater the customer's interest in buying because customers feel safer when using well-known

branded items. In addition, the findings of this study support the research of Achmad Yanu Alif Fianto, stating that brand image has a positive and significant impact on decisions

H3: The Influence of Lifestyle on Purchasing Decisions

In line with research [36] explain Lifestyle variables are the most dominant influencing the decision of Universitas Brawijaya students to buy an iPhone due to the fact that the more lifestyle a person has an iPhone consumer, the greater their behavior in making that decision. But this result contradicts [37] which states that the findings of the hypothesis analysis show that the impact of lifestyle on iPhone purchase decisions is partially negatively influential and has no significant effect on overall iPhone purchase decisions. This means that the increasing lifestyle by customers does not influence their decision to buy iPhone smartphone products.

RESEARCH FRAMEWORK AND HYPOTHESIS

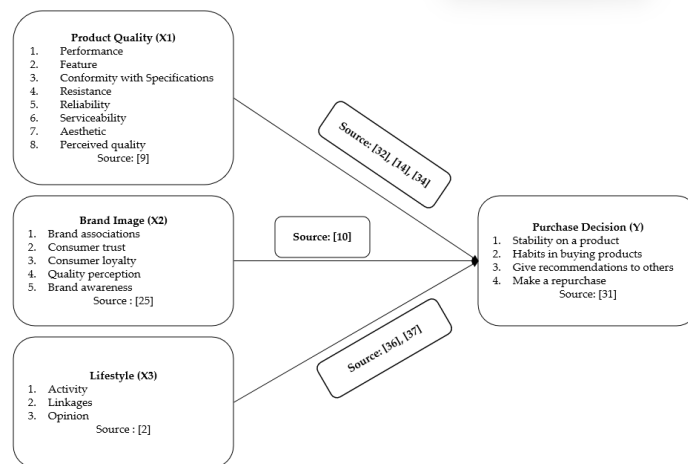


Figure 4. Frame of Mind
Source: Processed by Researchers

RESEARCH HYPOTHESIS

According to [38] A hypothesis is a formal statement describing the assumed relationship between the independent variable and the dependent variable.

H1: Product Quality has a significant effect on purchasing decisions on iPhone brand smartphone products at Buana Perjuangan Karawang University.

H2: Brand Image has a significant influence on purchasing decisions on iPhone brand smartphone products at Buana Perjuangan Karawang University.

H3: Lifestyle has a significant influence on purchasing decisions on iPhone brand smartphone products at Buana Perjuangan Karawang University.

3. METHODS

This study used quantitative and used Partial Least Square-Strutural Equation Modeling (PLS-SEM) data analysis to predict and develop theories. The population is Gen-Z in Karawang Regency. Generation Z, also known as gen Z, is a generation born between 1997 and 2012 (R & D of the Ministry of Education and Culture, 2021). Purposive or non-probability sampling, used to determine the sample. Purposive sampling is a sampling technique that is chosen based on special considerations that are considered rationally representative. Purposive sampling in this

study has criteria for users or have an iPhone *smartphone*, have used an Iphone, generation Z in Karawang Regency.

The sample size in this study used the Hair formula. [39].

$N = 5$ to $10 \times$ the number of indicators in the study

$$N = 10 \times 20 = 200$$

Using this formula, the number of samples to be studied is 200 Generation Z or Gen-Z individuals.

4. RESULTS AND DISCUSSION

4.1 Respondent Profile

Table 1. Identity of Respondents

Gender	Number (n)	Percentage (%)
Woman	144	73.5 %
Man	56	26.5 %
Total	200	

Source: Results of Questionnaire Distribution, 2024

Table 1 shows that the respondents who dominate are female with a total of 144 people and 56 people are male. This is because

women have a lifestyle *experiencers* taller than males [40]

Table 2. Respondents' employment and income

Current job	Number (n)	Percentage (%)
Student	4	1.9 %
Student	121	61.1 %
Employee	56	27.9 %
Self-employed	12	5.7 %
Other	7	3.4 %
Total	200	100%
Income	Number (n)	Percentage (%)
< Rp.500,000	55	34.4 %
Rp.500,000 - Rp.1,000,000	33	14.9 %
Rp.1,000.00 - Rp. 3,000,000	28	12.7 %
> Rp. 3,000,000	84	38 %
Total	200	100%

Source: Results of Questionnaire Distribution, 2024

Table 2 shows that the majority of z-generation iPhone users in Karawang are students. It is also explained by [41], that there is a reason for the use of iPhones among college students. The first as a support for lectures, the second as a job support, and the

third as a lifestyle to follow current trends. With the majority of his income >Rp.3,000,000,-.

100 %Duration of use of iPhone *smartphones*

Table 3. Duration of use of iPhone smartphones

Time period	Number (n)	Percentage (%)
< 1 Year	53	26.2 %
1-2 Years	72	34.8 %

Time period	Number (n)	Percentage (%)
2-3 Years	35	18.6 %
> 3 Years	40	20.4 %
Total	200	100%

Source: Results of Questionnaire Distribution, 2024

Table 3 can be concluded that the majority of participants have been using iPhone for 1-2 years. Reporting from ibgadgetstore.id, calculated on average, the

iPhone itself can last for the next 5-6 years since the first purchase.

Outer Model

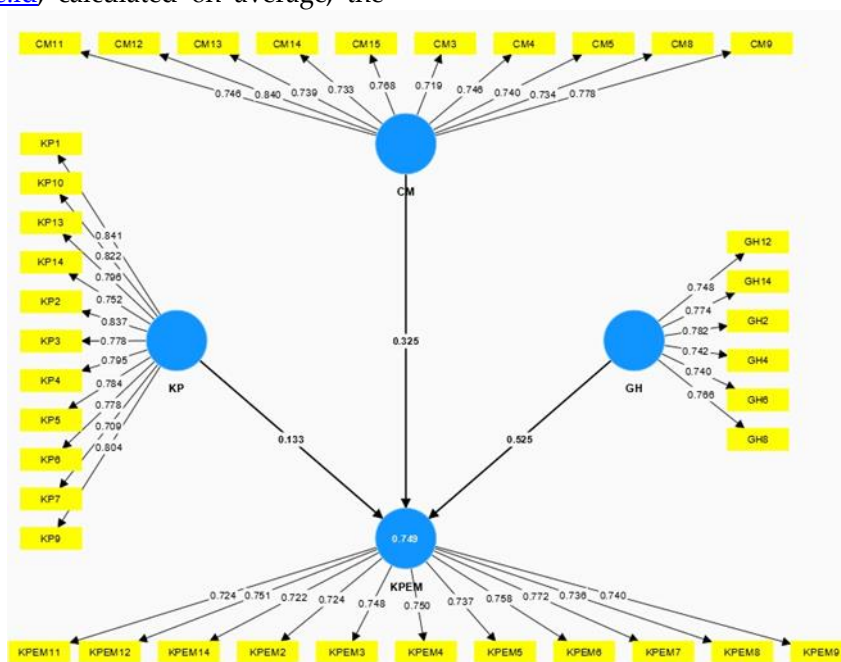


Figure 5. Outer Loading Results

Source : Data Processing, 2024

Based on figure 5, it can be seen that there are 38 indicators with loading factors exceeding 0.7, while there are 22 indicators

that have been eliminated, thus the study is declared VALID

Tabel 4. Average Variance Extracted (AVE)

Average variance extracted (AVE)	
Product quality	0.570
Brand Image	0.576
Lifestyle	0.626
Purchase Decision (Y)	0.551

Source: Data Processing, 2024

From table 4, each variable such as brand image, lifestyle, product quality, and purchasing decision has an AVE value. The AVE value of each of these variables exceeds

the cross-loading correlation value, which is 0.50. Thus, this variable is considered valid.

4.2 Fornell-Larker Criterion

Tabel 5. Fornell-Larker Criterion

	Cronbach's alpha	Composite reliability (rho_a)
KP	0.916	0.919
C.M	0.853	0.854
GH	0.940	0.946

KPEM 0.919 0.919

Source: Data Processing, 2024

Table 5 above, it can be observed that all *Fornell Larcker values* exceeding 0.70 indicate that the validity of the discrimination has been met.

4.3 Reliability Test

Table 6. Liability Test

	Cronbach's alpha	Composite reliability (rho_a)
KP	0,916	0,919
CM	0,853	0,854
GH	0,940	0,946
KPEM	0,919	0,919

Source: Data Processing, 2024

Based on the test results in table 5, Cronbach's Alpha value of Product Quality, Brand Image, Lifestyle and Purchasing Decision exceeds 0.70, indicating that all variables have passed the reliability test with very realistic information.

4.4 Uji Path Coefficient

Tabel 7. Path Coefficient

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
KP -> KPEM	0,133	0,136	0,029	4,535	0,000
CM -> KPEM	0,325	0,327	0,087	3,714	0,000
GH -> KPEM	0,525	0,522	0,090	5,860	0,000

Source: Data Processing, 2024

- a) The influence of Product Quality on iPhone purchase decisions in the z-generation in Karawang shows the original sample value of 0.133 and the calculated T value of 4.535 > 1.64 and the probability value (P-Values) of 0.000 < 0.05, therefore, it can be concluded that there is a positive and significant influence between Product Quality on iPhone Purchase Decisions in the z-generation in Karawang.
- b) The influence of Brand Image on iPhone purchase decisions in the z-generation in Karawang shows the original sample value of 0.327 and the calculated T value of 3.714 > 1.64 and the probability value (P-Values) of 0.000 < 0.05, therefore, it can be concluded that there is a positive and significant influence between Brand Image on iPhone Purchase Decisions in the z-generation in Karawang.
- c) The influence of Lifestyle on iPhone purchase decisions in the z-generation in Karawang shows the original sample value of 0.522 and the calculated T value of 5.860 > 1.64 and the probability value (P-Values) of 0.000 < 0.05, it can be concluded that there is a positive and significant influence between Lifestyle on iPhone Purchase Decisions in the z-generation in Karawang.

4.4 R-Square Test

Table 8. R-Square Test

	R-square	R-square adjusted
Purchase Decision (Y)	0.749	0.745

Source: Olah Data, 2024

From the table above, the R-square of the Purchase Decision variable is 0.749. It is said that Purchase Decision (Y) can be explained by Product Quality (X1), Brand Image (X2) and Lifestyle (X3) which is 74.9% while 25.1% is explained by other variables.

DISCUSSION

The Effect of Product Quality on Purchasing Decisions

This hypothesis states that product quality has a considerable and beneficial influence on the decision to get an iPhone smartphone, with positive and significant results. One of the factors that influence the decision to buy an iPhone in Karawang is product quality. This is due to the fact that product quality involves emotional, so customers will feel safe when buying the product, thereby influencing their decision to buy [42].

The Influence of Brand Image on Purchasing Decisions

The results stated that generation Z in Karawang chose to buy an iPhone significantly because of the brand image. As shown by statistical tests, which produce t-count results that exceed 1.96 and p-values that are less than 0.05. This shows that there is a great direct influence. There are a number of reasons for this. First, the lifestyle habits of college students tend to be excessive, so students usually shop for branded goods. Secondly, iPhone smartphones have become a trusted brand, and students feel proud and feel classy when wearing them. The results of this study are consistent with the findings [43], that brand image exerts a positive and significant influence on purchasing decisions.

The Influence of Lifestyle on Purchasing Decisions

Study findings show that lifestyle positively impacts consumers' decision to buy an iPhone smartphone because iPhone consumers are interested in owning this smartphone as it relates to their activities, such as doing business, working, studying, or communicating. In addition, they can fulfill

their desire to have a smartphone with a well-known brand, namely the iPhone. [44].

5. CONCLUSION

By looking at the results above, it is clear that the three variables that investigate the positive and significant impact of product quality, brand image, and lifestyle on iPhone purchase decisions among Z syneration in Karawang.

According to data collected through the Smart-PLS analysis tool previously described on the impact of product quality, brand image and lifestyle on purchasing decisions, it was found that product quality has a positive and significant effect on consumer purchasing decisions. This is because product quality involves emotions, makes consumers feel safe when buying products, which in turn triggers consumer purchasing decisions, and iPhone *smartphones* have become a trusted brand, and people will feel proud and feel classy when wearing them and iPhone is related to their activities, whether for business, work, lectures or for the benefit of communicating, besides that it can fulfill the desire to have *smartphone* with a well-known brand, the iPhone.

IMPLICATION

In this study, researchers acknowledge there are still many shortcomings, with further research suggesting to delve deeper into more specific and more effective areas such as reference groups and other modern variables. To increase sales, iPhone products need to improve product quality and brand image to be superior.

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