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THE INFLUENCE OF BRAND IMAGE, LIFESTYLE, PRICE, *PERCEIVED QUALITY*, AND FEATURES ON IPHONE PURCHASE DECISIONS IN SUMBERSARI DISTRICT, JEMBER

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ABSTRACT

This research aims to determine and analyze the influence of Brand Image, Lifestyle, Price, Perceived Quality and Features, partially and simultaneously on iPhone Purchase Decisions in Sumbersari Jember District. This research is a type of research that uses quantitative methods. The data collection method in this research uses the observation method by distributing questionnaires to the research sample in question. Questionnaires were given to consumers using iPhones in Sumbersari Jember District. The sampling technique used in this research was purposive sampling. The data analysis methods used are Validity Test, Reliability Test, Normality Test, Multicollinearity Test, Multiple Linear Regression Analysis Test, T-Test and F-Test. The results of this research show that the Brand Image variable has a partial influence on Purchase Decisions, the Lifestyle variable has a partial influence on Purchase Decisions, the Price variable has no partial influence on Purchase Decisions, the Perceived Quality variable has a partial influence on Purchase Decisions, and the Feature variable has a partial influence on Purchasing Decisions. Simultaneously, the variables Brand Image, Lifestyle, Price, Perceived Quality and Features together influence Purchase Decisions with a value (Adjusted R^2) of 85.4%.

Keywords: Brand Image, Lifestyle, Perceived Quality, Features, Purchase Decision.

INTRODUCTION

Iphone is a flagship product from Apple *Corporation,* this smartphone is able to attract the market through many advantages such as design , features, and a fairly high brand reputation making the Iphone in demand by the public. Although the price offered is indeed not affordable *for* some people. However, *Apple continues* to innovate its products with different specifications , making it superior compared to other smartphone brands that try to follow Apple 's ideas , even not infrequently Iphone fans are willing to queue to get the latest series of products .

Apple brand *smartphones* are very popular with consumers , as evidenced by the increasing number of iPhone users from all elements of society, from students , office workers, and many more. Coupled with the increasing number of iPhone *stores that have emerged, it is* easier for consumers to purchase the *smartphone* . Several *stores* in Jember have been spread throughout the city , including Bagus *Store* Jl. Karimata No. 58 B, *Reborn Store* Jl. Cen d rawasih, *Erafone Store* Jl. Trunojoyo, Probet Store *Jl* . Karimata No. 44 AA, Ibox Lippo Plaza and Gibro *Store* Jl. Matrip. from the many iPhone *stores* in Jember, it is increasingly proving that the level of consumer interest in purchasing decisions on this product is quite large.

Based on the background that has been explained above , it can be concluded that researchers are very interested in examining the level of consumer decisions in purchasing the product , because the iPhone has many fans from various circles of society, researchers have raised it as a research material this time and the iPhone is an interesting *smartphone for researchers.* Based on this, this study discusses the influence of brand image, lifestyle *, price, perceived quality* and features *on consumer* decisions in purchasing an iPhone in Jember .

LITERATURE REVIEW

According to (Kotler and Keller, 2018) purchasing decisions are defined as smart companies trying to fully understand the customer purchasing decision process, all their experiences in learning, choosing, using and even getting rid of products. According to Kotler and Armstrong (2008:181) it is stated that consumer purchasing decisions are to buy the most preferred brand. Brand image according to Tjiptono (2005:49) is a description of consumer associations and beliefs towards a particular brand. Another definition of brand image is the impression obtained according to a person's understanding of something. (Alma, 2004:375).

Lifestyle describes a person's whole self in interacting with their environment, reacting and interacting in the world (Kotler and Keller, 2018: 192). According to Tandjung (2004:78), price is the amount of money agreed upon by prospective buyers and sellers to be exchanged for goods or services in normal business transactions. Consumer quality perceptions affect their tendency to buy a product Perceived quality is the overall value of the product service quality compared to what customers expect. This is because perceived quality is more dependent on the perception of customer interest. (Khasanah 2015). The features offered to consumers start from offering complex features. Consumers will always adjust the features of the product to the price offered (Kotler and Armstrong, 2008).

RESEARCH METHODS

Apple brand *smartphone* , namely iPhone in Sumbersari District, Jember. Where this study is aimed at all iPhone users who are consumers of new iPhone purchases at *iPhone stores* in Jember. The iPhone store in Jember has been spread across the city, including Bagus *Store* Jl. Karimata No. 58 B, *Reborn Store* Jl. Cen d rawasih, *Erafone Store* Jl. Trunojoyo, Probet Store *Jl* . Karimata No. 44 AA, Ibox Lippo Plaza and Gibro *Store* Jl. Matrip. from the many iPhone *stores* in Jember, it is increasingly proving that the level of consumer interest in purchasing decisions on this product is quite large.

According to Sugiyono (2018) States that the sample is part of the number and characteristics possessed by the population, the sample taken from the population must be representative or represent the population being studied. In this study, the sampling method used is the purposive *sampling technique* , namely new iPhone users domiciled in Sumbersari District, Jember , is a sampling determination technique with certain respondent criteria and in accordance with this study. Roscoe (Sugiyono, 2016:92) where the minimum sample size is 10 X the number of variables studied. The data collection method used in this study is:
1. Observation
2. Questionnaire
3. Literature Study

RESEARCH RESULT ANALYSIS

After conducting the classical assumption test, a linear regression test was conducted on the research data to prove the existing hypothesis results.

Table 1. Multiple Linear Regression Analysis Table

Coefficients ᵃ

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-,760	1,032		-,736	,465
	Brand Image	,341	,107	,246	3,200	,002
	Lifestyle	,196	,108	,144	1,816	,075
	Price	,065	,081	,072	,796	,429
	Perceived Quality	,113	,066	,147	1,700	,095
	Feature	,436	,104	,435	4,207	,000

Source: Data processed 2024

Table 1 shows the results of multiple linear regression analysis.

$$Y = - 0.760 + 0.341 + 0.196 + 0.065 + 0.113 + 0.436$$

The results of multiple linear regression analysis:

1. The value of a of -0.760 is a constant of purchasing decision before being influenced by other variables, namely Brand Image (X1), Lifestyle (X2), Price (X3), *Perceived Quality* (X4) and Features (X5). If there is no independent variable, then there is no influence on purchasing decisions with a value of negative - 0.760.
2. The coefficient value of the Brand Image variable (X1) is positive 0.341, which means that each unit increase in the Brand Image variable will increase the Purchase Decision by 0.341.
3. The coefficient value of the Lifestyle variable (X2) is positive 0.196, which means that each unit increase in the Lifestyle variable will increase the Purchasing Decision by 0.196.
4. The coefficient value of the Price variable (X3) is positive 0.065, which means that each unit increase in the Price variable will increase the Purchase Decision by 0.065.
5. The coefficient value of the *Perceived Quality variable* (X4) is positive 0.113, which means that each unit increase in the *Perceived Quality variable* will increase the Purchasing Decision by 0.113.
6. The coefficient value of the Feature variable (X5) is positive 0.436, which means that each unit increase in the Feature variable will increase the Purchase Decision by 0.436.

The coefficient of determination is essentially a measure of how far the model's ability to explain the variation of the dependent variable. The value of the coefficient of determination is between zero and one. A small R2 value ^{means} that the ability of the independent variables to explain the variation of the dependent variable is very limited. A value close to one means that the independent variables provide almost all the information needed to predict the variation of the dependent variable. (Ghozali, 2014:21).

Table 2. Results of the Determination Coefficient Test

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,931 [a]	,866	,854	1,20111

a. Predictors: (Constant), Features, Lifestyle, Brand Image, Perceived Quality, Price

Source: Data processed 2024

Based on table 2, it can be concluded that the Adjusted R Square (Coefficient of Determination) value is 0.854, which means that the influence of the Independent variable (X) on the dependent (Y) is 85.4%, while 100% - 85% = 15% is explained by other variables that were not examined in the study.

According to (Ghozali 2014) to draw a conclusion whether the hypothesis is accepted or rejected is by comparing the $_{calculated\ t\ value}$ and the t $_{table}$ with the following provisions:
1. If t $_{table}$ > t $_{count}$ greater than 0.05, then Ha is rejected and H0 is accepted . Stating that the independent variable does not have a significant influence individually on the dependent variable .
2. If t $_{table}$ < t $_{count}$ is less than 0.05 , then Ha is accepted and H0 is rejected . Stating that the independent variable has a significant influence individually on the dependent variable .
The formula for the t-test (Partial Test) is as follows:

t table = (a/2: N – k - 1) = (0.05/2) ; 60 – 5 -1 = (0.025 ; 54) = 1.674

Table 3 Results of t-Test (Partial)

Coefficients ᵃ

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-,760	1,032		-,736	,465
	Brand Image	,341	,107	,246	3,200	,002
	Lifestyle	,196	,108	,144	1,816	,075
	Price	,065	,081	,072	,796	,429
	Perceived Quality	,113	,066	,147	1,700	,095
	Feature	,436	,104	,435	4,207	,000

a. Dependent Variable: Purchase Decision

Source: Data processed 2024

Based on the table above, it can be concluded that the significance value of the results of the Hypothesis Test analysis is as follows:

1. The value of the Brand Image variable (X1) has a significance of 0.002 < 0.05 with a t-count value greater than the t-table, namely 3.200 > 1.674, then the Brand Image variable is stated to have a partial effect on the Purchase Decision (Y). So **H1 is accepted and H01 is rejected.**
2. The value of the Lifestyle variable (X2) has a significance of 0.075 < 0.05 with a t-count value greater than the t-table, namely 1.816 > 1.674, then the Lifestyle variable (X2) is stated to have a partial effect on Purchasing Decisions (Y). Thus **H2 is accepted and H02 is rejected.**
3. The value of the Price variable (X3) has a significance of 0.429 > 0.05 with a t-count value smaller than the t-table, namely 0.796 > 1.674, then the Price variable (X3) is partially stated to have no partial effect on the Purchase Decision (Y). So **H3 is rejected and H03 is accepted.**
4. The value of the *Perceived Quality variable* (X4) has a significance of 0.095 < 0.05 with a t-count value greater than the t-table, namely 1.700 > 1.674, then the *Perceived Quality variable* (X4) is partially stated to have an effect on Purchasing Decisions (Y). Thus **H4 is accepted and H04 is rejected.**
5. The value of the Feature variable (X5) has a significance of 0.000 < 0.05 with a t-count value greater than the t-table, namely 4.207 > 1.674, then the Feature variable (X5) is partially stated to have an effect on the Purchase Decision (Y). stated to have an effect on the Purchase Decision (Y). So thus **H5 is accepted and H05 is rejected.**

F Test (Simultaneous Test)Used to determine the level of significance of the influence of independent variables together (simultaneously) on the dependent variable (Ghozali, 2012). If F $_{count}$ > F $_{table}$ then H0 is rejected. This means that there is a simultaneous influence on the dependent variable. If F $_{count}$ <F $_{table}$ then H0 is accepted. This means that there is no influence of the dependent variable. To determine the F table with the following formula to determine the freedom or degree *of* freedom (df) of the regression model hypothesis test.

$$df1 = k – 1 = 6 – 1 = 5$$
$$df2 = n – k = 60 – 5 = 55$$

So, it is known that the percentage point of the distribution is **2.383.**

Table 4 F Test Results

ANOVA a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	504,029	5	100,806	69,875	,000 b
	Residual	77,904	54	1,443		
	Total	581,933	59			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Features, Lifestyle, Brand Image, Perceived Quality, Price

Source: Data processed 2024

Based on the table above, the F table is 2.383, which means that statistically it can be proven that the results of the hypothesis state that "The independent variables of Brand Image (X1), Lifestyle (X2), Price (X3), *Perceived Quality* (X4) and Features (X5) simultaneously affect the Purchase Decision (Y) of iPhone in Sumbersari District, Jember" is proven to be correct.
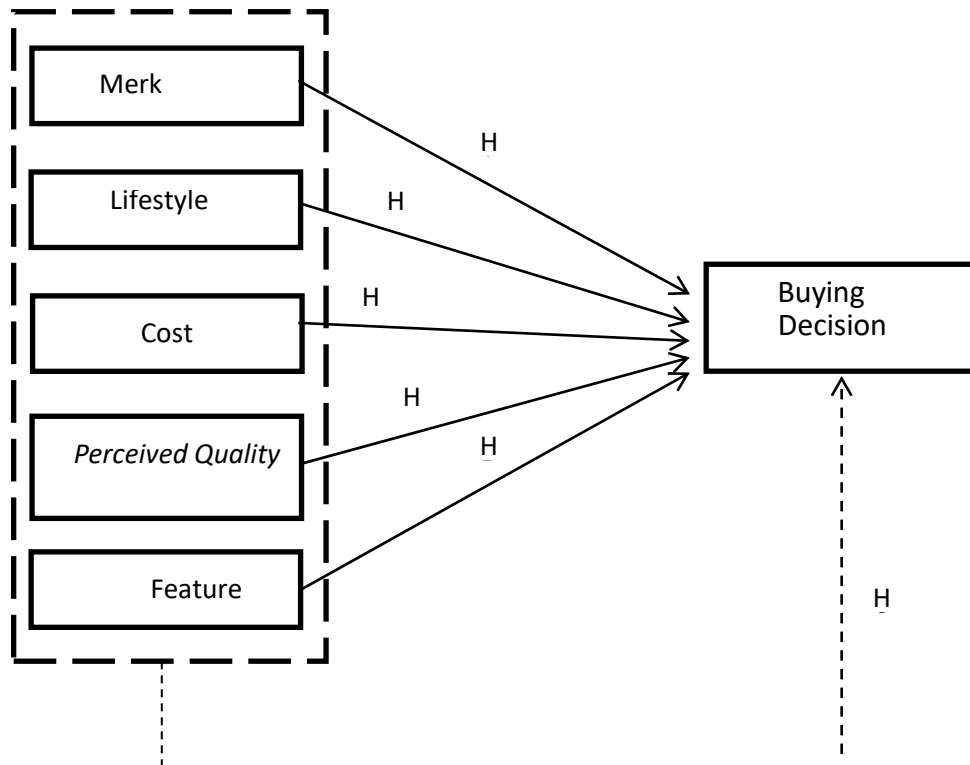
Picture 1. Framework Conceptual

DISCUSSION

a. Validity Test is the level of reliability and validity of the measuring instrument used. The instrument is said to be valid, meaning that the measuring instrument used to obtain the data is valid or can be used to measure what should be measured (Sugiyono, 2004:137). Thus, a valid instrument is an instrument that is truly appropriate for measuring what is to be measured to assess whether the value is valid, namely with **D F = N-2** and **Probability 0.05** , if the calculated r value is obtained > r table based on a significant test of 0.05, it means that the items are declared valid.

b. Reliability test Ghozali (2009) stated that reliability is a tool for measuring a questionnaire which is an indicator of change or construct. A questionnaire is said to be reliable if a person's answer to the statement is consistent or stable over time. In this research, the reliability test was carried out using Alpha Cronbach. Where according to Putri (in Dewi & Sudaryanto, 2020) if a variable shows an **Alpha Cronbach value> 0.60** , it can be concluded that the variable can be said to be reliable or consistent in measuring. Here is the reliability formula:

$$a = \frac{kr}{1 + (k-1)^r}$$

Ghozali (2007) normality test is a test used to measure the data that has been obtained and whether the data has been normally distributed or not , normally distributed data can be assessed from the significant value. The P-Plot normality test from the basis of decision making is by looking at the points that follow the diagonal line from the bottom left to the top right and do not spread too far, then the data that is spread is stated to be normally distributed .

The basis for making decisions regarding the p-plot normality test is as follows:
1. Data is said to be normally distributed if the data or points are spread around the diagonal line and follow the direction of the diagonal line.
2. On the other hand, data is said to be abnormally distributed if the data or points are spread far from the direction of the line or do not follow the diagonal.

According to Ghozali (2016) the multicollinearity test aims to test whether or not there is multicollinearity . In this study, by looking at the tolerance value and variance inflation factor (VIF) of each variable. Intercorrelation can be seen by looking at the correlation coefficient value of the VIF value and Tolerance . See mark Tolerance:

1. If the Tolerance value > 0.10, it means that there is no multicollinearity .

2. If the Tolerance value < 0.10, it means that multicollinearity occurs .

See mark VIF (Variance Inflation Factor):

1. If the VIF value < 10.00, it means that there is no multicollinearity .

2. If the VIF value > 10.00, it means that multicollinearity occurs .

According to Ghozali (2018), the Heterosdacticity Test aims to test whether there is a heterosdacticity test in a regression model . inequality of variance from the residuals of one observation to another observation. The basis for decision making for the heteroscale dasticity test in this study used the Glejser method, namely by testing the significance level. If the test is above the significance level (r > 0.05) it means that heteroscedasticity does not occur and vice versa if

the level is below significance (r < 0.05) it means that heteroscedasticity occurs or as follows :
1. If the significance value is greater than 0.05, the conclusion is that heteroscedasticity does not occur.
2. If the significance values are less than 0.05, the conclusion is that heteroscedasticity occurs.

According to Sugiyono (2009) the t-test is conducted to determine how much influence the independent variable has partially on the dependent variable. The test is conducted using a significance level of 0.05 ($\alpha = 5\%$).

Test Used to determine the level of significance of the influence of independent variables together (simultaneously) on the dependent variable (Ghozali, 2012). If $F_{count} > F_{table}$ then H0 is rejected. This means that there is a simultaneous influence on the dependent variable. If $F_{count} < F_{table}$ then H0 is accepted.

CONCLUSION

In this study there are variables of Brand Image, Lifestyle, Price, *Perceived Quality* , Features and Purchase Decisions. The method used is multiple linear regression analysis, hypothesis testing proposed through testing, data collection, data analysis, and classical assumption testing to determine the effect of independent variables on dependent variables. From the results of data analysis, the following conclusions were obtained:

1. Brand image partially influences purchasing decisions. This indicates that the brand image of the iPhone influences the purchasing decision of the iPhone in Sumbersari District, Jember.
2. Lifestyle partially influences purchasing decisions. This indicates that the strength of brand association has an influence on the decision to purchase an iPhone in Sumbersari District, Jember.
3. Price partially does not affect the purchasing decision. This indicates that price affordability, price suitability with benefits, and price competitiveness do not affect the decision to purchase an iPhone in Sumbersari District, Jember.
4. *Perceived Quality* partially influences purchasing decisions. This indicates that *perceived quality* or perception of performance quality, reliability, specialty, durability, and conformity quality influences the decision to purchase an iPhone in Sumbersari District, Jember.
5. Features partially influence purchasing decisions. This indicates that completeness, needs, interests and convenience influence iPhone purchasing decisions in Sumbersari District, Jember.
6. Brand Image, Lifestyle, Price, *Perceived Quality* and Features have a simultaneous influence on purchasing decisions. This identifies that the variables Brand Image, Lifestyle, Price, *Perceived Quality* and Features have a simultaneous influence on iPhone purchasing decisions in Sumbersari District, Jember.

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