

**THE EFFECT OF BRAND IMAGE AND PRODUCT QUALITY ON
PURCHASE DECISION WITH LIFESTYLE AS MEDIATING
(EMPRICAL AT THE UNIVERSITY OF MUHAMMADIYAH
SURAKARTA STUDENTS)**



**Submitted to Fulfill the Duties and Requirements to Get a Bachelor's Degree in
Economics Management Study Program, Faculty of Economics and Business**

By:

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**INTERNATIONAL MANAGEMENT STUDY PROGRAM
FACULTY OF ECONOMICS AND BUSINESS
MUHAMMADIYAH SURAKARTA UNIVERSITY
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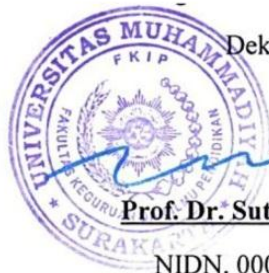
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(Head Of Examiner)



Dekan,

Prof. Dr. Sutama. M. Pd

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DECLARATION

I hereby declare that in this scientific publication there is no work that has ever been submitted to obtain a bachelor's degree at a university and to the best of my knowledge there is also no work or opinion that has been written or published by another person, except in writing referred to in the manuscript and mentioned in the text of bibliography.

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Surakarta, 23 November 2022

Writer



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Abstrak

Teknologi telah berkembang pesat di seluruh dunia, terutama dalam dunia komunikasi, sehingga batas antar benua seakan tidak ada artinya. Dalam lima tahun terakhir, penggunaan Teknologi Informasi dan Komunikasi (TIK) di Indonesia menunjukkan perkembangan yang pesat. Sepanjang 2017-2021, volume penjualan iPhone dilaporkan berfluktuasi. Menurut Business of Apps, volume penjualan iPhone mencapai 242 juta unit pada 2021. Pencapaian tersebut meningkat 22,9% dibandingkan penjualan tahun sebelumnya sebanyak 196,9 juta unit. Tujuan dari penelitian ini adalah menganalisis pengaruh citra merek dan kualitas produk terhadap keputusan pembelian smartphone iPhone dengan gaya hidup sebagai variabel intervening. Teknik penelitian menggunakan kuantitatif, pengumpulan data menggunakan metode kuesioner dan sampel dalam penelitian ini berjumlah 100 orang dengan purposive sampling. Analisis dalam penelitian ini dibantu dengan menggunakan SPSS dan SmartPLS 3.0. Hasilnya adalah citra merek berpengaruh signifikan terhadap keputusan pembelian dengan P-Value $0,000 < 0,05$ dan T statistik 5,474, kualitas produk berpengaruh signifikan terhadap keputusan pembelian dengan P-Value $0,000 < 0,05$ dan T statistik 3,853, citra merek berpengaruh signifikan terhadap gaya hidup dengan P-Value $0,006 < 0,05$ dan T statistik 5,292. Gaya hidup berpengaruh signifikan terhadap keputusan pembelian dengan P-Value $0,005 < 0,05$ dan T statistik 2,826, untuk variabel intervening, Gaya Hidup dapat memediasi citra merek terhadap keputusan pembelian dengan P-Value $0,026 < 0,05$ dan T statistik 2,234, dan gaya hidup dimediasi untuk produk kualitas terhadap keputusan pembelian dengan P-Value $0,021 < 0,05$ dan T statistik 2,318

Kata kunci: Citra Merek, Kualitas Produk, Keputusan Pembelian, Gaya Hidup

Abstract

Technology has developed rapidly throughout the world, especially in the world of communication, so that the boundaries between continents seem meaningless. In the last five years, the use of Information and Communication Technology (ICT) in Indonesia has shown rapid development. Throughout 2017-2021, iPhone sales volume was reported to have fluctuated. According to Business of Apps, iPhone sales volume reached 242 million units in 2021. This achievement increased by 22.9% compared to the previous year's sales of 196.9 million units. The purpose of this study is to analyze effect of brand image and product quality on the iPhone smartphone purchase decision with lifestyle as intervening variables. The research technique used quantitative, data collection uses a questionnaire method and the sample in this study amounted to 100 people with purposive sampling. The analysis in this study was assisted using SPSS and SmartPLS 3.0. The result is brand image has a significant effect on purchase decisions with P-Value $0.000 < 0.05$ and T statistics 5.474, product quality has a significant effect on purchase decisions with P-Value $0.000 < 0.05$ and T statistics 3.853, brand image has a significant effect on lifestyle with P-Value $0.006 < 0.05$ and T statistics 5.292. Lifestyle has a significant effect on purchase decision with P-Value $0.005 < 0.05$ and T statistics 2.826, for the intervening variable, Lifestyle can mediated brand image to purchase decisions with P-Value $0.026 < 0.05$ and T statistics 2.234, and lifestyle mediated for product quality to purchase decisions with P-Value $0.021 < 0.05$ and T statistics 2.318

Keyword: Brand Image, Product Quality, Purchase Decision, Lifestyle

1. PENDAHULUAN

Technology has developed rapidly throughout the world, especially in the world of communication, so the boundaries between continents seem meaningless. In the last five years, the use of Information and Communication Technology (ICT) in Indonesia has shown rapid development. The development of several indicators of the use of ICT in Indonesia shows that the fastest development of ICT indicators is seen in the use of the internet in households which reached 78.18 percent. The growth of internet use in households is also followed by the population using cell phones in 2020, reaching 62.84 percent. In 2020, household computer ownership increased to 18.83 percent. The internet population also increased during 2016-2020, as indicated by the population who accessed the internet in 2016 from around 25.37 percent to 53.73 percent in 2020. On the contrary, ownership of fixed wired telephones in the household has decreased. From year to year, in 2016, the percentage of households owning/controlling fixed-line telephones was around 3.49 percent, dropping to 1.65 percent in 2020. (www.bps.go.id).

Technological innovation in communication tools helps humans do things effectively and efficiently. The iPhone product has become an exceptional product compared to other technological products. Many companies are trying to compete with Apple companies today. Even the closest competitor companies, such as Samsung, are still trying to beat the level of sales and high brand image position compared to the iPhone. Human resources with a competitive advantage are characteristics of human resources that perform well. Employees with good performance in carrying out their duties and obligations will have a high sense of responsibility and dedication. To achieve good communication ethics in an organization or company is needed. Good communication can reduce the risk of misunderstanding or confusion in providing and conveying information. Some communication problems usually occur because communication within the company has not run optimally. After all, there are still obstacles to obtaining information from leaders to employees. The barrier is several channels that must be passed, such as information from leadership to the head of the section and then the employee.



Figure 1. Smartphone User
Source: www.databoks.katadata.co.id

From the data in the picture above, it can conclude that active smartphone users in Indonesia are increasing. The use of smartphones or smartphones in Indonesia is predicted to continue to increase. In 2015, only 28.6% of the population in Indonesia used these devices. Over time, smartphones have become increasingly affordable, thus increasing their use. More than half of the population in Indonesia, or 56.2%, used smartphones in 2018. A year later, as many as 63.3% of people use smartphones. Until 2025, at least 89.2% of the population in Indonesia has used smartphones. In the six years since 2019, smartphone penetration in the country has grown by 25.9%.

One of the best-selling smartphones in the market is the iPhone. Based on (Pertiwi, 2020), the iPhone in the last four years has dominated market sales, and the dominant apple product has also made the company profit. iPhone sales will reach 242 million units in 2021.

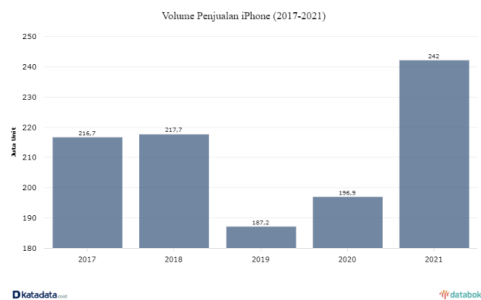


Figure 2. Smartphone User
Source: www.databoks.katadata.co.id

iPhone sales were the highest in previous years. The iPhone has been the largest source of revenue and the most valuable product for Apple company since 2008. Even though Apple has diversified its product line with iWatch, AirPods, and so on, iPhone continues to dominate sales with a 52% contribution to Apple's revenue. In the last two years, Apple has launched four iPhone models, namely iPhone, Mini, Pro, and Max. All come with different price ranges and target as many consumers as possible. Throughout 2017-2021, iPhone sales volume was reported to have fluctuated. According to Business of Apps, iPhone sales volume reached 242 million units in 2021. This achievement increased by 22.9% compared to the previous year's sales of 196.9 million units.

According to (Tjiptono, 2006), brand image describes consumer associations and beliefs about a particular brand. Brand image has the meaning of an image of a product in the minds of consumers in bulk. Everyone will have the same image of a brand. A good brand image will undoubtedly attract many consumers who purchase without rethinking. A strong brand image can provide several main advantages for the company, one of which will create a competitive advantage, and also products with a good brand image tend to be more readily

accepted by consumers (Aulia Abdullah, 2021). It is not only brands that are a concern in this study, and many people make their iPhone brand a reflection of their lifestyle and social class so that brand image considerations are considered, to improve the quality of life because lifestyle is essential in the modern era.

Intense competition, companies must be able to improve product quality. According to (Kotler and Armstrong, 2008), Product quality is a potential strategic weapon to beat competitors. So the company with the best product quality will overgrow, and in the long run, the company will be more successful than the company. Previous research was conducted by (Shareef et al., 2008). states that product quality influences purchase decision significant positive. This statement is supported by (Shaharudin et al., 2011) and (Tamunu and Ferdinand, 2014).

The iPhone makes its users feel confident. In research from the University of Lincoln's School of Psychology, iPhone users tend to be extroverts. They also view the iPhone smartphone only from its value and status. The average iPhone user is young, compared to android users, most of whom are quite mature and also honest and humble (Addha, 2016). iPhone product users are associated with people with middle to upper income and are quite high because the price of the iPhone is relatively high. Some iPhone users buy and use iPhones only as a lifestyle because the brand and sophistication formed by the iPhone give users their prestige when they have the iPhone product. Based on the background, the authors are interested in researching "The Effect of Brand Image and Product Quality on iPhone Smartphone Purchase Decisions with Lifestyle as an Intervening Variable."

Brand image has several meanings, namely the brand as a product, the brand as an organization, and the brand as a symbol. The brand image can be created in a very long or short time. It depends on how the company builds and maintains a brand image. According to (Sangadji et.al., 2013), "Brand image "is the unique set of associations you want to create or maintain by marketers." According to (Kotler, 2006), brand images are perceptions and beliefs made by consumers, as reflected in associations that occur in consumers' memories. Based on the opinions submitted, it can be concluded that the brand image is the whole perception of a brand formed from brand information and experiences. According to (Sutisna, 2001), there are several benefits of a positive brand image: a. Consumers with a positive brand image are more likely to make a purchase. b. Companies can develop these products by utilizing the positive image that has been formed against the old product brand. c. Family branding and leverage branding policies can be carried out if the existing product brand image.

Products by (Kotler and Keller, 2016) are anything that can be offered to satisfy a market need or demand, including physical goods, services, experiences, events, people, locations, properties, organizations, ideas and information. It is positive. According to (Kotler and Armstrong, 2014) product quality is the ability of a product to perform its functions, this includes overall durability, reliability, accuracy, ease of operation, and product repair, as well as other product attributes. Meanwhile, according to (Kotler and Keller, 2016) product quality is the ability of an item to provide results or performance that match even exceeds customer desires.

According to Sutisna in (Luthfianto et.al., 2017) lifestyle is broadly defined as a way of life that is identified by how other people spend their time (activities) seen from work, hobbies, shopping, sports, and social activities as well as interests (interests) consisting of food, fashion, family, recreation and also opinion (opinion) consists of about themselves, social issues, business, and products. Lifestyle includes something more than just a person's social class or personality. According to (Ilham, 2014) lifestyle is a pattern of money consumption that reflects a person's choice of various things and how to spend his time and money, lifestyle is how people live, how to spend their money, and how to accommodate their time.

Complex decision-making processes often involve several decisions, decisions involve a choice between two or more alternative courses of action. Decisions always require a choice between different behaviors.

2. METODE

This type of research is quantitative research. Quantitative is a method for testing a theory that uses the relationships of each variable. This study used descriptive analysis, namely the results of respondents' responses to variables used through the submitted questionnaire items. These variables are described in several indicators measured by a Likert scale with a score of 1 to 5

The population in this study were UMS students using iPhone. In this study using a sample because in conducting research there are limitations of time, cost and energy so that in determining the sample is also based on (Ferdinand, 2014) who states that in multivariate research (including those using multivariate regression analysis) the sample size is determined as many as 25 times the independent variable. So a minimum of 25 x 3 or 75 samples are needed. This sample is not a guideline for sampling that must be taken but only as a minimum requirement that is considered the results will be concrete in accordance with

the conditions in the field. So in this study, the researcher uses 100 sample.

The data collection method used in this study was to use a questionnaire. The data that has been obtained from respondents who are the subject of research then the data is processed using SPSS 25.0 for Windows. Regression analysis in this study aims to determine how much influence the independent variable (independent) consisting of brand image, product quality, and lifestyle on the dependent variable consisting of the purchase decision of iPhone Smartphone. In this study, regression analysis is performed using the software SmartPLS Verses 3.0 statistical processing tools obtained by the calculation results.

3. RESULT AND DISCUSSION

This study uses a sample of student University of Muhammdiyah Surakarta, who using iPhone Smartphone, out of these 100 samples, has the following characteristics:

3.1 Description of sex characteristics

The following are the characteristic results of the sex description shown in the table:

Table 1 Description of gender characteristics

No.	Gender	Sum	Presented
1.	Male	30	30%
2.	Female	70	70%
Total		100	100%

Source: Primary Data 2022

Table 1 above shows that the sample collected as many as 100 respondents were divided into two sex groups. Respondents of the male sex totaled 30 people (30%), and women totaled 70 people (70%). In this study, it can be concluded that the majority of using iPhone is female.

3.2 Description of Age Characteristics

The following are the characteristic results of the age description shown in the table:

Table 2 Description of age characteristics

No	Age	Sum	Presented
1	17-19	4	4%
2	20-22	77	77%
3	23-25	18	18%
4	>25	1	1%
Total		00	00%

Source: Primary Data 2022

Table 2 above shows that the sample collected as many as 100 respondents were divided into 4 age groups. Respondents aged 17-19 years were 5 people (5%), aged 20-22 years were 63 people (63%), aged 23-25 years were 31 people (31%), aged > 25 years were 1

person (1%).

3.3 Description of Faculty Characteristics

The following are the results of the characteristics of the Faculty description shown in the table:

Table 3 Description of Long-Working Characteristics

No.	Faculty	Amount	Percentage
1.	FAI	2	2 %
2.	Pharmaceutical	1	1 %
3.	FEB	67	67 %
4.	FH	3	3 %
5.	FIK	7	7 %
6.	FK	2	2 %
7.	FKIP	7	7 %
8.	Geography	1	1 %
9.	Psychology	4	4 %
10.	Engineering	6	6%
Total		100	100%

Source: Primary Data 2022

From table 3 above, it can be seen that the sample collected was 100 respondents divided into 10 faculty groups. Respondents from the FAI faculty amounted to 1 person (1%), from the FEB faculty there were 58 people (58%), from FH 11 people (11%), from FIK 12 people (12%), from FK 1 person (1%), from FKI there are 2 people (2%), from FKIP there are 8 people (8%), from FP there are 2 people (2%) and from FT there are 5 (5%).

3.4 Description of Type iPhone

The following are the results of the characteristics of the Type iPhone shown in the table:

Table 4. Description of iPhone Type Characteristics

No.	Income	Amount	Percentage
1.	iPhone 5.5c,5s	3	3 %
2.	iP phone 6plus, 6, 6sPlus, 6s	11	11 %
3.	iPhone 7 Plus, 7	14	14 %
4.	iP phone 8 Plus, 8	7	7 %
5.	iP hone SE Generation 1, 2, 3	1	1 %
6.	Xr , XS Max, XS	30	30 %
7.	11,11 Pro, 11 Pro Max	22	22 %
8.	iP phone 12 Mini, 12, 12 Pro, 12 Pro Max	6	6 %
9.	iP phone 13 Mini, 13, 13 Pro, 13 Pro Max	6	6 %
Total		100	100%

Source: Primary Data 2022

From table 4 above, it can be seen that the sample collected was 100 respondents divided into 9 iPhone types, respondents with iPhone 5.5C type, and 5s totaling 3 people

(3%), respondents with iPhone series 6 type totaling 11 people (11%) , respondents with iPhone 7 series type are 14 people (14%), respondents with iPhone 8 series type are 7 people (7%), respondents with iPhone SE series type are 1 person (1%), respondents with iPhone X type are 30 people (30%), respondents with type iPhone 11 series amounted to 22 people (22%), respondents with type iPhone 12 series amounted to 6 people (6%), and respondents with type iPhone series 13 amounted to 6 people (6%).

3.5 Discussion

3.5.1 The effect of brand image on purchase decision

The results of the first hypothesis in this study prove that brand image positive and significant effect on purchase decision. Based on the results obtained, the p-values are $0.000 < 0.05$, this is prove that there is a significant positive effect, so this hypothesis is accepted. According to (Kotler and Keller, 2008) When consumers' lives become increasingly complex, rushed and time-consuming, the brand's ability to simplify purchasing decision making is of value. Brands signify a certain level of quality so that satisfied buyers can easily repurchase products. Brand loyalty provides a company with a safe and predictable level of demand, and creates a barrier that makes it difficult for other companies to enter the market. Loyalty can also translate into a customer's willingness to pay higher prices, often 20% to 25% higher than competing brands. (Kotler, 2003) defines brand image as a set of beliefs, ideas and impressions that a person has of a brand. Therefore, consumer attitudes and actions towards a brand are largely determined by the brand image.

3.5.2 The Effect of product quality on purchase decision

The results of the second hypothesis in this study prove that brand image positive and significant effect on purchase decision. Based on the results obtained, the p-values are $0.000 < 0.05$, this is prove that there is a significant positive effect, so this hypothesis is accepted. Product quality is closely related to purchase decision, where product quality is one aspect of consumer considerations in making purchase decision. Good quality will lead to customer satisfaction which in turn will make the consumer loyal to the product. The company will be able to provide quality in accordance with the wishes and needs of consumers by taking into account the existing market quality standards. This is so that the quality provided by the company is not less competitive than its competitors. One by one who knows this, of course not only selling the product itself, but also the benefits of the product which in the end helps the company to increase sales because it will affect the purchase decision made by consumers. The results of this study are supported by the results of research (Akhmad and Jamilah, 2015) explains that product quality has a positive and significant effect on purchase

decision.

3.5.3 The effect of brand image on lifestyle

The results of the third hypothesis in this study prove that brand image positive and significant effect on purchase decision. Based on the results obtained, the p-values are $0.006 < 0.05$, this is prove that there is a significant positive effect, so this hypothesis is accepted. According to (Kotler, 2005) a brand image appears with a product or service that is difficult to distinguish, or assess its quality, or convey a statement about users. The strategy includes creating its own design, associating it with its users so that their lifestyle can be fulfilled according to their wishes. According to (Sunarto, 2000) Lifestyle or lifestyle is a person's pattern of life to understand these forces we must measure the dimensions of activity, interest and opinion (AIO). The activity dimension (activity) is seen from work, hobbies, shopping, sports, and social activities. While the dimension of interest (interest) consists of food, fashion, family.

3.5.4 The effect of product quality on lifestyle

The results of the fourth hypothesis in this study prove that brand image positive and significant effect on purchase decision. Based on the results obtained, the p-values are $0.000 < 0.05$, this is prove that there is a significant positive effect, so this hypothesis is accepted. A person's lifestyle can be formed from a person's choice in determining a product that is a characteristic and a person's favorite in making a choice of a product brand that has become a person's trademark. Lifestyle affects a person who ultimately determines a person's consumption choices. So it can be concluded that lifestyle can influence a person to determine purchase decision, previous research has also proven that lifestyle has a positive and significant effect on purchase decision, found in the results of research from (Rasyid, 2016) Product quality can affect lifestyle. This is supported by research conducted by (Djermani, et al., 2021) with the results of research stating that product quality has a positive and significant effect on lifestyle.

3.5.5 The effect of lifestyle on purchase decision

The results of the fifth hypothesis in this study prove that brand image positive and significant effect on purchase decision. Based on the results obtained, the p-values are $0.005 < 0.05$, this is prove that there is a significant positive effect, so this hypothesis is accepted. The diversity of consumers in meeting their needs is influenced by lifestyle characteristics which are measured based on activities where a person carries out activities to fulfill their needs such as work, hobbies, shopping, entertainment, sports, and one's interests based on the desire for the desired product, as well as one's opinion or view of the product. will be

purchased so that it can influence consumer decision behavior. (Hawkins et al., 2007) mention that style A person's life affects his needs, behavior and buying behavior. Besides, research conducted by (Prasetyo, 2009) states that lifestyle variables have a positive relationship and have a significant influence on strong enough on the purchasing decision variables. Consumer purchase decision cannot be separated from the lifestyle of those who want to buy products that are useful and have good quality. Research conducted by (Anitha, 2016) , (Waruyanti and Suyanto, 2018) shows that lifestyle influences purchase decision. This means that lifestyle becomes one of the factors in influencing purchase decision.

3.5.6 The effect Brand image to purchase decision mediated by lifestyle

The results of the sixth hypothesis in this study prove that brand image positive and significant effect on purchase decision. Based on the results obtained, the p-values are $0.026 < 0.05$, this is prove that there is a significant positive effect, so this hypothesis is accepted. Based on research (Heriyati, 2015) that brand image affects consumer purchasing decisions. The iPhone brand image has been attached to the respondent's heart and the iPhone brand image has become the dominant market, if the brand image increases, the respondent's lifestyle will also increase which will increase the iPhone purchase decision. Their lifestyle such as daily activities, social status, and benefits for everyday life can be fulfilled when they have an Iphone. Respondents feel that the iPhone can support their daily activities because the iPhone is easy to operate with the operating system performance tends to be faster than other Androids. In addition, the iPhone is a superior product that is always sought after by consumers in following current smartphone trends. The results of this study support and strengthen the research of (Pratama et al, 2018) which states that lifestyle has a significant effect on buying decisions. The decision to choose and buy products in this case is also related to the existence of a modern lifestyle, so that the desire to buy branded products also colors one's consumption patterns. The life of modern society has implications for the role of brands, meaning that consumers do not just want products, but also brands. Modern life is often identified with a lifestyle that always follows the trends or developments of the times. In these conditions, the decision to choose a brand image plays a role in modern lifestyles, so that the desire to buy branded products also colors a person's consumption pattern. According to (Kotler and Armstrong, 2001) , the purchase decision is a stage in the decision-making process decision until the consumer actually buys the product. Usually the consumer's purchase decision is the most preferred brand.

3.5.7 The effect product quality to purchase decision mediated by lifestyle

The results of the seventh hypothesis in this study prove that brand image positive and

significant effect on purchase decision. Based on the results obtained, the p-values are $0.021 < 0.05$, this is prove that there is a significant positive effect, so this hypothesis is accepted. According to respondents, the product quality offered is of good quality in terms of features and design. Features and designs that are luxurious and according to needs will convey a sense of trust in respondents which results in an increase in lifestyle and the increasing lifestyle will also increase iPhone purchasing decisions, this can improve lifestyle purchasing decisions. A person's lifestyle can be formed from a person's choice in determining a product that is a characteristic and a person's favorite in making a choice of a fashion product brand that has become a person's trademark. The better the quality of the product used by Hammer, it will affect the lifestyle of Hammer customers, with an increase in one's lifestyle, it will have an impact on increasing purchase decision. Lifestyle can mediate the effect of product quality on purchase decision. This is supported by research conducted by (Djermani, et al ., 2021) with the results of research which states that lifestyle is able to mediate the effect of product quality on purchase decision.

4. CLOSING

This study aims to determine the effect of Brand Image and Product Quality on The iPhone Smartphone Purchasing Decision with Lifestyle as Intervening Variables. Based on the results of the research that has been carried out and data analysis as explained in the previous chapter, the following are the conclusions from the results of the study as follows:

- 1) Brand image has a positive and significant effect on purchasing decision.
- 2) Product quality has a positive and significant effect on the purchasing decision.
- 3) Lifestyle has a positive and significant effect on purchasing decision.
- 4) Brand image has a positive and significant effect on lifestyle.
- 5) Product quality has a positive and significant effect on the lifestyle
- 6) Brand image has a positive and significant effect on purchasing decision with lifestyle as mediation.
- 7) Product quality has a positive and significant effect on on purchasing decision with lifestyle as mediation.

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