

## THE EFFECT OF LIFESTYLE, BRAND IMAGE, PRODUCT QUALITY AND PRICE ON THE DECISION PURCHASE IPHONE

Tifani Dwi Prastika <sup>1)</sup>, Dian Citaningtyas Ari Kadi <sup>2)</sup>

<sup>1</sup> Management, Faculty of Economics and Business, Universitas PGRI Madiun

email : [tifani\\_2103102124@mhs.unipma.ac.id](mailto:tifani_2103102124@mhs.unipma.ac.id)

<sup>2</sup> Management, Faculty of Economics and Business, Universitas PGRI Madiun

email : [dian.citaningtyas@unipma.ac.id](mailto:dian.citaningtyas@unipma.ac.id)

### Abstrak

Penelitian ini menganalisis pengaruh life style, brand image, kualitas produk, dan harga terhadap keputusan pembelian iPhone second bergaransi ex internasional pada Generasi Z di Kota Madiun. Menggunakan pendekatan kuantitatif dengan probability dan purposive sampling, diperoleh 385 responden. Data dikumpulkan melalui kuesioner dan dianalisis menggunakan SPSS 27. Hasil uji t menunjukkan keempat variabel berpengaruh positif dan signifikan secara parsial terhadap keputusan pembelian, sedangkan uji F menunjukkan pengaruh positif dan signifikan secara simultan. Temuan ini menyarankan pelaku usaha untuk menyesuaikan strategi pemasaran dengan gaya hidup Gen Z, memperkuat citra merek, meningkatkan kualitas produk, dan menawarkan harga kompetitif.

**Kata kunci:** *life style, brand image*, kualitas produk, harga, keputusan pembelian, iPhone *second ex internasional*, (Studi Kasus Konsumen Gen Z di Madiun).

### Abstract

*This study analyzes the influence of lifestyle, brand image, product quality, and price on purchasing decisions for second-hand iPhones with ex-international warranties among Generation Z in Madiun City. Using a quantitative approach with probability and purposive sampling, 385 respondents were obtained. Data were collected through questionnaires and analyzed using SPSS 27. The t-test results showed that all four variables had a positive and significant partial effect on purchasing decisions, while the F-test showed a positive and significant simultaneous effect. These findings suggest that business actors should adjust their marketing strategies to the Gen Z lifestyle, strengthen brand image, improve product quality, and offer competitive prices.*

**Keywords:** *lifestyle, brand image, product quality, price, purchasing decision, second-hand iPhone ex-international, (Case Study of Gen Z Consumers in Madiun).*

## A. INTRODUCTION

A *smartphone* is a mobile phone with advanced capabilities, ranging from resolution and features to computing systems that utilize high-level programming languages. The sophistication and comprehensive features of *smartphones* have attracted people, especially those born into this rapid technological revolution, to use them. (Wahyuningrum, 2024). One of *the smartphones* circulating in the community is the Apple brand. Compared to other *smartphone brands*, Apple has seen increased sales in Indonesia. Apple Inc. is a technology company founded by Steve Jobs, located in California. With its pioneering devices such as the Apple II in the 1970s and subsequent growth with the Macintosh (Mac) computer, Apple played a significant influence in the development of personal computers. The iPhone is one of Apple's products that drives the company's operations. When the iPhone was launched in 2007, it was considered a significant turning point in the development of mobile phones. Since then, the development of smartphones has elevated its status to a highly inventive product, sought after by many consumers. (Kaharuddin et al, 2023).

Based on the phenomenon of researchers choosing *second-hand iPhone products* because when conducting a pre-survey on Gen Z in Madiun, many have switched from being Android users to using *second-hand iPhones with ex-international warranties*, some even use both. The reason they buy *second-hand iPhone products with ex-international warranties* is because the quality and features of *the smartphone* are still considered decent at a fairly cheap price compared to the price of an *ibox with an official warranty*. In Madiun itself, there are several locations that sell both new and used *iPhone smartphones with ex-international warranties*. Consumers typically use purchasing decisions to identify potential risks that may arise when making an offer. According to Mustofa and Wiyadi (2023), purchasing decisions are choices consumers make when selecting a product or service that aligns with their needs and preferences. Various factors are carefully considered to ensure their choice effectively meets their individual needs. Indications that can influence purchasing decisions include *lifestyle, brand image*, product quality, and price.

Based on the research that reveals the limitations in the research conducted and the elements that influence purchasing decisions are *lifestyle, brand image*, and price perception.

Strengthened by research conducted by (Maharani *et al.* 2025) who explained that the results of the study showed that there was a positive and significant influence partially and simultaneously on the decision to purchase used imported iPhones in Surakarta. Research conducted by (Wahyuningrum, 2024) explained that the results of the study showed that *lifestyle* had no effect on the decision to purchase *ex inter iPhones*. Meanwhile, the results of the variables of brand image, product quality and price had a positive and significant influence on the decision to purchase used iPhone products both partially and simultaneously.

## THEORITICAL REVIEW

### *Lifestyle*

Lifestyle is a pattern of life shown by activities, interests and opinions which is an overall picture of a person in interacting with their environment (Sriwahyuni & Telagawathi, 2021).

### *Brand Image*

*Brand image* is how people actually perceive them, so that the right image can be embedded in customers' minds. Marketers must convey brand identity through all available communication channels and brand contacts (Kotler and Keller, 2019:272).

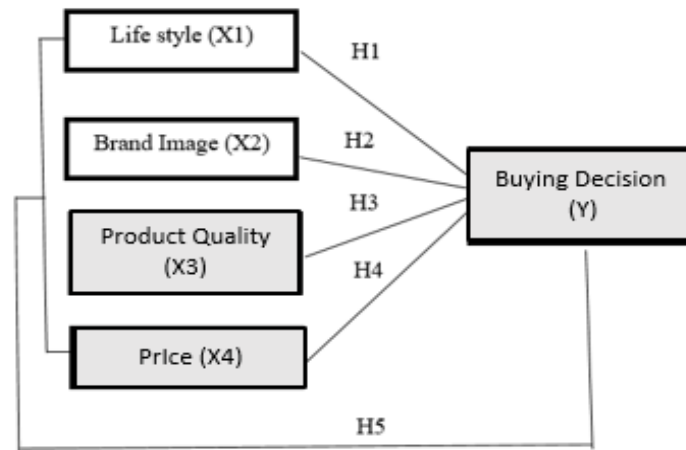
### **Product Quality**

According to Amilial (2017), product quality is a dynamic condition which is related to goods, services, products, environment and people which can fulfill expectations.

### **Price**

According to Kotler and Armstrong (2012: 345) Price is a variety of qualities or values paid by buyers to obtain compensation as benefits and advantages of an item, with the aim and purpose that the company obtains a reasonable profit from the total value.

## Conceptual Framework



**H1:** It is suspected that *Lifestyle* has a positive influence on the decision to purchase a *second-hand iPhone* with an international warranty.

**H2:** It is suspected that *Brand Image* has a positive influence on the decision to purchase a *second-hand iPhone* with an international warranty.

**H3:** It is suspected that product quality has a positive influence on the decision to purchase a *second-hand iPhone* with an international warranty.

**H4:** It is suspected that price has a positive influence on the decision to purchase a *second-hand iPhone* with an international warranty.

**H5:** It is suspected that *Lifestyle, Brand Image, Product Quality* and *Price* have a positive influence on the decision to purchase a *second-hand iPhone* with an international warranty.

## B. METHOD

This research was conducted using a quantitative approach intended to test and prove the influence of lifestyle, brand image, product quality and price on purchasing decisions. The population of this study is South iPhone consumers, in this study is not known for certain. The number of samples needed in this study is 384 respondents obtained by using the Lemeshow formula. The sampling technique that will be used in this study is *nonprobability sampling*. Nonprobability sampling. The

criteria are: (1) Gen Z society in Madiun aged 13-28 years (2) Have purchased a *second-hand iPhone* with an ex-international warranty at least once. Based on the established criteria, data was obtained as many as 385 research samples. The data collection technique in this study is a questionnaire with an assessment using a Likert scale of 1-5. The data processing method uses a computer with SPSS software .

## C. RESULTS AND DISCUSSIONS

### VALIDITY TEST

Table 1. Variable Validity Test

Variable Items	R count	R table	Information
X1.1	0.785	0.100	VALID
X1.2	0.769	0.100	VALID
X1.3	0.738	0.100	VALID
X2.1	0.680	0.100	VALID
X2.2	0.697	0.100	VALID
X2.3	0.659	0,100	VALID
X2.4	0,614	0,100	VALID
X2.5	0,628	0,100	VALID
X3.1	0,755	0,100	VALID
X3.2	0,724	0,100	VALID
X3.3	0,627	0,100	VALID
X3.4	0,638	0,100	VALID
X3.5	0,643	0,100	VALID
X4.1	0,814	0,100	VALID
X4.2	0,818	0,100	VALID
X4.3	0,648	0,100	VALID
X4.4	0,757	0,100	VALID
Y1.1	0,777	0,100	VALID
Y1.2	0,760	0,100	VALID
Y1.3	0,750	0,100	VALID

Sumber: SPSS 27, 2025

Based on the validity test results in Table 1 above, all test items for each variable were valid. This meets the requirement of an r table of 0.100, indicating that all statements in the questionnaire can be applied and are reliable in this research data.

## RELIABILITY TEST

**Table 2. Reliability test**

Variables	Alpha Calculation Value	Cronbach Alpha	Information
Lifestyle	0.641	0.60	Reliable
Brand Image	0.669	0.60	Reliable
Product Quality	0.707	0.60	Reliable
Price	0.759	0.60	Reliable
Buying decision	0.638	0.60	Reliable

Source: Data Retrieved 2025

Based on table 2, it can be seen that all variables have a Cronbach's alpha value greater than 0.60, so that all questionnaires on the research variables can be declared reliable.

## NORMALITY TEST

**Tabel 3. Uji Normalitas**

### One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		385
Normal Parameters <sup>a</sup>	Mean	.0000000
	Standard Deviation	1.60778700
Most Extreme Differences	Absolute	.054
	Positive	.024
	Negative	-.054
Kolmogorov-Smirnov Z		1.065
Asymp. Sig. (2-tailed)		.207

a. Test distribution is Normal.

Source: Data Retrieved 2025

Based on the results of the normality test presented in Table 3, it is known that the five variables that are the focus of this study are *lifestyle*, *brand image*, product quality, price and purchasing

decisions which have an asymp. Sig. (2-tailed) value of 0.207 which is greater than the significance limit of 0.05. Thus, it can be concluded that all variables follow a normal distribution.

## MULTICOLLINEARITY TEST

**Table 4. Multicollinearity Test**

Model	Coefficients <sup>a</sup>	
	Tolerance	VIF
(Constant)		
Lifestyle	.519	1,926
Brand Image	.481	2,077
Quality Product	.456	2,193
Price	.552	1,810

a. Dependent Variable: Decision Purchase

Sumber: Data Diolah 2025

Based on the results of the multicollinearity test in Table 4, it can be seen that *the Variance Inflation Factor (VIF)* of the four variables above is less than 10.

1. There is no multicollinearity in the lifestyle variables, this finding is proven by the VIF coefficient -  $1.926 < 10$
2. The Brand Image variable does not experience multicollinearity, this finding is proven by the VIF coefficient -  $2.077 < 10$
3. The product quality variable does not experience multicollinearity, this finding is proven by the VIF coefficient -  $2.193 < 10$
4. The price variable does not experience multicollinearity, this finding is proven by the VIF coefficient -  $1.810 < 10$

## HETEROSCEDASTICITY TEST

**Table 5 Heteroscedasticity Test**

		Coefficients <sup>a</sup>				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	1,848	.341		5,426	.000
	lifestyle	-.057	.031	-.131	-1.866	.063
	brand image	.029	.023	.093	1,279	.202
	quality product	-.008	.023	.026	-.347	.729
	Price	-.045	.094	-.125	-481	.631

a. Dependent Variable: ABS\_RES

Source: Processed Data 2025

Based on the results of the Glejser test in Table 5, it is proven that each variable used in this study has a significant value ( $\alpha$ ) > 0.05, so it can be concluded that there is no heteroscedasticity problem in this study.

## MULTIPLE LINEAR REGRESSION TEST

**Table 6. Multiple Linear Regression**

		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	1,646	.556		2,963	.003
	Lifestyle	.265	.050	.272	5,297	.000
	Brand Image	.165	.037	.236	4,428	.000
	Quality Product	.099	.037	.147	2,674	.008
	Price	.123	.035	.175	3,511	.000

Source: Processed Data 2025

Based on table 6, the multiple linear regression line equation obtained in this study is as follows:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \varepsilon$$

$$Y = 1.646 + 0.256(X_1) + 0.165(X_2) + 0.099(X_3) + 0.123(X_4)$$

Based on the results of the regression test in table 6, it can be explained as follows:

- 1) The constant value obtained is 1.646, which means that all independent variables are equal to zero, so the dependent variable has a value of 1.646.
- 2) *Life Style* (X1) has a regression coefficient with a positive direction of 0.256 so it can be stated that for every 1 point increase in the *lifestyle variable* , the purchasing decision variable will also experience an increase of 0.256.
- 3) *Brand image* (X2) has a regression coefficient with a positive direction of 0.165 so it can be stated that for every 1 point increase in *the brand image variable* , the purchasing decision variable will also experience an increase of 0.165.
- 4) Product Quality (X3) has a regression coefficient with a positive direction of 0.099 so it can be stated that for every 1 point increase in the product quality variable, the purchasing decision variable will also experience an increase of 0.099.
- 5) Price (X4) has a regression coefficient with a positive direction of 0.123 so it can be stated that for every 1 point increase in the price variable, the purchasing decision variable will also experience an increase of 0.123.

## PARTIAL TEST (T-TEST)

**Table 7. T-test**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1,646	.556		2,963	.003
Lifestyle	.265	.050	.272	5,297	.000
Brand Image	.165	.037	.236	4,428	.000
Quality Product	.099	.037	.147	2,674	.008
Price	.123	.035	.175	3,511	.000

Source: Processed Data 2025

Based on the results of data analysis in table 7, the following conclusions can be drawn:

1) Testing of *the Lifestyle Variable* (X1)

Based on the partial results above, it shows that the *lifestyle variable* on purchasing decisions obtained a value  $t_{hitung} > t_{tabel}$  of  $5.297 > 1.966$  with a significance of  $0.000 < 0.05$ . This means that **H1 is accepted** .

2) Testing of *the Brand Image Variable* (X2)

Based on the partial results above, it shows that *the brand image variable* on purchasing decisions obtained a value  $t_{hitung} > t_{tabel}$  of  $4.428 > 1.966$  with a significance of  $0.000 < 0.05$ . This means that **H2 is accepted** .

3) Testing of *Product Quality Variable* (X3)

Based on the partial results above, it shows that the *product quality variable* on purchasing decisions obtained a value  $t_{hitung} > t_{tabel}$  of  $2.674 > 1.966$  with a significance of  $0.008 < 0.05$ . This means that **H3 is accepted** .

4) Testing of *the Price Variable* (X4)

Based on the partial results above, it shows that the *price variable* on purchasing decisions obtained a value  $t_{hitung} > t_{tabel}$  of  $3.511 > 1.966$  with a significance of  $0.000 < 0.05$ . This means that **H4 is accepted** .

## SIMULTANEOUS TEST (F TEST)

Table 8. F Test

		ANOVA <sup>a</sup>				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	910,994	4	227,749	87,187	.000 <sup>b</sup>
	Residual	992,632	380	2,612		
	Total	1903,626	384			

a. Dependent Variable: Decision Purchase

b. Predictors: (Constant), Price , Brand Image, Life Style, Quality Product

The results of simultaneous multiple regression of the variables of *lifestyle* (X1), *brand image* (X2), product quality (X3), price (X4), on purchasing decisions (Y) obtained a calculated F value of 87.187 and a significance value of 0.000. By comparing the value  $F_{hitung} > F_{tabel}(2.38)$  and the sig. value  $< 0.05$ , it is concluded that there is a significant simultaneous influence of the variables of *lifestyle* (X1), *brand image* (X2), product quality (X3), price (X4), on purchasing decisions (Y).

## COEFFICIENT OF DETERMINATION

Table 9. Coefficient of Determination

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.692 <sup>a</sup>	.479	.473	1.61623

a. Predictors: (Constant), Price, Brand Image, Life Style, Quality Product

b. Dependent Variable: Decision Purchase

Based on table 4.26, the R square result is 0.479, indicating that 47.9% of the purchasing decision variable for a second-hand iPhone with an ex-international warranty among Gen Z in Madiun can be explained by the four independent variables studied: *lifestyle*, *brand image*, product quality, and price. Meanwhile, the remaining 0.521 or 52.1% is influenced by other factors not examined in this study.

## D. CONCLUSIONS

Based on the results of the analysis and discussion, the conclusion of the research that has been conducted is that *lifestyle*, *brand image*, product quality and price partially and simultaneously have a positive and significant influence on the decision to purchase a *second-hand iPhone* with an international warranty.

## E. SUGGESTIONS

For Further Researchers: It is hoped that further research can add other variables such as *customer reviews* , seller service or trust factors in *the marketplace* to provide a broader understanding of *second-hand product purchasing decisions*.

## REFERENCES

- Amilial, S (2017). The Influence of Brand Image, Price, and Product Quality on Purchasing Decisions of Xiaomi Brand Mobile Phones in Langsa City. *Unsam Journal of Management and Finance*, 6 (1), 660-669.
- Kaharuddin , EK, Haeruddin , M., & Moses , M . I. ( 2023). Influence Image Brand , Quality Products and Lifestyle To Decision Purchase iPhone Studies Case On Study Program Students Management Faculty Economy University Makassar State . *Decision: Journal Economics and Business* , 4(1), 163–171. <https://doi.org/10.31850/decision.v4i1.2151>
- Kotler, P., & Keller, K. L. ( 2019 ). *Management marketing ( Edition 15th )*. Jakarta : Erlangga .
- Kotler, P., & Armstrong, G. (2012). *Principles marketing ( 14th Edition )*. Jakarta: Erlangga .
- Maharani SV, Hartono S, Maryam S. (2025), The Influence of Lifestyle, *Brand Image* , and Price Perception on Purchase Decisions of *Secondhand iPhones* Internationally in Surakarta. *Social, Humanities, and Educational Studies . SHE.s: Conference Series* 8 (2) (2025) 49-61.
- Mustofa , AN & Wiyadi . (2023) . Influence *Brand Image* , Quality Product , Perception Price , Lifestyle To Decision Purchase *Smartphone* iPhone. *Journal Value : Journal Management And Accounting* . 136–147
- Sriwahyuni , N., & Telagawathi , NLWS, (2021). The Influence of Lifestyle And Image Brand To Decision Purchase *Xiaomi Smartphones* in the Regency Buleleng . *Undiksha Journal of Economic Education*, 13(1), 152-163. <https://doi.org/10.23887/jjpe.v13i1.32612>

Wahyuningrum A, (2024). The Influence of Lifestyle, Brand Image, Product Quality and Price on Purchase Decisions of Used iPhones with Ex International Warranty in Madiun City. ( *Thesis* , *Universitas PGRI Madiun* ) . *Universitas PGRI Madiun Repository* .