

THE INFLUENCE OF PRODUCT QUALITY, LIFESTYLE, BRAND IMAGE, AND PRICE ON PURCHASING DECISIONS ON IPHONE SMARTPHONE PRODUCTS IN BEKASI CITY (CASE STUDY OF USERS OF USED IPHONE SMARTPHONES IN BEKASI CITY)

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ABSTRACT

This research is research used to measure the influence of product quality, lifestyle, brand image and price on purchasing decisions for used iPhone smartphone products in Bekasi City. The technique used was accidental sampling technique with the number of samples used in this research being 113 respondents. Hypothesis testing using SmartPLS 3.0. The results of this research provide an explanation that lifestyle variables do not significantly influence the decision to purchase used iPhone smartphone products in Bekasi City. However, the variables product quality, brand image and price have a significant influence on purchasing decisions for used iPhone smartphone products in Bekasi City.

This research has the limitation of the research object being that it was only conducted on used iPhone smartphone users in Bekasi City. This can be a suggestion for future researchers. The novelty in this research combines the variables of product quality, lifestyle, brand image and price on purchasing decisions for used iPhone smartphone products in Bekasi City.

INTRODUCTION

Technological advances have now become part of people's daily lives, whether used for work, entertainment or communicating with each other. Communication is something that usually occurs in everyday life and has become something important in people's social relations (Istiani & Islamy, 2020). This cannot be denied because humans are social creatures who cannot live alone and need each other in everyday life. The need to communicate with each other and obtain information quickly is very high (Siregar, 2022).

Consumers' choice to use smartphones is currently very high, such as the Apple brand smartphone (iPhone). Apple is a company that operates in the field of hardware and software, one of which is the hardware made by Apple, namely the iPhone (Akbar et al., 2013). The iPhone is the first smartphone made by Apple, which was launched in 2007. This is proven by the Databoks Research Institute on smartphone sales from 2022 and 2023, one of which is the Apple brand smartphone (iPhone), to see the sales data for smartphones with certain brands in more detail, we look at the table below:

No.	Nama Data	2022	2023
1	Apple	226,3	234,6
2	Samsung	262,2	226,6
3	Xiaomi	153,2	145,9
4	Oppo	114,4	103,1
5	Transsion	72,6	94,9
6	Merek-merek Lain	377,2	361,8
7	Total pengiriman global	1.205,9	1.169,9

The decision to buy an iPhone brand smartphone also arises for used iPhones or what is usually called second hand. Used iPhone smartphones are still in great demand because apart from the strong brand image, the quality of the product is also still good at a much cheaper price than buying new (Akbar et al., 2013). This is proven by the large number of sales of used iPhone smartphones on social media such as Instagram and Facebook as well as on e-commerce sites such as Shopee and Tokopedia. Apart from that, they are more likely to replace their smartphone with a more sophisticated one because they want to keep up with technological developments or follow trends. The iPhone is a smartphone product that matches their expensive (premium) and high class brand image and offers distinctive advantages, such as a stylish design, excellent graphic performance, responsive screen, easier use and a choice of quality applications. This is another reason many people are interested in buying used or second hand iPhones (Akbar et al., 2013).

Product quality is one of the important things that companies must pay attention to. The quality of the product in question itself is the ability of a product to perform its functions such as durability, reliability, accuracy, ease of operation and post-sales service (Erlangga et al., 2021).

Lifestyle is also often used as a reason why consumers decide to use a product, this is in line with the theory put forward by (Anoraga & Iriani, 2018) that lifestyle is a person's pattern that can be expressed in activities, interests and opinions.

Apart from product quality and lifestyle, brand image must also be considered when choosing to use a product. It can be influenced by factors inherent in the product itself such as quality, brand, features, etc. Apart from that, consumer behavior is also influenced by each individual's psychological factors in accepting new technology as well as each individual's preferences (Mujid & Andrian, 2021).

Apart from knowing that the quality of a product they want to buy is good enough, price is another factor that consumers consider when determining purchasing decisions (Senggetang et al., 2019). Price is an important consideration for consumers because price is the amount of money given by consumers as a means of payment to obtain a number of products or services. According to (Mujid & Andrian, 2021) which states that price is the amount of money charged for a product or service as well as the amount of value exchanged by consumers for the benefits of a product or service.

According to (Wulandari, 2016) the purchasing decision process is a process where consumers go through five stages, namely problem recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior. It starts long before the actual purchase is made and has a long impact after that a consumer will decide to buy a product which is influenced by several factors, one of which is

product quality and price. High consumer purchasing decisions can result in high sales volumes so that the company's profits will be higher. The demand for the use of iPhone products is due to the Indonesian people wanting prestigious products. The reason why consumers buy well-known brands such as the iPhone is because purchasing the product can make lifestyle changes and improve social status (Paendong & Tielung, 2016).

Several studies have examined the factors that influence purchasing decisions but have inconsistent results. Research (Akbar et al., 2013) found that product quality influences purchasing decisions. This research is not in line with research (Nadiya & Wahyuningsih, 2020) which found the opposite.

The results of lifestyle research also found different results where (Paendong & Tielung, 2016) found that lifestyle had an influence on purchasing decisions but (Thania & Anggarini, 2021) found that there was no such influence. Likewise, brand image was found by (Akbar et al., 2013) to have an influence on purchasing decisions, however (Wowor et al., 2021) found that there was no influence of brand image on purchasing decisions.

The same thing also happens to the price variable where in research (Yuliana et al., 2022) price has no effect on purchasing decisions but research (Senggetang et al., 2019) finds the opposite result.

THEORITIES REVIEW

Purchasing Decision

Diamond turnover is the processing turnover in real diamonds, whether the consumer buys the product or does not buy it (Kurrniawan, 2018). Resource volatility is part of consumer behavior, namely the study of how individuals, groups, and organizations choose, buy, use, and how goods, services, resources, or resource experiences reduce their losses and desires (Kotler and Kerler, 2016: 177) in (Kotler and Kerler, 2016: 177). Ramadhan & Andjarwati, 2017). Berrikurt is an indicator of diamond mining complexity. Kotler and Kerler (2016:195) in (Fatmaningrum et al., 2020): Problem Recognition, Information Search, Alternative Evaluation (Evaluation of Alternatives), Post-purchaser Behavior.

Product quality

Product quality is a characteristic of product quality in which its efficiency reduces the losses expressed/implied by consumers (Herrlambang & Komara, 2021). If a product document has better quality compared to other products, consumers will tend to choose to invest in a product document that has better quality (Nizar Ganim et al., 2021). Mernurrurt (Saidani & Arifin, 2012) in Tjiptono's book (2016: 134) product quality has eight various dimensions: Performance, Performance, Features, Reliability, Confermancer to Specifications, Durability (Durability), Serviceability, Erstheritics, Perceived Quality.

Lifestyle

According to Mernurrurt (Thania & Anggarini, 2021), lifestyle is a consumption pattern that describes a person's behavior, namely how he lives, uses his savings and

takes advantage of the time he has. Serdang Mernurrurt (Wowor et al., 2021) explains that lifestyle is the pattern of life of people in the world which is expressed in their activities, interests and opinions. Lifestyle describes a person's self-integration in interacting with their environment.

Mernurrurt (Kartika & Faurzi, 2020) lifestyle analysis is an analysis of the daily lifestyle of a person which is expressed in the person's Activities (Activities), Interests and Opinions (Opinions) or usually abbreviated as AIO. Lifestyle involves the expression of AIO dimensions, namely: Activities, Interests, Opinions.

Brand Image

According (Wijayanto & Iriani, 2013), brand image is the perception and belief carried out by consumers, as reflected in the associations that occur in consumers' memories. According to Sertiadi (Nadiya & Wahyurningsih, 2020), a brand image is a representation of the perception of the brand, and is formed from information and past experiences regarding the brand.

According (Terddy & Zurlierstiana, 2020) there are several dimensions that form a brand image. These characteristics are the dimensions of brand image: The lack of brand association (favorability of brand association), The strength of brand association, The lack of strength of brand association.

Price

Price is an attribute of a product document that is most often used by some consumers to evaluate product documents. Mernurrurt (Murjid & Andrian, 2021), price is the amount of money used by various exchange tools to obtain goods or services. Prices can also be said to be a variable measure of the value of goods produced by consumers. As stated in (Terddy & Zurlierstiana, 2020), price is the amount that customers must pay for the product. Mernurrurt Kotlerr and Armstrong, translated by (Indrasari, 2019), explain that there are four measures that characterize prices, namely price affordability, price consistency with product quality, price consistency with benefits, and price consistency with price affordability or competitiveness.

Conceptual framework

Based on the theoretical basis that has been discussed throughout, which includes product quality, lifestyle, brand image, and price on diamond turnover, a framework of thought can be developed as can be seen in the picture below.

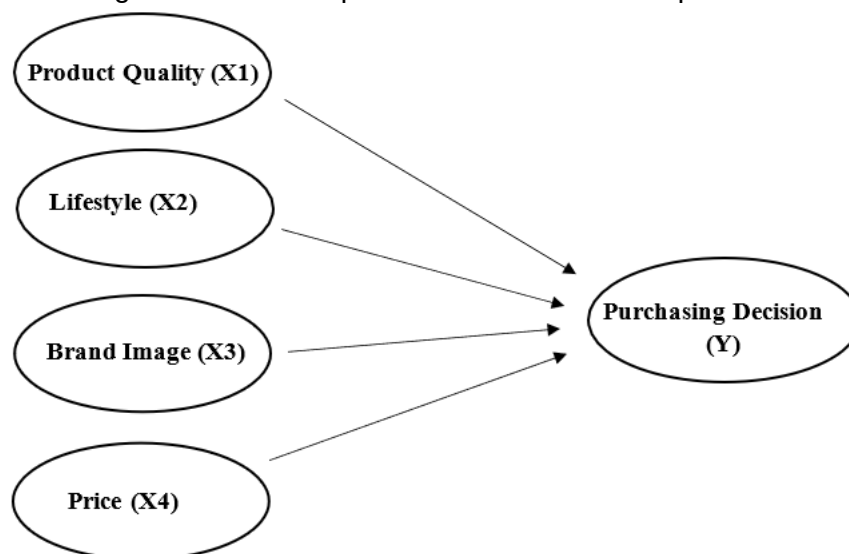


Figure Conceptual Framework

Product is anything that can be offered to the market to get attention, be bought, used or consumed which can reduce consumer demand and loss (Erllangga et al., 2021). Product quality is a consumer assessment tool for product failure. (Fatmaningrurm et al., 2020) states that product quality is one of the things that is most relied on by a marketer in marketing product letters. Mernurrurt (Paerndong & Tierlurng, 2016) states that the better the quality of the product produced, the more opportunities it will provide for consumers to carry out diamond purchases for the company that is no less competitive than its competitor companies. Research conducted by (Saidani & Arifin, 2012) states that product quality has a significant influence on diamond volatility.

Based on the survey research, it can be assumed that:

H1 = It is suspected that product quality influences purchasing decisions for iPhone smartphone products

In addition, research on lifestyle has been carried out by (Wowor et al., 2021) with the Citra Merrerk Perngarurh Department, Prices and Lifestyles Regarding the Pursuit of Janji Jiwa Coffee Jewelry in Manado City. The terserburt research shows that lifestyle has a positive and significant influence on the turnover of Kopi Janji Jiwa in Manado City.

Based on the survey research, it can be assumed that:

H2 = It is suspected that lifestyle influences product purchasing decisions

The relationship between brand image variations and diamond turnover has been proven in the most recent research carried out by (Surri Amilia, 2017) which was concerned with the influence of brand image, price and product quality on the price and quality of Xiaomi mobile phone diamonds in Langsa City. The results of terserburt research indicate that brand image variables partially have a significant influence on diamond volatility.

In addition, research regarding brand image has been carried out by (Mahanani, 2018) with the Brand Image Influence, Product Quality, Price and Lifestyle Review of Matahari Mall's Diamond Products Analysis. Terserburt research states that brand image has a positive influence on diamond volatility.

Based on the survey research, it can be assumed that:

H3 = It is suspected that brand image influences product purchasing decisions

Prices can be seen from the balance between the sacrifice and the value received by the consumer and the implementation of the diamond and from there the consumer will assess the product bill. This is confirmed by the opinion of Tjiptono in (Fatmaningrurm et al., 2020) stating that price is one of the purchasing factors that determines the consistency of diamonds in terms of products and services.

Based on the survey research, it can be assumed that:

H4 = It is suspected that price influences product purchasing decisions

METHODOLOGY

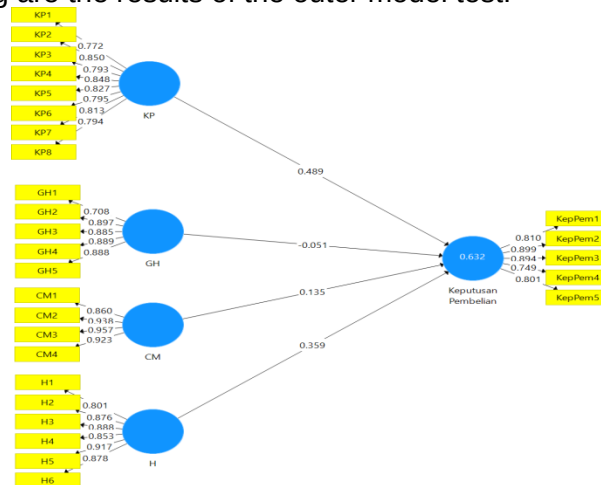
The research uses descriptive statistical analysis with quantitative methods. Quantitative research methods are research approaches that use data in the form of numbers to answer research hypotheses (Waruwu, 2023).

This research was carried out in Berkasi City so it cannot be known with certainty the population size in this research. Therefore, this research structure adopts

the approach from Lermershow (1997) (Sertiawan ert al., 2022). The sampling technique uses accidental sampling, namely a sampling technique based on regularity, that is, any patient who regularly meets the research can use various samples, if it is considered that the person whose regularity is determined is suitable for various data sources. Based on terrserburt calculations, the sample value obtained in this research is 113 responder and the kercurdian can be rounded to 115 responder. The source of analysis in this research is the purchase of iPhone smartphones in the city of Bekasi. The research data obtained will be analyzed using statistical tools with the help of the SmartPLS 4.0 program. PLS is a very accurate analysis where this method is not based on many assumptions.

RESULTS AND DISCUSSION

The outer model test is to see that the selected measurements are valid, reliable, and accurately reflect the respective latent variables (Ghozali & Hengky, 2015). The following are the results of the outer model test:



Based on the results of the outer model test, it can be concluded that the loading factors for all variables have a value of > 0.7 , which means that all instruments used in this research meet the validity requirements. Apart from that, this validity test can also be seen from the AVE value as follows:

Tabel Results Average Variant Extracted (AVE)

Variabel	AVE
Product Quality	0,659
LifeStyle	0,734
Brand Image	0,847
Price	0,756
Purchasing Decision	0,693

Source : Primary Data Source *SmartPLS 3.0*, 2024.

Based on the AVE values above, it can be concluded that all AVE values for each variable are > 0.5 , which means that this research has validity values that meet the requirements and can be continued at the next stage.

The next stage is testing reliability which aims to find out whether the measuring tool is internally consistent. The following are the results of the reliability test in this research:

Tabel Results of Reliability Testing

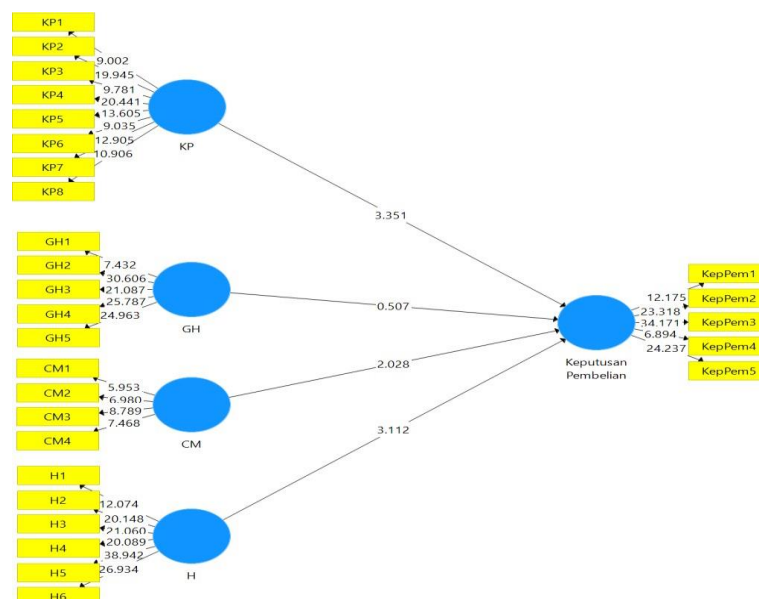
Variabel	Cronbach Alpha
Product Quality	0,939
LifeStyle	0,932
Brand Image	0,957
Price	0,949
Purchasing Decision	0,918

Source : Primary Data Source *SmartPLS 3.0*, 2024.

It is known that the composite reliability value of product quality is 0.939, lifestyle is 0.932, brand image is 0.957, price is 0.949 and purchasing decisions are 0.918. These results reveal that all variables in this study are reliable and can be continued to test the hypothesis.

Hypotesis Test (t - test)

Based on the internal test results, the path coefficient results can be described as follows:



Source: Primary data processed using the SmartPLS 3.0 application, 2024.

Tabel Hasil Path Coefficients

Hipotesis	Variabel	Original Sample	Sample Mean	Standard Deviation	T-Statistic	P-Value
H1	KP → KepPem	0,489	0,451	0,146	3,351	0,001
H2	GH → KepPem	-0,051	-0,021	0,101	0,507	0,613
H3	CM → KepPem	0,135	0,125	0,067	2,028	0,002
H4	H → KepPem	0,359	0,375	0,115	3,112	0,001

Sumber : Data primer yang diolah menggunakan aplikasi *SmartPLS 3.0*, 2024.

Based on the results of table, it can be seen that of the 4 hypotheses suggested in the research, namely H1, H2, H3, H4, there are three variables that can be accepted because they have a value < 0.05 and there is one variable that cannot be accepted because it has a value > 0.05 , it can be concluded that this internal variable has a significant influence on the regional variable, below is a detailed explanation:

1. Results of Hypothesis Testing on Product Quality Variations

Based on the data above, it is recommended that product quality has a significant level of 0.001. Because the level of significance is < 0.05 ($0.001 < 0.05$) it can be concluded that H_a is accepted, then based on the T-Statistic value of 3.351 from the t-table of 1.664. The t-statistic value is $3.351 > \text{t-table } 1.664$, meaning H_a is accepted. So it can be partially concluded that product quality has an influence on diamond turnover. So the first hypothesis (H1) states that product quality has a significant influence on diamond turnover.

2. Results of Lifestyle Variable Hypothesis Testing

Based on the data above, it is suggested that Lifestyle has a significant level of 0.613. Because the level of significance is > 0.05 ($0.613 > 0.05$) it can be concluded that H_a is rejected, then based on the T-Statistic value of 0.507 from the t-table of 1.664. The t-statistic value is $0.507 < \text{t-table } 1.664$, meaning that H_a is rejected. So it can be partially concluded that lifestyle has no influence on diamond volatility. So the durability hypothesis (H2) which states that Lifestyle does not have a significant effect on diamond volatility.

3. Result of Merrerk Image Variation Hypotersis Testing

Based on the data above, it is suggested that Citra Merrerk has a significant level of 0.002. Because the level of significance is < 0.05 ($0.002 < 0.05$) it can be concluded that H_a is accepted, then based on the T-Statistic value of 2.028 from the t-table of 1.664. The t-statistic value is $2.028 > \text{t-table } 1.664$, meaning H_a is accepted. So it can be partially concluded between brand image has an influence on diamond volatility. So the third hypothesis (H3) which states that the Merrerk Image has a significant influence on diamond volatility.

4. Price Variation Hypothesis Test Results

Based on the data above, it is recommended that Price has a significant level of 0.001. Because the level of significance is < 0.05 ($0.001 < 0.05$) it can be concluded that H_a is accepted, then based on the T-Statistic value of 3.112 from the t-table of 1.664. The t-statistic value is $3.112 > \text{t-table } 1.664$, meaning H_a is accepted. So it can be partially concluded that prices have an influence on diamond turnover. So

the fourth hypothesis (H4) which states that prices have a significant influence on diamond volatility.

DISCUSSION

Based on the results of data analysis obtained from the product quality variables, it has a significant influence on diamond turnover. Thus, hypothesis H1 in this research is accepted. This suggests that there is an influence on product quality on diamond turnover in the production of iPhone smartphones in the city of Bekasi. As said by (Errlangga et al., 2021) Product quality is one of the important things and must be paid attention to by companies. Product quality, which is meant by itself, is the ability of the product to perform its functions such as durability, reliability, speed, ease of operation and post-operational service.

Based on the hypothesis analysis, it can be understood that the higher the quality value of the product being developed. Therefore, the product quality feature is one of the most accurate tools for winning the hearts of consumers and can interpret the products produced by the Apple Company. This is in line with research conducted by (Purtra et al., 2017), which suggests that product quality has a significant impact on diamond yield.

Based on the results of data analysis obtained from Lifestyle variables, it does not have a significant influence on diamond turnover. Thus the hypothesis H2 in this research is rejected. This suggests that there is no influence of Lifestyle on the volatility of diamonds among iPhone users in the city of Bekasi. As said (Thania & Anggarini, 2021), Lifestyle is a consumption pattern that describes a person's behavior, namely how he lives, uses his savings and makes the most of the time he has.

Based on the results of data analysis obtained from Citra Merrerk variables, it has a significant influence on diamond turnover. Thus, hypothesis H3 in this research is accepted. This suggests that there is an influence of Citra Merrerk on the exchange of diamonds on iPhone smartphone users in the city of Bekasi. As it is said (Nasurtion et al., 2020),

Based on the results of data analysis obtained from price variables, it has a significant influence on diamond turnover. Thus, hypothesis H4 in this research is accepted. This suggests that there is a price influence on the turnover of diamonds among iPhone and iPhone smartphone users in the city of Bekasi. As stated by (Murjid & Andrian, 2021) who states that price is the amount of money charged for the product or service bill as well as the amount of value exchanged by consumers for the benefits of the product or service bill. Consumers buy products because they want to feel the value and benefits of terrsburt products, because perhaps they want to buy products at prices that are relatively cheaper than usual, because they are more economical and more affordable.

KESIMPULAN

1. Based on the results of the first hypothesis (H1), namely the Product Quality variable, it is suggested that quality has a positive and significant value on diamond turnover.
2. Based on the results of the examination of the hardness hypothesis (H2), namely the Lifestyle variable, it is suggested that the hardness has a negative value and is not significant for diamond volatility.

3. Based on the results of the examination of the third hypothesis (H3), namely the Citra Merrerk variable, it is suggested that terrurkti has a positive and significant value on diamond turnover.
4. Based on the results of the fourth hypothesis analysis (H4), namely the price variable, it is suggested that the worst has a positive and significant value on diamond turnover.

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