

The Influence of Brand Image, Lifestyle, and Product Quality on iPhone Purchasing Decisions Gen-Z.

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Abstract

This study aims to determine (1) the influence of brand image, lifestyle, and product quality partially on the decision to purchase an iPhone among Gen-Z in Lamongan Regency. (2) the influence of brand image, lifestyle, and product quality simultaneously on the decision to purchase an iPhone among Gen-Z in Lamongan Regency. (3) the influence of brand image, lifestyle, and product quality is the most dominant on the decision to purchase an iPhone among Gen-Z in Lamongan Regency. This study uses a quantitative research method with a sample of 190 respondents and the data analysis method used is SPSS. The results of this study indicate that partially there is a significant positive influence between the variables of brand image, lifestyle, and product quality on the decision to purchase an iPhone among Gen-Z in Lamongan. Simultaneously there is a significant positive influence between the variables of brand image, lifestyle, and product quality on the decision to purchase an iPhone among Gen-Z in Lamongan. The variable of product quality has the most dominant influence on the decision to purchase an iPhone among Gen-Z in Lamongan.

Keywords: Brand Image, Life Style, Product Quality.

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INTRODUCTION

The development of technology has a huge influence on every aspect of human life, especially in the field of communication. Currently, the communication tool that continues to progress along with its development is the smartphone era. A smartphone is a mobile phone that functions as a

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communication tool that allows long-distance communication and can access information from all over the world. Smartphones have become one of the main needs in today's era, a phenomenon that we can see today is that almost everyone uses a smartphone. One of the famous smartphone brands currently circulating in the Indonesian market is the iPhone. The iPhone is a smartphone brand produced by Apple Inc since the first launch of the 2G iPhone model in 2007 until the launch of its latest model today. The iPhone is currently a hot topic, especially among Gen-Z, especially in Indonesia. Based on a report from a London research institute, the iPhone is the smartphone with the most shipments in the world in the first semester of 2023.

Product quality also greatly influences purchasing decisions because customers want to get high-quality products. One of the reasons why customers like the iPhone is the ability to produce high-quality photos and videos, can support photo trends and content on social media. But the iPhone has several shortcomings such as limited storage without micro SD support, minimal battery capacity, and limited number of applications. Even so, many Gen-Zs still prefer the iPhone to Android. Product quality itself has 5 indicators according to Tjiptono (2019), namely: performance, product characteristics, durability, aesthetics and quality perception.

Based on the author's observations, there are already many gen-z in Lamongan who use iPhones, the author also conducted initial interviews with gen-z in Lamongan who use iPhones, among some gen-z said the reason they use iPhones is because they want the photos or videos they post on social media to be interesting, there are also those who say that they use iPhones just because they are popular, they also stated that the quality of iPhone products is very good especially in terms of the camera, the processor is fast even when the storage is full, and it is not slow when used to play games. But on the other hand they also stated that the iPhone battery is very wasteful and heats up very quickly. This causes customers to be less satisfied and hinders purchasing decisions.

LITERATURE REVIEW

Gen-z is a growing and developing generation born in 1995-2010, where gen-z is also considered a generation that is active on social media and is very connected to technology. According to Farhas (2021) Gen-z is an intellectual group that always follows the times so as not to be left behind by changes in various forms of information that change rapidly. Therefore, smartphone manufacturers, especially iPhones, currently always create products with the latest quality models and continue to follow the times. iPhone manufacturers must be able to create smartphones that suit the wishes of

buyers. Several factors that can influence the decision to purchase an iPhone are brand image, lifestyle and product quality.

One of the factors that consumers consider in purchasing decisions is brand image. According to Alfiansyah et al., (2024), brand image is the result of customer research on whether a particular brand is reliable or not. Brand image plays an important role not only in influencing consumer perceptions, but also has a direct impact on business performance and business growth. Without a strong brand image, it is difficult for companies to retain old consumers and attract new consumers. Like the brand image on the iPhone itself, where iPhone users can operate and recognize iPhone products easily because the iPhone is designed for easy mobility and a physical form that has its own characteristics. Brand image plays an important role in creating added value that differentiates it from competing brands. According to Keller and Swaminathan (2020), there are 3 indicators of brand image, namely: 1) Strength, 2) Uniqueness, 3) Favorable and according to Febrianty et al., (2024), brand image indicators are: logo or symbol, easily recognizable brand, and popular, trusted and modern brand.

In addition to brand image, lifestyle is also something that greatly influences purchasing decisions. According to Triadi et al., (2021), regarding purchasing decisions influenced by customer lifestyles, where modern lifestyles can be used as a force to attract customers as is currently the case, many gen-z people use iPhones just to follow trends because iPhones are known as well-known brands and have high prices, so most iPhone users come from the middle to upper classes, especially gen-z. The current trend of social media users is an integral part of gen-z's life because they want recognition and appreciation from others in the current digital era so that they can be displayed on their social media. According to sawitri et al., (2023), lifestyle has the following indicators: activities, interests, and opinions.

Based on the statement that has been conveyed by the author regarding brand image, lifestyle, and product quality related to purchasing decisions, the author is interested in conducting a study entitled "The Influence of Brand Image, Lifestyle and Product Quality on iPhone Purchasing Decisions among Gen-z in Lamongan Regency".

Research Hypothesis:

H1 = Brand image, lifestyle, and product quality partially influence the decision to purchase an iPhone

H2 = Brand image, lifestyle, and product quality simultaneously influence the decision to purchase an iPhone

H3 = Product quality dominantly influences the decision to purchase an iPhone.

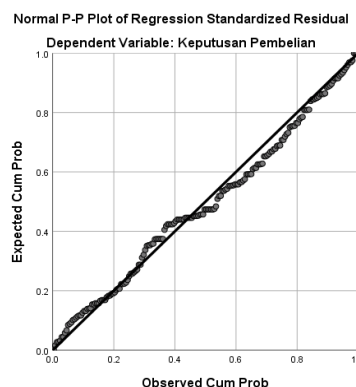
RESEARCH METHOD

This research is a type of quantitative research. According to Sugiyono (2019), quantitative research is used to test theories that have gone through data collection that can be measured such as experiments, surveys, and questionnaires. The data source in this study uses primary data in the form of questionnaires to gen-z in Lamongan, while secondary data is data obtained from various literature such as books, journals, and other scientific papers. The measurement scale used in this study is the Likert scale 1-5. The population in this study is gen-z in Lamongan who are or have used the iPhone. The sampling technique in this study uses the purposive sampling method technique to the Lamongan community, especially the younger generation, namely gen-z. The number of users and those who have used the iPhone in gen-z in Lamongan cannot be counted, so in determining the number of samples the author uses the formula (Ferdinand, 2014) in Halim et al., (2020), namely: $n = \text{number of indicators} \times (5 \text{ to } 10)$. In this study, there are 19 indicators, so the number of samples obtained is $19 \times 10 = 190$ respondents.

FINDINGS AND DISCUSSION

Shows that the data on all variables based on the normal probability plot, shows a normal distribution. This is caused by the distribution of data around the diagonal line and its distribution follows the direction of the diagonal line of the graph.

Figure 1. SPSS Results of Normality Test



Source: processed data, 2025

Multicollinearity Test

Table 1.

Multicollinearity Test Results

Model	Tolerance	VIF
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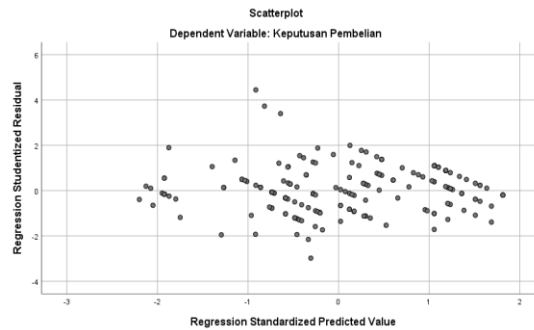
Brand image	.435	2.301
<i>Life Style</i>	.360	2.776
Product Quality	.345	2.896

Source: processed data, 2025

Table 1, shows that there are no symptoms of multicollinearity if the VIF value is <10. The calculation results produce a value below 10, so it can be concluded that there are no symptoms of multicollinearity in the regression model.

Heteroscedasticity Test

Figure 2. SPSS Results of Heteroscedasticity Test



Source: processed data, 2025

Based on Figure 2, it can be seen that the data points are spread randomly, either above the number zero or below the number zero of the vertical Y axis. It can be concluded that there is no heteroscedasticity.

Hypothesis Testing

t-Test (Partial)

Table 2. t-Test Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.121	.913		.133	.771
	Brand image	.305	.051	.334	5.932	.000
	Life Style	.365	.107	.211	3.416	.001
	Product Quality	.431	.067	.405	6.426	.000
a. Dependent Variable: Buying Decision						

Source: processed data, 2025

Based on table 2, the results of the t-test are as follows:

1. The brand image variable (X1) has a significance value of $0.00 < 0.05$. This indicates that H_0 is accepted and H_a is rejected, which means that there is a partial and significant influence of brand image on the decision to purchase an iPhone.
2. The life style variable (X2) has a significance value of $0.01 < 0.05$. This indicates that H_0 is accepted and H_a is rejected, which means that there is a partial and significant influence of lifestyle on the decision to purchase an iPhone.
3. The product quality variable (X3) has a significance value of $0.00 < 0.05$. This indicates that H_0 is accepted and H_a is rejected, which means that there is a partial and significant influence of product quality on the decision to purchase an iPhone.

F Test (Simultaneous)

Table 3. F Test Results

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1110.581	3	370.194	180.424	.000 ^b
	Residual	381.635	186	2.052		
	Total	1492.216	189			

Source: processed data, 2025

Based on Table 3, the results of the F test stated that the significant value was 0.000 which means it is smaller than 0.05. So it can be concluded that brand image, lifestyle, and product quality have a simultaneous effect on the decision to purchase an iPhone.

Multiple Linear Regression Test

Table 4. Multiple Linear Regression Test Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.121	.913		.133	.771
	Brand image	.305	.051	.334	5.932	.000
	Life Style	.365	.107	.211	3.416	.001
	Product Quality	.431	.067	.405	6.426	.000

a. Dependent Variable: Buying Decision

Source: processed data, 2025

Based on Table 4. The regression equation formula can be made $Y = 0.121 + 0.305X_1 + 0.365X_2 + 0.431X_3$. So the results of the equation can be concluded that the most dominant variable influencing purchasing decisions is product quality (X_3) = 0.431.

Determination Coefficient Test

Table 5. Results of Determination Coefficient Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.863 ^a	.744	.740	1.432

Source: processed data, 2025

Based on the data above, it shows that the Adjusted R Square (R^2) shows a value of 0.740 or 74.0%. It shows that the brand image, lifestyle, and product quality variables influence the purchasing decision variable by 74.0% while the rest is influenced by other variables that are not in the study.

Discussion

The Influence of Brand Image on Purchasing Decisions Partially

The results of this study indicate that brand image partially has a significant effect on purchasing decisions. The results of this study are in line with the results of previous studies conducted by Fitria (2022) and Putra & Elfanso (2023) which stated that brand image has a significant effect on purchasing decisions.

The Influence of Lifestyle on Purchasing Decisions Partially

The results of this study indicate that lifestyle partially has a significant effect on purchasing decisions. The results of this study are in line with the results of previous research conducted by Solihin, et al. (2020) which stated that lifestyle has a significant positive effect on purchasing decisions.

The Influence of Product Quality on Purchasing Decisions Partially

The results of this study indicate that product quality partially has a significant effect on purchasing decisions. The results of this study are in line with previous research conducted by Mustofa & Wiyadi (2023), which stated that product quality has a significant effect on purchasing decisions.

The influence of brand image, lifestyle, and product quality on purchasing decisions simultaneously

The results of this study indicate that brand image, lifestyle, and product quality simultaneously have a significant effect on purchasing decisions. The results of this study are in line with previous research conducted by Alfiansyah, et al. (2024), which found that brand image, lifestyle, and product quality simultaneously or together affect purchasing decisions.

The most dominant product quality variable influences purchasing decisions

The results of this study indicate that product quality is most dominant variable on purchasing decisions. The results of this study are in line with previous research conducted by Hardiman, et al. (2024), which stated that the product quality variable has the most dominant effect on purchasing decisions.

CONCLUSIONS

Based on the results of the analysis and discussion that have been described previously, several conclusions can be presented as follows:

1. Brand image, lifestyle, and product quality partially have a positive and significant effect on the decision to purchase an iPhone among Gen-Z in Lamongan Regency.
2. Brand image, lifestyle, and product quality simultaneously or together have a positive effect on the decision to purchase an iPhone among Gen-Z in Lamongan Regency.
3. The product quality variable has the most dominant effect on the decision to purchase an iPhone among Gen-Z in Lamongan Regency.

LIMITATION & FURTHER RESEARCH

This study has several limitations that should be acknowledged. First, the research was conducted only among Gen-Z respondents in Lamongan Regency, which may limit the generalizability of the findings to other generations or regions with different demographic and socioeconomic characteristics. Second, the study employed a quantitative approach using self-reported questionnaires, which may be subject to response bias or social desirability bias. Third, the research model focused only on three independent variables brand image, lifestyle, and product quality, while other potential factors, such as price perception, brand loyalty, or social influence, were not examined.

For further research, it is recommended to expand the scope of respondents to other regions or include different generational cohorts to provide a broader

understanding of consumer purchasing behavior. Future studies could also employ a mixed-methods approach to capture deeper qualitative insights into consumer motivations. Additionally, incorporating other marketing variables such as price sensitivity, perceived value, or brand trust could enrich the understanding of the determinants influencing iPhone purchasing decisions.

AUTHOR CONTRIBUTION

Author:

All authors contributed significantly to this research. The authors were collectively involved in the conceptualisation and research design, data collection, and methodology. Supervision was provided throughout the research process. All authors participated in writing, data analysis, editing, and layouting of the paper. Each author has read and approved the final version of the manuscript for publication.

Declaration of interest

The authors declare that there is no conflict of interest regarding the publication of this article. All research activities and findings were conducted objectively without any financial, professional, or personal relationships that could influence the results of this study.

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