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The Influence of Lifestyle and Quality Perception on Iphone 12 Purchasing Decisions

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ABSTRACT

This research was conducted to find out whether there is an influence that can be caused by the existence of lifestyle and quality perceptions on the purchase decision of the iphone 12 mobile phone. Consumer behavior itself is a purchase decision related to the existence of a purchase process, at that time consumers carry out activities such as searching, researching, and evaluating products and services. Decision making is a process that consists of several stages, namely the introduction of needs, information search, evaluation of alternatives before purchase, purchase, consumption, and evaluation of alternatives after purchase. In this study, the population taken by students at University X majoring in business cretion in semester 5 amounted to 130. And this research uses quantitative methods. The data collection technique in this study for the three variables used was the questionnaire method. In this study, a double linear regression test was carried out, namely a regression analysis technique with two independent variables. A simple (univariate) linear regression test is a linear regression analysis with the number of independent variables more than one (double), while the relationship remains linear.

Keywords: Lifestyle; Quality Perception; Purchasing Decisions

1. INTRODUCTION

In today's technological era, communication tools such as gadgets and mobile phones are familiar. Along with the development of technology, especially in Indonesia, it is currently experiencing a very fast development. It can be seen from its development, namely from a cable telephone that is difficult to carry everywhere developed into a telephone that can be carried wherever the user travels. This also makes the number of mobile phone users continue to increase and the choice of mobile phones for consumers is increasingly diverse. The reasons also vary from what was originally a necessity to a place to show off and increase prestige. People who have high prestige will want to do anything to have a cellphone that is seen as good and sophisticated.

The use of mobile phones in Indonesia is expected to continue to increase. In 2015, there were 28.6% of the population in Indonesia who used cellphones, over time mobile phones were growing, thus expanding their use as well. More than half of the population in Indonesia or 56.2% have used cellphones in 2018. A year later, as many as 63.3% of people used cellphones. As of 2025, at least 89.2% of the population in Indonesia has used mobile phones. In the six-year period since 2019, mobile phone breakthroughs in Indonesia grew by 25.9% (Katadata, 2021). The increasing demand and public need for mobile phones attracts companies in Indonesia and foreign companies to compete to meet consumer demand. One of the iphone brands, iphone is one of the smartphones designed and marketed by Apple Inc.

The iPhone uses Apple's OS operating system designed to maximize the advanced technology that exists within Apple's hardware. As a sophisticated mobile phone in the world, this OS operating system brings extraordinary diverse features also with a high level of security for its users. This iPhone also has several other supporting functions in accordance with existing specifications and the advantages it has so that although this phone has the most expensive price in line with smartphones in its class, the public's interest in this mobile product is quite high and even increases every year.

Consumer behavior is a factor that motivates consumers to make purchase decisions. When you decide to purchase a particular item, product or service, as a consumer, you will always consider which commodity to buy first. Starting from the price, design, shape, packaging, quality, function, or use of the product (Ginting, 2019). Environment, lifestyle, culture, peer pressure, participation, emotions, social class, number of choices, in-store stimuli and product display attitudes are some of the aspects that influence consumer decision-making (Schultz & Schultz, 2020). A purchase decision is an action taken by a consumer to buy a product. Therefore, a consumer's purchasing decision is a process of choosing one of several problem-solving options that are actually acted upon.

2. METHOD

The research method used in this study is quantitative. According to Siyoto & Sodik (2015: 19), Quantitative research is a research method that uses large amounts of data in the form of numbers in the process of analyzing data. The population used in this study was University X business creation students in semester 5 totaling 130 students. using Simple Random Sampling sampling or commonly abbreviated as Random Sampling is a way of sampling where each member of the population is given the same opportunity to be selected as a sample. Simple random sampling is a basic type of sampling that is often used for the development of more complex sampling methods. data collection techniques using questionnaires, interviews, and literature reviews. For validity tests using If $r_{count} \geq r_{table}$ (2-sided test with sig. 0.05) then the instrument or item of question is significantly correlated to the total score (declared valid). and for reliability tests Reliable measurements will result in unreliable scores, because the difference in scores between individuals is more determined by error factors than actual difference factors (Azwar, 2011: 180). The data analysis technique used in this study is double linear regression analysis, which is a regression analysis technique with two free variables (independent variable). Furthermore The whole process of statistical analysis was used in this study with computer devices. IBM *Statistical Program for Social Science (SPSS)*. The tests in the study are as follows: normality, linearity, Multicholnearity Test, Heteroskedasticity Test.

3. DISCUSSION

A. Understanding Buyer Decisions

Buyer decision making understands buyer decision making Decision making is a multi-stage process, that is, determining needs, seeking information, evaluating alternatives before buying, buying, consuming, and evaluating alternatives after purchase (Engel, 2000).

Aspects of Buyer Decisions

Aspects of the Purchasing Decision-Making Process According to Kotler in (Boonwanna, Srisuwannapa, & Rojniruttikul, 2014) There are five aspects of purchasing decision making:

1) Introduction to Needs

The buying process begins with the introduction of a problem or need. When the needs are known, consumers will understand which needs must be met immediately and which can be delayed in meeting their needs. Thus, this is where purchasing decisions begin to be made.

2) Pencarian Informasi

When a person has a feeling of need, he will look for more information related to the product he is going to buy. But when the need is not strong enough, the consumer's needs only become a mere memory.

3) Alternative Evaluation

After having as much information as possible, consumers will use the information to evaluate alternatives into one selection.

4) Purchasing Decisions

When deciding, there are usually certain behaviors of the individual. The situation that occurs can depend on other people. If the decision made is to buy, consumers will encounter a series of decisions regarding the type of purchase, the time of purchase, and the way of purchase.

5) After-Purchase Behavior

Post-purchase behavior is a concern for marketers. After buying a product, consumers will experience several levels of satisfaction or dissatisfaction, there is a possibility that consumers are dissatisfied because there is a discrepancy between expectations and the reality they feel. When consumers are satisfied the company must try to continue to establish and maintain relationships with consumers, and vice versa when consumers are dissatisfied then the company must find out the cause of the dissatisfaction and try to attract back consumer interest.

Influencing Factors

Two factors that can influence purchasing decisions (Kotler, 200).

- 1) The first factor is the views of others. The extent to which the views of others influence the choices one likes.
- 2) The second factor is unforeseen circumstances that may arise and change the purchase intention (Ginting, 2019).

B. Definition of Lifestyle

Lifestyle is to show how people live, how to spend their money, and how to allocate time. According to Suranto and Rismiati in Yuniarti (2015:27), Lifestyle is to show how people live, how to spend their money, and how to allocate time. According to Suranto and Rismiati in Yuniarti (Wardoyo & Andini, 2017).

Aspects

According to Reynold and Darden in Engel, dkk (1990:385); (Cantika Yeniar Pasudewi, 2015) dividing aspects of lifestyle as follows:

- 1) Activities that is, the actual actions that a person performs. These activities include work, daily routines, exercise, and others.
- 2) Interest is the level of excitement that accompanies special as well as continuous attention. Interests include family, work, community, diet, appearance, opposite sex and so on.
- 3) Opinion is an oral or written answer that the individual gives in response to a stimulus situation in which some kind of question is asked. Opinions are used to describe interpretations, expectations and evaluations such as beliefs regarding the intentions of others, anticipation with respect to future events and consideration of the consequences that reward or punish the course of alternative actions.
- 4) Demographics include age, education, employment, income and place of residence

Influencing Factors

Amstrong (dalam Nugraheni, 2003) states that there are 2 factors that affect a person's lifestyle, namely:

- 1) factors that originate within the individual (internal) and factors derived from the outside (eksternal).
- 2) The internal factors used are attitudes, motives, and perceptions that are seen through one's activities, interests, and opinions. Activities, interests, and opinions are indicators used to find out how the lifestyle is being experienced by individuals, Mowen and Minor (dalam Mandey, 2009).

C. Quality Perception

Perceived quality defined as the customer's perception of the overall quality or excellence of a product or service related to what is expected by the customer (Cho & Kim, 2013);(Cahyono, 2016).

Aspects

Menurut Kotler dan Keller (2007: 9), There are 6 aspects of product quality that need to be considered:

- a. Performance, The most basic dimensions and associated with the main functions of the product.
- b. Reliability, is a measure of the likelihood that a product will not fail or fail within a certain period of time.
- c. Feature, Most products can be offered due to various features, namely characteristics that complement the basic functions of the product.
- d. Durability, Durability is a measure of the product life cycle, which is a measure of the life expectancy of a product under normal conditions and both technically and over time.
- e. Conformance quality, These dimensions indicate how well a product can meet certain standards or specifications
- f. Style, provides many emotional dimensions to influence customer satisfaction.

Influencing factors

As for the factors that affect perception, namely (Andri, 2015):

1. Attitude
This can affect the positive or negative attitude that a person gives.
2. Motivation
Motivation is something that pushes a person to base his attitude on the actions he performs.
3. Interest
This is another factor that distinguishes a person's assessment of a certain thing or object, and it is the basis for whether or not the object likes.
4. Past experiences
This can affect the perception of a person, since we usually draw the same conclusions based on what we see and hear.
5. Hope
Influencing someone's opinion when making decisions, we tend to reject ideas, solicitations or proposals that do not match our expectations.
6. Purpose
The target affects vision, which in turn affects perception.
7. Situation
The situation or circumstances around us or around the targets we see can also influence the perception.

D. Relationships Between Variables

Every activity a person performs is driven by a force in the human body, and this driving force is called motivation. In terms of motivation, cultural, social and personal factors are interrelated (Kotler, 2005). Perception of the overall quality of a product or service can determine the value of a product or service, and directly influence consumers' purchasing decisions and their brand loyalty (Durianto, 2004).

Research from (Rianto, 2020) stating lifestyle partially has an influence on purchasing decisions and perceptions of quality partially have no influence on purchasing decisions. Lifestyle variables and quality perceptions simultaneously influence purchasing decisions. Research from (Somantri et al., 2020) states indicate that lifestyle has a positive and significant effect on purchasing decisions All dimensions of the independent lifestyle variables have an influence on purchasing decision variables.

Research from (AMILIA, 2017) stated then it can be concluded that the quality of the product partially and simultaneously has a significant effect on the purchasing decision of the Xiaomidi brand mobile phone in Langsa City. Research from (Oktaviana & Budiadi, 2016) stated lifestyle and perception of product quality have a significant positive effect together on the purchasing decision of Samsung brand android smartphones.

4. CONCLUSION

This study aims to determine the Lifestyle and Quality Perception of the Iphone 12 Purchase Decision. This research method uses quantitative research methods, the repondent of this research is a student of University X majoring in business cretion semester 5 number of students 130. The results of this study will be explained after the study is carried out.

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