



Review Article

# The Influence of Brand Image, Product Innovation and Lifestyle on Purchasing Decisions Purchase of Iphone Smartphones in Patumbak Village, Deli Serdang Village

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**Abstract:** This study seeks to examine the influence of brand image, product innovation, and lifestyle on purchasing decisions for iPhone smartphones among residents of Patumbak Village, Dusun V, Deli Serdang. Specifically, it aims to analyze the individual effect of brand image on purchasing decisions, the effect of product innovation on purchasing decisions, and the effect of lifestyle on purchasing decisions, as well as their combined impact. The research employs a descriptive quantitative approach, utilizing questionnaires, interviews, and documentation as data collection techniques. The population consists of 740 residents of Patumbak Village, Dusun V, and the sample of 88 respondents was determined using non-probability sampling with the Slovin formula. The collected data were processed and analyzed through multiple linear regression analysis using SPSS version 26.0. The findings indicate that the calculated F value (205.841) exceeds the F table value (2.71), demonstrating a significant simultaneous effect of brand image, product innovation, and lifestyle on purchasing decisions. Partially, brand image ( $t = 2.885$ ), product innovation ( $t = 2.491$ ), and lifestyle ( $t = 5.570$ ) each show t-values greater than the t table value (1.662), confirming their significant individual influence. Furthermore, the coefficient of determination ( $R^2$ ) of 0.570 reveals that 57% of the variation in purchasing decisions is explained collectively by the three independent variables.

**Keywords:** Brand Image; iPhone; Lifestyle; Product Innovation; Purchase Decision.

## 1. Introduction

Communication in today's internet era is easier and more useful. With its features, users can more easily search for information, communicate, access social media, and other features in real-time. Because of this, smartphones have become very important to modern people and are very helpful for their activities. Electronic companies drew attention to this condition, which led to the emergence of various smartphone brands. Due to the advancement of information technology and the improvement of people's living standards, more and more people want high-quality products. Based on the data of the best mobile phone brands in the world in 2024, according to the IDC Quarterly Mobile Phone Tracker, Apple is ranked second with a market share of 17.3%, outperforming many other mobile phone brands. Even before the iPhone brand of smartphone products was released, there were many fans.

The personalized hardware and software used in smartphones called iPhones. Unlike its competitors, who have to use Google-made programs. iPhone has outstanding capabilities due to the quality of its software and hardware. These include a clear camera, SIRI (personal assistant), Apple system security, and an ipod-compatible music player. This makes it better compared to other competing mobile products.

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Innovation is becoming more important, because it is not only a tool to maintain the survival of the company but also used as a differentiator that allows the company to excel in competition (Amril, 2021).

**Penjualan Smartphone 2024**

Company	1Q24 Shipments	1Q24 Market Share	1Q23 Shipments	1Q23 Market Share	Year-Over-Year Change
Samsung	60.1	20.8%	60.5	22.5%	-0.7%
Apple	50.1	17.3%	55.4	20.7%	-9.6%
Xiaomi	40.8	14.1%	30.5	11.4%	33.8%
Transsion	28.5	9.9%	15.4	5.7%	84.9%
OPPO	25.2	8.7%	27.6	10.3%	-8.5%
Others	84.7	29.3%	79.0	29.4%	7.2%
<b>Total</b>	<b>289.4</b>	<b>100.0%</b>	<b>268.5</b>	<b>100.0%</b>	<b>7.8%</b>

Sumber: IDC Quarterly Mobile Phone Tracker, 15 April 2024.

**Figure 1.** Penjualan Smartphone.

Another factor that is no less important is lifestyle. In today's digital era, people's lifestyles are increasingly influenced by technology. For some people, owning an iPhone is not just a functional need, but also a part of their identity and lifestyle. This can be seen from how iPhones are often used as a symbol of social status in various circles, including in rural areas. (Solomon, 2020)

Purchasing Decisions are part of consumer behavior that determines the interest in buying the product. Consumer decisions are needed to determine the choice of a product to achieve satisfaction in determining the needs and desires that consumers want and good service quality so that consumers can give confidence in the purchase decision. (Schiffman & Kanuk, 2010).

## 2. Preliminaries or Related Work or Literature Review

### 2.1. Brand Image

According to Kotler and Keller (2019: 249), brand image is the perception that customers have about a brand, which is formed from the associations that come to mind when they think of a particular brand. In conclusion, brand image is the perception that customers have about a brand. By collecting perceptions about an object from various sources over time, a brand image is formed. It is undeniable that customers tend to choose brands that have a good reputation and are considered to have better value.

### 2.2. Product Innovation

Sutarno says innovation is the transformation of knowledge into new products, processes, and services, as well as actions that use something new (in Putra, 2019: 22). Suryani said that innovation in a broad concept is actually not only limited to products. Ideas, methods, or goods that are considered new can be considered innovations. The notion of "innovation" is also often used to refer to changes that are considered new by the people who experience them. According to Sedarmayanti (in Atmi, 2019: 138), invention is the creation of a new process or product by developing new knowledge or a combination of existing knowledge. Innovation is the initial commercialization of inventions through the manufacture and sale of new goods, services, or processes. Kotler (written by Moh Alifuddin and Mashur Razak, 2015: 88).

### 2.3. Lifestyle

Lifestyle describes the interaction of "a person as a whole" with his environment. Individual behavior, such as buying goods or services, and the decision-making process of certain activities, can indicate a lifestyle or lifestyle or way of life. Shoppers with high purchasing power, aided by dedicated free time and money, may trigger impulse purchases or follow their instincts. This behavior is usually not planned when compulsion is planned (Nur Izzati Presty Utami, 2022).

### 2.4. Purchase Decision

According to Aditya & Krisna (2021), "purchasing decisions" are defined as attitudes taken by a person to decide to buy goods or services. Thus, it can be concluded that consumers make decisions about what they will buy, such as what products or services they will buy, their quality, how much, and how they buy these goods or services.

### 3. Materials and Method

Descriptive and quantitative data analysis is used by researchers to analyze respondents' answers. In this case, this study examines 740 people who use iPhone smartphones in Patumbak Village, Deli Serdang hamlet V. Because the population of this study is very large, sampling is done using the Slovin formula. This Slovin formula, according to Riyanto and Hermawan (2020);

$$n = \frac{N}{1 + (Ne)^2}$$

Where :

n = Minimum sample size required N = Total Population e = Margin of error that is tolerated

Thus obtaining a sample size of

$$n = 740 / 1 + (740 \times 10\%)^2$$

$$n = 740 / 1 + (740 \times 0.01)^2$$

$$n = 740 / 1 + (7.4)^2$$

$$n = 740 / 8.4 n = 88$$

So the number of sample respondents in this study were the people of Patumbak Village Deli Serdang Village about 88 community respondents.

### 4. Results and Discussion

The description of the characteristics of the respondents describes the identity of the respondents who were sampled in this study, where this study discusses the influence of brand image, product innovation and lifestyle on purchasing decisions for iPhone smartphones in Patumbak Village, Deli Serdang.

Product Innovation and Lifestyle on Purchasing Decisions for Iphone Smartphones in Patumbak Village, Kampung Deli Serdang. Respondents in this study are Iphone Users who have purchased iphone smartphones in Patumbak Kampung village.

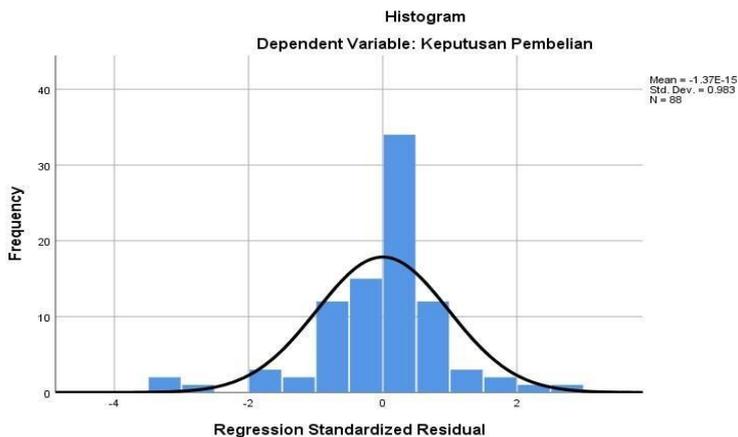
Dengan Membeli Smartphone Iphone Dapat Meningkatkan Status Social					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	3	3.4	3.4	3.4
	Netral	6	6.8	6.8	10.2
	Setuju	25	28.4	28.4	38.6
	Sangat Setuju	54	61.4	61.4	100.0
	Total	88	100.0	100.0	

Figure 2. Respondents Iphone Users.

Source: Data Processed by Researchers, 2025

Based on the table above, it can be seen that the majority of respondents, 54 people (61.4%), strongly agreed that owning an iPhone increases confidence in social interaction. A total of 25 people (28.4%) agreed, 6 people (6.8%) were neutral, and only 3 people (3.4%) strongly disagreed. These results indicate that owning an iPhone has positive psychological effects on users, one of which is increased self-confidence. This is closely related to people's perception of the iPhone as an upscale product, which if owned, can strengthen the owner's self-image in front of others in various social situations.

### 4.1 Normality Test



**Figure 3.** Dependent Variable.

The histogram also shows that the distribution forms a bell, it can be subjectively concluded that the data is normally distributed. Multicollinearity Test.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3.146	1.021		3.083	.003		
	X1	.392	.093	.512	4.236	.000	.350	2.853
	X2	.109	.057	.211	2.901	.001	.416	2.404
	X3	.054	.074	.093	2.733	.006	.321	3.118

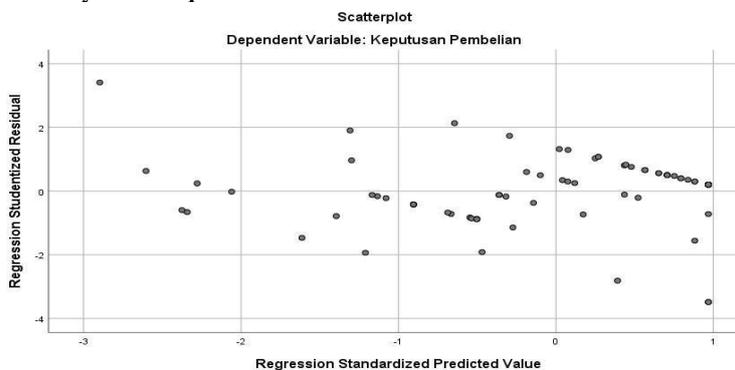
a. Dependent Variable: Keputusan Pembelian

**Figure 4.** Dependent Variable.

Source: Data Processed by Researchers, 2025

It is known that the Tolerance and VIF values of the store atmosphere variable ( $0,350 > 0,10$ ) ( $2,853 < 10$ ) Tolerance and VIF values of the brand image variable ( $0,416 > 0,10$ ) ( $2,404 < 10$ ) Tolerance and VIF values of the price variable ( $0,321 > 0,10$ ) ( $3,118 < 10$ ) so it can be stated that there are no symptoms of multicollinearity between the independent variables in the regression model.

### 4.2 Heteroscedasticity Assumption



**Figure 5.** Heteroscedasticity Assumption.

Source: Data Processed by Researchers, 2025

If there is no clear pattern or if the dots are scattered above and below the number 0 (zero) on the Y axis, then heteroscedasticity does not occur. Therefore, this model can fulfill the assumptions of normality, multicollinearity, and heteroscedasticity of the regression model.

### 4.3 Multiple Linear Regression Analysis Results

Coefficients <sup>a</sup>								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3.146	1.021		3.083	.003		
	X1	.392	.093	.512	4.236	.000	.350	2.853
	X2	.109	.057	.211	2.901	.001	.416	2.404
	X3	.054	.074	.093	2.733	.006	.321	3.118

a. Dependent Variable: Keputusan Pembelian

**Figure 6.** Multiple Linear Regression Analysis Results.

Source: Data Processed by Researchers, 2025

The results above show the calculation obtained a constant value (a) of 3.146, b<sub>1</sub> of 0.392, b<sub>2</sub> of 0.109 and b<sub>3</sub> of 0.054, so that the multiple linear regression equation  $Y = 3.146 +$

$0.392X_1 + 0.109 X_2 + 0.054 X_3 + e$  is obtained.

### 4.4 Partial Test Results (T Test)

Coefficients <sup>a</sup>								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3.146	1.021		3.083	.003		
	X1	.392	.093	.512	4.236	.000	.350	2.853
	X2	.109	.057	.211	2.901	.001	.416	2.404
	X3	.054	.074	.093	2.733	.006	.321	3.118

a. Dependent Variable: Keputusan Pembelian

**Figure 7.** T Test.

Source: Data Processed by Researchers, 2025

Based on the t test results above, the t table value 4.22 at  $df = n-k-1 = 88-3-1 = 84$  at a significant level of 5% (0.05) is 1.663.

### 4.5 Simultaneous Test Results (F Test)

ANOVA <sup>a</sup>						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	134.242	3	44.747	37.141	.000 <sup>b</sup>
	Residual	101.202	84	1.205		
	Total	235.443	87			

a. Dependent Variable: Keputusan Pembelian  
b. Predictors: (Constant), Lifestyle, Inovasi Produk, Citra Merek

**Figure 8.** F Test.

Source: Data Processed by Researchers, 2025

From this description it can be seen that  $F$  (count) (37.141) >  $F$  (table) 2.712, and a significance value of  $0.000 < 0.05$ , it can be concluded that brand image, product innovation and lifestyle simultaneously affect the purchasing decision variable.

#### 4.6 Coefficient of Determination (R2)

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.755 <sup>a</sup>	.570	.555	1.098
a. Predictors: (Constant), Lifestyle, Inovasi Produk, Citra Merek				
b. Dependent Variable: Keputusan Pembelian				

**Figure 9.** Coefficient of Determination.

Source: Data Processed by Researchers, 2025

R shows a simple correlation, namely Brand Image (X1), Product Innovation (X2), and Lifestyle (X3) affect the Purchasing Decision in the community by 0.755 or 75,5%.

#### 5. Conclusion

The results showed that the brand image variable (X1) of 2.885 is greater than the t table of 1.662, the product innovation variable (X2) of 2.491 is greater than the t table of 1.662, and the lifestyle variable (X3) of 205.841 is greater than the t table of 2.71, which indicates that simultaneously there is an influence on the purchase choice (Y) of the iPhone smartphone.

#### ADVICE

Smartphone iPhone must pay attention to the marketing mix. It is hoped that the iPhone Smartphone can maintain and improve its advertisements to attract consumers to buy something by using it. To make the research results more varied and find new research, further research is expected to use new variables.6. Conclusion

**Author Contributions:** Wahyu Dwi Sulindra (NPM 213114081) is the main author of this thesis. Where he has the role of submitting and compiling a thesis research proposal and conducting research and compiling a thesis with the title " The Influence of Brand Image, Product Innovation and *Lifestyle* on Purchasing Decisions Purchase of *Iphone Smartphones* in Patumbak Village, Deli Serdang Village ". This research is a final assignment in completing a Bachelor's degree at the Faculty of Economics and Business, Management Study Program, Al Washliyah Muslim Nusantara University Medan. The author acknowledges that the success in completing this proposal/thesis cannot be separated from the help, guidance, and encouragement of various parties, which are described in the "Foreword" and "Acknowledgements" sections.

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**Data Availability Statement:** Data Available in Thesis/Appendices. The data used in this study (pre-survey questionnaire results, respondent characteristic data, respondent answers, and SPSS statistical test results) are presented directly in the thesis chapters (especially Chapter IV) and are also attached at the end of the document (Appendix 1: Questionnaire). Implications of Data Availability. By presenting data in tables and questionnaire appendices, this indicates that the research data are available and accessible to readers who wish to review or verify the results. However, there is no formal statement regarding a data repository or other means of accessing the raw data separately.

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