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The Influence of Lifestyle and Product Quality on iPhone Product Purchasing Decisions among Students of SMKN 8 Tangerang Regency

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Abstract: *The rapid development of smartphone technology has led to increasingly intense competition among manufacturers. The iPhone is one of the products widely used by students; However, the results of the pre-survey indicate that the purchase decision for iPhones among students of SMKN 8 Kabupaten Tangerang is not yet completely strong. Some respondents stated that the iPhone does not fully meet their needs and that they are still considering other smartphone brands. This condition indicates the need to identify the factors influencing purchase decisions, particularly lifestyle and product quality. This study aims to determine the effect of lifestyle and product quality on the purchase decision of iPhones among students of SMKN 8 Tangerang Regency. This research used a quantitative method with a sample of 85 respondents. Data were collected through questionnaires and analyzed using SPSS version 24 through linear regression analysis, t-test, and F-test. The results showed that lifestyle had a positive and significant effect on purchase decisions, with a t-value of 17.585 > t-table of 1.988 and a significant value of 0.000 < 0.05. Product quality also had a positive and significant effect, with a t-value of 11.277 > 1.988 and a significance value of 0.000 < 0.05. Simultaneously, lifestyle and product quality have a positive and significant effect on purchase decisions, with an F-value of 267.972 > 3.957 and a significant value of 0.000 < 0.05. The R Square value of 0.867 indicates that the two variables explain 86.7% of the purchase decision.*

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Introduction

Globalization and the development of information technology have transformed communication patterns and consumer behavior in modern society (Rasmianisa et al., 2026). Smartphones are no longer used merely as communication devices but have become an essential part of daily activities, personal needs, and lifestyle, particularly among younger generations (Widodo et

al., 2023). This development has intensified competition among smartphone manufacturers, encouraging companies to continuously improve product quality, introduce technological innovations, and develop marketing strategies that correspond to consumer preferences.

The increasing number of smartphone brands and product variations provides consumers with a wider range of choices, making purchasing decisions more complex. Kuncono, as cited in Amalia et al. (2024), stated that the abundance of smartphone products can make it difficult for consumers to determine the most suitable product. One brand that maintains a strong market presence is the iPhone, which offers technological features, product quality, distinctive design, and brand image associated with particular consumer lifestyles. Among teenagers, smartphone selection is also influenced by technological developments and brand trends. Firdatul et al. (2022) explained that teenagers tend to follow lifestyle trends, including the use of smartphones from well-known brands. Similarly, Ardiansa and Siregar (2022) highlighted that smartphone competition in Indonesia increasingly targets younger consumers through product features, camera capabilities, performance, and innovation.

The use of iPhones among students is an interesting phenomenon because purchasing decisions in this age group may be influenced by personal preferences, lifestyle, and perceptions of product quality. At SMKN 8 Tangerang Regency, preliminary observations indicated considerable iPhone usage among students. However, the preliminary survey involving 30 students revealed that their purchasing decisions were not entirely consistent. Approximately 60% of respondents stated that iPhones did not fully meet their needs, while 67% indicated that they did not prefer iPhones over other smartphone brands. Furthermore, 60% reported concerns about purchasing through trustworthy channels, and 60% stated that their purchasing decisions were not made at the right time. These findings suggest that the popularity of iPhones does not necessarily translate into strong purchasing preferences among all students.

Lifestyle is one factor that may influence consumer purchasing decisions. The preliminary survey showed that 67% of respondents used smartphones to support their daily activities, 70% considered iPhones helpful for learning and communication, and 70% were attracted to their design and brand image. Nevertheless, only 40% considered iPhones to reflect a modern lifestyle. This indicates that although students recognize the functional and symbolic value of iPhones, the product does not necessarily correspond to their individual lifestyles. Previous research by Ariana and Yulianthini (2025) found that lifestyle has a significant influence on iPhone purchasing decisions. However, the preliminary findings at SMKN 8 Tangerang Regency indicate that students' lifestyle perceptions do not uniformly support their preference for purchasing iPhones. Therefore, further investigation is necessary to determine whether lifestyle significantly influences their purchasing decisions in this particular setting.

In addition to lifestyle, product quality is another important consideration in consumer purchasing decisions. Product quality relates to the product's ability to meet consumer expectations through its features, specifications, performance, and durability. The preliminary survey indicated that 63% of respondents considered iPhone features suitable for their needs, 67% believed that the product specifications matched the promises made, and 70% perceived the device as durable. However, 53% considered iPhone performance to be slow or unresponsive, while another 53% stated that repair services were not easily accessible. These findings reveal differences between students' positive perceptions of certain product attributes and their concerns regarding performance and after-sales services. Consequently, perceived product quality may not consistently encourage students to choose iPhones over other smartphone brands.

The research gap in this study arises from the difference between previous research findings and the empirical conditions identified among students of SMKN 8 Tangerang Regency. While previous research has indicated that lifestyle significantly influences iPhone purchasing decisions

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(Ariana & Yulianthini, 2025), the preliminary survey shows that only some aspects of the iPhone are considered consistent with students' lifestyles. Similarly, although respondents generally gave positive assessments of several product quality attributes, concerns regarding performance and repair services remained. These conditions indicate that the relationships between lifestyle, product quality, and purchasing decisions require further examination in this specific population. In addition, examining both variables simultaneously provides an opportunity to understand how personal lifestyle considerations and product evaluations relate to students' purchasing decisions.

Based on these considerations, this study aims to analyze the influence of lifestyle and product quality on iPhone purchasing decisions among students of SMKN 8 Tangerang Regency, both partially and simultaneously. This research is expected to provide empirical evidence regarding the relevance of lifestyle and product quality in explaining purchasing decisions among student consumers and to offer practical insights for companies in developing products and marketing strategies that better correspond to the needs and preferences of younger consumers..

Research Methods

This study uses a quantitative approach with an associative strategy that aims to determine the influence of lifestyle and product quality on purchasing decisions (Sugiyono, 2018). The study was conducted at SMKN 8 Tangerang Regency, Jl. Raya Daru Km. 1.5 Kp. Tipar, Tipar Raya Village, Jambe District, Tangerang Regency. The study population was 562 students of SMKN 8 Tangerang Regency who were or had used iPhone products in the 2025–2026 period. The sample was determined using a nonprobability sampling technique with an accidental sampling method and the Slovin formula at a 10% error rate, resulting in 85 respondents.

Data collection was conducted through primary and secondary data. Primary data were obtained through observation and a closed-ended questionnaire with a Likert scale, while secondary data were obtained through documentation and literature studies from books, journals, scientific articles, and other relevant sources. Data were analyzed quantitatively using instrument validity and reliability tests, classical assumption tests covering normality, multicollinearity, and heteroscedasticity, and multiple linear regression analysis. Furthermore, correlation coefficient and determination coefficient analyses were conducted, and hypothesis testing was conducted through partial t-tests and simultaneous F-tests to determine the influence of lifestyle and product quality on purchasing decisions.

Results and Discussion

Classical Assumption Test

1. Normality test

Table 1. Normality Test Results

N		85
Normal Parametersa,b	Mean	,1954566
	Standard Deviation	2.90838783
Most Extreme Differences	Absolute	,086
	Positive	,086
	Negative	-,054
Test Statistics		,086
Asymp. Sig. (2-tailed)		,174c

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a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
Source: SPSS Data Processing Version 24 (2026)

Based on the test results listed in Table 1, the Asymp. Sig. (2-tailed) value was 0.174, which is greater than 0.05. This indicates that the residual distribution assumption in the test meets the requirements for normality.

2. Multicollinearity Test

Table 2. Results of Multicollinearity Test Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	28,404	17,794		1,596	.120		
	Lifestyle	.450	.423	.223	1,063	.296	.667	1,499
	Product Quality	-.261	.499	-.109	-.522	.605	.667	1,499

Based on the data in Table 2, the tolerance value for the Lifestyle variable is 0.667 and the Product Quality variable is 0.667. Both values are <1. Meanwhile, the Variance Inflation Factor (VIF) value for the Lifestyle variable is 1.499 and the Product Quality variable is 1.499, where the value is <10.0. Therefore, this regression model is declared to have no multicollinearity interference.

3**.** Heteroscedasticity Test

Table 3. Results of Heteroscedasticity Test Using Glejser Test

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,313	1,064		2,174	.033
	Lifestyle	.004	.046	.019	.096	.923
	Product Quality	-.008	.049	-.032	-.158	.875

a. Dependent Variable: ABS_RES

Source: SPSS Data Processing Version 24 (2026)

Based on table 3 above, it can be concluded that the heteroscedasticity test using the Glejser test on the Lifestyle variable (X1) obtained a significance (sig) of 0.923 and the Product Quality variable (X2) obtained a significance value (sig) of 0.875. Therefore, it can be concluded that the system does not have heteroscedasticity interference so that the data can be used as research data.

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Quantitative Discussion

1. Simple Linear Regression Test

Table 4. Results of Simple Linear Regression Test (X1) Against (Y)
Coefficientsa

Model		Unstandardized Coefficients		Standardized Beta Coefficients	t	
		B	Std. Error			
1	(Constant)	5,677	1,890		3,003	,004
	Lifestyle	,858	,049	,888	17,585	,000

a. Dependent Variable: Purchasing Decision

Source: SPSS Data Processing Version 24 (2026)

Based on the results of the regression calculations in table 4 above, the regression equation Y = 5.677 + 0.858 X1 can be obtained. From the equation above, the following conclusions can be drawn:

a. The constant value (α) of 5.677 means that if the Lifestyle variable (X1) does not exist, then there is a Purchase Decision value (Y) of 5.677 points.
b. The value of the Lifestyle regression coefficient (X1) of 0.858 means that if the constant remains constant and there is no change in the Product Quality variable (X2), then every one unit change in the Lifestyle variable (X1) will result in a change in the Purchase Decision (Y) of 0.858 points.

Table 5. Results of Simple Linear Regression Test (X2) Against (Y)
Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
		B	Std. Error			
1	(Constant)	3,088	1,940		1,592	,115
	Product Quality	,909	,049	,897	18,445	,000

a. Dependent Variable: Purchasing Decision

Source: SPSS Data Processing Version 24 (2026)

Based on the results of the regression calculations in table 5 above, the regression equation Y = 3.088 + 0.909 X2 can be obtained. From the equation above, the following conclusions can be drawn:

a. The constant value (α) of 3.088 means that if the Product Quality variable (X2) does not exist, then there is a Consumer Purchasing Decision value (Y) of 3.088 points.
b. The value of the Product Quality (X2) regression coefficient of 0.909 means that if the constant remains constant and there is no change in the Lifestyle variable (X1), then every one unit change in the Product Quality variable (X2) will result in a change in the Purchase Decision (Y) of 0.909 points.

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2. Multiple Linear Regression Test

Table 6. Multiple Linear Regression Test Results
Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients Beta	T	Sig.
		B	Std. Error			
1	(Constant)	1,310	1,631		,803	,424
	Lifestyle	,444	,071	,459	6,260	,000
	Product Quality	,519	,074	,512	6,983	,000

a. Dependent Variable: Purchasing Decision

Source: SPSS Data Processing Version 24 (2026)

Based on the results of the regression calculation analysis in table 6 above, the regression equation obtained is Y = 1.310 + 0.444 X1 + 0.519 X2. From the SPSS data management calculations above, the results of the multiple linear regression analysis can be concluded as follows:

a. The constant value (α) of 1.310 means that if Lifestyle (X1) and Product Quality (X2) are not taken into consideration, the Consumer Purchasing Decision (Y) is worth 1.310 points.
b. The Lifestyle value (X1) of 0.444 means that if the constant remains the same and there is no change in Product Quality (X2), then every one unit change in the Lifestyle variable (X1) will result in a change in the Purchase Decision (Y) of 0.444 points.
c. The Product Quality (X2) value of 0.519 means that if the constant remains the same and there is no change in the Lifestyle variable (X1), then every one unit change in the Product Quality (X2) variable results in a change in the Purchase Decision (Y) of 0.519 points.

3. Correlation Coefficient Test Results (r)

Table 7. Results of the Correlation Coefficient Test (X1) Against (Y)
Correlations

		Lifestyle	Decision Purchase
Lifestyle	Pearson Correlation	1	,888**
	Sig. (2-tailed)		,000
	N	85	85
Buying decision	Pearson Correlation	,888**	1
	Sig. (2-tailed)	,000	
	N	85	85

**. Correlation is significant at the 0.01 level (2-tailed).

Source: SPSS Data Processing Version 24 (2026)

Based on table 7 above, the output results obtained a correlation value for the Lifestyle variable (X1) of 0.888 and fall into the interval of 0.80 – 1.000. So it can be concluded that the level of strength of the relationship between the Influence of Lifestyle (X1) on Purchasing Decisions (Y) has a Very High level of relationship.

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Table 8. Results of the Correlation Coefficient Test (X2) Against (Y)
Correlations

		Product Quality	Buying decision
Product Quality	Pearson Correlation	1	,897**
	Sig. (2-tailed)		,000
	N	85	85
Buying decision	Pearson Correlation	,897**	1
	Sig. (2-tailed)	,000	
	N	85	85

**. Correlation is significant at the 0.01 level (2-tailed).

Source: SPSS Data Processing Version 24 (2026)

Based on table 8 above, the output results obtained a correlation value for the product quality variable (X2) of 0.897 and fall into the interval 0.80 – 1.000, so it can be concluded that the level of strength of the relationship between Product Quality (X2) and Purchasing Decisions (Y) has a very high level of relationship.

Table 9. Results of Multiple Correlation Coefficient Test
Model Summary

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,931a	,867	,864	2.93737	,867	267,972	2	82	,000

Predictors: (Constant), Product Quality, Lifestyle)
Source: SPSS Data Processing Version 24 (2026).

Based on table 9, it is obtained that the variables of Lifestyle (X1) and Product Quality (X2) influence on Purchasing Decisions (Y) have a sig. F change value of 0.000, or <0.1, so it can be concluded that there is a significant relationship between the variables of Lifestyle (X1) and Product Quality (X2) on Purchasing Decisions (Y).

4. Results of the Coefficient of Determination (R2) Test

Table 10. Results of Partial Determination Test (X1) Against (Y)
Model Summary

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	,888a	,788	,786	3.68696

a. Predictors: (Constant), Lifestyle

Source: SPSS Data Processing Version 24 (2026)

Based on the 10 Model Summary table above, it can be concluded that the coefficient of

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determination between the Influence of Lifestyle (X1) on Purchasing Decisions (Y) is R square (R2) 0.788, meaning that the Influence of Lifestyle (X1) has a contribution to Purchasing Decisions (Y) of 78.8% and the remaining 21.2% is influenced by other factors that were not examined by the author.

Table 11. Results of Partial Determination Test (X2) Against (Y)
Model Summary

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	,897a	,804	,802	3.54938

a. Predictors: (Constant), Product Quality

Source: SPSS Data Processing Version 24 (2026)

Based on table 11 of the Model Summary above, it can be explained that the coefficient of determination between Product Quality (X2) and Purchasing Decision (Y) is R square (R2) 0.804, meaning that Product Quality (X2) has a contribution to Purchasing Decision (Y) of 80.4% and the remaining 19.6% is influenced by other factors that were not examined by the author.

Table 12. Results of Simultaneous Determination Test Model Summary

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	,931 a	,867	,864	2.93737

a. Predictors: (Constant), Product Quality, Lifestyle

Source: SPSS Data Processing Version 24 (2026)

Based on table 12 above, it can be concluded that the coefficient of determination between the influence of Lifestyle (X1) Product Quality (X2) on Purchasing Decisions (Y) is R square (R2) 0.867, meaning that the influence of Lifestyle (X1) Product Quality (X2) has a contribution to Purchasing Decisions (Y) of 86.7% and the remaining 13.3% is influenced by other factors that were not examined by the author.

Hypothesis Test Results

1. Hypothesis Testing in Percentage (t)

Table 14. Results of Partial Hypothesis Test t-Test (X1) Against (Y)

Coefficientsa

Model		B	Std. Error	Standardized Beta Coefficient	T	Sig.
1	(Constant)	5,677	1,890		3,003	,004
	Lifestyle	,858	,049	,888	17,585	,000

a. Dependent Variable: Decision

Source: SPSS Data Processing Version 24 (2026)

Based on table 14, it is known that the significance value (Sig) of the Lifestyle variable (X1)

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is 0.000 and the calculated t of the Lifestyle variable (X1) is 17.585 because the Sig. value is 0.000 < 0.05 and the calculated t> t table (17.585 > 1.988) then Lifestyle (X1) has a positive and significant influence on the purchasing decision variable (Y), which can be concluded that Ha_1 is accepted and Ho_1 is rejected.

Table 15. Results of Partial Hypothesis Test t-Test (X2) Against (Y)
Coefficientsa

Model		Unstandardized Coefficients		Standardized Beta Coefficients	T	Sig.
		B	Std. Error			
1	(Constant)	8,472	2,689		3,150	,002
	Product Quality	,769	,068	,778	11,277	,000

a. Dependent Variable: Purchasing Decision

Source: SPSS Data Processing Version 24 (2026)

Based on table 15, it is known that the significance value (Sig) of the Product Quality variable (X2) is 0.000 and the t-count of the Product Quality variable (X2) is 11.277 because the Sig. value is 0.000 < 0.05 and the t count> t table (11.277> 1.988) then Product Quality (X2) has a positive and significant influence on the Purchase Decision variable (Y), which can be concluded that Ha2 is accepted and Ho2 is rejected.

2. Simultaneous Hypothesis Testing (F)

Table 16. Results of Simultaneous Hypothesis Test (F)

ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	4624,188	2	2312,094	267,972	,000b
	Residual	707,506	82	8,628		
	Total	5331,694	84			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Product Quality, Lifestyle

Source: SPSS Data Processing Version 24 (2026)

Based on table 16, the calculated F value is obtained > F table or (267.972 > 3.957). This is reinforced by p values < Sig 0.05 or (0.000 < 0.05). Therefore, Ho_3 is rejected and Ha_3 is accepted. This shows that there is a positive and significant influence simultaneously (together) between Lifestyle and Product Quality on Purchasing Decisions.

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Discussion

Influence of Lifestyle (X1) on Purchasing Decisions (Y)

The research results are in line with those by(Marini et al., 2019) The results of the study show that lifestyle influences purchasing decisions. Similarly, research(Setiadi & Ekawati, 2019), the research results show that product quality has a positive and significant influence on purchasing decisions. Likewise, research(Wahyuni & Joesyiana, 2021), the research results show that lifestyle and product quality influence purchasing decisions, both partially and simultaneously.

The Influence of Product Quality (X2) on Purchasing Decisions (Y)

The research results are in line with(Oktavenia & Ardani, 2019);(Haryoko & Febriyanti, 2020), indicating that product quality has a positive and significant effect on purchasing decisions. The results of this study indicate that product quality is a significant factor influencing purchasing decisions. Consumers tend to choose products with good quality, high durability, features that meet their needs, and the ability to provide the expected benefits. The better the product quality perceived by consumers, the more likely they are to make a purchase.

The Influence of Lifestyle (X1) and Product Quality (X2) on Decisions (Y)

The research results are in line with(Aurelia & Wriyakusuma, 2022); shows that product quality, lifestyle, and brand image have a positive and significant influence on iPhone purchasing decisions, both partially and simultaneously. The results of the study(Ansorullah & Yulius, 2022);(Angraeni et al., 2024), shows that product quality has a positive and significant effect on purchasing decisions, while lifestyle in the study was reported to have no significant effect on purchasing decisions.

The results of this study indicate that purchasing decisions are not influenced by a single factor, but rather by a combination of lifestyle and product quality. Consumers are more motivated to make a purchase if the product offered aligns with their lifestyle and is of good quality. Therefore, these two variables are important factors in influencing purchasing decisions.

Conclusion and Recommendation

Based on the research findings, it can be concluded that lifestyle and product quality have a positive and significant influence on the decision to purchase an iPhone among students at SMKN 8 in Tangerang Regency, both partially and simultaneously. Lifestyle has a very strong relationship with the purchase decision, while product quality also shows a very strong relationship with the purchase decision. Together, lifestyle and product quality make a significant contribution to explaining purchasing decisions; thus, the more an iPhone aligns with a consumer's lifestyle and the higher the perceived product quality, the greater the consumer's tendency to make a purchase decision.

Based on the results of research on the influence of Lifestyle and Product Quality on iPhone Purchasing Decisions among students of SMKN 8 Tangerang Regency, it is recommended that Apple strengthen its product image to better suit various consumer lifestyles through relevant innovations and marketing strategies, improve the stability of the operating system, device performance, and the quality of software updates to strengthen user trust, and improve features, technological innovation, and competitive pricing strategies to strengthen consumer preference for the iPhone compared to other smartphone brands.

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