
The Impact of Lifestyle, Price and Brand Image on Purchasing Decisions of iPhone Consumers In Semarang City

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Abstract

The current rapid development of smartphone technology, with innovations increasingly enriching the user experience. iPhones are in high demand due to several key factors that make them different and more attractive to consumers compared to other smartphones. The purpose of this study is to determine how lifestyle, price, and brand image influence iPhone purchasing decisions in Semarang City. The population is people living in Semarang City. This research method is purposive sampling. Data were collected through Google Form and obtained 100 respondents. Using SPSS 24, the research findings show that consumer lifestyle in Semarang City does not significantly influence iPhone purchasing decisions. In Semarang City, iPhone purchasing decisions are influenced by price and brand image. Conclusion: Price and brand image influence purchasing decisions, these variables can increase purchasing decisions, while lifestyle does not influence purchasing decisions. Price and brand image can influence purchasing decisions simultaneously, so companies need to consider these two factors in their iPhone product marketing strategies.

Keywords: lifestyle, price, brand image.

Abstrak

Perkembangan teknologi smartphone saat ini sangat pesat, dengan inovasi yang semakin memperkaya pengalaman pengguna. iPhone sangat diminati karena beberapa faktor kunci yang membuatnya berbeda dan lebih menarik bagi konsumen dibandingkan dengan smartphone lainnya. Tujuan dari penelitian ini adalah untuk mengetahui bagaimana Lifestyle, Harga, dan Brand Image mempengaruhi Keputusan Pembelian iPhone di Kota Semarang. Populasinya yaitu masyarakat yang tinggal di Kota Semarang. Metode penelitian ini adalah purposive sampling. Data dikumpulkan melalui Google Form dan diperoleh 125 responden. Dengan menggunakan SPSS 24, hasil penelitian menunjukkan bahwa Lifestyle konsumen di Kota Semarang tidak berpengaruh signifikan terhadap Keputusan Pembelian iPhone. Di Kota Semarang, Keputusan Pembelian iPhone dipengaruhi oleh Harga dan Brand Image. Kesimpulan: Harga dan Brand Image mempengaruhi Keputusan Pembelian, variabel tersebut dapat meningkatkan Keputusan Pembelian, sedangkan Lifestyle tidak mempengaruhi Keputusan Pembelian. Harga dan Brand Image dapat mempengaruhi Keputusan Pembelian secara simultan, sehingga Perusahaan perlu mempertimbangkan kedua faktor tersebut dalam strategi pemasaran produk iPhone mereka.

Kata Kunci: lifestyle, harga, citra merek.

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INTRODUCTION

The rapid development of technology today has a major impact on various areas of human life. The development of smartphone technology is currently very fast, with innovations increasingly enriching the user experience. Some of the most prominent trends and advancements include foldable screens, fast 5G connections, high-quality cameras, and sophisticated designs and features. The iPhone is one of Apple's most sought-after products. The rapid development of the iPhone since its first launch in 2007 has made it one of the most sought-after smartphones in the world. The iPhone is in high demand due to several key factors that make it different and more attractive to consumers compared to other smartphones. Some factors include a premium and elegant design, a simple and efficient iOS operating system, continuously improving camera quality, an integrated Apple ecosystem, strong performance and privacy security, as well as branding and brand social status.

Data from the Top Brand Award as seen at Table 1 regarding the smartphone category shows that the percentage of iPhone smartphones in 2021 was 11%, then increased to 12% in 2022. In 2023, it increased to 12.40%, and continued to increase in 2024 to 14.40%, reaching 16.40% in 2025. This significant increase indicates that iPhone interest is growing over time, accompanied by technological developments, with iPhones continually improving their quality and features (www.topbrand-award.com). A product's success can be measured by whether it is desired by the public, where purchasing decisions will ultimately influence its sustainability (Yudha & Yulianthini, 2022).

Using Apple's iOS operating system, renowned for its reliable and consistent performance, the iPhone continues to keep pace with rapid advances in the smartphone industry and the lifestyle needs of its consumers by continuously innovating. In Indonesia, having an iPhone is considered a symbol of a luxurious and famous lifestyle, because this brand is generally used by the upper middle class (Martha Silalahi, 2024).

Lifestyle is a crucial factor consumers consider when deciding whether to use a product. In the global era 4.0 when smartphones and communication-based applications are developing rapidly and are embedded in people's daily lives and changing their lifestyles (Haque & Hindrati, 2019). Lifestyle significantly impacts the iPhone purchasing decision, both directly and indirectly.

Table 1. Smartphone Brand Index Comparison

Brand Name	Year (%)				
	2021	2022	2023	2024	2025
Samsung	37,10	33,00	32,90	32,70	30,40
Oppo	19,30	20,60	23,40	22,90	24,70
iPhone	12,40	12,00	12,40	14,40	16,40

Source: Top Brand Award, 2025

Consumers often consider lifestyle, often using it as a reason for choosing a product (Armi et al., 2024). Findings from a research study by Noor & Nurlida (2021) demonstrate that lifestyle has a substantial and positive impact on iPhone purchase decisions.

A company's price determines how much or how little a product is produced, which can lead to a decrease or increase in sales depending on the company's target market. Of the many smartphone brands available, consumers generally agree that the iPhone is a reliable and high-performance brand, offering a variety of features tailored to the end user's lifestyle (Sodikin et al., 2024). Findings from a research study by Dhenta & Krido (2021) suggest that price has the potential to influence iPhone purchasing decisions among university students in the Surabaya area.

One of the things customers often consider is brand image. Purchasing decisions are often influenced by a product's reputation and brand image. Because people choose products from companies they know and trust, brand image has a significant impact on what they decide to buy. This is supported by findings (Rosty, 2023), which show that brand image influences iPhone purchasing decisions. Brand image can be defined as the reference and perception a user has of a product or service. Experts also argue that consumers' mental images of the products they use are part of brand image (Selfia & Fikri, 2023). Consumer preferences and purchasing decisions are strongly influenced by brand image. Consumers are more likely to choose a product over competing brands if they have a positive opinion of that brand. Consumer trust, loyalty, and a positive reputation can be enhanced by a positive brand image.

This study used a quantitative method with a purposive sampling technique. It combined lifestyle, price, and brand image variables to understand their influence on iPhone purchasing decisions. Some previous studies may have focused on only one or two of these variables. This research is expected to provide literature for developing marketing theory on the factors influencing consumer purchasing decisions. This study aims to examine these factors in relation to their influence on iPhone purchasing decisions among iPhone consumers in Semarang City.

THEORETICAL FRAMEWORK AND HYPOTHESIS DEVELOPMENT

Lifestyle

Lifestyle is a person's way of life, reflecting how they spend their time and the things they believe are urgent in their daily lives and their environment (Faizah & Widjajanti, 2023). According to Kotler and Keller (2002:192), lifestyle refers to a person's pattern of living in the world, expressed in their daily activities, interests, and opinions. Lifestyle refers to the way a person lives their life, which involves daily habits.

According to (Sahara, 2023), lifestyle variables can be measured using the AIO (Activities, Interests, Opinions) dimension. This dimension includes several indicators, including:

1. Activities, which reflect actions taken, meet needs, and activities undertaken by consumers during their free time.
2. Desires, which include preferences, attractions, and aspects deemed crucial by consumers in using a product.
3. Opinions, which reflect consumers' views and opinions regarding various issues related to the product.

The AIO (Activities, Interests, Opinions) dimensions proposed by Nabilah I & Hasrini Sari I, 2023, provide a comprehensive framework for categorizing a person's lifestyle. Activities encompass the actions or activities an individual undertakes in their daily lives, such as working, shopping, exercising, or vacationing. Each of these activities can reflect an individual's values and needs, as activity choices often reflect life priorities. In short, lifestyle refers to a person's habits adapted to a particular environment and is a component of widely accepted habits.

Price

According to Kotler & Armstrong (2001), price is the monetary value (money) that must be paid to obtain a good or service, as well as the amount of money exchanged by customers to gain profit from owning or using the good or service. Whether a price is considered cheap or expensive depends on the context. Kotler & Armstrong state that price indicators are divided into four parts:

1. Affordability of the product's selling price.
2. Price based on competitiveness or competence.
3. Appropriateness of price to quality.
4. Appropriateness of price to superiority.

Thus, it can be concluded that determining selling price is an element that influences consumers' decisions to purchase a good or service, and the price consumers pay must be commensurate with the performance/quality they receive. One of the most important aspects of a business is pricing, which impacts the company's value.

Brand Image

According to Rahmawati (2023), in trade or service operations, a brand is a sign typically used to distinguish goods and services offered by competing companies. Irfan (2023) states that brand image represents opinions formed through information and experiences consumers gain when using a company's products. This brand image is formed through various interactions between consumers and the product, both directly and indirectly. The process of brand image formation is heavily influenced by how consumers receive information and their perceptions of the product's quality and reliability. According to Kotler (2013:349), there are three indicators of brand image:

1. Characteristics.
2. Benefits.
3. Value.

According to Rahmawati et al. (2024), several factors influence brand image, one of the most crucial elements being product quality. High-quality products will create a positive brand image in the eyes of consumers. When consumers perceive that goods with a particular brand have reliable quality, this will increase their trust in that brand.

Purchasing Decision

Consumer decisions in purchasing decisions are crucial elements that influence consumer behavior. According to Faulina & Susanti (2023), purchasing decisions refer to the actions of consumers who choose to buy or use a product by exchanging money to obtain ownership rights to the product. Purchasing decisions involve various considerations including product benefits, price, and previous consumer experiences. In this process, consumers not only consider needs, but also emotional and social factors that can influence the final decision. According to (Kotler and Keller 2016:183), aspects that reflect purchasing decisions include:

1. The type of product chosen.
2. Preferences for certain brands.
3. The location or distribution channel chosen.
4. Time of purchase.
5. Quantity of goods purchased.
6. The method or method of payment used.

(Syukriah et al., 2023) explain that purchasing decisions are not centered on visible or tangible commodities (products). Services, which are intangible products, also go through the same stages in decision making. Consumers tend to compare experiences, reviews from other consumers, and third-party recommendations to determine whether to use a particular service. This demonstrates that purchasing decisions involve a complex process and require in-depth evaluation.

Conceptual Framework

As stated by Sugiyono (2014), the conceptual design is a theoretical relationship that conceptually explains the relationship between independent variables and dependent variables that will be assessed by the research to be carried out.

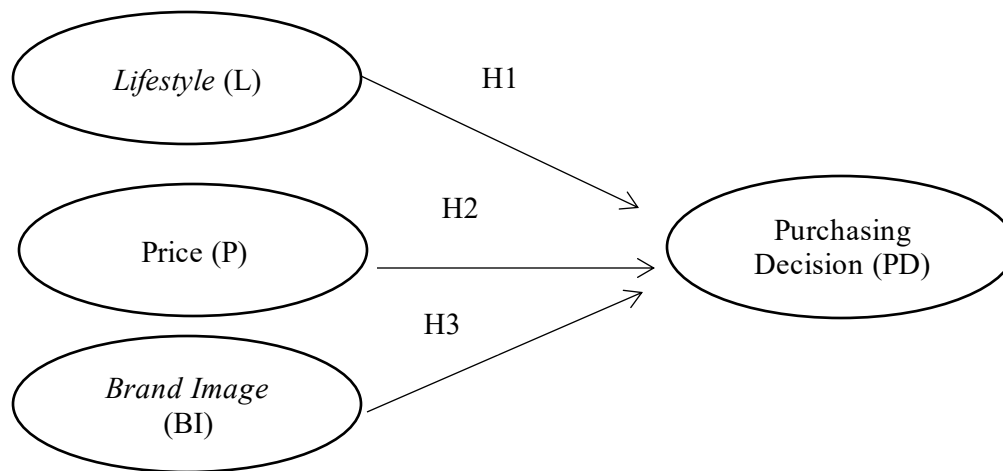


Figure 1. Conceptual Framework

Research Hypothesis

H1: Lifestyle influences purchasing decisions.

H2: Price influences purchasing decisions.

H3: Brand Image influences purchasing decisions.

RESEARCH METHODS

Types of research

Observations in this study focused on the city of Semarang, employing a quantitative research design. This study examines the relationships between variables or how one variable can influence another (Sugiyono, 2008). The research methodology is based on a survey, a data collection technique that utilizes a questionnaire as a tool to gather responses from sample research participants.

Research Population and Sample

According to Sugiyono (2014), a population refers to a group of people or objects with variables and components selectively chosen by researchers to draw conclusions. The target subjects in this study include all iPhone users in Semarang City in 2025. The sample is representative of a population whose size is infinite or unlimited and therefore cannot be determined with certainty. The quantitative approach in this study examines primary data.

Sampling Technique

Purposive sampling, a purpose-based sampling method involving the determination of the sample based on specific criteria, was applied in conjunction with a non-probability sampling

method (Sugiyono, 2014). The criteria used in this study were iPhone buyers and users, as well as residents of Semarang City who own an iPhone.

The sample size calculation using the formula from Hair et al. (2019) states that the number of indicators multiplied by five to ten determines the number of samples to be taken. Therefore, the sample size used is:

Sample = number of indicators x 5

= 20 x 5

= 100. Based on this calculation, 100 respondents were obtained.

Data Collection Techniques

The primary data collected through observation of the items that are the focus of the research is the type of data applied in this study. Direct responses from respondents regarding the impact of brand image, price, and lifestyle on iPhone purchase decisions in Semarang City served as the data source. In this study, a methodically developed questionnaire, or series of questions, was used as the data collection strategy. The questionnaire's purpose was to gather statistics and information on how lifestyle, cost, and brand perceptions influence iPhone purchase decisions.

Data Analysis Techniques

This study uses a multiple linear regression approach applied with the help of SPSS 24 software to test the relationship between independent variables (lifestyle, price, and brand image) and dependent variables (purchase agreement), as well as descriptive analysis techniques to describe statistical data related to the variables studied.

RESULT, DISCUSSION, AND MANAGERIAL IMPLICATION

Respondent Description

Based on table 2, it is known that the respondents who dominated this study were female respondents, as many as 62 respondents, respondents aged 21-25 years, and respondents who had used the iPhone for more than 3 years.

Validity and Reliability Test

The calculation results in Table 3 show that the calculated r value is greater than the table r value, which is 0.195, which is the basis for a 0.05 significance test. Consequently, the item is valid (correct). Validity testing is important because it ensures that the research instrument is truly valid. Table 4 shows that Cronbach's alpha value is $>0.884 > 0.60$, which indicates that all variables in this study are reliable. Reliability testing is important to ensure the consistency of the measurement results of the research instrument.

Table 2. Respondent Description

	Category	Frequency	Percentage (%)	Mean
Gender	Man	38	38%	1,62
	Woman	62	62%	
Age	17-20 Years	40	40%	1,77
	21-25 Years	43	43%	
	Over 25 Years	17	17%	
Length of iPhone Use	1-2 Years	37	37%	1,00
	Over 3 Years	63	63%	

Source: Processed Data, 2025

Table 3. Validity Test

Variable	Question Items	r Count	Sig.	r Table	Information
X1	X1.1	0,762	0,000	0,195	Valid
	X1.2	0,819	0,000	0,195	Valid
	X1.3	0,758	0,000	0,195	Valid
	X1.4	0,314	0,001	0,195	Valid
	X1.5	0,288	0,004	0,195	Valid
X2	X2.1	0,690	0,000	0,195	Valid
	X2.2	0,801	0,000	0,195	Valid
	X2.3	0,741	0,000	0,195	Valid
	X2.4	0,555	0,000	0,195	Valid
	X2.5	0,359	0,000	0,195	Valid
	X2.6	0,431	0,000	0,195	Valid
	X2.7	0,368	0,000	0,195	Valid
	X2.8	0,287	0,004	0,195	Valid
X3	X3.1	0,751	0,000	0,195	Valid
	X3.2	0,739	0,000	0,195	Valid
	X3.3	0,782	0,000	0,195	Valid
	X3.4	0,286	0,004	0,195	Valid
	X3.5	0,458	0,000	0,195	Valid
	X3.6	0,446	0,000	0,195	Valid
Y	Y.1	0,617	0,000	0,195	Valid
	Y.2	0,550	0,000	0,195	Valid
	Y.3	0,585	0,000	0,195	Valid
	Y.4	0,566	0,000	0,195	Valid
	Y.5	0,571	0,000	0,195	Valid
	Y.6	0,504	0,000	0,195	Valid

Source: Processed Data, 2025

Table 4. Reliability Test

Reliability Statistics	
Cronbach's Alpha	N of Items
.884	25

Source: Processed Data, 2025

Classical Assumption Test

In table 5, it can be concluded that the VIF value for all variables is <10 , and the Tolerance value is >0.10 , the results indicate the absence of multicollinearity. The Sig. value in the table above for

each variable is > 0.05 , which indicates that there is no potential for heteroscedasticity. Shows the Asymp Sig. (2-tailed) value with a value of $0.200 > 0.05$. Therefore, it is stated that the data follows a normal distribution.

Multiple Linear Regression Analysis

Referring to Table 6, the following equation can be formed:

$$Y = 0.035X_1 + 0.315X_2 + 0.283X_3 + e$$

The regression equation is as follows: The regression coefficient for X_1 is 0.035, indicating a positive influence between the lifestyle variable and the purchase decision. This means that if the lifestyle variable increases by one unit, the purchase decision variable has the potential to increase by 0.035. The regression coefficient for X_2 is 0.315, indicating a positive influence between the price variable and the purchase agreement. This means that if the price variable increases by one unit, the purchase agreement variable experiences an advance of 0.315. The regression coefficient $X_3 = 0.283$ indicates a constructive influence between the brand image variable and the purchase agreement. This means that if the brand image variable experiences a gain of one unit, the purchase agreement variable will increase by 0.283.

Partial Test (T), Simultaneous Test (F) and Coefficient of Determination Test (R²)

The findings from the partial regression test in this study, as shown in Table 7, are presented as follows: The calculated t-value for the Lifestyle variable (X_1) is 0.470, lower than the t-table value of 1.660. With a significance level of $0.639 > 0.05$, H_0 is confirmed and H_a is rejected. This means that Lifestyle (X_1) does not have a significant impact on Purchase Agreement/Decision (Y). The calculated t-value for the Sales Value variable (X_2) is 5.178, higher than the t-table value of 1.660. With a significance level of $0.000 < 0.05$, H_0 is rejected and H_a is confirmed. This means that Price (X_2) has a positive impact on Purchase Agreement (Y). The calculated t value for the Brand Image variable (X_3) is $3.800 >$ the t table value of 1.660 with a significance scale of $0.000 < 0.05$, indicating that H_0 is rejected and H_a is confirmed. This means that Brand Image (X_3) has a constructive impact on Purchase Agreement (Y). The simultaneous F analysis output shows an F count value of 67.988 with a probability of 0.000. The multiple linear regression model can be continued because the significance value is < 0.05 , thus indicating that there are no significant problems. Table 7 shows that the model accuracy indicator (Adjusted R²) of 0.680 indicates that 67% of the variance in this study is influenced by lifestyle, price, and brand image factors. Meanwhile, the remaining 33% is the impact of other variables not included in this study.

Tabel 5. Multicollinearity Test, Heteroscedasticity Test, and Normality Test

Classical Assumption Test	Result				Information
		Lifestyle	Price	Brand Image	
Multikolinierity Test	Tolerance	0,507	0,366	0,385	Multicollinearity does not occur
	VIF	1,973	2,736	2,595	
Heteroscedasticity Test	Sig	0,823	0,780	0,360	Heteroscedasticity does not occur
Normality Test	Asymp. Sig (2-tailed)		0,200		Normal

Source: Processed Data, 2025

Table 6. Multiple Linear Regression

Variable	Sig	Information
Lifestyle	0,639	Significant
Price	0,000	Significant
Brand Image	0,000	Significant

Source: Processed Data, 2025

Table 7. T-Test

Variable	Lifestyle	Price	Brand Image
T	0,470	5,178	2,800
F		67,988	
Adjusted R ²		0,670	
Sig	0,639	0,000	0,000

Source: Processed Data, 2025

Discussion

The findings of the multiple linear regression analysis and hypothesis testing of this study indicate that while price and brand image impact purchasing decisions, lifestyle has no effect. This finding can be interpreted as a strong relationship between the independent variables of lifestyle, price, and brand image, and the independent variables on purchasing decisions, which can be optimized to increase purchase agreement.

The Influence of Lifestyle on Purchasing Decisions

The results of the hypothesis testing revealed that the decision to purchase an iPhone was not influenced by lifestyle factors. This suggests that the decision to purchase an iPhone smartphone is not influenced by changes in the user's lifestyle. This is further supported by the research study by Monica et al. (2021), which explains that lifestyle does not influence what people buy. Therefore, Hypothesis 1 is rejected. Lifestyle can increase purchasing decisions if supported by good product

quality, therefore the iPhone company continues to improve the quality of its products to meet consumer needs.

The Influence of Price on Purchasing Decisions

Price has a substantial impact on a person's decision to purchase an iPhone, according to the results of a hypothesis testing study. This indicates that Apple has set a product selling price that is affordable and commensurate with the quality and superiority of the product it offers. Price has a significant impact on purchasing decisions, as research by Putra & Aminah (2022) supports this. Therefore, hypothesis 2 is accepted. iPhone companies need to maintain a balance between price and product quality. If the price is too high, consumers may be discouraged from purchasing, while if the price is too low, consumers may doubt the product's quality. This means that the more competitive the price offered, the more likely consumers are to purchase an iPhone.

The Influence of Brand Image on Purchasing Decisions

Brand image considerations significantly influence a user's decision to purchase an iPhone. The goal is for iPhone smartphones to have a positive brand image, as evidenced by the following: the logo is immediately and easily recognized by customers, it is durable, and it offers several benefits and assistance in daily life, all of which influence consumer purchasing decisions. Purchasing decisions are undoubtedly influenced by a product's positive brand image. This is supported by research by Dhenta & Krido (2021). According to the study, brand image has a significant impact on purchasing decisions. Therefore, Hypothesis 3 is accepted. The iPhone company needs to communicate effectively with consumers to enhance its brand image. This can be achieved by using social media, advertising, and other promotions to increase brand awareness and maintain relationships with consumers.

CONCLUSIONS AND SUGGESTIONS

Conclusion

Based on the discussion, the following conclusions can be drawn:

Lifestyle does not have a substantial impact on iPhone purchase decisions by iPhone consumers in the Semarang area. This means that higher lifestyle does not influence purchase decisions. iPhone purchase decisions in the Semarang area are influenced by price. This means that the higher the price, the higher the purchase decision rate. Brand image impacts consumer decisions to purchase iPhone smartphones in the Semarang area. The better the brand image, the higher the purchase decision rate. Respondent characteristics such as age and gender can influence iPhone purchasing decisions. Respondents whose lifestyles align with the iPhone brand image are more likely to

purchase iPhone products. Thus, companies can segment the market based on respondent characteristics to increase marketing effectiveness.

Research Limitations and Suggestion

Some limitations of this study include the fact that it was conducted only in Semarang City, so the results may not be generalizable to other regions. Furthermore, it used a limited sample size. This study only examined the influence of lifestyle, price, and brand image on iPhone purchasing decisions, so there may be other variables not examined that also influence purchasing decisions.

According to the study, Apple should consider its customers' lifestyle demands rather than solely focusing on product quality. Lifestyle factors do not significantly influence iPhone purchasing decisions by consumers in Semarang City. This is because iPhone consumers in Semarang City are heavily influenced by price when deciding to purchase an iPhone; the more expensive the iPhone, the less likely they are to purchase. The researchers suggest that Apple set iPhone prices according to market share, considering this an important consideration for the company. Customers are more likely to purchase an iPhone if the brand image is positive, as brand image influences their judgment when choosing a product. The researchers recommend that Apple run targeted promotions with attractive concepts and designs to maintain a positive brand image and increase customer familiarity with the Apple name.

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