
**THE INFLUENCE OF LIFESTYLE, SOCIAL CLASS AND BRAND IMAGE ON IPHONE
PURCHASE DECISION AMONG YOUNG PEOPLE IN MANADO**

**PENGARUH GAYA HIDUP, KELAS SOSIAL DAN CITRA MEREK TERHADAP KEPUTUSAN PEMBELIAN
IPHONE PADA KALANGAN ANAK MUDA DI KOTA MANADO**

Oleh:

Grasia Putri Mamosey¹

Maryam Mangantar²

Regina T. Saerang³

¹²³International Business Administration, Management Department

Faculty of Economics and Business

Sam Ratulangi University Manado

E-mail:

¹putri.gracia02@gmail.com

²mmangantar@unsrat.ac.id

³reginasaerang@unsrat.ac.id

Abstract: This study aims to analyze the influence of lifestyle, social class, and brand image on the purchasing decisions of young people in Manado, Indonesia, regarding iPhones. This research is quantitative in nature, with data collected through questionnaires distributed to 100 young respondents (aged 16-30) who use iPhones. The study utilizes multiple linear regression model with the assistance of SPSS 23. The sampling technique used is purposive sampling, which is a type of non-probability sampling. The results of the study show that: 1. Lifestyle, Social Class and Brand Image all simultaneously have an influence on the iPhone Purchase Decision among young people in Manado. 2. Lifestyle has an influence on iPhone Purchase Decision among young people in Manado. 3. Social Class does not have an influence on iPhone Purchase Decision among young people in Manado. 4. Brand Image has an influence on iPhone Purchase Decision among young people in Manado.

Keywords: Purchase Decision, Lifestyle, Social Class, Brand Image

Abstrak: Penelitian ini bertujuan untuk menganalisis pengaruh gaya hidup, kelas sosial, dan citra merek terhadap keputusan pembelian iPhone pada kalangan anak muda di Manado. Penelitian ini bersifat kuantitatif, dimana pengumpulan data dilakukan melalui kuesioner yang disebarluaskan kepada 100 responden anak muda (usia 16-30 tahun) yang menggunakan iPhone. Penelitian ini menggunakan model regresi linear berganda dengan bantuan SPSS 23. Teknik pengambilan sampel yang digunakan adalah teknik purposive sampling, yang merupakan jenis non probability sampling. Hasil penelitian menunjukkan bahwa, 1. Gaya hidup, kelas sosial, dan citra merek secara bersamaan berpengaruh terhadap Keputusan Pembelian iPhone pada anak muda di Manado. 2. Gaya hidup berpengaruh terhadap Keputusan Pembelian iPhone pada anak muda di Manado. 3. Kelas sosial tidak berpengaruh terhadap Keputusan Pembelian iPhone pada anak muda di Manado. 4. Citra merek berpengaruh terhadap Keputusan Pembelian iPhone pada anak muda di Manado.

Kata Kunci: Keputusan Pembelian, Gaya Hidup, Kelas Sosial, Citra Merek

INTRODUCTION

Research Background

As times progress, a businessman is required to be able to adapt to existing developments and changes, businessmen must be able to innovate to be able to survive in the existing business competition, one of the ways that businessmen usually use to survive in a market where competition is getting tougher every day. Because the existing changes make business people innovate by creating new products, resulting in the emergence of various new product choices. Market demand for smartphones is increasing, so smartphone companies must be able to meet existing demand by smartphone companies (HP) producing various kinds of new products. The smartphone brands most used by Indonesians are quoted on the Databoks website, so that consumers can choose a several of brand smartphone on the market. Smartphone brands who are the most often used by Indonesian people are Samsung with 25%, next there are Xiaomi with 23%, iPhone and Oppo with a total percentage of 14%, and then followed by other brands (Databoks, 2022).

The more sophisticated the technology, the more popular it is to customers. The one brand is iPhone which comes with its advantages, in the available data shows that those who are switched from android to iPhone. There are an increase of 7% from 2023 question arise of why users switch or even buy a new cellphone. Based on existing data, the reason for the move was due to prior phone problems of 53% and the smallest reason was due to community connecting of 6% (CIRP, 2024), with existing data, iPhone can fulfill the progress and needs of technology, which is considered to have quite sophisticated technology that can meet the wants and needs of young people. Brand iPhone smartphone products offers convenience to the consumer (Exstrada, 2020). Price is expensive, so it can only be owned by people who have sufficient income. People who have expensive cellphones are considered to have a high social class and this tends to be a lifestyle.

Lifestyle has emerged as a significant factor influencing consumer behavior, particularly among young people. Lifestyle, as defined in consumer research, refers to the pattern of living expressed through activities, interests, and opinions. It reflects the way individuals allocate their time and resources, and it heavily influences their purchasing decisions. Among young consumers, lifestyle is often shaped by social trends, technological advancements, and peer influence, making it a key determinant in the decision-making process for high-end products like the iPhone. The iPhone, in particular, has become more than just a communication device; it is a lifestyle symbol. Many young people choose to purchase an iPhone not just for its functional benefits but to align with a particular social image and identity that resonates with their lifestyle choices. iPhone being associated with a higher social status and personal identity, further motivating young people to make purchasing decisions based on how the product reflects their desired lifestyle.

Factors influencing purchasing decisions, aside from lifestyle, are also highlighted in previous research by Rambing et al. (2023) that brand image positively affects purchasing decisions. Brand image refers to the perception held by the public when using or purchasing a brand, and it plays an important role in purchasing decisions. Recently, a prevalent brand image in society, particularly among young people, is that those who use iPhones are perceived to have high status and belong to the upper class. Social class refers to the grouping of people who are similar, and social class has a positive influence on purchasing decisions, according to the research by Faulina and Susanti (2023). The iPhone is found across all social classes due to its technology or as a lifestyle choice. As stated by Detya et al. (2019), the use of smartphone technology can become an addiction and change lifestyle, because of dependence on technology. This is because the iPhone is viewed as "expensive," leading young people to feel that owning an iPhone will bring them recognition from others. Nowadays, young people tend to buy iPhones not to meet their needs, but simply to conform to a lifestyle and social class present among their peers. Apart from that, according to temporary observations, lifestyle, social class and brand image tend to be more prominent in cell phone purchases among young people. Based on the explanation above that makes the researcher interested to talk about the influence of lifestyle, social class and brand image on iPhone purchase decisions among young people in Manado as a title of this research.

Research Objectives

The objectives of this research are:

1. To find out the influence of lifestyle, social class and brand image on iPhone purchase decision simultaneously
2. To find out the influence of lifestyle on iPhone purchase decision partially
3. To find out the influence of social class on iPhone purchase decision partially
4. To find out the influence of brand image on iPhone purchase decision partially

LITERATURE REVIEW

Marketing

Marketing is a very important aspect in a business, if the business has the desire to progress, develop and to get profit. Profit is a goal that must be achieved by a businessman. To make a profit, marketing needs to be considered, because marketing itself is something that must be done in a business, it takes strategy, way of thinking, management, analysis, and certainly execution to see marketing is successful. According to Kotler and Keller (2020), "Marketing is the process by which companies engage customers, build strong customer relationships, and create customer value in order to capture value from customers in return".

Purchase Decision

Alma (2018:96) stated that purchasing decisions are consumer decisions, when the consumers already have a decision to make a purchase with the goods/things they need or want this consumer decision are influenced by financial economics, technology, cultural politics, products, location, price promotions, physical evidence, process and people. A buying choice is an action taken by an individual prior to making a purchase of a good or service. Every customer has the right to determine something based on their own desires.

Lifestyle

Kotler and Keller (2016) stated that "Lifestyle is a person's lifestyle as expressed in activities, interests and opinions; it depicts the person wholly interacting with his environment". According to Laksono and Iskandar (2018), lifestyle is a person's attitude in describing an actual issue that exists in their mind and tends to be associated with various factors tied to psychological and emotional matters, or it can also be seen from their interests and opinions about an object.

Social Class

According to Khatimah (2021 :185) "Social class is a group of people who exist and occupy social layers based on economic criteria", social class is something that must exist in every person, humans can be in the upper, middle or even lower economic class.

Brand Image

Shimp (2013) explains that brand image can be considered a type of association that arises in the minds of consumers when they recall a particular brand. These associations can simply manifest as certain thoughts or images linked to a brand, much like when we think about other people. Brand image is known as the overall perception of consumers toward a brand, influenced by the interactions and information received from businesses. A brand's image consists of a series of thoughts and feelings connected with customers when they see or hear about it.

Previous Research

Basallama and Ariyanti (2023) aimed to determine the influence of reference groups on Iphone product purchasing decisions, the influence of lifestyle on Iphone product purchasing decisions, and the moderating effect of lifestyle on the relationship between reference groups and Iphone product purchasing decisions. The population of this research is Iphone users in big cities in Indonesia, namely Jakarta, Bandung, Bali, Medan, Pontianak, Makassar, Palembang, Lampung, and Ambon. The sampling technique used was cluster random sampling with a total sample of 150 respondents. The data collection method is a survey with an online questionnaire. The multivariate analysis was used in this research, namely structural equation modelling. The results of the study indicate that the reference group has a significant influence on Iphone product purchasing decisions, lifestyle has a significant influence on Iphone product purchase decisions, and lifestyle can moderate the positive relationship between reference groups and purchasing decisions.

Goldberg and Kotze (2022) investigated the influence of reference groups on the buying behaviour of Millennials on social commerce platforms. A qualitative approach was followed by means of an exploratory research design. Judgement sampling was used to identify a total of 26 participants from whom data was gathered by means of conducting three focus groups. Data was analysed by means of the Morse and Field approach using ATLAS.ti. The results indicate that Millennials' primary reference groups are family and friend, influencers and experts. Referents exert a prominent influence on Millennials' decisions to make use of social commerce platforms. Millennials do not observe referents' buying behaviour, mimic referents style, purchase products to identify with referents and do not seek approval from reference groups when making a purchase decision on a social commerce platform.

Iskuntianti et al. (2020) aimed to determine the brand image, lifestyle, and product quality on purchasing decisions for Iphone smartphones. The population used in this study is the consumer iPhone mobile phone users. The method used in this study is a partial test with a Likert scale. The sample in this study were consumers of iPhone smartphones with a total of 40 respondents. Statistical tests were performed using PLS-based Structural Equation Modeling. The validation test uses the loading factor, convergent validity, and face validity. While the reliability test uses the Cronbach's alpha value, composite reliability and Average Variance Extracted (AVE). After all the results of the indicator items used in this study are valid and reliable, then the hypothesis is tested.

Of the three hypotheses proposed, all of them are supported and for each hypothesis there is one researcher who says the results are not significant

Conceptual Framework

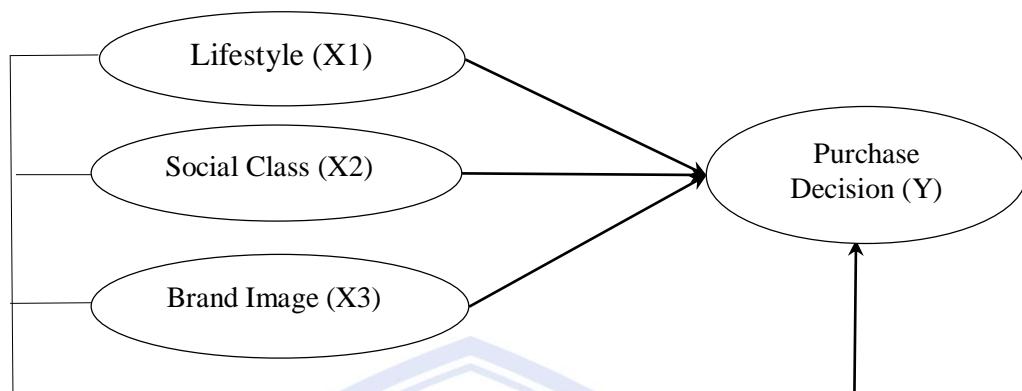


Figure 1. Conceptual Framework

Source: Literature Review

Research Hypothesis

- H1: Lifestyle, Social Class, and Brand Image simultaneously influence iPhone Purchase Decisions.
- H2: Lifestyle partially influences iPhone Purchase Decisions.
- H3: Social Class partially influences iPhone Purchase Decisions.
- H4: Brand Image partially influences iPhone Purchase Decisions.

RESEARCH METHOD

Research Approach

This study using quantitative methodology; quantitative is a paradigm that stresses testing theory by utilizing statistical techniques to analyze data and measure study variables.

Population, Sample Size, and Sampling Technique

The Population in this research consists of young people in the age range 16-30 who bought/used an iPhone in Manado. This study used 100 respondents as samples and uses non-probability sampling techniques, and with purposive sampling as the sampling technique

Type of Data and Data Source

Primary and Secondary data are used as the type source of this study. Primary data is the data obtained directly from the original source, the responses of respondent and secondary data explanation of a phenomenon or describe something from other research, journal, articles, books and other that relevant from the internet

Data Collection Method

In this study the data collection method will be use using a questionnaire, questionnaire by google form, the questions that arise are designed to collect information or data from respondents that suits with certain criteria.

Operational Definition and Measurements of Research Variables

Table 1. Operational Definition of Research Variables

Variable	Definition	Indicators
Lifestyle (X ₁)	Lifestyle is a person's lifestyle as expressed in activities, interests and opinions; it depicts the person wholly interacting with his environment (Kotler and Keller, 2016)	1. Shopping 2. Families 3. Yourself 4. Social issues (Ujang, 2014)

Social Class (X ₂)	Social class is a group of people who exist and occupy social layers based on economic criteria", social class is something that must exist in every person, humans can be in the upper, middle or even lower economic class (Khatimah, 2021)	1. Job 2. Education 3. Income (Damiati, 2017)
Brand Image (X ₃)	Brand image can be considered a type of association that arises in the minds of consumers when they recall a particular brand. These associations can simply manifest as certain thoughts or images linked to a brand, much like when we think about other people (Shimp, 2013)	1. Recognition 2. Reputation 3. Affinity 4. Domain (Aeker, 2009)
Purchase Decision (Y)	Purchasing decisions are a Consumer decisions, when the consumers already have a decision to make a purchase with the goods/things they needs or wants this consumer decision are influenced by financial economics, technology, cultural politics, products, location, price promotions, physical evidence, process and people (Alma, 2018)	1. Product advantages 2. Product benefits 3. Product selection 4. Interest in the brand 5. Price adjustments 6. Ease of getting products which are desired 7. Conformity to need (Kotler and Keller. 2016)

Testing of Research Instruments

Validity and Reliability Test

According to Sugiyono (2015), the validity test is used to determine truth of reality-based information. A valid instrument means a measuring instrument that used to obtain (measure) data is valid. The items are considered to be valid if $r\text{-count} > r\text{-table}$ or invalid if $r\text{-count} < r\text{-table}$.

The reliability test is used to test whether the research instrument is reliable. Reliability testing is an instrument testing tool that has the function of how consistent the instrument is after testing an object in the same condition. Reliability testing in research uses Cronbach's alpha formula. If the Cronbach's alpha value is greater than 0.60, then the research instrument can be declared reliable, if the Cronbach's alpha value is smaller or than 0.60, then the research instrument is not reliable and cannot be used for research.

Data Analysis

Test of Classical Assumption

Normality Test

The purpose of this normality test is to check or find out whether the population data is normally distributed. The guideline for decision making using the Kolmogorov Smirnov test is the Sig value or the probability value (p) is less than 0.05, it is concluded that the population is not normally distributed, if the Sig value. Greater than 0.05 normally distributed population.

Multicollinearity Test

Multicollinearity test is a predictor where the independent variables are correlated with each other. Multicollinearity test is used to test whether a regression model was correlated among the independent variables or not. The criteria of using this test when tolerance value < 0.10 or equal to VIF value > 10 , it shows there was multicollinearity among the independent variables. A good regression model is one with no correlation or free from multicollinearity symptoms. The result can be interpreted as nonmulticollinearity if tolerance > 0.10 or VIF < 10 .

Heteroscedasticity Test

Heteroscedasticity testing in the regression model was carried out for find out whether in the regression model there is inequality of variance from the residuals other observations, to prove whether there is heteroscedasticity interference. If the Scatterplot forms a torrent pattern (spreading out) then there will be no heteroscedasticity regression interference and vice versa (Sugiyono, 2015).

Multiple Linear Regression Analysis

This analysis is used to find out how much influence the independent variable has on the dependent variable. According to Sugiyono (2015), regression analysis is used if the researcher intends to predict the condition (rise and fall) of a dependent variable, if two or more independent variables are predictor factors. The formula is as follows:

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

Information:

- Y = Purchase Decision
- a = Constant Value
- β_1 = Regression coefficient for Lifestyle
- β_2 = Regression coefficient for Social Class
- β_3 = Regression coefficient for Brand Image
- X1 = Independent variable (Lifestyle)
- X2 = Independent variable (Social Class)
- X3 = Independent variable (Brand Image)
- E = Error

Correlation Coefficient (R) and Coefficient of Determination (R^2)

This test is used to measure the ability of the model of independent variable in explaining the variation of dependent variable. The analysis of correlation coefficient (R) value is around -1 to +1, the closer R value to 1 the better correlation between each of independent variable towards the dependent variable. The analysis of the coefficient of determination (R^2) is used to determine the ability of the model of independent variable in explaining the variation of dependent variable.

Hypothesis Testing

Simultaneously (F-Test)

This F test is to determine the level of significance of the influence of the independent variables together (simultaneously) on the dependent variable. Hypothesis testing is carried out to determine whether or not there is an influence of the independent variables (X1, X2 and X3) together (simultaneously) on the dependent variable (Y). The H_a hypothesis is rejected if the significant F value is > 0.05 .

Partially (T-Test)

T test (t) or significance test to partially test the research hypothesis which is suspected of the influence of the independent variable on the dependent variable (Sugiyono, 2001). The formulation of the hypothesis is as follows:

1. If $\text{Sig.} > (0.05)$, then H_0 is accepted and H_1 is rejected.
2. If $\text{Sig.} < (0.05)$, then H_0 is rejected and H_1 is accepted.

RESULT AND DISCUSSION

Result

Validity and Reliability Test

Table 2. Validity Test Result

Variable	Indicator	Pearson Correlation	R-Table	Sig	Status
Lifestyle (X1)	X11	0.542	0.361	0.002	Valid
	X12	0.852	0.361	0.000	Valid
	X13	0.745	0.361	0.000	Valid
	X14	0.541	0.361	0.002	Valid
	X15	0.739	0.361	0.000	Valid
	X16	0.655	0.361	0.000	Valid
	X17	0.392	0.361	0.032	Valid
	X18	0.650	0.361	0.000	Valid

	X19	0.397	0.361	0.030	Valid
Social Class (X2)	X21	0.661	0.361	0.000	Valid
	X22	0.758	0.361	0.000	Valid
	X23	0.728	0.361	0.000	Valid
	X24	0.673	0.361	0.000	Valid
	X25	0.524	0.361	0.003	Valid
	X26	0.585	0.361	0.001	Valid
Brand Image (X3)	X31	0.819	0.361	0.000	Valid
	X32	0.889	0.361	0.000	Valid
	X33	0.758	0.361	0.000	Valid
	X34	0.747	0.361	0.000	Valid
	X35	0.761	0.361	0.000	Valid
	X36	0.516	0.361	0.004	Valid
	X37	0.658	0.361	0.000	Valid
	X38	0.508	0.361	0.004	Valid
Purchase Decision (Y)	Y1	0.741	0.361	0.000	Valid
	Y2	0.841	0.361	0.000	Valid
	Y3	0.788	0.361	0.000	Valid
	Y4	0.839	0.361	0.000	Valid
	Y5	0.706	0.361	0.000	Valid
	Y6	0.621	0.361	0.000	Valid
	Y7	0.709	0.361	0.000	Valid

Source: Data Processed SPSS 23

Based on Table 2, shows the validity test result of all the variable questionnaire item. All of the variable items are considered valid because the r-count (Pearson Correlation) is greater than its r-table (0.361).

Table 3. Reliability Test Result

Variable	Cronbach's Alpha	Status
Lifestyle (X1)	0.807	Reliable
Social Class (X2)	0.720	Reliable
Brand Image (X3)	0.853	Reliable
Purchase Decision (Y)	0.865	Reliable

Source: Data Processed SPSS 23

Table 3 shows the reliability test result of each variable, namely Lifestyle (X1), Social Class (X2), Brand Image (X3) and Purchase Decision (Y). The Cronbach's Alpha value of all the variable is greater than 0.6, indicating the item statement of all variables that used in this research considered to be reliable

Results of Classical Assumption Testing

Normality Test

Table 4. One-Sample Kolmogorov-Smirnov Test

	Unstandardized Residual	
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.63832326
Most Extreme Differences	Absolute	.076
	Positive	.076
	Negative	-.066
Test Statistic		.076
Asymp. Sig. (2-tailed)		.170 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Source: Data Processed SPSS 23

Based on the SPSS output (Table 4), the sig (2-tailed) value is 0.170, which is greater than 0.05. In accordance with the criteria above, it can be concluded that the data is normally distributed.

Multicollinearity Test

Table 5. Multicollinearity Test Result

Model	Coefficients		Status
	Tolerance	VIF	
Lifestyle (X1)	0.627	1.595	No Multicollinearity
Social Class (X2)	0.545	1.834	No Multicollinearity
Brand Image (X3)	0.581	1.721	No Multicollinearity

a. Dependent Variable : Purchase Decision

Source: Data Processed, 2024

Based on the table 5, the tolerance level and variance inflation factor (VIF) of independent variable X1, X2 and X3 are 0.627, 0.545 and 0.581. This proves that the tolerance value is greater than 0.10 or VIF value is less than 10, thus it can be concluded that there is no multicollinearity symptoms.

Heteroscedasticity Test

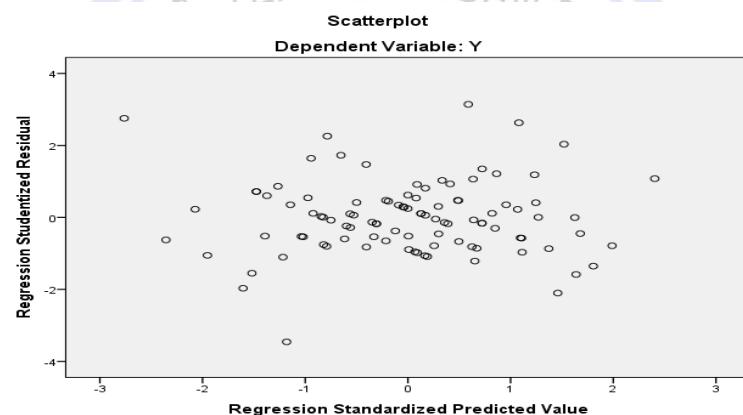


Figure 2. Scatterplot

Source: Data Processed SPSS 23

Based on the figure 2, there is no clear pattern, nor did the dots spread above and below the number 0 on the Y axis, The Scatterplot forms a torrent pattern (spreading out) then there will be no heteroscedasticity.

Multiple Linear Regression Analysis

Table 6. Multiple Linear Regression Analysis Result

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics		
	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
(Constant)	6.440	1.817		3.544	.001		
Lifestyle	.160	.070	.200	2.293	.024	.627	1.595
Social Class	.118	.098	.113	1.206	.231	.545	1.834
Brand Image	.412	.071	.528	5.827	.000	.581	1.721

a. Dependent Variable: Y

Based on Table 6, it can be seen the form of the regression equation is as follow:

$$Y = 6,440 + 0,160X1 + 0,118X2 + 0,412X3 + e$$

The equation can be interpreted as follows:

1. The constant value of Purchase Decision (Y) is 6.440, meaning that in a case where Lifestyle (X1), Social Class (X2), Brand Image (X3) variables are 0, then the Purchase Decision (Y) is 6.440.
2. The coefficient value of Lifestyle (X1) has a positive value of 0,160. This shows that if Lifestyle (X1) increases by one unit, then the variable Purchase Decision (Y) will increase by 0,160 or 16% with that assumption that another independent variable is held constant.
3. The coefficient value of Social Class variable (X2) has a positive value of 0,118. This shows that if Social Class variable (X2) increases by one unit, then the variable Purchase Decision (Y) will increase by 0,118 or 11,8 % with the assumption that another independent variable is held constant.
4. The coefficient value of Brand Image variable (X3) has a positive value of 0,412. This shows that if Brand Image variable (X3) increases by one unit, then the variable Purchase Decision (Y) will increase by 0,412 or 41,2% with the assumption that another independent variable is held constant

Correlation Coefficient (R) and Coefficient of Determination (R^2) Test

Table 7. Correlation Coefficient (R) and Coefficient of Determination (R^2) Test Result
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.736 ^a	.541	.527	2.679

a. Predictors: (Constant), X3, X1, X2

b. Dependent Variable: Y

Source: Data Processed SPSS 23

Based on Table 7, this test is used to measure the ability of the model of independent variable in explaining the variation of dependent variable. Table 10 shows the adjusted R square (R^2) value of the model is 0.527. It means that Lifestyle (X1), Social Class (X2) and Brand Image (X3) as the independent variable explained the value of Purchase Decision (Y) as the dependent variable as much as 0.527 or 52.7%. The other remaining 47.3% comes from other variables that are not being discussed in this research

Hypothesis Test

Table 8. F-Test Result

ANOVA ^a						
Model	Sum of Squares		df	Mean Square	F	Sig.
1	Regression	813.636	3	271.212	37.782	.000 ^b
	Residual	689.114	96	7.178		
	Total	1502.750	99			

a. Dependent Variable: Y

b. Predictors: (Constant), X3, X1, X2

Source: Data Processed SPSS 23

Based on table 8, the result of F-count value of 37.782 and significance value of 0.00. F-table value is 2.699. The findings shows that F-count > F-table ($37.782 > 2.699$). Based on the result, it can be concluded that Lifestyle (X1), Social Class (X2) and Brand Image (X3) have a significant influence on purchase decision (Y) simultaneously, thus H1 is supported

Table 9. T-Test Result

Model	T	T-Table	Sig	Status
Lifestyle (X1)	2.293	1,984	0.024	Significant Influence
Social Class (X2)	1.206	1,984	0.231	No Significant Influence
Brand Image (X3)	5.827	1,984	0.000	Significant Influence

a. Dependent Variable : Purchase Decision (Y)

Source: Data Processed, 2024

Based on the Table 8, the result can be interpreted as follows:

1. The t-count value of Lifestyle variable (X1) is 2.293 and its significance value is 0.024. This means that the t-count > t-table ($2.293 > 1,984$) and the significance value is less than 0,05. Therefore, it can be concluded that Lifestyle (X1) influences purchase decision (Y) of an iPhone and H2 is accepted.

2. The t-count value of Social Class variable (X2) is 1.206 and its significance value is below 0,231. This means that the t-count < t-table (1,206 < 1,984) and the significance value is greater than 0,05. Therefore, it can be concluded that Social Class (X2) not influences purchase decision (Y) of an iPhone, and H3 is not accepted therefore H03 is accepted.
3. The t-count value of Brand Image variable (X3) is 5.827 and its significance value is 0.000. This means that the t-count > t-table (5,827 > 1,984) and the significance value is less than 0,05. Therefore, it can be concluded that Brand Image (X3) influences purchase decision (Y) of an iPhone and H4 is accepted.

Discussion

The Influence of Lifestyle on Purchase Decision

In this study, it was found that Lifestyle has a significant influence on Purchasing Decisions. The increasing lifestyle of young people makes product purchases will also increase. The lifestyle choices of young people have become a significant determinant of their purchasing decisions, particularly when it comes to high-end technology products like the iPhone. For many young consumers, the iPhone is more than just a smartphone; it is a symbol of social status, trendiness, and personal identity. The influence of social media, peer pressure, and the desire to stay up-to-date with the latest technological trends has made owning an iPhone a crucial aspect of the lifestyle many aspire to. Young people often perceive the iPhone not only as a functional device but also as a fashion statement that aligns with their personal values and social image. This perception is fueled by the brand's strategic marketing, which emphasizes elegance, exclusivity, and innovation attributes that resonate strongly with the youth demographic. Additionally, lifestyle factors such as the desire for convenience, connectivity, and integration into the Apple ecosystem play a pivotal role in the purchase decision. The iPhone's ability to integrate seamlessly into daily activities whether for social interaction, entertainment, or work further reinforces its appeal. As a result, lifestyle considerations heavily influence the decision to purchase an iPhone, making it a preferred choice among young people who prioritize both functionality and social prestige in their buying behavior.

The Influence of Social Class on Purchase Decision

In this study, it was found that Social Class has no significant influence on Purchasing Decisions. Social class as measured by indicators of education, occupation, and income has no significant influence on iPhone purchasing decisions among young consumers. The context of young people consumers, economic factors that usually distinguish social class are no longer the main determinants in iPhone purchasing decisions. In terms of education, income and occupation of young people consumers, the results show that they have no significant effect on iPhone purchase decisions. This can be explained by the strong role of the iPhone brand image which has been widely recognized in society. The results of this study are in accordance with research conducted by Hasan and Farida (2022) which states that social class has no significant effect on purchasing decision variables. This means that social class is not a benchmark for young people who use iPhone in Manado. The number of young people who have used an iPhone even though they are in a condition where they do not get a steady income, job, today's young people no longer see them as being in a certain social class to buy and use an iPhone, because using an iPhone has become a common thing among young people.

The Influence of Brand Image on Purchase Decision

In this study, it was found that Brand Image has a significant influence on Purchasing Decisions. This suggests that consumers' perceptions of the iPhone brand play a big role in their decision to choose the product, Brand image, which refers to the perception, reputation, and image formed in the minds of consumers about a brand, seems to be a major driver in consumption behavior in the young age segment. iPhone is known as a product that has an exclusive, innovative and high-quality image. Among young people, the iPhone brand image is often associated with social status, a modern lifestyle, and membership in a global community that is considered "up-to-date" technologically and in terms of trends. The premium image of the iPhone means that young consumers tend to see it not just as a communication tool, but as a status symbol that reflects their self-identity and social class. This strong brand image of the iPhone makes young consumers feel that owning the product increases their self-worth and social prestige. Moreover, lifestyle factors and growing social trends among young people, such as the use of social media, often reinforce the urge to own products that are considered cool and fashionable like the iPhone. Young consumers tend to be influenced by trends and peer pressure, so they see the iPhone as a product that fulfills their needs, in accordance with their social circle. Although the price of iPhone tends to be higher than other brands, the strong brand image makes young consumers still choose it because they consider the social and emotional value gained from owning an iPhone to be worth the price paid. This indicates

that for young people, owning an iPhone is more related to identity and status than functional needs. In the case of iPhone, young people choose this product because they want to express themselves and gain social recognition from their environment.

The Influence of Lifestyle, Social Class and Brand Image on Purchase Decision

Based on the result of the testing in previous chapter, it can be concluded that Lifestyle (X1), Social Class (X2) and Brand Image (X3) have a significant influence on purchase decision (Y) simultaneously. Lifestyle, social class and brand image work simultaneously and complement each other in influencing purchase decisions. A modern, technology-connected lifestyle drives the need for products like the iPhone, while social class provides the financial ability or social drive to choose such premium products. At the same time, brand image reinforces consumers' motivation to buy by offering symbolic and emotional value that makes the iPhone appear more appealing to consumers. Modern, technologically connected lifestyles drive consumers' need to own products that support daily activities and reflect self-identity, while social class influences consumers' accessibility to premium products such as iPhones, although flexible financing schemes have expanded access to different social strata. The iPhone's strong brand image as an innovative product and status symbol enhances its emotional and social appeal in the eyes of young consumers, making purchase decisions more influenced by social aspirations and status perceptions than just price or functionality considerations. Thus, these three factors work synergistically, suggesting that the iPhone purchase decision is not simply a technical necessity, but is also influenced by the psychological and social value offered by the brand. Companies like Apple, especially the iPhone, can take advantage of these findings to optimize marketing strategies. Marketing the iPhone should emphasize the strong brand image and modern lifestyle that consumers desire, while providing affordable payment options to reach a wider market segment. By targeting consumers based on lifestyle, social class, and brand image, Apple can continue to maintain the iPhone's appeal in various market segments, especially among young consumers who are highly influenced by social trends and status.

CONCLUSION AND RECOMMENDATION

Conclusion

1. Lifestyle, Social Class and Brand Image all simultaneously have an influence on the iPhone Purchase Decision among young people in Manado.
2. Lifestyle has an influence on iPhone Purchase Decision among young people in Manado.
3. Social Class does not have an influence on iPhone Purchase Decision among young people in Manado.
4. Brand Image has an influence on iPhone Purchase Decision among young people in Manado.

Recommendation

Based on the research results and conclusions that have been stated, these are recommendations for the future:

1. Apple, especially iPhone and other companies engaged in technology, should continue to utilize the power of brand image in their marketing strategies. Maintaining an innovative, stylish, and classy brand image is essential to attract young consumers who are influenced by trends and social status. In addition, companies need to consider flexible financing programs to reach consumers from different social classes, ensuring that products remain accessible to a wider segment. Marketers need to focus advertising campaigns on lifestyles that are relevant to young consumers. A lifestyle-based approach that emphasizes how the iPhone can support mobility, productivity, and self-expression. Social media and influencer marketing should also be maximized to strengthen brand image and create greater emotional appeal to the product.
2. Further Researchers can be further develop other variables that might influence purchasing decisions. In addition, further studies can consider demographic differences, for example by comparing purchasing decisions between older age groups and young people or comparing consumers in different countries to see differences in social and cultural influences on purchasing decisions.
3. Consumers, especially among young people, should be more aware of the importance of considering function and needs in purchases, not just following trends or social influences. A deeper understanding of product value and personal needs can help in making wiser and more informed decisions, rather than just status factors or social pressure.

Aaker, D.A. (2009). *Managing Brand Equity Capitalizing on the Value of a Brand Name*. New York: The Free Press

Alma, B. (2018). *Manajemen Pemasaran dan Pemasaran Jasa*. Bandung: Alfabeta.

Basallama, A.D., & Ariyanti, M. (2023). The Influence of Reference Group on Purchase Decision of Iphone Products With Lifestyle as A Moderating Variable (Case Study: Iphone Product Users In Indonesia). *Jurnal Manajemen Indonesia*, Vol. 23, No. 1. <https://journals.telkomuniversity.ac.id/ijm/article/view/4178>.

Damiati. (2017). *Perilaku Konsumen*. Edisi Ke 1. Jakarta: Rajawali Perss

Detya, W., Anggi, Y. I., & Juan, F. (2019). Pengaruh Perkembangan Teknologi Terhadap Perubahan Gaya Hidup Pada Masyarakat Indonesia. *In Search*, 23-34. <https://repository.unibi.ac.id/134/>.

Exstrada, W. (2020). Gaya Hidup Dengan Keputusan Pembelian Iphone Pada Mahasiswa. *Jurnal Imiah Psikologi*, 8(4), 729-737. <https://e-journals.unmul.ac.id/index.php/psikoneo/article/view/5577>.

Faulina, T., & Susanti, F. (2023). Pengaruh Gaya Hidup Dan Kelas Sosial Terhadap Keputusan Pembelian Smartphone Merek Samsung Di Bhintang Ponsel Padang. *Jurnal Valuasi: Jurnal Ilmiah Ilmu Manajemen Dan Kewirausahaan*, 3(1), 560-577. <https://www.valuasi.ippmbinabangsa.id/index.php/home/article/view/206>.

Goldberg, R., & Kotze, A. (2022). The Influence of Reference Groups on Millennials' Social Commerce Buying Behaviour. *Malaysian E Commerce Journal*, 6(1), 24-28. <https://www.researchgate.net/publication/360702260> The Influence of Reference Groups on Millennials' Social Commerce Buying Behaviour.

Hasan, F., & Farida, L. (2022). Pengaruh Kelas Sosial Dan Gaya Hidup Terhadap Perilaku Konsumen Pada Konsumen Pt Matahari Department Store Tbk Malang. *Jurnal Manajemen*, Vol. 12, No. 1, 45-53. <https://jurnalfe.ustjogja.ac.id/index.php/manajemen/article/view/3075>.

Iskuntianti, N.D., Faisal, M.A., & Naimah, J. (2020). The Influence Of Brand Image, Lifestyle, And Product Quality on Purchasing Decisions. *Journal of Business Management Review*, 1(6), 436-448. <https://www.researchgate.net/publication/348089429> The Influence Of Brand Image Lifestyle And Product Quality on Purchasing Decisions.

Khatimah, H. (2021). *Teori Perilaku Konsumen*. Pekalongan: PT. Nasya Expanding Management.

Kotler, P., & Keller, K.L. (2016). *Marketing Management*. 15th Edition. New Jersey: Pearson Prentice Hall, Inc

Laksono, D.D., & Iskandar, D.A. (2018). Pengaruh Gaya Hidup Dan Pendapatan Terhadap Keputusan Pembelian Helm KBC. *Jurnal Riset Manajemen dan Bisnis (JRMB) Fakultas Ekonomi UNIAT*, 3(2), 145-154. <https://www.researchgate.net/publication/335106224> PENGARUH GAYA HIDUP DAN PENDAPATAN TERHADAP KEPUTUSAN PEMBELIAN HELM KBC.

Rambing, G.O., Soegoto, A.S., & Loindong, S.S.R. (2023). Analisis Brand Image, Brand Trust dan Viral marketing terhadap Keputusan Pembelian Iphone pada Mahasiswa Fakultas Ekonomi dan Bisnis Universitas Sam Ratulangi. *Jurnal EMBA : Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi*, Vol. 11 No. 3. <https://ejournal.unsrat.ac.id/v3/index.php/emba/article/view/49346>.

Shimp, T.A. (2013). *Periklanan Promosi*. Jakarta : Erlangga.

Sugiyono. (2015). *Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.

Sumarwan, U. (2014). *Perilaku Konsumen*. Bogor: Ghalia Indonesia

