

The Influence of Brand Image and Consumer Lifestyle on Iphone Purchasing Decisions (Case Study on iPhone Users in Bogor City)

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Info Artikel

Keywords:

Brand Image, Lifestyle, Purchasing Decisions

ISSN (print): 1978-6387

ISSN (online): 2623-050X

Abstract

This research aimed to investigate how brand image and consumer lifestyle influence purchasing decisions of iPhone users in Bogor City. The study utilized quantitative methods, with the target population being iPhone consumers in the city. Probability sampling, specifically simple random sampling, was employed to select 100 respondents who completed a questionnaire using a Likert scale. The data analysis involved multiple linear regression, T-tests, and an F-test using SPSS. The findings indicated a significant positive impact of brand image (T-test value = 3.342 > t-table 1.98, rejecting Ho1 and accepting Ha1) and consumer lifestyle (T-test value = 3.147 > 1.98, rejecting Ho2 and accepting Ha2) on purchasing decisions. Additionally, the F-test (fcount 14.135 > ftable 3.09) confirmed a collectively significant influence of brand image and lifestyle on purchasing decisions.

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1. Introduction

Currently, awareness of the growth of telecommunications media centers has increased among everyone. Society needs to keep up with the rapid pace of technological development, especially in the use of mobile phones that facilitate access to information. (Hidayah et al., 2023) Smartphones have now become a basic necessity in daily life, serving not only as communication tools but also as means to fulfill various needs. The lives of people have drastically changed due to their dependence on smartphones, making it difficult for them to let go. Smartphone manufacturers continue to innovate by introducing new ideas because intense competition drives them to produce the latest technology in short periods (Bryllian Dheo et al., 2023). This is supported by Yoshepa Pusparisa's statement from the Databooks research institute, mentioning that the number of active smartphone users in Indonesia has exceeded 100 million. Consequently, Indonesia is projected to rank fifth globally in terms of active smartphone users, after China, India, and the United States. (Pusparisa Yosepha, 2020)

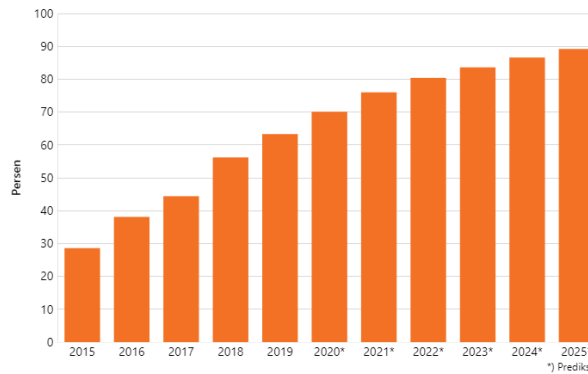


Figure 1 Increase in the Number of Smartphones in Indonesia

Source: <https://databoks.katadata.co.id/>

The Indonesian society that uses smartphones. Projections show that by 2025, at least 89.2% of Indonesians will be using smartphones, and it is estimated that Indonesians will use smartphones even more frequently. In 2015, only 28.6% of Indonesians used these devices. By 2018, this number had increased to 56.2%, surpassing half of the population. Six months later, the usage rate reached 63.3%. Smartphone usage in Indonesia has increased by 25.9% over the six years since 2019.

According to the Top Brand Index report from 2021-2024, the iPhone ranked fourth as the best smartphone. This data was obtained through surveys conducted by the Top Brand Index using structured interviews and questionnaires that cover three main criteria. Mind share measures how often or strongly a brand appears in customers' minds for a particular product type. Commitment share assesses their ability to drive customers to make repeat purchases in the future. Market share describes the brand's attractiveness in the market regarding how consumers purchase the product. Data on the smartphone category in Indonesia from 2021 to 2024 is presented in Table 1.1.

Table 1 op Brand in the Smartphone Category 2020-2024

Brand	Tahun			
	2021	2022	2023	2024
Samsung	37.10%	33.00%	32.90%	32.70%
Iphone	11.00%	12.00%	12.40%	14.40%
Oppo	19.30%	20.60%	23.40%	22.90%
Xiaomi	12.40%	11.20%	10.60%	7.00%

Source: Top Brand Index Beserta Kategori Lengkap | Top Brand Award (topbrand-award.com)

In Table 1.1 it shows that in 2021 the percentage of the iPhone brand index was 11.00%. Then, in 2022, it increased by 1% to 12%. Subsequently, in 2023, it grew by

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0.40% to 12.40%, and in 2024, there was a significant increase of 2.40%. This increase is greater compared to the increase from 2021 to 2023. This indicates that the iPhone market in Indonesia is stable and has experienced significant growth in the percentage of iPhone users over the past three years. Additionally, consumer purchasing decisions for smartphones have also increased. Although the percentage of iPhones is lower compared to Samsung, Oppo, and Xiaomi, this is due to Samsung's more affordable prices and a wider variety of models that are easier to access and meet consumer needs. However, there are several reasons why consumers choose iPhone products, including superior iPhone performance compared to the other three brands, high camera quality, and the high social status perception that the iPhone brand provides to its users.

In Indonesia, there are various smartphone brands such as Samsung, Oppo, Xiaomi, Vivo, and others that release different types of smartphones almost simultaneously. This gives consumers many options, each with its own advantages, thus meeting the needs and desires of users. This situation makes it difficult for consumers to choose which product to buy. However, unlike these brands, iPhone only launches one type of smartphone each year, and its release is always eagerly awaited and attracts public attention.

Consumers make purchasing decisions by determining whether they will buy a particular good or service. Product quality and price are often recognized as two of the many factors that influence consumer decisions. Due to the many variations among similar products, including brands and features, consumers usually face difficult purchasing choices. Firmansyah (2019) asserts that when someone goes through the selection stage before purchasing, it is considered normal behavior. Therefore, the purchasing decision is a problem-solving process that someone goes through when choosing between two or more options. Thus, building high consumer trust is crucial. Additionally, companies must be able to create and provide products and services that meet consumer desires. (Febrianty et al., 2023)

Companies understand the importance of building a positive perception of their brand in the eyes of customers. When a company successfully creates a good brand image, consumers will have a positive view, which can ultimately influence their decision to purchase the company's products or services. The perception consumers have when they see or hear a business name is known as brand image. According to Kasali, as cited in Darminto (2019), a positive brand image is highly desirable because it allows a company to grow and encourages its staff's creativity to provide broader benefits (Febrianty et al., 2023).

Based on research by (Noor & Nurlinda, 2021), it was found that brand image does not have a positive and significant influence on purchasing decisions, as there are other influencing factors. Conversely, product quality and lifestyle have been proven to have a positive and significant impact on purchasing decisions. Research by

(Zamhuri Muhamad et al., 2021) also shows that brand image does not partially influence the purchasing decisions of Eiger products, while lifestyle has a significant partial impact on purchasing decisions. Moreover, brand image and lifestyle together have a significant influence on purchasing decisions. Research by (Putra Dimas Hardian & Rahmawan Ginanjar, 2022) shows that brand image has a positive but not significant influence on purchasing decisions, while product design and lifestyle together have a significant impact on the purchasing decisions of Vespa motorcycles in Sukoharjo. Therefore, the hypothesis proposed in this study outlines the influence of brand image and consumer lifestyle on the purchasing decisions of iPhones. The following is the research framework used in this study:

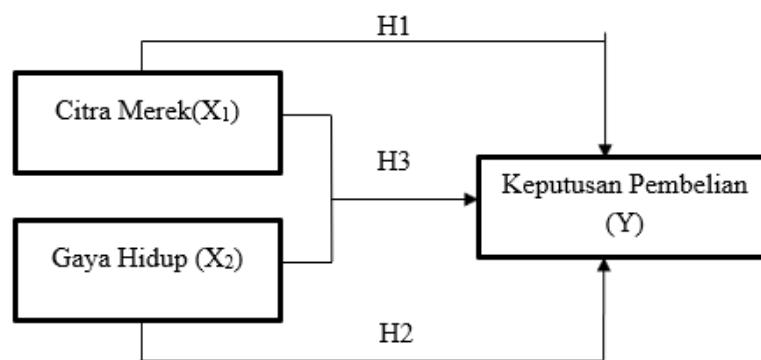


Figure 2 Research Hypothesis

The formulation of the hypotheses are:

H1: there is an influence of brand image on purchase decisions

H2: there is an influence of lifestyle on purchase decisions

H3: there is an influence of brand image and lifestyle on purchase decisions

2. Research Method

Measurement Instrument. Respondents were asked to answer a series of questions using a Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). The questionnaire in this study consists of 15 questions that have been adopted and modified from previous research, thus covering three main aspects of focus. These questions comprise 5 items that evaluate brand image, 5 items that assess lifestyle, and 5 items related to purchasing decisions. By using the Likert scale, researchers can measure the intensity of respondents' perceptions of each item, making the resulting data more detailed and informative. This approach allows researchers to gain in-depth insights into how brand image, lifestyle, and purchasing decisions are interconnected and influence each other.

Data Collection. The population and sample of this study were drawn from iPhone users residing in Bogor City. Therefore, the research method used is purposive sampling with specific criteria for respondents, namely those residing in Bogor City.

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This purposive sampling approach was chosen to ensure that the sample taken is relevant to the research objectives and capable of providing representative data on the behavior and preferences of iPhone users in Bogor City. By setting clear criteria, this study aims to produce more accurate and reliable findings in understanding the characteristics of iPhone users in the area under investigation

Data Analysis Method. Statistical Package for the Social Sciences (SPSS) was used for data processing, analysis, and statistical calculations. SPSS served as the primary tool in processing the collected data, enabling researchers to perform in-depth analysis and produce reliable statistical results. With the help of SPSS, researchers can apply various statistical techniques to answer research questions and test hypotheses, thus ensuring the accuracy and reliability of the conclusions drawn in this study.

3. Results

The questionnaire in this study was distributed to 100 selected respondents who met the established criteria. The respondents were described by displaying characteristics based on their demographic profiles, including gender, age, status, and residence. Based on the data analysis, it can be concluded that the majority of respondents are females aged 15-25 years, with student status, residing in West Bogor. The detailed respondent profile is shown in Table 2

Table 2 Respondent Profil

Karakteristik responden	<i>Frequency</i>	<i>Percent</i>
Jenis kelamin		
Pria	27	27.0
Wanita	73	73.0
Usia		
15-25	97	97.0
26-35	3	3.0
Status		
Mahasiswa/Pelajar	76	76.0
PNS	1	1.0
Karyawan Swasta	18	18.0
Ibu Rumah Tangga	5	5.0
Domisili		
Bogor Barat	50	50.0
Bogor Utara	6	6.0
Bogor Timur	5	5.0
Bogor Tengah	8	8.0

Bogor Selatan	12	12.0
Tanah Sareal	19	19.0

3.1 Uji validity dan reliability

Table 3 Validity Test Results

	Item pertanyaan	R-hitung	R-tabel	Keterangan
Citra merek (X1)	X1.1	0,489	0,361	Valid
	X2.2	0,544	0,361	Valid
	X3.3	0,767	0,361	Valid
	X4.4	0,866	0,361	Valid
	X5.5	0,571	0,361	Valid
	Item pertanyaan	R-hitung	R-tabel	Keterangan
gaya hidup (X2)	X2.1	0,602	0,361	Valid
	X2.2	0,839	0,361	Valid
	X2.3	0,78	0,361	Valid
	X2.4	0,773	0,361	Valid
	X2.5	0,617	0,361	Valid
	Item pertanyaan	R-hitung	R-tabel	Keterangan
keputusan pembelian (Y)	Y1	0,781	0,361	Valid
	Y2	0,824	0,361	Valid
	Y3	0,837	0,361	Valid
	Y4	0,862	0,361	Valid
	Y5	0,746	0,361	Valid

Table 3 indicates that brand image and lifestyle, as independent variables, and purchasing decisions, as the dependent variable, are considered valid because each indicator has a calculated value greater than the table value.

Table 4 Reliability Test Results

Variabel	Cronbach's Alpha	Standar Cronbach's alpha	No Item	Keterangan
Citra Merek (X1)	0,710	0,732	5	Reliabel
Gaya Hidup (X2)	0,746	0,748	5	Reliabel
Keputusan Pembelian (Y)	0,772	0,782	5	Reliabel

Table 4 indicates that the variables of brand image, lifestyle, and purchasing decisions are considered reliable because the Cronbach's alpha values exceed 0.60.

3.2 Correlation Coefficient Analysis

Table 5 Correlation Results of the Relationship Between Brand Image (X1) and Purchase Decision (Y)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.364 ^a	.132	.124	2.207	.132	14.964	1	98	.000

a. Predictors: (Constant), citra merek

Table 5 above, it can be concluded that the brand image variable has a low positive relationship with iPhone purchasing decisions, with an (R) value of 0.364, which falls within the interval range of (0.20 – 0.39) and a significance value of 0.00. This indicates that an increase in brand image is associated with an increase in iPhone purchasing decisions, and conversely, a decrease in brand image is associated with a decrease in iPhone purchasing decisions.

Table 6 Correlation Results of the Relationship Between lifestyle (X2) and Purchase Decision (Y)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.217 ^a	.047	.037	2.314	.047	4.820	1	98	.030

a. Predictors: (Constant), gaya hidup

Table 6 above, it can be concluded that the lifestyle variable has a low positive relationship with iPhone purchasing decisions, with an (R) value of 0.217, which falls within the interval range of (0.20 – 0.39), and a significance value of 0.00. This means that an increase in lifestyle is associated with an increase in iPhone purchasing decisions, and conversely, a decrease in lifestyle is associated with a decrease in iPhone purchasing decisions.

Table 7 Correlation Results of the Relationship Between Brand Image (X1) lifestyle (X2) on Purchase Decision (Y)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.379 ^a	.144	.126	2.204	.144	8.143	2	97	.001

a. Predictors: (Constant), gaya hidup, citra merek

Table 7 above, it can be concluded that the brand image and lifestyle variables have a low positive relationship with iPhone purchasing decisions, with an (R) value of 0.379, which falls within the interval range of (0.20 – 0.39), and a significance value of 0.00. This means that an increase in brand image and lifestyle is associated with an

increase in iPhone purchasing decisions, and conversely, a decrease in brand image and lifestyle is associated with a decrease in iPhone purchasing decisions.

3.3 Determination Coefficient Test

Table 8 Results Coefficient of Determination Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.475 ^a	.226	.210	2.09619

a. Predictors: (Constant), Gaya Hidup, Citra Merek

Table 8 above shows that brand image and lifestyle have a positive and significant effect on purchasing decisions, with an R square value of 0.266 or 26.6%. The remaining 73.4% is influenced by other variables such as product quality, price, promotion, or other factors not covered in this study.

Table 9 Results of Multiple Regression of Brand Image (X1) and Lifestyle (X2) on Purchase Decision (Y)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	10.438	2.169		4.813	.000
	Citra Merek	.311	.093	.304	3.342	.001
	Gaya Hidup	.244	.071	.311	3.417	.001

a. Dependent Variable: Keputusan Pembelian (Y)

Table 9 above produces the regression equation $Y = 10.438 + 0.311X_1 + 0.244X_2$. If the constants for the Brand Image and Lifestyle variables are considered zero (0), then the purchasing decision is 10.438. If the coefficient value for Brand Image increases by 1 unit, the purchasing decision increases by 0.311 units. Similarly, if the coefficient value for Lifestyle increases by 1 unit, the purchasing decision increases by 0.244 units, assuming other factors remain constant. These positive coefficients indicate that Brand Image and Lifestyle have a positive relationship with purchasing decisions.

3.4 T- Test

Table 10 Results of the T-Test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	10.438	2.169		4.813	.000
	Citra Merek	.311	.093	.304	3.342	.001
	Gaya Hidup	.244	.071	.311	3.417	.001

a. Dependent Variable: Keputusan Pembelian

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Table 10 explains that hypothesis testing was conducted by comparing the t value with the t table value using the df (n-k) method, which is 1.984. The t value for the brand image variable is 3.342, which is greater than the t table value ($3.342 > 1.983$) with a significance of $0.001 < 0.05$ at a 5% significance level. Similarly, the t value for the lifestyle variable is 3.417, which is greater than the t table value ($3.417 > 1.983$) with a significance of $0.001 < 0.05$ at a 5% significance level. This means that the brand image and lifestyle variables have a positive effect on iPhone purchasing decisions (Y).

3.5 Simultaneous Test

Table 11 Results of the Simultaneous Test

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	124.220	2	62.110	14.135	.000 ^b
	Residual	426.220	97	4.394		
	Total	550.440	99			

a. *Dependent Variable:* Keputusan Pembelian

b. *Predictors:* (Constant), Gaya Hidup, Citra Merek

Table 11 above, the significance value for the effect of brand image and lifestyle on purchasing decisions (Y) is $0.00 > 0.05$ and the F value is $14.135 >$ the F table value of 3.09. It can be concluded that H0 (null hypothesis) is rejected and Ha (alternative hypothesis) is accepted, which means there is a significant effect of brand image and lifestyle on purchasing decisions

Based on the discussion above, it can be observed that in this study, the number of respondents is 27 males and 73 females. The age distribution shows 97 individuals are between 15-25 years old. Regarding status, there are 76 students, 18 private employees, 5 housewives, and 1 civil servant (PNS). In terms of residence, 50 individuals live in West Bogor, 6 in North Bogor, 5 in East Bogor, 8 in Central Bogor, 12 in South Bogor, and 19 in Tanah Sareal.

Brand Image Analysis

Based on the respondents' perceptions of brand image (X1), the agreement score of 4.38 falls within the range class (4.21-5.00), indicating that brand image is categorized as strongly agree. Furthermore, the effect of brand image on purchasing decisions shows an r value of 0.364, which is within the interval (0.20-0.39), indicating a low relationship between brand image and purchasing decisions. The hypothesis test results show that the t value is $3.342 >$ t table value of 1.984. Therefore, H0 (null hypothesis) is accepted because t calculated $>$ t table, thus the hypothesis stating that there is an effect of brand image on purchasing decisions can be accepted.

Lifestyle Analysis

Based on the respondents' perceptions of lifestyle (X2), the agreement score of 3.34 falls within the range class (2.61-3.40), indicating that lifestyle is categorized as neutral. Furthermore, the effect of lifestyle on purchasing decisions shows an r value of 0.271, which is within the interval (0.20-0.39), indicating a low relationship between lifestyle and purchasing decisions. The partial hypothesis test results show that the t value is $3.417 > t$ table value of 1.984. Therefore, H_0 (null hypothesis) is rejected and H_a (alternative hypothesis) is accepted because t calculated $> t$ table, thus the hypothesis stating that there is an effect of lifestyle on purchasing decisions can be accepted

Analysis of Brand Image and Lifestyle

Based on the research results, it shows that brand image (X1) and lifestyle (X2) have a significant effect on purchasing decisions (Y) with the regression equation: $Y = 10.438 + 0.311X_1 + 0.244X_2$. This model means that for each 1-unit increase in the brand image variable (X1), purchasing decisions will increase by 0.311 units, assuming that the brand image variable remains constant. Similarly, for each 1-unit increase in the lifestyle variable (X2), purchasing decisions will increase by 0.244 units, assuming that the brand image variable remains constant.

4. Conclusions

Brand image (X1) has a positive relationship with purchasing decisions (Y), meaning that an improvement in brand image will enhance purchasing decisions, and conversely, a decline in brand image will decrease purchasing decisions. Based on the hypothesis results, it can be concluded that brand image has a significant partial effect on iPhone purchasing decisions among iPhone users in Bogor City.

Lifestyle (X2) has a positive relationship with purchasing decisions (Y), meaning that an improvement in lifestyle will enhance purchasing decisions, and conversely, a decline in lifestyle will decrease purchasing decisions. Based on the hypothesis, it can be concluded that lifestyle has a significant partial effect on iPhone purchasing decisions among iPhone users in Bogor City.

Brand image (X1) and lifestyle (X2) have a positive relationship with purchasing decisions (Y). This means that if there is an increase in the independent variables, the dependent variable will also increase, and conversely, if the independent variables decrease, the dependent variable will also decrease. Based on the hypothesis results, it can be concluded that brand image and lifestyle simultaneously have a significant effect on iPhone purchasing decisions among iPhone users in Bogor City.

Recommendation

The lowest score for X1 comes from the statement that the iPhone smartphone brand gives a classy impression to users, with an average of 3.86. The statement about the iPhone smartphone brand having a classy impression may not always apply to every individual. Some people might believe that the iPhone brand does not necessarily represent social status, and therefore, its use is not considered significant within the context of social standards.

The lowest score for X2 comes from the statement "I buy an iPhone smartphone because I follow my surroundings," with an average of 3.02. There are reasons why this statement might be less applicable to some users. It is possible that other smartphone brands offer similar features at more affordable prices, making it unnecessary to spend more on an iPhone.

The lowest score for Y is the statement "Before I buy an iPhone product, I will compare the iPhone product with other brands," with an average of 4.01. Comparing the iPhone with other brands may be less relevant for some users because the features and specifications of the iPhone are already well-regarded. Future researchers could use different variables or add factors that influence purchasing decisions, such as price, product quality, and promotions. Additionally, studying different objects such as Samsung, Oppo, Xiaomi, and other smartphone brands could provide diverse data.

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