

THE IMPACT OF PRODUCT QUALITY, PRODUCT DESIGN, AND LIFESTYLE ON IPHONE PURCHASING DECISIONS



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Abstract

This research aims to analyze the role of lifestyle in mediating product quality and product design on iPhone purchasing decisions in Denpasar City. Using a quantitative approach that is predetermined, statistical data analysis and statistical data interpretation. The subjects in this study were all users of iPhone products in Denpasar City. For the object of this research are product quality (X1) and product design (X2) as the independent variable, purchasing decisions (Y) as the dependent variable, and lifestyle (M) as mediation. Sample selection using non probability sampling method on iPhone users in Denpasar City. Collecting data by distributing questionnaires to 100 respondents. The analysis technique uses structural equation model (SEM) analysis based on Partial Least Square (PLS). The results of this research indicated that: (1) product quality has a positive and significant influence on lifestyle (2) product design has a positive and significant influence on lifestyle (3) product quality has a positive and significant influence on purchasing decisions (4) product design has a positive and significant influence on purchasing decisions (5) lifestyle has a positive and significant influence on purchasing decisions. In the indirect effect, it shows that (6) product quality has an influence on purchasing decisions mediated by lifestyle (7) product design influences purchasing decisions mediated by lifestyle. Practically, this research provides the implementation of company strategies to consider product quality, product design, and understand consumer lifestyles because they are factors that determine purchasing decisions, especially on iPhone products in Denpasar City.

Keywords: Purchasing Decisions, Lifestyle, Product Quality, Product Design

INTRODUCTION

The development of the global smartphone industry has experienced significant dynamics in recent years, marked by increasingly competitive competition between vendors in seizing market share (Kotler, 2018). This phenomenon encourages manufacturers to continue to innovate in marketing strategies to maintain and expand their market penetration. Apple, with its iPhone products, has experienced sales fluctuations that tend to decline since 2020, even recording negative annual growth of -16% based on Canalys data for 2024. Consumers' purchasing decisions for smartphones are influenced by various complex factors that are interconnected. (Kotler & Keller, 2009) states that consumer characteristics can be influenced by the cultural, social, personal, and psychological factors of each individual. In today's digital era, consumers have access to broader information to understand the advantages and disadvantages of products before deciding to buy, such as through product reviews on online platforms or user testimonials on marketplaces (Faradita & Widjajanti, 2023). Product quality is a fundamental factor that influences consumer purchasing decisions. High-quality products are positively correlated with higher consumer satisfaction (Farhana & Marzuqi, 2021). Several previous studies have confirmed that product quality has a significant effect on smartphone purchase decisions, as done by (Ariella, 2018) and (Patro & Parishad, 2023). However, there are inconsistencies in the research (Farhana & Marzuqi, 2021) which states that the quality of the product has no effect on the purchase decision. The product design aspect also plays an essential role in influencing consumer purchase decisions. According to (Kotler & Keller, 2017), product design is the totality of features that affect the appearance, feel, and function of a product for customers. Research (Chowdhury et al., 2023) and (Aurelia & Wriyakusuma, 2022) reveals that product design has a significant effect on purchasing decisions. Meanwhile, different results are shown by research (Haris, 2024) which states that the design of the product has no effect on the purchase decision. Consumer lifestyle is another substantial factor that influences preferences and purchasing decisions. (Maney & Mathews, 2021) in his research shows that lifestyle has a strong influence on purchasing decisions among young Indians. This is in line with research (Exstrada, 2020) which found a significant influence of lifestyle on the purchase decision of iPhone smartphone products. However, research (Miftahudin et al.,

2024) showed different results, where lifestyle had no effect on smartphone purchase decisions among students. In Indonesia, especially in the city of Denpasar, Bali, the iPhone faces similar challenges to global trends. Although Bali is consistently in the top five national smartphone sales (Angnieszca, 2024) and has economic growth of 5.98% in the first quarter of 2024, which exceeds national economic growth of 5.11%, iPhone sales are showing a decline. Initial observations of iPhone users in Denpasar City revealed that 100% of respondents acknowledged the superior quality of iPhone products, 80% agreed that iPhones reflect the lifestyle of their users, and 60% agreed that iPhones have good product design. Paradoxically, sales data shows a downward trend, indicating a gap between positive perceptions of products and actual purchasing behavior. Based on the inconsistencies of previous research results and empirical phenomena that occur in Denpasar City, this study aims to analyze the role of lifestyle in mediating the influence of product quality and product design on iPhone purchase decisions in Denpasar City. This comprehensive understanding of these dynamics is expected to provide valuable insights for marketing strategies and product innovation to accommodate evolving consumer preferences in an increasingly competitive smartphone industry.

Based on the research background, identification, and problem limitations, the research objectives can be formulated as follows. This study aims to examine the influence of product quality on the lifestyle of iPhone product consumers in Denpasar City, as well as test the influence of product design on the lifestyle of iPhone product consumers in Denpasar City. In addition, this study aims to examine the influence of product quality on the purchase decision of iPhone products in the city of Denpasar and test the influence of product design on the purchase decision of iPhone products in the city of Denpasar. This study also aims to examine the influence of lifestyle on the purchase decision of iPhone products in the city of Denpasar, as well as to examine the influence of the quality of products mediated by lifestyle on the purchase decision of iPhone products in the city of Denpasar. Finally, this study aims to examine the influence of lifestyle-mediated product design on iPhone product purchase decisions in Denpasar City. This research has both theoretical and practical benefits. In terms of theoretical benefits, the results of this research are expected to contribute to scientific treasures in the field of marketing, especially related to the purchase decision of a product.

Meanwhile, in terms of practical benefits, the results of this research are expected to contribute thoughts, ideas or ideas as well as be used as a reference or reference to parties or business actors in order to be able to learn and sharpen consumer behavior when making decisions to purchase a product. Research assumptions are the initial thoughts in a study that are believed and considered true by the researcher, even though they have not been empirically proven to be true. According to Winarko Surakhman quoted by Suharsimi Arikunto, research assumptions are defined as the basis of thinking whose truth is accepted by researchers as the basis for conducting research. This assumption is temporary and still needs to be tested for its correctness through the research process carried out. Research assumptions can be in the form of estimates, conjectures, or initial theories that become a foothold for researchers in carrying out their research. Based on what is conveyed in the background and referring to previous relevant research, the author makes the assumption that product quality and product design affect iPhone purchase decisions in Denpasar City. Lifestyle factors are able to positively moderate product quality and product design in iPhone purchase decisions in Denpasar City.

REVIEW OF LITERATURE

Purchase Decision

Purchase decisions are the actions of consumers in purchasing products (Kotler, 2018). (Kotler & Keller, 2017) Describe the purchase decision process through five stages: need recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior. In the theory of the Consumer Black Box, there are three important elements: Marketing Stimulus (4P), Black Box (characteristics and decision processes of buyers), and Decisions. (Wardhana, 2024) Identify seven factors that shape purchasing decisions: product selection, brand, distributor, time of purchase, amount of purchase, and payment method.

Product Quality

Product quality is the ability of a product to demonstrate its function (Lenzun et al., 2014). According to (Tjiptono & Chandra, 2016), product quality indicators include:

performance, additional features, conformity with specifications, reliability, durability, aesthetics, perceived quality, and ease of repair.

Product Design

(Kotler & Keller, 2017) Define product design as the totality of features that affect the appearance and function of the product for customers. Product design indicators according to (Kotler & Keller, 2015) include: shape, features, quality of fit, durability, reliability, style, and ease of repair.

Lifestyle

Lifestyle is an individual's lifestyle expressed in activities, interests, and opinions (Kotler & Keller, 2016). According to (Anggraini, 2022), lifestyle is defined as an activity to meet the needs and desires of the product. (Amstrong, 2014) divides the factors that influence lifestyle into internal (attitude, experience, personality, self-concept, motives, perception) and external (reference group, family, social class) factors.

Product Quality and Purchase Decision

(Wardhana, 2024) mentioning product quality as the main factor influencing the purchase decision. Research (Patro & Parishad, 2023) shows that quality factors have a positive effect on purchasing decisions. (Hamidy & Hadi, 2023) also concluded that product quality is an important factor in the decision to buy an iPhone among students. Research (Ariella, 2018) shows that the more product quality improves, it will increase consumer purchasing decisions.

Product Design and Purchasing Decision

According to (Wardhana, 2024), product design is a major factor that influences consumer purchasing decisions and can be a differentiator with competitors' products. Research (Chowdhury et al., 2023) It shows that product design has a positive effect on purchasing decisions and is a critical factor when consumers make decisions. Similar results were also found in the study (Aurelia & Wriyakusuma, 2022). (Sari et al., 2021) concludes that product design has a significant effect on iPhone purchase decisions in Indonesia based on research on the iPhone user community.

Lifestyle and Purchase Decision

Consumer Black Box Theory (Kotler & Keller, 2009) explains that buyer characteristics are influenced by cultural, social, personal, and psychological factors. Research (Maney & Mathews, 2021)) found that lifestyle had a positive effect on purchasing decisions. Research (Exstrada, 2020) also concluded that lifestyle has a positive and significant effect on iPhone purchase decisions in students of Mulawarman University Samarinda.

Empirical Studies of Previous Research Results

Various relevant studies have been conducted regarding the relationship between product quality, product design, lifestyle, and purchasing decisions. (Patro & Parishad, 2023) found that quality has a strong influence on purchasing decisions. (Baktiono et al., 2024) also confirms that product quality has a strong influence on purchasing decisions. Research (Hamidy & Hadi, 2023) especially on iPhones, showing that product quality has a positive effect on purchase decisions. Research (Pratama & Brahmayanti, 2024) found that lifestyle has a positive and significant effect on iPhone purchase decisions in college students.

Conceptual Framework

The study had four variables: two exogenous variables (product quality and product design), one mediating variable (lifestyle), and one endogenous variable (purchase decision). The framework of thinking describes the relationships between these variables as the basis for research hypotheses.

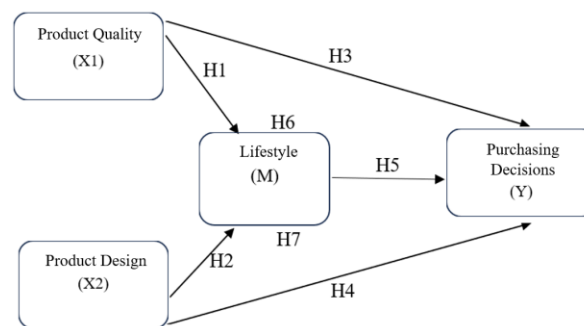


Figure 1.

Conceptual Framework

Produced: Author (2024)

Research Hypothesis

This study proposes seven hypotheses: (H1) Product quality has a positive effect on consumer lifestyle, (H2) Product design has a positive effect on consumer lifestyle, (H3) Product quality has a positive effect on purchase decisions, (H4) Product design has a positive effect on purchase decisions, (H5) Lifestyle has a positive effect on purchase decisions, (H6) Product quality mediated by lifestyle has a positive effect on purchase decisions, and (H7) Lifestyle-mediated product design has a positive effect on iPhone purchase decisions in Denpasar City.

RESEARCH METHOD

This study uses a quantitative approach with associative techniques to analyze the causal relationship between variables (Scott, 2018). Primary data was collected through surveys with questionnaires as the main instrument (Sanjaya, 2015). The research population is iPhone users in Denpasar City, Bali. The sampling technique used non-probability sampling, especially purposive sampling with the following criteria: (1) iPhone users in the past year as the main mobile phone, (2) at least 17 years old, and (3) domiciled in Denpasar City, Bali. The determination of the number of samples follows the formulation of Ferdinand (2005), namely the number of samples = the number of indicators × (5 to 10). With 19 indicators, the minimum sample number was 95 respondents (19 × 5 = 95). Data collection was carried out through an online questionnaire using Google Forms. The research involved four variables: two exogenous variables (product quality and product design), one endogenous variable (purchase decision), and one mediating variable (lifestyle). The operationalization of variables is described as follows:

Table 1.
Variable Operational Definition

Variable Type	Concept Definition	Indicators	Operational Items/ Questionnaire
Product Quality (X1)	(Djiptono, 2015), According to stating that the definition of quality is as a direct	According to Tjiptono (2016:134), 1. Additional features or Conformance	1.iPhone has product features that competitors do not have2.iPhone has product specifications that match its

	<p>description of a specifications3. Realability4. advertisements3.iPhone has product such as Durability5. Aesthetics6. good performance as performance, Perceived quality7. expected4.iPhone has good reliability, ease of Serviceability dimension durability both in terms of use aesthetics and material and battery5.iPhone so on. has a good user experience design and user interface6.iPhone has good quality according to people's perception7.iPhone has ease of repair if there is damage</p>	
<p>Product Design (X2)</p>	<p>According to (Kotler & Keller, 2017)Product design is the totality of features that affect the product and functional for customers.</p> <p>According to Kotler and Keller (2015),1.Form/model2. Features3.Quality4.Style/</p>	<p>1. iPhone has an attractive visual design shape2. iPhone has attractively designed features3. The iPhone uses quality materials in its product design4. The iPhone has a great design to support the user's style</p>
<p>Lifestyle (M)</p>	<p>According to (Kotler & Keller, 2016)Lifestyle is an individual's lifestyle expressed in the form of his activities, interests and opinions.</p> <p>According to Kotler and Keller (2016),1. Activity2. Interest3. Opinion</p>	<p>1. iPhone supports my daily activities2. I bought an iPhone because I liked the product3. I bought an iPhone because it improved my social status</p>
<p>Purchase Decision (Y)</p>	<p>According to (Kotler, 2018)A purchase decision is an action or behavior consumers, whether or not to make a purchase or transaction, the number of</p> <p>According to Kotler (2017),1. Recognition of needs2. Information search3. Evaluation of alternatives4. Purchase decision5. Post-purchase behavior</p>	<p>1. I bought an iPhone because it suits my needs2. I bought an iPhone after I learned the advantages and disadvantages of the iPhone3. I bought an iPhone after considering other alternative products4. I bought an iPhone because of my own choice and not for any other</p>

consumers in making decisions is one of the determinants of whether or not the company's goals are achieved.

reason5. I recommend iPhone to others

The measurement uses a 5-point Likert scale, from 1 (strongly disagree) to 5 (strongly agree) (Scott, 2018). Data analysis using Partial Least Square-Structural Equation Modeling (PLS-SEM) with SmartPLS software, which allows simultaneous testing of independent and bound variables in a single model (Ghozali & Latan, 2015). The analysis process includes three stages. First, an external model analysis to test validity (convergent and discriminant validity) and reliability (composite reliability and cronbach alpha) with a threshold value of 0.7 (Ghozali & Latan, 2015). Second, the analysis of the inner model to identify the relationship between variables, including the determination coefficient (R^2) and goodness of fit (GoF). Third, the mediation test uses the Variance Accounted For (VAF) approach (Hair et al., 2017) with criteria: $VAF \geq 80\%$ (full mediation), 20%-80% (partial mediation), and $< 20\%$ (no mediation).

Hypothesis testing was carried out with a significance level of 5% ($\alpha = 0.05$), where H_0 was rejected if the significance value of $t < 0.05$.

Significant value $t < 0.05$, then H_0 is rejected or H_1 is accepted

Significant value $t > 0.05$, then H_0 is accepted or H_1 is rejected

Figure 2.

Hypothesis Testing

Through this methodology, the study aims to analyze the influence of product quality and product design on the decision to purchase an iPhone in Denpasar City with lifestyle as a mediating variable, so as to produce valid and scientifically accountable findings. RetryClaude does not have internet access. Links provided may not be accurate or up to date. Claude can make mistakes. Please double-check responses.

RESULTS AND DISCUSSION

Respondent Characteristics

This study involved 100 iPhone users in Denpasar City. Based on gender, the majority of respondents were women (58%), indicating a tendency that women are more interested in iPhone smartphones that support their lifestyle. Based on age, the dominant group is in the range of 30-40 years (44%) and 20-30 years (42%), indicating that the majority of iPhone users are in a productive age with financial maturity. Judging from work, ASN dominates with 41%, followed by private employees (22%), entrepreneurs, and students/students (10% each). This data shows that the majority of iPhone users in Denpasar have a fixed and stable income. Meanwhile, based on the iPhone series used, the iPhone 15 is the most used (22%), followed by the iPhone 11 (21%), and the iPhone 12 and 13 (19% each).

Table 3.
Respondents by Gender

No.	Gender	Frequency (f)	Present (%)
1	Man	42	42%
2	Woman	58	58%
Sum		100	100%

Source: Primary data processed by the author, 2025

Description of Respondents' Assessment of Research Variables

Descriptive analysis showed that the product quality variable obtained an average score of 4.12 (very high category). iPhone performance (4.32) and quality match with ads (4.31) are the highest-scoring indicators. Ease of repair gets the lowest score (3.69), even though it is still in the high category. The product design variable obtained an average score of 4.28 (very high category). Visual design forms and attractive features both received the highest score (4.35). The lifestyle variable obtained an average score of 4.11 (very high category), with the highest indicator being iPhone supporting daily activities (4.40). The purchase decision variable received an average score of 4.29 (very high category). The highest indicator is the purchase of an iPhone by choice (4.43), followed by a purchase after knowing the advantages and disadvantages (4.38).

Table 4.
Product Quality Variable Description

No.	Indicators in the Statement	Respondent Answer Score					Average	Indicators
		1	2	3	4	5		
1	The iPhone has product features that competitors don't have		2	17	43	38	4,17	Very high
2	The iPhone has the quality that matches the product specifications in the advertisement			15	39	46	4,31	Very high
3	iPhone has good performance as expected		3	6	47	44	4,32	Very high
4	The iPhone has good durability both in terms of material and battery		5	27	43	25	3,88	Tall
5	The iPhone has a good user experience design and user interface		1	11	44	44	4,31	Very high
6	The iPhone has good quality according to people's perception		1	12	54	33	4,19	Very high
7	iPhone has the ease of repair if there is damage		10	32	37	21	3,69	Tall
Average							4,12	Very high

Source: Primary data processed by the author, 2025

Test Research Instruments

Data analysis uses the Partial Least Squares (PLS) approach with SmartPLS 3.0 software. The evaluation model is carried out through the assessment of the outer model and the inner model.

Outer Model Testing

The results of the outer model test showed that all indicators met the convergent validity criteria with an outer loading value of >0.70. The Average Variance Extracted (AVE) value for all variables is also >0.5, which means it meets the convergent validity criteria. The

results of the discriminant validity and cross-loading tests show that all constructs have good discriminant validity.

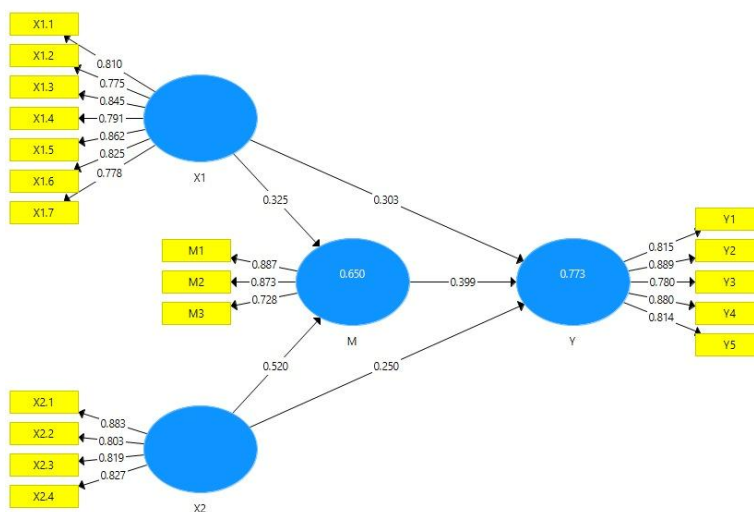


Figure 5.
Outer Model Measurement Output

Source: Processed Author (2025)

The results of the reliability test showed a composite reliability value for all variables >0.70 (lifestyle: 0.870; product quality: 0.932; product design: 0.901; purchase decision: 0.921), indicating that all variables had high reliability.

Mediation Variable Testing

Mediation variable testing was carried out to determine the degree of intervention of lifestyle variables in the relationship between product quality and product design on purchasing decisions. Testing using the specific indirect effect method showed that lifestyle acted as a mediator in the relationship. The results of the specific indirect effect test in Table 4.18 show that product quality has a significant effect on purchase decisions through lifestyle with a p-value of 0.009 (<0.05) and a t-statistic value of 2.607 (>1.96). Likewise, product design has a significant effect on purchasing decisions through lifestyle with a p-value of 0.002 (<0.05) and a t-statistical value of 3.171 (>1.96).

Table 5.
Specific Indirect Effects Value Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
X1 -> M -> Y	0.130	0.129	0.050	2.607	0.009
X2 -> M -> Y	0.208	0.206	0.065	3.171	0.002

Source: Author's Process, 2025

The results of the total effect test in Table 4.19 show that all the relationship paths between variables have a p-value of <0.05 and a t-statistical value of >1.96, which means that all relationships between variables are statistically significant.

Table 6.
Total Effect Value Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
M -> Y	0.399	0.397	0.089	4.463	0.000
X1 -> M	0.325	0.326	0.104	3.118	0.002
X1 -> Y	0.303	0.301	0.096	3.155	0.002
X2 -> M	0.520	0.517	0.109	4.758	0.000
X2 -> Y	0.250	0.255	0.107	2.339	0.020

Source: Author's Process, 2025

Hypothesis Testing

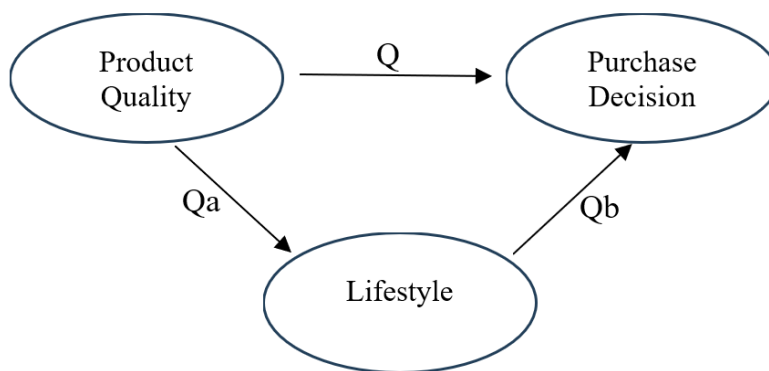
Hypothesis testing was carried out to test the relationships between variables that had been proposed in the research model. The results of the hypothesis testing showed that all hypotheses were accepted. Product quality has a positive and significant effect on lifestyle (H1) with a p-value of 0.002 and t-statistics of 3.118. Product design has a positive and significant effect on lifestyle (H2) with a p-value of 0.000 and t-statistics of 4.758. Product quality has a positive and significant effect on purchase decisions (H3) with a p-value of 0.002 and t-statistics of 3.155. Product design has a positive and significant effect on purchase decisions (H4) with a p-value of 0.020 and t-statistics of 2.339. Lifestyle has a positive and significant effect on purchasing decisions (H5) with a p-value of 0.000 and t-statistics of 4.463.

Table 7.
Hypothesis Test Results

Hypothesis	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Influence
Lifestyle -> Purchase Decision	0.399	0.397	0.089	4.463	0.000	Significant
Product Quality -> Lifestyle	0.325	0.326	0.104	3.118	0.002	Significant
Product Quality -> Purchase Decision	0.303	0.301	0.096	3.155	0.002	Significant
Product Design -> Lifestyle	0.520	0.517	0.109	4.758	0.000	Significant
Product Design -> Purchase Decision	0.250	0.255	0.107	2.339	0.020	Significant

Source: Author's Process, 2025

Mediation testing using the VAF (Variance Accounted For) method showed that lifestyle mediated the relationship between product quality and purchase decisions with a VAF value of 43% (partial mediation) and mediated the relationship between product design and purchase decisions with a VAF value of 38% (partial mediation). Thus, the H6 and H7 hypotheses are also accepted.



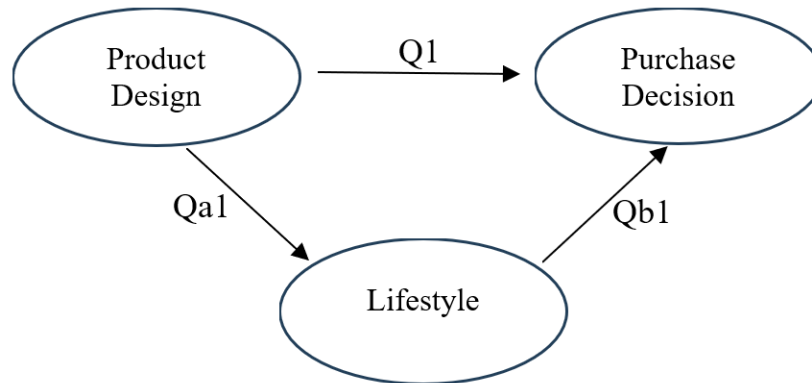


Figure 6.

The Triangle Model of Product Quality, Lifestyle, and Purchasing Decisions

Source: Processed Author (2025)

Discussion of Research Results

This study reveals that product quality has a positive and significant influence on the lifestyle of iPhone consumers in Denpasar City, with a significance value of $0.002 < 0.05$. These findings show that the better the quality of iPhone products, the greater their impact on consumer lifestyle changes. This is in line with the research of Sweeney & Soutar (2001) which confirms that product quality is an important factor that influences consumers' perception of the value of products and their lifestyle. (Maney & Mathews, 2021) It also reinforces these findings by showing a positive relationship between lifestyle and purchasing decisions. The product design has also been proven to have a positive and significant effect on the lifestyle of iPhone consumers in Denpasar with a significance value of $0.000 < 0.05$. This indicates that the iconic design of the iPhone with a distinctive camera display reinforces the identity of its users' lifestyle. (Kim & Kim, 2014) In his research, it was found that product design has a significant influence on consumer perception and purchase decisions, especially on high-tech products. (Hagtvedt & Brasel, 2016) It also confirms that technology-related product design can affect social image and status according to consumer lifestyle trends.

Product quality has a positive and significant effect on purchase decisions with a significance value of $0.002 < 0.05$. This shows that iPhone consumers in Denpasar choose the product because of its high quality and provide value and a satisfying experience. These findings are consistent with research (Sweeney & Soutar, 2021) that shows that product quality has a major influence on purchasing decisions, especially on technology products. Sekhar Patro et al. (2023) also emphasized that the quality factor is the main factor in

influencing consumer purchase decisions. Product design has a positive and significant effect on purchasing decisions with a significance value of $0.002 < 0.05$. Consumers in Denpasar tend to consider attractive and modern designs when deciding to buy a smartphone. (Sari et al., 2021) highlighting the importance of innovation and product design to repeat purchase decisions on iPhones in Indonesia. (Utami et al., 2022) also found that product design has a significant influence on consumer Apple iPhone purchase decisions. Lifestyle has a positive and significant effect on purchase decisions with a significance value of $0.000 < 0.05$. Denpasar consumers with urban and modern lifestyles tend to choose luxury products such as iPhones to support their identity. (Maney & Mathews, 2021) explains that lifestyle has a positive effect on purchasing decisions, especially when products can reflect the style of their consumers. (Exstrada, 2020) It also emphasizes that lifestyle is psychologically able to influence consumer habits in buying a product. The study also found that lifestyle partially mediated the relationship between product quality and purchasing decisions (VAF 43%, significance $0.009 < 0.05$) as well as product design and purchase decision (VAF 38%, significance $0.002 < 0.05$). (Widodo et al., 2023) and (Zonnete et al., 2023) reinforce the findings that lifestyle and product quality have a significant effect on iPhone purchase decisions. (Sumerta & Indiani, 2024) and (Yasa Wijaya et al., 2024) also show that lifestyle can mediate the influence of product design on purchasing decisions.

Research Implications

The findings of this study have important implications for business strategies in the smartphone industry. Companies should focus on improving product quality by using the latest technology and efficient production processes. The design aspect should adopt modern trends taking into account functionality and user needs. Understanding the lifestyle of consumers is key in offering products that suit market needs. The right marketing strategy includes the use of digital channels, experiential marketing, and effective communication with consumers to strengthen the product image. Building product differentiation and loyalty programs is also important to maintain long-term competitiveness.

Research Limitations

This research has several limitations. First, the scope of the research is only in the city of Denpasar so the results obtained may not fully reflect the broader conditions. The

cultural, economic, and societal factors of people in other cities can be different. Second, the research focuses on iPhone users which are a specific segment in the smartphone market, so the results of the study cannot be generalized to all other smartphone users. Further research is suggested to expand geographical coverage and compare different smartphone brands to get a more comprehensive picture.

CONCLUSION

This research reveals that the quality of iPhone products has a significant influence on consumer lifestyles. With technological advantages and high performance, the iPhone has become a support for the modern lifestyle through features such as advanced cameras, a stable operating system, and good durability, making it a prestigious symbol in society. The minimalist, modern, and aesthetic design of the iPhone with the characteristic "boba tiga camera" also affects the lifestyle of its users. iPhone consumers often identify themselves as part of a trendy and tech-conscious community, making these products more than just a communication tool but also a lifestyle accessory. Product quality is proven to influence purchasing decisions as consumers choose iPhones based on their performance, reliability, and safety. Apple's integrated ecosystem provides a seamless user experience, underpinned by Apple's reputation as a manufacturer of high-quality products. The aesthetic and iconic design of the iPhone is a major factor in the purchase decision. Consumers are attracted to premium looks, material selection, and camera design that give an exclusive and modern feel. Apple leverages this in its marketing strategy by highlighting the beauty and innovation of its product design. The iPhone has become a symbol of the modern lifestyle that reflects luxury and innovation. The influence of artists and the upper class who use iPhones encourages consumers to imitate the use of these products. Apple takes advantage of this by creating an exclusive community of users. Finally, there are interactions between product quality, design, and lifestyle that together influence purchasing decisions. The combination of functional factors and personal aspirations creates a strong emotional and rational drive for consumers to choose the iPhone as a representation of their social identity and status.

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