

THE INFLUENCE OF LIFESTYLE, PRODUCT QUALITY, AND BRAND IMAGE ON IPHONE PURCHASE DECISIONS IN GENERATION Z IN SOUTH JAKARTA

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Abstract

The popularity of the iPhone among Generation Z, particularly in the South Jakarta region, has increased due to advancements in smartphone technology. However, it is unclear how much brand image, lifestyle characteristics, and opinions about product quality influence the purchasing decisions of generation Z, a digitally savvy and extremely picky consumer base. The aim of this research is to analyze how lifestyle, product quality, and brand perception affect generation Z's decisions to buy iPhones. A quantitative approach is employed in the study, and questionnaires are used to collect data. Purposive sampling was employed to choose the 100 respondents that make up the research sample. SmartPLS software is used to perform data analysis procedures. The findings of the study indicate that: (1) lifestyle has a large influence on decisions to buy by 0,452; (2) product quality has a favorable influence on decisions to buy by 0,277; and (3) brand image also has a major influence on decisions to buy by 0,243. 83% of the purchase decision was influenced by the R-squared values for lifestyle factors, product quality, and brand image; the remaining 17% was influenced by factors not covered in this study.

Keywords : *Lifestyle, Product Quality, Brand Image, Purchase Decision, iPhone.*

PENGARUH GAYA HIDUP, KUALITAS PRODUK, DAN CITRA MEREK TERHADAP KEPUTUSAN PEMBELIAN IPHONE PADA GENERASI Z DI JAKARTA SELATAN

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Abstrak

Kemajuan teknologi smartphone telah meningkatkan popularitas iPhone di kalangan generasi Z, khususnya di wilayah Jakarta Selatan. Meski begitu, sejauh mana gaya hidup, persepsi kepada citra merek, dan kualitas produk memengaruhi keputusan pembelian di kelompok generasi Z, yang dikenal sebagai konsumen digital yang sangat selektif, masih belum jelas. Studi ini tujuannya untuk mengevaluasi dampak citra merek, gaya hidup, dan kualitas produk kepada keputusan pembelian iPhone pada generasi Z. Penelitian dilakukan memanfaatkan pendekatan kuantitatif dengan pengumpulan data melewati kuesioner. Sampel penelitian mencakup 100 responden yang dipilih memanfaatkan metode purposive sampling. Analisis data dijalankan memanfaatkan perangkat lunak SmartPLS. Hasil penelitian mengungkapkan bahwasanya: (1) gaya hidup memiliki dampak signifikan kepada keputusan pembelian dengan nilai t 0,452, (2) kualitas produk memberikan dampak positif kepada keputusan pembelian senilai 0,277, dan (3) citra merek turut memberikan dampak signifikan kepada keputusan pembelian senilai 0,243. Variabel gaya hidup, kualitas produk, dan citra merek secara keseluruhan memberikan kontribusi sebesar 83% kepada keputusan pembelian, berdasarkan nilai R-square, sementara 17% sisanya dipengaruhi oleh variabel lain yang tidak termasuk pada studi ini.

Kata Kunci : Gaya Hidup, Kualitas Produk, Citra Merek, Keputusan Pembelian, iPhone.