

THE INFLUENCE OF LIFESTYLE ON THE PURCHASE DECISION OF APPLE SMARTPHONE PRODUCTS ON STUDENTS OF THE FACULTY OF SOCIAL SCIENCES AND POLITICS MALIKUSSALEH UNIVERSITY

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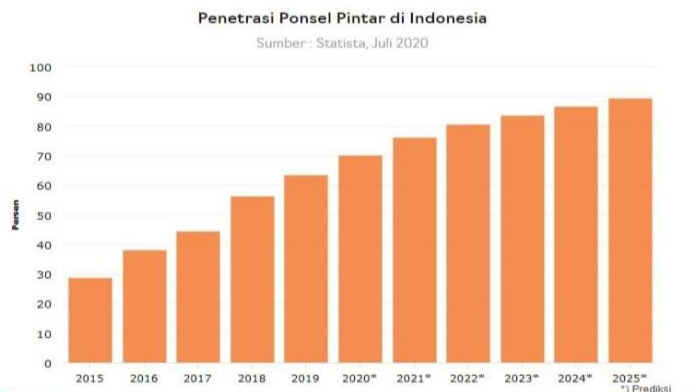
Abstract

This article discusses the influence of lifestyle on the decision to purchase Apple smartphone products among students of FISIPOL, Malikussaleh University. This study aims to determine the influence of lifestyle on the decision to purchase Apple smartphone products among students of FISIPOL, Malikussaleh University. The type of research used in this study is quantitative. The population in this study were all students of FISIPOL, Malikussaleh University. Sampling used 100 respondents using the Slovin formula. The data collection technique used a Likert scale. The data processing and analysis techniques in this study used SPSS 26. The first stage in this study was the instrument test, namely the validity test and reliability test. Furthermore, data analysis techniques were carried out with the classical assumption test, simple linear regression test and hypothesis test. The results of this study indicate that: lifestyle (X) has a positive and significant effect on the decision to purchase Apple smartphone products among students of FISIPOL, Unimal with a t-count value of 11.391 > t-table 1.985 and a sig value of 0.000 < 0.05.

Keywords: *lifestyle and purchasing decisions*

1. INTRODUCTION

In today's digital era, the existence of technology is so integrated with our lives that it cannot be separated. Technology is developing very rapidly from time to time and has become an important need in human life. One of the technologies in our lives that is very important today is telecommunications technology. This telecommunications technology is experiencing very rapid development and progress. This is due to the increasing need for humans to communicate. Smartphones or smart phones in recent years have become a popular communication style used by the public. The following is data on smartphone users in Indonesia:



Source: Katadata.co.id accessed on October 5, 2024

Based on the data above, it can be seen that smartphone users continue to increase significantly

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from year to year. They almost reached 30% in 2015 and are expected to increase every year to reach 89% of the Indonesian population in 2025. Smartphones continue to be one of the most popular electronic devices every year, triggering business competition. Of course, this gives business people a great opportunity to do new things to compete and dominate the market. With the increasing critical power of society, business people are competing to make types of smartphones at affordable prices and to meet the lifestyle of the community. Now it is proven by the many brands of smartphones available on the market and used by people for various things, such as going to school, working, selling, interacting, or to fulfill hobbies as content creators on social media.

One of the smartphone brands currently circulating in the Indonesian market is the iPhone. The iPhone is one of Apple's products that was first introduced in 2017. Apple is a multinational technology company headquartered in Cupertino, California. The CEO of this company is Steve Jobs. The iPhone prioritizes build quality and sophisticated performance and is equipped with lots of storage space and strong security. These advantages are increasingly attracting people's interest in making purchases, and there is also increasing public demand for newer generations of cellphones. Smartphones are currently increasingly developing, which were previously used simply as a means of communication, shifting to become a lifestyle support. According to James F. Engel in M.Qortubi (2020) Lifestyle is the overall pattern of a person's life that is appreciated in activities, interests and opinions that interact with the environment. Lifestyle not only reflects social status but also individual preferences in choosing products and services that are used daily. Lifestyle is also part of consumer behavior that influences purchasing decisions which are part of a marketing strategy to understand market segments. Although the desire to buy goods does not solely depend on lifestyle, the desire to buy goods is also influenced by age, occupation, motivation, experience, family, and attitude.

A consumer's decision to purchase goods or services is often based on irrational considerations, where consumers buy products in order to increase their self-esteem, be admired and considered as a certain class (Susana in M.Qotubi (2020). According to Kotler and Keller in Lati Sari (2023: 24) purchasing decisions are influenced by basic psychology which plays an important role in understanding how consumers make purchasing decisions. According to him, the dimensions of purchasing decisions are divided into four parts, namely product choice, brand choice, distribution choice and choice of purchase time. Given this reality, is a consumer's purchasing decision influenced by lifestyle? This question is what drives this research, with the hope of providing answers to interested parties. This research focuses on undergraduate students of the Faculty of Social and Political Sciences, Malikussaleh University. This faculty has various study programs that include Public Administration, Sociology, Political Science, Anthropology, Communication Science, Business Administration. Students are one of the important market segments for technology products. Students' lifestyles are often influenced by current trends, technological developments, and their social environment. Students in this faculty have diverse needs and preferences related to the technological devices they use to support their academic and non-academic activities.

In this modern era, Apple products such as the iPhone, not only fulfill technological needs but also become a symbol of status and personal identity for its users. So it is not surprising that among young people today, especially among students, there is a trend of FOMO (Fear Of Missing Out) which is the fear of being left behind in a particular activity. Based on the Hierarchy of Needs Theory proposed by Maslow, he divided human needs into a pyramid, starting from basic needs (physiological) to self-actualization needs. Students who buy an iPhone can be seen to have gone beyond basic needs (such as communication) and entered into psychological needs, such as feeling appreciated or self-actualization. This phenomenon shows that the iPhone is chosen not solely because of its technical function, but to fulfill a modern lifestyle and social recognition of itself. This problem often occurs in students aged 18-24 years because at this age they are in a position to express their identity to their environment and gain recognition in their social circles. Lifestyles influenced by technology, social media, and global trends play an important role in the formation of preferences and purchasing decisions. Students who prioritize aesthetics, prestige, and technological reliability tend to choose Apple products which are known for their elegant design, high quality, and solid reputation. In

addition, the seamless integration between various Apple products and the ecosystem offered, such as data synchronization via iCloud and the convenience of using exclusive services such as Message and FaceTime, adds to the appeal of Apple products in the eyes of students. Therefore, many students want to have this Apple Smartphone to look more high class and have a social class level in their surroundings. This is supported by the results of a pre-survey conducted by researchers There are 30 respondents who use iPhone products and the majority are majoring in Communication Science, followed by majors in Business Administration, Public Administration, Sociology, Political Science and Anthropology. This pre-survey was conducted with no more than 30 informants in order to show a Initial evidence that this research can be continued into real research.

Table 1
Pre-Research Survey Results

No	Statement	Agree		Don't agree		Amount	
		F	%	F	%		%
1	iPhone is a symbol of social status	18	60%	12	40%	30	100%
2	Lifestyle factors influence my purchasing decisions <i>smartphone</i>	21	70%	9	30%	30	100%

Source: Pre-Research Survey Questionnaire

From the table of pre-survey respondent answers above, it can be concluded that most respondents agreed that the iPhone smartphone is a part of today's lifestyle, and with this smartphone they can raise their position in social circles and at the same time show their social status. These 30 respondents were used as initial evidence that conditions in accordance with the topic to be researched did indeed occur.

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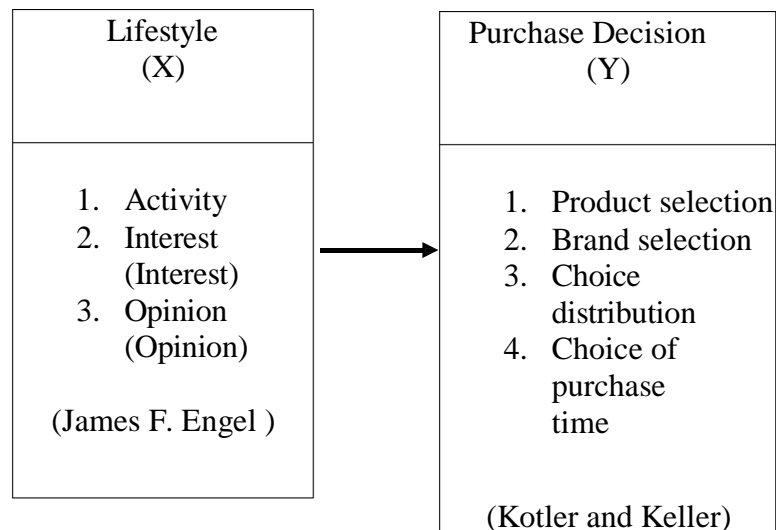
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2.LITERATURE REVIEW

Table 2

No	Writing/Year	Title	Equality	Difference	Research result
1	M. Qortubi (2020) Thesis	Influenceh Lifestyle) on Purchase Decisionn Iphone (Case Study at Riyadina Store 1 Hamzah Store, Jambi City)	In this study there are two variablesthe same, namely variable X (Lifestyle) and variable Y (Purchase Decision)	There are differences in researchat the research location	Based onThe results of the research that has been conducted show that there is a significant influence between lifestyle and the decision to purchase an iPhone at the RNH Store in Jambi City.
2	Alifabriyan Siska Almelia Affenti (2023)	Influenceh Product Features and Lifestyle	The similarities in the research lie	Differencewhat is in this research is there	Product features partially have a significant effect on

2.1 Conceptual Framework



2.2 Research Hypothesis

Ha: It is suspected that lifestyle has a positive and significant influence on the decision to purchase Apple smartphone products among FISIPOL Unimal students.

Hey: It is suspected that lifestyle does not have a positive and significant influence on the purchasing decision of Apple smartphone products among FISIPOL Unimal students.

3. IMPLEMENTATION METHO

This article uses a quantitative approach with a descriptive approach. According to Sugiyono (2021: 15) the definition of quantitative method is a research method based on the philosophy of positivism, and is used to research certain populations or samples, data collection using research instruments, data analysis is quantitative or statistical, with the aim of testing the hypothesis that has been set. The quantitative method is used in this study because this method is in accordance with the research to be carried out, namely to measure the relationship between lifestyle variables and purchasing decisions for Apple smartphone products. With this quantitative method, the author can collect data in the form of numbers through instruments such as questionnaires, which allows the author to analyze the data statistically.

The type of quantitative research in this study is by using descriptive research. The descriptive research method according to Sugiyono (2021) is a study conducted to determine the value of independent variables, either one or more variables without making comparisons or connecting with other variables. This descriptive research is used to map and describe the lifestyle patterns of students and how these lifestyles influence their decisions in purchasing iPhone products. In this study, the population was all active undergraduate students in the odd semester of 2024/2025 at the Faculty of Social and Political Sciences, Malikussaleh University. To determine the minimum sample size needed if the population size is known, you can use the Slovin formula. The Slovin formula is a formula used to determine the sample size needed in a survey or research based on the existing population size. This formula is useful for calculating a representative sample size from a larger population.

$$n = \frac{N}{1 + N(e)^2}$$

From the calculation, the number of samples needed in this study is 97 students of FISIPOL, Malikussaleh University and will be rounded up by the researcher to 100 respondents to avoid standard error. Respondents in this study were active students in the odd semester of the 2024/2025 academic year of each department at FISIPOL, Malikussaleh University, Strata 1. Therefore, multilevel sampling was carried out using the proportional allocation formula. The sample obtained for the Public Administration department was 28 students, Sociology was 13 students, Political Science was 7 students, Anthropology was 5 students, Communication Science was 35 students, and Business Administration was 12 students.

Sampling technique is a sampling technique to determine the sample to be used in the study. In this study, the sampling technique uses probability sampling. Probability sampling is a sampling technique in which each element in the population has the same or known chance of being selected as a sample. The type of sampling in this study is Stratified random sampling is a two-layer random sampling carried out if the population consists of several strata and the sample is taken randomly from the strata. The measurement scale used in this study is using the Likert scale. Sugiyono (2021:146) states that the Likert scale is a scale used to measure the attitudes, opinions, and perceptions of a person or group of people about social phenomena. With a Likert scale, the variables to be measured

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are broken down into variable indicators, then these indicators are used as a starting point for compiling instrument items which can be in the form of statements or questions.

4. RESULTS AND DISCUSSION

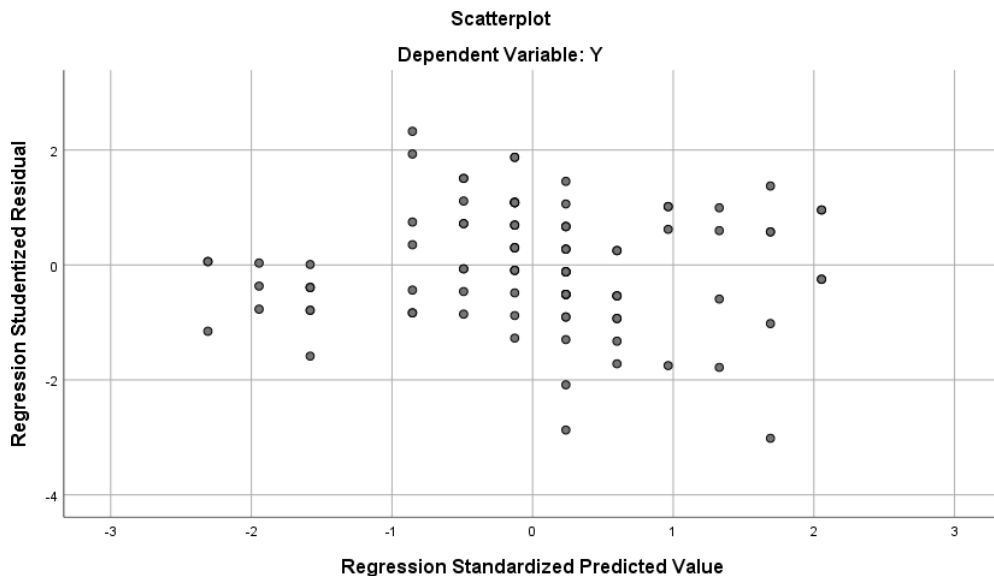
4.1 Normality Test

**Table 3
Kolmogorov Smirnov Normality Test Results**

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual Ed.
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.54291585
Most Extreme Differences	Absolute	.065
	Positive	.053
	Negative	-.065
Test Statistics		.065
Asymp. Sig. (2-tailed)		.200 ^{c,d}
a. Test distribution is Normal.		
Source: Data Processing Results, (2024)		

From the results of the data processing above, it can be seen that the result of the Asymp is 0.200, which is greater than the significance used, namely 0.05 ($0.200 > 0.05$), so the data used in this study is concluded to be normally distributed.

4.2 Heteroscedasticity Test



Source: Data Processing Results, (2024)

Based on the image above, it can be seen that there is no heteroscedasticity problem. This is based on the graphic image where the points in the graph do not form certain clear patterns in the

image. So it can be concluded that each variable does not contain heteroscedasticity or there is no variance from the residual in the regression model.

4.3 Simple Regression Analysis Test

Table 4
Simple Linear Regression

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6,342	1,365		4.648	.000
	Lifestyle	1,064	.093	.755	11.391	.000

a. Dependent Variable: Purchase Decision

Source: Data Processing Results, (2024)

From the table above, it can be seen that the constant value (a) is 6.342, while the lifestyle value (b / regression coefficient) is 1.064, so the regression equation can be written:

$$Y = 6.342 + 1.064X$$

The description of the regression equation is as follows:

1. The constant of 6.342 means that the consistent value of the Purchase Decision variable is 6.342.
2. The Lifestyle (X) regression coefficient of 1.064 means that for every 1% increase in Lifestyle value, the Purchase Decision value increases by 1.064. The regression coefficient is positive, so it can be said that the direction of the influence of variable X on Y is positive.

4.4 Test of Determination Coefficient (R²)

Table 5
Results of Determination Coefficient Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.755a	.570	.565	2,556

a. Predictors: (Constant), Lifestyle

Source: Data Processing Results, (2024)

From the table above, it can be seen whether there is a relationship between the independent variable and the dependent variable can be seen from the correlation coefficient. Based on the table

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above, it is known that the R-Square value is 0.570, this shows that the ability of the Lifestyle variable relationship in explaining the Purchase Decision variable is 57%, the remaining 43% is explained by other variables not discussed in this study.

4.5 Discussion

This study discusses how lifestyle influences the purchasing decision of Apple smartphone products on Fisipol Unimal students. The number of respondents in this study was 100 respondents using a data collection technique in the form of a questionnaire by distributing it to 100 students at the Faculty of Social and Political Sciences, Malikussaleh University. The data obtained were then analyzed using the SPSS 26.0 application with a simple linear regression analysis method.

4.5.1 Influence of Lifestyle (X) on Purchasing Decisions (Y)

Based on the results of the analysis for the Lifestyle variable through the validity and reliability test, it is declared valid and reliable. The results of the test in this study showed that the influence of the Lifestyle variable is significant and positive on the Purchasing Decision as evidenced by the sig value of 0.000 <0.05 and tcount 11.391> ttable 1.985, then Ha is accepted. So the conclusion that can be drawn is that Lifestyle (X) has a positive and significant effect on purchasing decisions (Y). Thus it can be interpreted that lifestyle in the lives of FISIP Unimal students can increase or influence purchasing decisions on this Apple smartphone product. The results of the study showed that lifestyle variables including activities, interests, and opinions were able to influence FISIPOL Unimal students to make purchasing decisions for Apple smartphone products.

Based on respondents' answers to the lifestyle variable activity indicator. There is an interesting finding that shows that the highest mean value is in the statement "I often see the iPhone as a status symbol and want to buy it to look cooler in the eyes of my friends". This shows that factors such as social recognition, the desire to look cool, and the influence of modern lifestyles influence purchasing decisions, with the iPhone being considered part of a lifestyle that reflects prestige and status. This decision is driven by psychological and emotional motivations to highlight a better self-image in their social environment. Based on respondents' answers to the lifestyle variable interest indicator. There is an interesting finding that shows that the highest mean value is in the statement "I want to buy an iPhone because I follow the latest trends in technology and the iPhone is considered one of the best on the market".

This indicator shows that the motivation to buy an iPhone among FISIPOL Unimal students is influenced by awareness of the latest technology trends. The iPhone is considered a product with sophisticated innovation and is a market leader in terms of technology. Students are interested in buying an iPhone because they see it as a device that is up-to-date and relevant to modern technological developments. Based on respondents' answers to the lifestyle opinion indicator variable. There are interesting findings that show that the highest mean value is in the statement "I feel more confident and my lifestyle is fulfilled when using iPhone products in my daily life". This indicator highlights that the use of iPhone by FISIPOL Unimal students is not only due to technical functionality, but also related to self-confidence and lifestyle fulfillment. Students feel that the iPhone helps them highlight their personal status and social identity in their daily lives. The iPhone is seen as a symbol of a modern lifestyle that is in accordance with their standards and aspirations, thus influencing them in making decisions in purchasing the product.

Overall, lifestyle variables consisting of activities, interests, and opinions play an important role in influencing iPhone purchasing decisions among FISIPOL Unimal students. Daily activities that require sophisticated technology, interest in the latest trends, and positive opinions about the quality and status of the iPhone encourage students to choose the iPhone as their main choice. The combination of these three factors shows that a modern and dynamic lifestyle is closely related to students' preferences for Apple products, especially the iPhone. Previous research also looked at the influence of lifestyle on iPhone purchasing decisions at the Riyadinal Hamzah Store in Jambi City conducted by M Qortubi (2020). The results of the study provide an overview that lifestyle variables

including activities, interests, and opinions influence consumers to create purchasing decisions at the Riyadinal Hamzah Store in Jambi City.

5. CONCLUSION

Based on the results of the study, it was concluded that lifestyle has a significant influence on iPhone purchasing decisions among FISIPOL UNIMAL students. This finding indicates a strong relationship between how students view lifestyle and their choice to purchase Apple smartphone products. The indicator with the highest response was the statement that by using an iPhone, students feel they can improve their social status. This shows that for students, the iPhone not only functions as a technological device, but also as a symbol that supports their self-image and position in the social environment. This factor is one of the main reasons that drives purchasing decisions. On the other hand, the statement stating that the iPhone is easy to get in various cities received the lowest response. This finding indicates that some students still feel limited in terms of product accessibility, especially in their environment. Overall, this study confirms that the iPhone is chosen by students not only because of its technological quality, but also because of its ability to meet lifestyle needs and strengthen social status.

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