



Article

From Desire to Decision: How Hedonistic Lifestyle, Brand Trust, Product Quality, and Price Perception Influence iPhone Purchases Among Students

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Abstract: In the rapidly evolving digital era, smartphones have become more than just communication tools—they are status symbols, lifestyle enablers, and technological investments. This study examines how hedonistic lifestyle, brand trust, product quality, and price perception influence students' decisions to purchase iPhones. Using a quantitative approach, data was collected from 100 university students in Jember Regency who own an iPhone. Multiple linear regression analysis was employed to determine the significance of each factor. The findings reveal that all four variables—hedonistic lifestyle, brand trust, product quality, and price perception—positively and significantly impact purchase decisions. Among these, price perception emerges as the most influential factor, indicating that while iPhones are perceived as premium products, students still weigh their financial value before making a purchase. The study highlights that brand trust plays a crucial role in reinforcing students' confidence in Apple products, while product quality remains a key determinant in sustaining consumer loyalty. Additionally, the influence of a hedonistic lifestyle suggests that social trends and personal gratification significantly drive purchasing behavior. These insights provide valuable implications for marketers and businesses in crafting effective strategies to engage young consumers in a competitive market.

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1. Introduction

In the era of the industrial revolution 4.0 like today, the use of digital technology is no longer foreign. Almost all groups have utilized digital technology, especially in the field of information and communication technology. It is not only information and communication technology that is currently circulating. There is the latest technology that is currently being widely discussed by many people, especially students. Where the technology is AI or Artificial Intelligence technology. Artificial Intelligence technology is a breakthrough in today's technology world with increasingly skyrocketing use lately. Systems equipped with AI technology are believed to be able to work effectively and efficiently, thereby increasing work productivity. With technology that continues to develop, it makes it easier for people to get information from various sources. The success of technological developments now plays an important role in every activity carried out by people every day. People's dependence on using cellphones and the internet makes it difficult for people to be separated from cellphones. This is indeed difficult to eliminate,

because with cellphones it can make it easier for people to access all kinds of information. Along with the development of the era and increasingly sophisticated technology, many smartphone brands have begun to emerge following the needs of consumers offered. From a product by a different brand and also has an impact on the tight competition to get consumers, thus requiring the company management to be more careful in carrying out its marketing activities[1]. The advancement of information and communication technology encourages more product development, especially in the smartphone sector. The development of smartphones has grown rapidly over time thanks to various innovations. Starting from the latest technology, complete features, and high-quality cameras to various innovations that amaze users in terms of visual effects, gaming, and multitasking[2]. In this case, it can encourage the emergence of various product innovations, one of which is the smartphone.

Top Brand Award is one of the institutions that plays a role in conducting surveys on performance indicators of various brands in Indonesia. Based on data presented on the Topbrand-award.com site (2024), there are three parameters used by Top Brand to assess a product's brand. First, top of mind, which is the brand of a product that is most remembered by consumers. Second, last used, related to the last brand consumed, used, or purchased. Third, future intention, which is a particular brand that will be the consumer's choice or purchased in the future. In determining the Top Brand Index (TBI), it is done by formulating the three parameters, namely calculating the average weight of the three. The Top Brand category can be obtained if the minimum value is 10%, then the product is in the top three in its product category. The following is the 2024 TOP Brand Award data

The increasing innovation of iPhone products is increasing consumer purchasing interest, especially among students. Lifestyle or lifestyle is currently growing along with the era of economic globalization and the transformation of consumer capitalism which is marked by the proliferation of foreign products entering the country [3]. Lifestyle is a person's lifestyle pattern in the world which is reflected in activities, interests, and opinions. Lately, hedonism lifestyle or hedonistic lifestyle is one form of lifestyle that has an attraction for students[4]. This is related to the selection of Smartphones that are currently trending to follow the lifestyle of people around them, so that buying goods that are considered classy such as iPhone products becomes the main thing compared to meeting their needs. A lifestyle that is oriented towards pleasure alone and makes that pleasure the goal of life. This hedonism lifestyle or hedonistic lifestyle factor turns out to be quite influential for students in carrying out activities or buying something they want to follow a trend around them.

According to Puspaningrum [5]), one of the things that influences purchasing decisions for a product is brand trust. Brand trust will be attached if a brand can meet expectations and provide quality assurance to each user. Trust is a very important factor in turning buyers or consumers into first-time customers. Consumers who believe in a brand tend to entrust their problems to that brand. Consumer trust in a brand will have an impact on purchasing decisions. Consumer trust in a brand is very important for companies to maintain and establish good relationships with customers and trust from customers, therefore products must be introduced well so that they can build trust in customers [6]. This also influences the decision to purchase iPhone products among students. Because not a few of them believe that this iPhone product is the best product among other smartphone products.

In addition to lifestyle and brand trust, it turns out that product quality must also be observed so that consumers do not switch to other products. According to Ariska, et al. [7], quality is the totality of features and characteristics of a product or service that depends on its ability to satisfy stated or implied needs. Some types of products offered are services, places, ideas, physical goods, and organizations. Nowadays, consumers are smart in

selecting a product, deciding to buy a product is influenced by an assessment of the quality of the product. If the product purchased is as desired, has characteristics that suit the needs and is equivalent to the sacrifices made by the consumer, then it is good quality from the consumer's point of view. If the quality of a product does not meet the desires and needs of consumers, consumers consider the product to be of poor quality [8]. The higher the quality of demand for a product, the more competent the company is to increase product quality and maintain brand image in the products they have. The quality of the iPhone is well known because the features and specifications embedded in each iPhone series are always updated and developed to maintain standards as the most sophisticated smartphone to pamper its consumers. There are several reasons why consumers remain loyal to using iPhone products.

Price is an amount of money exchanged for a product or service. Meanwhile, price perception is a process by which consumers interpret the price value or attributes of goods and services that are expected [9]. In other words, price perception is one way consumers assess the price of a product in relation to the benefits they receive. In other words, price perception can also be interpreted as a reflection of the value of the product. Because most consumers assume that a high price means that their perception of the quality of the product is also high [10]. Meanwhile, if a product is low in price, the consumer's perception of the product will also be low or of poor quality. However, many consumers think that they prefer low prices but good product quality. Unlike the iPhone product, although it is known for its fairly high product price, it does not reduce consumers' interest in continuing to buy it. In other words, this is what triggers consumers to make purchasing decisions.

Purchasing decision is the process that consumers go through to make decisions, where consumers actually buy. Consumer purchasing decisions are often related to purchasing the most preferred brand [11]. Consumer purchasing decisions are inseparable from the consumer's lifestyle, which initially considered having a product because of its benefits, but now it has shifted to having a product because of the value of the product itself which can fulfill their desires and increase the prestige of those who want to buy products that are useful and have good quality [12]. The lifestyle of Indonesian people who always exist and want to have prestigious products, requires them to use iPhone products. The reason consumers buy famous brands like iPhone is because buying these products can change their lifestyle and increase their social status [13].

2. Materials and Methods

This study uses a quantitative research type. The dependent variable (Y) that the researcher uses is the purchasing decision, while the independent variable (X) that the researcher uses is hedonism lifestyle, brand trust, product quality and price perception which will later be studied for their influence between the independent variables on *dependent variable*. The technique that researchers use to analyze data is the type multiple linear regression analysis. The population in this study will be users. iPhone among students in Jember Regency as many as 7. Respondents who have smartphone iPhone. While the sample was taken using the solvin formula, so that it was obtained a sample of 99.85 which was then rounded up to 100 respondents. From the number of samples that had been determined, cluster sampling was then carried out so that all representatives of the population could be represented. Data collection techniques in this study were in the form of observation and questionnaires. The data analysis design in this study is in the form of a classical assumption test, a linear regression test. multiple and partial hypothesis testing, and coefficient of determination.

3. Results

A. Respondent Characteristics Based on College

Respondent data based on universities in this study were divided into 9 groups, namely UNEJ, UNMUH, UIN KHAS, UIJ, UNIPAR, UMS, UDS, POLIJ and ITS MANDALA, each with a total of 100 respondents. The division was carried out using the sloving formula according to the proportion of the population in each university.

Table 1. Respondent Characteristics Based on Higher Education.

Age	Frequency	Presentation
UNEJ	53	53%
UNMUH	12	12%
SPECIAL UNIVERSITY	8	8%
UIJ	5	5%
UNIPAR	4	4%
UMS	3	3%
UDS	4	4%
POLYGON	9	9%
ITS MANDALA	2	2%
Total	100	100%

(Source: Questionnaire Data processed 2025)

Based on table above it can be seen that the most respondents or the majority are respondents from UNEJ students, which is 53% because it has the largest number of students in Jember Regency. Likewise, the minority respondents are respondents from ITS Mandala students with a percentage of 2%. This is because students at ITS Mandala are fewer compared to other universities in Jember Regency.

B. Research Instrument Test

Validity and Reliability Test

Validity test is used to measure whether the questionnaire is valid or not. A questionnaire is said to be valid if the questions in the questionnaire are able to reveal something that will be measured by the questionnaire. The criteria for testing the validity test are if the correlation $>$ at a significant level of 5% an instrument is said to be valid, conversely if the correlation $<$ data is declared invalid. The following are the test results of the validity test using the SPSS version 25 application. $r_{hitung} r_{tabel}$ $r_{hitung} r_{tabel}$

Table 2. Validity Test Results.

No	Item Statement	Criteria 1		Criteria 2		Information
		Table r value	Calculated r value	sig value	<i>alpha</i>	
<i>Hedonism Lifestyle(X1)</i>						
1	Item 1	0.197	0.864	0.000	0.05	Valid
2	Item 2	0.197	0.865	0.000	0.05	Valid
3	Item 3	0.197	0.796	0.000	0.05	Valid
<i>Brand Trust(X2)</i>						
1	Item 1	0.197	0.682	0.000	0.05	Valid
2	Item 2	0.197	0.767	0.000	0.05	Valid
3	Item 3	0.197	0.711	0.000	0.05	Valid
<i>Product Quality(X3)</i>						

1	Item 1	0.197	0.623	0.000	0.05	Valid
2	Item 2	0.197	0.738	0.000	0.05	Valid
3	Item 3	0.197	0.747	0.000	0.05	Valid
4	Item 4	0.197	0.741	0.000	0.05	Valid
5	Item 5	0.197	0.753	0.000	0.05	Valid
6	Item 6	0.197	0.785	0.000	0.05	Valid
7	Item 7	0.197	0.492	0.000	0.05	Valid
8	Item 8	0.197	0.694	0.000	0.05	Valid
Price Perception (X4)						
1	Item 1	0.197	0.754	0.000	0.05	Valid
2	Item 2	0.197	0.719	0.000	0.05	Valid
3	Item 3	0.197	0.739	0.000	0.05	Valid
4	Item 4	0.197	0.765	0.000	0.05	Valid
Purchase Decision (Y)						
1	Item 1	0.197	0.865	0.000	0.05	Valid
2	Item 2	0.197	0.777	0.000	0.05	Valid
3	Item 3	0.197	0.863	0.000	0.05	Valid

From table above, the results of the validity test can be seen that all items submitted have a value of $>$, namely with a significant level where the value of $\alpha = 0.05$ and a value of 0.197 is obtained. This proves that all items of the hedonism lifestyle statement, brand trust, product quality, price perception and purchasing decisions in this study can be declared valid and can be used as variables that can be submitted in this study.

$r_{hitung} > r_{tabel}$

Reliability test is used to determine the level of constraints of a research instrument. A reliable instrument is an instrument that if used repeatedly to measure the same object will produce the same data. A variable is said to be reliable if it produces a Cronbach's alpha value > 0.06 [14]. The results of the reliability test in this study can be seen in the following table:

Table 3. Reliability Test Results.

Variables	Cronbach Alpha Value	Alpha Standard	Information
(X1)	0,842	0.06	Reliable
(X2)	0.778	0.06	Reliable
(X3)	0.772	0.06	Reliable
(X4)	0.795	0.06	Reliable
(Y)	0.861	0.06	Reliable

(Source: Results of SPSS 2025 data processing)

Based on the results of the reliability test in table above Reliability Test Results it is known that the hedonism lifestyle variable instrument (X1) with a Cronbach's Alpha value of 0.842, brand trust (X2) with a Cronbach's Alpha value of 0.778, product quality (X3) with a Cronbach's Alpha value of 0.772, price perception (X4) with a Cronbach's Alpha value of 0.795 and purchasing decisions (Y) with a Cronbach's Alpha value of 0.861. This can be stated that the instrument in this study is reliable because the Cronbach Alpha value is greater than 0.06.

C. Hypothesis Testing

Table 4. T-Test (Partial).

Coefficients Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2,056	.358		5,742	.000
<i>Hedonism Lifestyle</i>	.369	.045	.371	8.218	.000
<i>Brand Trust</i>	.257	.045	.237	5,706	.000
<i>Product Quality</i>	.158	.026	.327	6.160	.000
<i>Price Perception</i>	.467	.051	.522	9.171	.000

(Source: Results of SPSS 2025 data processing)

To test the influence between each variable partially, a t-test can be conducted. Based on the table above, the results of the t-test can be concluded as follows. The table shows the results of the test of four independent variables on the dependent variable in a regression model. The Hedonism Lifestyle variable has a coefficient of 0.369 with a t-statistic of 8.218 and a significance of 0.000, indicating a significant positive influence on the dependent variable. Meanwhile, the Brand Trust variable has a coefficient of 0.257 with a t-statistic of 5.706 and a significance of 0.000, indicating a very significant positive influence. The Product Quality variable has a coefficient of 0.158 with a t-statistic of 26.160 and a significance of 0.000, indicating a significant positive influence on the dependent variable. Then the last variable, namely Price Perception, has a coefficient of 0.467 with a t-statistic of 9.171 and a significance of 0.000, indicating a very significant positive influence. These results indicate that all variables have a significant influence in the regression model of this study.

D. Coefficient of Determination (R^2)

Multiple linear regression test analyzed the magnitude of the overall coefficient (R^2) used to measure the goodness of fit of multiple regression analysis. In essence, it measures how far the model's ability to apply bound variations. The coefficient of determination value ranges from 0 to 1. If the value is getting closer to one, it means that the independent variables provide almost all the information needed to predict the variation of the dependent variable. (R^2)

Table 5. Coefficient Test (R^2).

Model Summary ^b				
Model	R	R Square	Adjusted Square	R Std. Error of the Estimate
1	.960a	.921	.918	.61562

(Source: Results of SPSS 2025 data processing)

Based on the Adjusted R-Square value of 0.918 explained in the table, it can be concluded that variables such as hedonism lifestyle, brand trust, product quality and price perception together are able to explain around 91.8% of the variation in purchasing decisions. This indicates that these variables have a significant influence on purchasing decisions measured in this study. The remaining variation of 8.2% (100% - 91.8%) can be influenced by other factors not included in the regression model, such as brand image and promotion. These results underline the importance of the main variables studied in understanding and predicting purchasing decisions, while also showing the complexity of other factors that influence the overall purchasing decision outcome.

4. Discussion

A. Influence Hedonism Lifestyle on iPhone Product Purchasing Decisions of Students in Jember Regency

The results of the existing data processing prove that Hedonism Lifestyle has a positive and significant effect on the decision to purchase iPhone products. This is indicated by the results of the T test with a calculated t result of $8.218 > t \text{ table } 0.369$ and a significant value of $0.000 < 0.05$, the significant value is smaller than 0.05. Thus, it is obtained that the hypothesis stating that hedonism lifestyle has a positive and significant effect on purchasing decisions is accepted. Its relate with Oktavia, et.al [4] This is if the hedonism lifestyle or lifestyle in students increases, then purchasing decisions will also increase, especially for iPhone products.

The results of the questionnaire conducted proved that many of the three statements were agreed with by respondents. Respondents feel that their lifestyle such as daily activities, social status, and daily benefits can be fulfilled when they have an iPhone. Respondents feel that the iPhone can support daily activities because the iPhone is easy to operate with operating system performance that tends to be faster than other smartphones. In addition, the iPhone is a superior product that is always sought after by consumers in following current smartphone trends. Coupled with the latest brand expenditures, consumers are increasingly interested in buying it. Especially for young people, especially students.

B. The Influence of Brand Trust on iPhone Product Purchasing Decisions among Students in Jember Regency

The results of the existing data processing prove that Brand Trust has a positive and significant effect on the decision to purchase iPhone products. This is indicated by the results of the T test with a calculated t result of $5.706 > t \text{ table } 0.257$ and a significant value of $0.000 < 0.05$, the significant value is smaller than 0.05. Thus, it is obtained that the hypothesis stating that brand trust has a positive and significant effect on purchasing decisions is accepted. This is if brand trust or brand trust in students increases, then purchasing decisions will also increase, especially for iPhone products.

The results of the questionnaire conducted proved that many of the three statements were agreed with by respondents. Respondents felt that their trust in iPhone products was very strong. This is proven by the third statement in the questionnaire, namely the statement "I believe that when the iPhone experiences damage, the iPhone will provide a guarantee". From this statement, many respondents agreed with the statement. Respondents felt that the iPhone could be held responsible if there was damage in its use. This study also supports previous researchers, namely research from [15] which states that Brand Image, Brand Trust and Lifestyle influence the decision to purchase an iPhone smartphone in Pekanbaru City.

C. Influence Product Quality on iPhone Product Purchasing Decisions of Students in Jember Regency

The results of the existing data processing prove that product quality has a positive and significant effect on the decision to purchase iPhone products. This is indicated by the results of the T test with a calculated t result of $6.160 > t \text{ table } 0.158$ and a significant value of $0.000 < 0.05$, the significant value is smaller than 0.05. Thus, it is obtained that the hypothesis stating that product quality has a positive and significant effect on purchasing decisions is accepted. This is if the product quality or product quality in students increases, then the purchasing decision will also increase, especially for iPhone products.

The results of the questionnaire conducted proved that many of the eight statements were agreed with by respondents. Respondents felt that the quality of the iPhone product was very satisfying and was one of the supporting factors for making decisions in terms of purchasing a smartphone. In addition, respondents also felt that the iPhone was indeed

proven to have good quality. This was felt directly by respondents who had owned an iPhone for a long time. This study also supports previous researchers, namely research from [16] with the research title "The Influence of Brand Image, Product Quality, and Lifestyle on iPhone Purchasing Decisions. (Study on Students of Universitas 17 Agustus Surabaya)" which results have a positive and significant effect on iPhone product purchasing decisions. In addition, this study is also in line with research from (Agustina, 2020) entitled "The Influence of Lifestyle, Brand Image and Product Quality on iPhone Purchasing Decisions in Ngawi" which also has the same results.

D. Influence Price Perception of iPhone Product Purchasing Decisions among Students in Jember Regency

The results of the existing data processing prove that price perception has a positive and significant effect on the decision to purchase iPhone products. This is indicated by the results of the T test with a calculated t result of $9.171 > t \text{ table } 0.467$ and a significant value of $0.000 < 0.05$, the significant value is smaller than 0.05. Thus, it is obtained that the hypothesis stating that price perception has a positive and significant effect on purchasing decisions is accepted. This is if the price perception or price perception of students increases, then the purchasing decision will also increase, especially for iPhone products.

The results of the questionnaire conducted proved that many of the four statements were agreed with by respondents. Respondents felt that the price of the iPhone product was in accordance with its quality. Therefore, respondents felt that the relatively high price was quite worth it with the quality and features of the iPhone product. This study also supports previous researchers, namely research from [2] with the research title "The Influence of Product Quality, Brand Image and Price Perception on iPhone Purchasing Decisions" and also research from [17] "The Influence of Price Perception and Brand Image on Purchase Decisions of Apple iPhone Products in the Palembang City Community" Kaloka" which results also have a positive and significant influence on the decision to purchase iPhone products.

5. Conclusion

Based on the analysis that has been carried out in this study, the following conclusions can be drawn:

- a. The results of data processing can be concluded that the variable (X1) is hedonism lifestyle obtained the results of the T test with the results of t count $8.218 > t \text{ table } 0.369$ and a significant value of $0.000 < 0.05$, the significant value is smaller than 0.05. Thus it is obtained that the hypothesis stating that hedonism lifestyle has a positive and significant influence on purchasing decisions is accepted. This is if the hedonism lifestyle or lifestyle in students increases, then purchasing decisions will also increase, especially for iPhone products.
- b. The results of data processing can be concluded that the variable (X2) namely Brand Trust has a positive and significant effect on the decision to purchase iPhone products. This is indicated by the results of the T test with a calculated t result of $5.706 > t \text{ table } 0.257$ and a significant value of $0.000 < 0.05$, the significant value is smaller than 0.05. Thus, it is obtained that the hypothesis stating that brand trust has a positive and significant effect on purchasing decisions is accepted. This is if brand trust or brand trust in students increases, then purchasing decisions will also increase, especially for iPhone products.
- c. The results of data processing can be concluded that the variable (X3) namely product quality has a positive and significant effect on the decision to purchase iPhone products. This is indicated by the results of the T test with a calculated t result of $6.160 > t \text{ table } 0.158$ and a significant value of $0.000 < 0.05$, the significant value is smaller than 0.05. Thus it is obtained that the hypothesis stating that product quality has a positive and significant effect on purchasing decisions is accepted. This is if the product quality

or product quality in students increases, then the purchasing decision will also increase, especially for iPhone products.

The results of data processing can be concluded that the variable (X4) namely price perception has a positive and significant effect on the decision to purchase iPhone products. This is indicated by the results of the T test with a calculated t result of $9.171 > t$ table 0.467 and a significant value of $0.000 < 0.05$, the significant value is smaller than 0.05. Thus, it is obtained that the hypothesis stating that price perception has a positive and significant effect on purchasing decisions is accepted. This is if the price perception or price perception of students increases, then the purchasing decision will also increase, especially for iPhone products.

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