LIFESTYLE AND BRAND ASSOCIATION ON IPHONE SMARTPHONE PURCHASE DECISIONS IN AMBON

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ARTICLEINFO	ABSTRACT
Keywords: Lifestyle, Brand Association, Purchase Decision	The purpose of this study aims to determine and analyze the effect of lifestyle and brand associations on purchasing decisions at Di.The type of research used was quantitative research, namely research that went directly to the field using a questionnaire as a data collection tool which was distributed to 103 respondents, Iphone smartphone consumers in the city of Ambon. This study used a sampling technique called purposive sampling. The results of the research that has been done, with multiple and partial linear regression analysis which shows that the influenceLifestyle and Brand Association have a positive and significant effect on Purchasing Decisions
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1. INTRODUCTION

Android became one of the beginnings of the popularization of communication tools that are in great demand. Even though relatively inexpensive smartphone brands have emerged, the iPhone (Apple) remains one of the choices that are of interest to telecommunication device users. With the development of science and technology, more and more new breakthroughs in the field of telecommunications. This new breakthrough is used to support the growing demands of human life in the field of communication. One of the results of this breakthrough is an extraordinary telephone which is in high demand among people all over the world. The iPhone is one of the most famous Apple smartphones. When it was launched in 2007, the iPhone was immediately considered one of the greatest innovations of all time. iPhone is a smartphone that uses iOS as its operating system. Smartphones are growing rapidly in the era of globalization, at this time people not only use smartphones as a means of communication but smartphones can also become a lifestyle for some groups in society. With the support of international brands such as Apple and Samsung as well as other brands found in the smartphone market in the world. One of Apple's most eagerly awaited products is its smartphone product, the Iphone. When the iPhone was first introduced in 2007, the smartphone was immediately hailed as one of the greatest mobile innovations of all time. Since then, the evolution of high-end smartphones has been a topic of conversation every year until now. at this time people not only use smartphones as a means of communication but, smartphones can also become a lifestyle for some circles in society. With the support of international brands such as Apple and Samsung as well as other brands found in the smartphone market in the world. One of Apple's most eagerly awaited products is its smartphone product, the Iphone. When the iPhone was first introduced in 2007, the smartphone was immediately hailed as one of the greatest mobile innovations of all time. Since then, the evolution of high-end smartphones has been a topic of conversation every year until now. at this time people not only use smartphones as a means of communication but, smartphones can also become a lifestyle for some circles in society. With the support of international brands such as Apple and Samsung as well as other brands found in the smartphone market in the world. One of Apple's most eagerly awaited products is its smartphone product, the Iphone. When the iPhone was first introduced in 2007, the smartphone was immediately hailed as one of the greatest mobile innovations of all time. Since then, the evolution of high-end smartphones has been a topic of conversation every year until now. With the support of international brands such as Apple and Samsung as well as other brands found in the smartphone market

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Lifestyle appearance is everything nowadays, smartphone is not just an important device in everyday life. More than that, smartphones have become a way of life for many people in the city of Ambon. iPhone smartphones offer a variety of sophistication in order to attract the attention of consumers. Lifestyle is known as how people spend their time (activities), what people consider important in the environment (interests), and what people think about themselves and the world around (opinions). We can judge someone by looking at that person's lifestyle, with their tastes according to their conditions. Buying an Iphone smartphone is for people who have a high lifestyle and also have a high budget.(Rangkuti, 2002), explained the associationBrand is all about brand memory. Various interrelated brand associationsrelationship can give rise to a series that can be said as a brand image (brand image). Of the many associations that are interconnected, it can strengthen the brand image that is owned by the brand in question(Durianto Darmadi, Sugiarto, 2004).

The advantages of Iphone brand smartphones, for example the many good features, clear cameras, stable systems, more durable for long-term use, and safe devices for children, researchers believe that consumers will be interested in making purchasing decisions. Purchasing decisions are very important for companies to pay attention to, even though basically it is the consumer who determines the decision.Source:https://finance.detik.com/NEWS-Economy-Business/d-5792178/fenomena-bisnis-jual-gengsi-pass-jasa-sewa-iphone.Then in the article it also discusses the Iphone which is used for style, this is because the Iphone can foster high self-confidence for its users in carrying out outdoor and indoor activities.

2. METHOD

2.1 Types of research

JeThe type of research used is quantitative research, namely research that goes directly to the field where the researcher mainly uses a questionnaire to describe the data the author obtained from the respondents to get a clear and detailed picture.

2.2 Population

According to(Arikunto, 2006)Population is the subject of research. Therefore, the population is the total population which is the result of measurements to collect existing symptom states, namely according to the symptom state at the time the study was conducted. The population of this study is Iphone smartphone consumers in Ambon City.

2.3 Sample

According to(Now, 2017)sample is part of a population with relatively the same characteristics and is considered to be representative of that population. The minimum sample size in this study was determined by referring to the statement(Hair, 1998)i.e. the number of parameters multiplied by 5-10. Where the number of respondents used is 10 question items x 5 = 50 + 3 (the maximum sample size is 10 questions x 10 = 100 + 3 (variable) = 103 maximum samples.

2.4 Sampling technique

The sampling technique used by researchers is purposive sampling. This purposive sampling technique selects a sample from the population based on the considerations and wishes of the researcher.

2.5 Operational Definitions and Variables

Research variables become research objectives and are directly selected by researchers on all matters related to research, and the information obtained is then studied and summarized(Sugiyono, 2017). There are two variables used in this study, namely the dependent variable and the independent variable

2.6 Dependent Variable (Dependent Variable)

The dependent variable or in other words the dependent variable becomes a variable that depends on the independent variable, and becomes the effect of changes in the independent variable(Sugiyono, 2017). This study uses one of the dependent variables, namely purchasing decisions.

2.7 Independent Variable (Independent Variable)

Independent variable or in other words the independent variable becomes a variable that does not depend on the dependent variable, and is the cause of changes in the dependent variable(Sugiyono, 2017). This research(Kristanto, 2011)has two independent variables, namely Lifestyle and Brand Association.

2.8 Method of collecting data

To obtain the data and information obtained in this study, the authors collected data through questionnaires or questionnaires. Questionnaires are written questions that are used to obtain information from respondents about themselves or what they know.(Arikunto, 2006). The questionnaire includes questions about the personal data of the respondents, as well as questions about indicators for each variable used in this study. Researchers used a questionnaire consisting of several questions that could provide information to researchers about the influence of lifestyle and brand associations on purchasing decisions for Iphone smartphones in Ambon.

2.9 Data analysis technique

The analysis in this study uses partial least squares (PLS). PLS is a component or variant-based structural equation modeling (SEM). SEM-PLS is a more predictive model and is not based on many assumptions. PLS can be used to confirm theory, explain whether there is a relationship between latent variables, and analyze the structure formed by reflective and formative indicators. Analysis using PLS has three models of analysis, including the inner model describing the relationship between latent variables, the outer model describing the relationship between latent variables and indicators, and hypothesis testing.

2.10 OuterModel

The outer model is often referred to as an outer relation or measurement. The measurement model is evaluated by testing convergent validity, discriminant validity and composite reliability. Convergent validity is used to measure the magnitude of the correlation between latent variables and indicator variables in a reflective measurement model. The evaluation is based on the correlation between item values (component scores) and construction scores. The correlation is said to meet the requirements of convergent validity if the outer loading value is 0.708 or greater. Another method that can be used to assess.

2.11 InnerModel

Inner models (inner relations, structural models, and substantive theory)evaluated using the coefficient of determination (R2). Model evaluation using PLS begins by looking at the R-square for each latent variable. Changes in the R-square value are used to assess whether the influence of several independent latent variables on the dependent latent variable has a significant influence.

2.12 Hypothesis test

The significance or hypothesis test aims to determine how much influence the independent variable (exogenous latent variable) has on the dependent variable (endogenous latent variable). Significance values can be obtained using the bootstrapping technique developed by Geisser and Stone.

3.   RELUST AND DISCUSSION

3.1   Results of Data Analysis
a.   Evaluation of the Measurement Model (Outer Model)

Evaluation of the measurement model or outer model aims to find out the relationship between the latent variables and the indicators, or the outer model is also defined to find how each indicator and its internal latent variables.(Success et al., 2020).
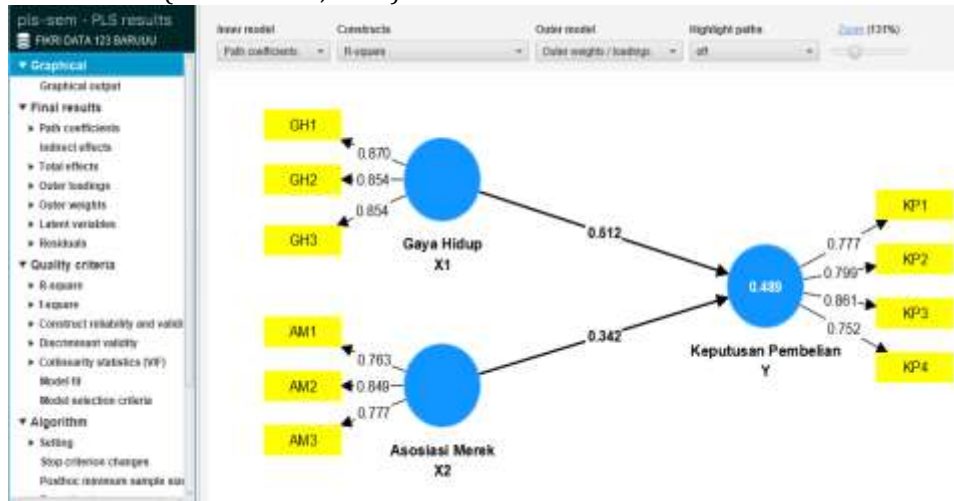
Figure 1. PLS Algorithm Results
Source: Primary Data Processed (2022)

3.2   Validity test
a.   Convergent validity

Measuring convergent validity values can be seen from the correlation between the indicator score and the construct score (loading factor). significant (Widianto & Aryanto, 2018) in(Success et al., 2020).

	Asosiasi Merek_X2	Gaya Hidup_X1	Keputusan Pembelian_Y
AM1	0.763		
AM2	0.849		
AM3	0.777		
GH1		0.870	
GH2		0.854	
GH3		0.854	
KP1			0.777
KP2			0.799
KP3			0.861
KP4			0.752

Figure 2. Outer Loading Value
Source: Primary Data Processed (2022)

Figure 2 above shows all loads (loading) have a value greater than 0.70 which means Valid or the construct can be accepted.

b.   Discriminant Validity

Discriminant Validity is done to ensure that each latent variable is different from the others. a discriminant validity model if each loading value of each loading indicator value of a latent variable has a

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loading value that is greater than the loading value from the correlation with other latent variables. The following presents the results of cross loading of each research variable indicator:

Figure 3. Cross Loading
Source: Primary Data Processed (2022)

The results of Figure 4.3 above show that among the three variables each variable has ten indicators whose loading value is greater than the loading value of the correlation with other latent variables, which is greater than 0.70, so it can be concluded that the data has good discriminant validity.

Good Discriminate Validity is not only seen from Cross Loading, but also from the Fornell Lacker Criterium.

Figure 4. Fornell Lacker Criterion
Source: Primary data processed (2022)

Figure 4 for the Lifestyle variable, the result is 0.859, Brand Association is 0.797, and Purchase Decision is 0.798. This means that the three variables have good Discriminant Validity and Cross Loading.

3.3 Reality Test

a. Composite Reliability

Reliability test with composite reliability can be strengthened by using Cronbach's alpha value. A variable can be declared reliable or meets cronbach's alpha by having a cronbach's alpha value > 0.70 (Ekawati, 2020) in(Success et al., 2020).There are two ways to test a construct so that it can be declared reliable, namely by looking at the Cronbach's alpha value and the composite reliability value above 0.70.

Source: Primary Data Processed (2022)

Table 5 above, the results of Composite Reliability for all constructs are above 0.70. And Cronbach's Alpha for all constructs above 0.70. it can be concluded that all constructs have a good level of reliability.

b. Structural Model Testing (Inner Model)

The structural model in PLS is evaluated using R^2 as the dependent variable and the path coefficient value for the independent variable then for significance based on the t-statistic value of each path.
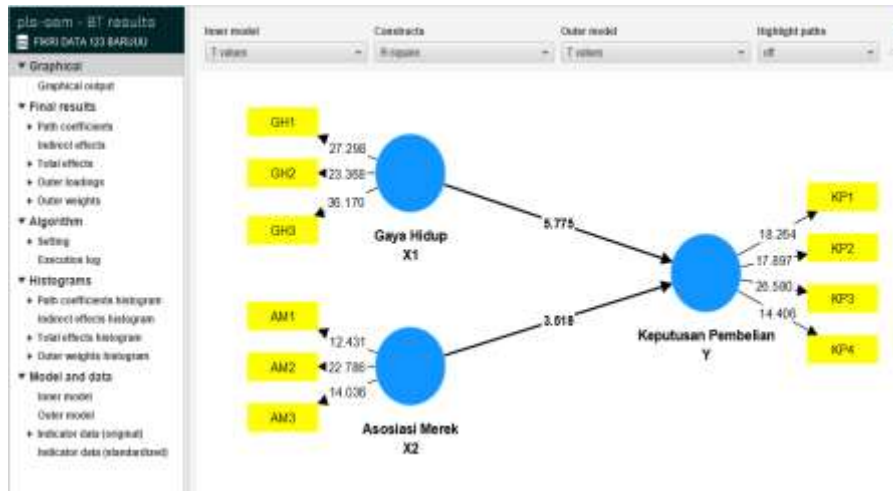
Figure 5. PLS Boothstrapping Results
Source: Primary Data Processed (2022)

c. Path Coefficient

To assess the importance of the prediction model in testing the structural model, it can be seen from the t-statistic value between the independent variables and the dependent variable in the Path Coefficient table in Figure

Figure 6. Path Coefficient (Mean, STDEV, t-Value)
Source: Primary Data Processed (2022)

The original sample value of Lifestyle is 0.512 with P (Value) 0.000 <0.05 and the statistical T value of Lifestyle on Purchase Decision is 5.775 > 1.98 which shows H_1 accepted, so that it can be stated that Lifestyle has a positive and significant effect on Purchasing Decisions.

While the original sample value of Brand Association is 0.342 with P(Value) 0.000 <0.05 and the T-statistic value of Brand Association on Purchase Decision is 3.518 > meaning H_2 accepted, so that it can be stated that Brand Association has a positive and significant effect on purchasing decisions.

d. Coefficient of Determination (R2)

The estimated results of the coefficient of determination (R-Square) estimated using SmartPLS:

Table 1. R Square

Variable	R Square
Buying decision	0.489

Source: Primary Data Processed (2022)

Table 1 shows that the value for the purchasing decision variable is 0.489. This shows that 48.9% of Iphone smartphones in Ambon city are influenced by the independent variable or independent variable. While the remaining 52.1% is influenced or explained by other variables that are not included in this research model

e. Hypothesis 1: Effect of Lifestyle on Purchase Decisions

Lifestyle influences the decision to buy an Iphone Smartphone in Ambon city which is the Lifestyle indicator that has the strongest influence, namely with the value of outer loading and cross loading is 0.870 . while the cronbach's alpha is 0.823 and the composite reliability is 0.894. then value*original sample*from Lifestyle of 0.512 with P (Value) 0.000 <0.05 and the t-statistic value of Lifestyle on purchasing decisions is 5.775 > 1.98 this means that H1 is accepted so that it can be said that Lifestyle has a positive and significant effect on Iphone Smartphone Purchase Decisions in Ambon City. The results of the interactions carried out by the researcher with the respondents were found, the respondent said he was initially interested in the

Iphone smartphone because it was widely used by artists and people around him then tried to find some information from YouTube and the internet after being sure the respondent decided buy an Iphone.According to(Setiadi, 2003)The way of life that develops in society reflects the values adopted by the community itself. To understand what lifestyle is like, a group of people need a program or tool to measure international developments, a program has been developed to measure lifestyle in terms of cultural aspects namely,Outer Directed, Inner Directed,AndNedd Driven.The results of research from Rudiana Arif Wicaksono Suharyono and Edriana Pangestuti (2018) with the title The Influence of International Brand Image and Lifestayle on Purchase Decisions (a case study on Iphone users in Indocell Malang) which says that Lifestyle (lifestyle) is very influential on purchasing decisions.

f.   Hypothesis 2:The Effect of Brand Association on Purchasing Decisions

Brand Associationinfluences the decision to buy an Iphone smartphone in Ambon city which is on the indicatorBrand Associationwhose effect is, withthe value of outer loading and cross loading is 0.763 . while the cronbach's alpha is 0.712 and the composite reliability is 0.839 . then value*original sample*fromBrand Associationof 0.342 with P (Value) 0.001 <0.05 and the t-statistical value ofBrand Associationon purchasing decisions is 3.518 > 1.98 this means H2 is accepted, so it can be saidBrand Associationhas a significant effect on Iphone Smartphone Purchasing Decisions in Ambon city. Brand Association is a brand that has a good image in the memory of respondents who have used the Iphone, if they already have a good image then this is very influential on purchasing decisions.The results of interactions with respondents, respondents said that respondents before using the Iphone had remembered or knew a lot of information about Iphone smartphones from the environment and several public figures who used Iphone smartphones, based on these things the respondents began to have a desire to have Iphone smartphones and make a decision purchase of an Iphone smartphone.. The results of research by Izza Alfa Niam (2018) with the title influence of brand associations and customer loyalty on Iphone smartphones in Surabaya. Which states that Brand Association has an effect on purchasing decisions.

4.   CONLUSION

Lifestyle influenceshas a positive and significant effect on Iphone smartphone purchase decisions in the city of Ambon. Inwhich of the Lifestyle indicators has the strongest influenceBased on the results of the analysis, Iphone is an international product that has become a lifestyle and has good quality and modern features. Brand Association is able to make consumers in Ambon city interested and make a Purchase Decision. Because the Iphone smartphone has a good image and quality in consumer memory.

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