

## THE INFLUENCE OF FEATURES AND BRAND IMAGE ON IPHONE PURCHASE DECISION WITH LIFESTYLE AS A MEDIATING VARIABLE AMONG CONSUMERS IN JAMBI CITY

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### ABSTRACT

This study aims to analyze the effect of features and brand image on iPhone purchasing decisions, with lifestyle as a mediating variable for consumers in Jambi City. The background of this research is based on the phenomenon of increasing consumption of premium smartphones, especially iPhones, which are not only chosen because of functional aspects, but also because of symbols of social status and lifestyle. This study used a quantitative approach with purposive sampling technique and the number of respondents was 162 iPhone users. The data were analyzed using the Partial Least Squares Structural Equation Modeling (PLS-SEM) method through the SmartPLS application. The results showed that features and brand image have a positive and significant effect on lifestyle, as well as purchasing decisions. In addition, lifestyle is proven to mediate the relationship between features and brand image on purchasing decisions. These findings indicate that in a premium product market such as iPhone, consumers' purchasing decisions are influenced not only by product characteristics, but also by lifestyles that reflect their identity and social values.

**Keywords:** Feature, Brand Image, Lifestyle, Purchase Decision

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### INTRODUCTION

#### Background

Advances in digital technology have driven changes in consumer behavior, particularly in smartphone purchasing decisions. In Indonesia, smartphone penetration is very high, with iPhone remaining a sought-after premium brand despite its high price. Data from Erafone Jambi shows that iPhone ranks among the top three best-selling brands, outperforming other brands in similar price segments.

Product features such as camera quality, security, and operating system stability are the main factors influencing consumer interest Alvatwa et al., (2021), (Yuliza, 2019). In addition, Apple's exclusive and prestigious brand image also encourages purchases based on symbolic and emotional value Firmansyah, (2019), (Marsyaf et al., 2023). Modern consumers consider not only functionality but also lifestyle, which reflects social status.

Lifestyle plays an important role in bridging the influence of features and brand image on purchasing decisions. Although several studies have discussed these factors separately, few have examined the role of lifestyle as a mediating variable, especially in the city of Jambi.

This study aims to examine the influence of features and brand image on iPhone purchasing decisions and to examine the role of lifestyle as a mediating variable among consumers in the city of Jambi.

#### Research purposes

Based on the problems raised in the research, the objectives of this research are:

1. To analyze the effect of features on iPhone purchase decisions.
2. To analyze the effect of brand image on iPhone purchase decisions.
3. To examine the mediating role of lifestyle in the relationship between features, brand image, and purchase decision.

4. To determine the overall influence of features and brand image on iPhone purchase decisions through lifestyle in Jambi City.

## LITERATURE REVIEW

### THEORETICAL BASIS

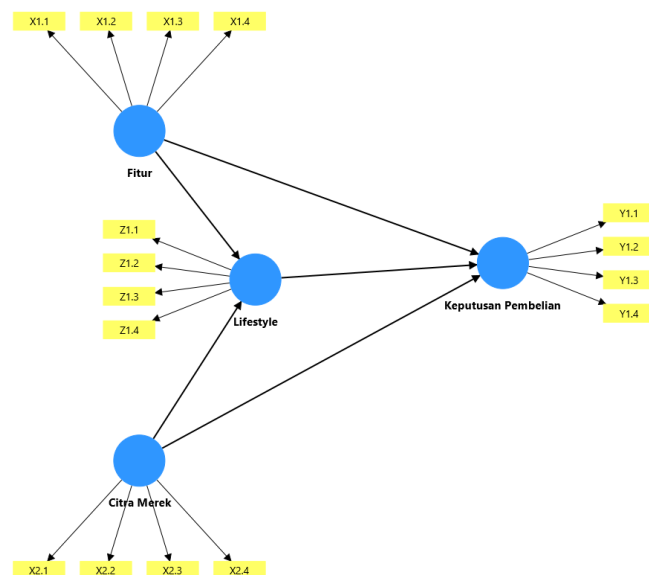
**Features.** Technical characteristics and product advantages that influence perception and added value (Kotler & Keller, 2016).

**Brand Image.** Consumer perceptions and associations with a brand that shape loyalty and social value (Sitorus et al., 2022).

**Lifestyle.** A way of life that reflects personal preferences, interests, and values (Setiadi, 2019).

**Purchase Decision.** The stages of consumer evaluation in choosing a product based on functional and symbolic attributes (Kotler & Keller, 2012).

### Framework



### Hypothesis

- H<sub>1</sub>: Features → Purchase Decision
- H<sub>2</sub>: Features → Lifestyle
- H<sub>3</sub>: Brand Image → Purchase Decision
- H<sub>4</sub>: Brand Image → Lifestyle
- H<sub>5</sub>: Lifestyle → Purchase Decision
- H<sub>6</sub>: Lifestyle mediates Features → Purchase Decision
- H<sub>7</sub>: Lifestyle mediates Brand Image → Purchase Decision.

## RESEARCH METHODOLOGY

This research is quantitative with a causal-comparative approach. The sample consisted of 162 iPhone users in Jambi City, obtained through purposive sampling. Data collection was conducted using a Google Form questionnaire with a Likert scale (1-5). Data were analyzed using SmartPLS version 4.1.2.

### Instruments:

- Features (4 indicators)

- Brand Image (4 indicators)
- Lifestyle (4 indicators)
- Purchase Decision (4 indicators)

The tests conducted included:

- Convergent validity (AVE, outer loading)
- Discriminant validity (cross-loading)
- Reliability (Cronbach Alpha > 0.7)
- R-square and  $f^2$
- Hypothesis testing using bootstrapping ( $t > 1.96$ ;  $p < 0.05$ )

## RESULTS AND DISCUSSION

### Results

The results show that there were 162 respondents in this study. The majority were female (69.8%), aged 21–30 years (66%), and employed as students (54.3%). A total of 99.4% of respondents were active iPhone users, which shows high relevance to the research object.

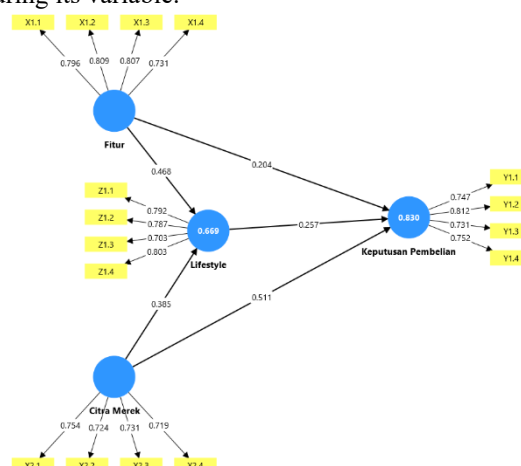
#### Descriptive Analysis of Variables

- Features received an average score of 4.18 (Good category), with the highest score for security features (4.25).
- Brand Image received an average score of 4.24 (Very Good category), indicating high consumer loyalty to the iPhone brand.
- Lifestyle received a score of 4.12 (Good), indicating that the iPhone is seen as supporting users' work-life balance.
- Purchase Decision recorded an average score of 4.18 (Good), indicating loyalty and satisfaction with the iPhone.

### Measurement Model Evaluation

#### Outer Model Test Results

Outer model testing aims to evaluate the extent to which indicators are able to reflect the latent constructs being measured, commonly known as the measurement model. In the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach, outer model testing is important to ensure that each questionnaire item (indicator) is valid and reliable in measuring its variable.



### Convergent Validity Test

Iskandar & Assa (2022) state that convergent validity can be seen from the Loading Factor and Average Variance Extracted (AVE) values.

|      | Brand Image | Features | Purchase Decision | Lifestyle | Explanation |
|------|-------------|----------|-------------------|-----------|-------------|
| X1.1 |             | 0.796    |                   |           | Valid       |
| X1.2 |             | 0.809    |                   |           | Valid       |
| X1.3 |             | 0.807    |                   |           | Valid       |
| X1.4 |             | 0.731    |                   |           | Valid       |
| X2.1 | 0.754       |          |                   |           | Valid       |
| X2.2 | 0.724       |          |                   |           | Valid       |
| X2.3 | 0.731       |          |                   |           | Valid       |
| X2.4 | 0.719       |          |                   |           | Valid       |
| Y1.1 |             |          | 0.747             |           | Valid       |
| Y1.2 |             |          | 0.812             |           | Valid       |
| Y1.3 |             |          | 0.731             |           | Valid       |
| Y1.4 |             |          | 0.752             |           | Valid       |
| Z1.1 |             |          |                   | 0.792     | Valid       |
| Z1.2 |             |          |                   | 0.787     | Valid       |
| Z1.3 |             |          |                   | 0.703     | Valid       |
| Z1.4 |             |          |                   | 0.803     | Valid       |

Based on Table, all indicators in the Brand Image, Features, Lifestyle, and Purchase Decision constructs have loading factor values above the minimum threshold, ranging from 0.703 to 0.812. Thus, all indicators are declared to meet the convergent validity criteria. This indicates that each indicator has been able to reflect its construct well and is suitable for use in the next stage of analysis.

Furthermore, convergent validity can also be seen through Average Variance Extracted (AVE). Average Variance Extracted (AVE) is used to assess the convergent validity of each latent construct. The AVE value shows how much of the indicator variance can be explained by its construct compared to the variance caused by measurement error. According to Ghazali & Kusumadewi (2023), a construct is said to have good convergent validity if its AVE value is  $\geq 0.50$ , which means that more than 50% of the indicator variance can be explained by the construct.

| Variable          | Average Variance Extracted (AVE) |
|-------------------|----------------------------------|
| Brand Image       | 0.536                            |
| Features          | 0.618                            |
| Purchase Decision | 0.579                            |
| Lifestyle         | 0.596                            |

Based on Table, all constructs in this study, namely Brand Image, Features, Purchase Decision, and Lifestyle, have AVE values above 0.50. Brand Image is 0.536, Features is 0.618, Purchase Decision is 0.579, and Lifestyle is 0.596. These results indicate that all constructs have adequate convergent validity, making them suitable for use in testing the structural model in the next stage.

### Discriminant Validity Test

Discriminant validity is used to ensure that each construct in the model is truly different from other constructs. One method commonly used to assess discriminant validity is by looking at cross-loading values. According to Ghazali & Kusumadewi (2023), an indicator is said to meet discriminant validity if the loading value in its original construct is higher than the loading in other constructs.

|      | Brand Image | Features | Purchase Decision | Lifestyle | Explanation |
|------|-------------|----------|-------------------|-----------|-------------|
| X1.1 | 0.651       | 0.796    | 0.672             | 0.652     | Valid       |
| X1.2 | 0.648       | 0.809    | 0.695             | 0.646     | Valid       |
| X1.3 | 0.705       | 0.807    | 0.698             | 0.626     | Valid       |

|      |       |       |       |       |       |
|------|-------|-------|-------|-------|-------|
| X1.4 | 0.626 | 0.731 | 0.547 | 0.554 | Valid |
| X2.1 | 0.754 | 0.638 | 0.731 | 0.553 | Valid |
| X2.2 | 0.724 | 0.619 | 0.752 | 0.636 | Valid |
| X2.3 | 0.731 | 0.589 | 0.516 | 0.552 | Valid |
| X2.4 | 0.719 | 0.596 | 0.531 | 0.515 | Valid |
| Y1.1 | 0.556 | 0.627 | 0.747 | 0.571 | Valid |
| Y1.2 | 0.629 | 0.654 | 0.812 | 0.716 | Valid |
| Y1.3 | 0.754 | 0.638 | 0.731 | 0.553 | Valid |
| Y1.4 | 0.724 | 0.619 | 0.752 | 0.636 | Valid |
| Z1.1 | 0.616 | 0.637 | 0.664 | 0.792 | Valid |
| Z1.2 | 0.611 | 0.574 | 0.613 | 0.787 | Valid |
| Z1.3 | 0.560 | 0.586 | 0.606 | 0.703 | Valid |
| Z1.4 | 0.608 | 0.639 | 0.633 | 0.803 | Valid |

Based on the analysis results shown in Table, it can be seen that all indicators in this study have the highest loading value in the construct from which the indicator originates.

### Reliability Test

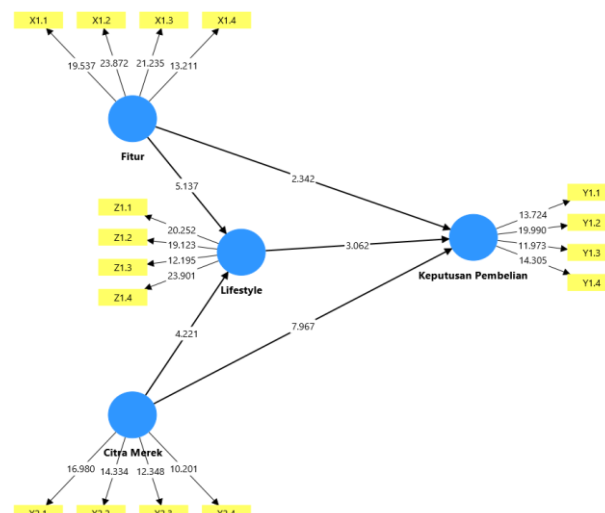
In this study, reliability testing was conducted using Cronbach's Alpha values. According to Ghazali & Kusumadewi (2023), Cronbach's Alpha values that meet the reliability requirements are  $\geq 0.70$ , indicating that the indicators in the construct have a high level of consistency in measuring the same concept repeatedly.

|                   | Cronbach's alpha | Explanation |
|-------------------|------------------|-------------|
| Brand Image       | 0.714            | Reliable    |
| Features          | 0.794            | Reliable    |
| Purchase Decision | 0.757            | Reliable    |
| Lifestyle         | 0.773            | Reliable    |

Based on the results of data processing presented in Table 4, all constructs in this research model have met the minimum requirements.

### Inner Model Test

The inner model describes the relationship between variables based on constructed hypotheses. This model shows the direction and strength of influence between constructs. The inner model helps researchers determine the extent to which independent variables influence dependent variables, either directly or indirectly, thereby providing a basis for drawing research conclusions.



## R Square Test

The R Square ( $R^2$ ) test is used to see how much influence the independent variable (exogenous construct) has on the dependent variable (endogenous construct) in the model. The  $R^2$  value shows what percentage of the variation in the dependent variable can be explained by the independent variable in the tested model.

|                          | <i>R-square</i> | <i>R-square adjusted</i> |
|--------------------------|-----------------|--------------------------|
| <b>Purchase Decision</b> | 0.830           | 0.827                    |
| <b>Lifestyle</b>         | 0.669           | 0.664                    |

Overall, these results indicate that the model in this study has excellent explanatory power, especially for Purchase Decisions, as its  $R^2$  value falls into the strong category. This shows that the model is suitable for further analysis, namely effect size testing and hypothesis testing.

## Effect Size Test

The effect size or  $f^2$  test is used to see how much influence or contribution each independent variable has on the dependent variable in the model. This value shows the strength of the influence of one construct on another in the structural model. The greater the  $f^2$  value, the stronger the influence of that construct in explaining other constructs.

|                          | <b>Brand Image</b> | <b>Features</b> | <b>Purchase Decision</b> | <b>Lifestyle</b> |
|--------------------------|--------------------|-----------------|--------------------------|------------------|
| <b>Brand Image</b>       |                    |                 | 0.409                    | 0.135            |
| <b>Features</b>          |                    |                 | 0.062                    | 0.199            |
| <b>Purchase Decision</b> |                    |                 |                          |                  |
| <b>Lifestyle</b>         |                    |                 | 0.129                    |                  |

Overall, these results indicate that the Brand Image variable has the strongest influence on Purchase Decisions, while other variables such as Features and Lifestyle have a smaller but still significant influence in the model.

## Hypothesis Testing

Hypothesis testing is conducted to determine whether the relationship between variables in the model has a statistically significant effect. In this analysis, testing is performed by looking at the t-statistic and p-value of each relationship path. A relationship is considered significant if the t-statistic value is  $> 1.96$  and the p-value is  $< 0.05$ , which means that the hypothesis is accepted at a 5% significance level.

|                                            | <b>Original sample</b> | <b>Sample mean</b> | <b>Standard deviation</b> | <b>T statistics</b> | <b>P values</b> | <b>Explanation</b> |
|--------------------------------------------|------------------------|--------------------|---------------------------|---------------------|-----------------|--------------------|
| <b>Brand Image -&gt; Purchase Decision</b> | 0.511                  | 0.517              | 0.064                     | 7.967               | 0.000           | Accept             |
| <b>Brand Image -&gt; Lifestyle</b>         | 0.385                  | 0.378              | 0.091                     | 4.221               | 0.000           | Accept             |
| <b>Features -&gt; Purchase Decision</b>    | 0.204                  | 0.192              | 0.087                     | 2.342               | 0.019           | Accept             |
| <b>Features -&gt; Lifestyle</b>            | 0.468                  | 0.474              | 0.091                     | 5.137               | 0.000           | Accept             |
| <b>Lifestyle -&gt; Purchase Decision</b>   | 0.257                  | 0.266              | 0.084                     | 3.062               | 0.002           | Accept             |

The Feature variable has a positive and significant effect on Purchase Decision, with an original sample value of 0.204, a t-statistic of 2.342, and a p-value of 0.019. In addition, Feature also has a positive and significant effect on Lifestyle, with an original sample of 0.468, a t-statistic of 5.137, and a p-value of 0.000.

The Brand Image variable has a positive and significant effect on Purchase Decision, as indicated by an original sample value of 0.511, a t-statistic value of 7.967, and a p-value of 0.000. The t-value is greater than the t-table (1.96) and the p-value is less than 0.05, so the hypothesis is accepted. Furthermore, Brand Image also has a positive and significant effect on Lifestyle, with an original sample value of 0.385, a t-statistic of 4.221, and a p-value of 0.000.

Finally, the Lifestyle variable has a positive and significant effect on Purchase Decision, with an original sample value of 0.257, a t-statistic of 3.062, and a p-value of 0.002.

|                                                             | Original sample | Sample mean | Standard deviation | T statistics | P values |
|-------------------------------------------------------------|-----------------|-------------|--------------------|--------------|----------|
| <b>Brand Image -&gt; Lifestyle -&gt; Purchase Decisions</b> | 0.099           | 0.100       | 0.039              | 2.522        | 0.012    |
| <b>Features -&gt; Lifestyle -&gt; Purchase Decision</b>     | 0.121           | 0.127       | 0.049              | 2.441        | 0.015    |

Meanwhile, the effect of Features on Purchase Decisions mediated by Lifestyle also showed significant results, with a T-statistic value of 2.441 and a p-value of 0.015.

Based on the results of indirect hypothesis testing in this research model, it was found that the influence of Brand Image on Purchase Decisions mediated by Lifestyle showed a T-statistic value of 2.522 with a p-value of 0.012.

## Discussion

### The Effect of Features on Lifestyle

The test results show that Features have a positive and significant effect on Lifestyle, with an original sample value of 0.468, a t-statistic of 5.137, and a p-value of 0.000. Because the t-value is  $> 1.96$  and  $p < 0.05$ , the alternative hypothesis (H1) is accepted and the null hypothesis (H0) is rejected. This means that the features offered by the iPhone, such as advanced cameras, high data security, and premium designs, are considered by consumers to represent a modern and exclusive lifestyle. Consumers in Jambi City who have a tendency to follow technological trends or show a certain social status tend to see iPhone features as part of their lifestyle. This is in line with research conducted by Rifda (2015) in Surabaya, which found that features have a positive and significant effect on lifestyle Nuriati et al (2023), (Ayu Puspita Ardy, 2013).

### The Influence of Features on Purchase Decisions

Features also have a positive and significant influence on Purchase Decisions, as indicated by an original sample value of 0.204, a t-statistic of 2.342, and a p-value of 0.019. Because  $t > 1.96$  and  $p < 0.05$ , H1 is accepted and H0 is rejected. This shows that the features offered by the iPhone are able to be the main attraction in the decision-making process by consumers in the city of Jambi. The higher the functionality and innovation of features, such as Face ID, retina display quality, and the integrated Apple ecosystem, the greater the likelihood that consumers will decide to purchase the product. This is in line with research conducted by Siska Almenia Affenti et al (2023), which found that features have a positive and significant effect on purchasing decisions (Ayu Puspita Ardy, 2013).

### The Influence of Brand Image on Lifestyle

The results above show that Brand Image has a positive and significant influence on Lifestyle, with an original sample of 0.385, a t-statistic of 4.221, and a p-value of 0.000. Because it meets the criteria of  $t > 1.96$  and  $p < 0.05$ , H1 is accepted and H0 is rejected. This shows that a strong brand image can shape a certain lifestyle among consumers, in line with the image built by the brand. The image of the iPhone brand, known as a symbol of status and technological innovation, also influences the lifestyle of its consumers. In the city of Jambi, consumers who want to appear modern and keep up with the latest technological developments make the iPhone part of their identity. This is in line with research conducted by Anisa Tamima et al (2024), which found that brand image has a positive and significant effect on lifestyle Sidin (2014), (Dyah Ayu & Kuswati, 2022).

### The Influence of Brand Image on Purchasing Decisions

The influence of brand image on purchasing decisions is also statistically significant, with an original sample of 0.511, a t-statistic of 7.967, and a p-value of 0.000. The t-value is well above 1.96 and  $p < 0.05$ , so H1 is accepted and H0 is rejected. This shows that a positive perception of the iPhone brand image increases consumers' tendency to make purchases. Interpretation of these results indicates that the iPhone brand image, which is already very strong and attached to premium and exclusive products, greatly influences consumers' decisions to buy in the city of Jambi. Consumers have a positive perception of the iPhone as a quality, prestigious, and "classy" brand, so they tend to make it their first choice over other brands. These results are in line with research conducted by Nur Jannah & Nurfarida Nurfarida Asna (2023), which found that Brand Image has a positive and significant effect on Purchase Decisions Sidin (2014), (Mariah & Nur, 2022).

### The Influence of Lifestyle on Purchasing Decisions

Lifestyle has also been proven to have a positive and significant influence on purchasing decisions, with an original sample of 0.257, a t-statistic of 3.062, and a p-value of 0.002. These values meet the requirements for accepting H1 and rejecting H0. This means that consumers' lifestyles are an important factor in influencing product purchasing preferences. This is in line with research conducted by Nur Jannah & Nurfarida Nurfarida Asna (2023), which found that lifestyle has a positive and significant effect on purchasing decisions Mariah & Nur (2022), (Dyah Ayu & Kuswati, 2022).

This indicates that the lifestyle of consumers in Jambi City, especially those oriented towards technology, prestige, and high mobility, directly influences the decision to purchase an iPhone. iPhone products are seen as suitable for their needs and lifestyles, thereby influencing the final decision to make a purchase.

#### **Lifestyle mediates the effect of features on purchase decisions**

Indirect path testing shows that Features significantly affect Purchase Decisions through Lifestyle, with a t-statistic value of 2.441 and a p-value of 0.015. Since the p-value is  $< 0.05$ , H1 is accepted and H0 is rejected. This indicates that Lifestyle acts as a significant mediating variable

Although several studies, such as Hidayanti Padang et al (2025), have examined the direct influence of product features on purchasing decisions, and Mariah & Nur (2022) have examined the influence of lifestyle on purchasing decisions, the integration of all three in a single research model is still rarely found. The results of this study indicate that product features designed in accordance with consumer lifestyles can increase purchase interest and ultimately influence overall purchasing decisions. This means that the better and more relevant the features offered by the iPhone are to consumer needs and lifestyles, the more likely consumers are to decide to make a purchase. In this case, lifestyle functions as a mechanism that bridges consumer perceptions of features with the final decision to purchase a product.

#### **Lifestyle mediates the influence of Brand Image on purchasing decisions**

The mediation path from Brand Image to Purchasing Decisions through Lifestyle also shows significant results, with a t-statistic of 2.522 and a p-value of 0.012. Because  $p < 0.05$ , H1 is accepted and H0 is rejected. Thus, it can be concluded that Brand Image has a positive and significant effect on Purchase Decisions through Lifestyle mediation. This is in line with research conducted by Oki Riski Yanto (2023), who found that Brand Image has a positive and significant effect on Purchase Decisions through Lifestyle mediation.

This means that the strong brand image of the iPhone can shape a certain lifestyle among consumers, and that lifestyle becomes a channel that reinforces consumers' drive to make purchasing decisions.

Overall, these results confirm that Lifestyle plays a significant mediating role in the relationship between Features and Brand Image on Purchase Decisions. This indicates that the success of a marketing strategy lies not only in strengthening brand image and feature superiority, but also in its ability to align products with the lifestyle desired or reflected by consumers (Dyah Ayu & Kuswati, 2022).

## **CONCLUSION**

### **Conclusion**

Based on the results of research on the influence of features and brand image on iPhone purchasing decisions with lifestyle as a mediating variable among consumers in Jambi City, it can be concluded that features have a significant effect on purchasing decisions, as indicated by a T-statistic value of 2.441 and a P-value of 0.015; the better the features, such as camera quality, battery life, and ease of use, the higher the consumer's decision to buy an iPhone. Brand image also has a significant effect on purchasing decisions with a T-statistic value of 2.522 and a P-value of 0.012, indicating that the exclusive, modern, and premium image of the iPhone encourages purchases as a symbol of social status. In addition, lifestyle was found to significantly mediate the influence of features on purchasing decisions (T-statistic 2.441; P-value 0.015), as well as mediating the influence of brand image on purchasing decisions (T-statistic 2.522; P-value 0.012), which means that the compatibility of features and brand image with consumers' lifestyles strengthens their tendency to buy. Thus, lifestyle plays an important role as a mediating variable in the relationship between features and brand image on iPhone purchase decisions in Jambi City.

### **Suggestion**

**Feature Development:** Apple needs to continue developing iPhone features to suit consumers' lifestyles. Features such as cameras, security, and connectivity have been shown to influence purchasing decisions, both directly and through lifestyle.

**Brand Image Strengthening:** The iPhone's image needs to be maintained through emotional and consistent marketing. An image that is in line with consumers' identities or social status can drive purchasing decisions.

**Lifestyle-Based Marketing:** Marketing strategies should be tailored to the target market's lifestyle, as lifestyle is the link between features and brand image and purchasing decisions.

**Further Research:** It is recommended to add variables such as brand loyalty, price perception, or consumer trust, as well as expand the research area to make the results more representative.

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