
The Influence Of Brand Awareness And Lifestyle On The Purchasing Decision Of Iphone Smartphones

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Abstract

In this study, students from the Faculty of Economics and Business at Ibn Khaldun University, Bogor, Class of 2019–2020, were used as the case study population in order to examine the relationship between brand awareness and lifestyle and the decisions they made about the purchase of iPhone brand devices. The dependent variable in this study is the purchasing choice, and there are two independent factors used in it: brand awareness and lifestyle. The class of 2019 at the Faculty of Economics and Business serves as the demographic for this study, which includes students who use iPhone cellphones. A saturation sample of 50 people was drawn from this group. Numerous linear regression, correlation analysis, coefficient of determination analysis, and hypothesis testing are the techniques used. The brand awareness variable has no discernible partial influence on purchasing decisions, according to the calculation results. The brand awareness variable does not affect purchasing decisions, according to the null hypothesis (Ho), which is accepted. This is because some students in the Faculty of Economics and Business at UIKA Bogor are still unfamiliar with the specifications, design, and quality of iPhone smartphones. Students have not yet been able to completely recognize these aspects thanks to iPhone cellphones. On the other hand, the lifestyle component significantly influences purchasing decisions, according to the results of the partial calculations. As a result, the null hypothesis (Ho) is disproved, showing that the lifestyle variable affects the variable determining purchases. Calculations done simultaneously show that brand awareness and lifestyle have an impact on purchasing decisions.

Keywords: Brand awareness, lifestyle, purchasing decision

Introduction

The ongoing globalization has a significant impact on transforming various aspects, one of which occurs in the field of information technology and telecommunications, as well as changes in societal lifestyles (Ngafifi, 2014). Alongside the advancements in information technology and telecommunications, this has given rise to various brands and sophisticated communication devices that we now know as smartphones. These devices facilitate long-distance communication through internet networks, and smartphones also provide convenient access to accomplishing tasks through their advanced features and applications.

In the Indonesian market, there is a smartphone brand known as Apple (iPhone) Inc. This company has successfully established a strong brand image and becomes a highly sought-after choice among various segments of consumers based on their personalities. Apple not only produces iPhones but also a range of other products such as iPads, MacBooks, Apple Watches, and more.

Between the years 2019 and 2023, the iPhone has experienced significant growth. This is attributed to the iPhone's ability to create strong brand awareness within society about its products. As a result, the iPhone has become a primary choice for consumers in purchasing smartphones due to its superior features. Currently, the iPhone is also considered a lifestyle enhancer for its users.

In the context of the iPhone as a lifestyle choice, it plays a pivotal role in the purchasing decision process as consumers have desires and needs aligned with their lifestyles. As explained by (Swastha & Basu, 2014), lifestyle can be interpreted as a pattern or way an individual lives their life using resources such as money and time. Meanwhile, according to (Kotler & Keller, 2018), lifestyle is the way a person lives as expressed through activities, interests, and opinions, portraying a holistic interaction with their environment.

In the process of making purchasing decisions, apart from lifestyle, brand awareness also holds significant influence. According to (Dr. M. Anang Firmansyah, SE, 2019, p. 84), brand awareness refers to the ability of consumers or potential buyers to recognize that a brand belongs to a specific product category. Brand awareness can be formed through personal experiences with the product or information obtained from others about the product's assessment.

Factors in purchasing decisions can be observed from how consumers select and determine their preferences for specific products. According to (Kotler & Phillip, 2021), the purchase decision involves problem-solving in choosing among multiple behavioral alternatives and deciding on the most suitable action for making a purchase. Several indicators in the purchasing decision process include product stability, buying habits, recommendations from others, and potential repurchase.

The belief that iPhones are fashionable and well-liked products influences the purchasing decisions of students in the Faculty of Economics and Business at UIKA Bogor. This is related to a consumer culture where people give the product extra meaning from their point of view. They select iPhones because they believe the brand to be superior to other smartphone brands and because they believe the device will fit their needs.

Based on earlier research (Anggraini, 2022) on how lifestyle and brand awareness affect purchase intention and how that affects decisions to buy Emina products (Study on Business Administration Students of the 2018–2019 Academic Year at Mulawarman University), it was discovered that these factors have a positive and significant impact on decisions to buy Emina products. However, a second study by Fransisca Jovita Amelfdi and Elia Ardyan found no connection between brand recognition and purchasing decisions.

The research by (Exstrada, 2020) examined the effect of lifestyle on iPhone purchase decisions among students and is another study pertaining to the impact of lifestyle on purchase decisions. This study found that among iPhone users who are students, there is a connection between lifestyle and decision making. However, (DWITAMI, 2021) discovered that purchasing decisions for cosmetics in the Sociolla market are not significantly influenced by lifestyle.

This study is motivated by the consumeristic culture of students towards smartphones. The continuous advancement of technology has created a consumeristic culture among students, where they tend to desire the latest smartphones to fulfill their needs and enhance their lifestyles. Brand awareness of the iPhone also affects purchase decisions, and some students choose to buy smartphones based on ongoing trends and current lifestyles.

The purpose of this study is to ascertain the simultaneous and partial effects of brand knowledge and lifestyle on purchasing choices. The following hypothesis and research model are developed in light of the description.

H1: It is hypothesized that there is a significant influence of brand awareness on purchasing decisions.

Ho₁ : Partially, brand awareness does not have a significant effect on purchasing decisions

Ha₁ : Partially, brand awareness has a significant effect on purchasing decisions.

H2: It is hypothesized that there is a significant influence of lifestyle on purchasing decisions.

Ho₂ : Partially, lifestyle does not have a significant effect on purchasing decisions

Ha₂ : Partially, lifestyle has a significant effect on purchasing decisions.

H3: It is hypothesized that there is a significant influence of both brand awareness and lifestyle on purchasing decisions

Ho₃ : Simultaneously, Brand awareness and lifestyle do not have a significant effect on purchasing decisions.

Ha₃ : Simultaneously, Brand awareness and lifestyle have a significant effect on purchasing decisions.

Method

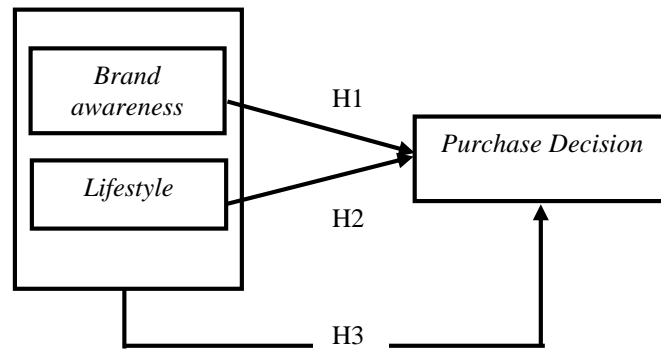


Figure 1. Research Mode

This research employs a quantitative research method. According to (Syafrida Hafni Sahir, 2021), quantitative research is an approach that involves analyzing data based on numbers and statistics. This method involves collecting data from a larger sample, allowing for the examination of more complex variations. The advantage of quantitative research lies in its systematic approach to organizing and conducting research from the initial stages to the end.

Primary data were used as the study's data source. (Prof. Dr. Sugiyono, 2013, p. 225) defines primary data as information gathered by the data collector themselves. Primary data for this study were gathered by having respondents fill out questionnaires. The respondents' names, ages, study plans, and opinions on the research variables brand awareness, lifestyle, and purchase decisions are all included in the primary data that has been gathered. The data is then put through a number of tests, including validity and reliability checks.

Students who use iPhones from the Faculty of Economics and Business at UIKA Bogor make up the demographic being studied in this study. According to (Arikunto, 2019), the sample method used in this study is saturation sampling. When there are less than 100 participants, saturation sampling is used; however, it is preferable to include every individual, turning the study into a population-based one. 50 students from the Faculty of Economics and Business at UIKA Bogor's 2019 cohort were thus chosen as the sample for this study, reflecting the whole population of iPhone users.

Those factors that affect or act as a catalyst for alterations or occurrences in dependent (outcome) variables are known as independent variables. The following independent variables are part of this study: Top of mind, brand recall, brand recognition, and unawareness of the brand are among the variables that make up the brand awareness variable (X_1). Additionally, indications like hobbies, interests, and attitudes are included in the lifestyle variable (X_2).

On the other hand, dependent variables are those variables influenced by independent variables in a research study. In this research, the dependent variable is the purchase decision (Y), which includes indicators like product confidence, habitual purchasing, recommendations from others, and repeat purchases.

The data analysis method applied in this research encompasses multiple linear regression analysis, coefficient of determination (R^2), correlation analysis (R), partial t-test, and simultaneous F-test. All data analyses were conducted using IBM SPSS version 26 software.

Result

Validity Test

In this research, the Validity test was conducted using SPSS software version 26. The data was processed for each variable used, namely Brand awareness, Lifestyle, and Purchase Decision, using 50 respondent samples. The requirement for an instrument item to be considered Valid is when its Validity value (r-value) is greater than the critical table value (0.279). The results of the Validity test can be seen in the table below. The results of the Validity test can be seen in the table below.

Tabel 3
The results of the reliability

Brand awareness			Lifestyle			Purchasing Decisions		
Question	r value	Description	Question	r value	Description	Question	r value	Description
P1	0,607	VALID	P16	0,685	VALID	P29	0,660	VALID
P2	0,741	VALID	P17	0,777	VALID	P30	0,803	VALID
P3	0,636	VALID	P18	0,395	VALID	P31	0,758	VALID
P4	0,774	VALID	P19	0,772	VALID	P32	0,682	VALID
P5	0,680	VALID	P20	0,777	VALID	P33	0,791	VALID
P6	0,562	VALID	P21	0,557	VALID	P34	0,850	VALID
P7	0,715	VALID	P22	0,698	VALID	P35	0,532	VALID
P8	0,622	VALID	P23	0,633	VALID	P36	0,725	VALID
P9	0,750	VALID	P24	0,804	VALID	P37	0,483	VALID
P10	0,693	VALID	P25	0,629	VALID	P38	0,869	VALID
P11	0,716	VALID	P26	0,571	VALID	P39	0,842	VALID
P12	0,684	VALID	P27	0,721	VALID	P40	0,869	VALID
P13	0,671	VALID	P28	0,765	VALID	-	-	-
P14	0,640	VALID	-	-	-	-	-	-
P15	0,681	VALID	-	-	-	-	-	-

Sumber: data diolah dari SPSS,2023

Based on tables 1, 2, and 3 above, all statement items on the variables Brand awareness, Lifestyle, and Purchase Decision show Valid values. This can be confirmed by the calculated r value, which is greater than the r table, namely 0.279, indicating the Validity of the research results.

Reliability Test

(Rochmat Aldy Purnomo, 2016, p. 65) A questionnaire is typically used in reliability testing to ascertain the consistency or accuracy of a measuring equipment. Its goal is to determine if the measurement device will produce repeatably accurate measurements. The testing criterion used in this study states that the instrument is regarded trustworthy if the value of r is more than 0.70 and unreliable if the value of r is less than 0.70. The reliability test findings for the factors of brand awareness, lifestyle, and purchase decisions may be seen in the table below.

Table 1
The results of the reliability

Variable	Cronbach Alpha	N of Item	Description
Brand awareness	0,914	15	Reliable
Lifestyle	0,895	13	Reliable
Purchase Decision	0,920	12	Reliable

Source: Data processed from SPSS, 2023.

According to the findings in table 4 above, the Cronbach's alpha values for each variable are as follows: Lifestyle scores of 0.895, Purchase Decision of 0.920, and Brand knowledge of 0.914. Given that the assertions in this questionnaire have Cronbach's alpha values more than 0.70, it may be said that they are trustworthy. As a result, it might be concluded that the overall tool or statements utilized for measuring are trustworthy.

Multiple Linear Regression Analysis

In this study, multiple linear regression analysis is used to determine the linear association between brand awareness and lifestyle and the choice to purchase an iPhone smartphone. To predict or explain the variability in the dependent variable, which is the choice to purchase an iPhone smartphone, the multiple linear regression analysis uses two independent variables, namely Brand awareness and lifestyle. The following table shows what may be inferred from the results of the multiple linear regression test.

Table 2
Result Multiple linear regression analysis

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	t	
1 (Constant)	-.688	3.956		-.174	.863
Brand awareness	.167	.113	.181	1.477	.146
Lifestyle	.709	.121	.720	5.870	.000

a. Dependent Variabel : Purchase Decision

Source: Data processed from SPSS, 2023.

Based on the above table 5, the multiple linear regression equation can be formulated as follows:

$$Y = a + b_1X_1 + b_2X_2$$

$$Y = -0,688 + 0,167X_1 + 0,709X_2$$

The following outcomes are attained using the equation produced from multiple linear regression:

The constant or condition in which the purchase choice variable is not affected by other factors, such as brand knowledge and lifestyle, is represented by the value of a, which is -0.688. The purchase decision variable does not change when independent factors are not present.

Brand awareness has a positive impact on the purchase choice variable, as indicated by the brand awareness regression's coefficient value of 0.167 (b_1X_1). Accordingly, if other factors are not taken into account in this study, there will be a 0.167 influence on the purchase decision for every 1 unit rise in the brand awareness variable. The lifestyle regression coefficient value of 0.709, or b_2X_2 , shows that lifestyle has a favorable impact on the purchase choice variable. Accordingly, if other variables are not taken into account in this study, there will be a 0.709 influence on the purchase decision for every 1 unit rise in the lifestyle variable.

In the table above, partial hypothesis testing indicates that the calculated t-value for the brand awareness variable (X_1) is 1.477 and the tabulated t-value is 2.013. With a significance value of 0.146, the computed t-value is therefore smaller than the tabulated t-value (1.477 < 2.013). Since this significance level is higher than 0.05 (0.146 > 0.05), the null hypothesis (H_0) is accepted. This indicates that brand awareness (X_1) has little impact on the decision to buy (Y). This is consistent with a study by Fransisca Jovita Amelfdi and Elia Ardyan from 2021 titled "The Effect of Brand Awareness, Brand Image, and Product Quality on Purchasing Decisions at Zara Pakuwon Mall Surabaya," which finds no connection between brand awareness and purchasing decisions.

This is because some students at the Faculty of Economics and Business at UIKA Bogor are still unsure of the manufacturer of the iPhone smartphone they use. In terms of shape, look, brand, and quality, iPhones



have not been effective in building a strong brand awareness among students. The first brand that comes to mind is not necessarily an iPhone. As a result, pupils do not yet have a strong brand awareness of the iPhone.

Based on the findings of this study, the computed t-value for the lifestyle variable (X2) is 5.870, whereas the tabulated t-value is 2.013. With a significance level of 0.000, the computed t-value ($5.870 > 2.013$) is higher than the tabulated t-value. As a result of this significance level being less than 0.05 ($0.000 < 0.05$), the null hypothesis (H_0) is rejected. This shows that the lifestyle variable (X2) has a big impact on the Y (buying choice) variable. This is consistent with the research of Triadi et al. (2021), "The Influence of Lifestyle and Brand Image on iPhone Purchase Decisions (A Case Study of Students of SMAN 3 Kota Sukabumi)," which claims that the lifestyle variable (X1) has a partial influence on the purchase decision (Y).

In conclusion, it may be concluded that lifestyle (X1) impacts purchasing behavior (Y) to some extent. This shows that lifestyle influences decisions for purchasing in a positive and substantial way, and that all aspects of the independent lifestyle variable, such as activities, interests, and views, have an impact on the dependent decision to buy variable. In terms of influence, the actions dimension outweighs the interest and opinion dimensions the most. These findings suggest a favorable correlation between lifestyle and the choice for purchasing an iPhone.

Correlation Analysis Test

The purpose of correlation analysis is to determine the strength of the relationship between research variables. Below are the results of the correlation analysis using SPSS 26 software.

Table 3
Result Correlation Analysis

Model Summary				
Model	R	R Square	Adjusted Square	R Std. Error of the Estimate
1	.875 ^a	.765	.755	4.157

a. Predictors: (Constant), Lifestyle, Brand awareness
Source: Data processed from SPSS, 2023.

Based on the above table 6, R is a multiple correlation, which is the correlation between two or more independent variables and the dependent variable, as can be seen from the aforementioned table 6. R has a value between 0 and 1, with closer values to 1 indicating a stronger association and closer values to 0 indicating a weaker link. The computed value of R is 0.875, indicating a very high and positively directed connection between the variables of brand awareness (X1) and lifestyle (X2) and purchase decision (Y) with a magnitude of 0.875.

Coefficient of Determination

The percentage of the intensity of the impact between independent factors on the dependent variable is calculated using the test of the coefficient of determination (R^2) in this study. The results of the coefficient of determination computation using SPSS version 26 are shown below.

Table 4
Resul Coefficient of Determination

Model Summary				
Model	R	R Square	Adjusted Square	R Std. Error of the Estimate
1	.875 ^a	.765	.755	4.157

a. Predictors: (Constant), Lifestyle, Brand awareness

Source: Data processed from SPSS, 2023.

The Adjusted R Square (R²), which stands for the coefficient of determination, is assessed in light of the findings of the tests in the aforementioned table. The percentage representation of this number will show how much the independent factors contributed to the dependent variable. The R² value of 0.755 indicates that the Brand awareness (X₁) and Lifestyle (X₂) variables account for 75.5% of the Purchasing Decision (Y) and that other factors not examined in this study, such as price, brand image, and others, account for the remaining 25% (100% - 75.5%).

Simultaneous Hypothesis Test (F Test)

The concurrent examination, commonly referred to as the F-test, is executed to assess the collective significance of multiple independent variables on a dependent variable. The F-test involves a comparison between the computed F-value and a predetermined tabulated F-value. Within this test, the calculated F-value is contrasted against the tabulated F-value with a significance level of 0.05. The degrees of freedom (df) are determined as follows: df₁ (n-k) or 47 (50-3) and df₂ (k-1) or 2 (3-1). This computation results in a tabulated F-value of 3.195. The hypothesis test that is simultaneously carried out can be facilitated through the F-test, and detailed results can be located in Table 9.

Table 5
The results of the simultaneous test (f)

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	2650.101	2	1325.050	76.666	.000 ^b
	Residual	812.319	47	17.283		
	Total	3462.420	49			

a. Dependent Variabel : Purchase Decision

b. Predictors: (Constant), Lifestyle, Brand awareness

Source: Data processed from SPSS,2023

According to the information presented in Table 9, it becomes evident that the computed F-value is 76.666, with a corresponding significance level of 0.000. At a 5% significance level, the F-table value obtained stands at 3.195. Given that the calculated F-value (76.666) surpasses the F-table value (3.195) and the significance level (0.000) is lower than 0.05, the null hypothesis (H₀) is invalidated, making way for the acceptance of the alternative hypothesis (H_a). Consequently, it can be concluded that both brand awareness (X₁) and lifestyle (X₂) variables possess a collectively positive and substantial impact on the variable denoting purchase decisions (Y).

Thus, one can deduce that students from the Faculty of Economics and Business at UIKA Bogor factor in two independent variables, namely brand awareness and lifestyle, when reaching decisions. However, the influence of the lifestyle variable holds more prominence compared to brand awareness. This is primarily because lifestyle indicators encompassing activities, interests, and viewpoints emerge as pivotal elements considered by students while opting to purchase an iPhone smartphone. This inclination aligns with the prevailing trend where numerous students embrace a hedonistic lifestyle.

With respect to the brand awareness variable, it's discernible that a subset of students remains oblivious to the brand associated with their iPhone smartphones. The iPhone brand hasn't effectively cultivated robust brand awareness among the students of the Faculty of Economics and Business at UIKA Bogor. These students struggle to identify crucial aspects like the product's form, appearance, brand identity, and quality it offers. Consequently, the iPhone brand's penetration into the consciousness of students at the Faculty of Economics and Business, UIKA Bogor, still requires improvement..

Conclusion

Drawing from the outcomes of the research and the subsequent discourse concerning the impact of brand recognition and lifestyle on the purchasing choices concerning iPhone smartphones within the cohort of students from the Faculty of Economics and Business, UIKA Bogor, belonging to the 2019-2020 batch, the ensuing conclusions can be delineated:

Partially, the brand awareness variable (X_1) does not significantly influence the purchasing decision (Y). This aligns with the study by (Fransisca Jovita Amelfdi and Elia Ardyan, 2021) titled "The Effect of Brand Awareness, Brand Image, and Product Quality on Purchasing Decisions at Zara Pakuwon Mall Surabaya," which also indicates a lack of significant influence of brand awareness on purchasing decisions. However, this is in contrast to the study conducted by (Krisnawati, 2016), which states that brand awareness has a significant influence on the purchasing decision of Aqua bottled water brand in Bandung. This disparity might be attributed to the fact that some students from the Faculty of Economics and Business UIKA Bogor are not yet aware of the brand of iPhone smartphones they use. iPhones have not succeeded in creating strong brand awareness among these students.

Partially, the variable related to lifestyle (X_2) demonstrates a notable and substantial influence on the decision to purchase (Y). This alignment corresponds with the research conducted by (Triadi et al., 2021), which also underscores the partial effect of the lifestyle variable on purchase decisions. Moreover, this notion gains further support from the investigation carried out by (Exstrada, 2020), which suggests an interrelation between lifestyle and decision-making within the realm of students utilizing iPhone products. This connection is attributed to elevated lifestyle standards and individualized considerations pertaining to purchases.

Concurrently, both the variable denoting brand recognition (X_1) and the lifestyle variable (X_2) concurrently exhibit a marked impact on the decision to purchase (Y). The repudiation of the null hypothesis (H_0) and the endorsement of the alternative hypothesis (H_a) collectively indicate that both brand awareness and lifestyle exert a constructive and significant influence on the purchasing decision.

Based on the research findings and discussions presented above, the researcher proposes several recommendations: iPhone should enhance its brand image and consistently introduce new innovations to generate consumer interest. Consider releasing various limited edition models that differ from previous ones to create an exclusive and luxurious impression, ultimately increasing purchasing interest among students and leading to purchasing decisions.

Future research should involve a larger sample size to maximize the robustness of the results. Additionally, exploring other variables that might influence purchasing decisions beyond brand awareness and lifestyle, such as price, quality, brand image, and more, would provide a more comprehensive understanding of the influencing factors. These recommendations aim to provide insights and potential strategies for enhancing brand awareness, lifestyle appeal, and ultimately, purchasing decisions among students using iPhone smartphones.

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