STRATEGY ANALYST IMPROVES PURCHASING DECISIONS AND LOYALTY THROUGH BRAND IMAGE, LIFE STYLE AND PRODUCT QUALITY

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Abstract
Technological progress refers to developments and innovations in the field of technology that result in significant changes in the way we live, work and interact. Technology continues to develop rapidly over time, and this affects various aspects of human life. Lifestyle, brand image, and product quality can all have an impact on a consumer's decision to buy an iPhone. The purpose of this study is to ascertain how lifestyle, brand image, and product quality influence Kota Sukabumi City residents' iPhone purchase decisions. A total of 150 respondents, the purposive sampling method, interview questionnaires, and structural equation modeling were all used in this study to collect data. In addition, the validity test, the reliability test, the correlation coefficient, the determination coefficient, the simple and multiple regression tests, the significance of the t-test, and the F test are utilized in this study. According to the findings of this study, these three variables; Lifestyle, brand image, and high-quality products all have a positive and significant impact on the iPhone brand's sales in Sukabumi City. In terms of lifestyle, this study suggests that a company should be aware of current trends and innovate its products to meet the needs of customers and maintain a positive brand image. Another suggestion is to offer a system that offers more benefits to its users. The final two, in terms of product quality, are producing batteries that last for a longer period of time and constructing mobile phones using a sturdy material. brand image, and high-quality products all have a positive and significant impact on the iPhone brand's sales in Sukabumi City. In terms of lifestyle, this study suggests that a company should be aware of current trends and innovate its products to meet the needs of customers and maintain a positive brand image. Another suggestion is to offer a system that offers more benefits to its users. The final two, in terms of product quality, are producing batteries that last for a longer period of time and constructing mobile phones using a sturdy material. brand image, and high-quality products all have a positive and significant impact on the iPhone brand's sales in Sukabumi City. In terms of lifestyle, this study suggests that a company should be aware of current trends and innovate its products to meet the needs of customers and maintain a positive brand image. Another suggestion is to offer a system that offers more benefits to its users. The final two, in terms of product quality, are producing batteries that last for a longer period of time and constructing mobile phones using a sturdy material. this study suggests that a company should be aware of current trends and innovate its products to meet the needs of customers and maintain a positive brand image. Another suggestion is to offer a system

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Keywords: Purchasing Decisions, Loyalty Through Brand Image, Life Style And Product Quality

INTRODUCTION

Telecommunications is the process of sending, receiving, and exchanging information, data, or messages between two or more parties separated by distance, usually via various channels or media, such as cables, radio waves, fiber optics, or satellites. The main purpose of telecommunications is to enable efficient communication and exchange of information between individuals, organizations, or devices in different locations. Technology refers to the application of knowledge, skills, tools, and processes for practical purposes related to the production, development, or maintenance of goods or services (Laudon, KC, & Laudon, JP, 2016).

With today's technological sophistication, distances and boundaries that exist throughout the world, between cities, provinces, islands and even between continents, seem to be no longer visible. It doesn't stop there, the available technology is a solution to many problems so that it can encourage human work and activities to run well and be more effective and efficient due to the rapid development of technology, especially innovation in the field of communication tools. One real form of this phenomenon is the growth and increasingly sophisticated technology of communication tools, namely smart phones, which are becoming multi-purpose and have high levels of capabilities. Apart from providing easy access to communication, smartphones have many choices of features and applications that can help with activities anytime and anywhere,

The Internet era, which was first developed as a military research project, is becoming the core of modern life, enabling instant access to information and global communications. Global Expansion Over time, the ARPANET grew into a much larger network, and the communication protocols used became standardized, allowing computers from various manufacturers to communicate with each other. The Open Approach The concept of "open architecture" which was applied to the ARPANET played an important role in developing the open architecture for data communications, which became the basis of the modern Internet.

The iPhone is a smartphone that is made, prepared, developed and sold by the multinational company, Apple Inc. Compared to other brands, the iPhone has high

compatibility with different smartphone designs, making it a unique attraction whose innovations are often followed by other brands. Apart from that, the advantage of the iPhone of course lies in the technology that was only developed by Apple and has succeeded in maintaining the product quality and brand image that has been built so far.

Brand Image

The success or failure of a product depends on the enthusiasm of consumers for the goods and services marketed by the company. In this case, companies need to carefully consider the steps to be taken in using marketing strategies to increase sales of a product. One of the things that need to be emphasized in the process of developing a product is to improve and maintain the brand image.

Lifestyle

Life style or it can also be called a person's lifestyle that can be seen and assessed from several aspects depending on the perspective of other people which are relative and can change over time. Life style also has many meanings and can be understood according to each individual's scientific field.

Product quality

According to Ernawati (2019), companies can outperform their competitors by offering good quality products. In fact, if a consumer buys a product, it means that the consumer is also indirectly buying and will receive the benefits and advantages of that item.

Buying decision

The most important part of consumer behavior is the purchasing decision. Basically, however, the consumer's decision at the time of purchase is whether the consumer carries out the transaction or not. The number of consumers who make decisions whether they are good or not is one of the causes and effects that determines the success of a business.

Consumer Loyalty

In the ideas of Haryono and Octavia (2020), customer loyalty is a driver that needs special attention to generate sales. According to Sonatasia, Onsardi and Arini (2020), loyalty can also be interpreted as a promise made out of self-awareness to be willing to repurchase or repeat a preferred product or service model in the future, resulting in the repurchase of that brand or a series of brands that have something in common, regardless of of situational engagement and potentially brand-changing marketing efforts.

Framework

The framework of this research briefly displays the influence of exogenous variables, both partially and simultaneously, on endogenous variables through intervening variables. For more details, see Figure 1:
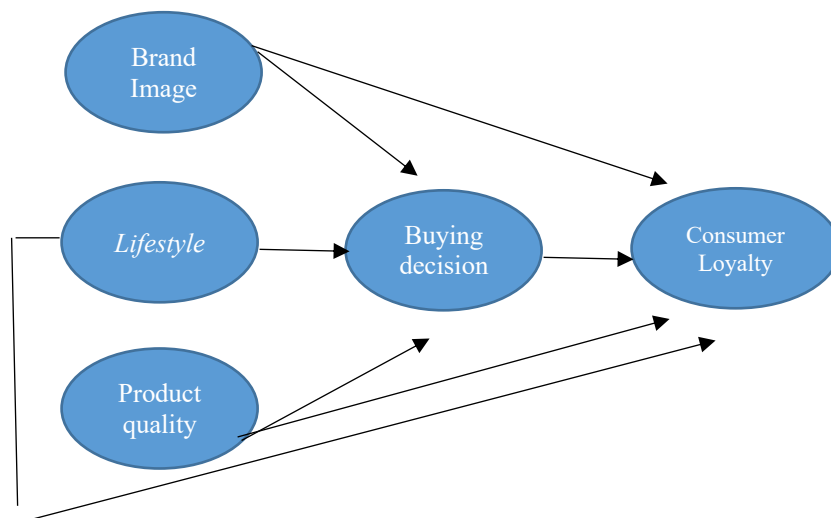
Figure 1. Thinking Framework

Hypothesis

H1 = Brand Image has a positive effect on Purchasing Decisions

H2 = Life Style has a positive effect on Purchasing Decisions

H3 = Product quality has a positive effect on purchasing decisions

H4 = Purchasing Decisions have a positive effect on Consumer Loyalty

H5 = Brand Image has a positive effect on Consumer Loyalty

H6 = Life Style has a positive effect on Consumer Loyalty

H7 = Product quality has a positive effect on consumer loyalty

RESEARCH METHODS

Population and Sample

The population collected in this study is all consumers of smartphone products launched by the company Apple Inc, namely, the iPhone in Sukabumi City with a sample of 150 people.

Data Types and Sources

The data used in this research comes from:

1. Primary data

   Survey data are in the form of opinions, attitudes and behaviors, experiences, or the characteristics of the individuals or groups surveyed (respondents). All data is available in the form of oral and written answers, and according to Sugiyono (2017) is provided through written questions (questionnaires) by researchers.

2. Secondary Data

Secondary data is the result of primary data or primary data that has been processed
more deeply by other parties according to Sugiyono (2017). Secondary data that will
be used for this research is theory or literature related to purchasing decisions and
consumer loyalty.

Method of collecting data

To get appropriate responses to the survey, respondents were given a list of questions
to answer regarding the experiences felt by iPhone users in Sukabumi City. A survey was
presented to consumers who consumed iPhone products. Questions will be distributed online
(Google Forms).

Data analysis method

The results given by the respondents will then be analyzed specifically based on
statistical methods and data entered according to the categories that have been made and
determined using tables so that it is easier to analyze with SEM software as a tool. The
quantitative research analysis instrument used to test the available data in this study is
Ghozali's Structural Equation Modeling (SEM) (2016).

Research Results and Discussion

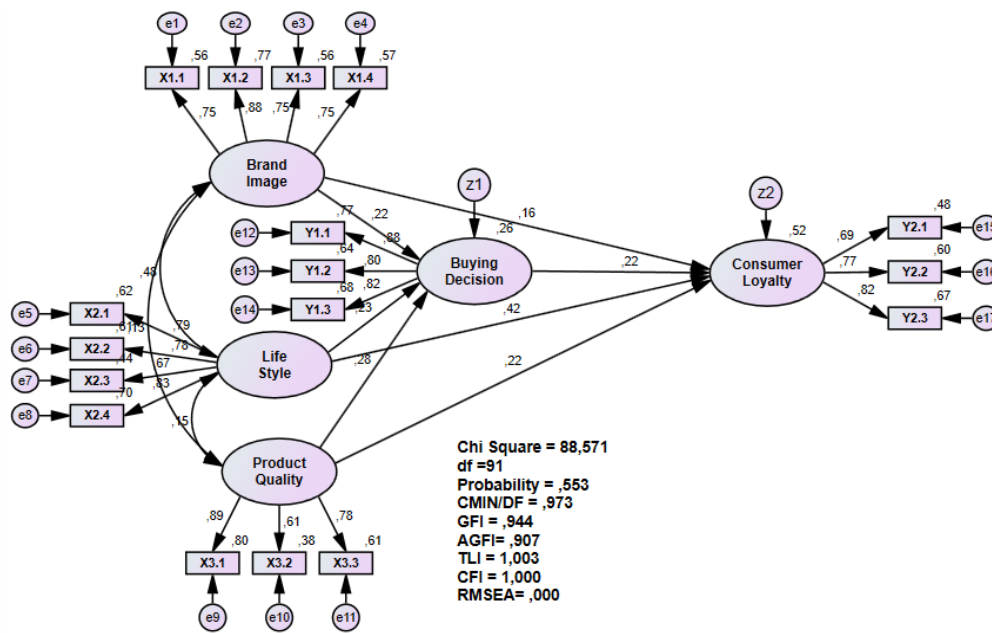The results of Amos' SEM analysis on the full research model are as follows

Figure 2
Full Model Eligibility

Validity test

The latent construct indicators must be convergent, which is shown by looking at the
loading factor values. Table 1 shows that loading factors must be characterized by an

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estimated standard loading value of at least 0.50.

Table 1
Validity Test Results

			Estimates
X1.3	<---	Life_Style	,754
X1.2	<---	Life_Style	,876
X1.1	<---	Life_Style	,750
Y2.3	<---	Loyalty	,808
Y2.1	<---	Loyalty	,794
Y2.2	<---	Loyalty	,806
X2.3	<---	Brand_Image	,664
X2.2	<---	Brand_Image	,781
X2.1	<---	Brand_Image	,788
X1.4	<---	Life_Style	,754
X2.4	<---	Brand_Image	,836
X3.3	<---	Product quality	,778
X3.2	<---	Product quality	,611
X3.1	<---	Product quality	,895
Y1.3	<---	Buying decision	,823
Y1.2	<---	Buying decision	,797
Y1.1	<---	Buying decision	,882

Source: Processed Primary Data, 2023

Reliability Test

Calculation of reliability tests, both construct reliability and variance extracted, can be done based on the loading factor values and for complete details, the calculations can be seen in table 2.

Table 2 Reliability Test Results

Variable	Indicator	Standard Loading	Standard Loading2	1 - Standard Loading2	Construct Reliability	Variance Extracted
Brand Image	X1.1	0.750	0.563	0.438	0.865	0.617
	X1.2	0.876	0.767	0.233		
	X1.3	0.754	0.569	0.431		
	X1.4	0.754	0.569	0.431		

Variable	Indicator	Standard Loading	Standard Loading2	1 - Standard Loading2	Construct Reliability	Variance Extracted
	Amount	3,134	2,467	1,533		
Lifestyle	X2.1	0.788	0.621	0.379	0.853	0.593
	X2.2	0.781	0.610	0.390		
	X2.3	0.664	0.441	0.559		
	X2.4	0.836	0.699	0.301		
	Amount	3,069	2,371	1,629		
Product quality	X3.1	0.895	0.801	0.199	0.810	0.593
	X3.2	0.611	0.373	0.627		
	X3.3	0.778	0.605	0.395		
	Amount	2,284	1,780	1,220		
Buying decision	Y1.1	0.882	0.778	0.222	0.873	0.697
	Y1.2	0.797	0.635	0.365		
	Y1.3	0.823	0.677	0.323		
	Amount	2,502	2,090	0.910		
Loyalty	Y2.1	0.794	0.630	0.370	0.845	0.644
	Y2.2	0.806	0.650	0.350		
	Y2.3	0.808	0.653	0.347		
	Amount	2,408	1,933	1,067		

Source: Processed Primary Data, 2023

An acceptable level of reliability was determined using a cut-off value of 0.70. With these results, the indicators used to measure each research variable are considered reliable.

Normality test

Table 3. Normality Test Results

Variables	min	Max	skew	cr	kurtosis	cr
Y1.1	2,000	5,000	-,021	-,114	-,766	-2,039
Y1.2	2,000	5,000	,166	,882	-,429	-1,141
Y1.3	2,000	5,000	-.072	-,381	-,643	-1,711
X3.1	2,000	5,000	,027	,142	-,424	-1.129
X3.2	2,000	5,000	-,117	-,622	-,178	-,473
X3.3	2,000	5,000	,049	,261	-.482	-1,282
X2.4	2,000	5,000	,109	,582	-,367	-.976
X1.4	2,000	5,000	,371	1,973	-,511	-1,360

Variables	min	Max	skew	cr	kurtosis	cr
X2.1	2,000	5,000	,102	,541	-.440	-1.172
X2.2	2,000	5,000	,196	1,043	-,460	-1,225
X2.3	2,000	5,000	,074	,396	-,394	-1,047
Y2.1	1,000	5,000	-.075	-,400	,071	,190
Y2.2	1,000	5,000	-,062	-,332	,964	2,565
Y2.3	1,000	5,000	-,065	-,348	,226	,600
X1.1	2,000	5,000	,468	2,492	-,545	-1,452
X1.2	2,000	5,000	,462	2,457	-,445	-1,184
X1.3	2,000	5,000	,474	2,523	-,173	-,459
Multivariate					5,076	**1,502**

Source: Processed Primary Data, 2023

The critical value (cr) of skewness and kurtosis in the SEM analysis technique is an indication of the normality test. If the critical value (cr) does not exceed 2.58, it means that the data used is in accordance with the assumption of normality. The data complies with the assumption of normality because neither kurtosis nor skewness exceeds $\pm$ 2.58.

Multicollinearity Test

Table 4. Multicollinearity Test Results

	1.1	1.2	1.3	3.1	3.2	3.3	2.4	1.4	2.1	2.2	2.3	2.1	2.2	2.3	1.1	1.2	1.3
Y1.1	18																
Y1.2	52	74															
Y1.3	31	28	41														
X3.1	66	49	16	83													
X3.2	14	01	10	64	85												
X3.3	19	31	22	41	34	94											
X2.4	36	10	38	58	62	46	47										
X1.4	68	42	02	35	53	53	71	87									
X2.1	00	47	92	61	53	31	97	96	25								
X2.2	65	17	03	25	36	19	20	19	01	72							
X2.3	98	52	15	69	34	46	57	95	09	15	93						
Y2.1	71	61	38	92	08	44	29	88	17	17	99	82					
Y2.2	06	60	98	93	63	81	58	67	29	82	02	71	59				
Y2.3	47	74	68	83	29	41	78	18	80	80	45	71	41	38			
X1.1	95	69	71	20	22	14	33	32	42	89	41	92	87	31	11		

	1.1	1.2	1.3	3.1	3.2	3.3	2.4	1.4	2.1	2.2	2.3	2.1	2.2	2.3	1.1	1.2	1.3
X1.2	59	18	84	44	44	44	54	27	39	50	61	58	47	66	07	32	
X1.3	16	19	54	40	56	40	98	92	30	06	42	98	49	53	58	98	50

It is possible to conclude that there is no multicollinearity or singularity problem given that the Determinant of sample covariance matrix has a value of 0.000000003494 and that the computer does not output "*Warning*" which indicates that multicollinearity or singularity has occurred.

Hypothesis Testing

The hypothesis can be accepted if the probability value is less than or equal to$\propto$(0.05), but the hypothesis is rejected if the probability value is greater than or equal to$\propto$(0.05). The significant level results are seen in table 5 between the hypothesized variables.

Table 5. Hypothesis Testing

			Estimates	SE	CR	P
Buying decision	<---	Life_Style	,274	,117	2,335	,020
Buying decision	<---	Brand_Image	,333	,138	2,412	,016
Buying decision	<---	Product quality	,364	,104	3,491	***
Loyalty	<---	Life_Style	,208	,104	2.008	,045
Loyalty	<---	Brand_Image	,459	,127	3,625	***
Loyalty	<---	Product quality	,272	,105	2,596	,009
Loyalty	<---	Buying decision	,198	,080	2,467	,014

RESULT AND DISCUSSION

The Influence of Brand Image on Purchasing Decisions

Hypothesis testing shows that service quality has a positive and significant effect on trust, which can be proven from the value of cr = 2.412 > 2.00 and prob = *** < 0.05. The positive results obtained show that every time there is an increase or maintenance of a company's brand image, it will also increase the sense of trust which can be a motivation in purchasing decisions. According to Huda (2020), brand image is a perspective or image that is assessed from a consumer's point of view towards a company. A good brand image that a company gives to consumers will create a sense of trust in consumers and will greatly influence purchasing decisions, because consumers already have a positive perception of the company and believe in using the company's products.

This is in accordance with the results of research from Arianty and Andira (2021), Nurjaya, Erlangga and Oktarini (2021), Miati (2020) and Adiwidjaja (2017) stating that brand image has a positive effect on purchasing decisions.

The Effect of Life Style on Purchasing Decisions

The hypothesis test proves that life style has a positive and significant effect on purchasing decisions, which can be proven from the value of cr = 2.335 > 2.00 and prob = *** < 0.05. The positive results obtained show that people's life style greatly influences the decision to purchase a product, especially smartphones. According to Pangestu and Suryoko (2016) life style is an indicator of personal factors that also influence the decision about what to buy. People are encouraged to use cellphones or smartphones as a means of communication because of the modern lifestyle that is moving towards the digitalization era. Companies in the electronics industry can use modern lifestyles to attract customers to Apple, especially for smartphones sold under the iPhone brand,

This is supported by the research findings of Hasbullah (2020), Kurniawan and Susanti (2019) who found that a person's lifestyle has a positive impact on a person's decision to make a purchase.

The Influence of Product Quality on Purchasing Decisions

The hypothesis test shows that product quality has a positive and significant effect on purchasing decisions, which can be proven from the value of cr = 3.491 > 2.00 and prob = 0.009 <0.05. The positive results obtained explain that there is an increase in the quality of a product that is in the consumer's self will also increase the purchase decision made by the consumer. According to Sari and Cahya (2022) product quality is the good or bad level of a product in carrying out its overall functions. The key to the success of a company is marked by the creation of quality products or good quality products.

This is supported by research findings from Melinda (2017), Putra, Arifin and Sunarti (2017) stating that product quality has a positive influence on purchasing decisions.

The Effect of Brand Image on Loyalty

Hypothesis testing proves that brand image has a positive and significant effect on loyalty, which can be proven from the value of cr = 3.625 > 2.00 and prob = *** < 0.05. The positive results obtained indicate that when the brand image is maintained, consumers will return to using iPhone products. Brand image according to Apriliani (2019) is "brand perception related to memory and brand associations". Examples of marketing tools that can be used to build a brand image include the product itself, its packaging and labels, brand name, logo, and the colors used. The better the brand image of an item, the more clients will view the advertised goods and services. Moreover, whether the character of an item is worthy or not must first be seen from its brand image.

The results of this research are supported by research from Yunaida (2017), Syoalehat, Azizah and Kusumastuti (2016), explaining that brand image has a positive influence on Loyalty.

The Influence of Life Style on Loyalty

Hypothesis testing proves that life style has a positive and significant effect on loyalty, which can be proven from the value of cr = 2.008 > 2.00 and prob = 0.034 < 0.05. The positive results obtained explain that any improvement in the company's image will increase purchasing decisions made by consumers. According to Darmianti and Prabawani (2019), life style is a person's overall picture of themselves in managing their lifestyle and expressing their various activities. Life style is also a characteristic of a person that can be reasonably accepted by other people in a time and place, for example social relationships, consumption, entertainment, clothing, etc. Determining a person's life style can be divided into many factors, namely culture, values, demographics, social class, personality, family, motivation,

This is supported by research from Putra and Radiansyah (2022), Pratama (2017), Napitipulu (2018), Sadiyah and Lalugi (2018) stating that life style has a positive influence on user loyalty.

Effect of Product Quality on Loyalty

The results of hypothesis testing show that product quality has a significant effect on customer loyalty, which can be proven from the value of cr = 2.596 > 2.00 and prob = *** < 0.05. The positive results indicate that customers will be more committed to a product brand if the quality is higher and the quality is better. According to Cardia and Santika (2019) loyalty is influenced by price, service, product quality, and promotions. The practice of purchasing the same brand of goods repeatedly over a period of time is known as brand loyalty. Meanwhile, capital, product design, production process, input quality, product price, product testing, and quality standards are factors that influence product quality.

This is in accordance with research results from Kusumasasti, Andarwati and Hadiwidjojo (2017), Cardia and Santika (2019), stating that product quality has a positive effect on Loyalty.

The Effect of Purchasing Decisions on Loyalty

The results of hypothesis testing show that purchases have a positive and significant effect on loyalty, which can be proven from the value of cr = 2.467 > 2.00 and prob = *** < 0.05. Positive results explain that the better the purchasing decision, the higher the brand loyalty. According to Santoso and Samboro (2017) loyalty shows the relationship between a client and a particular brand and this is often shown by repeat purchases from clients. Since loyalty can be measured by how much is spent, purchasing decisions have a significant impact on loyalty.Apple's corporate strategy is to create a good perception about the products

it introduces to the market and receive positive feedback from customers, thereby influencing consumer behavior and purchasing decisions. A company's new product launch will be influenced by a successful strategy, resulting in frequent iPhone purchases by a large number of customers who become loyal users.

The results of this research are in accordance with research conducted by Diansyah and Putera (2017), Muhtarom, Syairozi and Yonita (2022), explaining that brand loyalty is influenced by purchasing decisions.

CONCLUSION

*Brand image*became the first largest variable proven to have a positive and significant effect on loyalty with a loading factor level of 0.459. So it can be concluded that maintaining a brand image will increase loyalty to iPhone products in Sukabumi City.

With a loading factor level of 0.364, product quality is the second largest variable which is proven to have a positive and significant effect on purchasing decisions. Therefore, it can be concluded that improving product quality will also have an impact on increasing purchases of iPhone products in Sukabumi City.

*Brand image*with a loading factor level of 0.333, it is the third largest variable which is proven to have a positive and significant effect on purchasing decisions. So it can be concluded that if the brand image is good in the eyes of consumers, purchasing decisions for iPhone products in Sukabumi City will also increase.

*Life style*with a loading factor level of 0.274, it is the fourth largest variable which is proven to have a positive and significant effect on purchasing decisions. So it can be concluded that consumer life style can have an influence on increasing purchasing decisions for iPhone products in Sukabumi City.

With a loading factor level of 0.272, product quality is the fifth largest variable which is proven to have a positive and significant effect on loyalty. Therefore it can be concluded that customers in Sukabumi City will be more loyal to iPhone products if the product quality is good.

In terms of life style indicators, I feel that using a smartphone such as an iPhone can indirectly improve social class in society and it is a satisfaction for me to get the lowest average. This shows that the iPhone has not succeeded in achieving customer satisfaction and must make many observations so that it can keep up with trends in society which is the iPhone market segment.

In terms of life style indicators, I feel that the Apple brand has been successful and successful in making its products, including the iPhone, look luxurious and premium, thereby creating a kind of prestige for its users, getting the highest average. Thus, the iPhone must maintain and improve the image it has built so that consumers do not switch to other smartphone brands. Such as reducing the number of products so that there is a scarcity of products which makes products increasingly difficult to obtain and improves the features and

quality of the iPhone.

On the loyalty indicator, if Apple releases the newest iPhone, I'm very interested in buying it, it gets the lowest average. This shows that customer loyalty to iPhone products has not been perfectly formed and is vulnerable to switching to other smartphone brands.

On the brand image indicator, iOS has several special features that are inseparable and only offered by the iPhone operating system which is an advantage compared to other brands with the highest average. This shows that the brand image of iPhone products is good and must be maintained. For this reason, iPhone products must maintain and carry out regular controls and not forget to generate new ideas in developing increasingly sophisticated technology.

On the loyalty indicator, I would definitely recommend others to buy iPhone products with the lowest average. This shows that consumer loyalty towards iPhone products is not good. In order for consumers to be able to recommend iPhone products, they must be innovative and provide new experiences and amaze customers who are faced with many other smartphone choices.

In product quality indicators, not only developments in technology, the iPhone has also succeeded in innovating its product design from generation to generation and has always been a trendsetter with the highest average. This shows that the design of iPhone products is superior and must be maintained. To maintain it, there is input for iPhone products, namely adding color variations to the choices in each product.

In purchasing decision indicators, I really appreciate and accept the mistakes and shortcomings of iPhone products because there are many advantages, the quality gets the lowest average. This shows that several improvements need to be made to improve purchasing decisions. The company must be able to accept all input, suggestions and even criticism from consumers as a discussion of product evaluation to create something even better.

In terms of purchasing decision indicators, I bought because I really knew that the quality of the iPhone received the highest average. This shows that consumers who buy iPhone products already know the quality offered, therefore quality must continue to improve and be maintained and minimize all shortcomings and weaknesses.

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