

The Influence of Brand Image and Hedonic Lifestyle on iPhone Purchase Decisions Among Generation Z Women in Cirebon City

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ABSTRACT

The research conducted aims to analyze the influence of brand image and hedonistic lifestyle on the decision to buy an iPhone among Generation Z women in Cirebon City. Generation Z, known as the digital generation, shows a high interest in technology products, especially smartphones. Quantitative research methods and survey approaches are utilized, and data is obtained by distributing questionnaires to respondents. The results of the analysis obtained state that Brand image has a positive and significant influence on the decision to buy an iPhone, with a t-value of 1.714 and a significance of 0.000. Hedonic lifestyle also contributes positively, with a t-value of 4.015 and a significance of 0.000. The F test states that simultaneously, both variables have a significant influence on the decision to buy. The findings obtained provide useful knowledge to marketers in planning more effective marketing strategies to attract consumers in this segment.

INTRODUCTION

Nowadays, in the era of digitalization and globalization, the development of information and technology has changed the lifestyle and consumption patterns of society, especially in Generation Z. Generation Z can also be known as the millennial generation that grew up in a group of individuals born between 1997 and 2012. (Setyaningsih 2020) They grew up in a digital environment and have unique characteristics in terms of preferences and consumption behavior. An interesting phenomenon that can be observed in Generation Z is their purchasing decisions for technology products, especially smartphones, one of which is the iPhone. iPhone, as one of the leading smartphone brands in the world, has its own appeal for Generation Z.

Generation Z, known as the digital generation, has extensive access to information and technology from a young age. They are raised in a digital environment that allows them to connect with various sources of information, such as product reviews, recommendations from influencers, and other user experiences. This affects the way they make purchasing decisions, especially for technology products such as smartphones. (Firamadhina and Krisnani 2021)

One of the factors that influences Generation Z's purchasing decisions for the iPhone is brand image. iPhone has successfully built a reputation as a symbol of status and innovation. Generation Z tends to value brands that not only offer high-quality products but also have values that align with their beliefs, such as sustainability and social responsibility. Apple, as the company that produces the iPhone, has made an effort to demonstrate its commitment to environmental issues and user privacy, which are highly relevant to Generation Z values.

In addition, the features offered by the iPhone, such as a high-quality camera, attractive design, and a wide ecosystem of applications, are also an attraction. Generation Z is very active on social media, and the ability to take high-quality photos and videos is one of the main considerations in choosing a smartphone. iPhone, with its advanced camera features and ease of editing, fulfills their need to share moments visually. (Syafika et al. 2025)

Peer and community influences are also very strong in Generation Z's purchasing decisions. They tend to seek validation from those around them before making a decision. If many of their friends use an iPhone, they may feel compelled to choose the same brand to stay connected and accepted in their social group.

Lastly, Generation Z is also more likely to do research before buying. They utilize online platforms to compare prices, read reviews, and find out about product specifications. This makes them more critical and selective in choosing products, including smartphones. Brands that are able to provide transparent and educational information about their products will more easily attract the attention of Generation Z. (Anonymous 2024)

Overall, Generation Z's purchasing decisions for iPhones are influenced by a combination of brand image, product features, social influence, and broad access to information. By understanding the characteristics and preferences of this generation, companies can design more effective marketing strategies to attract their attention.

Based on the book by Kotler and Keller (2016), entitled *Marketing Management*, it explains that "a brand image is the belief and perception of consumers towards a particular brand". Brand image cannot be separated from the lifestyle of some groups or generations, one of which is Generation Z. (Hidayat and Rayuwanto 2022)

Brand image is a collection of brand associations that are attached and born in the minds of consumers. Consumers who frequently use a brand usually have a tendency to maintain consistency with the brand image. (Indrawati 2015)

Engel, Blackwell, and Miniard (1995), in their book *Consumer Behavior*, explain that "a hedonistic lifestyle is a lifestyle that focuses on personal satisfaction and pleasure". This lifestyle can encourage consumers to buy products that are considered to provide experiences and increase social status. (Nuzulia 2020)

A hedonistic lifestyle is a view that states that pleasure is the most important aspect of life, or hedonism can be interpreted as a belief held by individuals who prioritize the search for pleasure alone in their lives. (Fitria 2022)

The phenomenon of the increasing popularity of the iPhone among Generation Z in Indonesia can be seen from Apple's annual report, which shows significant revenue growth from iPhone sales every year. A survey conducted in Indonesia revealed that around 87% of teenagers in Indonesia use iPhones, and more than 90% of them plan to buy an iPhone as their next smartphone. This shows that the iPhone has become an important part of the digital life of Generation Z in Indonesia. (Smartphone et al. 2024)

Further focus on Cirebon City shows that generation Z women in this area also show great interest in technology products, including the iPhone. Data shows that in 2020, around 60% of Generation Z women in Cirebon used an iPhone. This figure increased to 72% in 2021, then rose again to 80% in 2022. The peak occurred in 2023, when 87% of Generation Z women in Cirebon had used an iPhone. (Putra, Kristanto, and Putro 2023)

Although the general trend shows an increase, there are some periods where iPhone sales experience a decline. For example, in 2020-2021, the increase in sales was not very significant compared to the previous year due to the economic impact of the post-pandemic and the decline in people's purchasing power. In addition, in 2023, although the number of users is still high, the growth rate began to slow down. This is due to the increasingly high price of the iPhone and the emergence of competitors with more affordable advanced features. (Imawati and Yulianto nd)

For example, in a certain quarter in 2023, iPhone sales in Cirebon slowed down due to global economic factors and the increasing choice of alternative smartphones with more competitive prices. The downward trend in iPhone sales also occurred in several regions when users began to consider other brands that were more flexible in customization and price.

However, Apple often overcomes these challenges by launching new, more innovative models and improving its device ecosystem to maintain user loyalty, including in Cirebon. This strategy helps Apple stay relevant in an increasingly competitive market.

Information content includes important details such as the variety of products available, product quality, and prices offered. (Agustin, Azzahra, and Hernidatiatin 2025)

LITERATURE REVIEW

This theoretical study will reveal several theories related to the research problem being conducted. This study will raise issues in the form of brand image, purchasing decisions, and hedonistic lifestyle. Therefore, this theoretical basis examines starting from a general understanding to an understanding that focuses on several theories related to the problem to be studied.

Understanding Brand Image

Brand image is defined based on the views of Keller and Swaminathan (2020:551) namely "brand image is consumer perceptions of and preferences for a brand, measured by the various types of brand associations held in memory". This sentence can be translated as, brand image refers to the preferences and perceptions of users to a particular brand, which are assessed based on several forms of brand associations embedded in consumer memory. (Pipit Mulyah, 2020)

In the Nur Cahya and Muchsin Saggaff Shihab Journal (2018) based on Aaker's view in Yusyulian, the brand image dimensions are divided into five, including:

- A. Brand Identity, or brand identity, leads to tangible or physical identity such as name, location, packaging, logo, color, slogan, company identity, and so on.
- B. Brand Personality, or the unique character that a brand has that describes its personality consumers as human beings, which consumers can then easily recognize and differentiate from other brands in similar categories, for example dignified, warm, sociable, firm character, dynamic, free, sophisticated, creative, rigid, noble, friendly, compassionate, up-to-date, and so on.
- C. Brand Association, A detailed thing that is associated with a particular brand, can come from a product offering such as sponsorship, social care activities, advertising, or a strong issue related to the brand, the quality of the brand or person, or a symbol and a meaning that is strongly associated with a particular brand.
- D. Brand Attitude and Behavior Attitude The way or behavior of a brand when interacting, advertising, and communicating with users to explain the various values or benefits that the brand has, which is then expected to influence user assessments and perceptions.
- E. Brand Benefit and Competence The values of a brand that offer benefits and different competencies in solving problems faced by consumers, with the possibility of users to gain benefits because the dreams, obsessions, needs, and desires of users can be realized through offers from a company.

Understanding Hedonistic Lifestyle

Based on the opinion of Kotler and Keller (2015:165) it is said that lifestyle is the way individuals live their lives, which can be seen from their interests, views, and activities. Lifestyle reflects how a person interacts comprehensively with their surroundings. Ujang Sumarwan has an opinion regarding lifestyle indicators, including:

A. Shopping

Shopping is not just an activity of buying goods, but also reflects the needs, desires, and behavior of consumers. In a social context, shopping can serve as a means to express oneself, show status, or even build social relationships. For example, shopping with friends or family can be a social activity that strengthens bonds between individuals. With technological advancements, shopping can now also be done online, providing greater convenience and access for consumers. However, excessive or impulsive shopping can lead to financial problems and other negative impacts.

B. Family

The family is a fundamental social unit that has an important role in individual development. Within the family, members support each other, share values, and form identities. Families can take many forms, such as nuclear families, extended families, or families formed through marriage and adoption. Dynamics within the family can affect the mental and emotional health of its members. Families also serve as a place of early education, where children learn about norms, ethics and social skills. However, challenges such as conflicts, disagreements or economic issues can affect harmony within the family.

C. Social Issues

Social problems cover a wide range of issues that impact society as a whole, such as poverty, discrimination, education and health. These issues are often related to the norms and values that exist in society, as well as the way individuals interact with each other. Sometimes, social pressures can influence an individual's behavior, pushing them to take certain actions to gain recognition or avoid stigma. For example, a person may feel pressured to follow a certain trend even if it is not in line with their personal desires. Understanding social issues is crucial to raising awareness and encouraging positive change in society. (Hartati, Hurriyati, and Widjajanta 2017)

Understanding Purchasing Decisions

Philip Kotler, as quoted in Adriansyah's book (2012), put forward several indicators in the purchasing decision process (Kangsadewa and Pratama 2023). The following is an explanation of each indicator:

A. The purpose of purchasing a product

Every purchasing decision is based on a specific goal or need. Consumers buy products because they have functional needs (such as food and clothing) or emotional needs (such as increasing social status).

Understanding these goals helps companies develop marketing strategies that are in line with customer motivations.

B. Information processing to arrive at brand selection

Before making a purchase, consumers typically gather and process information about available products and brands. This process can involve searching for information from a variety of sources, such as the internet, customer reviews, friend recommendations, or advertisements. Consumers then compare products based on factors such as price, quality, features, and brand before making a decision.

C. Consistency in a product

After choosing a product, consumers will have a certain level of satisfaction or confidence in their choice. This stability depends on whether the product meets or even exceeds their expectations. If the product succeeds in delivering the expected value, consumers tend to feel satisfied and confident with the decision they have made.

D. Giving recommendations to others

Satisfaction with a product or service often leads consumers to recommend it to others. This recommendation can be done directly through conversation or indirectly through online reviews. Word of mouth is a very important factor in building brand reputation and attracting new potential customers. (Adolph 2016)

Basic assumptions in research are beliefs that are the basis for researchers in determining the direction, focus, and hypothesis of research. These assumptions include causal relationships between variables, conceptual relationships, sample representation of the population, and the validity and reliability of the instrument. With strong basic assumptions, research can run more focused and effectively, avoid confusion, and focus on relevant research questions. According to Surakhmad (in Arikunto Suharsimi, 2019), basic assumptions are "beliefs that are accepted as a starting point for thinking, which are the main foundation in conducting research.

Referring to the concept of Sugiyono (2017: 63), which states that, in fact, a hypothesis is only a temporary answer obtained from the formulation of the problem in the research expressed in a statement sentence. Below is the formulation of the hypothesis from the research:

H0: Brand Image and Hedonic Lifestyle do not influence the decision to purchase an iPhone.

H1: Brand Image and Hedonic Lifestyle Influence the Decision to Purchase an iPhone.

METHODOLOGY

This study adopts a quantitative method because it is based on a positivistic approach that emphasizes objective analysis of phenomena using a quantitative approach. In quantitative studies, the focus is on understanding rooted in measurable data collected from a representative population or sample.

The research process is deductive, where hypotheses are formed based on existing theories and tested through field data collection.

This research method uses a survey design with a population consisting of Generation Z Women, where the sample was selected by purposive sampling in Cirebon City to ensure adequate representation. By using accidental techniques as a sampling method, the researcher obtained 95 respondents as research samples. Data were collected using questionnaire instruments, both from primary and secondary sources. The study uses the Likert scale as a questionnaire instrument. This study uses data analysis techniques through instrument testing that includes validity and reliability tests, followed by classical assumption tests such as normality, multicollinearity, heteroscedasticity, and linearity tests, as well as multiple regression analysis and coefficient of determination (R^2). In addition, a hypothesis test was also carried out, consisting of the t-test and F-test.

RESEARCH RESULTS AND DISCUSSION

T-Test

The t-test is conducted to test whether the hypothesis question is correct, with the testing criteria as below:

- a. If $t \text{ count} > t \text{ table}$, H_0 is rejected and H_a is accepted.
- b. If $t \text{ count} < t \text{ table}$, H_0 is accepted and H_a is rejected.

Then, based on significance/Sig:

- a. If significance/Sig. < 0.05 , H_0 is rejected and H_a is accepted.
- b. If the significance/Sig. > 0.05 , H_0 is accepted and H_a is rejected.

This study utilized the SPSS version 22 application in its t-test.

The t-table value is determined based on an error level of 5% or 0.05, resulting in a t-table value of 1.248.

- a. First hypothesis testing

H_0 : Brand Image (X1) does not influence the iPhone Purchase Decision.

H_a : Brand Image (X1) influences iPhone Purchasing Decision.

Based on the calculation results using SPSS, the brand image variable obtained a t-count of 1.714 with a significance value/Sig of 0.000. The significance value is smaller than the expected significance value ($0.000 < 0.05$) and $t\text{-count} > t\text{-table}$ ($1.714 > 1.248$), so that H_a is accepted and H_0 is rejected. So it can be concluded that the brand image variable (X1) has a positive influence on purchasing decisions (Y).

- b. Second hypothesis testing

H_0 : Hedonistic Lifestyle (X2) does not influence the iPhone Purchase Decision.

H_a : Hedonistic Lifestyle (X2) influences Decisions

Based on the calculation results using SPSS, the price variable has a t-count of 1.248 with a significance value/Sig of 0.000. The significance value is smaller than the expected significance value ($0.000 < 0.05$) and $t\text{-count} > t\text{-table}$ ($4.015 > 1.248$), so that H_a is accepted and H_0 is rejected. Therefore, it is concluded that the hedonic lifestyle variable (X2) has a positive influence on purchasing decisions (Y).

CONCLUSION AND RECOMMENDATION

The Influence of Brand Image on the Decision to Buy an iPhone: The results of the t-test state that brand image has a significant positive influence on the decision to buy an iPhone among Generation Z women in Cirebon City. With a t-value of 1.714 and a significance value of 0.000, smaller than 0.05, so the alternative hypothesis (H_a) is accepted. Thus proving that a strong and positive brand image can encourage Generation Z women to choose the iPhone as their smartphone.

The Influence of Hedonic Lifestyle on iPhone Purchasing Decisions: The t-test results also state that hedonic lifestyle has a significant positive influence on iPhone purchasing decisions. With a t-count of 4.015 and a significance value of 0.000, which is also smaller than 0.05, the alternative hypothesis (H_a) is accepted. This indicates that generation Z women who adopt a hedonic lifestyle tend to prefer products that provide satisfaction and positive experiences, such as the iPhone.

Joint Influence of Brand Image and Hedonic Lifestyle: The F test shows that simultaneously, brand image and hedonic lifestyle have a positive effect on the decision to buy an iPhone. With an F-count value of 13.130 and a significance value of 0.000, which is smaller than 0.05, the hypothesis that both variables influence the decision to buy is accepted. Thus, stating that the combination of a strong brand image and a hedonic lifestyle owned by generation Z women in Cirebon contributes significantly to their decision to buy an iPhone.

In general, the results of this study highlight that brand image and hedonistic lifestyle have a significant role in influencing consumer decisions when purchasing technology products, especially smartphones, among Generation Z women in Cirebon City. This provides insight for marketers and manufacturers to better understand consumer behavior and design more effective marketing strategies.

ADVANCED RESEARCH

Future research is recommended to add other variables such as social influence, perceived quality, or brand loyalty to make the analysis more comprehensive. Comparative studies between genders, between cities, or between age groups can also be conducted to see differences in purchasing decision patterns. In addition, qualitative methods such as in-depth interviews can be used to explore consumers' emotional motivations. Future research can also focus on the role of social media in shaping brand image and hedonic lifestyle. It is also recommended to conduct a longitudinal study to see changes in consumer behavior over time, as well as to examine the relationship between brand image and purchase loyalty for iPhone products.

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